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CONTINS**

Fall 1999 Ratings Report

# AMERICAN RADIO

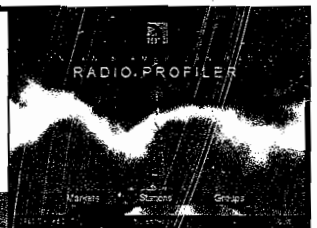
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Transaction Review

# AMERICAN RADIO

## FALL 1999 RATINGS REPORT

Arbitron Rating Period: 23 September - 15 December 1999

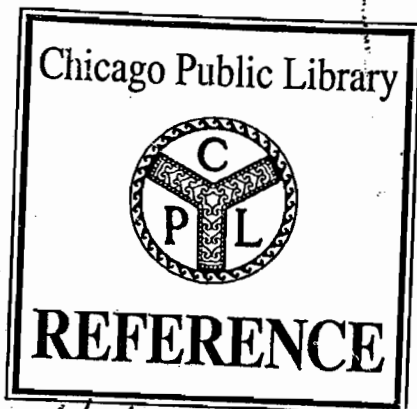
Compiled and Edited by:  
Thom Moon

DUNCAN'S AMERICAN RADIO, L.L.C.  
P.O. Box 8446  
Cincinnati, OH 45208-0446

859.431-3001 (Office)  
859.431-3080 (Fax)

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# INTRODUCTION

**AMERICAN RADIO** is in its 24th year of publication. We sincerely appreciate your support of our work today and, over the years.

We strongly urge you (especially new clients/subscribers) to read carefully the "Definitions, Clarifications and Explanations" section that immediately precedes the individual market reports. It will help you understand all the information provided in the individual market reports. If you have any questions, comments or suggestions, please feel free to call Thom Moon. We believe that our time is included in your purchase price. And, we always enjoy talking about **AMERICAN RADIO**. Thom can be reached at the following address or phone numbers:

Duncan's American Radio, L.L.C.  
P.O. Box 8446  
Cincinnati, OH 45208-0446  
859.431-3001

E-mail: [tmoon@duncanradio.com](mailto:tmoon@duncanradio.com)

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

Release of the Arbitron market reports began on 7 February and ended 9 March 2000. Compilation of this edition was completed 31 March 2000. Any corrections made by Arbitron to earlier published reports are included if they were received before 31 March 2000. Station sales through 24 March 2000 are included.

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

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

## DUNCAN'S AMERICAN RADIO

James H. Duncan, Jr.

J.T. Anderton	Thom Moon
Nancy Nally	Tony Sanders
Debbie Underwood	Sherry Roberts

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

# STATION TRADING ACTIVITY

1 SEPTEMBER 1999 - 24 MARCH 2000

## GROUP TRANSACTIONS

STATION(S)	MONTH SELLER-BUYER MARKET	CONSIDERATION	BROKER(S)
<b>9/99 AMFM-SPANISH BROADCASTING SYSTEM</b>			
WCOM-F, WCTA-F, WIOA-F, WIOB-F, WIOC-F, WOYE-F, WZMT-F, WZNT-F	Puerto Rico	\$90,000,000	
<b>9/00 CAPE FEAR-CUMULUS</b>			
WFNC-AF, WQSM-F, WRCQ-F WGNL-F, WMNX-F	Fayetteville, NC Wilmington, NC	\$47,000,000	
<b>10/99 BROADCASTING PARTNERS-CITADEL</b>			
WFPG-AF, WKOE-F, WPUR-F WEBB-F, WEZW, WMME-F, WTVL WEDG-F, WGRF-F, WHLD, WHITT-F, WMNY WCRQ-F WKRT WIII-F KCTO-F, KMYF-F, KTJC-F, KYEA-F WBSM, WFHN-F WAXK-F, WQGN-F, WSUB WBPW-F, WOZI-F, WQHR-F WAQX-F, WLTI-F, WNSS, WNTQ-F KDOK-F, KEES, KGLD, KTBB, KYZS	Atlantic City-Cape May Augusta-Waterville, ME Buffalo Calais-Eastport, ME Cortland, NY Ithaca, NY Monroe, LA New Bedford-Fall River, MA New London, CT Presque Isle, ME Syracuse Tyler-Longview, TX	\$190,000,000	
<b>10/99 AMFM-CLEAR CHANNEL</b>			
(Too many stations to detail. Please see individual market reports. Divestitures shown below)		Value: approx. \$11,000,000,000	
<b>11/99 DOWNEAST-HARRON</b>			
WZOU WLAM-AF, WMWX-F, WTHT-F	Lewiston-Auburn, ME Portland, ME	\$12,000,000	
<b>11/99 CONNOISSEUR-CUMULUS</b>			
WRQK-F KBOB-F, KJOC, KORB-F, KQLI-F, WXP-F WGBF, WGBF-F, WTRI-F, WYNG-F WDZZ-F, WDFD, WRSR-F, WWCK-F WMHG-F, WMRR-F, WMUS-AF, WSHZ-F WLUV-AF, WROK, WXXQ-F, WZOK-F WTLZ-F KCRR-F, KKCV-F, KOEL-AF WHOT-F, WLLF-F, WPIC, WSOM, WWIZ-F, WYFM-F	Canton Davenport-Rock Island-Moline Evansville Flint Muskegon Rockford Saginaw-Bay City-Midland Waterloo-Cedar Falls Youngstown	\$242,000,000	
<b>12/99 ASSOCIATED-STOP 26-RIVERBEND</b>			
WXST-F WOMP-AF, WRKY-F, WSTV	Columbus, OH Wheeling (Steubenville-Weirton)	\$20,000,000	
(Stop 26-Riverbend immediately divested all but WXST-F to Keymarket for a reported \$5,000,000)			
<b>12/99 McDONALD-CUMULUS</b>			
KNRQ-AF, KZEL-F KBBY-F, KHAY-F, KVEN KKSBB-F, KMGQ-F	Eugene-Springfield Oxnard-Ventura Santa Barbara, CA	\$41,000,000	
<b>12/99 CHARLOTTESVILLE/EURE-CLEAR CHANNEL</b>			
WCHV, WKAV	Charlottesville, VA	\$900,000	
<b>12/99 LIGGETT-CITADEL</b>			
WFBE-F WFMK-F, WITL-F, WJIM-AF, WMMQ-F, WVFN WHNN-F, WTCF-F	Flint Lansing Saginaw	\$120,500,000, cash & stock	
<b>1/00 EQUICOM-ROY HENDERSON</b>			
KULM-F KBAL-AF	Columbus, TX San Saba, TX	Assumption of debt: \$600,000	

STATION(S)	MONTH SELLER-BUYER	MARKET	CONSIDERATION	BROKER(S)
	<b>1/00 BLOOMINGTON-CITADEL</b>			
WBNQ-F, WBWN-F, WJBC WGOW-AF, WOGT-F, WSKZ-F WISW, WLXC-F, WOMG-F, WTCB-F WBBL, WKLQ-F, WLAV-F, WODJ-F WGOC, WJCW, WKIN, WKOS-F, WQUT-F		Bloomington, IL Chattanooga Columbia, SC Grand Rapids Johnson City-Kingsport-Bristol	\$176,000,000	
	<b>1/00 EXCL-ENTRAVISION</b>			
KRZY-AF KJMN-F, KMXA KVBC-F KSSE-F KLOK-F, KSES-AF KRNV-F KCAL, KSZZ KRCX-F, KRRE-F KBRG-F, KLOK WACA		Albuquerque Denver Las Vegas Los Angeles Monterey-Salinas-Santa Cruz Reno Riverside-San Bernardino Sacramento San Jose Washington, DC	With other media properties: \$250,000,000	
	<b>1/00 MARATHON-DAME</b>			
WGLU-F, WQKK-F WBLF, WQWK-F, WRSC, WNCL-F		Johnstown State College	\$7,500,000	
	<b>2/00 MARLIN-COX RADIO</b>			
WBOQ-F WCCC-AF WTMI-F		Boston Hartford Miami-Fort Lauderdale	\$100,000,000	
	<b>2/00 COX RADIO-MARLIN</b>			
WBOQ-F WCCC-AF		Boston Hartford	Price NA	
	<b>2/00 PINNACLE-NEXTMEDIA</b>			
WCZQ-F WDZ, WDZQ-F, WSOY-AF WANG-AF, WANJ-F, WDLX, WERO-F, WKOO-F, WRNS-AF KLLL-F, KMMX-F, KONE-F WMYB-F, WRNN-F, WYAK-F, WYAV-F		Champaign, IL Decatur, IL Greenville-New Bern-Jacksonville Lubbock Myrtle Beach, SC	\$75,000,000	Star
	<b>3/00 MITCHELL-WAITT RADIO</b>			
KAZP, KFMT-F, KHUB, KKAR, KOIL, KQKQ-F, KZFX-F KGFW, KQKY-F, KRNy-F KODY, KXNP-F		Omaha Kearney, NE North Platte, NE	Long-term LMA w/purchase option, price NA	Kalil
	<b>3/00 PALM BEACH-CBS/INFINITY</b>			
WBLK-F WMBX-F, WPBZ-F		Buffalo West Palm Beach	\$23,000,000	
	<b>3/00 FREEDOM NETWORK-MULTICULTURAL</b>			
WATB KDFT WUNA KLIB, KSXX KFNI		Atlanta Dallas-Fort Worth Orlando Sacramento San Antonio	\$12,000,000	
	<b>3/00 DAVIS-RADIO ONE</b>			
WAEG-F, WAEJ-F, WAKB-F, WFXA-F, WTHB WCCJ-F		Augusta, GA Charlotte	\$24,000,000, cash & stock	
	<b>3/00 REGENT-CLEAR CHANNEL</b>			
KIXA-F, KIXW, KROY, KZXY-F KAVC, KOSS-F, KTIPI-F WMAN, WSWR-F, WYHT-F		Apple Valley-Victorville-Hesperia, CA Lancaster-Palmdale, CA Mansfield, OH	These stations + \$67,000,000 to Clear Channel for Albany, NY & Grand Rapids divestitures	

3/00 AMFM/CLEAR CHANNEL DIVESTITURES

KGGO-F, KHKI-F (AMFM) WROQ-F (AMFM), WTPT-F (Clear Channel)	<b>TO BARNSTABLE</b> Des Moines Greenville-Spartanburg	Price NA	
WUBE (AMFM)	<b>TO BLUE CHIP</b> Cincinnati	Price NA	
WUBE-F (AMFM) WDOK-F, WQAL-F, WZJM-F (AMFM) KDJM-F, KIMN-F, KXKL-F (AMFM) WMFR (AMFM), WSJS, WSML (Clear Channel) WJHM-F, WOCL-F, WOMX-F (AMFM) KMLE-F, KOOL-F, KZON-F (AMFM) KPLN-F, KYXY-F	<b>TO CBS/INFINITY</b> Cincinnati Cleveland Denver Greensboro-Winston Salem Orlando Phoenix San Diego	\$1,400,000,000	
WPOC-F (Clear Channel) WKNN-F, WMJY-F (AMFM) WRFY-F (Clear Channel) KGGI-F (AMFM) KSDO (Clear Channel) KFJO-F (Clear Channel) KCNL-F, KSJO-F, KUFX-F (Clear Channel) KBRQ-F (AMFM)	<b>TO CHASE RADIO PARTNERS</b> Baltimore Biloxi-Gulfport-Pascagoula Reading, PA Riverside-San Bernardino San Diego San Francisco San Jose Waco, TX	Price NA	
KKBQ-F, KLDE-F calls/format (AMFM), KKTL-F, 107.5 facility (Clr Chnl) WKHK-F, WKLR-F, WMXB-F (AMFM)	<b>TO COX RADIO</b> Houston Richmond	\$380,000,000	
KDAT-F, KHAK-F, KRNA-F (AMFM) WNCE-F, WNNK-F, WTCY, WTPA-F (AMFM) WHKR-F (AMFM) KMJJ-F, KRMD-AF (AMFM)	<b>TO CUMULUS</b> Cedar Rapids Harrisburg Melbourne-Titusville-Cocoa Beach Shreveport	\$159,000,000 + swaps to be announced	
KJOJ-AF, KQUE, KSEV, KTJM-F (Clear Channel)	<b>TO EL DORADO</b> Houston	Price NA	
KACD-F, KBCD-F (Clear Channel)	<b>TO ENTRAVISION</b> Los Angeles	\$85,000,000	
KEYI-F (Clear Channel) KXPK-F (AMFM) KKFR-F (AMFM)	<b>TO HISPANIC</b> Austin Denver Phoenix	\$127,000,000	
WARQ-F, WMFX-F, WOIC, WWDM-F (Clear Channel) WJMI-F, WKXI-AF, WOAD, WYJS-F (Clear Channel)	<b>TO INNER CITY</b> Columbia, SC Jackson, MS	Price NA	
WWRX-F (Clear Channel)	<b>TO MCC BROADCASTING (WFNX-F)</b> Providence	Est. \$16,000,000	
WGNE-F (Clear Channel)	<b>TO MEGA</b> Daytona Beach	\$15,000,000	
WEEX, WODE-F (Clear Channel)	<b>TO NASSAU</b> Allentown-Bethlehem	\$30,000,000	Serafin
KFON (Clear Channel)	<b>TO PECAN PARTNERS (ELGIN FM, LP)</b> Austin	Price NA	
WJMO, WZAK-F (AMFM) KBFB-F (AMFM) WJMZ-F (Clear Channel) KBXX-F, KMJQ-F (Clear Channel) KKBT-F calls/format, 100.3 facility (AMFM) WVCG (AMFM) WFXC-FF, WNNL-F, WQOK-F	<b>TO RADIO ONE</b> Cleveland Dallas-Fort Worth Greenville-Spartanburg Houston Los Angeles Miami-Fort Lauderdale Raleigh-Durham	Price NA	

3/00 AMFM/CLEAR CHANNEL DIVESTITURES

WABT-F, WGNA-AF (AMFM), WQBK-F, WTMM (Clear Channel) WGRD-F, WLHT-F, WTRV-F (AMFM)	TO REGENT Albany-Schenectady-Troy Grand Rapids	\$67,000,000 + 11 stations
KVOD (AMFM) KXJO-F (Clear Channel)	TO RODRIGUEZ Denver San Francisco	Est. \$4,000,000 Price NA
WHMP-AF (AMFM)	TO SAGA Springfield, MA	\$12,000,000
WBOB, WYGY-F (AMFM) WKNR, WRMR (AMFM) KDGE-F (AMFM) KALC-F (AMFM) KEZY, KXMX-F (Clear Channel)	TO SALEM Cincinnati Cleveland Dallas-Fort Worth Denver Los Angeles	\$185,800,000

**MARKET-BY-MARKET LISTINGS**

DATE	STATION(S)	SELLER	MARKET	BUYER	CONSIDERATION	BROKER(S)
<b>ABILENE, TX</b>						
11/99	KFOQ-F	Powell Meredith Com.		Cumulus	KKHR + \$200,000	Force
11/99	KKHR-F	Cumulus		Powell Meredith	+\$200,000 (swap for KFOQ)	Force
<b>ALBANY-SCHENECTADY-TROY</b>						
11/99	WVKZ	Cptl. Dist. Off-Track Bet.		Anastos Brdcast. Gr. Corp.	\$137,500	
2/00	WJIV-F	Lifetalk Radio		Midwest Broadcasting	\$1,300,000	
3/00	WABT-F, WGNA, WGNA-F	AMFM		Regent Comm.	See Group Transactions	
3/99	WQBJ-F, WQBK-F, WTMM	Clear Channel		Regent Comm.	See Group Transactions	
<b>ALBUQUERQUE</b>						
12/99	KABQ, KEXT-F, KXKS	Continental Broadcasting		Clear Channel	\$7,400,000	
1/00	KHTL	Citadel		Lifetalk Bcstg.	Plus \$5,400,000 for KSVA (610)	
1/00	KSVA	Lifetalk Bcstg.		Citadel	KHTL (920) + \$5,400,000	
1/00	KQEO	Lifetalk Bcstg.		Vanguard Media	\$12,000	
1/00	KRZY, KRZY-F	EXCL		Entravision	See Group Transactions	
<b>ALEXANDRIA, LA</b>						
9/99	KFAD-F	FM Broadcasting		Cenla Broadcasting, Inc.	Price NA	
<b>ALLENTOWN-BETHLEHEM</b>						
11/99	WTKZ	Holt Corporation		Mega	\$1,250,000	
3/00	WEEX, WODE-F	Clear Channel		Nassau	AMFM/CCU divestiture. Price NA	Serafin
<b>AMARILLO, TX</b>						
9/99	KAEZ-F	KAEZ, Inc.		Michael Perry Stephens	\$750,000	
<b>ANCHORAGE</b>						
2/00	KMBQ-F	Clyde Boyer		John Klapperich	\$360,000	
3/00	KBYR	Northern Television		Media News Gr.	w/FM CP, KTVA-TV: \$2,133,450	
<b>APPLE VALLEY - VICTORVILLE</b>						
3/00	KIXA-F, KIXW, KROY, KZXY-F	Regent Comm.		Clear Channel	See Group Transactions	
<b>ATLANTA</b>						
12/99	WGKA	JW Broadcasting, Inc.		Salem	\$8,000,000	
3/00	WATB	Freedom Network		Multicultural	See Group Transactions	
<b>ATLANTIC CITY - CAPE MAY</b>						
10/99	WFPG, WFPG-F, WKOE-F, WPUR-F	Bcstg. Partners, LP		Citadel	See Group Transactions	
<b>AUGUSTA, GA</b>						
9/99	WRDW, WREN-F	Beard Broadcasting		Beasley	\$800,000	Kempff
3/00	WAEG-F, WAEJ-F, WAKB-F, WFXA-F, WTHB	Davis		Radio One	See Group Transactions	
<b>AUGUSTA - WATERVILLE, ME</b>						
10/99	WEBB-F, WEZW, WMME-F, WTVL	Bcstg. Partners, LP		Citadel	See Group Transactions	
1/00	WLOB-F	Carter Bcstg. Corp.		Catholic Family Radio	Sale Cancelled	
<b>AUSTIN</b>						
3/00	KEYI-F	Clear Channel		Hispanic	See Group Transactions	
3/00	KFON	Clear Channel		Pecan Partners (KELG, etc.)	Price NA	
<b>BALTIMORE</b>						
11/99	WYRE	MBC, Inc.		Bay Broadcasting Corp.	\$200,000	
3/00	WPOC-F	Clear Channel		Chase Radio	See Group Transactions	



DATE	STATION(S)	SELLER	MARKET	BUYER	CONSIDERATION	BROKER(S)
			<b>BANGOR, ME</b>			
2/00	WBYA-F, WVOM-F	Moon Song Com.		Commun. Capital Mgrs.	\$4,025,000	Silverman
3/00	WGUY-F	Innovative Adv.		Commun. Capital Mgrs.	\$1,475,000	
			<b>BATON ROUGE</b>			
11/99	KKAY-F	Gulf So. Broadcasters		Guaranty	\$1,200,000	
			<b>BILOXI-GULFPORT-PASCGOULA</b>			
12/99	WLNK-F	Trayn Broadcasting		Dowdy Broadcasting	\$5,000,000	
2/00	WVMI	G&R Radio		Triad	\$900,000	
3/00	WKNN-F, WMJY-F	AMFM		Chase Radio	See Group Transactions	
			<b>BINGHAMTON</b>			
11/99	WINR	Titus Bcstg Syst., Inc.		Citadel	WKOP (1360) + \$600,000	Blackburn Blackburn Kalil
11/99	WKOP	Citadel		Titus Bcstg. Syst., Inc.	Swap WKOP+\$600,000	
1/00	WBBI-F, WENE, WKGB-F, WMRV-F, WMXW-F	Majac		Clear Channel	\$20,000,000	
			<b>BIRMINGHAM</b>			
9/99	WMKI	Hibernia		Crawford	\$2,750,000	Bergner
10/99	WQEM-F	Sharepoint Mgmt., Inc.		AMFM	Price NA	
			<b>BISMARCK, ND</b>			
10/99	KQDY-F	Cumulus		Educational Media Found.	\$550,000	
			<b>BLOOMINGTON, IL</b>			
1/00	WBNQ-F, WJBC	Bloomington		Citadel	See Group Transactions	
			<b>BLUEFIELD, WV</b>			
1/00	WYRV	Faith Communications		Bradley Ratliff	\$170,000	
3/00	WMTD-F, WMTD	Bluestone Broadcasters		Southern Communications	\$107,000	
			<b>BOISE</b>			
11/99	KFXJ-F	Douleddee Bcst. Gr.		Journal	\$3,750,000	Kalil
12/99	KSRV, KSRV-F	Journal		Horizon Broadcasting	\$2,500,000	
			<b>BOSTON</b>			
10/99	WHOB-F	Gateway Bcstg Assoc.		Tele-Media	\$5,000,000	Bergner
1/00	WROL	Carter Bcst. Corp.		Catholic Family Radio	Sale Cancelled	
1/00	WRCA	ADD Radio Group		Beasley	\$6,000,000	
			<b>BUFFALO</b>			
9/99	WHLD	Butler Communications		Mercury Commincations	\$535,000	
10/99	WEDG-F, WGRF-F, WHLD, WHITT-F, WMNY	Bcstg Partners, LP		Citadel	See Group Transactions	
3/00	WBLK-F	Palm Beach Radio Bcstg.		CBS/Infinity	See Group Transactions	
			<b>CALAIS-EASTPORT, ME</b>			
10/99	WCRQ-F	Bcstg. Partners, LP		Citadel	See Group Transactions	
			<b>CANTON</b>			
11/99	WRQK-F	Connoisseur		Cumulus	See Group Transactions	
			<b>CEDAR RAPIDS</b>			
3/00	KDAT-F, KHAK-F, KRNA-F	AMFM		Cumulus	See Group Transactions	
			<b>CHAMPAIGN, IL</b>			
2/00	WCZQ-F	Pinnacle		NextMedia	See Group Transactions	Star Star MVP
2/00	WBNB-F, WGKC-F, WQQB-F	JJP Broadcasting		AAA Entertainment	Price NA	
3/00	WKIO-F	TAK		Saga	\$7,000,000	
			<b>CHARLESTON, SC</b>			
10/99	WZJY	Mt. Pleasant Comm.		Fulmer Broadcasting	\$188,900	
			<b>CHARLESTON, WV</b>			
1/00	WJYP-F, WSCW	CLW Communications		Mortenson	\$1,000,000	Pierce
			<b>CHARLOTTE</b>			
9/99	WDEX	Ford Broadcasting		New Life Commun. Temple	Price NA	
3/00	WCCJ-F	Davis		Radio One	See Group Transactions	
3/00	WIXE	Bonita Bequet		Multicultural	\$389,936.74	
			<b>CHARLOTTESVILLE, VA</b>			
12/99	WCHV	Eure Communications		Clear Channel	See Group Transactions	
12/99	WKAV	Charlottesville Bcstg.		Clear Channel	See Group Transactions	
			<b>CHATTANOOGA</b>			
1/00	WGOW, WGOW-F, WOGT-F, WSKZ-F	Bloomington		Citadel	See Group Transactions	
			<b>CHEYENNE, WY</b>			
3/00	KRRR-F	Rule Communications		Mountain States Radio	\$1,000,000	
			<b>CHICAGO</b>			
9/99	WNDZ	Douglas Broadcasting		Z-Spanish	Price NA	
1/00	WAUR	Catholic Radio Network		Saul Acquisition	\$4,400,000	
			<b>CHICO, CA</b>			
12/99	KZAP-F	Paradise Broadcasting		Regent Comm.	Price NA	

DATE	STATION(S)	SELLER	MARKET	BUYER	CONSIDERATION	BROKER(S)
<b>CINCINNATI</b>						
3/00	WBOB, WYGY-F	AMFM		Salem	See Group Transactions	
3/00	WUBE	AMFM		Blue Chip	See Group Transactions	
3/00	WUBE-F	AMFM		CBS/Infinity	See Group Transactions	
<b>CLEVELAND</b>						
3/00	WDOK-F, WQAL-F, WZJM-F	AMFM		CBS/Infinity	See Group Transactions	
3/00	WKNR, WRMR	AMFM		Salem	See Group Transactions	
3/00	WJMO, WZAK-F	AMFM		Radio One	See Group Transactions	
<b>COLORADO SPRINGS</b>						
11/99	KXRE	PolarComm Corp.		Council Tree Comm.	+ KAVA, LPTV: \$3,900,000	
1/00	KPRZ-F	Salem		AMFM	KPRZ + \$7,500,000 for KSKY Dallas	Stevens
<b>COLUMBIA, SC</b>						
1/00	WISW, WLXC-F, WOMG-F, WTCB-F	Bloomington		Citadel	See Group Transactions	
3/00	WARQ-F, WMFX-F, WOIC, WWDM-F	Clear Channel		Inner City	See Group Transactions	
<b>COLUMBUS, OH</b>						
12/99	WXST-F	Associated Comm.		Stop 26-Riverbend	Price NA	
<b>COLUMBUS, TX</b>						
1/00	KULM-F	Equicom, Inc.		Roy Henderson	See Group Transactions	
<b>CORPUS CHRISTI</b>						
1/00	KLHB-F	Coastal Digital Bcstg.		Rodriguez Communications	\$4,000,000	
<b>CORTLAND, NY</b>						
10/99	WKRT	Bcstg. Partners, LP		Citadel	See Group Transactions	
<b>DALLAS-FORT WORTH</b>						
9/99	KZMP	Douglas		Z-Spanish	Price NA	
1/00	KSKY	AMFM		Salem	\$7,500,000+ KPRZ, Colorado Spgs.	Stevens
3/00	KBFB-F	AMFM		Radio One	See Group Transactions	
3/00	KDGE	AMFM		Salem	See Group Transactions	
3/00	KDFT	Freedom Network		Multicultural	See Group Transactions	
<b>DAVENPORT-ROCK ISLAND-MOLINE</b>						
11/99	KBOB-F, KJOC, KORB-F, KQLI-F, WXP-F	Connoisseur		Cumulus	See Group Transactions	
<b>DAYTONA BEACH</b>						
12/99	WXVQ	Green Broadcast Group		Black Crow Broadcasting	\$250,000	Hadden
3/00	WGNE-F	Clear Channel		Mega	See Group Transactions	
<b>DECATUR, IL</b>						
2/00	WDZ, WDZQ-F, WSOY, WSOY-F	Pinnacle		NextMedia	See Group Transactions	Star
<b>DEFANCE, OH</b>						
10/99	WNDH-F, WONW, WZOM-F	Maumee Valley Bcstg.		Clear Channel	\$4,250,000	
<b>DENISON, TX</b>						
2/00	KLAX-F, KMKT-F	Lake Broadcasting		NextMedia	\$14,250,000	Star
2/00	KMAD-F	Robert Sullins		NextMedia	\$490,000	Star
<b>DENVER</b>						
1/00	KJMN-F, KMXA	EXCL		Entravision	See Group Transactions	
3/00	KALC-F	AMFM		Salem	See Group Transactions	
3/00	KDJM-F, KIMN-F, KXKL-F	AMFM		CBS/Infinity	See Group Transactions	
3/00	KXPK-F	AMFM		Hispanic	See Group Transactions	
3/00	KVOD	AMFM		Rodriguez	See Group Transactions	
<b>DES MOINES</b>						
11/99	KLRX-F			Heartland Radio Group	Price NA	Johnson
3/00	KGGO-F, KHKI-F	AMFM		Barnstable	See Group Transactions	
<b>DETROIT</b>						
3/00	WHLS, WSAQ-F	Wisner Broadcasting		Liggett Communications	\$3,200,000	
3/00	WBTI-F, WHYT, WPHM	Hanson Commun.		Liggett Communicaitons	\$2,240,000	
<b>DULUTH-SUPERIOR</b>						
9/99	KUSZ-F	Befera		Brill Media	\$1,000,000	
9/99	WUSZ-F	Befera		Brill Media	Price NA	
<b>EL PASO</b>						
9/99	KLAQ-F, KROD, KSII-F	New Wave		Regent Comm.	\$23,500,000	Star
10/99	KATH-F, KOFX-F	Magic Media, Inc		Entravision	Price NA	
<b>ELMIRA-CORNING, NY</b>						
2/00	WENY, WENY-F	Green Group		White Broadcasting	\$1,500,000	Kozacko
<b>ERIE</b>						
9/99	WFLP, WLKK, WRKT-F, WRTS-F	Rambaldo Comm.		NextMedia	\$15,000,000	
11/99	WFGO-F, WJET-F	Myron Jones		NextMedia	\$10,000,000	

DATE	STATION(S)	SELLER	BUYER	CONSIDERATION	BROKER(S)
<b>MARKET</b>					
<b>EUGENE-SPRINGFIELD</b>					
12/99	KNRQ, KNRQ-F, KZEL-F	McDonald Media	Cumulus	\$41,000,000	
3/99	KEHK-F, KKTT-F, KUGN	Marathon	Cumulus	\$7,780,000	
<b>EVANSVILLE</b>					
10/99	WBNL, WBNL-F	Boonville Broadcasting	John Englebrecht	\$400,000	Am. Com. Ptrns.
11/99	WGBF, WGBF-F, WTRI-F, WYNG-F	Connoisseur	Cumulus	See Group Transactions	
<b>FARGO</b>					
12/99	KVMI-F	KIPS, Inc.	Vision Mgmt., Inc	Price NA	
<b>FAYETTEVILLE (NW ARKANSAS)</b>					
9/99	KBRS-F, KREB, KREB-F	Hochman Comm.	Butler Broadcasting	\$1,500,000	
<b>FAYETTEVILLE, NC</b>					
9/00	WFNC, WFNC-F, WQSM-F, WRCQ-F	Cape Fear Bcstg.	Cumulus	See Group Transactions	
10/99	WCIE	W&V Broadcasting	Colonial Radio Group	\$45,000	
<b>FLINT</b>					
11/99	WDZZ-F, WFDF, WRSR-F, WWCK-F	Connoisseur	Cumulus	See Group Transactions	
12/99	WFBE-F	Liggett	Citadel	See Group Transactions	
<b>FLORENCE-MUSCLE SHOALS, AL</b>					
10/99	WVNA, WVNA-F	Elton Darby	Cumulus	\$5,000,000	
<b>FLORIDA KEYS</b>					
1/00	WVMQ-F, WZMQ-F	Spanish Bcst.	South Bcstg. Systems	\$1,000,000	
<b>FORT COLLINS-GREELEY, CO</b>					
12/99	KRKI-F	Michael Radio Ent..	High Peak Broadcasting	\$12,000,000	Star
1/00	KFKA	Weld Co. Broadcasting	Spearman Co.	\$950,000	Fischer, Sat./Perry
<b>FORT SMITH, AR</b>					
1/00	KAYR	LKR Communications	Cumulus	\$160,000	
<b>FORT WALTON BEACH, FL</b>					
2/00	WBZR	Willie J. Martin	Destiny Communications	Price NA	
<b>FORT WAYNE</b>					
3/00	WBTU	62 <sup>nd</sup> Street	Artistic Media	\$5,000,000	Foreman
<b>FRESNO</b>					
10/99	KFIG	Valley Broadcasting	Big Dawg Broadcasting	\$2,000,000	
1/00	KFRE	Pappas	Radio Unica	Price NA	
<b>GAINESVILLE-OCALA</b>					
1/00	WOCA	Great Ocala Bcstg.	Westshore Broadcasting	\$742,500	Hadden
<b>GRAND JUNCTION, CO</b>					
11/99	KQIL, KQIX-F	Mustang Broadcasting	MBC Grand Broadcasting	\$1,200,000	
<b>GRAND RAPIDS</b>					
1/99	WBBL, WKLQ-F, WLAV-F, WODJ-F	Bloomington	Citadel	See Group Transactions	
3/00	WGRD-F, WLHT-F, WTRV-F	AMFM	Regent Comm.	See Group Transactions	
<b>GREEN BAY</b>					
12/99	WGBM-F	Bay-Lakes-Valley Bcstg.	Woodward	\$2,100,000	
<b>GREENSBORO-WINSTON SALEM</b>					
3/00	WMFR	AMFM	CBS/Infinity	See Group Transactions	
3/00	WSJS, WSML	Clear Channel	CBS/Infinity	See Group Transactions	
3/00	WPOL	Willis	Truth	WCPK, Norfolk	
<b>GREENVILLE-NEW BERN-JACKSONVILLE</b>					
9/99	WSTK	Eastern Broadcasting	Conner Media	Price NA	
2/00	WANG, WANG-F, WANJ-F, WDLX-F, WERO-F, WKOQ-F, WRNS, WRNS-F	Pinnacle	NextMedia	See Group Transactions	Star
2/00	WNHW-F	Costal Broadcasting	OBX Broadcasting	\$1,300,000	
<b>GREENVILLE - SPARTANBURG</b>					
2/00	WHYZ	WHYZ Radio, LP	Entercom	Estimated price:\$1,500,000	Blackburn
3/00	WROQ-F	AMFM	Barnstable	See Group Transactions	
3/00	WTPT-F	Clear Channel	Barnstable	See Group Transactions	
3/00	WJMZ-F	Clear Channel	Radio One	See Group Transactions	
<b>HAGERSTOWN - CHAMBERSBURG</b>					
11/99	WCHA, WCHA-F, WIKZ-F	Chambersburg Bcstg.	Dame Broadcasting	\$8,300,000	Foreman
3/00	WNCE-F, WNNK-F, WTCY, WTPA-F	AMFM	Cumulus	See Group Transactions	
<b>HARRISONBURG, VA</b>					
1/00	WBHB-F	VerStandig	Massanutten Bcstg.	+ \$1,720,000 for WLTK-F	Blackburn
1/00	WLTK-F	Massanutten Bcstg.	VerStandig	WBHB-F + \$1,720,000	Blackburn
<b>HILLSBORO, OH</b>					
9/00	WSRW, WSRW-F	Highland Broadcasting	Clear Channel	\$2,500,000	

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<b>HONOLULU</b>						
9/00	KGU, KHNR	Chagal		Salem	\$1,700,000	Blackburn
9/99	KAIM, KAIM-F	Christian Bcstg. Assoc.		Salem	\$1,800,000	
10/99	KUMU, KUMU-F	Pacific West Bcstg.		Emerald City Radio	\$3,365,000	
1/00	KCCN, KCCN-F, KINE-F	KHWY, Inc.		Cox Radio	\$17,800,000	
1/00	KGMZ-F	Cox Radio		Honolulu Broadcasting	\$6,600,000	
2/00	KISA	S&G, Inc.		JMK Communications	\$575,000	Exline
<b>HOUSTON</b>						
9/99	KGOL	Douglas		Z-Spanish	Price NA	
1/00	KTJM-F	Faith Broadcasting		Clear Channel	Repurchase:\$5,000,000+asm. Debt	
3/00	KKBQ-F	AMFM		Cox Radio	See Group Transactions	
3/00	KLDE-F format/calls, KTBZ-F facility; KKTL-F	Clear Channel		Cox Radio	See Group Transactions	
3/00	KJOJ-AF, KSEV, KTJM-F	Clear Channel		El Dorado	See Group Transactions	
3/00	KBXX-F, KMJQ-F	Clear Channel		Radio One	See Group Transactions	
<b>HUNTSVILLE</b>						
10/99	WDJL	5 <sup>th</sup> Ave. Broadcasting		STG Media, LLC	\$150,000	
1/00	WAJF	WAJF, Inc		Priority Communications	\$75,000	
1/00	WNDA-F	Frederic Wells		STG Media, LLC	Price NA	
<b>INDIANAPOLIS</b>						
9/99	WOOO	ARS Broadcasting		RSE Broadcasting	\$250,000	Roehling
3/00	WBKS-F, WHHH-F, WYJZ-F	Shirk/IBL		Radio One	\$40,000,000; cash & stock	Media Svcs.
<b>ITHACA, NY</b>						
10/99	WIII-F	Bcstg. Partners, LP		Citadel	See Group Transactions	
<b>JACKSON, MS</b>						
9/99	WRKH-F	Radio WRJH		Extreme Communications	\$1,600,000	
3/00	WJMI-F, WKXI, WKXI-F, WOAD, WYJS-F	Clear Channel		Inner City	See Group Transactions	
<b>JACKSON, TN</b>						
2/00	WWYN-F	Rainbow Media		Black Crow Broadcasting	\$1,872,500	
3/00	WFIX-F, WZDQ-F	Wolfe Communications		Black Crow Broadcasting	\$3,340,000	
3/00	WHHM-F	Chester County Bcstg.		Black Crow Broadcasting	\$1,350,000	
<b>JOHNSON CITY-KINGSPORT-BRISTOL</b>						
9/00	WABN, WABN-F	Legend Radio Group		Bristol	Price NA	
10/00	WEZG-F	Govan & Cagle		Bristol	\$300,000	
11/99	WEYE-F	WOTH, Inc.		Trent Broadcasting, LLC	\$403,000	
1/00	WGOC	J.T. Parker		Bloomington	\$850,000	
1/00	WGOC, WJCW, WKIN, WKOS-F, WQUT-F	Bloomington		Citadel	See Group Transactions	
<b>JOHNSTOWN</b>						
1/00	WGLU-F, WQKK-F	Marathon		Dame Broadcasting	See Group Transactions	Fischer
<b>JONESBORO, AR</b>						
1/99	KBTM, KFIN-F, KIYS-F	Duke Broadcasting		Cumulus	With Outdoor: \$26,500,000	
3/00	KJBR-F	Air Network, Inc.		Pollack Broadcasting	\$2,500,000	
3/00	KKEY-F, KNEA	John Shields, Inc.		Pollack Broadcasting	\$2,500,000	
3/00	KOCY-F	Mindy R. Worlow		Pollack Broadcasting	\$2,500,000	
<b>KANSAS CITY</b>						
9/00	WHB	Kanza, Inc.		Union Broadcasting, Inc.	\$8,000,000	
9/99	KKLO	Chara Communications		New Life Evangelistic Center	\$1,300,000	
<b>KEENE, NH</b>						
10/99	WKNE, WKNE-F, WKVT, WKVT-F	LB New Hampshire		Cumulus	Cancelled	
10/99	WKNE, WKNE-F, WKVT, WKVT-F	LB New Hampshire		Tele-Media	\$8,900,000	Media Svcs.
<b>KILLEEN-TEMPLE, TX</b>						
9/99	KLTD-F	Kencannon Commun.		Cumulus	Portfolio: \$9,000,000	Media Svcs.
9/99	KOOC-F	Sheldon Communications		Cumulus	Portfolio: \$9,000,000	Media Svcs.
9/99	KOOV-F	Centroplex Commun.		Cumulus	Portfolio: \$9,000,000	Media Svcs.
9/99	KYUL-F	Stellar Communications		Cumulus	Portfolio: \$9,000,000	Media Svcs.
<b>KNOXVILLE</b>						
2/00	WDLY-F	Dollywood Broadcasting		East TN Radio Group	\$1,450,000	
<b>LAFAYETTE, LA</b>						
11/99	KDYS, KSMB-F, KVOL, KVOL-F	Powell		Citadel	\$8,500,000	Bergner
<b>LANCASTER-PALMDALE, CA</b>						
3/00	KAVC, KOSS-F, KTPI-F	Regent Comm.		Clear Channel	See Group Transactions	
<b>LANSING</b>						
12/99	WFMK-F, WITL-F, WJIM, WJIM-F, WMMQ-F, WVFN	Liggett		Citadel	See Group Transactions	
<b>LAREDO, TX</b>						
1/00	KLNT, KNEX-F	Miguel A. Villarreal, Jr.		Rodriguez	See Group Transactions	

DATE	STATION(S)	SELLER	MARKET	BUYER	CONSIDERATION	BROKER(S)
<b>LAS VEGAS</b>						
9/00	KLUK-F	H&R Broadcasting		MagMile Media	\$9,500,000+KAAA,KZZZ, KFLG	Fischer
12/9	KVBC-F	Sunbelt Communications		EXCL	\$3,250,000	
1/00	KVBC-F	EXCL		Extravision	See Group Transactions	
<b>LEWISTON-AUBURN, ME</b>						
11/99	WZOU	Down East Broadcasting		Harron Commun.	See Group Transactions	
<b>LINCOLN</b>						
11/99	KEZG-F, KFGE-F, KKUL-F, KLIN, KWBE	Warner Enterprises		Triad	\$12,000,000	Patrick
<b>LOS ANGELES</b>						
10/99	KACE-F, KRTO-F	Cox Radio		Hispanic	\$75,000,000	
12/99	KWPA	Multicultural		Lotus	\$750,000	
1/00	KSSE-F	EXCL		Extravision	See Group Transactions:	
2/00	KFOX-F, KREA-F	Chagal		Rodriguez Communications	\$67,000,000	
3/00	KACD-F, KBCD-F	Clear Channel		Extravision	See Group Transactions	
3/00	KEZY, KXM-F	Clear Channel		Salem	See Group Transactions	
3/00	KKBT-F calls/format; 100.3 facility	AMFM		Radio One	See Group Transactions	
<b>LOUISVILLE</b>						
10/99	WXLN-F	Cross County Comm.		Blue Chip	\$2,000,000	Media Svcs.
2/00	WTMT	Jefferson Bcstg.		Cross Country Commun.	\$1,100,000	
<b>LUBBOCK</b>						
2/00	KLLL-F, KMMX-F, KONE-F	Pinnacle		NextMedia	See Group Transactions	Star
<b>MANCHESTER</b>						
9/99	WJYY-F, WNHI-F, WRCL-F	RadioWorks		Vox Radio Group	Price NA	Bausemer
<b>MANSFIELD, OH</b>						
3/00	WMAN, WSWR-F, WYHT-F	Regent Comm.		Clear Channel	See Group Transactions	
<b>MCALLEN-BROWNSVILLE</b>						
11/99	KSOX	Sendero Multimedia		Voice of Valley Agriculture	\$700,000	
1/00	KZSP-F	Rio Bravo, Ltd.		Alternative Broadcasting	\$10	
3/00	KVJY	Vie Dansante Bcstg.		Radio Unica	Price NA	
<b>MELBOURNE-TITUSVILLE-COCOA</b>						
10/99	WAOA-F, WTMS	Gem Broadcasting		So. Broadcast Group,LLC	See Group Transactions	Satrid&Perry
2/00	WAMT	Radio Brevard		Genesis Communications	\$650,000	
3/00	WHKR-F	AMFM		Cumulus	See Group Transactions	
<b>MEMPHIS</b>						
11/99	WYLT-F	Estate of Albert Crain		Clear Channel	\$1,100,000 cancelled	
11/99	WYLT-F	Estate of Albert Crain		Ed. Medical Foundation	\$1,400,000	Saunders
<b>MIAMI-FORT LAUDERDALE</b>						
10/99	WKAT	Howard Broadcasting		Spanish Media Broadcasting	\$7,800,000	
1/00	WHSR	H. Goldsmith		Beasley w/ WWNN, WSRB:	\$18,000,000	Blackburn
2/00	WAVS	Roy Bresky		Andrea Bresky	\$10 for 51% interest	
2/00	WTMI-F	Marlin		Cox Radio	\$100,000,000	
3/00	WVCG	AMFM		Radio One	See Group Transactions	
<b>MINNEAPOLIS-SAINT PAUL</b>						
1/00	KARP-F	John Linder		Blue Chip	\$20,000,000	
2/00	WIXX, WIXX-F	Smith Broadcasting		Hubbard Broadcasting	Price NA	
<b>MODESTO</b>						
2/00	KTRB	Bessie Grillos		Pappas Radio of CA	\$5,255,049	
<b>MONMOUTH-OCEAN</b>						
9/99	WCHR-F	Manahawkin		Nassau	\$4,375,000; CP w/app. for upgrade	
<b>MONROE, LA</b>						
10/99	KCTO-F, KMY-F, KTJC-F, KYEA-F	Bcstg. Partners, LP		Citadel	See Group Transactions	
<b>MONTEREY-SALINAS-SANTA CRUZ</b>						
12/99	KLUE-F	CBS/Infinity		Z-Spanish	\$315,000	Min. Media
1/00	KIEZ	Wagenvoord		Rodriguez Communications	\$700,000	Pierce, Force
1/00	KLOK-F, KSES, KSES-F	EXCL		Extravision	See Group Transactions	
<b>MUSKEGON, MI</b>						
11/99	WMHG, WMRR-F, WMUS, WMUS-F, WSHZ-F	Connoisseur		Cumulus	See Group Transactions	
<b>MYRTLE BEACH, SC</b>						
2/00	WGSN, WNMB-F	Ocean Drive Commun.		Fidelity Broadcasting	\$2,600,000	
2/00	WMYB-F, WRNN-F, WYAK-F, WYAV-F	Pinnacle		NextMedia	See Group Transactions	Star
2/00	WAZG, WJYR-F, WKZQ, WKZQ-F	Hirsh Broadcasting		NextMedia	Price NA	
<b>NASHVILLE</b>						
1/00	WBOZ-F, WVRY-F	Reach Satellite Network		Salem w/Reach Network: \$3,100,000		
1/00	WRQQ-F	Midwestern		Heidelberg Broadcasting	\$11,000,000 + WVOL	
1/00	WVOL	Heidelberg Broadcasting		Midwestern	WVOL+\$11,000,000 for WRQQ	
3/00	WYXE	Jon Gary Enterprises		Richard Deck, Jr.	\$50,000	

DATE	STATION(S)	SELLER	BUYER	CONSIDERATION	BROKER(S)
<b>NASSAU-SUFFOLK (LONG ISLAND)</b>					
11/99	WBEA-F, WEHM-F	H-Radio Partners	Back Bay Broadcasters	Price NA	Media Svcs.
2/00	WLVG-F	Gary Starr	Beacon Media	Cancelled	Wm. Schutz
2/00	WLVG-F	Gary Starr	Multicultural	\$3,000,000	Wm. Schutz
<b>NEW BEDFORD-FALL RIVER MA</b>					
1099	WBSM, WFHN-F	Bcstg. Partners, LP	Citadel	See Group Transactions	
<b>NEW LONDON, CT</b>					
10/99	WQGN-F, WSUB, WVVE-F	Bcstg. Partners, LP	Citadel	See Group Transactions	
11/99	WKCD-F	Back Bay Broadcasters	AAA Entertainment, Inc.	Price NA	
<b>NEWBURGH-MIDDELTOWN, NY</b>					
11/99	WWLE	New Paltz Bcstg.	Charles Stewart	Price N/A	Kozacko
<b>NORFOLK</b>					
10/99	WCMS, WCMS-F	WCMS Radio	Barnstable	\$15,500,000	Kalil
3/00	WCPK	Epperson	Willis	WPOL, Winston Salem	
<b>ODESSA-MIDLAND, TX</b>					
3/00	KJBC	Donald Kennedy	Queen of Peace Radio	\$175,000	
<b>OMAHA</b>					
3/00	KAZP, KFMT-F, KHUB, KKAR, KOIL, KQKQ-F, KZFX-F	Mitchell Broadcasting	Waitt Radio	See Group Transactions	Kalil
<b>ORLANDO</b>					
3/00	WAJL	Lapcom	Genesis	\$2,100,000	Blackburn
3/00	WJHM-F, WOCL-F, WOMX-F	AMFM	CBS/Infinity	See Group Transactions	
<b>OXNARD-VENTURA</b>					
12/99	KBBY-F, KHAY-F, KVEN	McDonald Media	Cumulus	See Group Transactions	
<b>PANAMA CITY, FL</b>					
10/99	WILN-F, WYYX-F	Empire Broadcasting Sys.	NextMedia	\$4,700,000	Media Svcs.
10/99	WDLF, WPCF-F, WYOO-F	Styles Broadcasting	NextMedia	See Group Transactions	Media Svcs.
<b>PARKERSBURG-MARIETTA, WV-OH</b>					
9/99	WDMX-F, WLTP, WNUS-F, WRVB-F, WRZZ-F	Benns	Clear Channel	Price NA	
<b>PENSACOLA</b>					
3/00	WMEZ-F, WXBM-F	AMFM	Urban Radio Bcstg.	Price NA	
<b>PEORIA</b>					
2/00	WJPL-F	Orchard Communications	AAA (Back Bay)	Incl. LMA of WBGE: Price NA	Media Svcs.
2/00	WWCT-F	Central IL Broadcasting	AAA (Back Bay)	\$7,750,000	MSG, Kempff
<b>PHILADELPHIA</b>					
8/99	WHAT	East Coast Commun.	Inner City	55% interest: \$1,500,000	
12/99	WPLY-F	Greater Media Radio Co.	Radio One	\$80,000,000	
<b>PHOENIX</b>					
3/00	KKFR-F	AMFM	Hispanic	See Group Transactions	
3/00	KMLE-F, KOOL-F, KZON-F	AMFM	CBS/Infinity	See Group Transactions	
3/00	KDDJ-F	Big City	Educ. Media Found.	Swap for KLVA-F cancelled	
3/00	KLVA-F	Educ. Media Found.	Big City	Swap for KDDJ-F cancelled	
<b>PITTSBURGH</b>					
9/99	WCXJ	East Coast Commun.	Inner City	55% interest: \$1,500,000	
11/99	WESA, WZKT-F	Farr Communications	Keymarket	\$3,500,000	Bergner
<b>PORTLAND, ME</b>					
11/99	WLAM, WLAM-F, WMWX-F, WTHT-F	Down East Broadcasting	Harron Communications	See Group Transactions	
1/00	WLOB	Carter Bcstg. Corp.	Catholic Family Radio	Sale cancelled	
<b>PORTLAND, OR</b>					
2/00	KGUY	KGUY,LLC	Spartan Media, Inc.	\$600,000	
<b>PRESQUE ISLE, ME</b>					
10/99	WBPW-F,WOZI-F, WQHR-F	Bcstg. Partners, LP	Citadel	See Group Transactions	
<b>PROVIDENCE</b>					
9/99	WOON	Willow Farm, Inc.	O-N Broadcasting	\$380,000	
11/99	WAKX-F, WLKW, WWKX-F	Back Bay Broadcasters	AAA Entertainment, Inc.	Price NA	
1/00	WRIB	Carter Bcstg. Corp.	Catholic Family Radio	Sale cancelled	
<b>PUEBLO</b>					
11/99	KCSJ	Bahakel	McCoy	See Group Transactions	
11/99	KAVA	PolarComm Corp.	Council Tree Com.	See Group Transactions	
<b>PUERTO RICO</b>					
9/99	WCOM-F, WCTA-F, WIOA-F, WIOB-F, WIOC-F, WOYE-F, WZMT-F, WZNT-F	AMFM	Spanish Bcst. Sys.	\$90,000,000	
1/00	WEUC	Pont. Cath. Univ. of PR	El Mundo Broadcasting	Price NA	
1/00	WBRQ-F	American National	Arso Radio Corp.	\$3,600,000	

DATE	STATION(S)	SELLER	MARKET	BUYER	CONSIDERATION	BROKER(S)
<b>RALEIGH-DURHAM</b>						
3/00	WFXC-F, WFXK-F, WNNL-F, WQOK-F,	Clear Channel		Radio One	See Group Transactions	
<b>READING, PA</b>						
3/00	WRFY-F	Clear Channel		Chase Radio	See Group Transactions	
<b>REDDING, CA</b>						
10/99	KLXR	Four Rivers Broadcstg.		Michael Quinn	\$125,000	
<b>RENO</b>						
12/99	KRZQ-F, KTHX-F	Salt Broadcasting		NextMedia	\$7,000,000	
12/99	KRNV-F	Sunbelt Communications		EXCL	\$14,250,000	
1/99	KRNV-F	EXCL		Entravision	See Group Transactions	
2/00	KHWG-F	Hilltop Church		NextMedia	\$1300,000	Mahlman, CIB
2/00	KSRN	Comstock Media		NextMedia	\$1,175,000	Mahlman, CIB
2/00	KPTL, KZZF-F	MB Broadcasting		Moon Broadcasting	\$3,000,100	
<b>RICHMOND</b>						
9/99	WREJ	1540 Broadcasting Corp.		4M Radio	\$600,000	
3/00	WKHK-F, WKLR-F, WMXB-F	AMFM		Cox Radio	See Group Transactions	
3/00	WTVR	Clear Channel		Cox Radio	See Group Transactions	
<b>RIVERSIDE-SAN BERNARDINO</b>						
1/00	KCAL, KSZZ	EXCL		Entravision	See Group Transactions	
3/00	KGGI-F	AMFM		Chase Radio	See Group Transactions	
<b>ROANOKE-LYNCHBURG</b>						
9/99	WFIR, WPVR-F	Jim Gibbons Radio		AMFM	Sale cancelled	
9/99	WFIR, WPVR-F	Jim Gibbons Radio		Mel Wheeler	\$6,500,000	Wm. Schutz
1/00	WZZI	Carousel Entertainment		Travis Media, LLC	\$1,300,000	Blackburn
<b>ROCKFORD</b>						
11/99	WLUV, WLUV-F, WROK, WXXQ-F, WZOK-F	Connoisseur		Cumulus	See Group Transactions	
<b>SACRAMENTO</b>						
1/00	KRCX-F, KRRE-F	EXCL		Entravision	See Group Transactions	
<b>SAGINAW-BAY CITY-MIDLAND</b>						
11/99	WTLZ-F	Connoisseur		Cumulus	See Group Transactions	
12/99	WHNN-F, WTCF-F	Liggett		Citadel	See Group Transactions	
<b>SAINT CLOUD, MN</b>						
1/00	KKJM-F	Andy Hilger		Diocese of St. Cloud	Donation; value: \$2,700,000	
<b>SALT LAKE CITY</b>						
11/99	KWUN	K. Rushton, trustee		Citadel	\$603,202	
<b>SAN ANTONIO</b>						
1/00	KSAH	Gandores Corp.		Rodríguez Communications	\$5,000,000	
<b>SAN DIEGO</b>						
1/00	KURS	Central Coast		Radio Unica	\$10,000,000	
3/00	KPLN-F, KYXY-F	AMFM		CBS/Infinity	See Group Transactions	
3/00	KSDO,	Clear Channel		Chase Radio	See Group Transactions	
<b>SAN FRANCISCO</b>						
10/99	KJQI-F, KJQI-F	Mount Wilson		Salem	\$8,000,000	
3/00	KFJO-F	Clear Channel		Chase Radio	See Group Transactions	
3/00	KXJO-F	Clear Channel		Rodríguez Communications	Price NA	
<b>SAN JOSE</b>						
1/00	KBRG-F, KLOK	EXCL		Entravision	See Group Transactions	
3/00	KCNL-F, KSJO-F, KUFX-F	Clear Channel		Chase Radio	Price NA	
<b>SAN SABA, TX</b>						
1/00	KBAL, KBAL-F	Equicom, Inc.		Roy Henderson	Assumption of Debt.	
<b>SANTA BARBARA, CA</b>						
12/99	KKSB-F, KMGO-F	McDonald Media		Cumulus	See Group Transactions	
12/99	KRUZ-F	Pacific Coast Comm.		Cumulus	\$10,000,000	
<b>SANTA FE, NM</b>						
11/99	KSFQ-F	Vista Broadcasting		Roberts Radio	\$1,650,000	Fischer
<b>SANTA MARIA-LOMPOC, CA</b>						
9/99	KRQK-F	Padre Serra Commun.		American General	\$1,300,000	Miller
11/99	KPAT-F	Radio Rep., Inc		American General	\$900,000	Media Svcs.
11/99	KAOH-F	Lompoc Min. Bcstrs.		Brian Costello	LMA-to-buy; Price NA	
11/99	KSBQ	Padre Serra Com., Inc.		Lazer Bcstg. Corp.	\$225,000	
1/00	KAOH-F	Brian Costello		Rock it Radio	\$176,000	
1/00	KAKV-F	McRae Media		Mondosphere	LMA-to-buy; Price NA	
<b>SHREVEPORT</b>						
10/99	KTUX-F	KTUX, Inc.		Clear Channel	\$5,500,000	
3/00	KMJJ-F, KRMD, KRMD-F	AMFM		Cumulus	See Group Transactions	

DATE	STATION(S)	SELLER	MARKET	BUYER	CONSIDERATION	BROKER(S)
<b>SIoux FALLS</b>						
11/99	KJAM, KJAM-F	Madison Broadcasting		Three Eagles	\$1,200,000	
<b>SOUTH BEND</b>						
10/99	WHLY, WJVA	Times Communications		Artistic Media Properties	\$250,000	
12/99	WHPZ-F	Bomar Broadcasting		LeSea Broadcasting	\$280,296	
<b>SPENCER, IA</b>						
10/99	KICD, KICD-F, KIGL-F	Iowa Great Lakes Bcstg.		Saga	\$6,400,000	
<b>SPRINGFIELD, MA</b>						
1/00	WACE	Carter Bcstg. Corp.		Catholic Family Radio	Sale cancelled	
3/00	WHMP, WHMO-FM	AMFM		Saga	\$12,000,000	
<b>SPRINGFIELD, MO</b>						
9/99	KCYO-F	Pearson Broadcasting		Mid-West Family	\$3,000,000	Fischer
10/99	KIDS	Branson Info Radio, LLC		Shepherd of the Hills Ent.	Price NA	
10/99	KIDS	Branson Info Radio, LLC		Shepherd of the Hills Ent.	Sale cancelled	
3/00	KIDS	Branson Info Radio, LLC		1340 Productions	\$140,089.08	
<b>STATE COLLEGE, PA</b>						
1/00	WBLF, WQWK-F, WRSC	Marathon		Dame Broadcasting	\$7,500,000	Fischer
<b>STOCKTON</b>						
9/99	KWG	Carson Group, Inc.		Immaculate Heart Broadcasting	\$441,227	MVP
9/99	KQOD-F	Carson Group, Inc.		AMFM	\$5,140,000	
<b>SYRACUSE</b>						
10/99	WAQX-F, WLTJ-F, WNSS, WNTD	Bcstg. Partners, LP		Citadel	See Group Transactions	
<b>TAMPA-SAINT PETERSBURG</b>						
11/99	WHNZ	Clear Channel		Concord	Swap WHNZ+\$1,000,000 for WSAA	
11/99	WSAA	Concord		Clear Channel	Swap of WHNZ+\$1,000,000	
<b>TELL CITY, IN</b>						
9/99	WTCJ	Brewer Trust		Cromwell	\$25,000	
<b>TERRE HAUTE</b>						
10/99	WTHI	Emmis		Word Power, Inc.	Donation	
<b>TRI-CITIES, WA (RICHLAND-KENNEWICK-PASCO)</b>						
11/99	KNLT-F	KUJ, LP		New Northwest	\$800,000	
1/00	KZXR, KZXR-F	Bogart-Funk Enterprises		Moon Broadcasting, LLC	\$1,250,000	Exline
<b>TUCSON</b>						
3/00	KOAZ-F, KTUC	Slone Broadcasting		Slone Radio	\$6,500,000	
<b>TUPELO, MS</b>						
9/99	WWKZ-F	Houston Pearce		Cumulus	\$2,925,000	
<b>TUSCALOOSA, AL</b>						
11/99	WLXY-F	Warrior Radio Co., Inc.		Houston Pearce	Price NA	
<b>TYLER-LONGVIEW, TX</b>						
10/99	KDOK-F, KEES, KGLD, KTBB, KYZS	Bcstg. Partners, LP		Citadel	See Group Transactions	
1/00	KKUS-F	Tyler FM, Inc.		Sunburst	\$1,843,000	Fischer
<b>WACO, TX</b>						
3/00	KBRQ-F	AMFM		Chase Radio	Price NA	
<b>WASHINGTON, DC</b>						
9/99	WILC	ILC Corp.		ZGS Radio	\$5,500,000	
10/99	WABS	Radio 780, Inc.		Salem	\$4,100,000	
11/99	WMJS-F	MJS Commun., Inc.		Mega	\$5,250,000	
12/99	WTRI	Capital Bcstg.		JMK Communications	\$900,000	Blackburn
1/00	WACA	EXCL		Entravision	See Group Transactions	
<b>WATERLOO-CEDAR FALLS</b>						
11/99	KCRR-F, KKCX-F, KOEL, KOEL-F	Connoisseur		Cumulus	See Group Transactions	
<b>WEST PALM BEACH</b>						
10/99	WLVJ	South Florida Radio		James Crystal	\$3,945,000	
1/00	WSBR, WWNN	H. Goldsmith		Beasley	w/WSHR: \$18,000,000	Blackburn
1/00	WLVS	Goldcoast Bcstg.		Radio Fiesta	\$400,000	
3/00	WMBX-F, WPBZ-F	Palm Beach Radio Bcstg.		CBS/Infinity	See Group Transactions	
<b>WHEELING</b>						
12/99	WOMP, WOMP-F, WRKY-F, WSTV	Associated Commun.		Stop 26-Riverbend	See Group Transactions	
2/00	WOMP, WOMP-F, WRKY-F, WSTV	Stop 26-Riverbend		Keymarket	\$5,000,000	
<b>WICHITA</b>						
11/99	KEYN-F, KFH, KNSS, KQAM, KWSJ-F	Henry Rivera, Trustee		Entercom	\$8,000,000	Star
11/99	KOEZ-F	KS Radio Assets, LLC		Journal	\$4,250,000	Bergner
2/00	KDGS	Gary & Viola Violet		Entercom	Est. \$3,150,000	Star
3/00	KAYY-F	Gary & Viola Violet		Entercom	\$2,000,000	Star



DATE	STATION(S)	MARKET	SELLER	BUYER	CONSIDERATION	BROKER(S)
		<b>WILKES BARRE-SCRANTON</b>				
1/00	WSQV		Heritage Broadcasting	Kevin Fennessy	\$35,000	Rosenblum
		<b>WILMINGTON, DE</b>				
11/99	WJBR-F		Washington, Frank	NextMedia	\$32,400,000	Star
		<b>WILMINGTON, NC</b>				
9/99	WGNI-F, WMNX-F		Cape Fear Bcstg.	Cumulus	See Group Transactions	
9/99	FM-CP		Wrightsville Beach Radio	Cape Fear Radio	\$1,148,628,46	
		<b>WORCESTER</b>				
12/99	WORC-F, WXLO-F		Deer River Bcstg.	Citadel	\$24,500,000	Star
12/99	WWFX-F		Wilkes Commun.	Citadel	\$14,250,000	Bergner
		<b>YOUNGSTOWN</b>				
10/99	WBBG-F, WICT-F, WRTK, WTNX-F,		GOCOM	Clear Channel	\$6,100,000	
11/99	WHOT-F, WLLF-F, WPIC, WSOM, WWIZ-F, WYFM-F		Connoisseur	Cumulus	See Group Transactions	

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5074 DORSEY HALL DRIVE, SUITE 205  
ELLCOTT CITY, MD 21042  
(410) 740-0250, (410) 740-7222 FAX  
[www.patcomm.com](http://www.patcomm.com)

# DEFINITIONS, CLARIFICATIONS AND EXPLANATIONS

## Individual Market Reports

Even long-term subscribers should review these pages carefully. Your understanding of the Individual Market Reports within **American Radio** will be far greater if you are familiar with the systems and methodologies used.

The best way to explain an Individual Market Report is to go through it section by section. We'll use Akron from Fall 1999 as an example, starting at the top left of the report:

<b>Arbitron Rank:</b>	68	<b>Pop (12+):</b>	578,200
<b>MSA Rank:</b>			78
<b>MSA Pop:</b>			687,000
<b>DMA #</b>		Cleveland (#13)	
<b>Average Persons Ratings:</b>			15.5
<b>Market TSL in Hours:</b>			20.50

The Arbitron rank is based on the 12+ population of the Arbitron metro survey area. The rank number (68 in this case) is Akron's ranking among the 276 Arbitron-rated radio markets.

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

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

The Average Persons Rating indicates the percentage of the metro 12+ population which is using any and all radio in an average quarter-hour anytime during the standard survey week, Monday-Sunday, 6 AM-12 Midnight – the rate here is 15.5. The Average Persons Rating is roughly comparable to television's Persons Viewing Television (PVT) figure.

Market TSL (Time Spent Listening) is the time the average radio listener spent with any and all radio over the entire week. In this case, the average listener spent 20.50 hours listening to radio over the broadcast week.

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

<b>Stations:</b>		29 / 6
<b>Diaries</b>	1,718 / 337:	1/53.7%
<b>Sample Target:</b>		1,760
<b>% Below Line:</b>		55.8
<b>% Not Listed:</b>		15.7
<b>Pop per Station:</b>		96,367

There are 29 stations listed in the Akron Arbitron market report. Of those 29, 6 are home to the Arbitron metro survey area – listed "above the line." Thus, 23 stations listed are licensed to cities outside the metro, but they still accumulated enough listening within the Akron metro to rate inclusion in the market report. Please be aware, however, that some stations appear above the line by virtue of its chosen home city of identification rather than by its FCC authorized city of license.

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

1,718 – the number of usable (in-tab) diaries return from respondents in the metro survey area (In general, the higher the number, the better.)

337:1 – an approximate "persons per diary" value: in the metro, the typical diary represents 337 persons 12+ (generally, the lower the number, the better)

53.7% – this is "return rate": total usable (in-tab) diaries expressed as a percentage of the total individuals who were sent a diary (again, higher is better). This number represents total diaries from the metro and does not necessarily indicate return from any individual sex/age group. It is not a percentage of total people contacted, but rather, a percentage of the total number of diaries sent out.

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

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

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

The "% Not Listed" figure represents the percentage of all listening to radio in the metro area that was to non-commercial stations, stations that did not meet Arbitron's minimum reporting standards or could not be credited to a specific station, but was included in the market's total listening.

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

Next, we move to the top right column:

Last Year's Revenue: \$19,500,000  
 Household Income: \$45,797  
 Retail Dollars: \$7.8 Bil.  
 #1 Biller: WKDD-F \$5,100,000  
 #1 Billing Portfolio: Rubber City \$9,700,000

The revenue estimates are based on figures found in the 1999 edition of **Duncan's Radio Market Guide**. The figures are gross, excluding "trade."

"HH Income" is Median Household Income within the Arbitron Metro Survey Area. The estimate for Akron is \$45,797.

"Total Retail Sales" is the metro survey area's estimated Total Retail Sales – in this case, \$7.8 Billion. Both median household income and total retail sales figures are based on census data, updated to 1/1/99 by Market Statistics, Inc. for Arbitron.

The #1 Biller is that station we believe to be the leading biller in the market, along with its estimated 1998 gross revenue. It is extracted from the 1999 edition of **Duncan's Radio Market Guide**. The #1 Billing Portfolio is that entity, be it single station, traditional AM-FM combination or consolidated portfolio, that has the highest revenue of any in the market, again, based on 1998 gross revenue.

The next section is the trended 12+ information:

12+ Metro	Format	Fall 99 % Share	Sum 99	Spg 99	Win 99	Fall 98	4 Book Avg	12+ Metro Cume / Rating	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level
1 WQMX-F	C	69 / 7.7	7.6	6.4	5.8	6.7	6.9	1014 / 17.5	14.8	15.0	117 / 1904	F WQMX-F

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

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

- |  |   |
|--|---|
| AC - Adult Contemporary                            | J - Jazz and New Adult Contemporary           |
| AC-NR - Modern AC                                  | KIDS - Children's                             |
| AOR - Album Oriented Rock                          | N - News                                      |
| AOR-NR - New Rock                                  | O - Oldies                                    |
| AOR-P - Progressive AOR                            | REL - Religion, Christian                     |
| B - Black (audience is 75%+ Black)                 | REL-CC - Contemporary Christian               |
| B/AC - Black Adult Contemporary (Soft Black)       | SAC - Soft Adult Contemporary                 |
| B/G - Black Gospel                                 | SP - Hispanic/Spanish                         |
| B/O - Black Oldies                                 | SP-C - Hispanic Contemporary                  |
| BIZ - Business News/Talk                           | SP-NT - Hispanic News/Talk/Information        |
| C - Country  | SP-R - Hispanic-Regional                      |
| C/O - Classic Country                              | SP-TP - Hispanic-Tropical                     |
| CHR - Contemporary Hit Radio, Top 40, Contemporary | SP-VA - Hispanic Variety                      |
| CL - Classical                                     | SP-TJ - Tejano                                |
| CL AOR - Classic AOR, Classic Rock                 | SPRTS - Sports                                |
| CL HITS - Classic Hits/70's Oldies                 | ST - Standards, Big Band, Nostalgia           |
| E - Ethnic (usually Foreign Language)              | T - Talk                                      |
| EZ - Easy Listening, Beautiful Music               | U - Urban (majority of audience is non-white) |
| FS - Full Service                                  | VA - Variety                                  |
| G - Gospel   | ? - Others or Unknown                         |

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

Within the numbers, reading from left to right, WQMX-FM has 6,900 listeners per average quarter hour in the metro. This gives it a 7.7 share of audience during the latest survey period. Historical shares follow, along with a four-book average (the most recent survey, plus the three that precede it).

Next is the metro cume (cumulative) audience and cume rating (cume audience expressed as a percentage of 12+ population). WQMX-FM has 101,400 cume listeners 12+, which give it a 17.5 cume rating. Historical cume ratings follow (prior survey and prior year).

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

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

The codes for revenue levels are:

- |                                |                                  |
|--------------------------------|----------------------------------|
| A - Less than \$500,000        | G - \$ 5,000,000 to \$ 6,999,999 |
| B - \$500,000 to \$1,000,000   | H - \$ 7,000,000 to \$ 9,999,999 |
| C - \$1,000,000 to \$1,999,999 | I - \$10,000,000 to \$14,999,999 |
| D - \$2,000,000 to \$2,999,999 | J - \$15,000,000 to \$19,999,999 |
| E - \$3,000,000 to \$3,999,999 | K - \$20,000,000 to \$29,999,999 |
| F - \$4,000,000 to \$4,999,999 | L - \$30,000,000 or more         |

Then there's a line by itself:

12 + FM Share (Metro): 83.62% ( 633 of 757 ) ( Fall 98: 81.93% )

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

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

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

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

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

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

	12+	25-54	Revenue
Local	16.0%	16.2%	49.7%
WAKR-AM, WONE-FM, WQMX-FM			

The three operations owned by a local firm in Akron, WAKR, WONE-F and WQMX-F together attracted 16.0% of the 12+ total week metro audience and 16.2% of the adults 25-54 total week metro audience, as well as 49.7% of last year's revenue in the market.

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

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

	AM	FM	Total	%	Yr. Ago
AC	0 (0)	61 (3)	61 (3)	8.1%	7.8%

In this market, there are no AM AC (Adult Contemporary) stations, but there are 3 FM AC stations which compiled a total 12+ metro AQH persons audience of 4,600. The total audience to Country among listed stations is also 4,600, or 5.9% of all listening to stations listed in the market report. Last year, 7.8% of all listening to listed stations was to Country stations.

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

WAKR	1590	5 kw (DA-N)	Talk/FullService	Westwd, ABC, ESPN	\$37.00	Christal	Rubber City
WKDD	96.5	50 kw @ 441	CHR/AC		\$80.00	Eastman	Barnstable

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

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

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

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

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

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

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

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

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

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

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

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

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

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

FALL 1999  
PRIMARY MARKETS

# AKRON

**Arbitron Rank** 68 **Pop (12+)** 578,200  
**MSA Rank:** 78  
**MSA Pop:** 687,000  
**DMA:** Cleveland (#13)  
**Average Persons Rating:** 15.5  
**Market TSL in Hours** 20.50

**Stations** 29 / 6  
**Diaries:** 1,718 / 337:1 / 53.7%  
**Sample Target:** 1,760  
**% Below Line:** 55.8  
**% Not Listed:** 15.7  
**Pop per Station:** 96,367

**Last Year's Revenue:** \$19,500,000  
**Household Income:** \$45,797  
**Total Retail Sales:** \$7.8 Bil.  
**#1 Biller:** WKDD-F \$5,100,000  
**#1 Billing Portfolio**  
 Rubber City \$9,700,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	WQMX-F	C	69 / 7.7	7.6	6.4	5.8	6.7	6.9	1014 / 17.5	14.8	15.0	117 / 1904	F	WQMX-F
2	WKDD-F	CHR/AC	64 / 7.1	6.2	6.2	5.1	6.1	6.2	1042 / 18.0	15.6	15.0	96 / 1682	G	WKDD-F
3	WMJI-F	O	51 / 5.7	5.0	5.1	5.9	5.6	5.4	943 / 16.3	15.0	15.8	79 / 1578		WMJI-F
4	WNCX-F	CL AOR	47 / 5.2	4.7	4.6	4.4	3.9	4.7	834 / 14.4	13.7	12.6	75 / 1514		WNCX-F
5	WDOK-F	SAC	45 / 5.0	3.9	5.1	5.8	4.9	5.0	648 / 11.2	12.8	11.4	72 / 1098		WDOK-F
6	WNIR-F	T	44 / 4.9	5.3	5.8	6.7	5.1	5.7	553 / 9.6	11.9	10.3	55 / 743	E	WNIR-F
7	WAKR	T/FS	38 / 4.2	4.0	3.7	3.2	3.8	3.8	544 / 9.4	10.1	10.2	40 / 593	C	WAKR
8	WONE-F	AOR	37 / 4.1	4.7	4.2	2.8	3.5	4.0	780 / 13.5	12.3	13.2	83 / 1723	E	WONE-F
9	WMMS-F	AOR	34 / 3.8	3.9	3.7	2.5	3.8	3.5	609 / 10.5	12.4	12.1	51 / 1044		WMMS-F
9	WTAM	N/T	34 / 3.8	4.7	5.4	3.5	4.6	4.3	685 / 11.9	15.1	12.9	70 / 1383		WTAM
11	WQAL-F	AC/CHR	30 / 3.3	2.4	2.7	2.8	2.8	2.8	694 / 12.0	12.7	11.5	52 / 1210		WQAL-F
11	WGAR-F	C	30 / 3.3	3.9	4.1	3.5	3.9	3.7	608 / 10.5	11.3	9.8	56 / 1115		WGAR-F
13	WZAK-F	B	27 / 3.0	3.6	3.5	3.5	3.4	3.4	541 / 9.4	11.2	9.4	35 / 772		WZAK-F
14	WNWV-F	J	25 / 2.8	3.1	3.3	3.2	2.9	3.1	378 / 6.5	8.0	7.7	39 / 545		WNWV-F
15	WKNR	SPRST	24 / 2.7	2.0	1.8	1.7	1.6	2.1	371 / 6.4	6.1	5.7	39 / 702		WKNR
15	WRMR	ST	24 / 2.7	2.2	3.2	3.6	3.1	2.9	247 / 4.3	5.7	5.4	51 / 487		WRMR
17	WMVX-F	AC/CHR	22 / 2.5	2.4	1.7	3.4	3.1	2.5	595 / 10.3	9.8	9.8	39 / 1002		WMVX-F
18	WQXK-F	C	21 / 2.3	1.4	1.1	1.4	1.8	1.6	409 / 7.1	4.1	5.1	55 / 936		WQXK-F
19	WENZ-F	B	19 / 2.1	2.7	3.2	5.3	3.6	3.3	498 / 8.6	11.8	11.9	28 / 802		WENZ-F

12+ FM Share (Metro): 83.62% (633 of 757) (Fall 98: 81.93%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WENZ-F	1 WKDD-F >	1 WKDD-F	1 WKDD-F	1 WQMX-F	1 WQMX-F <	1 WNCX-F	1 WQMX-F	1 WKDD-F <	1 WAKR	1 WQMX-F
1 WHOT-F >>	2 WQMX-F <	2 WNCX-F	2 WNCX-F	1 WKDD-F	2 WMJI-F	2 WKDD-F	1 WKDD-F	2 WQMX-F	1 WQMX-F	2 WMJI-F
3 WQAL-F	3 WNCX-F	2 WQMX-F	2 WQMX-F	3 WNCX-F	3 WNIR-F	3 WQMX-F <	3 WNIR-F	3 WMJI-F	3 WZAK-F	3 WAKR <
3 WZAK-F	4 WMMS-F	4 WONE-F	4 WONE-F	3 WMJI-F	3 WAKR	4 WAKR	4 WDOK-F <	4 WDOK-F <	4 WNIR-F <	4 WZAK-F <
3 WKDD-F >	5 WONE-F <	5 WMMS-F	5 WMMS-F	5 WONE-F	3 WDOK-F	5 WMJI-F	5 WMJI-F	5 WMMS-F <	5 WENZ-F	5 WDOK-F <
6 WQAL-F	6 WQAL-F <	6 WMJI-F	6 WMMS-F	6 WKDD-F <	6 WDOK-F	6 WONE-F <	6 WONE-F <	6 WONE-F <	5 WTAM	6 WGAR-F <
7 WZAK-F	7 WMJI-F	7 WDOK-F	7 WNIR-F	7 WTAM	7 WONE-F <	7 WMMS-F <	7 WNIR-F <	7 WDOK-F	7 WKDD-F	7 WKDD-F <
7 WENZ-F	8 WNIR-F	7 WNIR-F	7 WDOK-F	8 WNCX-F <	8 WNIR-F	8 WTAM <	8 WTAM <	8 WTAM <	7 WMJI-F <	8 WONE-F
9 WMVX-F	8 WMVX-F	9 WKNR <	9 WTAM <	9 WRMR <	9 WGAR-F <	9 WNCX-F <	9 WQAL-F <	9 WQAL-F <	9 WKDD-F <	8 WTAM <
	8 WZAK-F	10 WTAM	10 WKNR <	10 WGAR-F <	10 WQAL-F <	10 WQAL-F <	10 WGAR-F <			
	8 WDOK-F <	10 WQAL-F								

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WKDD-F >	1 WKDD-F >>	1 WKDD-F >>	1 WKDD-F >	1 WKDD-F	1 WNCX-F	1 WNCX-F <	1 WMMS-F	1 WNCX-F >	1 WNCX-F >	1 WZAK-F
2 WQAL-F >	2 WQMX-F <	2 WQMX-F >	2 WQMX-F >	2 WQMX-F	2 WENZ-F	2 WMMS-F	2 WONE-F	2 WMMS-F	2 WONE-F	1 WQXK-F <
3 WQMX-F	3 WQAL-F >	3 WDOK-F	3 WQAL-F	3 WMJI-F	3 WQMX-F >	3 WONE-F	2 WNCX-F	3 WONE-F <	2 WMMS-F <	3 WQMX-F
3 WMVX-F >>	4 WMVX-F	4 WGAR-F	4 WDOK-F	4 WDOK-F	4 WMMS-F	4 WQMX-F	4 WKNR	4 WQMX-F	4 WQMX-F	3 WAKR
	5 WZAK-F	4 WZAK-F	4 WMJI-F <	5 WONE-F	4 WQAL-F	5 WKNR	5 WKDD-F	5 WKNR <	5 WNIR-F	5 WTAM
	5 WDOK-F	4 WONE-F	6 WONE-F <	6 WGAR-F	4 WQXK-F	6 WKDD-F	5 WQMX-F	6 WNIR-F	5 WKNR <	6 WONE-F
	7 WGAR-F	4 WMJI-F	7 WMVX-F <	7 WQAL-F	4 WZAK-F >	6 WENZ-F	7 WNIR-F	7 WKDD-F	7 WMJI-F	
	7 WONE-F	4 WQAL-F	8 WGAR-F	8 WNWV-F	8 WQAL-F	8 WRQK-F	8 WTAM	8 WTAM	8 WTAM	
	7 WNCX-F	9 WNCX-F	9 WNCX-F	8 WMVX-F	8 WRQK-F	8 WQAL-F	8 WZAK-F	9 WKDD-F	9 WKDD-F	
	7 WMMS-F	9 WZAK-F	9 WZAK-F	8 WZAK-F	8 WZAK-F			10 WNWV-F		

Other Rated Stations				Metro Cume	TSA	Other Rated Stations--Outside Market				Metro Cume	TSA				
Station	Format	Pop	City	Share	Rating	Station	Format	Pop	City	Share	Rating	AQH	Cume		
WTOU	SPRST	1350	Akron	0.4	1.4	5	96	WCLV-F	CL	95.5	Cleveland	0.9	3.4	17	326
								WHBC-F	AC	94.1	Canton	1.0	5.5	77	1498
								WHK-AF	REL	98.1	Canton	0.6	2.4	9	319
								WHOT-F	CHR	101.1	Youngstown	1.3	7.8	31	857
								WQKT-F	C	104.5	Wooster	0.3	2.2	32	695
								WRQK-F	AOR	106.9	Canton	1.3	5.1	64	1063
								WZJM-F	B/O	92.3	Cleveland Heights	1.8	6.0	21	445
								WZKL-F	O	92.5	Alliance	0.4	2.0	39	752



# AKRON

Consolidation Report				Format Performance					
	12+	25-54	Revenue	AM	FM	Total	%	Yr. Ago	
<b>Rubber City</b>	16.0 %	16.2 %	49.7 %	AC	0 (0)	61 (3)	61 (3)	8.1 %	7.8 %
WAKR-AM, WONE-FM, WQMX-FM				AOR/Classic/NR	0 (0)	130 (4)	130 (4)	17.2 %	19.1 %
	<b>16.0 %</b>	<b>16.2 %</b>	<b>49.7 %</b>	Black/Urban	0 (0)	62 (3)	62 (3)	8.2 %	5.2 %
				CHR	0 (0)	76 (2)	76 (2)	10.0 %	10.3 %
				Classical	0 (0)	8 (1)	8 (1)	1.1 %	1.4 %
				Country	0 (0)	123 (4)	123 (4)	16.2 %	15.5 %
				Full Service	38 (1)	0 (0)	38 (1)	5.0 %	4.6 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	25 (1)	25 (1)	3.3 %	3.4 %
				News/Talk	34 (1)	44 (1)	78 (2)	10.3 %	11.6 %
				Oldies	0 (0)	55 (2)	55 (2)	7.3 %	7.9 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	4 (1)	4 (1)	0.5 %	1.0 %
				Soft AC	0 (0)	45 (1)	45 (1)	5.9 %	5.9 %
				Sports	28 (2)	0 (0)	28 (2)	3.7 %	1.9 %
				Standards/EZ	24 (1)	0 (0)	24 (1)	3.2 %	4.5 %
				<b>Totals</b>	<b>124 (5)</b>	<b>633 (23)</b>	<b>757 (28)</b>		

### AM Stations

WAKR	1590	5 kw (DA-N)	Talk/Full Service	Westwd, ABC, ESPN	\$37.00	Christal	Rubber City
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### FM Stations

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

Notes: Other ranked stations -- See Cleveland . . . 1/00 WTOU (1350) changed from Black AC to Sports using ESPN

### FORMAT CODES

AC - Adult Contemporary	J - Jazz and New Adult Contemporary
AC-NR - Modern AC	KIDS - Children's
AOR - Album Oriented Rock	N - News
AOR-NR - New Rock	O - Oldies (50's & 60's)
AOR-P - Progressive AOR	REL - Religion, Christian
B - Black (audience 75%+ Black)	REL-CC - Contemporary Christian
B/AC - Black Adult Contemporary	SAC - Soft Adult Contemporary
B/G - Black Gospel	SP - Hispanic/Spanish
B/O - Black Oldies	SP-C - Hispanic Contemporary
BIZ - Business News & Talk	SP-NT - Hispanic News/Talk/Information
C - Country	SP-R - Hispanic-Regional
C/O - Classic Country	SP-TP - Hispanic-Tropical
CHR - Contemporary Hit Radio, Top 40	SP-VA - Hispanic Variety
CL - Classical	SP-TJ - Tejano
CL AOR - Classic AOR, Classic Rock	SPRTS - Sports
CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia
E - Ethnic (usually Foreign Lang.)	T - Talk
EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)
FS - Full Service	VA - Variety
G - Gospel	? - Others or Unknown

### REVENUE LEVEL CODES

A - Less than \$500,000	E - \$3,000,000 to \$3,999,999	I - \$10,000,000 to \$14,999,999
B - \$500,000 to \$999,999	F - \$4,000,000 to \$4,999,999	J - \$15,000,000 to \$19,999,999
C - \$1,000,000 to \$1,999,999	G - \$5,000,000 to \$6,999,999	K - \$20,000,000 to \$29,999,999
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	L - \$30,000,000+

# ALBANY-SCHENECTADY-TROY

Arbitron Rank	59 Pop (12+)	733,600	Stations	30 / 29	Last Year's Revenue:	\$33,700,000
MSA Rank:		67	Diaries:	2,190 / 335:1 / 55.2%	Household Income:	\$49,827
MSA Pop:		876,000	Sample Target:	2,030	Total Retail Sales:	\$8.7 Bil.
DMA:		52	% Below Line:	0.5	#1 Biller:	WGNA-AF \$6,400,000
Average Persons Rating:		15.5	% Not Listed:	16.4	#1 Billing Portfolio	
Market TSL in Hours		20.50	Pop per Station:	25,297	Clear Channel, pend.	\$13,865,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	WGNA-F	129 / 11.3	10.4	9.4	9.6	8.7	10.2	1431 / 19.5	19.8	17.3	208 / 2307	G*	WGNA-F	
2	WGY	87 / 7.6	7.9	8.1	10.2	8.5	8.5	1413 / 19.3	19.0	18.8	126 / 1954	F	WGY	
3	WYJB-F	83 / 7.3	8.1	7.9	7.1	7.4	7.6	1260 / 17.2	15.5	18.1	101 / 1602	E	WYJB-F	
4	WPYX-F	AOR	79 / 6.9	5.8	7.1	6.6	8.1	6.6	1126 / 15.3	16.9	17.0	148 / 2090	F	WPYX-F
5	WFLY-F	CHR	73 / 6.4	10.1	7.4	7.9	9.9	8.0	1631 / 22.2	23.0	27.3	109 / 2415	F	WFLY-F
6	WRVE-F	AC-NR	71 / 6.2	4.8	3.5	5.6	4.5	5.0	1057 / 14.4	12.3	11.8	94 / 1615	D	WRVE-F
7	WQBK-FF	AOR-NR	66 / 5.8	6.0	6.2	6.7	7.0	6.2	1106 / 15.1	18.6	18.9	87 / 1675	D	WQBK-FF
8	WKLI-F	SAC	50 / 4.4	3.9	4.2	4.2	5.8	4.2	685 / 9.3	9.5	11.7	56 / 782	B*	WKLI-F
9	WAJZ-F	B	36 / 3.2	3.4	3.1	2.8	1.0	3.1	628 / 8.6	8.8	4.0	40 / 767	A	WAJZ-F
10	WTRY-F	O	34 / 3.0	3.9	3.3	3.8	3.3	3.5	799 / 10.9	10.6	11.1	41 / 1041	C-	WTRY-F
11	WCPT-F	AC/CHR	33 / 2.9	2.7	2.1	3.1	1.4	2.7	714 / 9.7	10.4	8.6	40 / 838	C	WCPT-F
12	WXCR-F	CL AOR	23 / 2.0	3.0	3.1	2.4	2.1	2.6	504 / 6.9	8.7	8.1	26 / 715	B	WXCR-F
12	WHRL-F	AOR-NR	23 / 2.0	3.2	3.1	2.8	3.2	2.8	416 / 5.7	6.5	6.6	28 / 512	B	WHRL-F
14	WROW	T	22 / 1.9	2.1	2.9	2.6	2.1	2.4	392 / 5.3	5.6	6.1	26 / 440	A	WROW
15	WZMR-F	J	21 / 1.8	1.3	0.9	0.4		1.1	383 / 5.2	3.8		21 / 386		WZMR-F
16	WABT-F	B/O	18 / 1.6	2.1	2.6	2.3	2.5	2.1	384 / 5.2	7.2	9.3	20 / 450		WABT-F
17	WBKK-F	CL	16 / 1.4	0.9	0.9	0.6	1.1	1.0	268 / 3.7	2.4	4.1	18 / 326	A	WBKK-F
18	WEQX-F	AOR-NR	15 / 1.3	1.7	1.8	1.8	0.9	1.7	386 / 5.3	6.9	5.4	33 / 769		WEQX-F
19	WTRY	O	14 / 1.2	1.1	0.8	0.9	1.5	1.0	307 / 4.2	3.8	5.6	15 / 354	-	WTRY

12+ FM Share (Metro): 83.72% ( 797 of 952 ) ( Fall 98: 82.47% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WFLY-F >>	1 WPYX-F	1 WPYX-F <	1 WPYX-F <	1 WGNA-F <	1 WGNA-F	1 WQBK-FF <	1 WGNA-F	1 WGNA-F >	1 WGNA-F	1 WGNA-F >
2 WAJZ-F >>	2 WGNA-F <	2 WGNA-F	2 WRVE-F <	2 WRVE-F <	2 WGY	2 WGNA-F	2 WGY <	2 WFLY-F <	2 WFLY-F	2 WFLY-F
3 WQBK-FF >	3 WQBK-FF <	3 WRVE-F	3 WGNA-F	3 WPYX-F	3 WYJB-F	3 WPYX-F	3 WYJB-F <	3 WYJB-F	3 WGY	3 WGY <
4 WGNA-F	4 WFLY-F >	4 WQBK-FF	4 WQBK-FF <	4 WYJB-F	4 WRVE-F <	4 WGY	4 WRVE-F	4 WPYX-F <	4 WAJZ-F	4 WYJB-F
5 WRVE-F	5 WFLY-F	5 WYJB-F	5 WYJB-F	5 WQBK-FF	5 WKLI-F >	5 WYJB-F	5 WPYX-F >	5 WRVE-F <	5 WQBK-FF	5 WKLI-F
6 WCPT-F <	6 WYJB-F	6 WFLY-F	6 WFLY-F	6 WFLY-F <	6 WPYX-F <	6 WRVE-F	6 WGY >	6 WFLY-F <	6 WPYX-F <	6 WPYX-F <
7 WYJB-F <	7 WGY <	7 WGY	7 WGY	7 WGY	7 WTRY-F	7 WFLY-F	7 WKLI-F	7 WAJZ-F <	7 WRVE-F	7 WRVE-F
8 WAJZ-F >	8 WCPT-F	8 WCPT-F	8 WCPT-F	8 WCPT-F	8 WQBK-FF <	8 WKLI-F	8 WQBK-FF >	8 WQBK-FF	7 WYJB-F	8 WAJZ-F
	9 WAJZ-F	9 WTRY-F <	9 WTRY-F	9 WTRY-F	9 WROW	9 WROW	9 WCPT-F	9 WTRY-F <	9 WROW	9 WQBK-FF
		10 WXCR-F			10 WFLY-F <	9 WTRY-F	9 WTRY-F	10 WKLI-F <	9 WKLI-F <	9 WCPT-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WFLY-F >	1 WFLY-F >	1 WFLY-F >	1 WFLY-F <	1 WYJB-F <	1 WPYX-F <	1 WPYX-F	1 WPYX-F >	1 WPYX-F	1 WPYX-F	1 WGNA-F <
2 WGNA-F	2 WGNA-F	2 WYJB-F	2 WGNA-F <	2 WGNA-F	2 WQBK-FF	2 WQBK-FF >	2 WQBK-FF	2 WQBK-FF	2 WQBK-FF <	2 WGY >
2 WAJZ-F >	3 WYJB-F <	2 WGNA-F	3 WYJB-F	3 WRVE-F <	2 WGNA-F >	3 WGNA-F	3 WGNA-F >	3 WGNA-F <	3 WRVE-F	3 WFLY-F
4 WQBK-FF	4 WRVE-F	2 WRVE-F	4 WRVE-F >	4 WFLY-F >	4 WFLY-F	4 WAJZ-F	4 WRVE-F	4 WRVE-F >	4 WGNA-F	3 WYJB-F >
4 WYJB-F	5 WCPT-F	5 WCPT-F >	5 WPYX-F <	5 WPYX-F	4 WAJZ-F >	4 WRVE-F	5 WGY	5 WGY	5 WGY >	5 WROW
4 WPYX-F >	6 WQBK-FF	6 WQBK-FF	6 WCPT-F	5 WCPT-F <	6 WPCR-F	6 WPCR-F	6 WPCR-F	6 WPCR-F	6 WPCR-F	
	6 WPYX-F	6 WPYX-F >	7 WAJZ-F <	7 WTRY-F <	6 WEQX-F >	7 WFLY-F	7 WCPT-F <	7 WCPT-F <	7 WZMR-F <	
	8 WAJZ-F		8 WQBK-FF	8 WGY >		7 WGY	8 WAJZ-F	8 WCPT-F	8 WCPT-F	
							8 WHRL-F	9 WHRL-F		

Other Rated Stations				Metro Cume				TSA				Other Rated Stations--Outside Market				Metro Cume				TSA									
Station	Format	Pop	Share	Share	Rating	AQH	Cume	Share	Rating	AQH	Cume	Station	Format	Pop	Share	Share	Rating	AQH	Cume	Station	Format	Pop	Share	Share	Rating	AQH	Cume		
WABY	SAC	1400	Albany	0.4	1.6	4	115	WENU-F	ST	101.7	Hudson Falls	0.5	0.9	15	176														
WBUG-F	C	101.1	Fort Plain	0.5	1.3	15	178																						
WCSS	ST	1490	Amsterdam	0.5	1.1	6	83																						
WDCD-F	REL	96.7	Clifton Park	0.6	2.0	7	171																						
WGNA	C	1460	Albany	0.4	0.8	4	81																						
WIZR	ST	930	Johnstown	0.4	0.7	4	62																						
WKAJ	ST	900	Saratoga Springs	0.4	1.1	6	91																						
WQAR-F	AC	101.3	Stillwater	0.7	2.4	8	238																						
WTMM	SPRTS	1300	Rensselaer	0.8	3.2	9	250																						

# ALBANY-SCHENECTADY-TROY

Consolidation Report				Format Performance					
	12+	25-54	Revenue	AM	FM	Total	%	Yr. Ago	
<b>Albany</b>	21.0 %	19.0 %	24.0 %	AC	0 (0)	112 (3)	112 (3)	11.8 %	11.2 %
WAJZ-FM, WFLY-FM, WIZR-AM, WROW-AM, WYJB-FM, WZMR-FM				AOR/Classic/NR	0 (0)	206 (6)	206 (6)	21.6 %	21.5 %
<b>Clear Channel, pend.</b>	27.7 %	34.0 %	41.1 %	Black/Urban	0 (0)	54 (2)	54 (2)	5.7 %	0.0 %
WGY-AM, WHRL-FM, WPYX-FM, WRVE-FM, WTRY-FM, WXCR-FM				CHR	0 (0)	73 (1)	73 (1)	7.7 %	11.7 %
<b>Regent, pend.</b>	19.8 %	20.5 %	28.4 %	Classical	0 (0)	16 (1)	16 (1)	1.7 %	1.3 %
WABT-FM, WGNA-AM, WGNA-FM, WQBJ-FM, WQBK-FM, WTMM-AM				Country	4 (1)	135 (2)	139 (3)	14.6 %	11.8 %
<b>Tele-Media</b>	7.7 %	6.3 %	5.3 %	Full Service	87 (1)	0 (0)	87 (1)	9.1 %	10.1 %
WABY-AM, WCPT-FM, WKBE-FM, WKLI-FM				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	<b>76.1 %</b>	<b>79.8 %</b>	<b>98.8 %</b>	Jazz	0 (0)	21 (1)	21 (1)	2.2 %	3.8 %
				News/Talk	22 (1)	0 (0)	22 (1)	2.3 %	3.1 %
				Oldies	14 (1)	34 (1)	48 (2)	5.0 %	6.0 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	7 (1)	7 (1)	0.7 %	1.0 %
				Soft AC	4 (1)	133 (2)	137 (3)	14.4 %	8.8 %
				Sports	9 (1)	0 (0)	9 (1)	0.9 %	0.7 %
				Standards/EZ	15 (3)	6 (1)	21 (4)	2.2 %	9.0 %
				<b>Totals</b>	<b>155 (9)</b>	<b>797 (21)</b>	<b>952 (30)</b>		

## AM Stations

Station	Freq	Power	Format	AM	Price	Agency	Service	City
WGY	810	50 kw	Full Service	ABC	\$60.00	Clr Chnl	Clear Channel	Schenectady
WROW	590	5 kw/1 kw (DA-2)	Talk	CBS, AP	\$20.00	Allied	Albany	
WTRY	980	5 kw (DA-N)	Oldies	AMFM	\$<20.00	Katz	Concord, pend.	Troy

## FM Stations

Station	Freq	Power	Format	AM	Price	Agency	Service	City
WABT	104.5	5 kw @ 351	Black Oldies	AMFM	\$ NA	Katz	Regent, pend.	Mechanicville
WAJZ	96.3	0.5 kw @ 1119	Black		\$ NA	Allied	Albany	Voorheesville
WBKK	97.7	1.6 kw @ 623	Classical		\$ NA	Allied		Amsterdam
WCPT	100.9	6 kw @ 300	AC/CHR		\$45.00	Christal	Tele-Media	
WEQX	102.7	1.27 kw @ 2490	AOR-New Rock	AP, ABC	\$<20.00	--		Manchester, VT
WFLY	92.3	17 kw @ 850	CHR	ABC	\$71.00	Allied	Albany	
WGNA	107.7	12 kw @ 984	Country	AMFM	\$102.00	Katz	Regent, pend.	
WHRL	103.1	6 kw @ 325	Jazz	CBS	\$<20.00	Clr Chnl	Clear Channel	
WKLI	94.5	3 kw @ 328	Standards		\$20.00	Christal	Tele-Media	Ravena
WPYX	106.5	16 kw @ 902	AOR	AMFM	\$71.00	Eastman	Clr Chnl, pend.	
WQBJ	103.5	50 kw @ 492	Simul. WQBK-F					Cobleskill
WQBK	103.9	6 kw @ 300	AOR - New Rock	CBS, Westwd	\$47.00	Clr Chnl	Regent, pend.	Rensselaer
WRVE	99.5	15 kw @ 927	Modern AC	ABC	\$51.00	Clr Chnl	Clear Channel	
WTRY	98.3	6 kw @ 328	Oldies	AMFM	\$ NA	Katz	Clr Chnl, pend.	Rotterdam
WXCR	102.3	4.1 kw @ 387	Classic AOR	Westwd	\$22.00	Clr Chnl	Clear Channel	Ballston Spa
WYJB	95.5	12 kw @ 1023	Soft AC		\$56.00	Allied	Albany	
WZMR	104.9	0.57 kw @ 1050	Jazz		\$ NA	--	Albany	Altamont

Notes: Combined revenue stations: \* WGNA included with WGNA-F; ^ WABY included with WKLI-F; ~ WTRY included with WTRY-F . . . 9/99 WQBK-F changed from New Rock to AOR . . . 10/99 AMFM and Clear Channel announced plans to merge. Divestitures in the market will be necessary . . . 10/99 WHRL-F changed from Jazz to New Rock as "Channel 103.1" . . . 10/99 WZMR-F changed from Modern AC to Jazz . . . 11/99 WVKZ (1240; Schenectady) sold to WKAJ/WQAR-F (price NA) . . . 12/99 WKAJ (900; Saratoga Springs) changed calls to WJAM . . . 1/00 WDCD (1540) changed from Religion to Standards, reassuming its heritage WPTR calls . . . 3/00 As part of the divestitures resulting from the AMFM/Clear Channel merger, AMFM sold WABT-F and WGNA-AM, and Clear Channel sold WQBJ-F, WQBK-F and WTMM to Regent in a \$67,000,000 (+ 11 stations) multi-market transaction and AMFM sold WTRY (AM) to Concord Media as part of a multi-market transaction (price NA)

# ALBUQUERQUE

**Arbitron Rank** 72 Pop (12+): 553,700  
**MSA Rank:** 80  
**MSA Pop:** 687,000  
**DMA:** 49  
**Average Persons Rating:** 15.8  
**Market TSL in Hours** 21.00

**Stations** 34 / 32  
**Diaries:** 1,808 / 306:1 / 52.3%  
**Sample Target:** 1,700  
**% Below Line:** 1.1  
**% Not Listed:** 10.3  
**Pop per Station:** 17,303

**Last Year's Revenue:** \$37,700,000  
**Household Income:** \$43,191  
**Total Retail Sales:** \$8.3 Bil.  
**#1 Biller:** KRST-F \$6,285,000  
**#1 Billing Portfolio**  
Citadel \$20,220,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	KRST-F	85 / 9.7	9.4	8.3	9.3	7.4	9.2	1077 / 19.5	19.7	18.9	116 / 1511	G	KRST-F
2	KKOB	72 / 8.2	8.2	8.1	9.3	10.4	8.5	1035 / 18.7	16.9	22.0	103 / 1500	G	KKOB
3	KZRR-F	58 / 6.6	5.1	4.5	5.6	5.8	5.5	812 / 14.7	11.9	13.2	73 / 1014	D	KZRR-F
4	KMGA-F	47 / 5.4	5.7	5.1	4.2	4.9	5.1	727 / 13.1	13.8	12.4	57 / 947	D	KMGA-F
5	KTEG-F	40 / 4.6	3.8	3.9	4.7	3.4	4.2	743 / 13.4	11.4	13.7	50 / 1013	C	KTEG-F
6	KTBL-F	38 / 4.3	5.5	3.8	3.5	3.8	4.3	664 / 12.0	11.5	12.4	53 / 866	C	KTBL-F
7	KHFM-F	37 / 4.2	4.5	4.9	5.0	4.1	4.7	545 / 9.9	10.8	8.8	46 / 747	C	KHFM-F
7	KPEK-F	37 / 4.2	6.0	5.0	6.2	6.3	5.4	854 / 15.4	15.7	16.3	45 / 1132	D	KPEK-F
9	KKOB-F	35 / 4.0	4.2	5.7	4.6	4.3	4.6	841 / 15.2	15.5	15.6	50 / 1101	D	KKOB-F
10	KYLZ-F	32 / 3.6	2.7	4.1	3.0	3.7	3.4	677 / 12.2	13.1	11.6	37 / 791	A	KYLZ-F
11	KIOT-F	30 / 3.4	3.9	4.3	3.8	4.1	3.9	626 / 11.3	12.3	12.2	45 / 926	C	KIOT-F
12	KKSS-F	28 / 3.2	3.0	4.4	4.1	4.1	3.7	684 / 12.3	14.1	14.2	56 / 1091	C	KKSS-F
13	KLVO-F	27 / 3.1	2.5	3.4	3.0	1.7	3.0	365 / 6.6	7.2	5.4	33 / 478	C	KLVO-F
14	KABG-F	23 / 2.6	2.7	1.5	2.2	1.4	2.3	390 / 7.0	6.5	6.1	31 / 573		KABG-F
15	KCHQ-F	22 / 2.5	2.6	1.7	1.7	2.1	2.1	605 / 10.9	8.7	6.2	41 / 888	B	KCHQ-F
15	KMMG-F	22 / 2.5	3.2	2.7	3.0	3.7	2.9	475 / 8.6	9.3	11.3	27 / 657	A	KMMG-F
17	KZKL-F	18 / 2.1	2.8	1.6	2.2	3.1	2.2	370 / 6.7	7.3	9.6	19 / 415	C	KZKL-F
18	KLSK-F	17 / 1.9	1.7	2.5	2.3	1.8	2.1	490 / 8.9	9.5	8.3	32 / 755	C	KLSK-F
18	KIVA	17 / 1.9	1.6	3.5	2.5	3.8	2.4	248 / 4.5	6.8	6.7	17 / 251	A	KIVA
20	KSYU-F	12 / 1.4	0.4					205 / 3.7			12 / 213		KSYU-F
21	KNML	11 / 1.3	0.7	1.0	1.1	1.0	1.0	256 / 4.6	2.4	3.8	14 / 294	B*	KNML
21	KRQS-F	11 / 1.3	1.7	1.6	1.7	2.7	1.6	275 / 5.0	5.8	6.7	12 / 302		KRQS-F
23	KNKT-F	9 / 1.0	1.6	0.8	1.0	1.0	1.1	223 / 4.0	2.7	3.3	10 / 244		KNKT-F

12+ FM Share (Metro): 82.97% (653 of 787) (Fall 98: 79.64%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KYLZ-F	1 KZRR-F	1 KRST-F	1 KRST-F	1 KRST-F	1 Kkob	1 KRST-F <	1 KRST-F <	1 KRST-F >	1 Kkob	1 KRST-F >
2 KKSS-F <	2 KRST-F <	2 KZRR-F >	2 KZRR-F >	2 KZRR-F >	2 KRST-F >	2 Kkob >	2 Kkob	2 KZRR-F	2 KTEG-F <	2 KZRR-F <
3 KTEG-F	3 KTEG-F >	3 KPEK-F <	3 KMGA-F	3 KMGA-F	3 KMGA-F	3 KZRR-F >	3 KZRR-F	3 Kkob <	3 KYLZ-F	3 Kkob <
4 KCHQ-F >>	4 KPEK-F <	4 KMGA-F	4 KPEK-F <	4 Kkob	4 KHFM-F <	4 Kkob-F	4 KMGA-F >	4 KTEG-F <	3 KKSS-F <	4 KMGA-F
	5 Kkob-F	4 Kkob-F	5 KIOT-F <	4 KPEK-F <	5 KTBL-F >	5 KTEG-F <	5 KPEK-F <	5 KMGA-F <	5 KMGA-F	5 KHFM-F <
	6 KYLZ-F <	4 KTEG-F	6 Kkob-F	6 KIOT-F	6 KABG-F <	6 KTBL-F <	6 Kkob-F <	6 KPEK-F	6 KZRR-F <	6 KTEG-F
	7 KIOT-F	7 KIOT-F	7 Kkob	6 Kkob-F	7 KZRR-F	7 KMGA-F <	7 KHFM-F	7 KYLZ-F <	7 KRST-F	6 KTBL-F <
	7 KKSS-F	8 Kkob	8 KTEG-F <	8 KTBL-F <	8 KIOT-F	8 KPEK-F <	7 KIOT-F	8 KTBL-F	8 KHFM-F	8 KYLZ-F <
	9 KMGA-F	9 KMMG-F	9 KMMG-F	9 KABG-F	8 Kkob-F	9 KHFM-F	7 KTBL-F	9 KHFM-F <	9 KTBL-F	9 KIOT-F
	10 KLVO-F	9 KTBL-F	9 KTBL-F		8 KLVO-F	10 KLVO-F <	10 KLVO-F <	10 KIOT-F	9 KPEK-F	9 KLVO-F <
	10 KTBL-F				8 KPEK-F <			10 Kkob-F <		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 Kkob-F	1 KRST-F	1 KRST-F >	1 KRST-F >	1 KRST-F >	1 KTEG-F	1 KZRR-F >	1 KZRR-F >>	1 KZRR-F >	1 KZRR-F	1 Kkob >>
1 KTEG-F	2 Kkob-F	2 KMGA-F	2 Kkob-F	2 KMGA-F	2 KZRR-F	2 KTEG-F >	2 KTEG-F	2 KRST-F	2 KRST-F >	2 KRST-F >
3 KTBL-F	2 KPEK-F	2 KPEK-F	3 KMGA-F	3 Kkob-F	3 KYLZ-F	3 KRST-F >	2 KRST-F >	3 KTEG-F	3 Kkob <	3 KMGA-F
3 KKSS-F	4 KMGA-F	4 Kkob-F >	4 KPEK-F >	4 KPEK-F	4 KKSS-F >>	4 KIOT-F	4 KIOT-F	4 KIOT-F <	4 KIOT-F <	4 KTBL-F
3 KZRR-F	4 KZRR-F	5 KZRR-F	5 KIOT-F	5 KHFM-F	5 KRST-F >>	5 KYLZ-F	5 KRQS-F >	5 KPEK-F	5 KPEK-F	4 KZRR-F
3 KYLZ-F	6 KTEG-F	6 KHFM-F	5 KTBL-F	5 KIOT-F	5 KKSS-F	6 KLVO-F	6 Kkob	6 KTEG-F <	6 KTEG-F <	
3 KPEK-F	7 KCHQ-F	7 KZRR-F <	5 Kkob	5 Kkob	7 KZRR-F <	7 KPEK-F	6 Kkob-F	7 KMGA-F <	7 KMGA-F	
3 KRST-F >	7 KYLZ-F	8 Kkob	5 KTBL-F	5 KTBL-F	7 KRQS-F	6 KPEK-F	8 KRQS-F	8 KRQS-F	8 KABG-F	
	7 KTBL-F	8 KMMG-F	9 KMMG-F <	9 KMMG-F <	9 KLVO-F	9 KLVO-F		9 KLVO-F	9 KLSK-F	
	10 KKSS-F	10 KCHQ-F	10 KZRR-F	10 KZRR-F	9 Kkob-F			9 KTBL-F		
		10 KHFM-F	10 KABG-F	10 KABG-F						
		10 KTEG-F								

# ALBUQUERQUE

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
KABQ	SP-R	1350	Albuquerque	0.6	1.7	5 95
KALY	SP-R	1240	Ranchos de Albu.	0.3	1.2	3 68
KBTK	T	1310	Corrales	0.8	2.4	7 136
KDEF	T	1150	Albuquerque	0.3	1.8	3 105
KEXT-F	SP-R	104.7	Bosque Farm	0.8	2.0	9 131
KHTL	T	920	Albuquerque	0.6	2.1	5 124
KRZY	SP-R	1450	Albuquerque	0.8	1.4	7 76
KRZY-F	SP-C	105.9	Santa Fe	0.9	2.4	17 268
KXKS	SP	1190	Albuquerque	0.5	1.0	5 60

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KBAC-F	AOR-P	98.1	Las Vegas, NM	0.8	2.6	14 252
KBOM-F	O	106.7	Los Alamos	0.3	2.0	11 303

Consolidation Report	12+	25-54	Revenue
<b>American General</b>	18.1 %	15.0 %	6.0 %
KABG-FM, KARS-AM, KKIM-AM, KLVO-FM, KMMG-FM, KYLZ-FM			
<b>Citadel</b>	37.7 %	36.4 %	53.6 %
KHFM-FM, KHTL-AM, KKOB-AM, KKOB-FM, KMGA-FM, KNML-AM, KRST-FM, KTBL-FM			
<b>Clear Channel, pend.</b>	20.5 %	22.7 %	20.9 %
KABQ-AM, KEXT-FM, KLSK-FM, KPEK-FM, KSYU-FM, KTEG-FM, KXKS-AM, KZRR-FM			
<b>Simmons</b>	11.8 %	8.4 %	13.4 %
KBTK-AM, KCHQ-FM, KDZZ-AM, KIVA-AM, KKSS-FM, KRQS-FM, KZKL-FM			
	<b>88.1 %</b>	<b>82.5 %</b>	<b>93.9 %</b>

Format Performance	AM	FM	Total	%	Yr. Ago
AC	0 (0)	72 (2)	72 (2)	9.1 %	11.8 %
AOR/Classic/NR	0 (0)	146 (5)	146 (5)	18.6 %	18.7 %
Black/Urban	0 (0)	22 (1)	22 (1)	2.8 %	4.1 %
CHR	0 (0)	82 (3)	82 (3)	10.4 %	8.7 %
Classical	0 (0)	37 (1)	37 (1)	4.7 %	4.6 %
Country	0 (0)	123 (2)	123 (2)	15.6 %	12.5 %
Full Service	72 (1)	0 (0)	72 (1)	9.1 %	11.6 %
Hispanic	19 (4)	42 (3)	61 (7)	7.8 %	4.8 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	2.3 %
News/Talk	15 (3)	0 (0)	15 (3)	1.9 %	1.5 %
Oldies	0 (0)	61 (4)	61 (4)	7.8 %	7.0 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	9 (1)	9 (1)	1.1 %	1.7 %
Soft AC	0 (0)	59 (2)	59 (2)	7.5 %	5.5 %
Sports	11 (1)	0 (0)	11 (1)	1.4 %	1.1 %
Standards/EZ	17 (1)	0 (0)	17 (1)	2.2 %	4.2 %
<b>Totals</b>	<b>134 (10)</b>	<b>653 (24)</b>	<b>787 (34)</b>		

## AM Stations

Station	Power	Frequency	Service	Westwd	Other	Other	Other
KIVA	1580	10 kw/0.059 kw	Standards		\$ <20.00	Katz	Simmons
KKOB	770	50 kw (DA-N)	Full Service	ABC	\$70.00	Mc-Guild	Citadel
KNML	1050	1 kw/0.5 kw (DA-2)	Sports	CBS, 1-on-1, WW1	\$ NA	—	Citadel

## FM Stations

Station	Power	Frequency	Service	Westwd	Other	Other	Other	
KABG	98.5	100 kw @ 1781	Oldies		\$ NA	Christal	American General	Los Alamos
KCHQ	105.1	100 kw @ 1936	CHR	Jones	\$ <20.00	Katz	Simmons	Santa Fe
KHFM	96.3	20 kw @ 4133	Classical		\$40.00	Allied	Citadel	
KIOT	102.5	50 kw @ 371	Classic AOR		\$ 30.00	Katz	Simmons	Los Lunas
KKOB	93.3	21.5 kw @ 4150	AC		\$ 65.00	Mc-Guild	Citadel	
KKSS	97.3	100 kw @ 1875	CHR/Urban		\$44.00	D&R	Simmons	Santa Fe
KLSK	104.1	100 kw @ 1875	Classic Hits	ABC	\$23.00	Eastman	Clear Channel	Santa Fe
KLVO	97.7	100 kw @ 860	Hispanic Contemp.		\$ <20.00	Lotus	American General	Belen
KMGA	99.5	22.5 kw @ 4130	Soft AC	Westwd	\$56.00	Christal	Citadel	
KMMG	95.5	19 kw @ 1791	Black Oldies		\$ NA	Christal	American General	Los Alamos
KNKT	107.1	24.5 kw @ 705	Religion		\$ NA	—	—	Armijo
KPEK	100.3	22.5 kw @ 4107	Modern AC		\$29.00	Eastman	Clear Channel	
KRQS	101.3	6 kw @ 328	AOR	Westwd	\$ NA	Allied	Simmons	
KRST	92.3	22 kw @ 4160	Country		\$97.00	Mc-Guild	Citadel	
KSYU	95.1	100 kw @ 433	Soft AC		\$ NA	Eastman	Clear Channel	Corrales
KTBL	103.3	20.5 kw @ 4186	Classic Country		\$27.00	Mc-Guild	Citadel	
KTEG	107.9	22.5 kw @ 4131	AOR-New Rock		\$31.00	Banner	Clear Channel	
KYLZ	106.3	100 kw @ 860	CHR/Urban		\$ NA	—	American General	Los Lunas
KZKL	101.7	3 kw @ 92	Oldies		\$40.00	Katz	Simmons	Rio Rancho
KZRR	94.1	22.5 kw @ 4130	AOR		\$52.00	Eastman	Clear Channel	

Notes: \* KNML revenue level includes KHTL's revenue . . . 9/99 KZSS (610) changed from Talk to Religion as KSWA . . . 12/99 KABQ, KEXT-F and KXKS (plus Low Power TV station) sold to Clear Channel for \$7,400,000. Divestitures in the market will be necessary . . . 1/00 Citadel traded KHTL (920) plus \$5,400,000 to Lifetalk Broadcasting for KSWA (610) . . . 1/00 KQEO (1520) sold by Lifetalk Broadcasting for \$12,000 . . . 1/00 KRZY-AF sold by EXCL to Entravision in a \$250,000,000 group transaction

# ALLENTOWN-BETHLEHEM

**Arbitron Rank** 67 **Pop (12+)** 607,200  
**MSA Rank:** 86  
**MSA Pop:** 615,000  
**DMA:** Philadelphia DMA (#4)  
**Average Persons Rating:** 16.3  
**Market TSL in Hours** 21.50

**Stations** 40 / 12  
**Diaries:** 1,804 / 337:1 / 54.3%  
**Sample Target:** 1,790  
**% Below Line:** 20.7  
**% Not Listed:** 12.9  
**Pop per Station:** 50,600

**Last Year's Revenue:** \$24,700,000  
**Household Income:** \$50,780  
**Total Retail Sales:** \$6.4 Bil.  
**#1 Biller:** WAEB-F \$5,700,000  
**#1 Billing Portfolio**  
 Clear Channel, pend. \$12,220,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cumé / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	WAEB-F	CHR	136 / 13.7	12.1	13.2	11.7	10.0	12.7	1967 / 32.4	31.5	27.5	142 / 2171	G	WAEB-F
2	WCTO-F	C	119 / 12.0	11.1	10.9	10.5	13.8	11.1	1305 / 21.5	20.3	21.6	128 / 1476	E	WCTO-F
3	WZZO-F	AOR	90 / 9.1	10.5	9.6	10.3	7.6	9.9	1118 / 18.4	21.8	19.4	112 / 1350	F	WZZO-F
3	WODE-F	O	90 / 9.1	7.9	7.7	8.8	8.5	8.4	1338 / 22.0	20.7	20.8	123 / 1780	F	WODE-F
5	WLEV-F	AC	88 / 8.9	8.8	9.6	8.1	9.7	8.8	1185 / 19.5	20.2	19.0	99 / 1324	F	WLEV-F
6	WAEB	T	47 / 4.8	3.4	3.8	4.9	4.8	4.2	737 / 12.1	9.8	13.8	47 / 759	C	WAEB
7	WKAP	ST	35 / 3.5	6.8	4.7	5.9	4.3	5.2	500 / 8.2	9.0	8.1	36 / 545	A	WKAP
8	WYSP-F	T/CL AOR	27 / 2.7	2.9	2.4	2.5	3.5	2.6	489 / 8.0	8.3	9.1	44 / 642	A	WYSP-F
9	WEST	ST	20 / 2.0	1.9	2.3	1.5	1.5	1.9	225 / 3.7	3.5	3.4	20 / 225	A	WEST
10	WYNS	C	16 / 1.6	1.8	0.8	1.7	0.9	1.5	116 / 1.9	1.4	1.7	16 / 149		WYNS

12+ FM Share (Metro): 81.30% (700 of 861) (Fall 98: 80.27%)

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

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

Other Rated Stations				Metro	Cume	TSA	
Station	VA	Pop	Market	Share	Rating	AQH	Cume
WGPA	VA	1100	Bethlehem	0.4	1.1	4	65
WRNJ	O	1510	Hackettstown, NJ	0.6	1.4	6	82
WTKZ	SPRTS	1320	Allentown	0.5	1.6	5	98

Other Rated Stations--Outside Market								Metro	Cume	TSA	
Station	VA	Pop	Market	Share	Rating	AQH	Cume	Share	Rating	AQH	Cume
KYW	N	1060	Philadelphia	0.5	3.6	6	269				
WABC	T	770	New York	0.5	1.9	12	282				
WBEB-F	AC	101.1	Philadelphia	0.4	2.0	6	134				
WBYN-F	REL	107.5	Boyertown	1.0	2.8	14	234				
WFAN	SPRTS	660	New York	0.4	2.0	11	336				
WHCY-F	C	106.3	Blairstown, NJ	0.8	1.8	16	236				
WIOQ-F	CHR	102.1	Philadelphia	1.3	7.3	13	460				
WIP	SPRTS	610	Philadelphia	0.7	2.0	7	131				
WJJZ-F	J	106.1	Philadelphia	0.7	2.6	10	246				
WKRZ-FF	CHR	98.5	Wilkes Barre	1.1	4.7	32	685				
WKXW-F	T	101.5	Trenton, NJ	0.4	2.6	17	502				
WMGK-F	CL HITS	102.9	Philadelphia	1.2	5.0	16	505				
WMGS-F	AC	92.9	Scranton	0.5	1.0	7	124				
WMMR-F	AOR	93.3	Philadelphia	0.7	2.8	11	280				
WNNJ-F	CL HITS	103.7	Sussex, NJ	0.6	2.1	17	315				
WUGL-F	O	98.1	Philadelphia	0.4	1.5	4	95				
WOR	T	710	New York	0.7	2.3	34	432				
WPLJ-F	CHR/AC	95.5	New York	0.4	1.9	9	262				
WPLY-F	CHR-NR	100.3	Media, PA	0.4	2.4	4	145				
WPST-F	CHR	97.5	Trenton, NJ	1.0	5.3	18	514				
WRFY-F	CHR	102.5	Reading	0.9	4.1	21	514				
WSBG-F	CHR	93.5	Stroudsburg	0.7	3.0	29	557				
WUSL-F	B	98.9	Philadelphia	1.0	4.8	11	331				
WWDB-F	T	96.5	Philadelphia	0.5	1.8	6	162				
WYYY-F	C	107.1	Belvidere, NJ	0.5	2.6	8	259				
WXBE-F	AOR	97.9	Hazleton	0.5	1.2	23	246				

# ALLENTOWN-BETHLEHEM

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Citadel</b> WCTO-FM, WLEV-FM	20.9 %	22.6 %	31.6 %	AC	0 (0)	97 (3)	97 (3)	11.3 %	14.0 %
<b>Clear Channel, pend.</b> WAEB-AM, WAEB-FM, WKAP-AM, WZZO-FM	31.1 %	31.7 %	49.5 %	AOR/Classic/NR	0 (0)	129 (4)	129 (4)	15.0 %	14.0 %
				Black/Urban	0 (0)	10 (1)	10 (1)	1.2 %	3.3 %
				CHR	0 (0)	194 (9)	194 (9)	22.5 %	15.2 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	16 (1)	132 (3)	148 (4)	17.2 %	18.4 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	7 (1)	7 (1)	0.8 %	1.1 %
				News/Talk	64 (4)	9 (2)	73 (6)	8.5 %	9.6 %
				Oldies	6 (1)	112 (4)	118 (5)	13.7 %	13.0 %
				Others/Unknown	4 (1)	0 (0)	4 (1)	0.5 %	1.0 %
				Religion/Gospel	0 (0)	10 (1)	10 (1)	1.2 %	1.0 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.7 %
				Sports	16 (3)	0 (0)	16 (3)	1.9 %	1.9 %
				Standards/EZ	55 (2)	0 (0)	55 (2)	6.4 %	6.7 %
	<b>52.0 %</b>	<b>54.3 %</b>	<b>81.1 %</b>	<b>Totals</b>	<b>161 (12)</b>	<b>700 (28)</b>	<b>861 (40)</b>		

## AM Stations

Station	Power	Frequency	Format	Company	Price	Buyer	Notes
WAEB	790	3.8 kw/1.5 kw (DA-2)	Talk	CBS, Westwd	\$35.00	Katz	Cir Chnl, pend.
WEST	1400	1 kw	Standards	Westwd, ABC	\$<20.00	--	Easton
WKAP	1470	5 kw (DA-N)	Standards	ABC, Westwd	\$<20.00	Katz	Cir Chnl, pend.
WYNS	1160	4 kw/1 kw (DA-2)	Country	ABC	\$ NA	--	Lehighton

## FM Stations

Station	Frequency	Power	Format	Company	Price	Buyer	Notes
WAEB	104.1	50 kw @ 500	CHR		\$80.00	Katz	Cir Chnl, pend.
WCTO	96.1	50 kw @ 500	Country		\$53.00	Mc-Guild	Citadel
WLEV	100.7	11 kw @ 1073	AC		\$91.00	Mc-Guild	Citadel
WODE	99.9	50 kw @ 449	Oldies	Westwd	\$71.00	Cir Chnl	Nassau, pend. Easton
WZZO	95.1	30 kw @ 630	AOR		\$83.00	Katz	Cir Chnl, pend.

Notes: WYSP-F -- See Philadelphia ... 11/99 WTKZ (1320) sold by Holt to Mega for \$1,250,000 ... 2/00 WTKZ changed from Sports to Hispanic ... 3/00 In a divestiture resulting from the AMFM/Clear Channel merger, Clear Channel sold WEEX/WODE-F to Nassau Broadcasting (price NA) (Serafin)

# ALTOONA

**Arbitron Rank** 244 **Pop (12+):** 109,900  
**MSA Rank:** 265  
**MSA Pop:** 130,000  
**DMA:** 90 (w/Johnstown)  
**Average Persons Rating:** 14.5  
**Market TSL in Hours** 19.75

**Stations** 18 / 13  
**Diaries:** 562 / 196:1 / 53.0%  
**Sample Target:** 610  
**% Below Line:** 9.3  
**% Not Listed:** 12.6  
**Pop per Station:** 8,454

**Last Year's Revenue:** \$5,900,000  
**Household Income:** \$38,320  
**Total Retail Sales:** \$1.70 Bil.  
**#1 Biller:** WFGY-F \$1,600,000  
**#1 Billing Portfolio** Forever \$3,470,000

12+ Metro	Format	Fall 99 1/4 Share	Spq 99	Fall 98	Spq 98	Fall 97	12+ Metro Cume / Rtg	Spq 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	WFGY-F	27 / 17.0	22.7	22.4	24.0	19.7	347 / 31.6	37.9	37.2	109 / 1482	E	WFGY-F
2	WPRR-F	19 / 12.0	11.1	11.5	11.7	13.1	307 / 27.9	28.2	30.7	29 / 571	C	WPRR-F
3	WBXQ-FF	17 / 10.7	8.6	7.3	7.0	9.8	213 / 19.4	17.8	16.8	28 / 427	B	WBXQ-FF
4	WALY-F	15 / 9.4	12.3	8.5	8.2	8.2	225 / 20.5	24.6	21.4	21 / 328	B	WALY-F
5	WRTA	12 / 7.6	6.8	7.9	7.0	9.8	170 / 15.4	12.9	18.3	13 / 201	B	WRTA
6	WMAJ-F	10 / 6.3	6.1	6.7	10.0	10.4	169 / 15.4	14.3	16.1	13 / 234		WMAJ-F
6	WFBG	10 / 6.3	9.2	10.3	9.4	6.0	154 / 14.0	18.8	17.6	12 / 209	A	WFBG
8	WQWK-F	5 / 3.1	1.2	1.8	1.2	1.1	59 / 5.4	3.0	3.2	31 / 369		WQWK-F
8	WQKK-F	5 / 3.1	2.5	2.4	2.3	2.2	67 / 6.1	6.8	5.6	24 / 378		WQKK-F
8	WGMR-F	5 / 3.1	1.2	1.8	2.3	1.1	74 / 6.7	7.2	7.2	22 / 488		WGMR-F

12+ FM Share (Metro): 79.14% (110 of 139) (Fall 98: 75.17%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WPRR-F >>>	1 WPRR-F > 2 WBXQ-FF 2 WFGY-F > 4 WMAJ-F >	1 WPRR-F 1 WFGY-F < 3 WBXQ-FF > 4 WALY-F 4 WMAJ-F >	1 WBXQ-FF 1 WFGY-F > 3 WPRR-F 3 WMAJ-F 5 WALY-F >>	1 WFGY-F 2 WBXQ-FF > 3 WPRR-F 3 WALY-F 5 WMAJ-F >>	1 WFGY-F > 2 WALY-F < 3 WRTA 4 WBXQ-FF 4 WFBG > 6 WMAJ-F	1 WFGY-F > 2 WRTA 3 WALY-F < 4 WBXQ-FF < 5 WPRR-F < 6 WFBG 6 WMAJ-F >>	1 WFGY-F > 2 WPRR-F 2 WALY-F < 4 WBXQ-FF 5 WMAJ-F < 6 WFBG 7 WRTA >	1 WFGY-F 2 WPRR-F 3 WBXQ-FF 4 WALY-F 5 WRTA > 6 WMAJ-F	1 WFGY-F 2 WPRR-F > 3 WBXQ-FF 4 WRTA 5 WALY-F 5 WMAJ-F	1 WFGY-F 2 WPRR-F 3 WBXQ-FF > 4 WALY-F 5 WRTA > 6 WMAJ-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WPRR-F >>>	1 WPRR-F 2 WFGY-F >> 3 WBXQ-FF > 4 WMAJ-F >	1 WFGY-F >>> 2 WPRR-F 2 WBXQ-FF 2 WMAJ-F >>	1 WPRR-F 2 WFGY-F 3 WBXQ-FF 3 WALY-F 5 WMAJ-F	1 WFGY-F > 2 WALY-F 3 WPRR-F 4 WBXQ-FF 4 WMAJ-F >>	1 WPRR-F >>>	1 WPRR-F 2 WBXQ-FF 3 WMAJ-F 3 WQKK-F >	1 WMAJ-F 1 WBXQ-FF > 3 WFGY-F 3 WPRR-F 3 WQWK-F 3 WQKK-F >>	1 WBXQ-FF > 2 WFGY-F 3 WPRR-F > 4 WMAJ-F 4 WPRR-F 4 WQWK-F 4 WQKK-F >	1 WBXQ-FF 2 WFGY-F >> 3 WMAJ-F 4 WALY-F 4 WPRR-F 4 WQWK-F 4 WQKK-F >	1 WBXQ-FF 1 WFGY-F >> 3 WPRR-F >

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WJSM-F REL 92.7 Martinsburg	1.3	1.9	3 53
WKMC ST 1370 Roaring Spring	1.9	4.3	4 58
WTRN EZ 1340 Tyrone	0.6	3.2	1 63
WVAM SPRTS 1430 Altoona	1.9	7.3	3 90

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WDVE-F AOR 102.5 Pittsburgh	0.6	2.4	8 193
WKYE-F AC 95.5 Johnstown	1.9	4.7	34 505
WNCL-F O 107.9 Port Matilda	0.6	1.9	12 225

Consolidation Report	12+	25-54	Revenue
Forever	39.0 %	40.0 %	58.8 %
WALY-FM, WFBG-AM, WFGI-FM, WFGY-FM, WMAJ-FM	39.0 %	40.0 %	58.8 %

Format Performance	AM	FM	Total	%	Yr. Ago
AC	0 (0)	13 (2)	13 (2)	9.4 %	9.7 %
AOR/Classic/NR	0 (0)	33 (6)	33 (6)	23.7 %	16.6 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	19 (1)	19 (1)	13.7 %	13.1 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	27 (1)	27 (1)	19.4 %	25.5 %
Full Service	10 (1)	0 (0)	10 (1)	7.2 %	11.7 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	12 (1)	0 (0)	12 (1)	8.6 %	9.0 %
Oldies	0 (0)	16 (2)	16 (2)	11.5 %	10.3 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	2 (1)	2 (1)	1.4 %	0.0 %
Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	3 (1)	0 (0)	3 (1)	2.2 %	2.1 %
Standards/EZ	4 (2)	0 (0)	4 (2)	2.9 %	2.1 %
<b>Totals</b>	<b>29 (5)</b>	<b>110 (13)</b>	<b>139 (18)</b>		



# ALTOONA

## AM Stations

WFBG	1290	5 kw/1 kw (DA-N)	Standards/Full Svc	Westwd, CBS	\$11.00	Christal	Forever
WRTA	1240	1 kw	Talk	Talknt, ABC, BNN	\$16.00	--	

## FM Stations

WALY	103.9	0.31 kw @ 984	Oldies		\$16.00	Christal	Forever	Bellwood
WFGY	98.1	30 kw @ 941	Country	CBS	\$57.00	Christal	Forever	
WGMR	101.1	8.5 kw @ 1170	New Rock	Westwd	\$ NA	Dome	Allegheny Mtn.	Tyrone
WMAJ	104.9	0.73 kw @ 905	AC		\$ 17.00	Christal	Forever	Hollidaysburg
WPRR	100.1	16.5 kw @ 403	CHR		\$20.00	Allied	WVAM	

Notes: Other ranked stations -- See Johnstown, or in the Fall 1999 Small Market edition, State College, PA . . . 9/99 WMXV-F changed calls to WMAJ-FM ("Majic 104.9"); remains AC

# ANCHORAGE

Arbitron Rank 168 Pop (12+)	205,500	Stations	21 / 20	Last Year's Revenue:	\$14,500,000
NISA Rank:	175	Diaries:	901 / 228:1 / 49.7%	Household Income:	\$56,790
NISA Pop:	249,000	Sample Target:	860	Total Retail Sales:	\$3.3 Bil.
DMA:	156	% Below Line:	0.9	#1 Biller:	KASH-FM \$1,900,000
Average Persons Rating:	16.0	% Not Listed:	9.1	#1 Billing Portfolio	
Market TSL in Hours	21.25	Pop per Station:	10,275	AMFM	\$6,410,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level
1	KFAT-F	34 / 10.4	5.0	0.6			392 / 19.1	13.1	2.1	35 / 446	KFAT-F
2	KWHL-F	26 / 7.9	10.0	8.1	9.1	7.9	445 / 21.6	19.6	20.5	38 / 573	C KWHL-F
3	KMXS-F	23 / 7.0	6.0	6.8	6.1	7.2	392 / 19.1	19.2	18.5	24 / 428	B KMXS-F
4	KGOT-F	21 / 6.4	11.0	13.3	10.8	12.8	510 / 24.8	32.8	30.6	26 / 536	C KGOT-F
4	KBRJ-F	C	21 / 6.4	7.0	8.1	8.1	343 / 16.7	16.5	17.4	24 / 418	B KBRJ-F
6	KBFX-F	AOR/CL	19 / 5.8	6.0	6.8	7.1	273 / 13.3	17.2	15.3	28 / 363	B KBFX-F
7	KENI	T/N	17 / 5.2	6.3	6.2	5.4	223 / 10.9	13.5	12.2	21 / 285	C KENI
7	KEAG-F	O	17 / 5.2	5.0	6.8	5.7	312 / 15.2	14.0	17.5	19 / 360	C KEAG-F
9	KASH-F	C	16 / 4.9	5.6	5.2	7.7	244 / 11.9	15.0	12.7	16 / 276	C KASH-F
10	KYMG-F	AC	15 / 4.8	5.0	4.5	6.7	269 / 13.1	15.5	14.3	22 / 351	C KYMG-F
11	KQEZ-F	SAC	13 / 4.0	4.0	2.9	3.4	233 / 11.4	11.4	8.3	15 / 272	A KQEZ-F
11	KNIK-F	J	13 / 4.0	5.0	4.2	3.4	163 / 7.9	10.6	8.4	16 / 210	B KNIK-F
11	KLEF-F	CL	13 / 4.0	3.7	3.6	4.0	165 / 8.0	11.2	8.6	13 / 180	B KLEF-F
14	KFQD	T	11 / 3.4	2.0	1.6	2.7	189 / 9.2	6.4	6.9	12 / 224	A KFQD
15	KAFC-F	REL-CC	10 / 3.1				93 / 4.5			11 / 119	KAFC-F
15	KKRO-F	CL AOR	10 / 3.1	4.0	4.9	4.4	211 / 10.3	14.4	15.0	11 / 232	B KKRO-F
17	KHAR	ST	8 / 2.4	3.0	2.3	3.7	101 / 4.9	5.1	3.9	9 / 118	A KHAR

12+ FM Share (Metro): 85.81% (254 of 296) (Fall 98: 85.45%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KFAT-F >>>	1 KFAT-F <	1 KFAT-F <	1 KWHL-F <	1 KWHL-F <	1 KEAG-F	1 KWHL-F	1 KMXS-F	1 KFAT-F >>	1 KFAT-F >>	1 KFAT-F >
2 KGOT-F >>	2 KWHL-F <	2 KWHL-F <	2 KMXS-F <	1 KMXS-F <	1 KENI <	2 KFAT-F <	2 KFAT-F	2 KWHL-F <	2 KWHL-F <	2 KGOT-F >
3 KBFX-F	3 KMXS-F	3 KMXS-F	3 KBFX-F <	3 KBFX-F <	3 KBRJ-F <	3 KMXS-F	3 KWHL-F <	3 KGOT-F <	3 KENI	2 KWHL-F
4 KMXS-F <	4 KBFX-F <	4 KBFX-F <	4 KBRJ-F <	4 KBRJ-F	4 KNIK-F	4 KGOT-F	4 KBRJ-F <	4 KBRJ-F	4 KGOT-F	2 KBRJ-F <
5 KGOT-F >	5 KGOT-F	5 KGOT-F	5 KEAG-F <	5 KEAG-F <	4 KMXS-F	4 KENI <	5 KBFX-F	4 KMXS-F <	5 KLEF-F	5 KMXS-F
6 KBRJ-F	5 KBRJ-F	5 KFAT-F <	6 KGOT-F	6 KGOT-F	6 KLEF-F <	6 KBRJ-F	6 KEAG-F <	6 KBFX-F <	5 KBRJ-F	6 KBFX-F <
	7 KASH-F	7 KASH-F	6 KASH-F	7 KFQD	7 KYMG-F <	7 KGOT-F <	7 KEAG-F	7 KBRJ-F	7 KASH-F	7 KASH-F <
	8 KYMG-F	7 KEAG-F <	6 KFAT-F <	7 KYMG-F	8 KASH-F	8 KNIK-F <	8 KFQD	7 KASH-F	8 KENI	8 KENI
	9 KEAG-F	9 KYMG-F	9 KYMG-F <	9 KASH-F	8 KEAG-F <	9 KASH-F <	8 KYMG-F	7 KMXS-F	9 KEAG-F	9 KEAG-F
		10 KQEZ-F	10 KNIK-F	9 KQEZ-F	10 KBFX-F	10 KASH-F <	10 KASH-F <	7 KYMG-F	9 KAFC-F	9 KAFC-F
			10 KENI							

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KFAT-F	1 KMXS-F	1 KGOT-F	1 KMXS-F >	1 KMXS-F	1 KFAT-F >	1 KWHL-F	1 KWHL-F	1 KWHL-F	1 KWHL-F <	1 KFAT-F >
2 KMXS-F >	1 KFAT-F	1 KMXS-F >	2 KGOT-F	2 KGOT-F	2 KWHL-F >>	2 KFAT-F <	2 KBFX-F >	2 KBFX-F	2 KBFX-F >	2 KENI
3 KKRO-F >>	3 KGOT-F >	3 KWHL-F	2 KFAT-F	2 KYMG-F	3 KMXS-F >>	3 KBFX-F >>	3 KFAT-F >	2 KFAT-F >	3 KENI	3 KYMG-F
	4 KWHL-F	3 KBFX-F	4 KYMG-F	4 KBRJ-F	4 KGOT-F	4 KBRJ-F	4 KASH-F	4 KBRJ-F	4 KBRJ-F	4 KWHL-F >
	5 KYMG-F	3 KBRJ-F	5 KQEZ-F	4 KEAG-F	4 KBRJ-F	5 KGOT-F	4 KBRJ-F	4 KFAT-F	4 KFAT-F	
	5 KASH-F	3 KFAT-F >	5 KBRJ-F	6 KQEZ-F	5 KASH-F	5 KASH-F	4 KMXS-F	6 KASH-F	6 KASH-F	
	5 KBFX-F	7 KYMG-F	7 KWHL-F	7 KASH-F	5 KENI >>	7 KGOT-F	7 KGOT-F	7 KFQD	7 KFQD	
	5 KBRJ-F	7 KASH-F	7 KASH-F	7 KFAT-F		7 KEAG-F	7 KEAG-F	7 KEAG-F	7 KEAG-F	
	5 KKRO-F >	7 KAFC-F >>	7 KKRO-F	9 KNIK-F		7 KENI	7 KENI	7 KMXS-F	7 KMXS-F	
			7 KEAG-F	9 KLEF-F						

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KASH	BIZ	1080	Anchorage	0.6	1.5	2	31
KBYR	T	700	Anchorage	0.9	3.4	3	76
KTZN	SPRTS	550	Anchorage	0.9	2.9	3	71

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KAQX-F	VA	96.3	Houston, AK	0.9	2.3	3	47

# ANCHORAGE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>AMFM (Pend. to Clear Channel)</b>	27.8 %	29.7 %	44.2 %	AC	0 (0)	38 (2)	38 (2)	12.8 %	13.1 %
KASH-FM, KBFX-FM, KENI-AM, KGOT-FM, KTZN-AM, KYMG-FM				AOR/Classic/NR	0 (0)	55 (3)	55 (3)	18.6 %	16.7 %
<b>Morris</b>	32.3 %	33.5 %	34.7 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KBRJ-FM, KEAG-FM, KFQD-AM, KHAR-AM, KMXS-FM, KWHL-FM				CHR	0 (0)	55 (2)	55 (2)	18.6 %	14.9 %
<b>New Northwest</b>	18.4 %	14.8 %	5.2 %	Classical	0 (0)	13 (1)	13 (1)	4.4 %	4.0 %
KAQX-FM, KFAT-FM, KKRO-FM, KQEZ-FM				Country	0 (0)	37 (2)	37 (2)	12.5 %	14.9 %
	<b>78.6 %</b>	<b>78.0 %</b>	<b>84.1 %</b>	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	13 (1)	13 (1)	4.4 %	4.7 %
				News/Talk	31 (3)	0 (0)	31 (3)	10.5 %	9.8 %
				Oldies	0 (0)	17 (1)	17 (1)	5.7 %	13.1 %
				Others/Unknown	0 (0)	3 (1)	3 (1)	1.0 %	0.0 %
				Religion/Gospel	0 (0)	10 (1)	10 (1)	3.4 %	0.0 %
				Soft AC	0 (0)	13 (1)	13 (1)	4.4 %	3.3 %
				Sports	3 (1)	0 (0)	3 (1)	1.0 %	2.9 %
				Standards/EZ	8 (1)	0 (0)	8 (1)	2.7 %	2.5 %
				<b>Totals</b>	<b>42 (5)</b>	<b>254 (15)</b>	<b>296 (20)</b>		

## AM Stations

Station	Power	Frequency	Format	Company	AM	FM
KENI	650	50 kw	Talk/News	ABC, Westwd	\$25.00	Eastman
KFQD	750	50 kw	Talk	ABC	\$<20.00	Mc-Guild

## FM Stations

Station	Power	Frequency	Format	Company	AM	FM
KAFC	93.7	27 kw @ 663	Contemp. Christian		\$ NA	---
KASH	107.5	100 kw @ -285	Country	ABC	\$45.00	Allied
KBFX	100.5	25 kw @ 174	AOR/Classic AOR		\$28.00	Allied
KBRJ	104.1	55 kw @ 62	Country		\$28.00	Mc-Guild
KEAG	97.3	100 kw @ 593	Oldies		\$23.00	Mc-Guild
KFAT	92.9	10 kw @ 817	Dance CHR		\$ NA	---
KGOT	101.3	26 kw @ -62	CHR	Westwd	\$35.00	Christal
KKRO	102.1	25 kw @ -154	Classic Hits		\$27.00	Katz
KLEF	98.1	25 kw @ 30	Classical		\$24.00	Allied
KMXS	103.1	27 kw @ -177	AC/CHR		\$27.00	Mc-Guild
KNIK	105.3	51 kw @ 256	Jazz	CBS	\$24.00	IMN
KQEZ	92.1	10 kw @ 810	Soft AC		\$ NA	---
KWHL	106.5	100 kw @ -85	AOR		\$41.00	Mc-Guild
KYMG	98.9	100 kw @ 500	AC	AP	\$25.00	Banner

Notes: 10/99 AMFM and Clear Channel announced plans to merge. No divestitures in the market are anticipated . . . 11/99 KADX-F (94.7) changed from Sports to Talk as "Extreme Radio" . . . 11/99 KKRO-F changed from Classic Hits to Classic AOR . . . 2/00 KMBQ-F (99.7; Wasilla) sold for \$360,000 . . . 2/00 KAQX-F (96.3) changed from Variety to Classic Hits as "Pure Retro 96.3" . . . 3/00 KBYR and FM CP (plus KTVA-TV) sold to Media News Group for \$2,133,450

# ANN ARBOR

Arbitron Rank 145 Pop (12+) 263,000	Stations 30 / 4	Last Year's Revenue: NA
MSA Rank: NA	Diaries: 950 / 277:1 / 56.2%	Household Income: \$58,765
MSA Pop: NA	Sample Target: 960	Total Retail Sales: \$4.8 Bil.
DMA: Detroit (#9)	% Below Line: 62.6	#1 Biller: NA
Average Persons Rating: 12.2	% Not Listed: 25.3	#1 Billing Portfolio NA
Market TSL in Hours 16.50	Pop per Station: 65,750	

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	WJR	FS/T	30 / 9.4	8.4	9.3	9.9	8.1	563 / 21.4	19.8	21.9	30 / 563	WJR
2	WQKL-F	O	18 / 5.6	2.9	5.3	3.6	4.4	305 / 11.6	10.6	10.8	18 / 305	WQKL-F
3	WNIC-F	AC	17 / 5.3	4.9	7.2	5.1	5.0	351 / 13.3	13.4	14.7	17 / 351	WNIC-F
4	WYCD-F	C	16 / 5.0	3.5	3.7	3.0	2.8	267 / 10.2	10.4	8.8	16 / 267	WYCD-F
5	WRIF-F	AOR	12 / 3.7	4.9	4.4	5.1	2.8	271 / 10.3	13.2	10.5	12 / 271	WRIF-F
5	WKQI-F	CHR	12 / 3.7	3.5	4.0	4.2	5.9	505 / 19.2	16.0	18.1	12 / 505	WKQI-F
5	WCSX-F	CL AOR	12 / 3.7	2.6	2.2	2.1	3.4	270 / 10.3	11.2	9.6	12 / 270	WCSX-F
8	WJLB-F	B	11 / 3.4	3.8	3.4	4.8	5.6	256 / 9.7	12.6	11.3	11 / 256	WJLB-F
8	WDRQ-F	CHR	11 / 3.4	3.5	2.2	2.4	2.8	429 / 16.3	16.1	10.0	11 / 429	WDRQ-F
10	WVMV-F	J	9 / 2.8	2.6	2.5	2.4	2.5	205 / 7.8	6.5	5.8	9 / 205	WVMV-F
11	WPLT-F	AC-NR	8 / 2.5	2.6	2.8	3.0	2.8	363 / 13.8	15.0	14.8	8 / 363	WPLT-F
11	WAAM	T	8 / 2.5	3.5	2.8	4.2	3.1	163 / 6.2	8.2	6.3	8 / 163	WAAM
13	WIQB-F	AOR	7 / 2.2	2.0	1.2	3.3	3.4	214 / 8.1	9.6	7.1	7 / 214	WIQB-F

12+ FM Share (Metro): 77.41% (185 of 239) (Fall 98: 76.25%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WDRQ-F>>	1 WYCD-F	1 WNIC-F	1 WJR	1 WJR <	1 WJR >	1 WJR >	1 WJR	1 WJR >	1 WNIC-F	1 WJR >>
2 WDTJ-F	1 WRIF-F	1 WJR <	2 WNIC-F	2 WQKL-F	2 WQKL-F	2 WNIC-F	2 WQKL-F	2 WYCD-F <	2 WJR	2 WYCD-F
2 WJLB-F>>	3 WKQI-F	3 WRIF-F <	2 WCSX-F	3 WNIC-F	3 WNIC-F	3 WQKL-F <	3 WYCD-F	3 WQKL-F	3 WDRQ-F	3 WDRQ-F
	4 WPLT-F	4 WYCD-F	4 WQKL-F	3 WCSX-F	4 WYCD-F	4 WRIF-F	4 WCSX-F <	4 WDRQ-F	3 WJLB-F	3 WKQI-F <
	4 WNIC-F	4 WQKL-F	5 WRIF-F	5 WYCD-F	5 WCSX-F	5 WYCD-F <	5 WNIC-F >	4 WKQI-F	5 WYCD-F	5 WQKL-F
	6 WQB-F	4 WCSX-F <	5 WYCD-F	6 WRIF-F	5 WAAM	6 WJLB-F	6 WAAM	6 WJLB-F	6 WQKL-F	5 WNIC-F <
	6 WDRQ-F	7 WKQI-F <	7 WKQI-F	6 WKQI-F	7 WVMV-F	7 WKQI-F	6 WVMV-F	6 WNIC-F	6 WRIF-F	7 WCSX-F
	6 WJLB-F	8 WJLB-F				7 WCSX-F	6 WKQI-F	6 WKQI-F	6 WKQI-F	8 WPLT-F
									6 WDTJ-F	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovmit
1 WYCD-F >	1 WYCD-F	1 WYCD-F >	1 WNIC-F	1 WQKL-F	1 WRIF-F >>	1 WRIF-F >	1 WCSX-F	1 WRIF-F	1 WJR	1 WYCD-F
2 WDRQ-F	2 WKQI-F	2 WKQI-F	2 WYCD-F	1 WNIC-F >	2 WKQI-F	2 WQB-F	1 WRIF-F >	2 WCSX-F	2 WCSX-F	2 WTKA
2 WNIC-F	3 WNIC-F	2 WQKL-F	3 WJLB-F	3 WYCD-F	2 WQB-F	3 WKQI-F	3 WQB-F	2 WJR	3 WRIF-F	2 WJLB-F
2 WJLB-F	3 WPLT-F	2 WNIC-F	3 WKQI-F	3 WKQI-F	2 WYCD-F	3 WYCD-F	3 WJR	4 WQB-F	3 WQKL-F	2 WJR
2 WPLT-F	5 WDRQ-F	2 WPLT-F >	5 WQKL-F	3 WJR	2 WDRQ-F >>	3 WCSX-F	3 WPLT-F >>	4 WQKL-F >	5 WQB-F	2 WNIC-F >
2 WKQI-F >>	5 WJLB-F >		5 WDRQ-F	6 WJLB-F		3 CIMX-F >			5 WYCD-F	
			5 WJR						5 WNIC-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WTKA	SPRTS	1050	Ann Arbor	1.6	6.6	5 173	CIDR-F	AOR-P	93.9	Windsor, ON	0.6	5.7	2 151
							CIMX-F	AOR-NR	88.7	Windsor, ON	1.6	9.2	5 243
							WDFN	SPRTS	1130	Detroit	0.9	3.2	3 84
							WDTJ-F	B	105.9	Detroit	1.9	6.5	6 172
							WGRV-F	B/O	105.1	Detroit	1.6	6.4	5 169
							WIOT-F	AOR	104.7	Toledo	0.6	1.9	2 50
							WITL-F	C	100.5	Lansing	0.9	1.7	3 44
							WKRK-F	T	97.1	Detroit	1.2	4.4	4 115
							WMUZ-F	REL-CC	103.5	Detroit	0.6	3.4	2 90
							WMXD-F	B/AC	92.3	Detroit	1.9	4.4	6 117
							WOMC-F	O	104.3	Detroit	1.9	6.8	6 180
							WRVF-F	AC	101.5	Toledo	0.9	2.2	3 58
							WTWR-F	CHR	98.3	Monroe	0.6	3.0	2 79
							WWJ	N	950	Detroit	1.9	8.6	6 225
							WWWW-F	CL AOR	106.7	Detroit	1.9	5.7	6 150
							WXYT	T	1270	Detroit	0.6	2.5	2 67

# ANN ARBOR

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Cumulus</b>	9.4 %	11.3 %	%	AC	0 (0)	28 (3)	28 (3)	11.7 %	15.0 %
WQKB-FM, WQKL-FM, WTKA-AM				AOR/Classic/NR	0 (0)	46 (7)	46 (7)	19.2 %	20.4 %
	<b>9.4 %</b>	<b>11.3 %</b>	<b>%</b>	Black/Urban	0 (0)	28 (4)	28 (4)	11.7 %	11.7 %
				CHR	0 (0)	25 (3)	25 (3)	10.5 %	3.8 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	19 (2)	19 (2)	7.9 %	11.7 %
				Full Service	30 (1)	0 (0)	30 (1)	12.6 %	12.5 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	9 (1)	9 (1)	3.8 %	3.3 %
				News/Talk	16 (3)	4 (1)	20 (4)	8.4 %	8.8 %
				Oldies	0 (0)	24 (2)	24 (2)	10.0 %	9.6 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	2 (1)	2 (1)	0.8 %	0.8 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	8 (2)	0 (0)	8 (2)	3.3 %	1.3 %
				Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	1.3 %
				<b>Totals</b>	<b>54 (6)</b>	<b>185 (24)</b>	<b>239 (30)</b>		

### AM Stations

WAAM 1600 5 kw (DA-2) Talk CNN, ABC, Talknt --

### FM Stations

WQKB 102.9 49 kw @ 500 AOR Westwd -- Cumulus  
 WQKL 107.1 3 kw @ 289 Oldies -- Cumulus

Notes: Other ranked stations -- See Detroit . . . No revenue data are available

### FORMAT CODES

AC - Adult Contemporary	J - Jazz and New Adult Contemporary
AC-NR - Modern AC	KIDS - Children's
AOR - Album Oriented Rock	N - News
AOR-NR - New Rock	O - Oldies (50's & 60's)
AOR-P - Progressive AOR	REL - Religion, Christian
B - Black (audience 75%+ Black)	REL-CC - Contemporary Christian
B/AC - Black Adult Contemporary	SAC - Soft Adult Contemporary
B/G - Black Gospel	SP - Hispanic/Spanish
B/O - Black Oldies	SP-C - Hispanic Contemporary
BIZ - Business News & Talk	SP-NT - Hispanic News/Talk/Information
C - Country	SP-R - Hispanic-Regional
C/O - Classic Country	SP-TP - Hispanic-Tropical
CHR - Contemporary Hit Radio, Top 40	SP-VA - Hispanic Variety
CL - Classical	SP-TJ - Tejano
CL AOR - Classic AOR, Classic Rock	SPRTS - Sports
CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia
E - Ethnic (usually Foreign Lang.)	T - Talk
EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)
FS - Full Service	VA - Variety
G - Gospel	? - Others or Unknown

### REVENUE LEVEL CODES

A - Less than \$500,000	E - \$3,000,000 to \$3,999,999	I - \$10,000,000 to \$14,999,999
B - \$500,000 to \$999,999	F - \$4,000,000 to \$4,999,999	J - \$15,000,000 to \$19,999,999
C - \$1,000,000 to \$1,999,999	G - \$5,000,000 to \$6,999,999	K - \$20,000,000 to \$29,999,999
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	L - \$30,000,000+

# APPLETON-OSHKOSH

**Arbitron Rank** 134 **Pop (12+)** 289,700  
**MSA Rank:** 143  
**MSA Pop:** 349,000  
**DMA:** 69 (w/Green Bay)  
**Average Persons Rating:** 16.1  
**Market TSL in Hours** 21.50

**Stations** 27 / 14  
**Diaries:** 753 / 385:1 / 62.8%  
**Sample Target:** 710  
**% Below Line:** 28.0  
**% Not Listed:** 10.1  
**Pop per Station:** 20,693

**Last Year's Revenue:** \$14,200,000  
**Household Income:** \$53,888  
**Total Retail Sales:** \$4.3 Bil.  
**#1 Biller:** WAPL-F \$3,200,000  
**#1 Billing Portfolio**  
 Woodward \$4,600,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level
1	WIXX-F	CHR	61 / 13.1	10.9	10.0	13.7	804 / 27.7	29.8	30.8	163 / 2383	WIXX-F
2	WNCY-F	C	39 / 8.4	7.0	7.5	8.6	447 / 15.4	16.2	15.9	90 / 1113	C
3	WHBY	FS	37 / 8.0	6.4	6.7	7.1	551 / 19.0	13.9	16.8	40 / 647	C
4	WAPL-F	AOR	33 / 7.1	7.8	17.3	10.1	516 / 17.8	20.0	23.2	83 / 1404	E
5	WVBO-F	O	30 / 6.5	6.8	4.2	4.1	448 / 15.4	13.7	13.0	34 / 594	C
6	WOZZ-F	CL AOR	27 / 5.8	4.5	4.9	4.5	527 / 18.2	16.7	19.4	58 / 1163	C
7	WWWX-F	AOR	25 / 5.4	6.0	2.4	3.8	338 / 11.7	12.4	10.3	37 / 480	C
7	WROE-F	SAC	25 / 5.4	6.6	5.3	6.6	420 / 14.5	13.1	13.6	30 / 577	C
9	WPKR-F	C	22 / 4.7	4.7	4.4	1.9	419 / 14.5	11.4	12.5	65 / 927	C
9	WNAM	ST	22 / 4.7	3.9	5.8	6.4	265 / 9.2	9.9	10.9	31 / 476	B
11	WOSH	T	15 / 3.2	2.3	1.6	2.4	213 / 7.3	8.2	6.6	16 / 266	B
12	WXWX-F	AOR	14 / 3.0	3.7	2.4	1.1	177 / 6.1	8.0	6.2	39 / 643	C
12	WKSZ-F	CHR	14 / 3.0	4.9	2.7	4.7	453 / 15.6	19.8	15.7	43 / 1099	C
14	WOGB-F	O	11 / 2.4	2.5	2.0	2.4	250 / 8.6	8.0	6.6	32 / 603	C

12+ FM Share (Metro): 78.23% (327 of 418) (Fall 98: 77.08%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WIXX-F >>	1 WIXX-F	1 WIXX-F >	1 WIXX-F >	1 WIXX-F >	1 WHBY	1 WDX-F	1 WDX-F >	1 WIXX-F >	1 WWWX-F	1 WHBY
2 WKSZ-F >	2 WAPL-F	2 WAPL-F	2 WAPL-F <	2 WVBO-F	2 WVBO-F <	2 WHBY	2 WAPL-F <	2 WNCY-F	2 WIXX-F >	1 WIXX-F
3 WWWX-F	3 WNCY-F	3 WNCY-F	3 WOZZ-F	2 WAPL-F <	3 WIXX-F	3 WNCY-F <	3 WNCY-F <	3 WVBO-F <	3 WAPL-F	3 WNCY-F >
	4 WWWX-F >	4 WOZZ-F	4 WNCY-F	4 WOZZ-F	4 WNAM	4 WOZZ-F	4 WVBO-F	4 WAPL-F <	3 WNCY-F	4 WVBO-F
	5 WXWX-F	5 WWWX-F	5 WVBO-F	5 WNCY-F	5 WNCY-F	5 WAPL-F	5 WHBY	5 WWWX-F <	5 WKSZ-F	4 WNAM
	6 WOZZ-F >	6 WVBO-F <	6 WROE-F	6 WROE-F <	5 WROE-F	6 WVBO-F	5 WROE-F	6 WOZZ-F	5 WXWX-F	4 WPKR-F
		7 WROE-F	7 WWWX-F	7 WHBY	7 WOZZ-F	7 WROE-F	7 WOZZ-F <	7 WROE-F <	7 WHBY	7 WAPL-F
				7 WPKR-F	8 WPKR-F	8 WPKR-F <	8 WOSH	8 WHBY <	7 WROE-F	7 WWWX-F
							9 WNAM	9 WPKR-F	7 WVBO-F <	9 WXWX-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WIXX-F	1 WIXX-F >>	1 WIXX-F >>	1 WIXX-F >>	1 WIXX-F >>	1 WWWX-F	1 WAPL-F	1 WAPL-F >	1 WAPL-F	1 WAPL-F <	1 WAPL-F
2 WAPL-F	2 WNCY-F	2 WNCY-F	2 WNCY-F	2 WNCY-F	1 WNCY-F >	2 WWWX-F	2 WIXX-F	2 WOZZ-F	2 WOZZ-F	1 WHBY
2 WROE-F	3 WAPL-F	3 WAPL-F >	3 WROE-F >	3 WVBO-F	3 WXWX-F	3 WNCY-F	3 WOZZ-F	2 WIXX-F	3 WIXX-F <	1 WNAM
2 WXWX-F >	4 WROE-F	4 WPKR-F	4 WVBO-F	4 WROE-F >	4 WAPL-F	3 WDX-F >	4 WWWX-F	4 WWWX-F	4 WVBO-F >	4 WXWX-F
	5 WWWX-F	4 WROE-F >	4 WAPL-F	5 WHBY	4 WIXX-F >>	5 WOZZ-F	5 WNCY-F >>	4 WNCY-F >	5 WHBY	5 WWWX-F
	5 WPKR-F		6 WPKR-F	5 WPKR-F		5 WXWX-F >>>		6 WVBO-F	6 WNCY-F	
	5 WKSZ-F		7 WOZZ-F	7 WAPL-F				7 WXWX-F	6 WPKR-F	
			7 WWWX-F						8 WWWX-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KFIZ-F	AC	107.1	Fond du Lac	1.1	3.6	7	192	WDUZ	SPRTS	1400	Green Bay	0.4	1.3	10	284
WECB-F	CL HITS	104.3	Seymour	0.6	2.5	6	174	WGBM-F	C	94.7	Mishicot	0.4	1.6	17	241
WMBE	VA	1530	Chilton	0.9	1.8	12	83	WGEE	N/T	1360	Green Bay	0.6	2.8	14	325
WPCK-F	C	104.9	Kaukauna	0.2	1.0	2	120	WIFC-F	CHR	95.5	Wausau	0.4	1.7	17	216
								WJLW-F	CL AOR	106.7	Allouez	0.9	4.5	26	447
								WNFL	T/SPRTS	1440	Green Bay	0.6	2.4	25	539
								WQLH-F	CHR/AC	98.5	Green Bay	0.9	6.5	22	671
								WRVM-F	REL	102.7	Suring	1.1	3.0	15	241
								WTMJ	FS	620	Milwaukee	1.1	4.5	30	741

# APPLETON-OSHKOSH

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Cumulus</b> WNAM-AM, WOSH-AM, WVBO-FM, WWWX-FM	19.8 %	16.9 %	22.0 %	AC	0 (0)	5 (1)	5 (1)	1.2 %	3.3 %
<b>Midwest Communications</b> WIXX-FM, WNCY-FM, WOZZ-FM, WROE-FM	32.7 %	38.6 %	24.5 %	AOR/Classic/NR	0 (0)	103 (5)	103 (5)	24.6 %	27.0 %
<b>Woodward</b> WAPL-FM, WHBY-AM, WKSZ-FM	18.1 %	16.9 %	32.4 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				CHR	0 (0)	81 (4)	81 (4)	19.4 %	14.9 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	64 (4)	64 (4)	15.3 %	17.6 %
				Full Service	42 (2)	0 (0)	42 (2)	10.0 %	9.1 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	21 (3)	0 (0)	21 (3)	5.0 %	3.5 %
				Oldies	0 (0)	44 (3)	44 (3)	10.5 %	7.8 %
				Others/Unknown	4 (1)	0 (0)	4 (1)	1.0 %	2.5 %
				Religion/Gospel	0 (0)	5 (1)	5 (1)	1.2 %	0.5 %
				Soft AC	0 (0)	25 (1)	25 (1)	6.0 %	6.0 %
				Sports	2 (1)	0 (0)	2 (1)	0.5 %	0.8 %
				Standards/EZ	22 (1)	0 (0)	22 (1)	5.3 %	7.1 %
	<b>70.6 %</b>	<b>72.4 %</b>	<b>78.9 %</b>	<b>Totals</b>	<b>91 (8)</b>	<b>327 (19)</b>	<b>418 (27)</b>		

## AM Stations

Station	Freq	Power	Format	Comments	Revenue	Company	Parent	City
WHBY	1150	5 kw (DA-2)	Full Service	CBS, SBUSA, WW1	\$30.00	Mc-Guild	Woodward	Kimberly
WNAM	1280	5 kw (DA-2)	Standards	ABC, Westwd	\$<20.00	Allied	Cumulus	Neenah-Menasha
WOSH	1490	1 kw	Talk	Westwd, Tiknt, ABC	\$<20.00	D&R	Cumulus	

## FM Stations

Station	Freq	Power	Format	Comments	Revenue	Company	Parent	City
WAPL	105.7	100 kw @ 1174	AOR	Westwd	\$64.00	Mc-Guild	Woodward	
WNCY	100.3	45 kw @ 489	Country		\$21.00	Christal	Midwest Commun.	Neenah-Menasha
WOZZ	93.5	50 kw @ 492	Classic AOR		\$29.00	Christal	Midwest Commun.	New London
WPKR	99.5	50 kw @ 420	Country	Westwd	\$<20.00	Interep	WPCK-F	Omro
WROE	104.9	13 kw @ 459	Soft AC	AP, AMFM	\$32.00	Christal	Midwest Commun.	
WVBO	103.9	25 kw @ 318	Oldies	ABC	\$32.00	Allied	Cumulus	Winnecone
WWWX	96.9	6 kw @ 328	AOR		\$ NA	Allied	Cumulus	Oshkosh

Notes: Other ranked stations -- See Green Bay

# ASHEVILLE

**Arbitron Rank** 179 **Pop (12+)** 185,000  
**MSA Rank:** 192  
**MSA Pop:** 217,000  
**DMA:** 35 (w/Greenvl-Spar.)  
**Average Persons Rating:** 13.9  
**Market TSL in Hours** 18.75

**Stations** 18 / 10  
**Diaries:** 585 / 316:1 / 52.9%  
**Sample Target:** 610  
**% Below Line:** 28.0  
**% Not Listed:** 20.9  
**Pop per Station:** 18,500

**Last Year's Revenue:** \$8,600,000  
**Household Income:** \$38,618  
**Total Retail Sales:** \$2.8 Bil.  
**#1 Biller:** WKSF-F \$4,800,000  
**#1 Billing Portfolio** AMFM \$6,500,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	WKSF-F	37 / 14.4	15.7	15.6	10.5	15.8	490 / 26.5	28.7	25.3	94 / 1369	F	WKSF-F
2	WWNC	29 / 11.3	13.7	11.9	13.7	13.8	413 / 22.3	23.1	21.4	33 / 514	C	WWNC
3	WMYI-F	23 / 8.9	9.3	6.7	9.7	5.5	368 / 19.9	19.4	16.6	41 / 669		WMYI-F
4	WFBC-F	17 / 6.6	8.1	7.4	8.5	5.5	364 / 19.7	19.9	16.7	33 / 763		WFBC-F
5	WMIT-F	16 / 6.2	3.6	6.3	5.6	5.5	184 / 9.9	8.9	10.3	25 / 382		WMIT-F
6	WISE	15 / 5.8	3.2	4.1	3.6	4.0	166 / 9.0	7.0	8.6	15 / 185	A	WISE
7	WZLS-F	13 / 5.0	3.2	5.9	5.6	9.5	239 / 12.9	10.9	12.1	25 / 407	C	WZLS-F
8	WTPT-F	11 / 4.3	4.0	2.6	3.6	3.6	192 / 10.4	11.3	7.1	28 / 538		WTPT-F
9	WTZY	9 / 3.5	4.0	4.8	1.2	0.8	59 / 3.2	5.7	4.7	12 / 73	A	WTZY
9	WSPA-F	9 / 3.5	2.8	1.9	1.6	2.4	194 / 10.5	8.7	5.2	18 / 367		WSPA-F
11	WQNS-FF	7 / 2.7	1.2	1.1	1.6		120 / 6.5	4.4	3.9	11 / 320		WQNS-FF

12+ FM Share (Metro): 70.59% (144 of 204) (Fall 98: 70.24%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WFBC-F	1 WKSF-F >	1 WKSF-F	1 WKSF-F	1 WKSF-F	1 WWNC	1 WWNC	1 WKSF-F	1 WKSF-F >	1 WKSF-F	1 WKSF-F >
2 WKSF-F >>>	2 WFBC-F	2 WMYI-F >	2 WMYI-F >>	2 WMYI-F >	2 WKSF-F	2 WKSF-F	2 WMYI-F	2 WMYI-F	2 WFBC-F	2 WWNC
	3 WMYI-F >	3 WFBC-F	3 WZLS-F	3 WWNC	3 WMYI-F	3 WMYI-F >	3 WWNC >	3 WWNC <	3 WWNC	3 WMIT-F <
	4 WZLS-F	4 WZLS-F	4 WTPT-F	4 WZLS-F >	4 WISE <	4 WMIT-F	4 WISE	4 WFBC-F <	4 WMIT-F	4 WFBC-F
	4 WTPT-F	5 WTPT-F	4 WFBC-F	5 WSPA-F	5 WMIT-F >	4 WFBC-F	5 WZLS-F	5 WISE <	5 WZLS-F	5 WISE
	6 WQNS-FF	6 WSPA-F	6 WWNC	5 WFBC-F	6 WTZY	6 WISE	6 WFBC-F <	6 WMIT-F	6 WMYI-F	5 WMYI-F <
		7 WWNC	6 WSPA-F	5 WTPT-F	7 WZLS-F	7 WQNS-FF	7 WMIT-F <	7 WZLS-F	7 WSPA-F	7 WSPA-F
				5 WTZY		7 WZLS-F	8 WTPT-F <	8 WTPT-F >		8 WZLS-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WKSF-F	1 WKSF-F >	1 WKSF-F >	1 WKSF-F	1 WKSF-F	1 WKSF-F >>	1 WKSF-F >	1 WTPT-F	1 WKSF-F	1 WMYI-F	1 WWNC >
2 WFBC-F >	2 WMYI-F	2 WMYI-F	2 WMYI-F	2 WMYI-F >	2 WTPT-F	2 WTPT-F	1 WMYI-F	2 WMYI-F	2 WKSF-F	2 WMYI-F
3 WMYI-F >>	2 WFBC-F >	2 WFBC-F >	3 WFBC-F	3 WWNC	2 WFBC-F	2 WFBC-F >	1 WFBC-F	3 WTPT-F >	3 WTZY >	3 WKSF-F >
	4 WZLS-F	4 WZLS-F	4 WZLS-F	4 WZLS-F	2 WQNS-FF >>	4 WZLS-F	1 WKSF-F >>	4 WZLS-F	4 WZLS-F	4 WFBC-F >
	4 WSPA-F >	4 WMIT-F >>	5 WSPA-F	4 WFBC-F		4 WMYI-F		4 WQNS-FF	4 WTPT-F	
				6 WSPA-F		4 WQNS-FF >>		4 WTZY	4 WWNC >	
								4 WFBC-F		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WFGW REL 1010 Black Mountain	1.6	3.0	6 113
WHBK G 1460 Madison	1.2	3.1	4 68

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WESC-F C 92.5 Greenville, SC	1.9	6.3	17 290
WJMZ-F B 107.3 Anderson, SC	1.2	3.2	3 69
WNKS-F CHR 95.1 Charlotte	0.8	1.7	13 243
WWMG-F O 96.1 Shelby, NC	0.8	3.0	11 182



# ASHEVILLE

Consolidation Report			12+	25-54	Revenue	Format Performance		AM	FM	Total	%	Yr. Ago
<b>Pamlico</b>			5.8 %	7.8 %	1.4 %			0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WHCC-AM, WQNQ-FM, WQNS-FM, WTZY-AM						AC		0 (0)	23 (1)	23 (1)	11.3 %	11.2 %
<b>Sink</b>			5.8 %	0.7 %	3.7 %	AOR/Classic/NR		0 (0)	30 (4)	30 (4)	14.7 %	12.7 %
WISE-AM, WTZQ-AM						Black/Urban		0 (0)	3 (1)	3 (1)	1.5 %	1.0 %
			<b>11.6 %</b>	<b>8.5 %</b>	<b>5.1 %</b>	CHR		0 (0)	19 (2)	19 (2)	9.3 %	9.8 %
						Classical		0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
						Country		0 (0)	42 (2)	42 (2)	20.6 %	23.9 %
						Full Service		29 (1)	0 (0)	29 (1)	14.2 %	15.6 %
						Hispanic		0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
						Jazz		0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
						News/Talk		9 (1)	0 (0)	9 (1)	4.4 %	6.3 %
						Oldies		0 (0)	2 (1)	2 (1)	1.0 %	1.0 %
						Others/Unknown		0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
						Religion/Gospel		7 (2)	16 (1)	23 (3)	11.3 %	10.7 %
						Soft AC		0 (0)	9 (1)	9 (1)	4.4 %	2.4 %
						Sports		0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
						Standards/EZ		15 (1)	0 (0)	15 (1)	7.4 %	5.4 %
						<b>Totals</b>		<b>60 (5)</b>	<b>144 (13)</b>	<b>204 (18)</b>		

### AM Stations

WISE	1310	5 kw/1 kw (DA-N)	Standards	ABC	\$12.00	—	Sink	
WTZY	880	1.1 kw (DA, Days)	Talk	AP	\$ NA	—	WQNQ/WQNS	Fairview
WWNC	570	5 kw (DA-N)	Country/Full Svc.	ABC, Westwd	\$45.00	Katz	AMFM	

### FM Stations

WKSF	99.9	53 kw @ 2621	Country	ABC, Westwd	\$55.00	Katz	AMFM	
WMIT	106.9	36 kw @ 3091	Religion	SRN	\$16.00	—	WFGW	Black Mountain
WQNQ	104.3	0.55 kw @ 1043	Simul. WQNS-F					Old Fort
WQNS	104.9	0.245 kw @ 1581	Classic AOR	UBN	\$ NA	—	WTZY/WQNQ	Waynesville
WZLS	96.5	0.5 kw @ 1115	AOR		\$ NA	Allied		Biltmore Forest

Notes: Other ranked stations -- See Greenville-Spartanburg . . . Fall 1997 ratings for WZLS-F actually are for WZRQ-F, which temporarily supplanted WZLS-F on 96.5 . . . 9/99 WMXF-F (104.3; Old Fort) changed from AC to simulcasting Classic AOR WQNS-F (104.9; Waynesville) as WQNQ-F . . . 10/99 AMFM and Clear Channel announced plans to merge. Divestitures in the market are not anticipated

# ATLANTA

**Arbitron Rank** 11 **Pop (12+)** 3,195,900  
**MSA Rank:** 9  
**MSA Pop:** 3,750,000  
**DMA:** 10  
**Average Persons Rating:** 15.3  
**Market TSL in Hours** 20.25

**Stations** 28 / 27  
**Diaries:** 3,752 / 852:1 / 47.5%  
**Sample Target:** 3,740  
**% Below Line:** 0.7  
**% Not Listed:** 11.7  
**Pop per Station:** 118,367

**Last Year's Revenue:** \$256,100,000  
**Household Income:** \$52,734  
**Total Retail Sales:** \$43.7 Bil.  
**#1 Biller:** WSB \$28,100,000  
**#1 Billing Portfolio**  
 Cox Radio \$67,600,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	WVEE-F	B	476 / 9.7	10.3	8.9	8.5	10.4	9.4	5920 / 18.5	19.0	20.8	533 / 6811	K	WVEE-F
2	WSB	FS/T	470 / 9.6	8.2	8.9	8.9	9.7	8.9	7773 / 24.3	22.7	23.8	503 / 8472	K	WSB
3	WSTR-F	CHR	387 / 7.9	9.5	8.9	8.5	8.4	8.7	7232 / 22.6	23.6	24.9	451 / 8641	K	WSTR-F
4	WKHX-F	C	275 / 5.6	5.5	5.9	5.8	5.4	5.7	4393 / 13.7	15.2	14.1	316 / 5119	K	WKHX-F
5	WPCH-F	SAC	274 / 5.6	4.9	5.0	5.3	5.4	5.2	4402 / 13.8	13.4	13.5	309 / 4928	J	WPCH-F
6	WALR-F	B/AC	268 / 5.5	5.8	5.8	5.8	5.7	5.7	3774 / 11.8	12.1	13.1	302 / 4235	K	WALR-F
7	WSB-F	AC	259 / 5.3	4.7	6.3	5.4	4.6	5.4	4735 / 14.8	17.4	15.4	295 / 5429	J	WSB-F
8	WNNX-F	AOR-NR	217 / 4.4	5.0	5.3	5.9	5.2	5.2	4006 / 12.5	14.3	14.6	244 / 4707	J	WNNX-F
9	WKLS-F	AOR	210 / 4.3	4.7	4.7	4.9	4.4	4.7	3844 / 12.0	13.0	14.1	249 / 4825	I	WKLS-F
10	WHTA-F	B	198 / 4.1	4.8	4.3	4.7	4.5	4.5	3540 / 11.1	12.2	12.4	204 / 3671	H	WHTA-F
11	WGST-AF	TN	194 / 4.0	4.1	3.6	4.1	3.9	3.9	3902 / 12.2	11.3	11.4	206 / 4256	I	WGST-AF
12	WZGC-F	CL AOR	163 / 3.3	2.0	2.8	2.8	3.1	2.7	3142 / 9.8	9.0	9.9	185 / 3601	I	WZGC-F
13	WFOX-F	O	153 / 3.1	4.2	3.4	3.5	3.7	3.6	3520 / 11.0	12.8	13.5	210 / 4700	I	WFOX-F
14	WBTS-F	CHR/B	127 / 2.6						3066 / 9.6			153 / 3626		WBTS-F
15	WYAY-F	C	123 / 2.5	2.5	3.3	2.5	2.9	2.7	2439 / 7.6	9.1	7.7	200 / 3513	G	WYAY-F
16	WAMJ-F	B/O	107 / 2.2	2.1	2.5	2.4	1.8	2.3	2152 / 6.7	6.0	5.2	112 / 2226	C	WAMJ-F
17	WJZF-F	J	96 / 2.0	2.3	2.7	2.4	2.3	2.3	2292 / 7.2	7.5	7.6	100 / 2384	H	WJZF-F
18	WQXI	SPRTS	67 / 1.4	1.0	0.9	0.8	1.1	1.0	993 / 3.1	2.3	3.5	75 / 1106		WQXI
19	WAOK	B/G	52 / 1.1	1.3	1.8	1.2	1.6	1.3	866 / 2.7	3.3	3.5	52 / 866	D	WAOK
20	WALR-AA	B/G	47 / 1.0	1.0	0.8	0.7	1.3	0.9	645 / 2.0	1.7	2.0	47 / 645		WALR-AA

12+ FM Share (Metro): 81.15% (3499 of 4312) (Fall 98: 81.50%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WHTA-F	1 WVEE-F >	1 WVEE-F	1 WVEE-F <	1 WVEE-F <	1 WSB >	1 WSB	1 WSB	1 WSB	1 WVEE-F >	1 WVEE-F >
1 WVEE-F <	2 WSTR-F	2 WSTR-F	2 WSTR-F	2 WSB <	2 WPCH-F <	2 WSTR-F <	2 WVEE-F	2 WVEE-F <	2 WHTA-F	2 WALR-F <
3 WBTS-F <	3 WNNX-F <	3 WSB	3 WSB	3 WSTR-F	3 WKHX-F <	3 WVEE-F	3 WSTR-F <	3 WSTR-F >	3 WSB <	3 WSB <
4 WSTR-F	4 WHTA-F <	4 WSB-F <	4 WALR-F <	4 WALR-F <	4 WALR-F	4 WALR-F	4 WPCH-F <	4 WKHX-F <	4 WSTR-F	4 WSTR-F <
5 WNNX-F >>	5 WKLS-F >	5 WALR-F <	5 WSB-F	5 WSB-F	5 WSB-F <	5 WKHX-F <	5 WSB-F <	5 WSB-F <	5 WNNX-F <	5 WKHX-F
6 WSB-F <	6 WKLS-F <	6 WKHX-F <	6 WKHX-F <	6 WKHX-F	6 WSTR-F <	6 WNNX-F <	6 WGST-AF <	6 WPCH-F <	6 WALR-F	6 WPCH-F <
7 WALR-F <	7 WKHX-F <	7 WKLS-F	7 WKLS-F	7 WPCH-F <	7 WVEE-F	7 WPCH-F <	7 WKHX-F	7 WKLS-F <	7 WPCH-F	7 WHTA-F <
8 WSB	8 WNNX-F	8 WPCH-F <	8 WPCH-F <	8 WKLS-F <	7 WGST-AF	8 WSB-F <	8 WALR-F <	8 WALR-F <	8 WBTS-F <	8 WSB-F <
9 WPCH-F <	9 WPCH-F	9 WZGC-F <	9 WZGC-F <	9 WGST-AF <	9 WFOX-F	9 WKLS-F	9 WZGC-F	9 WNNX-F	9 WSB-F	9 WKLS-F
10 WKHX-F <	9 WZGC-F <	10 WNNX-F	10 WZGC-F	10 WZGC-F	10 WZGC-F <	10 WHTA-F <	9 WKLS-F <	10 WHTA-F	9 WKLS-F	10 WNNX-F <
								10 WGST-AF		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WVEE-F >>	1 WVEE-F	1 WVEE-F <	1 WVEE-F <	1 WSTR-F	1 WHTA-F	1 WVEE-F <	1 WKLS-F	1 WVEE-F <	1 WSB >	1 WVEE-F >>
2 WSTR-F >	2 WSTR-F >>	2 WSTR-F >>	2 WSTR-F >	2 WVEE-F	2 WVEE-F	2 WKLS-F <	2 WVEE-F <	2 WSB <	2 WVEE-F <	2 WSB
3 WHTA-F >	3 WSB-F <	3 WALR-F	3 WSB-F <	3 WALR-F <	3 WNNX-F	3 WNNX-F	3 WNNX-F >	3 WKLS-F	3 WKLS-F	3 WALR-F <
4 WBTS-F	4 WALR-F	3 WSB-F >	4 WALR-F	4 WSB-F	4 WKLS-F >>	4 WHTA-F >	4 WSTR-F <	4 WNNX-F <	4 WSTR-F <	4 WKHX-F <
4 WNNX-F	5 WHTA-F	5 WKHX-F <	5 WPCH-F <	5 WPCH-F	5 WZGC-F	5 WSTR-F	5 WSB <	5 WSTR-F <	5 WGST-AF	5 WSTR-F
6 WSB-F	5 WNNX-F <	6 WPCH-F <	6 WKHX-F	6 WSB	5 WSTR-F <	6 WSB	6 WHTA-F >	6 WZGC-F <	5 WKHX-F <	6 WHTA-F
7 WALR-F <	7 WBTS-F <	7 WNNX-F	7 WSB	6 WKHX-F >	7 WAZX	7 WZGC-F >	7 WZGC-F <	7 WHTA-F <	7 WZGC-F	7 WNNX-F <
8 WKHX-F	8 WKHX-F	8 WBTS-F <	8 WNNX-F	8 WFOX-F	8 WPCH-F <	8 WPCH-F <	8 WKHX-F <	8 WALR-F <	8 WALR-F <	8 WSB-F <
9 WPCH-F		9 WSB	9 WZGC-F	9 WGST-AF <		9 WGST-AF <	9 WALR-F <	9 WALR-F <	9 WNNX-F	
9 WKLS-F		9 WBTS-F <	10 WZGC-F <			10 WALR-F <	10 WSB-F <	10 WSB-F <	10 WSB-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WAZX	SP-R	1550	Smyrna 0.8 1.6 37 500
WCNN	N/T	680	North Atlanta 0.5 2.5 24 871
WPLO	SP-R	610	Grayson 0.5 1.1 23 365
WVFJ-F	REL-CC	93.3	Manchester 0.8 2.5 48 949

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WTSH-F	C	107.1	Rockmart 0.7 1.7 76 1190

# ATLANTA

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>ABC</b> WDWD-AM, WKHX-FM, WYAY-FM	8.1 %	8.2 %	10.5 %	AC	0 (0)	259 (1)	259 (1)	6.0 %	5.3 %
<b>CBS/Infinity</b> WAOK-AM, WVEE-FM, WZGC-FM	14.1 %	13.9 %	17.0 %	AOR/Classic/NR	0 (0)	590 (3)	590 (3)	13.7 %	14.6 %
<b>Clear Channel</b> WGST-AM, WHEL-FM, WKLS-FM, WPCH-FM	11.8 %	11.9 %	17.8 %	Black/Urban	0 (0)	1049 (4)	1049 (4)	24.3 %	25.8 %
<b>Cox Radio</b> WBTS-FM, WFOX-FM, WJZF-FM, WSB-AM, WSB-FM	22.6 %	22.5 %	26.4 %	CHR	0 (0)	514 (2)	514 (2)	11.9 %	9.6 %
<b>Midwestern</b> WALR-AM, WALR-FM, WCNN-AM, WFOM-AM	6.9 %	8.2 %	9.1 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
<b>Radio One</b> WAMJ-FM, WHTA-FM	6.3 %	5.0 %	3.6 %	Country	0 (0)	430 (3)	430 (3)	10.0 %	10.0 %
	<b>69.8 %</b>	<b>69.7 %</b>	<b>84.4 %</b>	Full Service	470 (1)	0 (0)	470 (1)	10.9 %	11.1 %
				Hispanic	60 (2)	0 (0)	60 (2)	1.4 %	0.0 %
				Jazz	0 (0)	96 (1)	96 (1)	2.2 %	2.6 %
				News/Talk	118 (2)	98 (1)	216 (3)	5.0 %	5.1 %
				Oldies	0 (0)	153 (1)	153 (1)	3.5 %	4.3 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	98 (3)	37 (1)	135 (4)	3.1 %	4.1 %
				Soft AC	0 (0)	273 (2)	273 (2)	6.3 %	6.3 %
				Sports	67 (1)	0 (0)	67 (1)	1.6 %	1.3 %
				Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				<b>Totals</b>	<b>813 (9)</b>	<b>3499 (19)</b>	<b>4312 (28)</b>		

### AM Stations

Station	Power	Format	Comments	AM	FM	Other
WALR	1340 1 kw	Black Gospel		\$ NA	Katz	Midwestern
WAOK	1380 5 kw (DA-N)	Black Gospel	Westwd, Source	\$53.00	CBS	CBS/Infinity
WFOM	1230 1 kw	Simul. WALR				Marietta
WGST	640 50 kw/1 kw (DA-2)	Talk/News	ABC, ESPN	\$175.00	Eastman	Clear Channel
WQXI	790 28 kw/1 kw (DA-N)	Sports	Westwd, ESPN, 1/1	\$ NA	CBS	Jefferson-Pilot
WSB	750 50 kw	Full Service/Talk	AP, CNN	\$240.00	Christal	Cox Radio

### FM Stations

Station	Power	Format	Comments	AM	FM	Other
WALR	104.7 100 kw @ 983	Black AC		\$165.00	Katz	Midwestern
WAMJ	107.5 6 kw @ 298	Black Oldies		\$ NA	Allied	Radio One
WBTS	95.5 100 kw @ 968	Dance CHR		\$ NA	Christal	Cox Radio
WFOX	97.1 100 kw @ 1585	Oldies	AMFM	\$200.00	Sentry	Cox Radio
WGST	105.7 50 kw @ 492	Simul. WGST-AM				McClure
WHEL	105.1 1.68 kw @ 613	Simul. WPCH-F				Helen
WHTA	97.5 6.6 kw @ 636	Black		\$110.00	Allied	Radio One
WJZF	104.1 60 kw @ 1218	Jazz		\$125.00	Christal	Cox Radio
WKHX	101.5 100 kw @ 984	Country	ABC	\$310.00	ABC	ABC
WKLS	96.1 100 kw @ 984	AOR	Source	\$220.00	Eastman	Clear Channel
WNNX	99.7 100 kw @ 1032	AOR-New Rock		\$210.00	Mc-Guild	Susquehanna
WPCH	94.9 100 kw @ 984	Soft AC		\$274.00	Eastman	Clear Channel
WSB	98.5 100 kw @ 1027	AC		\$250.00	Christal	Cox Radio
WSTR	94.1 100 kw @ 1022	CHR		\$220.00	CBS	Jefferson-Pilot
WVEE	103.3 100 kw @ 1022	Black	Westwd, Source	\$355.00	CBS	CBS/Infinity
WYAY	106.7 99 kw @ 1401	Country	ABC	\$145.00	ABC	ABC
WZGC	92.9 100 kw @ 914	Classic AOR	CNN	\$185.00	CBS	CBS/Infinity

Notes: WCNN is LMA'd to Cox Radio; that arrangement will end in April . . . 10/99 WYAP-F changed calls to WBTS-F; remains Dance CHR . . . 12/99 WGKA (1190) sold to Salem for \$8,000,000

# ATLANTIC CITY-CAPE MAY

**Arbitron Rank** 137 **Pop (12+)** 286,600  
**MSA Rank:** 146  
**MSA Pop:** 336,000  
**DMA:** Philadelphia (#4)  
**Average Persons Rating:** 15.5  
**Market TSL in Hours** 20.75

**Stations** 39 / 22  
**Diaries:** 1,227 / 234:1 / 45.9%  
**Sample Target:** 1,260  
**% Below Line:** 18.4  
**% Not Listed:** 9.7  
**Pop per Station:** 13,027

**Last Year's Revenue:** \$16,100,000  
**Household Income:** \$44,190  
**Total Retail Sales:** \$3.9 Bill  
**#1 Billing:** WAYV-F \$2,900,000  
**#1 Billing Portfolio**  
 WAYV-F, etc. \$5,350,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	WAYV-F	AC/CHR	35 / 7.9	5.5	5.2	7.4	7.3	564 / 19.7	17.6	16.2	36 / 628	D	WAYV-F
2	WPUR-F	C	31 / 7.0	5.9	4.7	2.0		321 / 11.2	11.4	9.0	39 / 440		WPUR-F
3	WTTH-FF	B/AC	30 / 6.7	6.8	6.3	8.8	10.3	369 / 12.9	12.7	10.7	31 / 374	C	WTTH-FF
4	WFPG-F	AC	28 / 6.3	8.5	7.4	7.9	5.4	466 / 16.2	16.5	13.8	38 / 611	D	WFPG-F
5	WZXL-F	AOR	28 / 5.8	4.8	5.9	4.6	6.9	435 / 15.2	13.6	15.0	29 / 481	D	WZXL-F
6	WMID	ST	23 / 5.2	3.9	4.5	3.1	3.0	182 / 6.3	8.0	7.0	32 / 297	A	WMID
7	WTKU-F	O	20 / 4.5	5.0	4.1	4.2	4.1	289 / 10.1	11.4	9.7	26 / 326	B	WTKU-F
8	WMGM-F	CL HITS	18 / 4.0	4.4	4.1	3.7	3.6	389 / 13.6	14.2	12.5	23 / 453	C	WMGM-F
9	WSAX-FF	J	16 / 3.6	3.9	2.7	5.7	2.8	267 / 9.3			19 / 302		WSAX-FF
10	WOND	T	15 / 3.4	4.4	4.3	4.8	4.7	193 / 6.7	6.2	8.8	16 / 208	B	WOND
11	WKOE-F	AC-NR	13 / 2.9	3.9	4.7	5.0	3.6	336 / 11.7	11.2	14.0	17 / 375	C	WKOE-F
11	WEMG-F	SP-TP	13 / 2.9	2.0	3.6	3.9	6.0	131 / 4.6	4.7	7.2	17 / 221		WEMG-F
13	WFPG	T	10 / 2.2	2.6	1.4	2.2	3.0	148 / 5.2	5.5	4.4	10 / 148		WFPG
13	WBSS-F	T	10 / 2.2	1.7	2.7	1.3	2.4	168 / 5.9	6.9	8.0	11 / 205	A	WBSS-F

12+ FM Share (Metro): 82.09% (330 of 402) (Fall 98: 83.16%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WAYV-F >>>	1 WAYV-F	1 WAYV-F	1 WAYV-F	1 WAYV-F <	1 WAYV-F <	1 WTTH-F <	1 WAYV-F <	1 WAYV-F <	1 WFPG-F	1 WPUR-F
2 WIOQ-F	1 WZXL-F >	2 WZXL-F <	2 WTTH-FF	2 WTTH-FF	2 WMID <	2 WAYV-F	2 WPUR-F	2 WPUR-F	2 WAYV-F	1 WTTH-FF <
2 WTTH-FF	3 WTTH-FF	3 WTTH-FF	3 WZXL-F <	3 WFPG-F	3 WFPG-F <	3 WPUR-F <	3 WFPG-F <	3 WTTH-FF <	3 WZXL-F <	3 WMID
2 WJSE-F >>	4 WPUR-F	4 WFPG-F <	4 WFPG-F	3 WZXL-F	4 WTTH-FF <	4 WOND	4 WMID <	4 WFPG-F <	4 WTTH-FF	3 WZXL-F <
	4 WFPG-F	5 WPUR-F	5 WMGM-F <	5 WPUR-F	5 WTKU-F	6 WTKU-F <	5 WZXL-F <	5 WZXL-F	5 WPUR-F	5 WAYV-F <
	4 WKOE-F	6 WMGM-F	6 WPUR-F	6 WMGM-F	6 WTKU-F	4 WTKU-F <	6 WTTH-FF	6 WMID	6 WUSL-F	6 WFPG-F
	4 WMGM-F	7 WKOE-F	7 WKOE-F	7 WTKU-F <	6 WAYV-F <	7 WFPG	7 WTKU-F	7 WSAX-FF <	6 WJSE-F	7 WSAX-FF <
	8 WEMG-F	7 WTKU-F	7 WTKU-F	8 WEMG-F	8 WSAX-FF	7 WFPG-F	8 WMGM-F	8 WOND <	8 WMGM-F	8 WTKU-F <
	9 WTKU-F	7 WEMG-F	7 WEMG-F	9 WKOE-F	9 WZXL-F	9 WMGM-F <	9 WBSS-F	9 WMGM-F <	8 WZBZ-F	9 WMGM-F
	10 WSAX-FF	10 WSAX-FF	9 WSAX-FF			10 WMID >	9 WSAX-FF	10 WTKU-F <		9 WEMG-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WAYV-F >	1 WAYV-F >	1 WAYV-F	1 WAYV-F	1 WTTH-FF	1 WZXL-F >>	1 WZXL-F >	1 WZXL-F	1 WZXL-F >	1 WZXL-F >	1 WTTH-FF >>
2 WPUR-F	2 WTTH-FF	2 WFPG-F	2 WTTH-FF	1 WAYV-F	2 WPUR-F	2 WAYV-F	2 WKOE-F	2 WAYV-F	2 WMGM-F	2 WFPG-F
2 WTTH-FF	2 WFPG-F	3 WTTH-FF	3 WFPG-F >	3 WFPG-F >	2 WJSE-F	3 WKOE-F	2 WAYV-F	3 WPUR-F	3 WPUR-F	3 WPUR-F
2 WEMG-F >>	4 WPUR-F	3 WEMG-F >	4 WPUR-F	4 WPUR-F	2 WAYV-F	4 WJSE-F	4 WXTU-F	3 WMGM-F	3 WAYV-F	4 WMID
	4 WEMG-F		4 WEMG-F >	5 WEMG-F	2 WZBZ-F >>	4 WMGM-F	4 WMGM-F	5 WTTH-FF	5 WTTH-FF	4 WOND
	6 WZXL-F >		6 WMGM-F	6 WCZT-F		4 WYSP-F	4 WYSP-F >	5 WKOE-F >	5 WTKU-F	4 WAYV-F
			6 WZXL-F	6 WMGM-F				7 WFPG-F	7 WKOE-F	
								7 WTKU-F	7 WFPG-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WCMC	ST	1230	Wildwood 1.3 3.4 6 99
WCZT-F	AC	94.3	Avalon 2.0 3.5 9 100
WGYM	SPRTS	1490	Pleasantville 0.7 3.0 3 94
WIBG	REL-CC	1020	Ocean City 0.9 0.9 4 26
WJSE-F	AOR-NR	102.7	Petersburg 1.8 8.1 9 249
WWZK-F	CL AOR	98.7	Villas 1.3 3.7 6 105
WZBZ-F	CHRVB	105.5	Cape May C. H. 2.0 6.1 9 182

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KYW	N	1060	Philadelphia 0.4 2.8 4 152
WABC	T	770	New York 0.4 1.1 5 81
WBEB-F	AC	101.1	Philadelphia 0.7 2.6 13 239
WEJM-F	B/O	95.7	Philadelphia 0.9 1.7 6 134
WFAN	SPRTS	660	New York 0.7 1.6 5 116
WIOQ-F	CHR	102.1	Philadelphia 1.8 7.4 18 498
WIP	SPRTS	610	Philadelphia 0.9 3.4 6 161
WJJZ-F	J	106.1	Philadelphia 0.4 1.2 3 86
WKXW-F	T	101.5	Trenton 1.1 3.0 19 381
WMGK-F	CL HITS	102.9	Philadelphia 0.4 1.3 13 175
WMMR-F	AOR	93.3	Philadelphia 0.9 4.1 10 316
WUGL-F	O	98.1	Philadelphia 1.1 2.8 24 375
WUJL-F	B	98.9	Philadelphia 1.6 5.5 23 298
WWDB-F	T	96.5	Philadelphia 0.4 2.3 7 142
WXTU-F	C	92.5	Philadelphia 2.0 4.2 20 268
WYSP-F	T/CL AOR	94.1	Philadelphia 1.6 5.5 29 497

# ATLANTIC-CITY-CAPE MAY

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Citadel, pend.</b> WFPG-AM, WFPG-FM, WKOE-FM, WPUR-FM	18.4 %	18.8 %	20.2 %	AC	0 (0)	88 (5)	88 (5)	21.9 %	23.8 %
<b>Green Group</b> WGYM-AM, WMGM-FM, WOND-AM, WTKU-FM	12.6 %	11.5 %	16.6 %	AOR/Classic/NR	0 (0)	51 (5)	51 (5)	12.7 %	14.5 %
<b>Local</b> WCZT-FM, WWZK-FM	3.4 %	3.8 %	%	Black/Urban	0 (0)	41 (4)	41 (4)	10.2 %	10.1 %
<b>Margate</b> WBNJ-FM, WJSX-FM, WMID-AM, WSAX-FM, WTTH-FM, WZBZ-FM	17.6 %	16.2 %	12.9 %	CHR	0 (0)	17 (2)	17 (2)	4.2 %	2.8 %
<b>WAYV</b> WAYV-FM, WCMC-AM, WZXL-FM	15.0 %	17.1 %	33.2 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	<b>67.0 %</b>	<b>67.4 %</b>	<b>82.9 %</b>	Country	0 (0)	40 (2)	40 (2)	10.0 %	7.0 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	13 (1)	13 (1)	3.2 %	0.0 %
				Jazz	0 (0)	18 (3)	18 (3)	4.5 %	3.1 %
				News/Talk	29 (4)	17 (3)	46 (7)	11.4 %	13.7 %
				Oldies	0 (0)	45 (4)	45 (4)	11.2 %	11.4 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	4 (1)	0 (0)	4 (1)	1.0 %	0.5 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	10 (3)	0 (0)	10 (3)	2.5 %	1.0 %
				Standards/EZ	29 (2)	0 (0)	29 (2)	7.2 %	11.9 %
				<b>Totals</b>	<b>72 (10)</b>	<b>330 (29)</b>	<b>402 (39)</b>		

## AM Stations

Station	Power	Frequency	Format	Parent	City
WFPG	1450	1 kw	Talk	CBS, CNN	Citadel, pend.
WMID	1340	0.89 kw	Standards	Westwd, ABC	WTTH-F
WOND	1400	1 kw	Talk	ABC, Westwd	Green Pleasantville

## FM Stations

Station	Power	Frequency	Format	Parent	City
WAYV	95.1	50 kw @ 331	AC/CHR	\$40.00 Katz	
WBNJ	93.1	3.3 kw @ 292	Simul. WTTH-F		Wildwood Crest
WBSS	97.3	50 kw @ 466	Talk (WKXW-101.5)	\$ NA Christal	Press Millville
WFPG	96.9	50 kw @ 360	AC	\$52.00 Eastman	Citadel, pend.
WJSX	102.3	3.2 kw @ 292	Simul. WSAX-F		Cape May
WKOE	106.3	3 kw @ 310	Modern AC	ABC \$21.00 Eastman	Citadel, pend. Ocean City
WMGM	103.7	50 kw @ 348	Classic Hits	\$25.00 Mc-Guild	Green
WPUR	107.3	13.5 kw @ 449	Country	\$ NA Eastman	Citadel, pend.
WSAX	99.3	3.4 kw @ 289	Jazz	JRN \$<20.00 D&R	WTTH-F Pleasantville
WTKU	98.3	3 kw @ 328	Oldies	Westwd \$21.00 Mc-Guild	Green Ocean City
WTTH	96.1	2.3 kw @ 371	Black AC	ABC \$24.00 D&R	Margate
WZXL	100.7	38 kw @ 350	AOR	\$42.00 Katz	WAYV-F Wildwood

Notes: No historic cumes are available for WSAX-FF . . . 10/99 Broadcasting Partners (Spring Broadcasting) sold WFPG, WFPG-FM, WKOE-F and WPUR-F to Citadel as part of a \$190,000,000 group transaction . . . 2/00 WSAX-F changed from Jazz to simulcasting Dance CHR WZBZ-F as WGBZ-F; former simulcast partner WJSX-F remains Jazz

# AUGUSTA, GA

Arbitron Rank 114 Pop (12+)	375,200	Stations	24 / 22	Last Year's Revenue:	\$15,400,000
MSA Rank:	109	Diaries:	906 / 414:1 / 55.5%	Household Income:	\$38,694
MSA Pop:	463,000	Sample Target:	850	Total Retail Sales:	\$4.3 Bil.
DMA:	111	% Below Line:	1.8	#1 Biller:	WKXC-F \$2,500,000
Average Persons Rating:	15.0	% Not Listed:	15.5	#1 Billing Portfolio	
Market TSL in Hours	20.00	Pop per Station:	17,055	Cumulus	\$5,450,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	WKXC-F	C	46 / 8.2	7.9	6.8	8.8	695 / 18.5	18.2	15.9	63 / 878	D	WKXC-F
2	WZNY-F	CHR	45 / 8.0	8.7	6.6	7.2	764 / 20.4	20.0	18.2	67 / 989	C	WZNY-F
3	WBBQ-F	AC	44 / 7.8	6.8	7.7	8.8	625 / 16.7	16.7	18.6	69 / 839	D	WBBQ-F
3	WFXA-F	B	44 / 7.8	10.7	14.0	11.3	735 / 19.6	24.0	25.2	53 / 840	C	WFXA-F
5	WGAC	T/N	36 / 6.4	6.4	5.4	5.1	585 / 15.6	11.7	11.6	39 / 644	C	WGAC
6	WPRW-F	B	34 / 6.1	3.8	4.7	3.6	494 / 13.2	10.0	11.1	38 / 574	D	WPRW-F
7	WCHZ-F	AOR	25 / 4.5	3.4	1.1	1.5	384 / 10.2	10.1	5.0	31 / 458	A	WCHZ-F
8	WEKL-F	CL AOR	24 / 4.3	3.6	5.0	4.6	418 / 11.1	10.8	11.7	28 / 485	B	WEKL-F
9	WTHB	B/G	23 / 4.1	2.6	3.4	5.1	188 / 5.0	4.5	4.0	23 / 188	A	WTHB
10	WAKB-F	B/AC	21 / 3.7	4.9	3.2	4.1	358 / 9.6	11.8	9.9	27 / 479	B	WAKB-F
10	WIIZ-F	B	21 / 3.7	4.3	3.9	2.9	363 / 9.7	12.4	12.1	29 / 498	A	WIIZ-F
12	WGOR-F	O	18 / 3.2	4.0	3.6	3.8	317 / 8.4	9.2	8.5	20 / 384	B	WGOR-F
13	WRXR-F	B/O	17 / 3.0	2.8	3.9	4.1	297 / 7.9	8.1	11.0	19 / 324	C	WRXR-F
13	WSLT-F	SAC	17 / 3.0	3.6	5.2	4.4	380 / 10.1	9.6	9.4	17 / 393	B	WSLT-F
15	WKZK	B/G	15 / 2.7	1.7	1.4	2.3	145 / 3.9	3.2	2.7	15 / 145	A	WKZK
16	WAJY-F	ST	14 / 2.5	2.1	1.6	2.0	201 / 5.4	4.4	4.9	14 / 213	A	WAJY-F

12+ FM Share (Metro): 82.07%      (389 of 474)      (Fall 98: 86.08%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WFXA-F >	1 WZNY-F <	1 WZNY-F	1 WZNY-F	1 WKXC-F	1 WBBQ-F <	1 WKXC-F	1 WBBQ-F	1 WGAC	1 WFXA-F	1 WFXA-F
2 WZNY-F	2 WFXA-F	2 WFXA-F	2 WKXC-F <	1 WZNY-F <	2 WGAC	2 WBBQ-F <	2 WZNY-F <	2 WZNY-F <	2 WPRW-F	2 WZNY-F <
3 WPRW-F	3 WCHZ-F <	2 WKXC-F	3 WBBQ-F <	3 WBBQ-F	3 WKXC-F	3 WZNY-F	3 WKXC-F <	3 WFXA-F <	3 WIIZ-F	3 WKXC-F
4 WIIZ-F	4 WKXC-F <	4 WPRW-F	4 WEKL-F <	4 WGAC <	4 WTHB >	4 WGAC <	4 WGAC	4 WKXC-F	3 WZNY-F	4 WPRW-F <
4 WKXC-F >>	5 WPRW-F	4 WBBQ-F <	5 WFXA-F <	5 WEKL-F <	5 WZNY-F	5 WFXA-F <	5 WFXA-F	5 WBBQ-F	3 WBBQ-F	5 WTHB
	6 WIIZ-F >	6 WCHZ-F	6 WCHZ-F	6 WFXA-F	5 WEKL-F <	6 WPRW-F	6 WPRW-F <	6 WPRW-F	6 WKXC-F	6 WKXC-F <
	7 WEKL-F	6 WEKL-F	6 WGAC	7 WCHZ-F	7 WGOR-F	7 WEKL-F	7 WSLT-F	7 WCHZ-F <	7 WEKL-F	7 WCHZ-F
	7 WBBQ-F	8 WGAC	8 WAKB-F	8 WAKB-F	7 WKZK	7 WAKB-F <	7 WEKL-F <	8 WEKL-F	8 WCHZ-F	8 WAKB-F
		9 WAKB-F <	9 WRXR-F	9 WRXR-F <	7 WRXR-F	9 WCHZ-F	9 WCHZ-F	9 WRXR-F	8 WRXR-F	9 WIIZ-F
		10 WIIZ-F <	9 WPRW-F >	10 WPRW-F	7 WAJY-F <	10 WGOR-F	10 WTHB <	9 WIIZ-F	10 WAKB-F	9 WKZK <
								9 WGOR-F <		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrrite
1 WZNY-F	1 WZNY-F >	1 WZNY-F >	1 WZNY-F >	1 WZNY-F <	1 WIIZ-F	1 WCHZ-F	1 WCHZ-F	1 WEKL-F	1 WEKL-F	1 WFXA-F
1 WPRW-F >	2 WPRW-F	2 WKXC-F	2 WPRW-F	2 WKXC-F	1 WFXA-F	2 WFXA-F	2 WKXC-F	2 WZNY-F	2 WKXC-F	2 WKXC-F
3 WFXA-F	2 WKXC-F	2 WFXA-F >	2 WFXA-F	2 WBBQ-F	3 WPRW-F	2 WIIZ-F >	2 WIIZ-F	2 WCHZ-F <	2 WZNY-F	3 WKIM
4 WKXC-F >	2 WFXA-F >	4 WCHZ-F	2 WKXC-F	4 WFXA-F	4 WCHZ-F >		4 WEKL-F	4 WKXC-F	2 WGAC	3 WIIZ-F
	5 WCHZ-F	4 WBBQ-F	5 WBBQ-F	5 WGAC			4 WFXA-F	4 WFXA-F	2 WBBQ-F <	3 WPRW-F
	6 WBBQ-F	4 WSLT-F >	6 WGAC	6 WPRW-F			6 WZNY-F	6 WBBQ-F	6 WCHZ-F	3 WZNY-F >>
	7 WSLT-F		7 WAKB-F	6 WRXR-F			7 WPRW-F >	6 WIIZ-F	7 WFXA-F	
			7 WSLT-F	6 WSLT-F				8 WGAC	7 WAKB-F	
			7 WRXR-F	9 WAKB-F				8 WPRW-F		
			7 WCHZ-F	10 WCHZ-F				8 WAKB-F >		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WAEG-FF	B/O	92.3	Evans 0.7 3.7 5 176
WKIM	T	1230	Augusta 0.5 2.3 3 100
WKSX-F	O	92.7	Johnston, SC 0.5 2.0 3 91
WRDW	T/SPRTS	1480	Augusta 1.4 4.3 8 163
WTHO-F	C	101.7	Thomson 0.4 1.9 4 117

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WCOS-F	C	97.5	Columbia, SC 1.2 1.9 15 130
WWDM-F	B	101.3	Sumter, SC 0.5 1.5 4 69

# AUGUSTA, GA

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Beasley</b>	18.0 %	18.6 %	16.8 %	AC	0 (0)	44 (1)	44 (1)	9.3 %	9.4 %
WAJY-FM, WCHZ-FM, WGAC-AM, WGOR-FM, WRDW-AM, WRFN-FM				AOR/Classic/NR	0 (0)	49 (2)	49 (2)	10.3 %	10.7 %
<b>Cumulus</b>	29.2 %	32.4 %	35.4 %	Black/Urban	0 (0)	144 (8)	144 (8)	30.4 %	27.6 %
WBBQ-AM, WBBQ-FM, WEKL-FM, WGUS-AM, WPRW-FM, WRXR-FM, WZNY-FM				CHR	0 (0)	45 (1)	45 (1)	9.5 %	7.9 %
<b>GHB</b>	11.2 %	12.0 %	19.9 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WKXC-FM, WSLT-FM				Country	0 (0)	55 (3)	55 (3)	11.6 %	15.2 %
<b>Radio One, pend.</b>	8.5 %	7.2 %	18.0 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WAEJ-FM, WAEJ-FM, WFXA-FM, WTHB-FM				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	1.1 %
				News/Talk	47 (3)	0 (0)	47 (3)	9.9 %	7.9 %
				Oldies	0 (0)	21 (2)	21 (2)	4.4 %	6.2 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	38 (2)	0 (0)	38 (2)	8.0 %	5.8 %
				Soft AC	0 (0)	17 (1)	17 (1)	3.6 %	7.3 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	0 (0)	14 (1)	14 (1)	3.0 %	1.9 %
				<b>Totals</b>	<b>85 (5)</b>	<b>389 (19)</b>	<b>474 (24)</b>		

### AM Stations

Station	Power	Time	Format	Company	Price	Buyer	Station	Location
WGAC	580	5 kw/1 kw (DA-N)	Talk/News	CBS, Westwd	\$26.00	D&R	Beasley	
WKZK	1600	0.5 kw (Days)	Black Gospel	AURN	\$<20.00	Dora		N. Augusta, SC
WTHB	1550	0.5 kw/0.011 kw	Black Gospel	ABC	\$<20.00	Christal	Radio One, pend.	

### FM Stations

Station	Power	Time	Format	Company	Price	Buyer	Station	Location
WAJY	102.7	3 kw @ 328	Standards	Westwd, CBS	\$ NA	D&R	Beasley	New Ellenton, SC
WAKB	96.9	0.75 kw @ 1364	Black AC	ABC	\$<20.00	Christal	Radio One, pend.	Wrens
WBBQ	104.3	100 kw @ 1000	AC	ABC	\$55.00	---	Cumulus	
WCHZ	95.1	5.7 kw @ 538	AOR	Westwd	\$ NA	D&R	Beasley	Harlem
WEKL	102.3	1.5 kw @ 666	Classic AOR		\$18.00	Eastman	Cumulus	
WFXA	103.1	3 kw @ 456	Black	CBS, ABC	\$30.00	Christal	Radio One, pend.	
WGOR	93.9	13 kw @ 456	Oldies		\$<20.00	D&R	Beasley	Martinez
WIIZ	97.9	50 kw @ 433	Black		\$ NA	---		Blackville
WKXC	99.5	23 kw @ 728	Country		\$53.00	Mc-Guild	GHB	Aiken, SC
WPRW	107.7	50 kw @ 476	Black		\$ NA	Katz	Cumulus	Martinez
WRXR	96.3	15 kw @ 889	Black Oldies		\$27.00	---	Cumulus	Aiken, SC
WSLT	98.3	2.8 kw @ 485	Soft AC		\$<20.00	Mc-Guild	GHB	Clearwater, SC
WZNY	105.7	100 kw @ 1217	CHR	ABC	\$27.00	---	Cumulus	

Notes: 8/99 WAEJ-F changed from simulcasting WFXA-F to simulcasting Black Oldies WAEJ-F . . . 9/99 WRDW/WRFN-F sold to Beasley for \$800,000 (Kempff) . . . 10/99 WJUS-F changed from Country to Black as WPRW-F ("Power 107.7") . . . 2/00 WBBQ (1340) changed from Children's to Sports . . . 3/00 WAEJ-F, WAEJ-F, WAKB-F, WFXA-F and WTHB sold by Davis to Radio One as part of a \$24,000,000 cash & stock transaction

# AUSTIN

Arbitron Rank	49 Pop (12+)	930,000	Stations	31 / 27	Last Year's Revenue:	\$62,700,000
MSA Rank:		54	Diaries:	2,138 / 435:1 / 48.7%	Household Income:	\$47,837
MSA Pop:		1,110,000	Sample Target:	2,030	Total Retail Sales:	\$13.8 Bil.
DMA:		60	% Below Line:	2.2	#1 Biller:	KASE-F \$9,900,000
Average Persons Rating:		14.5	% Not Listed:	18.4	#1 Billing Portfolio	
Market TSL in Hours		19.50	Pop per Station:	34,444	Clear Channel, pend.	\$25,900,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	KASE-F	C	104 / 7.7	8.2	8.4	8.6	8.2	8.2	1423 / 15.3	18.6	18.7	116 / 1657	H	KASE-F
2	KQBT-F	CHR/U	90 / 6.7	8.1	6.9	5.4	6.8	6.8	1484 / 16.0	15.0	16.2	108 / 1855	B	KQBT-F
3	KAMX-F	AC-NR	76 / 5.6	5.6	5.2	5.2	5.1	5.4	1608 / 17.3	17.2	18.3	83 / 1772	F	KAMX-F
4	KKMJ-F	SAC	71 / 5.3	5.0	5.5	5.2	7.3	5.2	1324 / 14.2	14.7	16.8	81 / 1453	G	KKMJ-F
5	KHFI-F	CHR	62 / 4.6	5.0	5.0	4.7	4.5	4.8	1775 / 19.1	18.8	17.1	67 / 1989	G	KHFI-F
6	KVET-F	C	60 / 4.5	5.0	5.5	5.0	6.1	5.0	1090 / 11.7	13.6	14.7	67 / 1216	G	KVET-F
7	KLBJ-F	AOR	58 / 4.3	5.4	4.6	4.8	3.9	4.8	1084 / 11.7	13.7	13.2	60 / 1182	G	KLBJ-F
7	KGSR-F	AOR-P	58 / 4.3	4.6	3.4	3.8	3.9	4.0	844 / 9.1	9.8	9.6	61 / 866	E	KGSR-F
7	KLBJ	N/T	58 / 4.3	5.8	5.5	5.3	4.6	5.2	1115 / 12.0	13.7	12.1	65 / 1255	G	KLBJ
10	KEYI-F	O	53 / 3.9	3.2	3.6	4.1	4.5	3.7	996 / 10.7	9.8	12.6	58 / 1100	E	KEYI-F
11	KFMK-F	B/O	52 / 3.9	3.7	2.8	5.4	3.4	3.9	813 / 8.7	8.7	10.2	53 / 857	F	KFMK-F
12	KROX-F	AOR-NR	50 / 3.7	4.2	5.1	3.7	3.1	4.2	1223 / 13.1	13.3	11.7	62 / 1350	D	KROX-F
13	KPEZ-F	CL AOR	39 / 2.9	3.4	3.5	4.2	3.8	3.5	947 / 10.2	11.0	11.8	41 / 992	E	KPEZ-F
14	KELG	SP-C	29 / 2.2	1.1	1.0	1.0	1.1	1.3	294 / 3.2	2.4	2.3	29 / 294		KELG
15	KLNC-F	C	28 / 2.1	1.9	2.1	1.9	1.2	2.0	668 / 7.2	6.4	3.7	40 / 996		KLNC-F
16	KVET	SPRSTS	27 / 2.0	1.7	1.0	1.0	1.1	1.4	632 / 6.8	3.4	5.6	28 / 678	C	KVET
17	KJFK-F	T	25 / 1.9	1.5	2.4	1.5	1.3	1.8	448 / 4.8	6.2	4.0	37 / 667	C	KJFK-F
18	KKLB-F	SP-TJ	20 / 1.5	1.3	1.3	1.5	1.4	1.4	329 / 3.5	3.4	3.7	20 / 329	B	KKLB-F
19	KQQQ-F	SP-VA	19 / 1.4	0.5	0.8	1.2	0.8	1.0	237 / 2.6	3.0	2.7	19 / 248		KQQQ-F
20	KJCE	B/AC	17 / 1.3	1.1	0.7	1.4	2.0	1.1	203 / 2.2	1.7	4.1	17 / 228	B	KJCE
21	KQQA	SP-VA	16 / 1.2	1.1	0.6		0.3		206 / 2.2	1.0	0.6	17 / 220		KQQA
22	KFON	SPRSTS	13 / 1.0	0.5	0.6	0.7	0.4	0.7	216 / 2.3	1.5	1.2	13 / 219		KFON

12+ FM Share (Metro): 81.62% (897 of 1099) (Fall 98: 81.78%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KQBT-F >>>	1 KQBT-F	1 KAMX-F <	1 KAMX-F	1 KASE-F	1 KASE-F	1 KASE-F <	1 KASE-F	1 KASE-F	1 KQBT-F >>>	1 KQBT-F
2 KHFI-F	2 KAMX-F <	2 KASE-F <	1 KGSR-F <	2 KGSR-F <	2 KKMJ-F <	2 KVET-F <	2 KKMJ-F <	2 KQBT-F	2 KHFI-F <	2 KASE-F
2 KROX-F	3 KASE-F	3 KQBT-F <	3 KASE-F <	3 KKMJ-F	3 KLBJ <	3 KAMX-F <	3 KLBJ	3 KAMX-F <	3 KROX-F <	3 KAMX-F <
4 KAMX-F	3 KHFI-F	4 KLBJ-F	4 KKMJ-F <	3 KAMX-F	4 KVET-F <	4 KLBJ-F	4 KGSR-F <	4 KKMJ-F <	4 KASE-F <	4 KHFI-F <
5 KASE-F >>>	5 KROX-F	4 KKMJ-F <	5 KLBJ-F	5 KLBJ-F	5 KEYI-F	5 KQBT-F <	5 KFMK-F <	5 KGSR-F <	5 KKMJ-F	5 KVET-F
	6 KLBJ-F	6 KGSR-F <	6 KFMK-F <	6 KFMK-F <	6 KGSR-F	6 KKMJ-F	6 KAMX-F	6 KHFI-F <	6 KAMX-F	6 KPEZ-F <
	7 KFMK-F	7 KHFI-F <	7 KQBT-F	7 KLBJ <	7 KFMK-F <	7 KLBJ <	7 KEYI-F <	7 KFMK-F <	7 KPEZ-F	7 KKMJ-F
	7 KPEZ-F <	8 KFMK-F	8 KLBJ	8 KQBT-F <	8 KAMX-F	8 KHFI-F	8 KHFI-F <	8 KROX-F <	8 KFMK-F	7 KGSR-F
	9 KGSR-F	9 KROX-F	9 KHFI-F <	9 KVET-F	8 KLBJ-F	8 KEYI-F <	9 KLBJ-F	9 KEYI-F	8 KLBJ-F	7 KROX-F
	10 KKMJ-F	10 KPEZ-F <	10 KPEZ-F	10 KEYI-F <	10 KVET	10 KGSR-F <	9 KQBT-F <	10 KLBJ-F <		10 KEYI-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KQBT-F <	1 KAMX-F	1 KAMX-F	1 KAMX-F	1 KAMX-F	1 KROX-F >	1 KLBJ-F <	1 KLBJ-F	1 KLBJ-F >	1 KLBJ-F	1 KQBT-F >>>
2 KHFI-F	2 KQBT-F <	2 KQBT-F	2 KKMJ-F	2 KKMJ-F <	2 KHFI-F	2 KROX-F	2 KASE-F	2 KGSR-F <	2 KGSR-F	2 KASE-F >
3 KAMX-F >	3 KHFI-F >	3 KASE-F	3 KASE-F <	3 KASE-F	2 KQBT-F	3 KASE-F	3 KROX-F <	3 KASE-F <	3 KASE-F <	3 KVET-F <
4 KKMJ-F	4 KASE-F	3 KFMK-F	4 KQBT-F <	4 KFMK-F <	2 KLBJ-F	4 KQBT-F >	4 KQBT-F	4 KROX-F <	4 KLBJ	4 KKMJ-F <
5 KASE-F	5 KKMJ-F	3 KHFI-F	5 KHFI-F	5 KGSR-F	5 KASE-F	5 KHFI-F	4 KJFK-F	5 KQBT-F <	5 KEYI-F <	5 KHFI-F
6 KROX-F	5 KFMK-F	6 KKMJ-F	6 KFMK-F <	6 KQBT-F	6 KAMX-F	5 KPEZ-F <	6 KGSR-F	6 KPEZ-F	6 KVET	
7 KEYI-F	7 KROX-F <	6 KGSR-F	7 KGSR-F >	7 KHFI-F	6 KPEZ-F	7 KAMX-F	7 KFON	7 KLBJ	6 KQBT-F	
7 KPEZ-F	8 KGSR-F	6 KJCE	8 KROX-F <	8 KVET-F	8 KFMK-F	7 KJFK-F	7 KPEZ-F	8 KFMK-F <	6 KPEZ-F	
	9 KELG	9 KROX-F		9 KLBJ	9 KVET-F	9 KGSR-F	9 KAMX-F	9 KAMX-F <	6 KVET-F <	
	9 KPEZ-F	10 KELG		10 KJCE	9 KGSR-F >	10 KVET-F			10 KKMJ-F <	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KAHK-F	CL HITS	107.7	Georgetown	0.8	4.0	16 502	KISS-F	AOR	99.5	San Antonio	0.4	1.7	8 190
KFIT	G	106.0	Sunset Valley	0.6	1.5	8 143	KSMG-F	AC	105.3	Seguin	0.4	1.6	7 196
KIXL	REL	97.0	Del Valle	0.7	2.7	9 250	KXTN-F	SP-TJ	107.5	San Antonio	0.7	1.8	10 176
KTAE	SP-R	126.0	Taylor	0.4	0.6	6 63	WOAI	N/T	1200	San Antonio	0.7	3.0	18 445
KTXZ	SP-C	156.0	W. Lake Hills	0.7	1.6	10 148							



# AUSTIN

Consolidation Report				Format Performance						
	12+	25-54	Revenue		AM	FM	Total	%	Yr. Ago	
<b>CBS/Infinity</b>	18.9 %	18.0 %	19.3 %	AC	0 (0)	82 (2)	82 (2)	7.5 %	6.2 %	
KAMX-FM, KJCE-AM, KKMJ-FM, KQBT-FM				AOR/Classic/NR	0 (0)	210 (5)	210 (5)	19.1 %	17.8 %	
<b>Clear Channel, pend.</b>	25.6 %	24.2 %	41.3 %	Black/Urban	17 (1)	52 (1)	69 (2)	6.3 %	6.5 %	
KASE-FM, KFMK-FM, KHFI-FM, KPEZ-FM, KVET-AM, KVET-FM				CHR	0 (0)	152 (2)	152 (2)	13.8 %	13.6 %	
<b>LBJ-Sinclair Commun. (JOA)</b>	18.7 %	20.9 %	26.6 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	
KGSR-FM, KLBJ-AM, KLBJ-FM, KLNC-FM, KROX-FM				Country	0 (0)	192 (3)	192 (3)	17.5 %	19.3 %	
<b>Local, pend.</b>	5.4 %	6.2 %	1.3 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	
KELG-AM, KFON-AM, KKLB-FM, KTXZ-AM				Hispanic	61 (4)	49 (3)	110 (7)	10.0 %	7.8 %	
	<b>68.6 %</b>	<b>69.3 %</b>	<b>88.5 %</b>	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	
				News/Talk	67 (2)	25 (1)	92 (3)	8.4 %	8.6 %	
				Oldies	0 (0)	64 (2)	64 (2)	5.8 %	6.5 %	
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	
				Religion/Gospel	17 (2)	0 (0)	17 (2)	1.5 %	2.6 %	
				Soft AC	0 (0)	71 (1)	71 (1)	6.5 %	8.9 %	
				Sports	40 (2)	0 (0)	40 (2)	3.6 %	1.8 %	
				Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.4 %	
				<b>Totals</b>	<b>202 (11)</b>	<b>897 (20)</b>	<b>1099 (31)</b>			

### AM Stations

Station	Freq	Power	Format	Advertiser	Agency	Product	City
KELG	1440	0.5 kw (DA-2)	Hispanic Contemp.	\$ NA	Caballero	Elgin FM	Elgin
KFON	1490	1 kw	Sports	1-On-1	\$ NA	Clr Chnl	Austin
KJCE	1370	5 kw/0.5 kw (DA-2)	Black AC	ABC	\$<20.00	Eastman	Rollingwood
KLBJ	590	5 kw/1 kw (DA-N)	News/Talk	ABC, Westwd	\$78.00	Mc-Guild	LBJ-S (JOA)
KQQA	1530	10 kw (DA, Days)	Hispanic	\$ NA	Lotus	KQQQ-F	Creedmoor
KVET	1300	5 kw/1 kw (DA-2)	Sports	ABC, CBS, ESPN	\$20.00	Katz	Clr Chnl, pend.

### FM Stations

Station	Freq	Power	Format	Advertiser	Agency	Product	City
KAMX	94.7	50 kw @ 1308	Modern AC	\$45.00	Eastman	CBS/Infinity	Luling
KASE	100.7	100 kw @ 1190	Country	\$190.00	Katz	Clr Chnl, pend.	
KEY1	103.5	100 kw @ 1257	Oldies	\$63.00	Clr Chnl	Hispanic, pend.	San Marcos
KFMK	105.9	4.5 kw @ 1302	Black Oldies	\$ NA	---	Clr Chnl, pend.	Round Rock
KGSR	107.1	39 kw @ 499	Progressive AOR	\$56.00	Mc-Guild	LBJ-S (JOA)	Bastrop
KHFI	96.7	100 kw @ 951	CHR	\$86.00	Clr Chnl	Clear Channel	Georgetown
KJFK	98.9	18.5 kw @ 1814	Talk	Westwd, ABC	\$<20.00	D&R	Lampasas
KKLB	92.5	1.6 kw @ 449	Tejano	\$<20.00	Caballero	Elgin FM	Elgin
KKMJ	95.5	96 kw @ 1001	Soft AC	\$102.00	Eastman	CBS/Infinity	
KLBJ	93.7	97 kw @ 1050	AOR	\$95.00	Mc-Guild	LBJ-S (JOA)	
KLNC	93.3	100 kw @ 1949	Country	\$ NA	---	LBJ-S (JOA)	Killeen
KPEZ	102.3	20 kw @ 686	Classic AOR	\$50.00	Clr Chnl	Clear Channel	
KQBT	104.3	48 kw @ 492	CHR/Urban	\$ NA	Eastman	CBS/Infinity	Taylor
KQQQ	92.1	1.65 kw @ 449	Hispanic Contemp.	\$ NA	Lotus	KQQA	Hutto
KROX	101.5	100 kw @ 981	AOR - New Rock	\$45.00	Mc-Guild	LBJ-S (JOA)	Giddings
KVET	98.1	100 kw @ 686	Country	ABC	\$50.00	Katz	Clr Chnl, pend.

Notes: 10/99 AMFM and Clear Channel announced plans to merge. Divestitures in the market will be necessary . . . 3/00 In divestitures resulting from the AMFM/Clear Channel merger, Clear Channel sold KEY1-F to Hispanic as part of a \$127,000,000 multi-market transaction, and KFON (1490) to KELG/KKLB-F/KTXZ (price NA)

# BAKERSFIELD

Arbitron Rank	86 Pop (12+)	444,700	Stations	32 / 26	Last Year's Revenue:	\$17,900,000
MSA Rank:		82	Diaries:	1,402 / 317:1 / 44.3%	Household Income:	\$36,490
MSA Pop:		653,000	Sample Target:	1,420	Total Retail Sales:	\$4.0 Bil.
DMA:		130	% Below Line:	3.6	#1 Biller:	KUZZ-AF \$3,500,000
Average Persons Rating:		15.0	% Not Listed:	18.1	#1 Billing Portfolio	
Market TSL in Hours		20.50	Pop per Station:	17,104	Mondosphere	\$4,120,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	KUZZ-AF	79 / 11.8	10.3	11.9	10.2	10.9	11.1	955 / 21.5	23.2	22.4	85 / 1058	E	KUZZ-AF
2	KISV-F	48 / 7.2	6.4	5.7	4.2	5.2	5.9	784 / 17.6	17.9	17.9	51 / 907	C	KISV-F
3	KRAB-F	38 / 5.7	7.2	6.0	5.7	5.6	6.1	637 / 14.3	13.0	15.0	39 / 649	C	KRAB-F
4	KERN	N/T	35 / 5.2	5.5	5.9	7.0	6.9	612 / 13.8	12.6	12.4	35 / 631	D	KERN
5	KLLY-F	AC/CHR	34 / 5.1	5.3	5.0	4.2	4.3	668 / 15.0	13.0	13.6	34 / 701	C	KLLY-F
6	KKXX-F	CHR	33 / 4.9	4.3	5.3	4.6	5.4	770 / 17.3	15.5	15.4	34 / 800	C	KKXX-F
7	KGFM-F	SAC	32 / 4.8	6.4	4.3	5.5	5.2	483 / 10.9	11.2	11.0	32 / 492	C	KGFM-F
8	KKBB-F	CL AOR	29 / 4.3	3.7	4.0	4.5	4.0	457 / 10.3	9.7	9.3	31 / 498	B	KKBB-F
9	KKDJ-F	O	25 / 3.7	3.7	2.9	1.9	2.9	504 / 11.3	9.3	10.3	26 / 514		KKDJ-F
9	KIWI-F	SP-C	25 / 3.7	4.0	4.3	5.2	5.0	371 / 8.4	10.0	10.6	25 / 371	C	KIWI-F
11	KSUV-F	SP-R	22 / 3.3	2.4	4.7	2.5	2.9	261 / 5.9	8.1	8.1	22 / 266	B	KSUV-F
12	KCOO-F	B/O	20 / 3.0	3.7	4.1	2.8	3.3	344 / 7.7	8.0	7.1	23 / 365		KCOO-F
13	KSMJ-F	J	18 / 2.7	3.7	3.1	2.8	3.6	339 / 7.6	6.4	7.3	18 / 357	B	KSMJ-F
14	KCWR-F	C/O	13 / 1.9	2.3	2.4	1.8	1.8	211 / 4.7	6.1	5.2	13 / 211		KCWR-F

12+ FM Share (Metro): 83.18% (455 of 547) (Fall 98: 77.90%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KISV-F	1 KUZZ-AF	1 KUZZ-AF >	1 KUZZ-AF >	1 KUZZ-AF >>	1 KUZZ-AF >	1 KUZZ-AF >	1 KUZZ-AF >	1 KUZZ-AF >	1 KISV-F >	1 KUZZ-AF >
2 KXX-F	1 KISV-F	2 KISV-F	2 KKBB-F <	2 KKBB-F <	2 KERN	2 KERN <	2 KERN	2 KISV-F	2 KRAB-F	2 KISV-F
3 KRAB-F >	3 KRAB-F >	3 KLLY-F	3 KLLY-F	3 KGFM-F <	3 KGFM-F	3 KRAB-F <	3 KISV-F	3 KRAB-F	2 KUZZ-AF <	3 KXX-F <
4 KLLY-F >>	4 KLLY-F	3 KRAB-F <	4 KRAB-F <	4 KLLY-F	4 KKBB-F	4 KISV-F	3 KKBB-F <	3 KGFM-F	4 KXX-F	4 KRAB-F
	4 KSUV-F <	5 KKBB-F	5 KISV-F <	5 KISV-F	5 KKDJ-F	5 KKDJ-F <	5 KLLY-F <	3 KKBB-F	5 KGFM-F	5 KLLY-F
	6 KXX-F	6 KGFM-F <	6 KGFM-F	5 KRAB-F <	6 KCOO-F <	6 KXX-F	6 KGFM-F	3 KLLY-F <	6 KLLY-F	6 KSUV-F <
	7 KIWI-F	7 KSUV-F <	7 KKDJ-F	7 KERN <	7 KSMJ-F	6 KLLY-F <	7 KRAB-F	7 KXX-F	7 KSMJ-F	7 KKDJ-F
	8 KGFM-F	8 KXX-F	7 KIWI-F	8 KKDJ-F <	7 KLLY-F	8 KGFM-F	8 KSUV-F	7 KERN <	8 KKBB-F	7 KIWI-F <
	8 KKBB-F >	8 KIWI-F	7 KSUV-F	9 KCOO-F <	9 KIWI-F	9 KIWI-F <	8 KIWI-F <	9 KIWI-F >	8 KKDJ-F	9 KGFM-F <
		10 KCOO-F	7 KCOO-F			10 KKBB-F	10 KKDJ-F			10 KKBB-F
		10 KKDJ-F					10 KCOO-F <			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KISV-F >	1 KUZZ-AF <	1 KUZZ-AF >	1 KUZZ-AF >	1 KUZZ-AF >>	1 KISV-F	1 KRAB-F	1 KUZZ-AF	1 KUZZ-AF	1 KUZZ-AF	1 KISV-F >
2 KXX-F	2 KISV-F >	2 KRAB-F	2 KISV-F	2 KGFM-F	2 KRAB-F >	2 KUZZ-AF	2 KSUV-F	2 KKBB-F	2 KKBB-F >	2 KXX-F
3 KSUV-F	3 KXX-F	2 KISV-F	3 KGFM-F	3 KISV-F	3 KXX-F	2 KISV-F	2 KRAB-F >	3 KRAB-F	3 KRAB-F <	3 KNZR
3 KUZZ-AF	4 KLLY-F	4 KGFM-F	3 KLLY-F	3 KLLY-F	4 KLLY-F >	4 KSUV-F	4 KLLY-F	4 KISV-F <	4 KERN	4 KERN
3 KLLY-F	4 KRAB-F	4 KLLY-F	5 KXX-F <	5 KCOO-F	5 KIWI-F	5 KLLY-F >	5 KISV-F	5 KLLY-F	4 KLLY-F	5 KUZZ-AF
3 KRAB-F	6 KGFM-F	4 KXX-F	6 KCOO-F <	6 KKDJ-F	5 KRME-F	6 KKBB-F	5 KKBB-F	6 KSUV-F <	6 KKDJ-F	
	7 KSUV-F	7 KIWI-F	7 KRAB-F	6 KXX-F	5 KSUV-F	6 KXX-F	7 KBDS-F	7 KIWI-F	6 KGFM-F	
	7 KIWI-F >>	8 KSUV-F	8 KKDJ-F	6 KERN	5 KUZZ-AF >>	6 KIWI-F	7 KFRR-F	8 KKDJ-F <	6 KSUV-F	
		8 KKBB-F >	9 KSUV-F			9 KFRR-F	7 KIWI-F	9 KXX-F	9 KISV-F	
			9 KIWI-F			9 KAFY	7 KAFY >		9 KIWI-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KAFY	SP-R	970	Bakersfield	1.3	2.4	9	107	KBOS-F	CHR	94.9	Tulare	0.7	3.4	27	671
KBDS-F	SP-R	92.3	Arvin	1.2	2.4	8	106	KFRR-F	AOR-NR	104.1	Woodlake	1.0	1.2	42	610
KBID	ST	1350	Bakersfield	1.2	4.2	8	189	KLOS-F	AOR	95.5	Los Angeles	0.4	1.1	16	185
KCNQ-F	C	102.5	Kernville	1.2	1.9	9	88	KMJ	N/T	580	Fresno	0.4	1.1	27	350
KERI	REL	1180	Wasco	0.7	2.5	5	122	KRTH-F	O	101.1	Los Angeles	0.4	1.3	7	117
KGEO	T	1230	Bakersfield	0.9	3.2	7	151	KSEQ-F	CHR	97.1	Visalia	0.4	1.6	25	548
KMAP	VA	1050	Frazier Park	0.4	0.9	3	48								
KMYX-F	SP-R	103.9	Taft	0.6	2.1	4	95								
KNZR	N/T	1560	Bakersfield	1.3	5.5	10	258								
KRME-F	SP-C	97.7	Shafter	0.7	3.0	5	134								
KWAC	SP	1490	Bakersfield	1.0	2.8	8	129								

# BAKERSFIELD

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>American General</b> KBID-AM, KCOO-FM, KERN-AM, KISV-FM	16.6 %	14.1 %	20.1 %	AC	0 (0)	34 (1)	34 (1)	6.2 %	0.0 %
<b>Buck Owens</b> KCWR-FM, KUZZ-AF	13.7 %	14.3 %	19.6 %	AOR/Classic/NR	0 (0)	77 (4)	77 (4)	14.1 %	11.9 %
<b>Buckley</b> KKBB-FM, KLLY-FM, KNZR-AM	10.7 %	13.1 %	13.7 %	Black/Urban	0 (0)	20 (1)	20 (1)	3.7 %	3.8 %
<b>Lotus</b> KCHJ-AM, KIWI-FM, KWAC-AM	4.7 %	4.9 %	7.0 %	CHR	0 (0)	89 (4)	89 (4)	16.3 %	18.3 %
<b>Mondosphere</b> KKDJ-FM, KKXX-FM, KRAB-FM, KSMJ-FM	17.0 %	14.6 %	23.0 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.5 %
<b>Z-Spanish</b> KRME-FM, KSUV-AM, KSUV-FM	4.0 %	4.1 %	4.4 %	Country	7 (1)	93 (3)	100 (4)	18.3 %	16.4 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	16 (2)	64 (5)	80 (7)	14.6 %	18.6 %
				Jazz	0 (0)	18 (1)	18 (1)	3.3 %	4.1 %
				News/Talk	53 (4)	0 (0)	53 (4)	9.7 %	12.7 %
				Oldies	0 (0)	28 (2)	28 (2)	5.1 %	4.8 %
				Others/Unknown	3 (1)	0 (0)	3 (1)	0.5 %	0.0 %
				Religion/Gospel	5 (1)	0 (0)	5 (1)	0.9 %	0.8 %
				Soft AC	0 (0)	32 (1)	32 (1)	5.9 %	6.0 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	8 (1)	0 (0)	8 (1)	1.5 %	2.1 %
				<b>Totals</b>	<b>92 (10)</b>	<b>455 (22)</b>	<b>547 (32)</b>		

## AM Stations

KERN	1410	1 kw	News/Talk	ABC, Talknt, Westwd	\$43.00	Christal	American General
KUZZ	550	5 kw (DA-2)	Simul. KUZZ-F				

## FM Stations

KCOO	104.3	6 kw @ 305	Black Oldies		\$ NA	K&P	American General	Shafter
KCWR	107.1	6 kw @ 164	Classic Country		\$ NA	Katz	Buck Owens	
KGFM	101.5	4.8 kw @ 1280	Soft AC		\$33.00	Christal	KGEO	
KISV	94.1	4.8 kw @ 1310	CHR		\$ NA	Christal	American General	
KIWI	92.1	6 kw @ 164	Hispanic Contemp.		\$29.00	Lotus	Lotus	
KKBB	99.3	1.2 kw @ 1345	Classic AOR	Westwd	\$25.00	D&R	Buckley	
KKDJ	105.3	35.4 kw @ 584	Oldies		\$ NA	Mc-Guild	Mondosphere	Delano
KKXX	96.5	50 kw @ 499	CHR		\$35.00	Mc-Guild	Mondosphere	
KLLY	95.3	12.5 kw @ 463	AC/CHR		\$29.00	D&R	Buckley	Oildale
KRAB	106.1	25 kw @ 328	AOR	CBS, Westwd	\$37.00	Mc-Guild	Mondosphere	Greenacre
KSMJ	98.5	50 kw @ 499	Jazz		\$ NA	Mc-Guild	Mondosphere	Delano
KSUV	102.9	20.5 kw @ 364	Hispanic-Regional		\$21.00	Caballero	Z-Spanish	McFarland
KUZZ	107.9	6 kw @ 1365	Country		\$75.00	Katz	Buck Owens	

Notes: KAFY is LMA'd to Z-Spanish . . . 11/99 KTRJ (1050; Frazier Park) changed from Classical to Variety as KMAP . . . 3/00 KSMJ-F changed from Jazz to Classic Hits as "The Fox"

# BALTIMORE

Arbitron Rank	20 Pop (12+): 2,088,400	Stations	40 / 21	Last Year's Revenue:	\$97,700,000
MSA Rank:	18	Diaries:	3,301/ 633:1/ 50.5%	Household Income:	\$53,913
MSA Pop:	2,490,000	Sample Target:	3,270	Total Retail Sales:	\$23.8 Bil.
DMA:	24	% Below Line:	19.2	#1 Biller:	WQSR-F \$13,900,000
Average Persons Rating:	16.2	% Not Listed:	14.3	#1 Billing Portfolio	
Market TSL in Hours	21.25	Pop per Station:	99,448	CBS/Infinity	\$45,900,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	WERQ-F	B/CHR	300 / 8.9	8.2	9.6	9.7	9.6	9.1	3630 / 17.4	17.9	17.9	314 / 3894	I	WERQ-F
2	WWIN-F	B/AC	217 / 6.4	6.5	7.3	5.7	5.5	6.5	2219 / 10.6	12.9	10.1	218 / 2225	F*	WWIN-F
3	WPOC-F	C	216 / 6.4	7.6	6.6	6.2	6.8	6.7	2823 / 13.5	14.1	15.1	245 / 3238	H	WPOC-F
4	WBAL	N/T	207 / 6.1	7.2	6.3	5.8	5.9	6.4	3274 / 15.7	16.9	15.3	219 / 3536	I	WBAL
5	WQSR-F	O	183 / 5.4	5.4	5.8	5.7	5.6	5.6	2939 / 14.1	12.9	14.9	198 / 3181	I	WQSR-F
6	WWMX-F	AC	163 / 4.8	4.8	4.5	4.3	6.0	4.6	3382 / 16.2	15.0	17.5	171 / 3619	I	WWMX-F
7	WLIF-F	SAC	161 / 4.8	4.4	5.7	4.9	4.9	4.9	2625 / 12.6	11.9	12.8	167 / 2772	I	WLIF-F
8	WXYV-F	CHR	131 / 3.9	4.1	3.8	3.8	3.5	3.9	2968 / 14.2	13.4	13.4	140 / 3260	F	WXYV-F
9	WHFS-F	AOR-NR	130 / 3.8	4.0	4.1	3.3	3.6	3.8	2816 / 13.5	13.6	14.4	148 / 3179		WHFS-F
10	WIYY-F	AOR	125 / 3.7	3.7	4.0	4.4	4.3	3.9	2349 / 11.2	11.3	12.3	140 / 2686	G	WIYY-F
11	WCAO	B/G	114 / 3.4	2.2	2.4	3.6	2.7	2.9	1281 / 6.1	5.2	6.2	122 / 1373	C	WCAO
12	WCBM	T	75 / 2.2	2.2	1.9	2.9	2.4	2.3	1293 / 6.2	5.6	5.7	77 / 1350	D	WCBM
13	WPGC-F	B/CHR	72 / 2.1	1.8	1.8	2.0	1.9	1.9	1753 / 8.4	8.5	8.4	75 / 1879		WPGC-F
14	WOCT-F	CL AOR	71 / 2.1	3.6	3.2	3.0	3.3	3.0	1752 / 8.4	10.6	12.1	78 / 2007	F	WOCT-F
15	WRBS-F	REL	68 / 2.0	1.3	1.5	1.7	1.8	1.6	1031 / 4.9	3.9	4.8	71 / 1136		WRBS-F
16	WJFK	T	61 / 1.8	1.8	1.6	1.4	1.5	1.7	1124 / 5.4	4.6	5.6	66 / 1203	D	WJFK
17	WRQX-F	AC/CHR	54 / 1.6	1.4	1.2	1.0	0.9	1.3	1058 / 5.1	4.7	4.5	67 / 1202		WRQX-F
18	WKYS-F	B	52 / 1.5	1.2	1.2	1.0	1.0	1.2	1400 / 6.7	6.3	5.8	54 / 1499		WKYS-F
19	WHUR-F	B	47 / 1.4	1.6	1.9	1.8	1.5	1.7	941 / 4.5	5.9	4.7	51 / 979		WHUR-F
20	WJMO-F	B/O	45 / 1.3	0.9	0.6	0.7	0.7	0.9	646 / 3.1	2.3	3.0	49 / 719		WJMO-F
20	WWLG	ST	45 / 1.3	1.1	1.1	1.3	1.4	1.2	456 / 2.2	1.7	2.5	47 / 469	B	WWLG

12+ FM Share (Metro): 78.41% (2273 of 2899) (Fall 98: 80.08%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WERQ-F >	1 WERQ-F >>	1 WERQ-F >	1 WERQ-F	1 WWIN-F <	1 WBAL	1 WERQ-F <	1 WERQ-F	1 WERQ-F	1 WERQ-F >	1 WERQ-F <
2 WXYV-F >	2 WIYY-F <	2 WWIN-F	2 WWIN-F <	2 WERQ-F	2 WWIN-F <	2 WBAL <	1 WPOC-F	2 WBAL <	2 WWIN-F >	2 WWIN-F
3 WHFS-F >>	3 WHFS-F	2 WWMX-F <	3 WWMX-F	3 WPOC-F <	3 WPOC-F <	3 WQSR-F <	3 WLIF-F <	3 WPOC-F <	3 WHFS-F <	3 WPOC-F <
4 WWMX-F >	4 WWMX-F	4 WPOC-F	3 WPOC-F	4 WWMX-F <	4 WQSR-F	4 WPOC-F	4 WBAL <	4 WWIN-F	4 WXYV-F <	4 WXYV-F
5 WXYV-F <	5 WIYY-F <	5 WQSR-F <	5 WQSR-F	5 WLIF-F	5 WLIF-F	5 WWIN-F <	5 WQSR-F <	5 WWMX-F <	5 WBAL	4 WCAO <
6 WPOC-F	6 WHFS-F <	6 WIYY-F	6 WLIF-F	6 WWMX-F	6 WIYY-F	6 WWIN-F <	6 WQSR-F	6 WQSR-F	6 WPOC-F	6 WBAL
7 WWIN-F	7 WQSR-F <	7 WLIF-F <	6 WIYY-F <	6 WCAO	7 WWMX-F <	7 WWMX-F >	7 WLIF-F	7 WWMX-F >	7 WLIF-F <	6 WQSR-F <
8 WPGC-F <	8 WXYV-F <	8 WHFS-F <	8 WBAL	8 WERQ-F <	8 WLIF-F	8 WIYY-F <	7 WXYV-F <	8 WWMX-F <	8 WWMX-F	8 WWMX-F
9 WKYS-F <	9 WLIF-F	9 WBAL <	9 WHFS-F <	9 WCBM	9 WCAO <	9 WHFS-F	9 WHFS-F <	9 WHFS-F <	9 WPGC-F <	9 WHFS-F <
		10 WBAL <	10 WXYV-F <	10 WXYV-F	10 WRBS-F	10 WCBM	10 WXYV-F	10 WIYY-F	10 WRBS-F <	10 WLIF-F >
				10 WCAO <		10 WXYV-F <				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrite
1 WERQ-F >	1 WERQ-F >	1 WERQ-F >	1 WERQ-F	1 WWMX-F <	1 WERQ-F >	1 WERQ-F >	1 WERQ-F	1 WERQ-F	1 WIYY-F	1 WERQ-F >
2 WXYV-F	2 WWMX-F	2 WWMX-F	2 WWMX-F	2 WWIN-F <	2 WHFS-F >	2 WIYY-F >	2 WIYY-F >	2 WIYY-F >	1 WWIN-F	2 WWIN-F
3 WHFS-F	3 WPOC-F <	3 WPOC-F >	3 WPOC-F <	3 WPOC-F <	3 WIYY-F >>	3 WHFS-F >	3 WWIN-F	3 WHFS-F <	1 WERQ-F	3 WBAL >
4 WWMX-F >	4 WXYV-F <	4 WWIN-F	4 WWIN-F	4 WERQ-F	4 WXYV-F	4 WWIN-F <	4 WHFS-F	4 WWIN-F	4 WQSR-F <	4 WPOC-F
5 WIYY-F	5 WHFS-F	5 WHFS-F	5 WLIF-F <	5 WLIF-F	5 WPGC-F	5 WXYV-F	5 WOCT-F	5 WBAL <	5 WBAL	5 WQSR-F
6 WLIF-F	6 WWIN-F <	5 WXYV-F	6 WQSR-F	5 WQSR-F	5 WKYS-F >	6 WOCT-F	6 WWMX-F	6 WPOC-F <	6 WPOC-F	
7 WPGC-F	7 WLIF-F	7 WLIF-F	7 WXYV-F	7 WCAO >	7 WPGC-F <	7 WPGC-F <	6 WPOC-F <	7 WOCT-F <	7 WOCT-F <	
8 WIYY-F <	8 WCAO <	8 WHFS-F <	8 WXYV-F	8 WXYV-F	8 WWMX-F	8 WXYV-F	8 WJFK <	8 WWMX-F <	8 WWMX-F <	
9 WPGC-F	9 WPGC-F	9 WCAO >	9 WHFS-F	9 WHFS-F	8 WPOC-F	9 WJFK <	9 WQSR-F <	9 WJFK <	9 WJFK <	
10 WCAO <			10 WRQX-F <		8 WKYS-F <		10 WWMX-F <	10 WHFS-F		

# BALTIMORE

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Format	Performance	AM	FM	Total	%	Yr. Ago		
WASA	ST	1330	Havre de Grace	0.0	0.2	1	63	AC	0	(0)	244	(3)	244	(3)	8.4 %	9.3 %
WOLB	B/T	1010	Baltimore	0.6	1.2	19	242	AOR/Classic/NR	0	(0)	402	(6)	402	(6)	13.9 %	11.5 %
WRNR-F	AOR-P	103.1	Grasonville	0.8	2.4	27	510	Black/Urban	19	(1)	733	(6)	752	(7)	25.9 %	23.6 %
WTTR	FS	1470	Westminster	0.5	0.8	17	183	CHR	0	(0)	131	(1)	131	(1)	4.5 %	4.4 %
WWIN	B/G	1400	Baltimore	0.9	2.9	29	599	Classical	0	(0)	11	(1)	11	(1)	0.4 %	0.7 %
WZBA-F	C^	100.7	Westminster	0.5	2.8	24	756	Country	0	(0)	245	(3)	245	(3)	8.5 %	11.0 %
<b>Other Rated Stations--Outside Market</b>				<b>Metro Share</b>	<b>Cume Rating</b>	<b>TSA AQH</b>	<b>Cume</b>	<b>Format</b>	<b>Performance</b>	<b>AM</b>	<b>FM</b>	<b>Total</b>	<b>%</b>	<b>Yr. Ago</b>		
WARW-F	CL AOR	94.7	Bethesda, MD	0.4	1.7	21	479	Full Service	32	(2)	0	(0)	32	(2)	1.1 %	0.5 %
WASH-F	AC	97.1	Washington	0.8	3.1	36	765	Hispanic	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
WBIG-F	O	100.3	Washington	0.9	3.1	38	807	Jazz	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
WFRE-F	C	99.9	Frederick	0.4	1.4	58	892	News/Talk	372	(4)	27	(2)	399	(6)	13.8 %	12.2 %
WGMS-F	CL	103.5	Washington	0.3	1.3	15	314	Oldies	0	(0)	229	(3)	229	(3)	7.9 %	11.2 %
WJFK-F	T	106.7	Manassas, VA	0.8	1.7	35	447	Others/Unknown	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
WMAL	FS/T	630	Washington	0.5	1.7	21	476	Religion/Gospel	143	(2)	68	(1)	211	(3)	7.3 %	6.8 %
WMZQ-F	C	98.7	Washington	0.5	2.3	21	551	Soft AC	0	(0)	161	(1)	161	(1)	5.6 %	6.5 %
WTEM	SPRTS	980	Washington	0.4	1.5	18	379	Sports	14	(1)	0	(0)	14	(1)	0.5 %	0.0 %
WTOP-AF	N	1500	Washington	0.9	4.4	34	992	Standards/EZ	46	(2)	22	(1)	68	(3)	2.3 %	2.2 %
WWDC-F	AOR	101.1	Washington	1.0	6.7	49	1697	<b>Totals</b>	<b>626</b>	<b>(12)</b>	<b>2273</b>	<b>(28)</b>	<b>2899</b>	<b>(40)</b>		
WWMD-F	EZ	104.7	Hagerstown, MD	0.7	1.4	55	659									

Consolidation Report	12+	25-54	Revenue
<b>CBS/Infinity</b>	31.1 %	29.8 %	47.0 %
WBGR-AM, WBMD-AM, WJFK-AM, WLIF-FM, WQSR-FM, WWMX-FM, WXYV-FM			
<b>Radio One</b>	16.7 %	16.4 %	16.1 %
WERQ-FM, WOLB-AM, WWIN-AM, WWIN-FM			
<b>WCBM</b>	3.5 %	1.7 %	3.2 %
WASA-AM, WCBM-AM, WWLG-AM			
	<b>51.3 %</b>	<b>47.9 %</b>	<b>66.3 %</b>

### AM Stations

Station	Power	Time	Format	Advertiser	Agency	Product
WBAL	1090	50 kw (DA-N)	News/Talk	ABC, ESPN	\$170.00	D&R Hearst
WCAO	600	5 kw (DA-1)	Black Gospel		\$40.00	Eastman Clear Channel
WCBM	680	10 kw/5 kw (DA-2)	Talk	CBS, Westwd, SBUSA	\$50.00	Katz WWLG
WJFK	1300	5 kw (DA-2)	Talk	Source, Westwd	\$ NA	CBS CBS/Infinity
WWLG	1360	5 kw/1.5 kw (DA-2)	Standards	ABC, Jones	\$ NA	--- WCBM

### FM Stations

Station	Power	Time	Format	Advertiser	Agency	Product
WERQ	92.3	37 kw @ 570	Black/CHR	AP	\$125.00	Allied Radio One
WIYY	97.9	13.5 kw @ 946	AOR	ABC	\$115.00	D&R Hearst
WLIF	101.9	13.5 kw @ 960	Soft AC	Westwd	\$177.00	Infinity CBS/Infinity
WOCT	104.3	38 kw @ 469	Classic AOR		\$101.00	Eastman Clear Channel
WPOC	93.1	16 kw @ 860	Country		\$210.00	Eastman Chase, pend.
WQSR	105.7	50 kw @ 492	Oldies		\$215.00	Christal CBS/Infinity Catonsville
WRBS	95.1	50 kw @ 500	Religion	SRN	\$25.00	---
WWIN	95.9	3 kw @ 300	Black AC	Westwd	\$72.00	Allied Radio One
WWMX	106.5	7.4 kw @ 1217	AC		\$205.00	Katz CBS/Infinity
WXYV	102.7	50 kw @ 437	CHR	Westwd, Source	\$125.00	CBS CBS/Infinity

Notes: Other ranked stations -- See Washington, DC . . . \* WWIN-F revenue level includes WWIN revenue . . . 10/99 WKDB (1570; Towson) changed from Sports to Religion . . . 11/99 WYRE (810; Annapolis) sold for \$200,000 . . . 12/99 WGRX-F changed from Country to Classic Hits as WZBA-F ("The Bay"); ^ as their format change occurred nearly at the end of the survey, we are considering the station Country in this report . . . 3/00 In a divestiture resulting from the AMFM/Clear Channel merger, Clear Channel sold WPOC-F to Chase Radio Partners as part of a multi-market transaction (price NA)

# BATON ROUGE

Arbitron Rank	82 Pop (12+)	468,200	Stations	26 / 18	Last Year's Revenue:	\$24,300,000
MSA Rank:		90	Diaries:	1,673 / 280:1 / 48.5%	Household Income:	\$45,873
MSA Pop:		577,000	Sample Target:	1,590	Total Retail Sales:	\$6.3 Bil.
DMA:		98	% Below Line:	10.6	#1 Biller:	WYNK-F \$4,500,000
Average Persons Rating:		14.1	% Not Listed:	16.2	#1 Billing Portfolio	
Market TSL in Hours		19.00	Pop per Station:	26,011		AMFM \$10,600,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	WYNK-F	C	53 / 8.0	7.5	8.1	7.4	7.4	7.8	933 / 19.9	19.6	17.4	96 / 1785	F	WYNK-F
2	WEMX-F	B	49 / 7.4	10.3	7.8	9.1	9.8	8.7	679 / 14.5	15.7	17.3	69 / 981	C	WEMX-F
3	KRVE-F	AC	43 / 6.5	4.9	6.4	7.0	5.2	6.2	730 / 15.6	14.2	13.8	46 / 825	D	KRVE-F
4	WDGL-F	CL AOR	41 / 6.2	5.9	7.0	5.8	6.4	6.2	885 / 18.9	19.0	18.9	79 / 1736	F	WDGL-F
5	KQXL-F	B/AC	35 / 5.3	5.7	5.7	5.2	5.8	5.5	580 / 12.4	12.8	14.8	43 / 749	D	KQXL-F
5	WFMF-F	CHR	35 / 5.3	5.3	5.7	6.1	4.7	5.6	972 / 20.8	21.1	17.3	57 / 1816	C	WFMF-F
5	WTGE-F	B/O	35 / 5.3	4.3	3.6	2.3	1.3	3.9	476 / 10.2	9.0	5.4	41 / 568	A	WTGE-F
8	WJBO	N/T	33 / 5.0	5.6	5.8	5.2	5.8	5.4	566 / 12.1	12.1	12.0	38 / 658	D	WJBO
9	WXCT-F	C	30 / 4.5	4.1	5.2	5.2	7.4	4.8	560 / 12.0	14.3	15.8	46 / 985	D	WXCT-F
9	WXOK	B	30 / 4.5	5.4	5.8	5.5	4.9	5.3	408 / 8.7	9.7	10.0	35 / 484	C	WXOK
11	KUMX-F	CHR	27 / 4.1	3.5	3.5	4.1	4.2	3.8	810 / 17.3	16.4	15.5	95 / 1952		KUMX-F
12	KOOJ-F	O	20 / 3.0	4.0	3.6	2.9	2.7	3.4	283 / 6.0	9.4	5.4	44 / 729		KOOJ-F
13	WPFC	REL	17 / 2.6	1.0	2.3	1.2	1.8	1.8	135 / 2.9	3.4	2.2	19 / 152		WPFC
14	WQCK-F	REL-CC	16 / 2.4	2.5	2.2	2.0	2.4	2.3	274 / 5.9	6.3	5.1	23 / 414		WQCK-F
15	WCKW-F	CL HITS	14 / 2.1	2.5	2.3	2.3	3.7	2.3	360 / 7.7	9.2	12.4	39 / 932		WCKW-F
15	WCAC-F	C	14 / 2.1	2.4	3.2	2.9	2.2	2.7	434 / 9.3	11.1	9.7	23 / 694	C	WCAC-F
17	WIBR	SPRTS	12 / 1.8	1.2	1.2	1.2	0.9	1.3	221 / 4.7	3.4	3.0	14 / 279	A	WIBR
18	WNDC	B/G	11 / 1.7	0.7	1.3	2.1	1.2	1.5	162 / 3.5	4.1	4.0	11 / 164		WNDC

12+ FM Share (Metro): 78.92% (438 of 555) (Fall 98: 80.53%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WEMX-F >	1 WEMX-F >	1 WDGL-F	1 WDGL-F <	1 WDGL-F	1 WYNK-F	1 WYNK-F <	1 WYNK-F	1 WEMX-F <	1 WEMX-F >>	1 KQXL-F
2 KUMX-F	2 WYNK-F <	1 WEMX-F <	2 WYNK-F <	1 WYNK-F	2 WJBO	2 WDGL-F >	2 KRVE-F	2 WYNK-F	2 KQXL-F	1 WXOK <
3 WFMF-F >>	3 WFMF-F	3 WYNK-F <	3 WTGE-F <	3 WTGE-F <	3 WDGL-F	3 KRVE-F <	3 WJBO <	3 KRVE-F <	3 WFMF-F	3 WYNK-F
	3 KRVE-F <	4 KRVE-F	4 KRVE-F	4 KRVE-F	3 WTGE-F <	4 WEMX-F	4 WDGL-F	4 WFMF-F	3 KRVE-F	3 WTGE-F <
	5 WDGL-F <	5 WTGE-F <	5 KQXL-F <	5 KQXL-F <	5 KRVE-F	5 WXOK <	5 WTGE-F <	5 WJBO <	5 WXCT-F	5 WEMX-F <
	6 KUMX-F <	6 KQXL-F <	6 WEMX-F	6 WEMX-F	6 WXOK <	6 KQXL-F	6 WEMX-F <	6 WTGE-F <	5 WTGE-F <	6 WFMF-F
	7 KQXL-F	7 WFMF-F	7 WJBO <	7 WJBO	7 KQXL-F	6 WJBO <	7 KQXL-F	7 WDGL-F <	7 KUMX-F >	7 WDGL-F <
	8 WXCT-F	8 WXCT-F	8 WFMF-F	8 WFMF-F <	8 KOOJ-F <	8 WFMF-F	8 WXOK <	8 WXCT-F <	8 WXOK	8 KUMX-F
	9 WCKW-F	9 KUMX-F	9 WQCK-F	9 KOOJ-F <	9 WXCT-F >	9 WXCT-F	9 WFMF-F	9 KUMX-F	8 WJBO	8 WXCT-F
		9 WJBO	9 WXCT-F	10 WQCK-F	10 WQCK-F <	10 KUMX-F <	10 WXCT-F <	10 KQXL-F <		10 WPFC
				10 WXCT-F <						10 KRVE-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WEMX-F	1 WEMX-F	1 WEMX-F	1 KRVE-F	1 KRVE-F	1 WEMX-F >	1 WEMX-F	1 WDGL-F	1 WDGL-F >	1 WDGL-F >	1 WEMX-F >
2 KRVE-F	2 KRVE-F	2 WYNK-F	2 WEMX-F <	1 WYNK-F	2 KQXL-F	2 WDGL-F >	1 WEMX-F	2 WEMX-F	2 WYNK-F <	2 WXCT-F
3 WFMF-F	3 WFMF-F	3 KRVE-F	3 WYNK-F	3 KQXL-F <	3 KUMX-F	3 WYNK-F	3 WPFC	2 WYNK-F	3 WTGE-F	3 KQXL-F
4 KUMX-F >	4 WYNK-F	4 KQXL-F	4 WFMF-F <	4 WTGE-F	3 WFMF-F	4 KQXL-F	3 WYNK-F >	4 WTGE-F	4 WJBO	4 WDGL-F
5 WYNK-F	5 KUMX-F	4 WFMF-F	5 KQXL-F	5 WEMX-F	3 WDGL-F	4 WCKW-F	5 WCKW-F	5 KQXL-F	5 WEMX-F	4 WYNK-F
5 WXOK >	6 KQXL-F	6 WDGL-F	5 WTGE-F	6 WQCK-F	3 WCKW-F >	4 KUMX-F	5 KUMX-F	5 WJBO	6 KQXL-F	6 KRVE-F
	7 WDGL-F	7 WTGE-F	7 KUMX-F	6 WDGL-F	7 WQUE-F	4 WFMF-F	5 WXCT-F	7 WFMF-F	6 WIBR	6 WFMF-F
	7 WXOK	7 WNDC	8 WQCK-F	6 WFMF-F	7 WXCT-F	8 WPFC	5 WIBR >	8 WXCT-F	8 KOOJ-F	8 WYNK-F
		7 KUMX-F >	8 WDGL-F	9 KOOJ-F	7 WYNK-F >>	8 WXCT-F	8 WYNK-F	8 WIBR	8 KRVE-F	
			10 WXCT-F	9 WXCT-F		10 WIBR		10 KRVE-F		
								10 WCKW-F		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KKAY-F	B/O	104.9	Donaldsonville	1.1	2.9	9 181	WLMG-F	SAC	101.9	New Orleans	0.5	1.4	27 392
WSKR	SPRTS	1210	Denham Springs	0.6	1.9	5 113	WQUE-F	B	93.3	New Orleans	1.4	6.3	30 720
							WTKL-F	O	95.7	New Orleans	0.5	1.3	20 301
							WWL	N/T	870	New Orleans	1.1	2.8	47 646
							WYLD	B/G	940	New Orleans	0.5	1.0	11 146
							WYLD-F	B/AC	98.5	New Orleans	0.6	2.1	22 278

# BATON ROUGE

Consolidation Report		12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>AMFM (Pend. to Clear Channel)</b>		25.4 %	25.1 %	43.6 %	AC	0 (0)	43 (1)	43 (1)	7.7 %	6.7 %
KRVE-FM, WFMF-AM, WFMF-FM, WJBO-AM, WSKR-AM, WYNK-FM					AOR/Classic/NR	0 (0)	41 (1)	41 (1)	7.4 %	4.4 %
<b>Citadel</b>		24.1 %	22.5 %	28.6 %	Black/Urban	30 (1)	139 (6)	169 (7)	30.5 %	28.3 %
KOOJ-FM, KQXL-FM, WCAC-FM, WEMX-FM, WIBR-AM, WXOK-AM					CHR	0 (0)	62 (2)	62 (2)	11.2 %	10.6 %
<b>Guaranty</b>		17.1 %	20.2 %	27.5 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KKAY-FM, WDGL-FM, WTGE-FM, WXCT-FM					Country	0 (0)	97 (3)	97 (3)	17.5 %	20.4 %
		<b>66.6 %</b>	<b>67.8 %</b>	<b>99.7 %</b>	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
					Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
					Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
					News/Talk	40 (2)	0 (0)	40 (2)	7.2 %	8.0 %
					Oldies	0 (0)	37 (3)	37 (3)	6.7 %	13.6 %
					Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.5 %
					Religion/Gospel	31 (3)	16 (1)	47 (4)	8.5 %	6.4 %
					Soft AC	0 (0)	3 (1)	3 (1)	0.5 %	0.0 %
					Sports	16 (2)	0 (0)	16 (2)	2.9 %	1.1 %
					Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
					<b>Totals</b>	<b>117 (8)</b>	<b>438 (18)</b>	<b>555 (26)</b>		

### AM Stations

Station	Freq	Power	Time	Format	Daypart	AM	FM	Total	%	Yr. Ago
WIBR	1300	5 kw/1 kw	(DA-N)	Sports		\$ NA	Eastman	Citadel		
WJBO	1150	5 kw	(DA-1)	News/Talk	CBS, Westwd, ABC	\$43.00	Sentry	AMFM		
WNDC	910	1 kw	(DA-1)	Black Gospel		\$<20.00	--			
WPFC	1550	5 kw	(Days)	Religion		\$ NA	--			
WXOK	1460	5 kw/1 kw	(DA-N)	Black	AURN, ABC	\$26.00	Mc-Guild	Citadel		

### FM Stations

Station	Freq	Power	Time	Format	Daypart	AM	FM	Total	%	Yr. Ago
KOOJ	93.7	97 kw @ 997		Oldies	ABC	\$ NA	Mc-Guild	Citadel		New Iberia
KQXL	106.5	50 kw @ 298		Black AC	ABC, CBS, Westwd	\$56.00	Mc-Guild	Citadel		New Roads
KRVE	96.1	43 kw @ 449		AC		\$38.00	Sentry	AMFM		Brusly
WCAC	103.3	100 kw @ 1004		Country	Westwd	\$43.00	Mc-Guild	Citadel		Hammond
WDGL	98.1	100 kw @ 1499		Classic AOR	Westwd	\$57.00	D&R	Guaranty		
WEMX	94.1	100 kw @ 981		Black	ABC, Westwd, CBS	\$<20.00	Mc-Guild	Citadel		Kentwood
WFMF	102.5	100 kw @ 1260		CHR		\$40.00	--	AMFM		
WQCK	92.7	32 kw @ 604		Contemp. Christian		\$16.00	--			Clinton
WTGE	107.3	4.6 kw @ 374		Black Oldies	Westwd	\$ NA	D&R	Guaranty		Baker
WXCT	100.7	100 kw @ 1499		Country		\$37.00	D&R	Guaranty		
WYNK	101.5	100 kw @ 1499		Country	ABC	\$77.00	Sentry	AMFM		

Notes: Other ranked stations -- See New Orleans . . . 10/99 AMFM and Clear Channel announced plans to merge . . . 10/99 WLSS-F changed calls to WFMF-F; remains CHR . . . 11/99 KKAY-F (104.9; Donaldsonville) sold to Guaranty for \$1,200,000 . . . 11/99 KKAY-F changed from Oldies to simulcasting Black Oldies WTGE-F

# BINGHAMTON

**Arbitron Rank** 166 **Pop (12+)** 207,300  
**MSA Rank:** 176  
**MSA Pop:** 247,000  
**DMA:** 154  
**Average Persons Rating:** 14.6  
**Market TSL in Hours** 19.50

**Stations** 16 / 13  
**Diaries:** 827 / 251:1 / 55.4%  
**Sample Target:** 770  
**% Below Line:** 2.3  
**% Not Listed:** 18.2  
**Pop per Station:** 15,946

**Last Year's Revenue:** \$9,000,000  
**Household Income:** \$41,180  
**Total Retail Sales:** \$1.9 Bil.  
**#1 Biller:** WHWK-F \$2,400,000  
**#1 Billing Portfolio**  
Citadel \$5,430,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	WMRV-F	CHR	42 / 13.9	14.4	13.6	18.4	673 / 32.5	34.7	34.1	62 / 1051	C	WMRV-F
2	WHWK-F	C	37 / 12.2	16.4	17.3	13.4	511 / 24.7	24.0	26.5	67 / 924	D	WHWK-F
3	WAAL-F	CL AOR	33 / 10.9	14.7	10.9	9.9	488 / 23.5	27.0	23.2	56 / 892	C	WAAL-F
4	WNBF	N/T	26 / 8.6	6.0	7.0	8.6	344 / 16.6	14.4	14.0	31 / 410	B	WNBF
5	WYOS-F	O	19 / 6.3	4.0	6.4	5.1	320 / 15.4	11.6	16.6	25 / 435	B	WYOS-F
5	WMXW-F	AC	19 / 6.3	4.0	5.1	8.6	332 / 16.0	12.4	14.5	22 / 423	C	WMXW-F
7	WKGB-F	AOR	13 / 4.3	5.3	4.2	3.8	188 / 9.1	11.5	9.4	15 / 275	B	WKGB-F
8	WLTB-F	SAC	10 / 3.3	3.3	2.7	5.4	251 / 12.1	8.9	8.3	12 / 328	A	WLTB-F
8	WINR	ST	10 / 3.3	1.7	2.4	2.9	188 / 9.1	5.8	5.4	11 / 218	A	WINR
8	WBBI-F	C	10 / 3.3	4.3	4.2	2.2	197 / 9.5	9.3	10.5	11 / 233	A	WBBI-F
11	WENE	SPRST	9 / 3.0	2.3	1.8	2.2	137 / 6.6	6.6	5.2	9 / 137	A	WENE

12+ FM Share (Metro): 79.44% (197 of 248) (Fall 98: 83.58%)

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

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

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WCDW-F	AC-NR	100.5	Conklin 2.3 8.4 10 320
WKOP	ST	1360	Binghamton 2.0 5.7 6 118

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WIII-F	CL AOR	99.9	Cortland 1.0 2.2 15 244
WNKI-F	CHR	106.1	Corning 0.7 1.9 3 84
WYXL-F	AC	97.3	Ithaca 0.7 3.0 11 169



# BINGHAMTON

Consolidation Report			12+	25-54	Revenue	Format Performance		AM	FM	Total	%	Yr. Ago		
<b>Citadel</b>			40.0 %	41.6 %	48.2 %	AC	0	(0)	28	(3)	28	(3)	11.3 %	6.9 %
WAAL-FM, WHWK-FM, WKOP-AM, WNBC-FM, WYOS-FM						AOR/Classic/NR	0	(0)	49	(3)	49	(3)	19.8 %	21.5 %
<b>Clear Channel, pend.</b>			30.8 %	32.8 %	32.2 %	Black/Urban	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
WBBI-FM, WENE-AM, WKGB-FM, WMRV-FM, WMXW-FM						CHR	0	(0)	44	(2)	44	(2)	17.7 %	16.4 %
			<b>70.8 %</b>	<b>74.4 %</b>	<b>80.4 %</b>	Classical	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Country	0	(0)	47	(2)	47	(2)	19.0 %	27.7 %
						Full Service	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Hispanic	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Jazz	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						News/Talk	26	(1)	0	(0)	26	(1)	10.5 %	8.4 %
						Oldies	0	(0)	19	(1)	19	(1)	7.7 %	7.7 %
						Others/Unknown	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Religion/Gospel	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Soft AC	0	(0)	10	(1)	10	(1)	4.0 %	3.3 %
						Sports	9	(1)	0	(0)	9	(1)	3.6 %	2.2 %
						Standards/EZ	16	(2)	0	(0)	16	(2)	6.5 %	5.8 %
						<b>Totals</b>	<b>51</b>	<b>(4)</b>	<b>197</b>	<b>(12)</b>	<b>248</b>	<b>(16)</b>		

### AM Stations

WENE	1430	5 kw (DA-N)	Sports	SBUSA, 1/1, ESPN	\$<20.00	Allied	Clr Chnl, pend.	Endicott
WINR	680	1 kw/0.5 kw (DA-2)	Standards	CBS, Westwd	\$<20.00	Savalli	Citadel, pend.	
WNBF	1290	5 kw (DA-N)	News/Talk	ABC, BNN, Westwd	\$20.00	Mc-Guild	Citadel	

### FM Stations

WAAL	99.1	7.1 kw @ 1089	Classic AOR		\$38.00	Mc-Guild	Citadel	
WBBI	107.5	1.1 kw @ 545	Country		\$ NA	Allied	Clr Chnl, pend.	Endwell
WHWK	98.1	10 kw @ 960	Country		\$52.00	Mc-Guild	Citadel	
WKGB	102.7	1.3 kw @ 708	AOR	Source	\$<20.00	D&R	Clr Chnl, pend.	Susquehanna, PA
WLTB	101.7	2 kw @ 558	Soft AC		\$<20.00	Christal	WEBO	Owego
WMRV	105.7	35 kw @ 570	CHR	Westwd	\$20.00	Allied	Clr Chnl, pend.	Endicott
WMXW	103.3	0.59 kw @ 1014	AC		\$38.00	Allied	Clr Chnl, pend.	Vestal
WYOS	104.1	0.93 kw @ 833	Oldies		\$ NA	Mc-Guild	Citadel	Chenango Bridge

Notes: 11/99 WINR was sold by Titus to Citadel for WKOP's facility and \$600,000. Reportedly, WNBF will move from 1290 to 680; WKOP, from 1360 to 1290; WINR, from 680 to 1360 . . . 1/00 WBBI-F, WENE, WKGB-F, WMRV-F and WMXW-F sold by Majac to Clear Channel for \$20,000,000

# BIRMINGHAM

Arbitron Rank	55 Pop (12+)	822,700	Stations	27 / 24	Last Year's Revenue:	\$41,600,000
MSA Rank:		66	Diaries:	2,078 / 396:1 / 50.5%	Household Income:	\$41,724
MSA Pop:		909,000	Sample Target:	2,060	Total Retail Sales:	\$10.1 Bil.
DMA:		39	% Below Line:	1.9	#1 Biller:	WZZK-F \$7,100,000
Average Persons Rating:		14.8	% Not Listed:	11.0	#1 Billing Portfolio	
Market TSL in Hours		19.75	Pop per Station:	34,279	Cox Radio	\$16,370,000

12+ Metro	Format	Fall 99		Sum 99	Spq 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spq 99	Fall 98	12+ TSA		Revenue Level
		1/4	Share									AQH / Cume	Cume	
1	WZZK-F	C	121 / 9.9	10.1	8.5	8.3	7.5	9.2	1676 / 20.4	19.1	21.8	160 / 2252	H	WZZK-F
2	WBHJ-F	B	102 / 8.4	7.5	8.6	10.5	8.6	8.7	1203 / 14.6	14.9	13.5	160 / 1934	D	WBHJ-F
3	WBHK-F	B/AC	90 / 7.4	7.9	7.5	8.7	10.4	7.9	1117 / 13.6	14.3	15.1	131 / 1553	E	WBHK-F
4	WRAX-F	AOR-NR	67 / 5.5	6.0	7.8	7.0	7.3	6.6	1254 / 15.2	15.9	17.0	117 / 2025	D	WRAX-F
5	WMJJ-F	AC	66 / 5.4	5.2	5.1	4.3	6.8	5.0	892 / 10.8	11.9	14.5	75 / 1095	G	WMJJ-F
6	WRLR-F	AOR	64 / 5.3	3.0	1.7	1.5		2.9	814 / 9.9	7.6		66 / 839		WRLR-F
7	WODL-F	O	63 / 5.2	5.1	5.6	4.0	5.1	5.0	1187 / 14.4	12.3	14.5	95 / 1891	D	WODL-F
8	WQEN-F	CHR	53 / 4.4	4.7	3.7	3.6	7.2	4.1	1099 / 13.4	13.3	17.0	107 / 2194		WQEN-F
9	WERC	N/T	52 / 4.3	5.8	4.5	5.1	4.7	4.9	961 / 11.7	10.9	10.1	56 / 1065	D	WERC
9	WYSF-F	SAC	52 / 4.3	6.1	6.8	6.1	3.5	5.8	1108 / 13.5	16.3	11.8	80 / 1764	D	WYSF-F
9	WZRR-F	AOR/CL	52 / 4.3	5.1	3.9	5.2	3.5	4.6	887 / 10.8	11.2	11.3	89 / 1426	F	WZRR-F
12	WAGG	B/G	51 / 4.2	3.7	4.8	2.8	2.4	3.9	576 / 7.0	7.1	4.8	51 / 584	B	WAGG
13	WDXB-F	C	44 / 3.6	2.4	2.6	2.6	2.1	2.8	743 / 9.0	8.0	9.3	98 / 1510		WDXB-F
14	WRRS-F	REL-CC	27 / 2.2	1.6	1.8	2.4	0.4	2.0	491 / 6.0	4.8	1.7	41 / 758		WRRS-F
14	WDJC-F	REL	27 / 2.2	2.0	2.2	1.8	3.2	2.1	593 / 7.2	8.3	9.9	44 / 991	C	WDJC-F
16	WATV	B/O	26 / 2.1	2.3	2.9	3.3	1.9	2.7	353 / 4.3	5.8	3.8	26 / 353	A	WATV
17	WJOX	SPRTS	24 / 2.0	2.0	2.0	1.6	1.9	1.9	532 / 6.5	6.4	5.5	43 / 786	C	WJOX
18	WENN-F	B/O	19 / 1.6	0.8	1.4	2.4	2.2	1.5	373 / 4.5	5.4	6.1	21 / 425	B	WENN-F
19	WAPI	N	18 / 1.5	1.6	1.8	1.3	1.8	1.5	391 / 4.8	4.5	5.4	20 / 420	B	WAPI
20	WJLD	B/AC	16 / 1.3	0.8	1.2	1.1	1.3	1.1	263 / 3.2	3.4	3.0	17 / 269		WJLD

12+ FM Share (Metro): 81.07% (878 of 1083) (Fall 98: 81.07%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WBHJ-F >>>	1 WBHJ-F	1 WBHK-F <	1 WBHK-F <	1 WZZK-F <	1 WZZK-F >	1 WZZK-F >	1 WZZK-F	1 WZZK-F <	1 WBHJ-F >>	1 WBHJ-F <
2 WQEN-F >>	2 WRLR-F <	2 WBHJ-F	2 WZZK-F	2 WBHK-F	2 WODL-F	2 WYSF-F <	2 WMJJ-F	2 WBHJ-F >	2 WBHK-F	2 WZZK-F <
3 WRLR-F	3 WRAX-F	2 WZZK-F	3 WMJJ-F	3 WMJJ-F	3 WBHK-F <	3 WBHK-F <	3 WBHK-F <	3 WBHK-F <	3 WRLR-F <	3 WBHK-F <
3 WRAX-F >>>	4 WBHK-F	4 WRAX-F <	4 WZRR-F <	4 WZRR-F <	4 WMJJ-F <	4 WBHJ-F	4 WERC	4 WRAX-F <	4 WQEN-F >	4 WODL-F
	5 WQEN-F <	5 WRLR-F <	5 WRAX-F <	5 WODL-F <	5 WERC	5 WMJJ-F	5 WZRR-F	5 WRLR-F	5 WRAX-F <	5 WRAX-F
	6 WZZK-F	6 WMJJ-F <	6 WYSF-F <	6 WYSF-F	6 WAGG	6 WRAX-F <	5 WRLR-F <	6 WQEN-F <	6 WZZK-F	5 WAGG
	7 WYSF-F <	7 WZRR-F	7 WRLR-F	7 WRAX-F	7 WZRR-F <	7 WODL-F <	7 WRAX-F <	7 WMJJ-F <	7 WDJC-F	5 WRLR-F <
		8 WYSF-F	7 WBHJ-F <	8 WBHJ-F	8 WYSF-F	8 WERC	8 WODL-F	8 WZRR-F <	7 WAGG	
		9 WODL-F	9 WODL-F >	8 WRLR-F	9 WDXB-F	9 WRLR-F	8 WBHJ-F	9 WERC <	9 WZRR-F	
		9 WQEN-F		10 WDXB-F	10 WATV	9 WATV <	10 WAGG <		9 WODL-F	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrmite
1 WBHJ-F >	1 WBHJ-F	1 WBHK-F	1 WBHK-F <	1 WMJJ-F <	1 WBHJ-F	1 WBHJ-F	1 WRLR-F	1 WZRR-F	1 WZRR-F <	1 WZZK-F
2 WRAX-F	2 WBHK-F	2 WMJJ-F	2 WMJJ-F	2 WBHK-F	2 WRLR-F	1 WRLR-F	2 WBHJ-F <	1 WRLR-F	2 WZZK-F	2 WBHJ-F
3 WQEN-F >>	3 WRAX-F	3 WRAX-F	3 WZZK-F	3 WZZK-F >	3 WRAX-F >>	3 WRAX-F >	3 WRAX-F	3 WBHJ-F <	3 WRLR-F	2 WRLR-F <
4 WBHK-F	4 WQEN-F <	4 WBHJ-F	4 WODL-F	4 WODL-F	4 WBHK-F	4 WBHK-F <	4 WZRR-F	4 WRAX-F	4 WBHK-F <	4 WODL-F <
4 WRLR-F	5 WMJJ-F	5 WZZK-F	5 WRAX-F	5 WYSF-F	5 WQEN-F	5 WZRR-F	5 WZZK-F	5 WZZK-F <	5 WYSF-F	5 WBHK-F
6 WZZK-F	6 WRLR-F	5 WQEN-F	6 WYSF-F	6 WAGG	6 WZZK-F	6 WBHK-F	6 WBHK-F	6 WBHK-F	5 WRAX-F	5 WERC <
	6 WZZK-F >	7 WYSF-F	6 WQEN-F <	6 WBHJ-F		7 WDXB-F	7 WYSF-F	7 WYSF-F	5 WODL-F	7 WRAX-F
		7 WRLR-F	8 WODL-F	8 WRAX-F <		7 WYSF-F		8 WDXB-F	8 WBHJ-F <	
			9 WAGG <	9 WQEN-F				9 WODL-F <	9 WDXB-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WDJC	REL	1260	Birmingham	0.6	1.3	7 117	WJEC-F	G	106.5	Vernon	0.4	0.6	8 80
WEZN	ST	1320	Birmingham	0.9	2.2	11 187	WRSF-F	SAC	96.9	Decatur	0.9	1.7	31 370
WKLD-F	C	97.7	Oneonta	0.7	1.1	9 110	WTUG-F	B/AC	92.9	Tuscaloosa	0.6	3.0	36 657

# BIRMINGHAM

Consolidation Report				Format Performance					
	12+	25-54	Revenue	AM	FM	Total	%	Yr. Ago	
<b>AMFM (Pend. to Clear Channel)</b>	19.3 %	20.3 %	25.7 %	AC	0 (0)	66 (1)	66 (1)	6.1 %	7.6 %
WDXB-FM, WENN-FM, WERC-AM, WMJJ-FM, WQEM-FM, WQEN-FM				AOR/Classic/NR	0 (0)	183 (3)	183 (3)	16.9 %	12.9 %
<b>Cox Radio</b>	36.0 %	34.2 %	39.4 %	Black/Urban	42 (2)	218 (4)	260 (6)	24.0 %	28.4 %
WAGG-AM, WBHJ-FM, WBHK-FM, WEZN-AM, WODL-FM, WZZK-FM				CHR	0 (0)	53 (1)	53 (1)	4.9 %	8.1 %
<b>Dick</b>	17.6 %	20.7 %	28.7 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WAPI-AM, WJOX-AM, WRAX-FM, WYSF-FM, WZRR-FM				Country	0 (0)	173 (3)	173 (3)	16.0 %	14.1 %
	<b>72.9 %</b>	<b>75.2 %</b>	<b>93.8 %</b>	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	70 (2)	0 (0)	70 (2)	6.5 %	7.4 %
				Oldies	0 (0)	63 (1)	63 (1)	5.8 %	5.7 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	58 (2)	59 (3)	117 (5)	10.8 %	7.3 %
				Soft AC	0 (0)	63 (2)	63 (2)	5.8 %	3.9 %
				Sports	24 (1)	0 (0)	24 (1)	2.2 %	2.2 %
				Standards/EZ	11 (1)	0 (0)	11 (1)	1.0 %	2.5 %
				<b>Totals</b>	<b>205 (8)</b>	<b>878 (18)</b>	<b>1083 (26)</b>		

### AM Stations

Station	Power	Frequency	Format	Company	Advertiser	Agency	Comments
WAGG	610	5 kw/1 kw (DA-N)	Black Gospel	AURN, CBS, ABC	\$24.00	Eastman	Cox Radio
WAPI	1070	50 kw/5 kw (DA-N)	News	CNN	\$21.00	Christal	Dick
WATV	900	1 kw/0.165 kw	Black Oldies	ABC	\$22.00	Interrep	
WERC	960	5 kw (DA-N)	News/Talk	ABC, AMFM	\$59.00	Sentry	AMFM
WJLD	1400	1 kw	Black AC	Westwd, ABC, AURN	\$<20.00	—	Fairfield
WJOX	690	50 kw/0.5 kw (DA-N)	Sports	ESPN, 1-On-1	\$22.00	Christal	Dick

### FM Stations

Station	Power	Frequency	Format	Company	Advertiser	Agency	Comments
WBHJ	95.7	100 kw @ 981	Black	\$ NA	Eastman	Cox Radio	Tuscaloosa
WBHK	98.7	31 kw @ 620	Black AC	ABC	\$ NA	Eastman	Cox Radio
WDJC	93.7	100 kw @ 1007	Religion	\$29.00	Crawford	Crawford	Warrior
WDXB	102.5	83 kw @ 2096	Country	\$34.00	Sentry	AMFM	Jasper
WENN	105.9	1.4 kw @ 673	Black Oldies	ABC, AURN	\$ NA	Sentry	AMFM
WMJJ	96.5	100 kw @ 1026	AC	\$87.00	Sentry	AMFM	Trussville
WODL	106.9	100 kw @ 1150	Oldies	ABC	\$56.00	Katz	Cox Radio
WQEM	101.5	1.95 kw @ 584	Simul. WQEN-F				Columbiana
WQEN	103.7	77 kw @ 1105	CHR	AMFM	\$ NA	Sentry	AMFM
WRAX	107.7	100 kw @ 1237	AOR-New Rock	Westwd	\$27.00	Christal	Dick
WRLR	97.3	0.64 kw @ 1004	AOR	\$ NA	Katz	Cox Radio	Homewood
WRRS	101.1	100 kw @ 1233	Contemp. Christian	USA	\$ NA	—	Cullman
WYSF	94.5	100 kw @ 1214	Soft AC	\$56.00	Christal	Dick	
WZRR	99.5	100 kw @ 870	AOR/Classic AOR	\$90.00	Christal	Dick	
WZZK	104.7	100 kw @ 1300	Country	\$150.00	Katz	Cox Radio	

Notes: 10/99 WQEM-F sold to AMFM (price NA) . . . 10/99 AMFM and Clear Channel announced plans to merge . . . 10/99 WOWC-F changed calls to WDXB-F; remains Country . . . 10/99 WZJT-F (92.5; Dora) changed from AOR to Religion . . . 11/99 WDJC (1260) changed from Religion to Standards as WLGS ("Legends 1260") . . . 12/99 WMKI (850) changed from Children's to Religion as WYDE . . . 1/00 WEZN changed from Standards to Black Gospel as WRJS ("Rejoice 1320")

# BLOOMINGTON

**Arbitron Rank** 230 **Pop (12+):** 121,900  
**MSA Rank:** 247  
**MSA Pop:** 143,000  
**DMA:** 110 (w/Peoria)  
**Average Persons Rating:** 12.8  
**Market TSL in Hours** 17.00

**Stations** 22 / 5  
**Diaries:** 844 / 144:1 / 53.6%  
**Sample Target:** 860  
**% Below Line:** 30.1  
**% Not Listed:** 14.1  
**Pop per Station:** 24,380

**Last Year's Revenue:** \$7,800,000  
**Household Income:** \$54,316  
**Total Retail Sales:** \$1.59 Bil.  
**#1 Biller:** WJBC \$2,700,000  
**#1 Billing Portfolio**  
 Bloomington \$6,760,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1 WJBC	FS	25 / 16.1	16.0	16.1	15.8	20.2	344 / 28.2	32.0	29.5	28 / 392	D	WJBC
1 WBNQ-F	CHR	25 / 16.1	14.1	15.4	15.3	15.8	418 / 34.3	33.8	35.4	31 / 588	C	WBNQ-F
3 WBWN-F	C	23 / 14.8	16.6	16.1	17.0	17.0	342 / 28.1	28.8	25.3	30 / 488	D	WBWN-F
4 WIHN-F	AOR	10 / 6.4	6.8	4.9	6.5	5.7	206 / 16.9	17.2	16.0	14 / 286	B	WIHN-F
5 WPPY-F	CHR	8 / 5.1	1.8	0.6	1.2	0.6	188 / 15.5	6.9	4.7	10 / 270		WPPY-F
5 WPBG-F	O	8 / 5.1	5.5	4.9	3.5	4.4	124 / 10.2	13.8	10.4	14 / 234		WPBG-F

12+ FM Share (Metro): 72.39% (97 of 134) (Fall 98: 69.47%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WPPY-F	1 WBNQ-F >>	1 WBNQ-F	1 WBNQ-F >	1 WBNQ-F >	1 WJBC >>	1 WJBC >	1 WBNQ-F >	1 WBNQ-F	1 WBWN-F	1 WBWN-F <
2 WBNQ-F >>>	2 WBWN-F	2 WBWN-F >	2 WBWN-F >	2 WBWN-F	2 WBWN-F >>	2 WBNQ-F	2 WBWN-F	2 WBWN-F	2 WJBC	2 WJBC >
3 WIHN-F >>	3 WIHN-F >>	3 WIHN-F	3 WJBC	3 WJBC >	3 WBNQ-F	3 WBWN-F >	2 WJBC >>	3 WJBC >	3 WPPY-F	3 WBNQ-F >
4 WPPY-F >	4 WJBC >	4 WJBC >	4 WIHN-F >	4 WPBG-F	3 WPBG-F	4 WIHN-F >	4 WPBG-F <	4 WIHN-F <	4 WIHN-F	4 WPPY-F
			5 WPBG-F	5 WIHN-F	5 WLS >>	5 WPBG-F	5 WIHN-F	5 WPPY-F	5 WJBC	5 WPBG-F
			5 WLS	6 WLS >		5 WLS >	5 WPBG-F >	6 WSWT-F >>	6 WIHN-F	
			5 WGLO-F >							

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WBNQ-F >>	1 WBNQ-F >>	1 WBNQ-F >>>	1 WBNQ-F >>	1 WBNQ-F	1 WIHN-F >	1 WBNQ-F	1 WBNQ-F >>	1 WBNQ-F	1 WBNQ-F	1 WBWN-F
2 WBWN-F >>>	2 WBWN-F >>	2 WBWN-F	2 WBWN-F >>>	2 WBWN-F >	2 WBWN-F	2 WIHN-F >>	2 WIHN-F >>	2 WBWN-F	2 WJBC	1 WJBC >>
3 WPPY-F >>>	3 WIHN-F	2 WIHN-F	3 WPPY-F	3 WJBC	2 WBNQ-F >>	3 WBWN-F >	3 WPPY-F	2 WIHN-F >	3 WBWN-F	3 WLS
	3 WPPY-F	2 WPPY-F	3 WIHN-F	4 WPBG-F >		4 WGLO-F	3 WJBC	4 WJBC	4 WIHN-F	3 WBNQ-F >
	3 WSNF-F >	2 WSNF-F	3 WJBC	5 WIHN-F >>		4 WWCT-F >>	3 WGLO-F	4 WGLO-F >	4 WPBG-F	
		2 WWCT-F	3 WSNF-F >				3 WWCT-F		4 WGLO-F >	

Other Rated Stations			Metro Share	Cume Rating	TSA AQH	Cume	Format Performance	AM	FM	Total	%	Yr. Ago	
WSNF-F	AC	92.9	Cofax	2.6	5.2	5	86	AC	0 (0)	10 (5)	10 (5)	7.5 %	4.6 %
Other Rated Stations—Outside Market			Metro Share	Cume Rating	TSA AQH	Cume	Format Performance	AM	FM	Total	%	Yr. Ago	
WBBM	N	780	Chicago	0.6	1.9	1	35	AOR/Classic/NR	0 (0)	19 (4)	19 (4)	14.2 %	16.0 %
WGCI-F	EZ	106.3	Gibson City	0.6	2.5	2	42	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WGLO-F	CL AOR	95.5	Pekin	2.6	8.4	10	166	CHR	0 (0)	34 (3)	34 (3)	25.4 %	19.1 %
WGN	FS/T	720	Chicago	1.3	2.9	5	92	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WHMS-F	AC	97.5	Champaign	0.6	1.9	1	30	Country	0 (0)	25 (2)	25 (2)	18.7 %	20.6 %
WIXO-F	AOR-NR	99.9	Bartonville	0.6	4.6	3	121	Full Service	27 (2)	0 (0)	27 (2)	20.1 %	22.1 %
WIXY-F	C	100.3	Champaign	1.3	2.0	2	41	Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WJEZ-F	AC	93.7	Pontiac	0.6	2.3	6	116	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WLRW-F	CHR/AC	94.5	Champaign	0.6	2.9	2	54	News/Talk	8 (3)	0 (0)	8 (3)	6.0 %	6.1 %
WLS	T	890	Chicago	3.2	6.4	12	156	Oldies	0 (0)	8 (1)	8 (1)	6.0 %	6.1 %
WMAQ	N	670	Chicago	1.3	4.7	4	109	Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WPEO	REL	1020	Peoria	1.3	1.8	2	51	Religion/Gospel	2 (1)	0 (0)	2 (1)	1.5 %	2.3 %
WSOY-F	AC/CHR	102.9	Decatur	0.6	2.5	1	51	Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WSWT-F	AC	106.9	Peoria	1.9	5.4	6	107	Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WWCT-F	AOR	105.7	Peoria	2.6	9.0	12	217	Standards/EZ	0 (0)	1 (1)	1 (1)	0.7 %	2.3 %
<b>Totals</b>								<b>37 (6)</b>	<b>97 (16)</b>	<b>134 (22)</b>			

# BLOOMINGTON

Consolidation Report	12+	25-54	Revenue
<b>Citadel, pend.</b> WBNQ-FM, WBWN-FM, WJBC-AM	47.0 %	42.2 %	86.7 %
<b>Kelly Communications</b> WIHN-FM, WSNI-FM	9.0 %	9.0 %	8.5 %
	<b>56.0 %</b>	<b>51.2 %</b>	<b>95.2 %</b>

## AM Stations

WJBC	1230	1 kw	Full Service	ABC	\$48.00	Mc-Guild	Citadel, pend.
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## FM Stations

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

Notes: Other ranked stations -- See Peoria or Chicago . . . 1/00 Bloomington sold WJBC, WBNQ-F and WBWN-F to Citadel as part of a \$176,000,000 group transaction

### FORMAT CODES

AC - Adult Contemporary	J - Jazz and New Adult Contemporary
AC-NR - Modern AC	KIDS - Children's
AOR - Album Oriented Rock	N - News
AOR-NR - New Rock	O - Oldies (50's & 60's)
AOR-P - Progressive AOR	REL - Religion, Christian
B - Black (audience 75%+ Black)	REL-CC - Contemporary Christian
B/AC - Black Adult Contemporary	SAC - Soft Adult Contemporary
B/G - Black Gospel	SP - Hispanic/Spanish
B/O - Black Oldies	SP-C - Hispanic Contemporary
BIZ - Business News & Talk	SP-NT - Hispanic News/Talk/Information
C - Country	SP-R - Hispanic-Regional
C/O - Classic Country	SP-TP - Hispanic-Tropical
CHR - Contemporary Hit Radio, Top 40	SP-VA - Hispanic Variety
CL - Classical	SP-TJ - Tejano
CL AOR - Classic AOR, Classic Rock	SPRTS - Sports
CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia
E - Ethnic (usually Foreign Lang.)	T - Talk
EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)
FS - Full Service	VA - Variety
G - Gospel	? - Others or Unknown

### REVENUE LEVEL CODES

A - Less than \$500,000	E - \$3,000,000 to \$3,999,999	I - \$10,000,000 to \$14,999,999
B - \$500,000 to \$999,999	F - \$4,000,000 to \$4,999,999	J - \$15,000,000 to \$19,999,999
C - \$1,000,000 to \$1,999,999	G - \$5,000,000 to \$6,999,999	K - \$20,000,000 to \$29,999,999
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	L - \$30,000,000+

# BOISE

Arbitron Rank 124 Pop (12+) 331,300	Stations 24 / 23	Last Year's Revenue: \$18,000,000
MSA Rank: 129	Diaries: 979 / 338:1 / 53.7%	Household Income: \$46,702
MSA Pop: 403,000	Sample Target: 970	Total Retail Sales: \$4.7 Bil.
DMA: 125	% Below Line: 0.4	#1 Biller: KQFC-F \$2,000,000
Average Persons Rating: 14.5	% Not Listed: 12.5	#1 Billing Portfolio
Market TSL in Hours 19.50	Pop per Station: 14,404	Citadel \$7,700,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	KLTB-F	40 / 8.4	7.0	8.2	8.6	4.5	545 / 16.4	15.2	17.0	56 / 772	C	KLTB-F
2	KIDO	37 / 7.7	7.0	7.3	6.6	5.8	511 / 15.4	14.5	16.7	45 / 613	C	KIDO
3	KQXR-F	35 / 7.3	4.7	3.7	4.9	3.8	455 / 13.7	12.6	12.5	48 / 606	B	KQXR-F
4	KXLT-F	32 / 6.7	5.8	8.0	6.9	6.9	534 / 16.1	16.2	14.2	37 / 595	C	KXLT-F
5	KIZN-F	28 / 5.8	4.3	5.8	6.0	8.3	514 / 15.5	15.0	15.7	36 / 610	C	KIZN-F
6	KZMG-F	27 / 5.6	7.9	8.0	8.4	8.9	564 / 17.0	20.3	21.1	34 / 736	C	KZMG-F
7	KQFC-F	26 / 5.4	6.5	8.0	6.4	9.4	477 / 14.4	15.4	16.1	36 / 607	D	KQFC-F
8	KJOT-F	25 / 5.2	5.4	4.5	2.4	3.6	401 / 12.1	10.9	11.3	29 / 505	C	KJOT-F
9	KBOI	23 / 4.8	3.4	4.3	5.3	6.0	505 / 15.2	10.9	15.5	32 / 643	C	KBOI
10	KTPZ-F	18 / 3.8	2.5	2.8	3.1	1.6	387 / 11.7	10.0	8.8	35 / 660	A	KTPZ-F
11	KGEM	17 / 3.5	5.2	3.9	4.9	3.6	224 / 6.8	8.2	6.2	21 / 294	A	KGEM
11	KCID-F	17 / 3.5	2.9	1.7	3.3	1.6	307 / 9.3	9.5	10.0	22 / 407	A	KCID-F
13	KKGL-F	16 / 3.3	4.3	3.9	2.7	5.8	311 / 9.4	9.1	11.3	17 / 364	B	KKGL-F
14	KARO-F	15 / 3.1	3.4	3.9	4.9	4.9	273 / 8.2	9.8	11.6	16 / 350	C	KARO-F
14	KCIX-F	15 / 3.1	4.7	3.4	5.3	5.4	397 / 12.0	14.4	10.6	17 / 472	C	KCIX-F
16	KFXJ-F	11 / 2.3	2.2	1.7	2.0	3.4	160 / 4.8	5.3	5.3	15 / 208	B	KFXJ-F
17	KTIK	10 / 2.1	1.1	1.5	2.0	1.1	171 / 5.2	2.7	3.8	11 / 182	A	KTIK
18	KFXD	9 / 1.9	2.2	2.2	1.6	2.0	169 / 5.1	4.2	5.1	15 / 262	A	KFXD

12+ FM Share (Metro): 75.89% (318 of 419) (Fall 98: 76.73%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	KTPZ-F >	1 KQXR-F >>	1 KQXR-F	1 KLTB-F	1 KLTB-F	1 KLTB-F <	1 KIDO	1 KLTB-F <	1 KXLT-F <	1 KLTB-F <
2	KQXR-F >	2 KJOT-F	2 KJOT-F <	2 KJOT-F	2 KXLT-F <	2 KIDO >	2 KLTB-F	2 KQXR-F	2 KIDO	2 KQXR-F
3	KZMG-F >	2 KZMG-F	3 KXLT-F	2 KXLT-F <	3 KIZN-F <	3 KXLT-F <	3 KIDO <	3 KQXR-F <	3 KXLT-F <	3 KTPZ-F
		2 KQFC-F	3 KLTB-F <	4 KIZN-F	4 KQFC-F <	4 KBOI	4 KXLT-F <	4 KQFC-F <	3 KQXR-F	3 KXLT-F <
		5 KCIX-F	5 KIZN-F	5 KQFC-F <	5 KJOT-F	5 KIZN-F <	4 KQXR-F <	5 KIZN-F	5 KZMG-F	5 KIDO
		5 KIZN-F	6 KZMG-F	6 KQXR-F	6 KZMG-F <	6 KGEM	6 KIZN-F	6 KJOT-F	6 KIDO	6 KLTB-F
		7 KTPZ-F	7 KQFC-F	6 KZMG-F	7 KQXR-F <	7 KQFC-F	6 KQFC-F <	7 KZMG-F <	6 KZMG-F <	7 KJOT-F <
		7 KXLT-F	8 KCID-F	8 KCID-F <	8 KIDO <	8 KCID-F	8 KXLT-F <	8 KQFC-F	8 KTPZ-F	8 KBOI
		7 KARO-F	9 KCIX-F		9 KCID-F	8 KJOT-F	9 KZMG-F	9 KGEM	8 KJOT-F	9 KIZN-F
				9 KKGL-F <	10 KZMG-F	10 KARO-F		10 KBOI <		9 KXLT-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrite
1	KTPZ-F	1 KIZN-F	1 KXLT-F <	1 KLTB-F	1 KQXR-F >>>	1 KQXR-F >>	1 KQXR-F >	1 KQXR-F	1 KJOT-F <	1 KIDO >
2	KIZN-F	2 KZMG-F	1 KQFC-F	2 KIZN-F	2 KJOT-F >>	2 KJOT-F	2 KQFC-F	2 KJOT-F >	2 KLTB-F	2 KXLT-F
2	KZMG-F	3 KXLT-F	3 KCIX-F	2 KZMG-F <	2 KXLT-F	3 KZMG-F	3 KARO-F	3 KARO-F	2 KQXR-F	2 KQXR-F
2	KQXR-F >	3 KTPZ-F	3 KJOT-F	4 KLTB-F >	4 KZMG-F	3 KCIX-F	4 KQFC-F	4 KKGL-F	3 KLTB-F	4 KARO-F
5	KXLT-F >	3 KQFC-F	3 KXLT-F	5 KCID-F	4 KQFC-F	3 KARO-F	5 KZMG-F	5 KJOT-F	5 KIZN-F	4 KIDO
		6 KCIX-F	3 KZMG-F >>	5 KQFC-F	6 KCID-F	3 KTIK	5 KCIX-F	5 KZMG-F	5 KQFC-F	4 KQFC-F
		6 KJOT-F		7 KCIX-F	7 KCIX-F	3 KLTB-F >>	5 KTIK	5 KCIX-F	5 KIDO	4 KXLT-F
		6 KQXR-F >>		8 KJOT-F	8 KFXJ-F		5 KKGL-F >>	5 KTIK >>>	5 KXLT-F	8 KKGL-F
				8 KJOT-F >	8 KJOT-F			9 KKGL-F	9 KIZN-F	9 KIZN-F

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KBGN	REL	1060	Caldwell	0.6	1.8	3	79	KJHY-F	SP-C	101.9	Emmet	0.4	1.2	2	66
KBXL-F	REL	94.5	Caldwell	1.5	4.2	8	160								
KCID	C/O	1490	Caldwell	0.4	1.3	2	44								
KMXM-F	C	100.7	Gooding	0.4	2.2	12	236								
KWEI-F	SP-VA	99.5	Fruitland	0.4	1.4	6	99								

# BOISE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Citadel</b>	24.9 %	28.0 %	42.8 %	AC	0 (0)	32 (2)	32 (2)	7.6 %	5.9 %
KBOI-AM, KIZN-FM, KKGL-FM, KQFC-FM, KZMG-FM				AOR/Classic/NR	0 (0)	102 (5)	102 (5)	24.3 %	20.3 %
<b>Clear Channel</b>	30.9 %	32.2 %	41.9 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KARO-FM, KCIX-FM, KFXD-AM, KIDO-AM, KLTB-FM, KXLT-FM				CHR	0 (0)	45 (2)	45 (2)	10.7 %	12.4 %
<b>Journal Bcst Gp, pend.</b>	22.2 %	22.0 %	14.5 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KCID-AM, KCID-FM, KFXJ-FM, KGEM-AM, KJOT-FM, KQXR-FM				Country	11 (2)	56 (3)	67 (5)	16.0 %	21.0 %
<b>Local</b>	4.2 %	1.5 %	0.6 %	Full Service	23 (1)	0 (0)	23 (1)	5.5 %	5.0 %
KMXM-FM, KTPZ-FM				Hispanic	0 (0)	4 (2)	4 (2)	1.0 %	1.2 %
	<b>82.2 %</b>	<b>83.7 %</b>	<b>99.8 %</b>	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	37 (1)	0 (0)	37 (1)	8.8 %	8.4 %
				Oldies	0 (0)	40 (1)	40 (1)	9.5 %	9.4 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	3 (1)	7 (1)	10 (2)	2.4 %	1.0 %
				Soft AC	0 (0)	32 (1)	32 (1)	7.6 %	9.2 %
				Sports	10 (1)	0 (0)	10 (1)	2.4 %	1.7 %
				Standards/EZ	17 (1)	0 (0)	17 (1)	4.1 %	4.5 %
				<b>Totals</b>	<b>101 (7)</b>	<b>318 (17)</b>	<b>419 (24)</b>		

## AM Stations

Station	Power	Frequency	Format	Company	Price	Agency	Station	Market
KBOI	670	50 kw (DA-N)	Full Service	Westwd, ABC	\$30.00	Katz	Citadel	
KFXD	580	5 kw (DA-N)	Classic Country	CNN, Westwd	\$ NA	Christal	Clear Channel	Nampa
KGEM	1140	10 kw (DA-N)	Standards	Westwd	\$<20.00	Allied	Journal Bcst Gp	
KIDO	630	5 kw (DA-2)	Talk/News	ABC	\$27.00	Christal	Clear Channel	
KTIK	1350	5 kw/0.6 kw (DA-N)	Sports	ESPN, CBS	\$ NA	Mc-Guild		Nampa

## FM Stations

Station	Power	Frequency	Format	Company	Price	Agency	Station	Market
KARO	103.3	54 kw @ 2588	AOR		\$35.00	Christal	Clear Channel	Caldwell
KCID	107.1	49 kw @ 2654	AC		\$ NA	Allied	Journal Bcst Gp	Caldwell
KCIX	105.9	49 kw @ 2699	AC/CHR		\$35.00	Mc-Guild	Clear Channel	Garden City
KFXJ	94.9	49 kw @ 2692	Progressive AOR		\$<20.00	Allied	Journal, pend.	Nampa
KIZN	92.3	44 kw @ 2499	Country		\$32.00	Banner	Citadel	
KJOT	105.1	53 kw @ 2588	Classic AOR		\$25.00	Allied	Journal Bcst Gp	
KKGL	96.9	44 kw @ 2519	Classic AOR		\$<20.00	Katz	Citadel	Nampa
KLTB	104.3	52 kw @ 2578	Oldies		\$25.00	Christal	Clear Channel	
KQFC	97.9	47 kw @ 2499	Country		\$51.00	Mc-Guild	Citadel	
KQXR	100.3	100 kw @ 708	New Rock		\$<20.00	Allied	Journal Bcst Gp	Payette
KTPZ	99.1	80 kw @ 2192	CHR		\$ NA	Tacher	KMXM-F	Mountain Home
KXLT	107.9	45 kw @ 2684	Soft AC		\$<20.00	Christal	Clear Channel	Eagle
KZMG	93.1	50 kw @ 2631	CHR		\$35.00	Banner	Citadel	New Plymouth

Notes: 10/99 AMFM and Clear Channel announced plans to merge . . . 11/99 KFXJ-F sold to Journal Broadcast Group for \$3,750,000 . . . 12/99 KSRV-AF (Ontario, ID) sold by Journal Broadcast Group to Horizon Broadcasting for \$2,500,000 (Kalil) . . . 3/00 KARO-F changed from AOR to CHR as "Kiss 103.3"

# BOSTON

**Arbitron Rank** 8 Pop (12+) 3,724,100  
**MSA Rank:** 8  
**MSA Pop:** 3,890,000  
**DMA:** 6  
**Average Persons Rating:** 15.6  
**Market TSL in Hours** 20.75

**Stations** 33 / 26  
**Diaries:** 4,453 / 836:1 / 50.1%  
**Sample Target:** 4,600  
**% Below Line:** 4.3  
**% Not Listed:** 17.4  
**Pop per Station:** 143,235

**Last Year's Revenue:** \$247,900,000  
**Household Income:** \$61,384  
**Total Retail Sales:** \$42.5 Bil.  
**#1 Biller:** WBZ \$30,000,000  
**#1 Billing Portfolio**  
 CBS/Infinity \$109,500,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	WBZ	N/T	456 / 7.9	8.2	7.4	7.9	8.7	7.8	7737 / 20.8	20.6	23.4	549 / 9722	L	WBZ
2	WXKS-F	CHR/AC	333 / 5.7	5.9	6.5	5.8	5.0	6.0	7349 / 19.7	20.6	17.9	382 / 8698	K	WXKS-F
3	WJMN-F	CHR	332 / 5.7	5.5	5.4	6.6	6.3	5.8	5560 / 14.9	15.9	17.0	425 / 7878	J	WJMN-F
4	WMJX-F	AC	321 / 5.5	4.6	5.8	6.1	5.5	5.5	5405 / 14.5	14.6	14.5	344 / 5986	J	WMJX-F
5	WBCN-F	AOR	291 / 5.0	4.6	5.1	4.7	5.4	4.9	6230 / 16.7	15.7	18.3	355 / 7845	K	WBCN-F
6	WRKO	T	289 / 5.0	4.7	5.1	4.9	4.9	4.9	3687 / 9.9	9.9	12.0	329 / 4483	H	WRKO
7	WODS-F	O	263 / 4.5	4.2	5.0	3.9	4.3	4.4	4610 / 12.4	13.0	13.4	330 / 6106	J	WODS-F
8	WZLX-F	CL AOR	243 / 4.2	4.3	4.2	2.8	3.2	3.9	3785 / 10.2	10.5	9.4	296 / 4699	J	WZLX-F
9	WCRB-F	CL	235 / 4.1	4.1	3.2	4.5	3.9	4.0	3997 / 10.7	9.8	10.8	293 / 5143	G	WCRB-F
10	WBMX-F	AC-NR	229 / 4.0	3.8	4.1	4.4	4.1	4.1	5280 / 14.2	14.3	15.1	283 / 6833	J	WBMX-F
11	WEEI	SPRTS	206 / 3.6	3.9	3.9	2.5	3.8	3.5	3828 / 10.3	10.7	11.1	247 / 4698	J	WEEI
12	WKLB-F	C	205 / 3.5	2.8	3.2	3.0	3.5	3.1	2749 / 7.4	6.9	7.2	255 / 3518	H	WKLB-F
13	WQXS-F	B/O	170 / 2.9	3.0	2.5	1.9	2.3	2.6	3173 / 8.5	8.0	7.7	190 / 3763	G	WQXS-F
14	WROR-F	CL HITS	167 / 2.9	2.2	2.5	3.1	3.0	2.7	3161 / 8.5	7.8	8.8	197 / 3870	H	WROR-F
15	WAAF-F	AOR-NR	159 / 2.7	3.4	3.3	3.2	3.4	3.2	2897 / 7.8	8.6	8.6	273 / 4425	H	WAAF-F
16	WBOS-F	AOR-P	101 / 1.7	1.8	2.4	1.5	1.7	1.9	2750 / 7.4	7.5	7.3	126 / 3585	I	WBOS-F
17	WPLM-F	SAC	99 / 1.7	1.5	1.4	1.7		1.6	1523 / 4.1	3.5		161 / 2470		WPLM-F
18	WILD	B	91 / 1.6	0.8	0.9	1.3	0.9	1.1	696 / 1.9	2.1	1.5	91 / 704	C	WILD
19	WFNX-F	AOR-NR	81 / 1.4	1.1	1.2	1.7	1.3	1.3	2108 / 5.7	5.3	5.6	83 / 2228	D	WFNX-F
20	WXLO-F	AC/CHR	58 / 1.0	1.0	1.0	1.2	1.0	1.1	1587 / 4.3	3.7	4.0	119 / 2829		WXLO-F
22	WXR-V	AOR-P	58 / 1.0	0.8	0.9	0.7	0.9	0.9	1300 / 3.5	3.3	3.4	80 / 1843		WXR-V
20	WZID-F	AC/SAC	56 / 1.0	0.6	0.5	0.8	1.0	0.7	710 / 1.9	1.8	2.0	141 / 1754		WZID-F

12+ FM Share (Metro): 75.16% (3555 of 4730) (Fall 98: 73.18%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJMN-F >>	1 WBCN-F	1 WBCN-F <	1 WZLX-F <	1 WZLX-F <	1 WBZ >	1 WBZ >	1 WMJX-F	1 WRKO	1 WBZ	1 WBZ <
2 WXKS-F >>	2 WJMN-F <	2 WXKS-F	2 WBCN-F <	2 WMJX-F <	2 WRKO	2 WBCN-F	2 WRKO <	2 WXKS-F <	2 WJMN-F	2 WJMN-F <
3 WAAF-F	3 WXKS-F	3 WZLX-F <	3 WXKS-F <	3 WBCN-F	3 WODS-F <	3 WXKS-F	3 WBZ <	3 WBZ <	3 WXKS-F	3 WXKS-F
4 WBCN-F >	4 WBMX-F	4 WJMN-F <	4 WMJX-F	3 WXKS-F	4 WMJX-F <	4 WJMN-F <	4 WODS-F <	4 WJMN-F	4 WMJX-F	4 WCRB-F <
5 WAAF-F <	5 WMJX-F <	5 WBMX-F	5 WBZ	5 WCRB-F	5 WCRB-F	5 WMJX-F <	5 WZLX-F	5 WMJX-F	5 WCRB-F	5 WMJX-F <
6 WZLX-F	6 WBMX-F	6 WQXS-F <	5 WODS-F	6 WEEI <	6 WBMX-F	6 WXKS-F	6 WODS-F <	6 WODS-F <	6 WBCN-F <	6 WODS-F <
6 WMJX-F	7 WQXS-F	7 WBZ <	5 WBMX-F	7 WKLB-F	6 WODS-F <	6 WJMN-F	7 WZLX-F <	7 WEEI <	7 WEEI <	7 WBCN-F <
8 WQXS-F >	8 WAAF-F	8 WEEI	8 WQXS-F <	7 WZLX-F <	8 WROR-F <	8 WROR-F <	8 WKLB-F	8 WBMX-F	8 WRKO <	8 WKLB-F
9 WFNX-F <	8 WBZ <	8 WJMN-F <	9 WROR-F <	9 WROR-F	9 WRKO <	8 WBCN-F	8 WEEI <	9 WZLX-F	8 WRKO <	8 WRKO <
10 WKLB-F	10 WEEI <	10 WODS-F	10 WEEI <	10 WXKS-F	10 WZLX-F	8 WBMX-F <	10 WBCN-F	10 WBCN-F	9 WAAF-F <	10 WZLX-F
		10 WROR-F <					10 WCRB-F			10 WBMX-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WXKS-F <	1 WXKS-F	1 WXKS-F <	1 WXKS-F	1 WMJX-F <	1 WJMN-F <	1 WBCN-F >	1 WBCN-F >	1 WBCN-F	1 WZLX-F	1 WBZ >>>
2 WJMN-F	2 WBMX-F	2 WBMX-F	2 WMJX-F	2 WXKS-F	2 WBCN-F >	2 WJMN-F <	2 WZLX-F	2 WZLX-F >	2 WBCN-F	2 WRKO
3 WBMX-F	3 WJMN-F <	3 WQXS-F	3 WBMX-F	3 WBMX-F <	3 WAAF-F >	3 WAAF-F <	3 WAAF-F <	3 WJMN-F <	3 WEEI	3 WCRB-F <
4 WMJX-F >	4 WMJX-F	4 WMJX-F	4 WQXS-F <	4 WQXS-F	4 WXKS-F	4 WZLX-F >	4 WEEI >	4 WEEI	4 WBZ	4 WMJX-F <
5 WBCN-F <	5 WQXS-F	5 WJMN-F <	5 WJMN-F >	5 WODS-F	5 WZLX-F	5 WXKS-F <	5 WJMN-F <	5 WAAF-F	5 WODS-F	5 WJMN-F
6 WQXS-F >	6 WBCN-F	6 WKLB-F	6 WKLB-F	6 WROR-F <	6 WBMX-F	6 WEEI	6 WFNX-F <	6 WBZ <	6 WMJX-F <	6 WXKS-F
7 WKLB-F >	7 WBCN-F	6 WROR-F	7 WKLB-F <	6 WFNX-F >	7 WFNX-F	7 WXKS-F	7 WXKS-F	7 WXKS-F	7 WRKO	
8 WBOS-F	8 WBOS-F	8 WBCN-F <	8 WBZ <		8 WBMX-F	8 WQXS-F <	8 WMJX-F	7 WAAF-F <		
9 WAAF-F <	9 WROR-F	9 WODS-F <	9 WJMN-F <		9 WBZ	9 WMJX-F	8 WBMX-F <	9 WXKS-F		
	10 WXLO-F <	10 WZLX-F <	10 WCRB-F			9 WBMX-F <	10 WRKO <	9 WROR-F <		

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market			Metro Share	Cume Rating	TSA AQH Cume
WAMG	SP-TP	1150 Boston	0.7	1.1	39 408	WBRU-F	AOR-NR	95.5 Providence	0.3	1.7	99 2466
WBPS	SP-C	890 Dedham	0.4	0.6	21 235	WGIR-F	AOR	101.1 Manchester, NH	0.8	2.6	110 2117
WEZE	REL	590 Boston	0.4	1.4	26 594	WHJY-F	AOR	94.1 Providence	0.3	1.2	143 2416
WHOB-F	CHR	106.3 Nashua, NH	0.5	1.9	33 928	WOKQ-F	C	97.5 Dover, NH	0.3	1.7	85 1845
WTKK-F	T	96.9 Boston	0.8	3.5	59 1601	WSRS-F	SAC	96.1 Worcester	0.6	1.9	135 2056
WXKS	ST	1430 Everett	0.8	2.7	49 1019						



# BOSTON

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>AMFM (Pend. to Clear Channel)</b>	12.3 %	9.5 %	16.5 %	AC	0 (0)	778 (4)	778 (4)	16.4 %	16.4 %
WJMN-FM, WXKS-AM, WXKS-FM				AOR/Classic/NR	0 (0)	1016 (9)	1016 (9)	21.5 %	21.3 %
<b>CBS/Infinity</b>	25.6 %	26.8 %	44.2 %	Black/Urban	91 (1)	0 (0)	91 (1)	1.9 %	1.1 %
WBCN-FM, WBMX-FM, WBZ-AM, WODS-FM, WZLX-FM				CHR	0 (0)	692 (3)	692 (3)	14.6 %	13.7 %
<b>Entercom</b>	14.2 %	13.4 %	17.3 %	Classical	0 (0)	235 (1)	235 (1)	5.0 %	5.1 %
WAAF-FM, WEEI-AM, WQSX-FM, WRKO-AM				Country	0 (0)	224 (2)	224 (2)	4.7 %	5.9 %
<b>Greater Media</b>	14.6 %	17.2 %	18.6 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WBOS-FM, WKLB-FM, WMJX-FM, WROR-FM, WTKK-FM				Hispanic	60 (2)	0 (0)	60 (2)	1.3 %	0.0 %
<b>Mega</b>	1.1 %	1.0 %	%	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	2.9 %
WAMG-AM, WBPS-AM				News/Talk	745 (2)	49 (1)	794 (3)	16.8 %	16.5 %
	<b>67.8 %</b>	<b>67.9 %</b>	<b>96.6 %</b>	Oldies	0 (0)	430 (2)	430 (2)	9.1 %	7.9 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.5 %
				Religion/Gospel	24 (1)	0 (0)	24 (1)	0.5 %	0.5 %
				Soft AC	0 (0)	131 (2)	131 (2)	2.8 %	0.5 %
				Sports	206 (1)	0 (0)	206 (1)	4.4 %	4.6 %
				Standards/EZ	49 (1)	0 (0)	49 (1)	1.0 %	3.1 %
				<b>Totals</b>	<b>1175 (8)</b>	<b>3555 (24)</b>	<b>4730 (32)</b>		

## AM Stations

Station	Freq	Power	Format	Revenue	Group	Parent
WBZ	1030	50 kw (DA-1)	News/Talk	ABC, CBS, AP \$327.00	Group W	CBS/Infinity
WEEI	850	50 kw (DA-2)	Sports	CBS, Westwd \$215.00	Eastman	Entercom
WILD	1090	5 kw (Days)	Black	ABC \$52.00	Interep	
WRKO	680	50 kw (DA-2)	Talk	ABC \$180.00	Eastman	Entercom

## FM Stations

Station	Freq	Power	Format	Revenue	Group	Parent	City
WAAF	107.3	18.5 kw @ 822	AOR-New Rock	\$142.00	D&R	Entercom	Worcester
WBCN	104.1	20.9 kw @ 771	AOR	Westwd \$350.00	CBS	CBS/Infinity	
WBMX	98.5	9 kw @ 1145	AC	\$235.00	Christal	CBS/Infinity	
WBOS	92.9	8.81 kw @ 1152	Progressive AOR	\$155.00	Mc-Guild	Greater Media	Brookline
WCRB	102.5	8.1 kw @ 1152	Classical	\$125.00	Allied	Charles River	Waltham
WFNX	101.7	1.65 kw @ 449	AOR-New Rock	\$60.00	Allied		Lynn
WJMN	94.5	11.5 kw @ 1053	CHR	\$165.00	Katz	AMFM	
WKLB	99.5	32 kw @ 600	Country	\$100.00	Mc-Guild	Greater Media	
WMJX	106.7	21.4 kw @ 771	AC	\$251.00	Mc-Guild	Greater Media	
WODS	103.3	16 kw @ 887	Oldies	\$200.00	CBS	CBS/Infinity	
WPLM	99.1	50 kw @ 430	Soft AC	Westwd \$ NA	K&P		Plymouth
WQSX	93.7	34 kw @ 587	Black Oldies	\$ NA	Christal	Entercom	Lawrence
WROR	105.7	8.5 kw @ 1145	Oldies	\$ NA	Mc-Guild	Greater Media	Framingham
WXKS	107.9	20.5 kw @ 771	CHR/AC	\$310.00	Katz	AMFM	Medford
WXRV	92.5	25 kw @ 711	Progressive AOR	Westwd, CBS \$ NA	--		Haverhill
WZLX	100.7	21.4 kw @ 771	Classic AOR	Westwd \$260.00	Infinity	CBS/Infinity	

Notes: WXLO-F - See Worcester; WGIR-F - See Manchester . . . 8/99 WSJZ-F changed from Jazz to Talk as WTKK-F . . . 10/99 WHOB-F (106.3; Nashua, NH) sold to Tele-Media for \$5,000,000 . . . 10/99 AMFM and Clear Channel announced plans to merge . . . 11/99 WROR-F changed from Oldies to Classic Hits . . . 12/99 WCAV-F (97.7; Brockton) changed calls to WBOT-F . . . 1/00 Sale of WROL (plus 5 other stations) by Carter to Catholic cancelled . . . 1/00 WRCA (1330; Waltham) sold by ADD Radio Group to Beasley for \$6,000,000 (Bergner)

# BRIDGEPORT

Arbitron Rank 112 Pop (12+) 379,500  
 MSA Rank: 69 (Fairfield Co.)  
 MSA Pop: 838,000  
 DMA: NY (#1)  
 Average Persons Rating: 16.1  
 Market TSL in Hours 21.50

Stations 46 / 4  
 Diaries: 1,137 / 334.1 / 44.8%  
 Sample Target: 1,210  
 % Below Line: 64.1  
 % Not Listed: 12.6  
 Pop per Station: 94,875

Last Year's Revenue: \$32,300,000  
 Household Income: \$61,947  
 Total Retail Sales: \$5.3 Bil.  
 #1 Biller: WEBE-F \$9,200,000  
 #1 Billing Portfolio  
 Aurora \$12,300,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	WEZN-F	SAC	76 / 12.4	12.8	10.4	12.2	13.0	963 / 25.4	29.1	25.2	76 / 963	G	WEZN-F
2	WICC	FS	61 / 10.0	12.8	11.0	11.6	16.4	859 / 22.6	25.8	25.4	61 / 859	E	WICC
3	WEBE-F	AC	58 / 9.5	10.4	13.3	10.4	10.5	816 / 21.5	25.2	27.4	58 / 816	H	WEBE-F
4	WKCI-F	CHR	34 / 5.6	4.4	4.0	4.5	3.8	640 / 16.9	17.2	15.3	34 / 640		WKCI-F
5	WFAN	SPRTS	29 / 4.7	3.9	5.1	4.4	5.1	565 / 14.9	13.1	14.9	29 / 565		WFAN
6	WQHT-F	U/CHR	25 / 4.1	3.9	4.3	4.8	3.9	420 / 11.1	12.0	11.0	25 / 420		WQHT-F
7	WPLR-F	AOR	24 / 3.9	3.9	4.7	2.6	4.6	396 / 10.4	12.5	13.4	24 / 396		WPLR-F
8	WCBS	N	18 / 2.9	2.5	2.9	2.6	2.6	462 / 12.2	10.7	12.1	18 / 462		WCBS
9	WWYZ-F	C	17 / 2.8	3.1	2.0	2.9	3.4	250 / 6.6	8.1	5.5	17 / 250		WWYZ-F
10	WRKS-F	BIAC	15 / 2.5	1.4	2.0	2.3	2.1	214 / 5.6	5.2	4.8	15 / 214		WRKS-F
11	WDRC-F	O	11 / 1.8	1.6	1.6	1.1	1.1	228 / 6.0	6.3	5.9	11 / 228		WDRC-F
11	WABC	T	11 / 1.8	2.2	1.2	2.4	0.8	193 / 5.1	3.9	4.1	11 / 193		WABC
11	WOR	T	11 / 1.8	1.6	2.0	1.5	1.3	175 / 4.6	3.9	4.1	11 / 175		WOR
11	WSKQ-F	SP-TP	11 / 1.8	3.0	2.5	3.2	2.1	192 / 5.0	5.4	5.8	11 / 192		WSKQ-F
15	WQCD-F	J	10 / 1.6	1.1	1.4	1.8	1.3	167 / 4.4	3.1	4.6	10 / 167		WQCD-F
15	WXRK-F	T/NR	10 / 1.6	2.0	2.0	1.7	1.5	211 / 5.6	5.4	7.6	10 / 211		WXRK-F
17	WKTU-F	CHR/U	8 / 1.3	1.1	0.8	0.8	1.1	200 / 5.3	5.7	5.4	8 / 200		WKTU-F
18	WZMX-F	B/O	7 / 1.1	0.6	0.6	0.5	0.5	95 / 2.5	1.9	2.8	7 / 95		WZMX-F
18	WRKI-F	AOR	7 / 1.1	0.8	0.9	1.4	1.1	181 / 4.8	4.8	5.2	7 / 181		WRKI-F

12+ FM Share (Metro): 71.96% (385 of 535) (Fall 98: 69.76%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKCI-F >	1 WQHT-F <	1 WEZN-F	1 WEZN-F	1 WEZN-F	1 WICC <	1 WICC	1 WEZN-F	1 WEZN-F	1 WEZN-F	1 WICC
2 WQHT-F >>	2 WEZN-F <	2 WEBE-F >	2 WEBE-F >	2 WEBE-F >	2 WEZN-F	2 WEZN-F	2 WEBE-F >>	2 WEBE-F	1 WQHT-F	2 WEZN-F
	3 WKCI-F	3 WKCI-F	3 WKCI-F	3 WKCI-F <	3 WEBE-F >	3 WEBE-F	3 WPLR-F <	3 WICC >	3 WEBE-F <	3 WEBE-F >
	4 WEBE-F >	4 WQHT-F <	4 WPLR-F	4 WPLR-F	4 WFAN	4 WFAN	4 WICC <	4 WKCI-F	4 WICC	4 WKCI-F
	5 WPLR-F	5 WPLR-F	5 WFAN >	5 WFAN	5 WCBS	5 WKCI-F >	5 WKCI-F >	5 WFAN	5 WKCI-F	5 WFAN <
	6 WXRK-F	6 WFAN	6 WRKS-F	6 WICC	6 WPLR-F	6 WXRK-F	6 WQHT-F <	5 WPLR-F <	6 WFAN	6 WQHT-F
	6 WFAN	7 WRKS-F	7 WQHT-F	7 WCBS	7 WKCI-F	6 WPLR-F	7 WFAN <	7 WQHT-F <	6 WRKS-F >	7 WRKS-F
	8 WKTU-F	8 WWYZ-F	8 WWYZ-F	7 WRKS-F	8 WWYZ-F <	8 WCBS <	8 WABC	8 WOR	8 WQCD-F	8 WWYZ-F <
	8 WSKQ-F	9 WSKQ-F	9 WCBS	9 WDRC-F	9 WOR	9 WQHT-F	8 WWYZ-F <	9 WCBS	9 WKSS-F	9 WCBS <
			9 WICC	9 WQHT-F	9 WRKS-F		10 WCBS	9 WWYZ-F >	9 WOR	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WQHT-F	1 WEZN-F	1 WEBE-F	1 WEBE-F <	1 WEBE-F	1 WQHT-F >>	1 WQHT-F	1 WEZN-F	1 WEZN-F	1 WEZN-F	1 WICC
1 WEZN-F	2 WEBE-F	2 WEZN-F >	2 WEZN-F >	1 WEZN-F >>	2 WKCI-F >	1 WFAN	2 WPLR-F <	2 WPLR-F <	2 WPLR-F <	2 WEZN-F >
3 WKCI-F >	3 WQHT-F	3 WKCI-F	3 WKCI-F >	3 WKCI-F	3 WPLR-F >>	3 WEZN-F	1 WKCI-F	3 WFAN	3 WFAN >	3 WEBE-F
4 WEBE-F	4 WKCI-F >>	3 WQHT-F >>	4 WQHT-F >	4 WICC >	3 WPLR-F	1 WPLR-F	3 WKCI-F	4 WKCI-F <	4 WKCI-F <	4 WABC
4 WKTU-F	5 WSKQ-F	5 WWYZ-F >>	5 WRKS-F	5 WCBS	5 WXRK-F	5 WXRK-F	5 WQHT-F	5 WEBE-F >	5 WEBE-F >	4 WRKS-F
4 WKSS-F >>	5 WKTU-F >		5 WICC	5 WZMX-F	5 WFAN	6 WEBE-F	6 WEBE-F	6 WEBE-F	6 WRKS-F	
			5 WPLR-F	5 WQHT-F	7 WEBE-F	6 WQHT-F >	7 WRKI-F	6 WRKI-F	6 WRKI-F	
				5 WPLR-F	8 WMRQ-F		7 WXRK-F			
					8 WSKQ-F		9 WWYZ-F			
					8 WRKI-F >		9 WRKS-F			

# BRIDGEPORT

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume		Format Performance	AM	FM	Total	%	Yr. Ago
WCUM	SP	1230	Bridgeport	0.3	1.1	2	43	AC	0 (0)	67 (3)	67 (3)	12.5 %	16.6 %
WFIF	REL	1500	Fairfield	0.5	1.2	3	44	AOR/Classic/NR	0 (0)	60 (9)	60 (9)	11.2 %	12.9 %
Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume		Format Performance	AM	FM	Total	%	Yr. Ago
WALK-F	AC	97.5	Patchogue, NY	0.7	3.2	4	121	Black/Urban	0 (0)	60 (6)	60 (6)	11.2 %	7.7 %
WAVZ	ST	1300	New Haven	0.3	1.7	2	65	CHR	0 (0)	60 (5)	60 (5)	11.2 %	8.2 %
WAXQ-F	CL AOR	104.3	New York	0.3	1.0	2	37	Classical	0 (0)	3 (1)	3 (1)	0.6 %	%
WBLL-F	AC/CHR	106.1	Patchogue, NY	0.8	5.6	5	214	Country	0 (0)	17 (1)	17 (1)	3.2 %	2.3 %
WBLS-F	B/AC	107.5	New York	0.7	3.1	4	116	Full Service	69 (3)	0 (0)	69 (3)	12.9 %	13.3 %
WCBS-F	O	101.1	New York	0.3	2.1	2	78	Hispanic	2 (1)	11 (1)	13 (2)	2.4 %	5.9 %
WCCC-F	AOR	106.9	Hartford	0.3	1.7	2	64	Jazz	0 (0)	10 (1)	10 (1)	1.9 %	1.6 %
WEFX-F	CL AOR	95.9	Norwalk	0.7	2.8	4	107	News/Talk	42 (4)	2 (1)	44 (5)	8.2 %	7.0 %
WELI	FS	960	New Haven	1.0	2.1	6	79	Oldies	0 (0)	19 (3)	19 (3)	3.6 %	4.2 %
WHCN-F	CL AOR	105.9	Hartford	0.7	1.8	4	69	Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WHLI-AA	ST	1100	Hempstead	0.5	1.2	3	47	Religion/Gospel	3 (1)	0 (0)	3 (1)	0.6 %	0.9 %
WHTZ-F	CHR	100.3	Newark, NJ	1.0	5.2	6	197	Soft AC	0 (0)	76 (1)	76 (1)	14.2 %	12.1 %
WINS	N	1010	New York	0.3	2.6	2	100	Sports	29 (1)	0 (0)	29 (1)	5.4 %	5.8 %
WKHL-F	O	96.7	Stamford	1.0	4.2	6	160	Standards/EZ	5 (2)	0 (0)	5 (2)	0.9 %	1.6 %
WKSS-F	CHR	95.7	Meriden	1.3	6.3	8	238	<b>Totals</b>	<b>150 (12)</b>	<b>385 (32)</b>	<b>535 (44)</b>		
WLJR-FF	AOR-NR	92.7	Garden City, NY	0.3	1.2	2	45						
WMRQ-F	AOR-NR	104.1	Waterbury	1.0	4.4	6	168						
WNEW-F	T	102.7	New York	0.3	2.0	2	76						
WPLJ-F	CHR/AC	95.5	New York	0.7	3.3	4	125						
WQXR-F	CL	96.3	New York	0.5	1.7	3	64						
WTIC	FS/T	1080	Hartford	0.3	1.4	2	53						
WTJM-F	B/O	105.1	New York	0.8	2.4	5	91						
WYBC-F	BU	94.3	New Haven	0.7	1.6	4	60						

### AM Stations

WICC	600	1 kw/0.5 kw (DA-2)	Full Service	AP	\$50.00	Christal	Aurora
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### FM Stations

WEBE	107.9	50 kw @ 384	AC	\$110.00	Christal	Aurora	Westport
WEZN	99.9	27.5 kw @ 669	Soft AC	\$117.00	Katz	Cox Radio	

Notes: Other ranked stations -- See New York, New Haven or Hartford . . . The market's Metro and Total survey areas are the same . . . There is no Consolidation Report (no duopolies in place) . . . Revenue data is for all of Fairfield County (the Arbitron metros of Bridgeport, Danbury and Stamford-Norwalk)

# BUFFALO

**Arbitron Rank** 45 **Pop (12+)** 962,000  
**MSA Rank:** 46  
**MSA Pop:** 1,160,000  
**DMA:** 42  
**Average Persons Rating:** 16.1  
**Market TSL in Hours** 21.25

**Stations** 26 / 23  
**Diaries:** 2,414 / 399:1 / 55.5%  
**Sample Target:** 2,420  
**% Below Line:** 3.0  
**% Not Listed:** 12.6  
**Pop per Station:** 41,826

**Last Year's Revenue:** \$49,000,000  
**Household Income:** \$44,040  
**Total Retail Sales:** \$10.5 Bil.  
**#1 Biller:** WBEN \$6,900,000  
**#1 Billing Portfolio**  
 Entercom \$19,030,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	WYRK-F	C	135 / 8.7	8.7	9.6	8.2	9.9	8.8	1706 / 17.7	17.1	19.8	150 / 1981	F	WYRK-F
2	WGRF-F	AOR/CL	128 / 8.3	9.3	6.8	7.7	7.7	8.0	2194 / 22.8	16.7	22.6	154 / 2529	G	WGRF-F
3	WKSE-F	CHR	124 / 8.0	8.5	8.1	7.3	7.0	8.0	2220 / 23.1	23.8	22.0	140 / 2523	F	WKSE-F
4	WBLK-F	B	117 / 7.6	7.7	7.6	7.5	7.9	7.6	1271 / 13.2	13.0	15.3	121 / 1388	E	WBLK-F
5	WJYE-F	SAC	107 / 6.9	6.1	8.2	8.5	7.5	7.4	1610 / 16.7	17.0	18.3	111 / 1704	F	WJYE-F
6	WBEN	FS/T	105 / 6.8	7.0	7.7	7.6	7.9	7.3	1909 / 19.8	18.6	21.8	112 / 2016	G	WBEN
7	WHTT-F	O	91 / 5.9	6.6	8.2	5.9	6.2	6.6	1633 / 17.0	26.0	19.1	102 / 1862	G	WHTT-F
8	WECK	ST	82 / 5.3	4.8	4.9	5.8	5.2	5.2	971 / 10.1	10.7	11.4	85 / 1013	A	WECK
9	WMJQ-F	AC/CHR	71 / 4.6	4.4	4.9	5.6	4.8	4.9	1304 / 13.6	14.4	15.3	112 / 1966	F	WMJQ-F
10	WGR	T	70 / 4.5	4.2	5.2	5.9	5.3	5.0	1411 / 14.7	15.4	17.3	79 / 1571	D	WGR
11	WEDG-F	AOR-NR	69 / 4.5	5.2	4.1	4.3	4.5	4.5	1386 / 14.4	14.7	17.3	75 / 1588	E	WEDG-F
12	WBUF-F	B/O	68 / 4.4	3.9	3.3	3.2	3.3	3.7	1211 / 12.6	15.3	15.3	72 / 1351	C	WBUF-F
13	CKEY-F	AOR-P	26 / 1.7	1.9	1.2	1.4	1.5	1.5	743 / 7.7	6.7	7.2	27 / 757		CKEY-F
14	CHTZ-F	AOR	21 / 1.4	1.2	1.3	1.3	1.2	1.3	504 / 5.2	4.1	4.2	25 / 572		CHTZ-F
15	WNUC-F	C	18 / 1.2	1.4	1.7	1.4	1.6	1.4	578 / 6.0	6.5	7.1	47 / 1011	B	WNUC-F
15	CILQ-F	AOR	18 / 1.2	1.5	0.8	0.9	1.0	1.1	389 / 4.0	3.4	3.8	20 / 410		CILQ-F
17	WDCX-F	REL	17 / 1.1	0.8	0.8	0.8	0.6	0.9	334 / 3.5	3.0	3.2	18 / 362		WDCX-F
17	WWWS	B/O	17 / 1.1	1.4	1.7	1.5	1.3	1.4	264 / 2.7	3.1	3.3	17 / 264	A	WWWS
19	WWKB	SPRST	15 / 1.0	0.9	0.7	0.6	1.4	0.8	283 / 2.9	2.7	4.9	17 / 325	A	WWKB

12+ FM Share (Metro): 76.02% (1027 of 1351) (Fall 98: 72.59%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKSE-F>>>	1 WBLK-F	1 WGRF-F>	1 WGRF-F>	1 WGRF-F	1 WYRK-F<	1 WBEN	1 WJYE-F<	1 WYRK-F<	1 WBLK-F	1 WYRK-F
2 WBLK-F	2 WGRF-F<	2 WBLK-F	2 WYRK-F<	2 WYRK-F	2 WBEN	2 WKSE-F	2 WYRK-F<	2 WKSE-F<	2 WKSE-F>	1 WGRF-F
3 WEDG-F>>>	3 WKSE-F<	3 WKSE-F<	3 WBLK-F<	3 WBLK-F	3 WJYE-F	2 WYRK-F<	3 WGRF-F	3 WBLK-F	3 WGRF-F	3 WBLK-F<
	4 WEDG-F	4 WYRK-F	4 WMJQ-F<	3 WJYE-F<	4 WHTT-F<	4 WGRF-F	4 WECK<	4 WJYE-F<	4 WHTT-F<	4 WKSE-F>
	5 WMJQ-F	5 WMJQ-F	5 WJYE-F	5 WHTT-F<	5 WECK<	5 WJYE-F<	5 WBEN<	5 WGRF-F	5 WEDG-F<	5 WECK<
	6 WYRK-F	6 WJYE-F<	6 WKSE-F<	6 WMJQ-F	6 WGRF-F	6 WGR<	6 WHTT-F<	6 WBEN	6 WYRK-F	6 WHTT-F
	7 WBUF-F>	7 WEDG-F	7 WHTT-F<	7 WBUF-F<	7 WGR	7 WBLK-F<	7 WMJQ-F<	7 WECK<	7 WBUF-F	6 WJYE-F<
		8 WBUF-F	8 WBUF-F	8 WKSE-F	8 WBUF-F<	8 WHTT-F	8 WKSE-F<	8 WMJQ-F	8 WBEN<	8 WBEN<
		8 WHTT-F>	9 WEDG-F	9 WBEN<	9 WBLK-F	9 WEDG-F<	9 WBLK-F	8 WHTT-F<	9 WJYE-F	9 WBUF-F
								10 WEDG-F<		10 WEDG-F<

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WKSE-F	1 WKSE-F<	1 WMJQ-F	1 WKSE-F	1 WJYE-F<	1 WEDG-F	1 WGRF-F<	1 WGRF-F	1 WGRF-F>	1 WGRF-F>>	1 WBEN>
2 WBLK-F>>	2 WBLK-F	2 WBLK-F	2 WBLK-F	2 WYRK-F<	2 WBLK-F	2 WEDG-F	2 WEDG-F	2 WEDG-F<	2 WHTT-F<	2 WGR<
3 WEDG-F	3 WMJQ-F>	2 WKSE-F	2 WMJQ-F<	3 WMJQ-F	2 WGRF-F	3 WBLK-F>>	3 WBLK-F>>	3 WBLK-F	3 WYRK-F	3 WGRF-F
4 WMJQ-F	4 WYRK-F<	4 WJYE-F	4 WJYE-F<	4 WBLK-F	4 WKSE-F>>	4 WKSE-F	4 CHTZ-F	4 WHTT-F<	4 WBLK-F<	4 WBLK-F<
5 WYRK-F>	5 WBUF-F<	5 WYRK-F	5 WYRK-F	4 WKSE-F<	4 WYRK-F	4 WYRK-F	4 WYRK-F	5 WYRK-F	5 WEDG-F	5 WKSE-F
	6 WGRF-F	5 WGRF-F>	6 WGRF-F	6 WGRF-F<	6 CHTZ-F	6 WBUF-F	6 WKSE-F<	6 WGR	6 WGR	5 WYRK-F
			7 WBUF-F>	7 WBUF-F			6 WGR	7 WGR<	6 WBEN<	
				8 WHTT-F>>				8 WBEN	8 WBUF-F	
									9 WMJQ-F<	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
CFNY-F	AOR-NR	102.1	Toronto, ON 0.7 3.3 11 349
WJL	O	1440	Niagara Falls 0.3 1.5 5 148
WLVL	T	1340	Lockport 0.6 1.5 9 147
WMNY	B/G	1120	Buffalo 0.3 0.5 5 48
WUFO	B/G	1080	Amherst 0.5 1.0 7 101
WXRL	C	1300	Lancaster 0.6 2.0 9 193

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
CHUM-F	AC	104.5	Toronto, ON 0.4 1.3 6 138

# BUFFALO

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>CBS/Infinity, pend.</b> WBLK-FM, WBUF-FM, WECK-AM, WJYE-FM, WYRK-FM	32.9 %	31.5 %	31.1 %	AC	0 (0)	77 (2)	77 (2)	5.7 %	9.0 %
<b>Citadel</b> WEDG-FM, WGRF-FM, WHTT-FM, WMNY-AM	19.0 %	24.6 %	28.2 %	AOR/Classic/NR	0 (0)	273 (6)	273 (6)	20.2 %	18.2 %
<b>Entercom</b> WBEN-AM, WGR-AM, WKSE-FM, WMJQ-FM, WWKB-AM, WWWS-AM	26.0 %	23.9 %	38.8 %	Black/Urban	17 (1)	185 (2)	202 (3)	15.0 %	10.3 %
	<b>77.9 %</b>	<b>80.0 %</b>	<b>98.1 %</b>	CHR	0 (0)	124 (1)	124 (1)	9.2 %	7.8 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	9 (1)	153 (2)	162 (3)	12.0 %	13.5 %
				Full Service	105 (1)	0 (0)	105 (1)	7.8 %	8.8 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	79 (2)	0 (0)	79 (2)	5.8 %	6.4 %
				Oldies	5 (1)	91 (1)	96 (2)	7.1 %	6.9 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	12 (2)	17 (1)	29 (3)	2.1 %	3.3 %
				Soft AC	0 (0)	107 (1)	107 (1)	7.9 %	8.4 %
				Sports	15 (1)	0 (0)	15 (1)	1.1 %	1.6 %
				Standards/EZ	82 (1)	0 (0)	82 (1)	6.1 %	5.8 %
				<b>Totals</b>	<b>324 (10)</b>	<b>1027 (16)</b>	<b>1351 (26)</b>		

## AM Stations

Station	Freq	Power	Time	Format	Company	Price	Agency	Advertiser
WBEN	930	5 kw	DA-N	Full Service/Talk	CBS, Westwd, ESPN	\$100.00	Allied	Entercom
WECK	1230	1 kw		Standards	Westwd	<\$20.00	Christal	CBS/Infinity Cheektowaga
WGR	550	5 kw	DA-N	Talk	ABC, ESPN	\$49.00	Allied	Entercom
WWKB	1520	50 kw	DA-1	Sports	1-on-1, ABC	\$25.00	Allied	Entercom
WWWS	1400	1 kw		Black Oldies	ABC	\$ NA	D&R	Entercom

## FM Stations

Station	Freq	Power	Time	Format	Company	Price	Agency	Advertiser
CHTZ	97.7	50 kw	@ 492	AOR		\$ NA	Integrated	Standard St Catharines, ON
CILQ	107.1	40 kw	@ 1381	AOR		\$ NA	Canadian	Toronto, ON
CKEY	101.1	26 kw	@ 400	Progressive AOR		\$ NA	--	LMA by Citadel Ft. Erie, ON
WBLK	93.7	50 kw	@ 400	Black	CBS	\$57.00	Katz	CBS/Infinity Depew
WBUF	92.9	91 kw	@ 580	Black Oldies	CBS	\$ NA	Christal	CBS/Infinity
WDCX	99.5	110 kw	@ 640	Religion		\$ NA	--	Crawford
WEDG	103.3	49 kw	@ 340	AOR-New Rock		\$64.00	Interep	Citadel
WGRF	96.9	24 kw	@ 712	AOR/Classic AOR		\$79.00	Interep	Citadel
WHTT	104.1	50 kw	@ 390	Oldies	Westwd	\$85.00	Allied	Citadel
WJYE	96.1	47 kw	@ 505	Soft AC		\$84.00	Christal	CBS/Infinity
WKSE	98.5	46 kw	@ 420	CHR		\$77.00	D&R	Entercom Niagara Falls
WMJQ	102.5	110 kw	@ 1340	AC/CHR		\$70.00	D&R	Entercom
WNUC	107.7	12 kw	@ 800	Country	Westwd	\$25.00	--	Wethersfield
WYRK	106.5	50 kw	@ 466	Country		\$90.00	Christal	CBS/Infinity

Notes: 10/99 Mercury (Broadcasting Partners/VS&A) sold WEDG-F, WGRF-F, WHTT-F and WMNY to Citadel as part of a \$190,000,000 group transaction . . . 2/00 WGR changed from Talk/Sports to Sports; WBEN changed from Full Service/Talk/Sports to Full Service/Talk; WWKB changed from Sports to simulcasting (temporarily) CHR WKSE-F . . . 3/00 WJYE-F (plus WMBX-F and WPBZ-F W. Palm Beach) transferred from Palm Beach Broadcasting to CBS/Infinity for \$29,000,000. This transfer is an artifact of CBS/Infinity's purchase of American Radio Systems in 1997

# CANTON

Arbitron Rank 123 Pop (12+) 335,500	Stations 34 / 8	Last Year's Revenue: \$11,600,000
MSA Rank: 126	Diaries: 1,148 / 292.1 / 57.5%	Household Income: \$42,281
MSA Pop: 403,000	Sample Target: 1,140	Total Retail Sales: \$5.0 Bil.
DMA: Cleveland (#13)	% Below Line: 50.1	#1 Biller: WHBC-F \$3,000,000
Average Persons Rating: 14.7	% Not Listed: 12.4	#1 Billing Portfolio
Market TSL in Hours 19.75	Pop per Station: 41,938	WHBC-AF \$5,500,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	WHBC-F	AC	60 / 12.2	11.4	10.9	10.3	872 / 26.0	23.8	24.7	75 / 1227	E	WHBC-F
2	WHBC	FS	47 / 9.5	12.1	10.9	10.3	779 / 23.2	24.6	23.3	50 / 818	D	WHBC
3	WQXK-F	C	44 / 8.9	7.8	8.6	9.2	552 / 16.4	18.1	17.5	81 / 947	C	WQXK-F
4	WRQK-F	AOR	32 / 6.5	5.3	6.6	5.1	554 / 16.5	14.5	13.7	55 / 808	C	WRQK-F
5	WZKL-F	O	30 / 6.1	5.0	5.9	6.6	508 / 15.1	15.9	14.4	52 / 798	C	WZKL-F
6	WONE-F	AOR	24 / 4.9	3.6	5.3	4.3	447 / 13.3	11.9	12.5	39 / 802		WONE-F
7	WQMX-F	C	22 / 4.5	4.1	3.1	5.2	345 / 10.3	11.9	9.0	41 / 725		WQMX-F
8	WHOT-F	CHR	20 / 4.1	3.2	3.1	2.4	428 / 12.7	12.5	10.9	32 / 639		WHOT-F
9	WKDD-F	CHR/AC	18 / 3.7	4.4	2.0	2.8	378 / 11.3	10.6	9.6	28 / 550		WKDD-F
10	WNCX-F	CL AOR	13 / 2.6	2.7	3.1	2.8	281 / 8.4	10.1	10.0	20 / 465		WNCX-F
11	WTAM	N/T	10 / 2.0	1.8	2.3	2.1	191 / 5.7	6.9	7.2	19 / 399		WTAM
12	WRMR	ST	9 / 1.8	0.5	0.8	1.5	99 / 2.9	1.9	1.9	16 / 161		WRMR
12	WKNR	SPRTS	9 / 1.8	0.7	1.8	1.3	191 / 5.7	3.8	3.7	12 / 229		WKNR
14	WNIR-F	T	8 / 1.6	2.7	2.3	2.4	146 / 4.4	5.9	4.1	13 / 202		WNIR-F

12+ FM Share (Metro): 78.94% (341 of 432) (Fall 98: 77.04%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WHOT-F >>	1 WRQK-F	1 WHBC-F >	1 WHBC-F >	1 WHBC-F >	1 WHBC	1 WHBC	1 WHBC-F >	1 WHBC-F	1 WHBC-F <	1 WQXK-F <
2 WRQK-F >>	2 WHBC-F >>	2 WRQK-F <	2 WQXK-F	2 WQXK-F	2 WHBC-F	2 WHBC-F >	2 WQXK-F	2 WQXK-F	2 WQXK-F	2 WHBC
3 WHBC-F	3 WQMX-F	3 WQXK-F	3 WONE-F	3 WONE-F	3 WQXK-F	3 WQXK-F	3 WZKL-F <	3 WRQK-F	3 WHBC	3 WHBC-F >
3 WENZ-F >>	4 WQXK-F	4 WONE-F	4 WRQK-F	4 WRQK-F <	4 WZKL-F >	4 WZKL-F	4 WHBC <	4 WONE-F <	4 WHOT-F	4 WRQK-F
	5 WKDD-F	5 WQMX-F <	5 WKDD-F <	5 WZKL-F	5 WONE-F >	5 WRQK-F	5 WRQK-F	5 WZKL-F <	4 WRQK-F >	5 WZKL-F <
	5 WHOT-F	6 WKDD-F	6 WQMX-F	6 WKDD-F	6 WQMX-F <	5 WNCX-F	6 WONE-F <	6 WHBC <	6 WQMX-F	6 WHOT-F
	5 WONE-F	7 WZKL-F	7 WZKL-F	7 WQMX-F	7 WKDD-F	7 WKDD-F	7 WQMX-F	7 WKDD-F	6 WONE-F <	7 WONE-F <
	8 WNCX-F	7 WHOT-F	8 WNCX-F	8 WHBC	8 WTAM	7 WONE-F	8 WTAM <	7 WQMX-F	8 WZKL-F >	8 WQMX-F >
		7 WNCX-F >	9 WHBC	9 WNCX-F	8 WRMR	9 WQMX-F	9 WKDD-F	9 WHOT-F >		
				10 WMJI-F	10 WRQK-F		10 WRMR			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrrte
1 WHBC-F	1 WHBC-F >>	1 WHBC-F >>	1 WHBC-F >>	1 WHBC-F >	1 WRQK-F >>>	1 WRQK-F >>	1 WRQK-F >	1 WRQK-F	1 WHBC-F	1 WHBC >
2 WHOT-F >	2 WKDD-F	2 WKDD-F	2 WKDD-F	2 WQXK-F	2 WQMX-F >	2 WHBC-F	2 WHBC-F	2 WHBC-F <	2 WQXK-F <	2 WQXK-F >
3 WRQK-F >>	3 WQXK-F	3 WQXK-F	2 WQXK-F >	3 WKDD-F >	3 WHOT-F >>	2 WQMX-F	3 WONE-F	3 WQXK-F	3 WONE-F	3 WRQK-F
	4 WRQK-F	4 WRQK-F >	4 WONE-F	4 WONE-F	4 WONE-F	4 WKNR	4 WKNR	3 WONE-F	4 WRQK-F	4 WQMX-F
	4 WHOT-F >>		4 WRQK-F	5 WZKL-F	5 WKNR	4 WQXK-F	5 WQMX-F	5 WQMX-F	5 WZKL-F	4 WHOT-F >
			6 WHOT-F	6 WRQK-F	5 WNCX-F	4 WQMX-F	6 WNCX-F >	6 WNCX-F >	6 WQMX-F	
			7 WQMX-F	6 WQMX-F	7 WQXK-F	4 WNCX-F >	7 WKNR	7 WKNR	6 WNCX-F >	
			8 WZKL-F	8 WHBC	7 WHOT-F >	7 WZKL-F	8 WMJI-F	8 WHBC	8 WHBC	
				9 WHOT-F >>			8 WMJI-F	8 WHBC	8 WKNR	

Other Rated Stations				Metro Cume	TSA	Other Rated Stations--Outside Market				Metro Cume	TSA
Station	Share	Rating	AQH Cume	Share	Rating	Station	Share	Rating	AQH Cume	Share	Rating
WDPN	ST	1310	Alliance	1.4	2.9	WAKR	T/FS	1590	Akron	0.4	0.9
WHK-F	REL	98.1	Canton	0.8	3.5	WCLV-F	CL	95.5	Cleveland	1.2	1.7
WINW	B/G	1520	Canton	0.6	0.7	WQXK-F	SAC	102.1	Cleveland	1.2	5.0
WNPQ-F	REL-CC	95.9	New Philadelphia	0.4	2.4	WZKL-F	B	107.9	Cleveland	0.8	5.0
						WGAR-F	C	99.5	Cleveland	0.4	2.7
						WKBN	N/T	570	Youngstown	0.4	1.5
						WMJI-F	O	105.7	Cleveland	1.4	5.5
						WMMS-F	AOR	100.7	Cleveland	1.2	4.6
						WQXK-F	AC/CHR	106.5	Cleveland	1.0	3.6
						WNWV-F	J	107.3	Elyria	0.8	2.5
						WQAL-F	AC	104.1	Cleveland	1.4	6.9
						WQKT-F	C	104.5	Wooster	1.2	3.9
						WSOM	ST	600	Salem	0.4	1.5
						WTUZ-F	C	99.9	Uhrichsville	0.6	1.5
						WYFM-F	CL AOR	102.9	Sharon, PA	0.6	1.5
						WZAK-F	B	93.1	Cleveland	1.0	4.2

# CANTON

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Cumulus, pend. WQXK-FM, WRQK-FM	15.4 %	17.0 %	21.6 %	AC	0 (0)	72 (3)	72 (3)	16.7 %	15.2 %
				AOR/Classic/NR	0 (0)	78 (5)	78 (5)	18.1 %	21.4 %
				Black/Urban	0 (0)	9 (2)	9 (2)	2.1 %	1.3 %
				CHR	0 (0)	38 (2)	38 (2)	8.8 %	5.7 %
				Classical	0 (0)	6 (1)	6 (1)	1.4 %	0.4 %
				Country	0 (0)	77 (5)	77 (5)	17.8 %	16.6 %
				Full Service	49 (2)	0 (0)	49 (2)	11.3 %	12.8 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	4 (1)	4 (1)	0.9 %	1.1 %
				News/Talk	12 (2)	8 (1)	20 (3)	4.6 %	5.7 %
				Oldies	0 (0)	37 (2)	37 (2)	8.6 %	8.2 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	3 (1)	6 (2)	9 (3)	2.1 %	2.2 %
				Soft AC	0 (0)	6 (1)	6 (1)	1.4 %	2.9 %
				Sports	9 (1)	0 (0)	9 (1)	2.1 %	2.0 %
				Standards/EZ	18 (3)	0 (0)	18 (3)	4.2 %	4.4 %
				<b>Totals</b>	<b>91 (9)</b>	<b>341 (25)</b>	<b>432 (34)</b>		

### AM Stations

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

WHBC	94.1	45 kw @ 515	AC	ABC	\$53.00	Christal
WRQK	106.9	27.5 kw @ 341	AOR	Westwd	\$33.00	Mc-Guild Cumulus, pend.
WZKL	92.5	50 kw @ 500	Oldies	\$40.00	Katz	WDPN Alliance

Notes: Other ranked stations – See Akron, Cleveland or Youngstown . . . 11/99 WRQK-F sold by Connoisseur to Cumulus as part of a \$242,000,000 group transaction . . . 1/00 WZKL-F changed from Oldies to Hot AC (AC/CHR) as "Z-92.5"

# CEDAR RAPIDS

**Arbitron Rank** 201 **Pop (12+):** 153,600  
**MSA Rank:** 211  
**MSA Pop:** 183,000  
**DMA:** 88 (w/Waterloo, Dubuque)  
**Average Persons Rating:** 14.5  
**Market TSL in Hours** 19.00

**Stations** 17 / 10  
**Diaries:** 963 / 160:1 / 55.2%  
**Sample Target:** 890  
**% Below Line:** 9.9  
**% Not Listed:** 13.0  
**Pop per Station:** 15,360

**Last Year's Revenue:** \$13,800,000  
**Household Income:** \$50,982  
**Total Retail Sales:** \$2.6 Bil.  
**#1 Biller:** WMT \$3,300,000  
**#1 Billing Portfolio**  
 Clear Channel \$6,625,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1 KHAK-F	C	28 / 12.6	14.3	15.2	13.3	13.1	361 / 23.5	26.9	26.8	52 / 819	D	KHAK-F
2 WMT	FS	26 / 11.7	9.4	13.5	13.3	14.0	393 / 25.6	22.6	25.7	97 / 1155	E	WMT
2 KZIA-F	CHR	26 / 11.7	13.9	11.7	4.6	4.5	418 / 27.2	29.3	25.8	53 / 872	B	KZIA-F
4 KDAT-F	AC	23 / 10.3	8.2	9.0	11.2	11.3	296 / 19.2	17.4	19.7	39 / 600	C	KDAT-F
5 KKRQ-F	CL HITS	20 / 9.0	11.0	7.2	7.5	8.1	350 / 22.8	23.8	18.1	49 / 867	C	KKRQ-F
6 WMT-F	AC/CHR	16 / 7.2	9.0	10.3	11.2	12.6	288 / 18.8	21.7	23.1	29 / 611	D	WMT-F
7 KRNA-F	AOR	13 / 5.8	5.7	4.9	4.1	6.8	221 / 14.4	16.4	12.3	25 / 474	C	KRNA-F
8 KMRY	ST	12 / 5.4	4.5	4.5	4.6	3.2	151 / 9.8	8.5	9.4	14 / 214	A	KMRY
9 KFMW-F	AOR	10 / 4.5	4.1	3.6	7.9	5.9	177 / 11.5	12.5	12.6	27 / 452		KFMW-F
10 KCRG	T	7 / 3.1	2.5	2.7	3.7	3.6	187 / 12.2	11.6	12.2	10 / 355	A	KCRG

12+ FM Share (Metro): 74.74% (145 of 194) (Fall 98: 75.38%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KZIA-F>>>	1 KZIA-F	1 KZIA-F	1 KKRQ-F	1 KDAT-F	1 WMT	1 KHAK-F <	1 KDAT-F	1 KZIA-F	1 KZIA-F >	1 WMT
	1 KRNA-F	1 KKRQ-F	2 KZIA-F <	1 KKRQ-F <	2 KHAK-F	2 WMT <	1 KHAK-F	2 KHAK-F <	2 KHAK-F	2 KHAK-F
	3 KFMW-F	3 KHAK-F <	3 KDAT-F	3 KHAK-F	3 KDAT-F	3 KKRQ-F <	3 WMT <	3 KKRQ-F <	3 WMT	2 KZIA-F >
	4 KHAK-F	4 KDAT-F	3 KHAK-F <	4 KZIA-F	4 KKRQ-F	4 KDAT-F <	4 KZIA-F	4 KDAT-F	4 KKRQ-F	4 KDAT-F
	4 WMT-F >	4 WMT-F	5 WMT-F	5 WMT-F	5 KMRY	5 KZIA-F >	5 WMT-F	5 WMT	5 KFMW-F	5 KKRQ-F <
		6 KRNA-F	6 KRNA-F >	6 KRNA-F >	6 WMT-F	6 WMT-F	6 KKRQ-F <	6 WMT-F	5 KDAT-F	6 WMT-F
							7 KRNA-F	7 KRNA-F	5 WMT-F >	7 KRNA-F
							7 KMRY >			8 KMRY

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

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume	Format Performance	AM	FM	Total	%	Yr. Ago
KXIC T 800 Iowa City	0.4	1.9	6 260	AC	0 (0)	39 (2)	39 (2)	20.1 %	22.1 %
				AOR/Classic/NR	0 (0)	23 (2)	23 (2)	11.9 %	9.7 %
				Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				CHR	0 (0)	27 (2)	27 (2)	13.9 %	13.3 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	30 (3)	30 (3)	15.5 %	18.5 %
				Full Service	27 (2)	0 (0)	27 (2)	13.9 %	15.9 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	10 (3)	0 (0)	10 (3)	5.2 %	3.6 %
				Oldies	0 (0)	26 (2)	26 (2)	13.4 %	11.8 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	12 (1)	0 (0)	12 (1)	6.2 %	5.1 %
				<b>Totals</b>	<b>49 (6)</b>	<b>145 (11)</b>	<b>194 (17)</b>		

Consolidation Report	12+	25-54	Revenue
<b>Clear Channel</b>	28.3 %	28.2 %	48.0 %
KKRQ-FM, KXIC-AM, WMT-AM, WMT-FM			
<b>Cumulus, pend.</b>	28.7 %	34.7 %	42.0 %
KDAT-FM, KHAK-FM, KRNA-FM			
	<b>57.0 %</b>	<b>62.9 %</b>	<b>90.0 %</b>



# CEDAR RAPIDS

## AM Stations

KCRG	1600	5 kw (DA-N)	News/Talk	AP, ESPN	\$<20.00	---	
KMRY	1450	1 kw	Standards	CBS, ABC	\$<20.00	---	
WMT	600	5 kw (DA-N)	Full Service	CBS, Westwd, ABC	\$64.00	Katz	Clear Channel

## FM Stations

KDAT	104.5	100 kw @ 550	AC	AMFM	\$20.00	---	Cumulus, pend.
KHAK	98.1	100 kw @ 460	Country	ABC	\$61.00	Christal	Cumulus, pend.
KKRQ	100.7	100 kw @ 530	Classic Hits		\$21.00	Banner	Clear Channel Iowa City
KRNA	94.1	100 kw @ 981	AOR	AMFM	\$31.00	D&R	Cumulus, pend. Iowa City
KZIA	102.9	100 kw @ 390	CHR		\$<20.00	D&R	
WMT	96.5	100 kw @ 518	AC/CHR		\$42.00	Katz	Clear Channel

Notes: KFMW-F – See Waterloo-Cedar Falls . . . 10/99 AMFM and Clear Channel announced plans to merge. Divestitures in the market will be necessary . . . 3/00 in a divestiture resulting from the AMFM/Clear Channel merger, KDAT-F, KHAK-F and KRNA-F were sold by AMFM to Cumulus as part of a \$159,000,000 (plus station swaps) multi-market transaction

# CHARLESTON, SC

Arbitron Rank	87 Pop (12+)	442,900	Stations	23 / 22	Last Year's Revenue:	\$17,800,000
MSA Rank:		103	Diaries:	1,072 / 413:1 / 50.4%	Household Income:	\$40,695
MSA Pop:		483,000	Sample Target:	1,040	Total Retail Sales:	\$5.3 Bil.
DMA:		120	% Below Line:	0.4	#1 Biller:	WEZL-F \$3,250,000
Average Persons Rating:		15.2	% Not Listed:	11.3	#1 Billing Portfolio	
Market TSL in Hours		20.00	Pop per Station:	20,132		Citadel \$8,590,000

12+ Metro	Format	Fall 99		Sum 99	Spq 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spq 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
		1/4	Share											
1	WWWZ-F	B	78 / 11.6	13.0	11.9	11.9	11.0	12.1	954 / 21.5	20.1	20.6	94 / 1210	D	WWWZ-F
2	WEZL-F	C	62 / 9.2	5.6	7.6	10.8	8.5	8.3	738 / 16.7	17.9	17.1	64 / 828	E	WEZL-F
3	WXLY-F	O	46 / 6.8	8.7	7.6	5.2	7.1	7.1	762 / 17.2	16.8	15.4	52 / 862	C	WXLY-F
4	WXTC	B/G	40 / 6.0	3.8	4.0	4.7	3.4	4.6	294 / 6.6	6.2	5.5	40 / 294		WXTC
5	WSSP-F	CHR/B	37 / 5.5	4.4	6.2	3.5	3.1	4.9	773 / 17.5	16.7	7.2	38 / 781		WSSP-F
6	WSUY-F	SAC	34 / 5.1	4.6	6.5	3.9	4.2	5.0	538 / 12.2	12.4	10.5	38 / 632	C	WSUY-F
7	WSSX-F	CHR/AC	32 / 4.8	6.6	4.8	5.0	6.4	5.3	836 / 18.9	19.5	19.3	37 / 971	C	WSSX-F
8	WNKT-F	C	31 / 4.6	3.4	3.9	4.5	5.6	4.1	555 / 12.5	12.6	13.6	41 / 791	B	WNKT-F
9	WMGL-F	B/AC	30 / 4.5	4.4	4.8	4.8	3.7	4.6	386 / 8.7	8.8	9.4	32 / 432	B	WMGL-F
10	WAVF-F	AOR	28 / 4.2	5.3	3.6	5.3	5.4	4.6	612 / 13.8	13.1	13.4	33 / 672	C	WAVF-F
11	WJNI-F	B/G	22 / 3.3	2.0	3.1	1.9	2.0	2.6	214 / 4.8	5.6	4.6	24 / 242		WJNI-F
12	WALC-F	AC-NR	21 / 3.1	3.3	3.3	4.5	4.8	3.6	586 / 13.2	14.4	15.6	21 / 586	B	WALC-F
12	WRFQ-F	CL HITS	21 / 3.1	2.6	4.3	3.7	3.9	3.4	433 / 9.8	13.1	11.0	21 / 465	C	WRFQ-F
14	WYBB-F	CL AOR	19 / 2.8	2.1	2.8	2.9	3.9	2.7	489 / 11.0	9.0	11.1	19 / 505	B	WYBB-F
15	WCOO-F	B/O	17 / 2.5	4.6	3.7	2.9	1.7	3.4	380 / 8.6	9.1	7.2	18 / 409		WCOO-F
16	WTMA	N/T	14 / 2.1	-3.8	3.7	3.7	3.9	3.3	332 / 7.5	9.3	10.8	14 / 332	C*	WTMA
17	WTMZ	ST	13 / 1.9	2.6	0.5		0.3		157 / 3.5	1.9	2.0	13 / 157		WTMZ

12+ FM Share (Metro): 85.91% (512 of 596) (Fall 98: 85.34%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WWWZ-F <	1 WWWZ-F >>	1 WWWZ-F >	1 WWWZ-F	1 WWWZ-F <	1 WXLY-F	1 WEZL-F <	1 WEZL-F	1 WWWZ-F	1 WWWZ-F >>	1 WWWZ-F >
2 WSSP-F >	2 WEZL-F <	2 WEZL-F >	2 WEZL-F	2 WEZL-F	2 WXTC	2 WWWZ-F >	2 WWWZ-F <	2 WEZL-F <	2 WSSX-F	2 WEZL-F <
3 WSSX-F >>	3 WAVF-F <	3 WAVF-F	3 WXLY-F	3 WXLY-F	2 WEZL-F >	3 WXLY-F	3 WXLY-F	3 WSSP-F <	2 WSSP-F <	3 WXTC
	4 WSSP-F	3 WXLY-F	4 WMGL-F <	4 WSUY-F <	4 WSUY-F <	4 WXTC	4 WXTC	4 WXLY-F >	4 WMGL-F	4 WSSP-F
	5 WSSX-F	5 WMGL-F	5 WSUY-F <	5 WMGL-F	5 WMGL-F <	4 WAVF-F	5 WSUY-F	5 WSSX-F <	5 WXTC	5 WXLY-F
	6 WRFQ-F	5 WSUY-F <	6 WAVF-F <	6 WNKT-F <	6 WNKT-F	4 WRFQ-F <	6 WNKT-F	6 WSUY-F	5 WXLY-F <	6 WSSX-F
	6 WSUY-F	7 WSSX-F	7 WNKT-F <	7 WAVF-F <	7 WWWZ-F <	7 WMGL-F	7 WSSP-F <	7 WNKT-F <	7 WNKT-F	7 WSUY-F
	8 WMGL-F	7 WSSP-F <	8 WSSX-F	8 WRFQ-F <	8 WJNI-F	8 WSUY-F <	8 WAVF-F <	8 WXTC	8 WSUY-F	8 WJNI-F
	8 WALC-F	9 WNKT-F <	8 WYBB-F	9 WSSX-F	9 WTMZ	9 WNKT-F	9 WSSX-F <	8 WMGL-F <	8 WEZL-F <	9 WMGL-F
			8 WRFQ-F <	9 WYBB-F	9 WCOO-F <	10 WYBB-F <	10 WALC-F	10 WAVF-F		9 WNKT-F
				9 WJNI-F <			10 WSSC <			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WWWZ-F >>	1 WWWZ-F >>	1 WWWZ-F >>	1 WWWZ-F >	1 WWWZ-F <	1 WWWZ-F	1 WWWZ-F	1 WWWZ-F	1 WWWZ-F	1 WWWZ-F <	1 WWWZ-F
2 WSSP-F >	2 WSSP-F	2 WEZL-F	2 WEZL-F	2 WEZL-F	2 WSSP-F	2 WAVF-F	2 WAVF-F	2 WAVF-F	2 WEZL-F <	2 WJNI-F
3 WSSX-F	2 WEZL-F	2 WSUY-F >	3 WSUY-F	3 WXLY-F <	2 WAVF-F >	3 WEZL-F	2 WEZL-F >	3 WEZL-F	3 WAVF-F	3 WXTC >
4 WEZL-F	4 WSUY-F	4 WMGL-F	4 WXLY-F	4 WSUY-F >	4 WEZL-F >>	4 WSSP-F	4 WRFQ-F >	4 WRFQ-F	3 WXLY-F	4 WSSP-F
4 WSUY-F	5 WSSX-F	4 WNKT-F	5 WSSX-F <	5 WMGL-F		5 WRFQ-F	5 WSSX-F	5 WYBB-F <	3 WRFQ-F <	4 WEZL-F
4 WPAL-F >	6 WAVF-F		6 WMGL-F	6 WCOO-F		6 WSSX-F	5 WYBB-F	6 WMGL-F <	6 WMGL-F	
	6 WNKT-F		6 WSSP-F	7 WXTC		7 WYBB-F	5 WMGL-F	7 WSSP-F	7 WYBB-F <	
	8 WMGL-F		8 WNKT-F	7 WNKT-F			8 WALC-F	7 WXLY-F	8 WNKT-F	
			8 WCOO-F	9 WSSX-F			8 WSSP-F >	7 WNKT-F <	9 WJNI-F	
			8 WALC-F	9 WALC-F				10 WJNI-F	10 WSSX-F	
			8 WXTC					10 WSSX-F		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume		
WPAL-F	B	100.9	Walterboro	1.5	4.2	12	275	WHLZ-F	C	92.5	Manning	0.4	2.5	19	316
WQSC	SPRTS	1450	Charleston	0.9	2.6	6	117								
WSCC	T/N	730	Charleston	1.6	5.3	11	238								
WTUA-F	B/G	106.1	Saint Stephen	1.6	2.8	16	271								
WWBZ-F	AC	98.9	McClellan	1.5	3.2	15	193								

# CHARLESTON, SC

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Citadel</b>	34.6 %	33.6 %	48.3 %	AC	0 (0)	31 (2)	31 (2)	5.2 %	7.2 %
WMGL-FM, WNKT-FM, WSSX-FM, WSUY-FM, WTMA-AM, WTMZ-AM, WWWZ-FM, WXTC-FM				AOR/Classic/NR	0 (0)	47 (2)	47 (2)	7.9 %	10.5 %
<b>Clear Channel</b>	23.8 %	27.1 %	41.5 %	Black/Urban	0 (0)	135 (4)	135 (4)	22.7 %	22.3 %
WALC-FM, WEZL-FM, WRFQ-FM, WSCC-AM, WXLV-FM				CHR	0 (0)	69 (2)	69 (2)	11.6 %	7.2 %
<b>LM</b>	5.3 %	7.7 %	4.0 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WCOO-FM, WYBB-FM				Country	0 (0)	96 (3)	96 (3)	16.1 %	17.3 %
<b>Local</b>	0.9 %	1.3 %	%	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WQNT-AM, WQSC-AM				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	<b>64.6 %</b>	<b>69.7 %</b>	<b>93.8 %</b>	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	25 (2)	0 (0)	25 (2)	4.2 %	6.1 %
				Oldies	0 (0)	67 (2)	67 (2)	11.2 %	12.4 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	40 (1)	33 (2)	73 (3)	12.2 %	8.4 %
				Soft AC	0 (0)	34 (1)	34 (1)	5.7 %	4.7 %
				Sports	6 (1)	0 (0)	6 (1)	1.0 %	0.5 %
				Standards/EZ	13 (1)	0 (0)	13 (1)	2.2 %	3.5 %
				<b>Totals</b>	<b>84 (5)</b>	<b>512 (18)</b>	<b>596 (23)</b>		

### AM Stations

Station	Freq	Power	Format	Company	Advertiser	Agency	City
WTMA	1250	5 kw/1 kw (DA-N)	News/Talk	Westwd, CBS	\$36.00	Katz	Citadel
WTMZ	910	0.5 kw (DA-N)	Standards	Jones	\$ NA	Katz	Citadel
WXTC	1390	5 kw (DA-2)	Black Gospel		\$ NA	Mc-Guild	Citadel

### FM Stations

Station	Freq	Power	Format	Company	Advertiser	Agency	City
WALC	100.5	18 kw @ 394	Modern AC		\$28.00	Katz	Clear Channel
WAVF	96.1	100 kw @ 538	AOR		\$50.00	Christal	
WCOO	105.3	13.5 kw @ 446	Black Oldies		\$ NA	Eastman	LM Moncks Corner
WEZL	103.5	100 kw @ 661	Country	Westwd	\$64.00	Katz	Clear Channel
WJNI	106.3	3 kw @ 328	Black Gospel		\$ NA	---	Ladson
WMGL	101.7	7 kw @ 423	Black AC	ABC	\$22.00	Mc-Guild	Citadel Ravenal
WNKT	107.5	100 kw @ 984	Country		\$39.00	Mc-Guild	Citadel St. George
WRFQ	104.5	28 kw @ 656	Classic Hits		\$17.00	Katz	Clear Channel Mt. Pleasant
WSSP	94.3	3 kw @ 480	Dance CHR	Westwd, CNN	\$<20.00	---	Concord Goose Creek
WSSX	95.1	100 kw @ 1000	CHR/AC		\$35.00	Mc-Guild	Citadel
WSUY	96.9	100 kw @ 1770	Soft AC		\$<20.00	Mc-Guild	Citadel
WWWZ	93.3	50 kw @ 492	Black	AURN, ABC	\$44.00	Mc-Guild	Citadel Summerville
WXLV	102.5	100 kw @ 1000	Oldies	Westwd	\$26.00	Banner	Clear Channel
WYBB	98.1	50 kw @ 479	Classic AOR	Westwd	\$21.00	Eastman	LM Folly Beach

Notes: \* WTMA revenue level includes WTMZ revenue . . . 9/99 WTMZ changed from News to Standards . . . 10/99 WZJY (1480; Mt. Pleasant) sold for \$188,900 . . . 2/00 WSSP-F changed from Dance CHR to Black

# CHARLESTON, WV

Arbitron Rank 162	Pop (12+): 215,300	Stations	15 / 13	Last Year's Revenue:	\$12,000,000
MSA Rank:	173	Diaries:	695 / 310:1 / 50.1%	Household Income:	\$39,786
MSA Pop:	252,000	Sample Target:	680	Total Retail Sales:	\$3.0 Bil.
DMA:	58 (w/Huntington)	% Below Line:	4.2	#1 Biller:	WQBE-F \$4,000,000
Average Persons Rating:	14.6	% Not Listed:	10.8	#1 Billing Portfolio	
Market TSL in Hours	19.75	Pop per Station:	16,562	Bristol (total revenue NA)	

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	WVSR-F	CHR	60 / 19.1	17.9	17.9	16.1	700 / 32.5	33.1	30.3	88 / 1112		WVSR-F
2	WQBE-F	C	48 / 15.3	20.3	21.8	17.4	577 / 26.8	33.5	33.1	104 / 1230	E	WQBE-F
3	WKLC-AF	AOR	33 / 10.5	6.3	6.7	10.9	393 / 18.3	13.9	14.6	53 / 854		WKLC-AF
3	WCHS	FS	33 / 10.5	7.3	9.1	6.4	416 / 19.3	15.0	19.0	38 / 550		WCHS
5	WKAZ-F	O	27 / 8.6	7.6	6.0	7.4	351 / 16.3	13.9	14.6	43 / 615		WKAZ-F
6	WBES-F	SAC	16 / 5.1	3.7	2.5	1.9	311 / 14.4	7.6	7.8	19 / 397		WBES-F
7	WKWS-F	C	15 / 4.8	8.6	6.3	7.4	381 / 17.7	19.3	17.0	35 / 830		WKWS-F
8	WVAF-F	CHR/AC	13 / 4.1	4.3	6.0	4.8	369 / 17.2	15.1	16.5	18 / 539		WVAF-F
9	WAMX-F	AOR	10 / 3.2	1.3	3.2	3.2	184 / 8.6	7.0	7.4	36 / 597		WAMX-F
10	WRVZ-F	CL AOR	7 / 2.2	3.3	3.5	2.9	140 / 6.5	8.6	7.0	8 / 163		WRVZ-F

12+ FM Share (Metro): 85.00% (238 of 280) (Fall 98: 85.71%)

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

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

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WCAW ST 680 Charleston	1.6	5.2	6 137
WJYP-F REL 100.9 S. Charleston	1.9	4.5	6 107
WQBE T 950 Charleston	1.3	3.1	4 83

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WZKM-F G 93.3 Montgomery	1.0	3.2	3 77

Consolidation Report	12+	25-54	Revenue
<b>Bristol</b>	40.8 %	43.4 %	%
WBES-FM, WQBE-AM, WQBE-FM, WVSR-AM, WVSR-FM			
<b>West Virginia</b>	24.8 %	21.2 %	%
WCAW-AM, WCHS-AM, WKAZ-FM, WSWW-AM, WVAF-FM			
	<b>65.6 %</b>	<b>64.6 %</b>	%

Format Performance	AM	FM	Total	%	Yr. Ago
AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
AOR/Classic/NR	0 (0)	50 (3)	50 (3)	17.9 %	15.4 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	73 (2)	73 (2)	26.1 %	26.3 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	4 (1)	63 (2)	67 (3)	23.9 %	30.9 %
Full Service	33 (1)	0 (0)	33 (1)	11.8 %	10.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	0 (0)	0 (0)	0 (0)	0.0 %	2.3 %
Oldies	0 (0)	27 (1)	27 (1)	9.6 %	6.6 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	9 (2)	9 (2)	3.2 %	0.0 %
Soft AC	0 (0)	16 (1)	16 (1)	5.7 %	2.7 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards/EZ	5 (1)	0 (0)	5 (1)	1.8 %	1.9 %
<b>Totals</b>	<b>42 (3)</b>	<b>238 (11)</b>	<b>280 (14)</b>		

# CHARLESTON, WV

## AM Stations

WCHS	580	5 kw (DA-N)	Full Service	CBS, Westwd	\$<20.00	Mc-Guild	West Virginia	
WCOZ	1300	1 kw/0.049 kw	Simul. WKLC-F					St. Albans

## FM Stations

WBES	94.5	9.6 kw @ 525	Soft AC	ABC	\$ NA	Christal	Bristol	Dunbar
WKAZ	107.3	23.5 kw @ 676	Oldies	Westwd	\$<20.00	Mc-Guild	West Virginia	Miami
WKLC	105.1	3.6 kw @ 1663	AOR	Source, ABC	\$29.00	Eastman	LM	St. Albans
WKWS	96.1	45 kw @ 515	Country	ABC, CBS	\$27.00	Mc-Guild	West Virginia	
WQBE	97.5	50 kw @ 500	Country	ABC	\$75.00	Christal	Bristol	
WRVZ	98.7	0.63 kw @ 617	Classic AOR	ABC	\$ NA	---		Pocatalico
WVAF	99.9	50 kw @ 430	CHR/AC	ABC	\$32.00	Mc-Guild	West Virginia	
WVSR	102.7	50 kw @ 403	CHR		\$30.00	Christal	Bristol	

Notes: 10/99 WQBE (950) changed from Talk to Country (partial simulcast of WQBE-F) . . . 10/99 WVAF-F changed from CHR to Hot AC (CHR/AC) . . . 1/00 WSCW (1410)/WJYP-F (100.9) sold to Mortenson for \$1,000,000 (Pierce) . . . 2/00 WSWW (1490) changed from Talk to simulcasting Soft AC WBES-FM as WBES

# CHARLOTTE

**Arbitron Rank** 37 **Pop (12+)** 1,191,000  
**MSA Rank:** 42  
**MSA Pop:** 1,400,000  
**DMA:** 28  
**Average Persons Rating:** 15.1  
**Market TSL in Hours** 20.00

**Stations** 30 / 22  
**Diaries:** 2,365 / 504:1 / 47.4%  
**Sample Target:** 2,230  
**% Below Line:** 4.7  
**% Not Listed:** 16.3  
**Pop per Station:** 54,136

**Last Year's Revenue:** \$92,400,000  
**Household Income:** \$48,779  
**Total Retail Sales:** \$15.0 Bil.  
**#1 Biller:** WBT-AF \$12,060,000  
**#1 Billing Portfolio**  
 CBS/Infinity \$34,167,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	WPEG-F	B	167 / 9.3	9.1	8.9	8.5	11.0	8.9	2140 / 18.0	17.5	18.4	236 / 3159	H	WPEG-F
2	WNKS-F	CHR	159 / 8.8	8.8	8.0	6.9	7.8	8.1	2548 / 21.4	21.3	21.6	262 / 4348	G	WNKS-F
3	WLYT-F	SAC	130 / 7.2	6.0	7.9	6.5	6.0	6.9	1874 / 15.7	15.4	14.9	185 / 2778	H	WLYT-F
4	WVMG-F	O	110 / 6.1	5.8	6.3	5.6	5.4	6.0	1605 / 13.5	14.2	14.3	184 / 2827	G	WVMG-F
5	WKKT-F	C	104 / 5.8	5.6	5.7	5.1	6.0	5.5	1719 / 14.4	14.7	14.8	173 / 2905	G	WKKT-F
6	WRFX-F	AOR	97 / 5.4	6.1	5.0	6.2	6.0	5.7	1681 / 14.1	13.6	16.7	167 / 2745	I	WRFX-F
7	WLNK-F	AC-NR	89 / 4.9	3.9	3.8	4.1	4.3	4.2	1521 / 12.8	14.4	14.1	134 / 2448	G	WLNK-F
8	WBAV-F	B/AC	88 / 4.9	6.3	4.8	6.0	5.2	5.5	1182 / 9.9	10.0	9.4	117 / 1587	F	WBAV-F
9	WSOC-F	C	86 / 4.8	6.1	5.4	5.2	6.7	5.4	1626 / 13.7	13.8	15.3	142 / 2680	H	WSOC-F
9	WBT-AF	FS	86 / 4.8	5.5	7.0	6.3	6.1	5.9	1573 / 13.2	14.5	14.8	117 / 1969	I	WBT-AF
11	WCCJ-F	B/O	55 / 3.1	2.9	2.3	2.8	2.0	2.8	934 / 7.8	5.6	5.2	58 / 1013	C	WCCJ-F
12	WEND-F	AOR-NR	51 / 2.8	3.3	3.2	3.0	2.9	3.1	1120 / 9.4	11.7	9.8	82 / 1767	D	WEND-F
13	WXRC-F	AOR	48 / 2.7	2.7	3.2	2.6	2.6	2.8	937 / 7.9	9.1	7.7	81 / 1525	C	WXRC-F
14	WSSS-F	CL HITS	45 / 2.5	2.9	2.6	3.7	3.6	2.9	1017 / 8.5	8.9	10.1	72 / 1643	G	WSSS-F
15	WNMX-F	ST	35 / 1.9	2.9	2.3	2.7	2.4	2.5	594 / 5.0	4.3	5.0	38 / 694	B	WNMX-F
16	WMIT-F	REL	26 / 1.4	0.8	1.1	1.8	1.4	1.3	595 / 5.0	4.0	4.4	102 / 1534	D	WMIT-F
17	WFNZ	SPRTS	19 / 1.1	1.3	1.4	1.1	1.3	1.2	376 / 3.2	3.3	3.3	27 / 476	B	WFNZ

12+ FM Share (Metro): 90.11% (1358 of 1507) (Fall 98: 88.90%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WPEG-F >>	1 WNKS-F <	1 WNKS-F	1 WNKS-F	1 WLYT-F <	1 WLYT-F <	1 WNKS-F <	1 WLYT-F	1 WNKS-F	1 WPEG-F >>	1 WPEG-F
2 WNKS-F >>	2 WPEG-F >>	2 WPEG-F >	2 WRFX-F <	2 WNKS-F <	2 WVMG-F	2 WRFX-F	2 WBT-AF <	2 WPEG-F	2 WNKS-F	2 WNKS-F
3 WEND-F >>	3 WKKT-F	3 WRFX-F	3 WLYT-F <	3 WRFX-F	3 WBT-AF	3 WPEG-F	3 WNKS-F <	3 WLYT-F	3 WBAV-F <	3 WVMG-F
4 WLNK-F <	4 WKKT-F <	4 WLYT-F <	4 WPEG-F <	4 WVMG-F <	4 WRFX-F <	4 WLNK-F <	4 WVMG-F	4 WVMG-F <	4 WLYT-F >	4 WLYT-F <
5 WXRC-F	5 WLNK-F	5 WLNK-F <	5 WPEG-F <	5 WSOC-F <	5 WKKT-F <	5 WKKT-F <	5 WKKT-F <	5 WKKT-F	5 WKKT-F <	5 WKKT-F
6 WRFX-F <	5 WKKT-F <	6 WBAV-F <	6 WLNK-F <	6 WBAV-F <	6 WLYT-F <	6 WPEG-F <	6 WLNK-F <	6 WVMG-F	6 WBAV-F	6 WBAV-F
7 WEND-F	7 WBAV-F	7 WVMG-F	7 WBAV-F <	7 WKKT-F	7 WBAV-F <	7 WSOC-F	7 WSOC-F	7 WSOC-F	6 WEND-F	6 WSOC-F
7 WLYT-F <	8 WVMG-F <	7 WKKT-F	8 WKKT-F <	8 WLNK-F <	8 WVMG-F <	8 WRFX-F <	8 WBAV-F <	8 WLNK-F <	8 WLNK-F <	8 WLNK-F <
9 WBAV-F <	9 WSOC-F	9 WSOC-F <	9 WSOC-F	9 WNKS-F	9 WXRC-F <	9 WLNK-F	9 WRFX-F	9 WSOC-F	9 WSOC-F	9 WBT-AF
	10 WXRC-F <	10 WCCJ-F	10 WCCJ-F		10 WBT-AF	10 WBAV-F <	10 WBT-AF			9 WRFX-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WPEG-F <	1 WNKS-F	1 WNKS-F	1 WNKS-F	1 WLYT-F	1 WPEG-F >	1 WPEG-F	1 WNKS-F	1 WPEG-F	1 WRFX-F >	1 WPEG-F >
2 WNKS-F >>	2 WPEG-F >	2 WPEG-F	2 WPEG-F <	2 WNKS-F	2 WNKS-F >>	2 WNKS-F >	2 WPEG-F	2 WNKS-F <	2 WVMG-F <	2 WBAV-F
3 WKKT-F	3 WLNK-F <	3 WLNK-F	3 WLYT-F	3 WVMG-F	3 WKKT-F	3 WXRC-F	3 WXRC-F	3 WRFX-F >	3 WNKS-F <	3 WSOC-F <
4 WEND-F	4 WKKT-F >	4 WKKT-F	4 WLNK-F	3 WLNK-F	4 WXRC-F	4 WRFX-F	3 WRFX-F >	4 WXRC-F	4 WPEG-F <	4 WKKT-F
4 WLNK-F	5 WLYT-F	5 WCCJ-F	5 WKKT-F <	3 WBAV-F	5 WEND-F >	4 WKKT-F	5 WEND-F <	4 WKKT-F <	5 WLYT-F <	4 WLYT-F
6 WLYT-F	5 WBAV-F	6 WBAV-F	6 WBAV-F	6 WKKT-F	6 WEND-F	6 WEND-F	6 WKKT-F	6 WLNK-F <	6 WBT-AF	6 WNKS-F
	7 WCCJ-F	7 WLYT-F	7 WVMG-F <	6 WPEG-F	7 WLYT-F	7 WLYT-F	6 WLYT-F	7 WSOC-F <	6 WLNK-F	
	7 WXRC-F	7 WRFX-F	8 WRFX-F	8 WCCJ-F	7 WSOC-F	7 WSOC-F	6 WSOC-F	8 WBAV-F	6 WSOC-F <	
		7 WSOC-F	9 WCCJ-F	8 WSOC-F	7 WLNK-F	9 WLNK-F	8 WBT-AF <	9 WBAV-F <		
				8 WRFX-F >	10 WBAV-F	10 WCCJ-F	10 WVMG-F <	10 WKKT-F <		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WGIV	B/G	1600	Charlotte 0.9 2.1 16 246
WGSP	REL	1310	Charlotte 0.3 0.7 6 87
WIXE	C	1190	Monroe, NC 0.4 0.7 7 85
WNOW	SP-VA	1030	Mint Hill, NC 0.7 0.6 12 76
WSAT	ST	1280	Salisbury 0.6 0.7 11 84

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WFMX-F	C	105.7	Statesville 0.7 2.8 48 1098
WHSL-F	C	100.3	High Point 0.4 1.2 28 564
WJMH-F	B	102.1	Reidsville 0.6 1.7 24 464
WKBC-F	AC	97.3	N. Wilkesboro 0.3 0.6 30 563
WKRR-F	AOR/CL	92.3	Asheboro 0.4 1.4 34 632
WKSJ-F	AC-NR	98.7	Greensboro 0.3 1.7 21 690
WTPT-F	AOR	93.3	Forest City 0.4 2.1 33 788

# CHARLOTTE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>AMFM (Pend. to Clear Channel)</b> WKKT-FM, WLYT-FM, WRFX-FM	18.4 %	21.1 %	29.5 %	AC	0 (0)	101 (3)	101 (3)	6.7 %	4.9 %
<b>CBS/Infinity</b> WBAV-FM, WFNZ-AM, WGIV-AM, WNKS-FM, WPEG-FM, WSOC-FM, WSSS-FM	32.3 %	30.9 %	37.0 %	AOR/Classic/NR	0 (0)	211 (5)	211 (5)	14.0 %	14.2 %
<b>Dalton</b> WEND-FM, WWMG-FM	8.9 %	9.0 %	9.7 %	Black/Urban	0 (0)	321 (4)	321 (4)	21.3 %	19.3 %
<b>Jefferson-Pilot</b> WBT-AF, WLNK-FM	9.7 %	9.9 %	19.7 %	CHR	0 (0)	159 (1)	159 (1)	10.6 %	9.0 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	7 (1)	211 (4)	218 (5)	14.5 %	17.2 %
				Full Service	78 (1)	9 (1)	87 (2)	5.8 %	7.1 %
				Hispanic	12 (1)	0 (0)	12 (1)	0.8 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Oldies	0 (0)	155 (2)	155 (2)	10.3 %	10.4 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	22 (2)	26 (1)	48 (3)	3.2 %	4.3 %
				Soft AC	0 (0)	130 (1)	130 (1)	8.6 %	7.0 %
				Sports	19 (1)	0 (0)	19 (1)	1.3 %	1.5 %
				Standards/EZ	11 (1)	35 (1)	46 (2)	3.1 %	2.8 %
	<b>69.3 %</b>	<b>70.9 %</b>	<b>95.9 %</b>	<b>Totals</b>	<b>149 (7)</b>	<b>1358 (23)</b>	<b>1507 (30)</b>		

### AM Stations

Station	Freq	Power	Format	AM	FM	Total	%	Yr. Ago
WBT	1110	50 kw (DA-N)	Full Service	CBS	\$119.00	CBS	Jefferson-Pilot	
WFNZ	610	5 kw/1 kw (DA-2)	Sports	CBS, Westwd, 1/1	\$ NA	Eastman	CBS/Infinity	
WGIV	1600	1 kw (DA-N)	Black Gospel	ABC	\$ NA	—	CBS/Infinity	

### FM Stations

Station	Freq	Power	Format	AM	FM	Total	%	Yr. Ago
WBAV	101.9	100 kw @ 988	Black AC	ABC	\$49.00	Katz	CBS/Infinity	
WBT	99.3	7.6 kw @ 604	Simul. WBT					Chester, SC
WCCJ	92.7	6 kw @ 328	Black Oldies		\$ NA	Allied	Radio One, pend.	Harrisburg
WEND	106.5	65 kw @ 1046	AOR-New Rock		\$53.00	Mc-Guild	Dalton	Salisbury
WKKT	96.9	100 kw @ 1548	Country		\$95.00	D&R	AMFM	Statesville
WLNK	107.9	100 kw @ 1694	Modern AC		\$80.00	CBS	Jefferson-Pilot	
WLYT	102.9	31 kw @ 1535	Soft AC	AMFM	\$100.00	Sentry	AMFM	Hickory
WNKS	95.1	100 kw @ 1542	CHR		\$60.00	Katz	CBS/Infinity	
WNMX	106.1	20 kw @ 364	Standards	ABC	\$25.00	Roslin	GHB	Waxhaw, SC
WPEG	97.9	95 kw @ 1610	Black	CBS, Westwd, ABC	\$155.00	Christal	CBS/Infinity	Concord
WRFX	99.7	84 kw @ 1056	AOR		\$177.00	Eastman	AMFM	Kannapolis
WSOC	103.7	100 kw @ 1059	Country		\$175.00	Katz	CBS/Infinity	
WSSS	104.7	100 kw @ 1210	Classic Hits		\$80.00	Katz	CBS/Infinity	
WWMG	96.1	100 kw @ 1745	Oldies		\$90.00	Mc-Guild	Dalton	Shelby
WXRC	95.7	100 kw @ 1020	AOR	ABC	\$ NA	Allied		Hickory

Notes: 9/99 WDEX (1430; Monroe) sold (price NA) . . . 10/99 AMFM and Clear Channel announced plans to merge . . . 3/00 WCCJ-F sold by Davis to Radio One as part of a \$24,000,000 multi-market transaction

# CHATTANOOGA

**Arbitron Rank** 104 **Pop (12+)** 390,600  
**MSA Rank:** 113  
**MSA Pop:** 452,000  
**DMA:** 87  
**Average Persons Rating:** 14.7  
**Market TSL in Hours** 19.50

**Stations** 22 / 21  
**Diaries:** 1,469 / 266:1 / 49.1%  
**Sample Target:** 1,430  
**% Below Line:** 0.5  
**% Not Listed:** 14.8  
**Pop per Station:** 18,600

**Last Year's Revenue:** \$20,300,000  
**Household Income:** \$38,582  
**Total Retail Sales:** \$5.2 Bil.  
**#1 Biller:** WUSY-F \$5,500,000  
**#1 Billing Portfolio**  
 Cumulus \$6,920,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spq 99	Win 99	Fall 98	4 Book Avg	12+ Metro Cume / Rtg	Spq 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	WUSY-F	C	111 / 19.3	21.6	18.2	24.0	18.8	20.8	1256 / 32.2	30.9	31.0	198 / 2390	G	WUSY-F
2	WDEF-F	SAC	51 / 8.9	7.7	8.6	8.2	7.7	8.3	820 / 21.0	18.1	16.8	72 / 1290	D	WDEF-F
3	WSKZ-F	AOR/CL	43 / 7.5	7.0	10.2	8.1	8.2	8.2	745 / 19.1	21.5	16.1	109 / 1693	E	WSKZ-F
4	WJTT-F	B	38 / 6.6	6.3	6.4	5.9	7.7	6.3	416 / 10.7	12.3	10.6	43 / 538	C	WJTT-F
5	WDOD-F	AOR-NR	31 / 5.4	7.5	5.3	5.3	6.6	5.9	592 / 15.2	17.0	17.4	57 / 1240	C	WDOD-F
6	WOGT-F	O	28 / 4.9	4.5	6.3	4.8	3.8	5.1	460 / 11.8	13.3	12.1	36 / 619	C	WOGT-F
7	WGOW-F	T	27 / 4.7	5.3	4.3	4.1	4.9	4.6	426 / 10.9	9.6	9.9	31 / 555	C*	WGOW-F
8	WKXJ-F	CHR	26 / 4.5	5.8	5.6	3.8	4.5	4.9	573 / 14.7	14.4	13.8	27 / 622	B	WKXJ-F
9	WLOV-F	B/O	24 / 4.2	4.7	3.6	4.6	1.2	4.3	280 / 7.2	7.1	4.4	27 / 358		WLOV-F
10	WLMX-F	AOR	17 / 3.0	2.5	2.6	2.8	3.7	2.7	380 / 9.7	8.5	10.1	21 / 484	B	WLMX-F
10	WDOD	ST	17 / 3.0	2.7	2.6	2.6	3.7	2.7	190 / 4.9	5.0	4.6	17 / 190		WDOD
12	WNOO	B/AC	16 / 2.8	1.5	1.7	2.6	3.1	2.1	144 / 3.7	3.0	4.3	17 / 148		WNOO
13	WGOW	T	14 / 2.4	2.8	2.6	1.3	3.3	2.3	272 / 7.0	6.2	5.6	15 / 316	*	WGOW
13	WBDX-F	REL-CC	14 / 2.4	1.8	1.8	1.6	1.6	1.9	288 / 7.4	4.2	5.3	22 / 549		WBDX-F
15	WMPZ-F	J	9 / 1.6	1.0	1.8	1.2	0.7	1.4	159 / 4.1	2.5	3.4	10 / 192		WMPZ-F

12+ FM Share (Metro): 87.12% (426 of 489) (Fall 98: 84.30%)

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

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

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume		
WBDX-F	REL-CC	102.7	Trenton	2.1	6.2	16	331	WALV-F	CHR	95.3	Cleveland	0.5	4.0	34	562
WDEF	T/SPRTS	1370	Chattanooga	0.7	2.1	4	85								
WEPG	AC	910	S. Pittsburg	0.5	1.5	3	81								
WFLI	REL	1070	Lookout Mountain	0.9	3.0	6	149								
WLLJ-F	REL-CC	103.1	Etowah	0.2	1.3	6	224								
WQCH	C	1590	Lafayette, GA	0.7	1.4	4	53								
WSGC-F	CL HITS	101.9	Ringgold, GA	0.9	3.7	6	194								



# CHATTANOOGA

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Bahakel</b>	18.0 %	15.2 %	19.2 %	AC	3 (1)	0 (0)	3 (1)	0.6 %	5.0 %
WDEF-AM, WDEF-FM, WDOD-AM, WDOD-FM				AOR/Classic/NR	0 (0)	91 (3)	91 (3)	18.6 %	17.6 %
<b>Brewer</b>	8.2 %	8.1 %	9.4 %	Black/Urban	16 (1)	62 (2)	78 (3)	16.0 %	14.3 %
WJTT-FM, WMPZ-FM				CHR	0 (0)	29 (2)	29 (2)	5.9 %	5.4 %
<b>Citadel, pend.</b>	19.5 %	23.9 %	26.6 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WGOW-AM, WGOW-FM, WOGT-FM, WSKZ-FM				Country	4 (1)	111 (1)	115 (2)	23.5 %	24.8 %
<b>Cumulus</b>	31.0 %	31.3 %	34.0 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WKXJ-FM, WLMX-FM, WLOV-FM, WUSY-FM, WUUS-AM				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	<b>76.7 %</b>	<b>78.5 %</b>	<b>89.2 %</b>	Jazz	0 (0)	9 (1)	9 (1)	1.8 %	0.8 %
				News/Talk	18 (2)	27 (1)	45 (3)	9.2 %	10.5 %
				Oldies	0 (0)	33 (2)	33 (2)	6.7 %	4.5 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	5 (1)	13 (2)	18 (3)	3.7 %	3.7 %
				Soft AC	0 (0)	51 (1)	51 (1)	10.4 %	9.1 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	17 (1)	0 (0)	17 (1)	3.5 %	4.3 %
				<b>Totals</b>	<b>63 (7)</b>	<b>426 (15)</b>	<b>489 (22)</b>		

### AM Stations

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

### FM Stations

Station	Freq	Power	Format	Company	Revenue	Advertiser	Agency
WBDX	102.7	0.32 kw @ 1375	Contemp. Christian	SRN	<\$20.00	---	Trenton
WDEF	92.3	100 kw @ 1180	Soft AC	CBS	\$59.00	Eastman	Bahakel
WDOD	96.5	100 kw @ 1076	New Rock	Westwd	\$20.00	Banner	Bahakel
WGOW	102.3	6 kw @ 285	Talk	ABC, Westwd	\$25.00	Christal	Citadel, pend.
WJTT	94.3	4.7 kw @ 371	Black		\$36.00	Mc-Guild	Brewer
WKXJ	97.3	16 kw @ 866	CHR		<\$20.00	Interep	Cumulus
WLLJ	103.1	50 kw @ 492	Simul. WBDX-F				Etowah
WLMX	105.5	1.55 kw @ 646	AOR	ABC	\$41.00	Interep	Cumulus
WLOV	98.1	1 kw @ 794	Black Oldies	ABC	\$25.00	Interep	Cumulus
WMPZ	93.7	4.9 kw @ 302	Jazz	Jones	<\$20.00	Mc-Guild	Brewer
WOGT	107.9	2.85 kw @ 968	Oldies	Westwd	\$21.00	Christal	Citadel, pend.
WSKZ	106.5	100 kw @ 1076	AOR/Classic AOR		\$60.00	Christal	Citadel, pend.
WUSY	100.7	100 kw @ 1190	Country	Westwd	\$100.00	Katz	Cumulus

Notes: \* WGOW-F revenue level includes WGOW revenue . . . 9/99 WLMX (980) changed from AC to Black Gospel as WUUS ("Rejoice Radio") . . . 9/99 WLMX-F changed from AC to AOR . . . 10/99 WSGC-F changed from Oldies to Classic Hits (Westwood One) . . . 1/00 WGOW-AF, WOGT-F and WSKZ-F sold by Bloomington to Citadel as part of a \$176,000,000 group transaction

# CHICAGO

**Arbitron Rank** 3 Pop (12+): 7,147,300  
**MSA Rank:** 3  
**MSA Pop:** 8,760,000  
**DMA:** 3  
**Average Persons Rating:** 16.3  
**Market TSL in Hours** 21.25

**Stations** 44 / 44  
**Diaries:** 6,140/ 1164:1/ 49.7%  
**Sample Target:** 5,900  
**% Below Line:** 0.0  
**% Not Listed:** 11.1  
**Pop per Station:** 162,439

**Last Year's Revenue:** \$412,200,000  
**Household Income:** \$57,757  
**Total Retail Sales:** \$ 84.8 Bil.  
**#1 Biller:** WGN \$32,600,000  
**#1 Billing Portfolio**  
 CBS/Infinity \$136,200,000

12+ Metro	Format	Fall 99		Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
		1/4 Share	Share											
1	WGCI-F	B	791 / 6.8	6.2	6.7	6.7	6.4	6.6	9007 / 12.6	13.0	12.4	804 / 9323	K	WGCI-F
2	WGN	FS/T	709 / 6.1	6.4	6.7	5.8	6.6	6.2	9005 / 12.6	14.0	14.3	818 / 10641	L	WGN
3	WBBM-F	CHR/U	576 / 4.9	4.8	5.3	5.4	4.8	5.1	12494 / 17.5	17.7	17.3	601 / 13046	J	WBBM-F
4	WLS	T	507 / 4.4	4.7	4.6	5.0	4.0	4.7	5799 / 8.1	8.8	8.7	598 / 7041	I	WLS
5	WNUA-F	J	471 / 4.0	4.3	4.4	4.1	4.2	4.2	7713 / 10.8	11.0	11.6	480 / 7978	K	WNUA-F
6	WUSN-F	C	443 / 3.8	4.0	3.4	2.9	3.5	3.5	6940 / 9.7	9.0	8.6	470 / 7329	K	WUSN-F
7	WTMX-F	AC-NR	423 / 3.6	3.7	3.4	3.8	3.2	3.6	8302 / 11.6	11.7	11.6	427 / 8536	J	WTMX-F
8	WVAZ-F	B/AC	406 / 3.5	4.2	4.2	4.1	4.0	4.0	5915 / 8.3	9.2	8.4	410 / 6057	K	WVAZ-F
9	WBBM	N	395 / 3.4	3.7	3.2	3.8	3.7	3.5	9042 / 12.7	13.0	14.0	433 / 9984	K	WBBM
9	WKQX-F	AOR-NR	395 / 3.4	3.2	4.0	3.4	3.9	3.5	8903 / 12.5	13.5	14.3	413 / 9385	J	WKQX-F
11	WLIT-F	SAC	362 / 3.1	3.2	3.9	3.4	3.5	3.4	6419 / 9.0	9.8	10.1	365 / 6514	K	WLIT-F
12	WJMK-F	O	361 / 3.1	3.1	2.8	2.9	3.6	3.0	8122 / 11.4	10.5	12.7	376 / 8457	K	WJMK-F
13	WLEY-F	SP	359 / 3.1	2.7	2.4	2.6	2.3	2.7	3195 / 4.5	4.4	4.6	362 / 3269	I	WLEY-F
14	WUBT-F	B/O	331 / 2.8	3.5	3.3	3.6	2.4	3.3	6848 / 9.6	10.8	9.1	345 / 7133	I	WUBT-F
15	WNND-F	AC	329 / 2.8	2.5	2.6	2.7	3.1	2.7	6707 / 9.4	8.9	9.8	330 / 6762	H	WNND-F
16	WOJO-F	SP-C	297 / 2.5	2.3	1.9	2.4	2.0	2.3	3369 / 4.7	4.5	5.0	298 / 3393	I	WOJO-F
17	WLUP-F	CL AOR	287 / 2.5	2.5	2.9	2.6	2.0	2.6	5686 / 8.0	9.6	8.0	296 / 6010	F	WLUP-F
18	WXRT-F	AOR-P	278 / 2.4	2.2	2.7	2.3	2.6	2.4	4967 / 7.0	7.1	7.8	283 / 5121	K	WXRT-F
19	WCKG-F	T	257 / 2.2	2.3	2.5	2.4	2.5	2.4	4269 / 6.0	6.3	6.7	263 / 4467	J	WCKG-F
20	WMAQ	N	234 / 2.0	1.8	2.1	2.0	2.2	2.0	7428 / 10.4	8.0	10.5	265 / 8378	J	WMAQ
21	WAIT	ST	216 / 1.9	1.7	1.6	1.5	2.3	1.7	2151 / 3.0	3.0	3.5	228 / 2249	E	WAIT
22	WXCD-F	CL AOR	206 / 1.8	2.2	2.2	2.0	2.6	2.0	5661 / 7.9	8.5	9.6	223 / 6025	I	WXCD-F
23	WSCR	SPRTS	189 / 1.6	1.3	1.1	1.5	1.3	1.4	3256 / 4.6	3.3	3.5	193 / 3403	H	WSCR
24	WFMT-F	CL	182 / 1.6	1.0	1.2	1.4	1.3	1.3	3048 / 4.3	3.9	4.0	183 / 3117	F	WFMT-F
25	WNIB-F	CL	180 / 1.5	1.2	1.1	1.6	1.3	1.4	3499 / 4.9	4.5	4.6	182 / 3552	G	WNIB-F
26	WKIE-F	CHR	174 / 1.5	1.9	1.2	0.9		1.4	5131 / 7.2	5.6		208 / 6009		WKIE-F
27	WGCI	B/G	150 / 1.3	1.5	1.1	1.1	1.3	1.2	2069 / 2.9	3.0	3.0	150 / 2069	E	WGCI
28	WXXY-F	CL HITS	149 / 1.3	0.5	0.4	0.3	0.6	0.6	3168 / 4.4	1.5	1.9	155 / 3256		WXXY-F

12+ FM Share (Metro): 73.06% (7570 of 10361) (Fall 98: 72.40%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WBBM-F	1 WGCI-F >	1 WGCI-F >	1 WGCI-F	1 WGCI-F	1 WGN >	1 WGN >>	1 WLS <	1 WGCI-F	1 WGCI-F >	1 WGCI-F >
2 WGCI-F >	2 WTMX-F	2 WTMX-F <	2 WTMX-F <	2 WVAZ-F <	2 WLS	2 WBBM <	2 WNUA-F <	2 WBBM-F	2 WBBM-F >	2 WBBM-F
3 WKQX-F <	3 WBBM-F <	3 WBBM-F	3 WVAZ-F	3 WNUA-F <	3 WNUA-F <	3 WKQX-F	3 WGCI-F <	3 WGN	3 WKQX-F <	3 WGN <
4 WKIE-F >>	4 WKQX-F >	4 WKQX-F <	4 WUSN-F <	4 WTMX-F <	4 WBBM	4 WLS <	4 WGN	4 WUSN-F <	4 WGN <	4 WVAZ-F <
	5 WLEY-F <	5 WVAZ-F <	5 WXRT-F <	5 WUSN-F <	5 WUSN-F	5 WBBM-F	5 WUSN-F <	5 WLS	5 WLEY-F <	5 WNUA-F
	6 WLUP-F	6 WLEY-F <	6 WLEY-F	6 WUBT-F <	5 WJMK-F <	5 WTMX-F <	6 WLIT-F <	5 WTMX-F <	6 WNUA-F <	6 WLEY-F <
	7 WNND-F	7 WUSN-F	6 WNUA-F	7 WXRT-F <	7 WLIT-F <	7 WKQX-F <	7 WTMX-F <	7 WNUA-F	7 WVAZ-F	7 WUSN-F <
	7 WVAZ-F	8 WLUP-F <	6 WUBT-F <	8 WJMK-F	8 WVAZ-F	8 WVAZ-F <	8 WUBT-F <	8 WLIT-F	7 WLS	8 WJMK-F <
	7 WUSN-F	9 WXRT-F <	9 WLUP-F	8 WLEY-F <	9 WUBT-F <	9 WUSN-F <	9 WNND-F <	8 WLEY-F <	9 WNND-F <	9 WMAQ
	10 WXRT-F <	10 WUBT-F	9 WCKG-F <	10 WGN		10 WCKG-F	10 WJMK-F	10 WKQX-F	10 WTMX-F	9 WLS <
		10 WNUA-F <		10 WNND-F <			10 WXRT-F <	10 WCKG-F <	10 WUSN-F <	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrite
1 WGCI-F	1 WGCI-F	1 WGCI-F <	1 WGCI-F	1 WGCI-F	1 WGCI-F	1 WGCI-F <	1 WGCI-F	1 WGCI-F	1 WCKG-F <	1 WGN
2 WBBM-F	2 WTMX-F	2 WTMX-F >	2 WTMX-F	2 WTMX-F <	2 WKQX-F >	2 WKQX-F >	1 WKQX-F	2 WKQX-F <	2 WLUP-F	2 WLS <
3 WTMX-F >	3 WBBM-F >	3 WBBM-F	3 WBBM-F	3 WVAZ-F <	3 WBBM-F >	3 WLUP-F <	3 WLUP-F <	3 WLUP-F <	2 WGCI-F <	3 WGCI-F <
4 WKQX-F >	4 WNND-F	4 WVAZ-F <	4 WVAZ-F <	4 WNUA-F <	4 WLEY-F <	4 WBBM-F <	4 WTMX-F	4 WLEY-F <	4 WLEY-F	4 WMAQ <
5 WLEY-F	4 WKQX-F	5 WNND-F >	5 WNND-F <	5 WNND-F <	5 WLUP-F	5 WTMX-F <	5 WCKG-F	5 WCKG-F	4 WXRT-F <	5 WBBM
6 WNND-F	6 WVAZ-F	6 WXXY-F	6 WNUA-F <	6 WUBT-F <	6 WTMX-F <	6 WLEY-F	6 WLEY-F	6 WLEY-F	6 WVAZ-F <	6 WVAZ-F
7 WKIE-F	7 WLEY-F <	6 WXRT-F <	7 WUSN-F <	7 WUSN-F <	7 WUSN-F <	7 WCKG-F	7 WXRT-F	7 WUSN-F <	7 WUSN-F <	
8 WUSN-F	8 WXXY-F	8 WKQX-F	8 WUBT-F	8 WBBM-F <	8 WXCD-F	8 WUSN-F <	8 WBBM-F <	8 WVAZ-F	8 WKQX-F	
	8 WUSN-F	8 WUBT-F	9 WLIT-F <	9 WLIT-F <	9 WOJO-F	9 WXRT-F	9 WUBT-F	9 WBBM-F	9 WNUA-F <	
	10 WNUA-F <		10 WLEY-F	10 WJMK-F	9 WCKG-F	10 WUBT-F	9 WSCR <	9 WTMX-F <	10 WGN <	
			10 WJMK-F							

# CHICAGO

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WCGO	ST	1600	Chicago Heights	0.4	0.6	47	459
WIL-F	AOR	95.1	Kenosha, WI	0.4	1.5	56	1241
WIND	SP-NT	560	Chicago	0.7	1.2	87	938
WLXX	SP	1200	Chicago	0.5	1.2	53	879
WMVP	SPRTS	1000	Chicago	0.9	4.1	111	3117
WNIZ-F	CL	96.9	Zion	0.1	0.2	9	209
WNTD	SP-NT	950	Chicago	0.4	0.9	43	622
WRZA-FF	SP-R	99.9	Kankakee	0.4	1.0	54	830
WVON	B	1450	Cicero	0.5	0.8	62	568
WXLC-F	AC/CHR	102.3	Waukegan	0.3	1.5	37	1058
WYBA-F	B/G	106.3	Lansing	0.6	1.8	67	1259
WYCA-F	REL	92.3	Hammond	0.5	1.8	63	1295
WYLL-F	REL	106.7	Des Plaines	0.3	1.4	41	1039

Format Performance	AM	FM	Total	%	Yr. Ago
AC	0 (0)	789 (3)	789 (3)	7.6 %	8.3 %
AOR/Classic/NR	0 (0)	1214 (5)	1214 (5)	11.7 %	13.4 %
Black/Urban	62 (1)	1678 (5)	1740 (6)	16.8 %	15.8 %
CHR	0 (0)	750 (3)	750 (3)	7.2 %	6.2 %
Classical	0 (0)	370 (3)	370 (3)	3.6 %	3.0 %
Country	0 (0)	443 (1)	443 (1)	4.3 %	4.1 %
Full Service	709 (1)	0 (0)	709 (1)	6.8 %	7.7 %
Hispanic	179 (3)	706 (4)	885 (7)	8.5 %	6.2 %
Jazz	0 (0)	471 (1)	471 (1)	4.5 %	4.9 %
News/Talk	1136 (3)	257 (1)	1393 (4)	13.4 %	14.4 %
Oldies	0 (0)	361 (1)	361 (1)	3.5 %	4.2 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	150 (1)	169 (3)	319 (4)	3.1 %	2.9 %
Soft AC	0 (0)	362 (1)	362 (1)	3.5 %	4.1 %
Sports	292 (2)	0 (0)	292 (2)	2.8 %	2.0 %
Standards/EZ	263 (2)	0 (0)	263 (2)	2.5 %	2.7 %
<b>Totals</b>	<b>2791 (13)</b>	<b>7570 (31)</b>	<b>10361 (44)</b>		

Consolidation Report	12+	25-54	Revenue
<b>ABC</b>	7.1 %	6.1 %	8.6 %
WDDZ-AM, WLS-AM, WMVP-AM, WRDZ-AM, WXCD-FM			
<b>AMFM (Pend. to Clear Channel)</b>	21.5 %	23.9 %	31.0 %
WGCI-AM, WGCI-FM, WLIT-FM, WNUA-FM, WUBT-FM, WVAZ-FM			
<b>Big City</b>	2.8 %	2.7 %	%
WDEK-FM, WKIE-FM, WKIF-FM, WXXY-FM, WYXX-FM			
<b>Bonneville</b>	8.9 %	11.2 %	7.6 %
WLUP-FM, WNND-FM, WTMX-FM			
<b>CBS/Infinity</b>	23.4 %	24.7 %	33.0 %
WBBM-AM, WBBM-FM, WCKG-FM, WJMK-FM, WMAQ-AM, WSCR-AM, WUSN-FM, WXRT-FM			
<b>Hispanic</b>	3.7 %	4.2 %	4.3 %
WIND-AM, WLXX-AM, WOJO-FM			
<b>Z-Spanish</b>	0.4 %	0.6 %	%
WNDZ-AM, WRZA-FM, WZCH-FM			
<b>Total</b>	<b>67.8 %</b>	<b>73.4 %</b>	<b>84.5 %</b>

## AM Stations

Station	Power	Class	Format	Westwd	Rate	Other	Notes
WAIT	850	2.5 kw (DA-D)	Standards	Westwd	\$65.00	—	Pride Crystal Lake
WBBM	780	50 kw	News		\$250.00	CBS	CBS/Infinity
WGCI	1390	5 kw (DA-2)	Black Gospel	AURN, AMFM	\$ NA	Christal	AMFM
WGN	720	50 kw	Full Service/Talk	ABC	\$400.00	Eastman	Tribune
WLS	890	50 kw	Talk	ABC	\$130.00	ABC	ABC
WMAQ	670	50 kw	News/Sports	CNN, Westwd	\$230.00	Group W	CBS/Infinity
WSCR	1160	50 kw/5 kw (DA-2)	Sports	CBS, Westwd	\$125.00	CBS	CBS/Infinity

# CHICAGO

## FM Stations

WBBM	96.3	4.2 kw @ 1555	Dance CHR		CBS	\$225.00	CBS	CBS/Infinity	
WCKG	105.9	4.1 kw @ 1581	Talk	Source		\$188.00	CBS	CBS/Infinity	Elmwood Park
WDEK	92.5	20 kw @ 495	Simul. WKIE-F						De Kalb
WFMT	98.7	15.5 kw @ 1174	Classical			\$110.00	--	WTTW-TV	
WGCI	107.5	33 kw @ 603	Black			\$350.00	Mc-Guild	AMFM	
WJMK	104.3	4.1 kw @ 1568	Oldies	Westwd		\$325.00	Infinity	CBS/Infinity	
WKIE	92.7	3 kw @ 300	CHR			\$ NA	Allied	Big City	Arlington Heights
WKQX	101.1	8.3 kw @ 1174	AOR-New Rock			\$230.00	D&R	Emmis	
WLEY	107.9	21 kw @ 761	Hispanic			\$ NA	Caballero	SBS	Aurora
WLIT	93.9	4 kw @ 1581	Soft AC	AMFM		\$325.00	Christal	AMFM	
WLUP	97.9	6 kw @ 1174	Classic AOR			\$340.00	Sentry	Bonneville	
WNIB	97.1	8.4 kw @ 1190	Classical			\$125.00	Mc-Guild		
WNND	100.3	8.3 kw @ 1174	AC			\$178.00	Sentry	Bonneville	
WNUA	95.5	8.3 kw @ 1174	Jazz	AMFM		\$255.00	Katz	AMFM	
WOJO	105.1	8.3 kw @ 1174	Hispanic Contemp.			\$175.00	Katz Hisp.	Hispanic	Evanston
WTMX	101.9	4.2 kw @ 1558	Modern AC			\$190.00	Sentry	Bonneville	Skokie
WUBT	103.5	4.1 kw @ 1575	Black Oldies			\$ NA	Eastman	AMFM	
WUSN	99.5	8.3 kw @ 1174	Country	Westwd		\$340.00	CBS	CBS/Infinity	
WVAZ	102.7	6 kw @ 1174	Black AC	UPI, ABC		\$280.00	Eastman	AMFM	Oak Park
WXCD	94.7	4.4 kw @ 1529	Classic AOR	ABC		\$150.00	ABC	ABC	
WXRT	93.1	6.7 kw @ 1308	Progressive AOR			\$270.00	CBS	CBS/Infinity	
WXXY	103.1	6 kw @ 328	80's Hits			\$ NA	Allied	Big City	Highland Park
WYXX	103.1	6 kw @ 328	Simul. WXXY-F						Morris

Notes: 9/99 WNDZ (750; Portage, IN) sold by Douglas to Z-Spanish (price NA) . . . 10/99 AMFM and Clear Channel announced plans to merge . . . 12/99 WYAA-F (102.3; Crete) changed from Black Gospel to Religion . . . 1/00 WAUR (930; Sandwich-Aurora) sold by Catholic Radio Network to Saul Acquisition for \$4,400,000

### FORMAT CODES

AC	- Adult Contemporary	J	- Jazz and New Adult Contemporary
AC-NR	- Modern AC	KIDS	- Children's
AOR	- Album Oriented Rock	N	- News
AOR-NR	- New Rock	O	- Oldies (50's & 60's)
AOR-P	- Progressive AOR	REL	- Religion, Christian
B	- Black (audience 75%+ Black)	REL-CC	- Contemporary Christian
B/AC	- Black Adult Contemporary	SAC	- Soft Adult Contemporary
B/G	- Black Gospel	SP	- Hispanic/Spanish
B/O	- Black Oldies	SP-C	- Hispanic Contemporary
BIZ	- Business News & Talk	SP-NT	- Hispanic News/Talk/Information
C	- Country	SP-R	- Hispanic-Regional
C/O	- Classic Country	SP-TP	- Hispanic-Tropical
CHR	- Contemporary Hit Radio, Top 40	SP-VA	- Hispanic Variety
CL	- Classical	SP-TJ	- Tejano
CL AOR	- Classic AOR, Classic Rock	SPRTS	- Sports
CL HITS	- Classic Hits/70's Oldies	ST	- Standards, Big Band, Nostalgia
E	- Ethnic (usually Foreign Lang.)	T	- Talk
EZ	- Easy Listening, Beautiful Music	U	- Urban (majority of audience is non-white)
FS	- Full Service	VA	- Variety
G	- Gospel	?	- Others or Unknown

### REVENUE LEVEL CODES

A - Less than \$500,000	E - \$3,000,000 to \$3,999,999	I - \$10,000,000 to \$14,999,999
B - \$500,000 to \$999,999	F - \$4,000,000 to \$4,999,999	J - \$15,000,000 to \$19,999,999
C - \$1,000,000 to \$1,999,999	G - \$5,000,000 to \$6,999,999	K - \$20,000,000 to \$29,999,999
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	L - \$30,000,000+

# CINCINNATI

**Arbitron Rank** 26 **Pop (12+)** 1,608,000  
**MSA Rank:** 31  
**MSA Pop:** 1,940,000  
**DMA:** 32  
**Average Persons Rating:** 14.9  
**Market TSL in Hours** 19.75

**Stations** 29 / 21  
**Diaries:** 2,788 / 577:1 / 52.9%  
**Sample Target:** 2,860  
**% Below Line:** 5.2  
**% Not Listed:** 13.2  
**Pop per Station:** 76,571

**Last Year's Revenue:** \$111,900,000  
**Household Income:** \$49,321  
**Total Retail Sales:** \$20.6 Bil.  
**#1 Biller:** WLW \$21,000,000  
**#1 Billing Portfolio**  
 Clear Channel \$55,600,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	WEBN-F	215 / 9.0	8.0	8.3	8.7	8.0	8.5	2907 / 18.1	19.7	18.5	233 / 3174	I	WEBN-F
2	WLW	205 / 8.5	9.9	9.2	8.8	8.4	9.1	3383 / 21.0	21.0	20.2	228 / 3800	K	WLW
3	WUBE-F	180 / 7.5	7.5	8.3	8.0	8.0	7.8	2853 / 17.7	16.9	19.4	205 / 3171	J	WUBE-F
4	WMOJ-F	149 / 6.2	5.5	3.8	5.1	4.1	5.2	2311 / 14.4	9.9	10.1	156 / 2409		WMOJ-F
5	WIZF-F	138 / 5.7	5.2	5.3	5.8	5.5	5.5	1819 / 11.3	11.2	11.5	136 / 1825	G	WIZF-F
6	WRRM-F	133 / 5.5	5.6	6.3	6.7	6.5	6.0	2193 / 13.6	14.8	14.7	147 / 2358	H	WRRM-F
7	WGRR-F	125 / 5.2	6.1	6.1	5.8	6.7	5.8	2214 / 13.8	14.7	14.7	141 / 2436	H	WGRR-F
8	WKFS-F	119 / 5.0	5.0	4.7	4.1	3.1	4.7	2841 / 17.7	16.6	12.7	124 / 2948	C	WKFS-F
9	WKRC	114 / 4.7	5.3	5.3	4.4	5.3	4.9	3161 / 19.7	20.7	21.7	126 / 3447	H	WKRC
10	WVFX-F	98 / 4.1	5.0	5.0	4.9	4.8	4.7	1581 / 9.8	11.7	11.4	109 / 1731	F	WVFX-F
11	WYGY-F	95 / 4.0	4.1	4.7	5.5	4.4	4.6	2200 / 13.7	14.8	16.2	102 / 2391	G	WYGY-F
12	WVWX-F	92 / 3.8	1.9	2.0	2.1	2.2	2.5	1619 / 10.1	8.0	8.3	98 / 1746	D	WVWX-F
13	WSAI	86 / 3.6	4.1	4.9	3.7	4.8	4.1	1736 / 10.8	13.6	13.2	89 / 1836	G	WSAI
14	WAKW-F	71 / 3.0	2.8	3.2	2.6	3.5	2.9	884 / 5.5	6.5	6.3	74 / 937	D	WAKW-F
15	WHKO-F	34 / 1.4	1.7	1.4	1.8	1.8	1.6	832 / 5.2	4.7	5.7	39 / 933		WHKO-F
16	WBOB	33 / 1.4	1.3	0.9	0.8	1.3	1.1	840 / 5.2	4.6	4.6	57 / 1270		WBOB
17		29 / 1.2	0.7	0.8	0.8	1.0	0.9	717 / 4.5	1.9	3.8	29 / 720		

12+ FM Share (Metro): 77.64% (1618 of 2084) (Fall 98: 76.43%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKFS-F	1 WEBN-F >>	1 WEBN-F >	1 WEBN-F >	1 WEBN-F	1 WLW >	1 WLW	1 WEBN-F <	1 WEBN-F	1 WLW <	1 WEBN-F <
2 WIZF-F >	2 WKRC-F <	2 WUBE-F <	2 WUBE-F <	2 WUBE-F <	2 WUBE-F	2 WUBE-F <	2 WLW <	2 WUBE-F <	2 WEBN-F <	2 WUBE-F <
3 WKRC-F	3 WKFS-F <	3 WMOJ-F	3 WMOJ-F <	3 WMOJ-F <	3 WGRR-F <	3 WEBN-F	3 WUBE-F	3 WLW <	3 WIZF-F	3 WLW <
4 WEBN-F >>	4 WIZF-F	4 WLW <	4 WLW	4 WLW	4 WMOJ-F	4 WOFX-F <	4 WMOJ-F	4 WMOJ-F <	4 WKFS-F	4 WIZF-F
	5 WUBE-F	5 WIZF-F	5 WOFX-F <	5 WGRR-F <	5 WRRM-F <	5 WRRM-F <	4 WRRM-F	5 WIZF-F <	5 WMOJ-F <	4 WKFS-F <
	6 WVMX-F	5 WKRC-F <	6 WRRM-F <	6 WRRM-F	6 WKRC	6 WGRR-F <	6 WKRC <	6 WKFS-F <	6 WKRC-F >	6 WGRR-F <
	7 WMOJ-F <	7 WOFX-F <	7 WYGY-F	7 WOFX-F <	7 WEBN-F <	7 WMOJ-F <	7 WGRR-F	7 WRRM-F <	7 WRRM-F	7 WMOJ-F
	8 WOFX-F	8 WRRM-F <	7 WVMX-F <	8 WVMX-F <	8 WSAI	8 WIZF-F	8 WYGY-F <	8 WKRC-F	7 WGRR-F <	8 WKRC-F
	8 WYGY-F	9 WYGY-F <	9 WIZF-F <	9 WYGY-F	9 WOFX-F <	9 WKRC-F <	9 WVMX-F <	9 WGRR-F	9 WRRM-F	9 WRRM-F <
		10 WKFS-F <	10 WKRC-F <	9 WIZF-F	10 WYGY-F	10 WKRC <	10 WKRC-F	10 WYGY-F <	10 WKRC <	10 WYGY-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrite
1 WKFS-F >	1 WKFS-F <	1 WVMX-F	1 WMOJ-F <	1 WMOJ-F <	1 WEBN-F >>>	1 WEBN-F >>>	1 WEBN-F >>>	1 WEBN-F >>>	1 WEBN-F >	1 WLW
2 WKRC-F	2 WKRC-F	2 WIZF-F	2 WUBE-F <	2 WRRM-F <	2 WIZF-F	2 WIZF-F	2 WLW >	2 WLW	2 WLW >	2 WEBN-F
3 WEBN-F	3 WIZF-F	2 WUBE-F <	3 WKRC-F <	3 WUBE-F	3 WKFS-F	3 WLW <	3 WKRC-F	3 WOFX-F <	3 WUBE-F <	3 WIZF-F
4 WIZF-F >	4 WUBE-F	4 WKRC-F	4 WRRM-F	4 WGRR-F <	4 WKRC-F	4 WOFX-F	3 WIZF-F	4 WUBE-F	4 WOFX-F	4 WUBE-F <
5 WUBE-F	4 WVMX-F <	5 WYGY-F <	5 WKFS-F <	5 WVMX-F <	5 WOFX-F	4 WKRC-F <	3 WOFX-F	5 WMOJ-F	5 WMOJ-F <	5 WKRC <
6 WRRM-F	6 WEBN-F	6 WRRM-F	6 WIZF-F <	6 WKRC-F	5 WUBE-F	6 WUBE-F	3 WUBE-F <	6 WIZF-F	6 WGRR-F	6 WMOJ-F
6 WMOJ-F	7 WYGY-F <	6 WKFS-F	7 WYGY-F	6 WYGY-F <	7 WMOJ-F	7 WKFS-F	7 WCKY	7 WYGY-F <	7 WVMX-F <	
6 WYGY-F	8 WRRM-F >	6 WMOJ-F <	7 WVMX-F	8 WIZF-F >	7 WRRM-F >>	8 WMOJ-F <	8 WVMX-F	8 WKRC-F <	8 WIZF-F <	
	8 WMOJ-F >		9 WEBN-F <	9 WOFX-F <		9 WCKY		9 WVMX-F <	9 WYGY-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WCIN	B/O	1480	Cincinnati 0.9 2.4 22 386
WCKY	SPRTS	1360	Cincinnati 0.9 3.5 22 574
WCVG	B/G	1320	Covington, KY 0.4 1.3 10 211
WNLT-F	REL-CC	104.3	Harrison, OH 0.5 2.2 12 387
WYLY-F	CL HITS	97.3	Lebanon, OH 0.5 3.0 14 497

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WFCJ-F	REL	93.7	Miamisburg, OH 0.6 2.0 19 447
WGTZ-F	CHR	92.9	Eaton, OH 0.6 2.7 31 845
WMMX-F	AC/CHR	107.7	Dayton, OH 0.5 1.7 23 386
WPFB	ST	91.0	Middletown, OH 0.4 1.2 10 214
WPFB-F	C	105.9	Middletown, OH 0.5 3.0 12 564
WROU-F	B	92.1	W. Carrollton, OH 0.4 1.2 10 214
WTUE-F	AOR	104.7	Dayton, OH 0.8 2.6 38 720

# CINCINNATI

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>CBS/Infinity, pend.</b> WGRR-FM, WKRQ-FM, WUBE-FM, WYLY-FM	17.9 %	19.8 %	30.3 %	AC	0 (0)	99 (2)	99 (2)	4.8 %	5.4 %
<b>Clear Channel</b> WCKY-AM, WEBN-FM, WKFS-FM, WKRC-AM, WLW-AM, WOFX-FM, WSAI-AM, WVMX-FM	38.1 %	34.9 %	49.7 %	AOR/Classic/NR	0 (0)	329 (3)	329 (3)	15.8 %	14.9 %
<b>Salem, pend.</b> WBOB-AM, WTSJ-AM, WYGY-FM	5.0 %	6.6 %	3.9 %	Black/Urban	22 (1)	295 (3)	317 (4)	15.2 %	8.2 %
<b>Susquehanna</b> WMOJ-FM, WRRM-FM	11.7 %	13.8 %	9.5 %	CHR	0 (0)	248 (3)	248 (3)	11.9 %	10.4 %
	<b>72.8 %</b>	<b>75.1 %</b>	<b>93.4 %</b>	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	316 (4)	316 (4)	15.2 %	14.7 %
				Full Service	205 (1)	0 (0)	205 (1)	9.8 %	9.4 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	5.3 %
				News/Talk	98 (1)	0 (0)	98 (1)	4.7 %	5.4 %
				Oldies	0 (0)	138 (2)	138 (2)	6.6 %	8.7 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	10 (1)	60 (3)	70 (4)	3.4 %	3.6 %
				Soft AC	0 (0)	133 (1)	133 (1)	6.4 %	7.4 %
				Sports	51 (2)	0 (0)	51 (2)	2.4 %	1.8 %
				Standards/EZ	80 (2)	0 (0)	80 (2)	3.8 %	4.7 %
				<b>Totals</b>	<b>466 (8)</b>	<b>1618 (21)</b>	<b>2084 (29)</b>		

## AM Stations

Station	Freq	Power	Format	Comments	Price	Buyer	Seller	Location
WBOB	1160	5 kw/0.99 kw (DA-2)	Sports	1-on-1, Westwd, ABC	\$ NA	Christal	Salem, pend.	Florence, KY
WKRC	550	5 kw/1 kw (DA-2)	Talk	ABC, Westwd	\$103.00	Eastman	Clear Channel	
WLW	700	50 kw	Full Service/Talk	ABC, AP	\$260.00	Eastman	Clear Channel	
WSAI	1530	50 kw (DA-N)	Standards	CBS, Westwd	\$55.00	Eastman	Clear Channel	

## FM Stations

Station	Freq	Power	Format	Comments	Price	Buyer	Seller	Location
WAKW	93.3	50 kw @ 495	Contemp. Christian	USA	\$ NA	---	Pillar of Fire	
WEBN	102.7	16 kw @ 866	AOR		\$169.00	Eastman	Clear Channel	
WGRR	103.5	10 kw @ 1037	Oldies		\$130.00	Mc-Guild	CBS/Infinity	Hamilton
WIZF	100.9	1.25 kw @ 508	Black	AURN	\$78.00	D&R	Blue Chip	Erlanger, KY
WKFS	107.1	2.8 kw @ 874	CHR		\$35.00	Eastman	Clear Channel	Milford, OH
WKRC	101.9	16.2 kw @ 874	CHR	ABC	\$150.00	Katz	CBS/Infinity	
WMOJ	94.9	10.5 kw @ 1056	Black Oldies		\$ NA	Mc-Guild	Susquehanna	Fairfield, OH
WOFX	92.5	16 kw @ 866	Classic AOR		\$80.00	Eastman	Clear Channel	
WRRM	98.5	18 kw @ 808	Soft AC		\$109.00	Mc-Guild	Susquehanna	
WUBE	105.1	14.5 kw @ 920	Country		\$180.00	Christal	CBS/Infinity, pend.	
WVMX	94.1	32 kw @ 600	AC/CHR	ABC	\$88.00	Eastman	Clear Channel	
WYGY	96.5	19.5 kw @ 810	Country		\$74.00	Christal	Salem, pend.	Hamilton, OH

Notes: WHKO-F - See Dayton ... 10/99 AMFM and Clear Channel announced plans to merge. Divestitures in the market will be necessary ... 3/00 in divestitures resulting from the AMFM/Clear Channel merger, AMFM sold WBOB and WYGY-F to Salem as part of a \$185,800,000 multi-market transaction; WUBE (1230) to Blue Chip (price NA) and WUBE-F to CBS/Infinity as part of a \$1,400,000,000 multi-market transaction

# CLEVELAND

**Arbitron Rank** 24 Pop (12+) 1,760,300  
**MSA Rank:** 23  
**MSA Pop:** 2,230,000  
**DMA:** 13  
**Average Persons Rating:** 15.5  
**Market TSL in Hours** 20.50

**Stations** 24 / 20  
**Diaries:** 3,019 / 583:1 / 53.9%  
**Sample Target:** 3,080  
**% Below Line:** 2.4  
**% Not Listed:** 12.5  
**Pop per Station:** 88,015

**Last Year's Revenue:** \$97,500,000  
**Household Income:** \$44,557  
**Total Retail Sales:** \$20.6 Bil.  
**#1 Biller:** WMJI-F \$12,500,000  
**#1 Billing Portfolio**  
 Clear Channel \$40,960,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	WMJI-F	O	207 / 7.6	7.3	8.5	9.0	7.4	8.1	3803 / 21.6	20.4	20.0	280 / 5234	I	WMJI-F
2	WGAR-F	C	206 / 7.5	6.7	8.7	8.5	7.3	7.9	2741 / 15.6	16.2	15.7	249 / 3714	I	WGAR-F
3	WTAM	N/T	179 / 6.6	11.1	8.8	5.7	6.9	8.0	3497 / 19.9	26.0	19.8	252 / 4884	G	WTAM
4	WDOK-F	SAC	175 / 6.4	5.5	6.2	6.1	7.0	6.1	2941 / 16.7	17.2	16.4	229 / 3834	H	WDOK-F
5	WZAK-F	B	169 / 6.2	5.7	6.7	8.4	8.7	6.7	2415 / 13.7	13.8	15.2	209 / 3253	I	WZAK-F
6	WRMR	ST	167 / 6.1	5.5	5.5	5.9	4.8	5.8	1688 / 9.6	9.5	8.8	208 / 2126	D	WRMR
7	WMMS-F	AOR	152 / 5.6	4.8	4.5	4.7	5.4	4.9	2488 / 14.1	15.7	14.8	209 / 3583	G	WMMS-F
8	WNCX-F	T/CL AOR	146 / 5.3	5.5	4.9	5.0	5.4	5.2	2806 / 15.9	17.5	16.8	225 / 4408	H	WNCX-F
9	WNWV-F	J	137 / 5.0	3.9	4.6	4.5	5.4	4.5	2078 / 11.8	10.8	11.4	179 / 2651	D	WNWV-F
10	WQAL-F	AC/CHR	132 / 4.8	4.9	4.7	4.6	5.0	4.8	3069 / 17.4	18.2	16.9	174 / 4206	H	WQAL-F
11	WENZ-F	B	123 / 4.5	4.3	3.1	2.7	2.4	3.7	2318 / 13.2	11.1	10.5	153 / 3201	D	WENZ-F
12	WMVX-F	AC/CHR	122 / 4.5	4.8	4.4	4.9	5.4	4.6	2486 / 14.1	16.2	16.0	155 / 3503	H	WMVX-F
13	WZJM-F	B/O	119 / 4.4	4.8	5.0	5.7	5.8	5.0	2183 / 12.4	17.2	18.9	137 / 2575	F	WZJM-F
14	WCLV-F	CL	73 / 2.7	2.4	2.4	3.1	2.3	2.6	1315 / 7.5	6.7	6.5	88 / 1603	D	WCLV-F
15	WKNR	SPRTS	70 / 2.6	2.2	1.9	1.8	2.1	2.1	1496 / 8.5	7.2	7.5	109 / 2137	D	WKNR
16	WAKS-F	CHR	60 / 2.2	2.5	1.1	0.8	0.5	1.2	1629 / 9.3	3.5	1.7	64 / 1735	D	WAKS-F
17	WJMO	B/G	42 / 1.5	1.4	2.2	2.3	2.6	1.9	657 / 3.7	4.4	5.7	42 / 657	C	WJMO

12+ FM Share (Metro): 78.88% (1886 of 2391) (Fall 98: 77.60%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WENZ-F >>	1 WNCX-F <	1 WMMS-F <	1 WGAR-F <	1 WGAR-F <	1 WMJI-F <	1 WMJI-F <	1 WGAR-F	1 WTAM <	1 WENZ-F <	1 WGAR-F <
2 WZAK-F >	2 WMMS-F <	2 WNCX-F <	2 WNCX-F <	2 WMJI-F	2 WRMR <	2 WNCX-F	2 WRMR <	2 WGAR-F <	2 WZAK-F <	2 WMJI-F
3 WAKS-F	3 WZAK-F <	3 WGAR-F <	3 WMMS-F	3 WNCX-F <	3 WTAM <	3 WZAK-F <	3 WDOK-F <	3 WMJI-F <	3 WTAM >	3 WRMR <
4 WMMS-F	4 WQAL-F <	4 WZAK-F <	4 WMVX-F <	4 WMMS-F	4 WGAR-F <	4 WGAR-F <	4 WTAM <	4 WDOK-F <	4 WNWV-F <	4 WZAK-F
5 WMJI-F	5 WENZ-F <	5 WQAL-F <	5 WZAK-F <	5 WZAK-F <	5 WDOK-F	5 WDOK-F	5 WMMS-F <	5 WRMR <	5 WDOK-F	4 WTAM
	6 WMVX-F <	6 WMVX-F <	6 WMJI-F <	6 WMVX-F <	6 WNWV-F	6 WRMR <	6 WMJI-F	6 WMMS-F <	5 WGAR-F	6 WNWV-F <
	7 WGAR-F >	7 WDOK-F	7 WQAL-F <	7 WDOK-F <	7 WZJM-F <	7 WMMS-F <	7 WQAL-F	7 WQAL-F <	5 WZJM-F	7 WDOK-F <
		7 WMJI-F <	8 WDOK-F <	8 WTAM <	8 WTAM <	8 WTAM <	7 WMVX-F <	8 WENZ-F <	8 WMJI-F <	8 WENZ-F <
		9 WZJM-F	9 WZJM-F	9 WQAL-F	9 WNCX-F <	9 WMVX-F	9 WZAK-F	9 WNWV-F <	9 WMMS-F	9 WQAL-F
				9 WZJM-F				10 WNWV-F	10 WMVX-F <	10 WQAL-F
								10 WZJM-F <		9 WMMS-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WENZ-F	1 WQAL-F	1 WQAL-F	1 WGAR-F <	1 WGAR-F <	1 WZAK-F	1 WMMS-F	1 WNCX-F	1 WMMS-F	1 WMMS-F <	1 WTAM
2 WQAL-F	2 WZAK-F <	2 WMVX-F <	2 WQAL-F <	2 WDOK-F	2 WENZ-F	1 WNCX-F >	2 WMMS-F >>	2 WNCX-F >	2 WNCX-F <	2 WZAK-F <
3 WAKS-F	3 WMVX-F <	3 WZAK-F <	3 WDOK-F <	3 WZAK-F <	3 WMMS-F	3 WZAK-F <	3 WMVX-F	3 WGAR-F <	3 WMJI-F	3 WGAR-F <
4 WZAK-F	4 WGAR-F <	4 WGAR-F >	4 WZAK-F	4 WMVX-F <	4 WNCX-F	4 WENZ-F	4 WGAR-F <	4 WMJI-F	4 WTAM <	4 WMJI-F
5 WMMS-F	5 WENZ-F	5 WZJM-F	5 WMVX-F	5 WQAL-F	4 WQAL-F >	5 WMVX-F	5 WTAM	4 WZAK-F <	5 WGAR-F	5 WNWV-F
6 WDOK-F	6 WZJM-F <	6 WDOK-F <	6 WZJM-F	6 WMJI-F	6 WDOK-F	6 WQAL-F	6 WKNR	6 WTAM	6 WKNR	6 WRMR <
6 WGAR-F	7 WAKS-F	7 WENZ-F <	7 WMJI-F <	6 WZJM-F	7 WMVX-F	6 WGAR-F	6 WENZ-F	7 WMVX-F <	7 WMVX-F <	7 WMMS-F
6 WMVX-F	8 WDOK-F <	8 WNCX-F	8 WNCX-F <	8 WNWV-F	8 WGAR-F	8 WTAM <	6 WMJI-F	8 WKNR <	8 WZAK-F	
6 WNCX-F	9 WMMS-F		9 WENZ-F <	9 WNCX-F	8 WZJM-F	9 WMJI-F <	9 WQAL-F	9 WQAL-F	8 WNWV-F <	
	9 WNCX-F >		10 WNWV-F <			10 WKNR >				

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WABQ	B/G	1540	Cleveland	0.8	1.8	22	317	WKDD-F	CHR/AC	96.5	Akron	0.7	4.3	113	2431
WELW	VA	1330	Willoughby	0.4	0.9	10	162	WKKY-F	C	104.7	Geneva	0.6	1.2	35	417
WEOL	N/T	930	Elyria	0.5	1.7	15	300	WONE-F	AOR	97.5	Akron	0.5	3.6	97	2354
								WQMX-F	C	94.9	Medina	0.5	3.1	127	2350

# CLEVELAND

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>CBS/Infinity, pend.</b> WDOK-FM, WNCX-FM, WQAL-FM, WZJM-FM	20.9 %	25.5 %	31.3 %	AC	0 (0)	254 (2)	254 (2)	10.6 %	11.6 %
<b>Clear Channel</b> WAKS-FM, WGAR-FM, WMJI-FM, WMMS-FM, WMVX-FM, WTAM-AM	34.0 %	38.9 %	42.0 %	AOR/Classic/NR	0 (0)	313 (3)	313 (3)	13.1 %	15.5 %
<b>Radio One, pend.</b> WENZ-FM, WERE-AM, WJMO-AM, WZAK-FM	12.2 %	10.4 %	16.5 %	Black/Urban	0 (0)	411 (3)	411 (3)	17.2 %	12.7 %
<b>Salem, pend.</b> WCCD-AM, WHK-AM, WKNR-AM, WRMR-AM	8.7 %	3.9 %	4.7 %	CHR	0 (0)	79 (2)	79 (2)	3.3 %	7.2 %
				Classical	0 (0)	73 (1)	73 (1)	3.1 %	2.6 %
				Country	0 (0)	237 (3)	237 (3)	9.9 %	9.6 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	137 (1)	137 (1)	5.7 %	6.0 %
				News/Talk	194 (2)	0 (0)	194 (2)	8.1 %	8.6 %
				Oldies	0 (0)	207 (1)	207 (1)	8.7 %	8.4 %
				Others/Unknown	10 (1)	0 (0)	10 (1)	0.4 %	0.3 %
				Religion/Gospel	64 (2)	0 (0)	64 (2)	2.7 %	1.7 %
				Soft AC	0 (0)	175 (1)	175 (1)	7.3 %	7.9 %
				Sports	70 (1)	0 (0)	70 (1)	2.9 %	2.3 %
				Standards/EZ	32 (1)	0 (0)	167 (1)	7.0 %	5.4 %
				<b>Totals</b>	<b>370 (7)</b>	<b>1886 (17)</b>	<b>2391 (24)</b>		

## AM Stations

Station	Freq	Pwr	Format	Parent	AM	FM	Total	Notes
WJMO	1490	1 kw	Black Gospel	ABC	\$32.00	D&R	Radio One, pend.	Cleveland Heights
WKNR	1220	50 kw (DA-1)	Sports	ABC, CBS, ESPN	\$55.00	Katz	Salem, pend.	
WRMR	850	50kw/4.7 kw (DA-2)	Standards	CNN, Jones	\$45.00	Katz	Salem, pend.	
WTAM	1100	50 kw	News/Talk	ABC, AP	\$70.00	Eastman	Clear Channel	

## FM Stations

Station	Freq	Pwr	Format	Parent	AM	FM	Total	Notes
WAKS	104.9	1.3 kw @ 499	CHR	\$ NA	Eastman	Clear Channel	Lorain	
WCLV	95.5	31 kw @ 620	Classical	\$65.00	Interep			
WDOK	102.1	12 kw @ 1005	Soft AC	\$149.00	Katz	CBS/Infinity, pend.		
WENZ	107.9	16 kw @ 892	Black	ABC	\$50.00	Allied	Radio One	
WGAR	99.5	50 kw @ 500	Country	\$159.00	Christal	Clear Channel		
WMJI	105.7	16 kw @ 1129	Oldies	Westwd	\$188.00	Mc-Guild	Clear Channel	
WMMS	100.7	32 kw @ 600	AOR	\$120.00	Eastman	Clear Channel		
WMVX	106.5	11.5 kw @ 1037	AC/CHR	AP	\$145.00	Eastman	Clear Channel	
WNCX	98.5	16 kw @ 961	Talk/Classic AOR	ABC, Westwd	\$153.00	CBS	CBS/Infinity	
WNWV	107.3	50 kw @ 466	Jazz	CBS	\$51.00	Mc-Guild	WEOL	Elyria
WQAL	104.1	11 kw @ 1060	AC/CHR	Westwd, AMFM	\$115.00	Eastman	CBS/Infinity, pend.	
WZAK	93.1	27.5 kw @ 623	Black	ABC	\$170.00	D&R	Radio One, pend.	
WZJM	92.3	40 kw @ 548	Black Oldies	ABC, AMFM	\$53.00	Sentry	CBS/Infinity, pend.	

Notes: 3/00 In divestitures resulting from the AMFM/Clear Channel merger, AMFM sold WDOK-F, WQAL-F and WZJM-F to CBS/Infinity as part of a \$1,400,000,000 multi-market transaction; WJMO and WZAK-F to Radio One as part of a multi-market transaction (price NA) and WKNR and WRMR to Salem as part of a \$185,800,000 multi-market transaction



# COLORADO SPRINGS

**Arbitron Rank** 94 **Pop (12+)** 405,100  
**MSA Rank:** 104  
**MSA Pop:** 493,000  
**DMA:** 94 (w/Pueblo)  
**Average Persons Rating:** 14.4  
**Market TSL in Hours** 19.25

**Stations** 21 / 16  
**Diaries:** 1,396 / 290:1 / 55.1%  
**Sample Target:** 1,360  
**% Below Line:** 16.1  
**% Not Listed:** 15.0  
**Pop per Station:** 25,319

**Last Year's Revenue:** \$19,700,000  
**Household Income:** \$41,856  
**Total Retail Sales:** \$5.6 Bil.  
**#1 Biller:** KKFM-F \$3,500,000  
**#1 Billing Portfolio**  
 Citadel \$9,290,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spq 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spq 99	Fall 98	12+ TSA AQH / Cume	Revenue Level
1	KKMG-F	CHR 80 / 13.7	11.9	11.3	11.2	11.8	12.0	1159 / 28.6	25.8	26.9	114 / 1677	D
2	KKCS-F	C 45 / 7.7	7.6	8.2	9.8	6.9	8.3	604 / 14.9	17.5	15.3	54 / 790	E
2	KILO-F	AOR 45 / 7.7	6.6	7.3	7.8	6.2	7.3	637 / 15.7	16.8	15.3	57 / 862	C
4	KVOR	T/N 37 / 6.3	5.8	4.8	6.2	6.7	5.8	602 / 14.9	12.7	16.0	39 / 656	C
5	KKFM-F	AOR/CL 34 / 5.8	6.8	7.8	6.9	7.4	6.8	606 / 15.0	18.4	16.1	53 / 947	E
6	KCCY-F	C 32 / 5.5	5.3	5.2	5.7	7.8	5.4	504 / 12.4	13.3	15.8	68 / 1019	C
7	KKLI-F	SAC 31 / 5.3	5.0	5.2	3.3	5.1	4.7	503 / 12.4	13.2	11.9	37 / 637	C
8	KSPZ-F	O 30 / 5.1	4.5	5.0	5.0	4.4	4.9	529 / 13.1	13.5	13.8	39 / 724	C
9	KOA	T/FS 27 / 4.6	3.8	3.5	4.5	5.1	4.1	501 / 12.4	11.1	14.0	47 / 837	KOA
10	KVUU-F	AC/CHR 25 / 4.3	5.9	5.8	4.7	5.1	5.2	748 / 18.5	20.2	19.0	35 / 1003	C
11	KYZX-F	CL AOR 23 / 3.9	5.0	1.7				490 / 12.1	3.5		31 / 612	KYZX-F
12	KSKX-F	J 20 / 3.4	3.3	3.2	4.8	3.2	3.7	313 / 7.7	7.8	7.6	26 / 387	B
13	KBIQ-F	REL-CC 14 / 2.4	2.3	2.8	1.4	1.8	2.2	191 / 4.7	6.7	4.7	18 / 264	KBIQ-F
14	KRDO-F	AC 11 / 1.9	1.8	2.8	2.9	2.8	2.3	316 / 7.8	9.3	9.2	19 / 469	B

12+ FM Share (Metro): 83.30% (414 of 497) (Fall 98: 77.60%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	KKMG-F >>>	1	1	1	1	1	1	1	1	1
2	KILO-F >	2	2	2	2	2	2	2	2	2
3	KQKS-F >	3	3	3	3	3	3	3	3	2
4	KKFM-F <	4	4	4	4	4	4	4	4	4
4	KKFM-F <	4	4	5	5	5	5	5	5	5
6	KCCY-F	6	6	6	6	6	6	6	6	6
7	KVUU-F	7	7	7	7	7	7	7	7	7
7	KYZX-F	7	8	8	8	8	8	8	8	8
9	KSPZ-F	9	8	8	9	9	9	9	9	9
					10	10		10	10	9

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1	KKMG-F >>>	1	1	1	1	1	1	1	1	1
2	KVUU-F >>	2	2	2	2	2	2	2	2	2
3	KCCY-F	2	3	3	3	3	3	3	3	3
3	KILO-F	4	4	4	3	4	4	4	4	3
3	KKCS-F	5	4	5	5	5	5	5	5	5
3	KKLI-F >	6	6	6	6	6	6	6	6	6
		6	6	7	6	6	5	7	7	6
			8	8	8	8	7	7	7	7
			9	9	8	8	7	9	9	8

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume		
KCMN	ST	1530	Colorado Springs	1.4	3.5	8	152	KDZA-F	O	107.9	Pueblo	0.5	2.5	23	436
KGFT-F	REL	100.7	Pueblo	1.0	4.5	12	286	KQKS-F	CHR	104.3	Lakewood	1.5	5.3	9	226
KPRZ-F	REL	96.1	Fountain	1.0	3.0	8	160								
KRDO	SPRTS	1240	Colorado Springs	0.9	5.5	5	231								
KTWK	ST	740	Colorado Springs	1.0	3.6	7	171								

## COLORADO SPRINGS

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>AMFM (Pend. to Clear Channel)</b> KKLI-FM, KPRZ-FM, KVUU-FM	10.6 %	12.3 %	11.9 %	AC	0 (0)	36 (2)	36 (2)	7.2 %	9.2 %
<b>Citadel</b> KKFM-FM, KKMG-FM, KSPZ-FM, KTWK-AM, KVOR-AM	31.9 %	29.8 %	47.2 %	AOR/Classic/NR	0 (0)	102 (3)	102 (3)	20.5 %	16.1 %
<b>Local</b> KCBR-AM, KCMN-AM	1.4 %	0.5 %	1.3 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
<b>Salem</b> KBIQ-FM, KGFT-FM	3.4 %	3.6 %	%	CHR	0 (0)	89 (2)	89 (2)	17.9 %	15.3 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	77 (2)	77 (2)	15.5 %	16.9 %
				Full Service	27 (1)	0 (0)	27 (1)	5.4 %	6.5 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.4 %
				Jazz	0 (0)	20 (1)	20 (1)	4.0 %	3.7 %
				News/Talk	37 (1)	0 (0)	37 (1)	7.4 %	10.2 %
				Oldies	0 (0)	33 (2)	33 (2)	6.6 %	5.7 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	26 (3)	26 (3)	5.2 %	4.1 %
				Soft AC	0 (0)	31 (1)	31 (1)	6.2 %	5.9 %
				Sports	5 (1)	0 (0)	5 (1)	1.0 %	1.4 %
				Standards/EZ	14 (2)	0 (0)	14 (2)	2.8 %	4.3 %
				<b>Totals</b>	<b>83 (5)</b>	<b>414 (16)</b>	<b>497 (21)</b>		

### AM Stations

KVOR	1300	5 kw/1 kw	Talk/News	ABC, CBS	\$30.00	Katz	Citadel
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### FM Stations

KBIQ	102.7	100 kw @ 2000	Contemp. Christian		\$<20.00	Salem	Salem	Manitou Springs
KILO	94.3	83 kw @ 2110	AOR		\$32.00	Eastman	Bahakel	
KKCS	101.9	72 kw @ 2280	Country		\$75.00	Katz	KKCS	
KKFM	98.1	71 kw @ 2290	AOR/Classic AOR		\$56.00	Mc-Guild	Citadel	
KKLI	106.3	1.6 kw @ 2224	Soft AC	AMFM	\$30.00	Katz	AMFM	Widefield
KKMG	98.9	70 kw @ 2300	CHR		\$40.00	Mc-Guild	Citadel	Pueblo
KRDO	95.1	96 kw @ 2010	AC	ABC	\$21.00	D&R		
KSKX	105.5	0.4 kw @ 2228	Jazz		\$ NA	D&R		Security
KSPZ	92.9	72 kw @ 2130	Oldies	Westwd	\$38.00	Katz	Citadel	
KVUU	99.9	68 kw @ 2000	AC/CHR		\$30.00	Katz	AMFM	Pueblo
KYZX	103.9	1.75 kw @ 2158	Classic AOR		\$ NA	Eastman	Bahakel	Pueblo West

Notes: Other ranked stations -- See Denver . . . 10/99 AMFM and Clear Channel announced plans to merge. Divestitures in the market are not foreseen . . . 11/99 KXRE (+ KAVA Pueblo & KSBS-LPTV) sold for \$3,900,000 . . . 1/00 KPRZ-F (+ \$7,500,000) swapped by Salem to AMFM for KSKY Dallas

# COLUMBIA, SC

<b>Arbitron Rank</b> 89 <b>Pop (12+)</b> 436,600	<b>Stations</b> 20 / 19	<b>Last Year's Revenue:</b> \$26,000,000
<b>MSA Rank:</b> 100	<b>Diaries:</b> 1,521 / 287:1 / 51.2%	<b>Household Income:</b> \$45,024
<b>MSA Pop:</b> 515,000	<b>Sample Target:</b> 1,450	<b>Total Retail Sales:</b> \$5.1 Bil.
<b>DMA:</b> 86	<b>% Below Line:</b> 0.7	<b>#1 Biller:</b> WWDM-F \$5,375,000
<b>Average Persons Rating:</b> 15.7	<b>% Not Listed:</b> 15.9	<b>#1 Billing Portfolio</b>
<b>Market TSL in Hours</b> 21.00	<b>Pop per Station:</b> 22,979	Clear Channel, pend. \$10,780,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	WCOS-F	C	74 / 10.8	10.4	9.5	8.4	10.5	847 / 19.4	18.3	19.9	122 / 1493	E	WCOS-F
2	WNOK-F	CHR	65 / 9.5	9.7	9.9	8.7	7.2	998 / 22.9	22.3	24.4	90 / 1538	E	WNOK-F
3	WHXT-F	B	48 / 7.0	7.3				580 / 13.3			82 / 1072		WHXT-F
4	WWDM-F	B	44 / 6.4	8.3	10.9	14.3	14.9	683 / 15.6	23.6	22.5	90 / 1345	G	WWDM-F
5	WFMV-F	B/G	40 / 5.8	5.5	5.0	5.8	6.6	428 / 9.8	9.8	12.3	54 / 609	B	WFMV-F
6	WVOC	N/T	39 / 5.7	5.2	5.0	5.5	6.9	662 / 15.2	10.5	16.9	44 / 825	C	WVOC
7	WOMG-F	O	37 / 5.4	5.2	5.2	5.0	5.3	570 / 13.1	12.0	14.1	40 / 640	C	WOMG-F
7	WMFX-F	CL AOR	37 / 5.4	6.2	6.8	6.7	5.8	622 / 14.2	14.6	15.8	43 / 761	D	WMFX-F
9	WTCB-F	AC	36 / 5.2	4.9	5.3	6.5	5.3	546 / 12.5	12.7	14.9	63 / 902	E	WTCB-F
10	WLXC-F	B/AC	29 / 4.2	3.2	7.6	2.0	1.4	376 / 8.6	12.5	5.6	32 / 424	A	WLXC-F
11	WARQ-F	AOR-NR	27 / 3.9	3.6	5.6	5.0	4.9	523 / 12.0	13.9	13.7	32 / 575	B	WARQ-F
12	WSCQ-F	B/O	25 / 3.6	4.0	4.9	4.9	4.7	435 / 10.0	9.7	9.8	28 / 508	C	WSCQ-F
13	WISW	ST	24 / 3.5	4.2	0.8	1.2	1.6	333 / 7.6	4.2	6.5	24 / 371	A	WISW
14	WLTJ-F	SAC	16 / 2.3	2.8	4.1	4.0	4.1	331 / 7.6	11.7	10.1	21 / 399	A	WLTJ-F
15	WTGH	B/G	10 / 1.5	0.5	0.6	0.6	0.6	88 / 2.0	1.2	1.6	10 / 88	A	WTGH

12+ FM Share (Metro): 84.58% (488 of 577) (Fall 98: 85.04%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WHXT-F >>	1 WNOK-F	1 WNOK-F	1 WNOK-F <	1 WCOS-F	1 WCOS-F >	1 WCOS-F	1 WCOS-F	1 WCOS-F <	1 WHXT-F >	1 WCOS-F
2 WNOK-F >>	2 WHXT-F	2 WCOS-F	2 WCOS-F	2 WNOK-F	2 WOMG-F <	2 WNOK-F	2 WNOK-F <	2 WNOK-F	2 WWDM-F	2 WNOK-F
3 WCOS-F	3 WCOS-F <	3 WMFX-F	3 WWDM-F	3 WWDM-F <	3 WVOC <	3 WMFX-F	3 WVOC	3 WHXT-F	3 WNOK-F	2 WWDM-F
4 WMFX-F	3 WWDM-F	4 WTCB-F <	4 WTCB-F	4 WFMV-F	4 WWDM-F <	4 WOMG-F	4 WWDM-F	4 WCOS-F <	2 WFMV-F	
5 WWDM-F	5 WHXT-F <	5 WMFX-F <	5 WOMG-F <	5 WTCB-F <	5 WTCB-F <	5 WWDM-F <	4 WOMG-F <	5 WTCB-F <	2 WHXT-F >	
6 WARQ-F	6 WTCB-F	6 WLXC-F	6 WFMV-F	6 WISW <	6 WHXT-F <	6 WFMV-F <	6 WTCB-F <	6 WFMV-F	6 WFMV-F	6 WVOC
7 WTCB-F <	7 WLXC-F <	7 WFMV-F <	6 WMFX-F <	7 WNOK-F	7 WLXC-F <	7 WTCB-F	7 WFMV-F <	6 WMFX-F >	7 WMFX-F	7 WMFX-F
	8 WVOC <	8 WVOC <	8 WLXC-F <	7 WWDM-F	8 WOMG-F	8 WHXT-F <	8 WARQ-F <	8 WSCQ-F <	7 WOMG-F <	7 WOMG-F <
	9 WARQ-F <	9 WOMG-F	9 WVOC	9 WSCQ-F <	8 WISW	9 WMFX-F <	9 WMFX-F	9 WMFX-F	9 WLXC-F <	9 WLXC-F <
	10 WFMV-F <		10 WSCQ-F	10 WLXC-F	10 WLXC-F	10 WLXC-F <	10 WSCQ-F <			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WNOK-F	1 WNOK-F	1 WNOK-F >	1 WNOK-F >	1 WNOK-F <	1 WMFX-F >	1 WMFX-F >	1 WMFX-F	1 WMFX-F	1 WCOS-F	1 WHXT-F
1 WHXT-F >	2 WHXT-F	2 WCOS-F	2 WCOS-F	2 WTCB-F <	2 WCOS-F	2 WHXT-F	2 WCOS-F	2 WCOS-F	2 WMFX-F <	2 WWDM-F
3 WARQ-F >	3 WCOS-F	3 WTCB-F	2 WTCB-F	3 WCOS-F	2 WHXT-F	2 WNOK-F <	2 WHXT-F	3 WNOK-F	3 WOMG-F	2 WFMV-F <
4 WCOS-F	4 WTCB-F	4 WFMV-F	4 WWDM-F <	4 WWDM-F <	2 WNOK-F	4 WWDM-F	2 WNOK-F	3 WWDM-F	4 WNOK-F	4 WNOK-F
4 WLXC-F	5 WLXC-F	4 WHXT-F	5 WHXT-F <	5 WFMV-F	5 WWDM-F	4 WCOS-F	2 WWDM-F	5 WVOC	4 WVOC	5 WVOC >
4 WWDM-F >	5 WWDM-F	4 WLXC-F	6 WLXC-F <	6 WLXC-F >	6 WARQ-F >	6 WARQ-F >	6 WARQ-F >	6 WHXT-F	4 WWDM-F	
	7 WARQ-F	4 WWDM-F >>	7 WFMV-F >	7 WSCQ-F		7 WFMV-F	7 WFMV-F	7 WARQ-F	7 WLXC-F	
			8 WARQ-F <	7 WOMG-F			7 WOMG-F	7 WOMG-F	8 WFMV-F	
			9 WSCQ-F	9 WLTJ-F			9 WLXC-F			

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WCOS	SPRIS	1400	Columbia	1.5	5.3	10 234	WROQ-F	CL AOR	101.1	Anderson	0.7	1.7	8 140
WLJI-F	B/G	98.3	Summerton	0.3	0.7	15 255							
WOIC	B/O	1230	Columbia	0.9	2.0	7 91							
WZMJ-F	B/AC	93.1	Batesburg	0.4	1.5	3 67							

# COLUMBIA, SC

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Citadel, pend.</b> WISW-AM, WLXC-FM, WOMG-FM, WTCB-FM	18.3 %	19.8 %	20.4 %	AC	0 (0)	36 (1)	36 (1)	6.2 %	7.8 %
<b>Clear Channel, pend.</b> WCOS-AM, WCOS-FM, WLTY-FM, WNOK-FM, WSCQ-FM, WVOC-AM	33.4 %	33.4 %	41.3 %	AOR/Classic/NR	0 (0)	69 (3)	69 (3)	12.0 %	12.4 %
<b>Inner City, pend.</b> WARQ-FM, WMFX-FM, WOIC-AM, WWDM-FM	16.6 %	17.6 %	35.6 %	Black/Urban	6 (1)	149 (5)	155 (6)	26.9 %	22.1 %
<b>Local - 1</b> WFMV-FM, WLJI-FM	6.1 %	6.2 %	2.5 %	CHR	0 (0)	65 (1)	65 (1)	11.3 %	8.4 %
<b>Local - 2</b> WHXT-FM, WZMJ-FM	7.4 %	4.5 %	%	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	74 (1)	74 (1)	12.8 %	12.2 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	39 (1)	0 (0)	39 (1)	6.8 %	9.9 %
				Oldies	0 (0)	37 (1)	37 (1)	6.4 %	6.2 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	10 (1)	42 (2)	52 (3)	9.0 %	9.1 %
				Soft AC	0 (0)	16 (1)	16 (1)	2.8 %	4.7 %
				Sports	10 (1)	0 (0)	10 (1)	1.7 %	1.6 %
				Standards/EZ	24 (1)	0 (0)	24 (1)	4.2 %	5.5 %
				<b>Totals</b>	<b>89 (5)</b>	<b>488 (15)</b>	<b>577 (20)</b>		

## AM Stations

Station	Power	Frequency	Format	Ownership	Notes
WISW	1320	5 kw/2.5 kw (DA-N)	Standards	AP, Westwd	\$ NA Christal Citadel, pend.
WTGH	620	1 kw/0.125 kw	Black Gospel	AURN	\$14.00 -- Willis Cayce
WVOC	560	5 kw (DA-N)	News/Talk	CBS, Westwd, ESPN	\$32.00 -- Clr Chnl, pend.

## FM Stations

Station	Power	Frequency	Format	Ownership	Notes
WARQ	93.5	2.8 kw @ 443	New Rock		\$24.00 Clr Chnl Inner City, pend.
WCOS	97.5	100 kw @ 983	Country	ABC	\$74.00 Katz Clr Chnl, pend.
WFMV	95.3	3 kw @ 328	Black Gospel	Westwd	\$21.00 D&R S. Congaree
WHXT	103.9	9.2 kw @ 531	Black	ABC	\$ NA -- WZMJ-F Orangeburg
WLTY	96.7	3.3 kw @ 443	Soft AC	AMFM	\$25.00 Katz Clr Chnl, pend. Cayce
WLXC	98.5	6 kw @ 328	Black AC		\$ NA K&P Citadel, pend. Lexington
WMFX	102.3	6 kw @ 328	Classic AOR	UBN	\$37.00 Clr Chnl Inner City, pend. St. Andrews
WNOK	104.7	96 kw @ 1033	CHR	ABC	\$48.00 Mc-Guild Clr Chnl, pend.
WOMG	103.1	3 kw @ 300	Oldies		\$28.00 Christal Citadel, pend.
WSCQ	100.1	5.9 kw @ 330	Black Oldies		\$22.00 Katz Clr Chnl, pend. W. Columbia
WTCB	106.7	100 kw @ 787	AC		\$62.00 Christal Citadel, pend. Orangeburg
WWDM	101.3	100 kw @ 1322	Black	ABC, Westwd	\$77.00 Clr Chnl Inner City, pend. Sumter

Notes: WSCQ-F did not change calls to WJMV-F as reported in the Spring 1999 American Radio . . . 10/99 AMFM and Clear Channel announced plans to merge. Divestitures in the market will be necessary . . . 10/99 WISW (1320) changed from News to Standards (Westwood One) . . . 1/00 WISW, WLXC-F, WOMG-F and WTCB-F sold by Bloomington to Citadel as part of a \$176,000,000 group transaction . . . 3/00 In divestitures resulting from the AMFM/Clear Channel merger, Clear Channel sold WARQ-F, WMFX-F, WOIC and WWDM-F to Inner City (price NA)

# COLUMBUS, GA

**Arbitron Rank** 169 **Pop (12+)** 201,900  
**MSA Rank:** 168  
**MSA Pop:** 269,000  
**DMA:** 128  
**Average Persons Rating:** 14.6  
**Market TSL in Hours** 19.75

**Stations** 18 / 14  
**Diaries:** 874 / 231:1 / 45.0%  
**Sample Target:** 900  
**% Below Line:** 14.5  
**% Not Listed:** 9.1  
**Pop per Station:** 14,421

**Last Year's Revenue:** \$10,300,000  
**Household Income:** \$33,048  
**Total Retail Sales:** \$2.8 Bil.  
**#1 Biller:** WFXE-F \$1,800,000  
**#1 Billing Portfolio**  
 Cumulus \$5,860,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	WFXE-F	B	56 / 18.9	18.5	17.5	16.4	17.2	615 / 30.5	32.1	30.3	69 / 776	C	WFXE-F
2	WBFA-F	CHR	24 / 8.1	5.9	1.6			379 / 18.8	14.6	5.0	43 / 618		WBFA-F
3	WGSY-F	AC	21 / 7.1	4.2	7.6	8.4	7.5	332 / 16.4	15.3	16.2	33 / 476	C	WGSY-F
3	WAGH-F	B/AC	21 / 7.1	9.8	9.2	7.7	11.7	344 / 17.1	20.8	17.7	24 / 436	C	WAGH-F
5	WVRK-F	AOR	20 / 6.8	6.8	7.6	10.3	11.4	300 / 14.9	15.5	16.0	44 / 695	C	WVRK-F
6	WRCG	N/T	17 / 5.8	5.5	6.3	6.4	3.6	205 / 10.1	11.2	11.4	22 / 296	B	WRCG
7	WKCN-F	C	15 / 5.1	7.2	8.9	9.0	10.1	297 / 14.7	15.3	17.1	28 / 499	C	WKCN-F
7	WEAM	B/G	15 / 5.1	4.2	5.9	3.5	3.6	183 / 9.1	7.7	9.2	18 / 211	A	WEAM
9	WZHT-F	B	14 / 4.7	3.3	2.6	3.2	2.6	192 / 9.5	12.7	10.9	30 / 429		WZHT-F
10	WCGQ-F	AC/CHR	13 / 4.4	7.8	7.6	9.0	7.1	310 / 15.4	17.5	17.1	32 / 716	B	WCGQ-F
11	WOKS	B/O	12 / 4.1	3.3	4.6	2.9	4.5	202 / 10.0	9.6	10.1	12 / 210	A	WOKS
12	WSTH-F	C	10 / 3.4	3.6	2.0	2.3	3.6	214 / 10.6	10.3	8.6	36 / 638	B	WSTH-F
12	WKZJ-F	B/AC	10 / 3.4	2.3	2.3	2.9	1.0	136 / 6.7	5.8	6.4	22 / 308		WKZJ-F

12+ FM Share (Metro): 77.70% (209 of 269) (Fall 98: 75.00%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WFXE-F>>>	1 WFXE-F>>>	1 WFXE-F>>	1 WFXE-F>	1 WFXE-F	1 WGSY-F	1 WFXE-F>	1 WFXE-F>	1 WFXE-F>	1 WFXE-F>>>	1 WFXE-F>>
2 WBFA-F>>	2 WBFA-F>	2 WBFA-F	2 WAGH-F<	2 WAGH-F	2 WRCG<	2 WVRK-F	2 WRCG	2 WBFA-F>	2 WBFA-F	2 WBFA-F<
3 WVRK-F	2 WVRK-F	3 WVRK-F	3 WVRK-F<	3 WVRK-F<	3 WFXE-F	3 WGSY-F<	3 WBFA-F	3 WVRK-F	2 WAGH-F	3 WOKS<
3 WZHT-F>	4 WAGH-F	4 WCGQ-F	4 WGSY-F	3 WAGH-F<	4 WBFA-F	3 WGSY-F	3 WGSY-F	4 WGSY-F	4 WGSY-F	4 WEAM
5 WCGQ-F	5 WZHT-F	5 WBFA-F	5 WCGQ-F	5 WEAM	4 WAGH-F<	5 WAGH-F<	3 WAGH-F<	4 WZHT-F	4 WZHT-F	4 WAGH-F<
5 WKCN-F	6 WCGQ-F<	6 WGSY-F	6 WBFA-F	6 WOKS	6 WRCG<	6 WVRK-F	6 WKCN-F	6 WEAM	6 WVRK-F	6 WGSY-F<
		7 WKCN-F	7 WKCN-F	7 WKCN-F	7 WKZJ-F	6 WKCN-F	7 WCGQ-F	6 WKCN-F	7 WVRK-F	7 WVRK-F
			8 WOKS	8 WOKS	8 WKCN-F<	8 WKCN-F	7 WCGQ-F	6 WKCN-F	6 WKCN-F	7 WZHT-F>
						8 WSTH-F<	7 WZHT-F	7 WZHT-F		

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

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WDAK	SPRTS	540	Columbus	0.7	3.4	8 151	WJZF-F	J	104.1	La Grange, GA	1.0	2.1	10 148
WMLF	ST	1270	Columbus	2.7	5.2	12 125	WQLD-F	O	104.3	Luverne, AL	0.7	1.3	5 103
WPNX	G	1460	Phenix City	2.0	3.7	8 89							

# COLUMBUS, GA

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Cumulus</b> WAGH-FM, WBFA-FM, WDAK-AM, WGSY-FM, WMLF-AM, WPNX-AM, WSTH-FM, WVRK-FM	37.9 %	43.2 %	55.8 %	AC	0 (0)	34 (2)	34 (2)	12.6 %	16.7 %
				AOR/Classic/NR	0 (0)	20 (1)	20 (1)	7.4 %	8.3 %
<b>Davis</b> WFXE-FM, WKZJ-FM, WOKS-AM	26.4 %	23.9 %	20.3 %	Black/Urban	12 (1)	101 (4)	113 (5)	42.0 %	39.9 %
				CHR	0 (0)	24 (1)	24 (1)	8.9 %	1.8 %
<b>McClure</b> WCGQ-FM, WKCN-FM, WRCG-AM	15.3 %	15.5 %	19.5 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	25 (2)	25 (2)	9.3 %	12.0 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	3 (1)	3 (1)	1.1 %	0.0 %
				News/Talk	17 (1)	0 (0)	17 (1)	6.3 %	6.9 %
				Oldies	0 (0)	2 (1)	2 (1)	0.7 %	0.0 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	21 (2)	0 (0)	21 (2)	7.8 %	8.7 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	2 (1)	0 (0)	2 (1)	0.7 %	1.1 %
				Standards/EZ	8 (1)	0 (0)	8 (1)	3.0 %	4.7 %
	<b>79.6 %</b>	<b>82.6 %</b>	<b>95.6 %</b>	<b>Totals</b>	<b>60 (6)</b>	<b>209 (12)</b>	<b>269 (18)</b>		

### AM Stations

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

### FM Stations

Station	Freq	Power	Format	Service	Rate	Advertiser	Agency	Location
WAGH	98.3	6 kw @ 328	Black AC	Westwd	\$25.00	Mc-Guild	Cumulus	Ft. Mitchell, AL
WBFA	101.3	6 kw @ 328	CHR		\$ NA	—	Cumulus	Smiths, AL
WCGQ	107.3	100 kw @ 1010	AC/CHR		\$20.00	Christal	McClure	
WFXE	104.9	6 kw @ 289	Black	ABC	\$38.00	Katz	Davis	
WGSY	100.1	6 kw @ 328	AC		\$30.00	Allied	Cumulus	Phenix City, AL
WKCN	99.3	50 kw @ 492	Country		\$32.00	Christal	McClure	Lumpkin, GA
WKZJ	95.7	3.4 kw @ 876	Black AC	ABC	\$ NA	Dora-Clayto	Davis	Greenville, GA
WSTH	106.1	85 kw @ 1047	Country	ABC, Westwd, Jones	\$26.00	—	Cumulus	Alexander City, AL
WVRK	102.9	100 kw @ 1521	AOR	ABC, Westwd	\$35.00	Mc-Guild	Cumulus	

Notes: WZHT-F – See Montgomery

Arbitron Rank 34 Pop (12+) 1,266,800  
 MSA Rank: 40  
 MSA Pop: 1,470,000  
 DMA: 34  
 Average Persons Rating: 14.3  
 Market TSL in Hours 19.00

Stations 27 / 26  
 Diaries: 2,522 / 502:1 / 50.6%  
 Sample Target: 2,440  
 % Below Line: 0.8  
 % Not Listed: 15.5  
 Pop per Station: 48,723

Last Year's Revenue: \$84,800,000  
 Household Income: \$50,191  
 Total Retail Sales: \$21.0 Bil.  
 #1 Biller: WSNY-F \$12,000,000  
 #1 Billing Portfolio  
 Clear Channel \$34,050,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	WNCI-F	CHR	147 / 8.1	9.9	10.1	9.0	8.3	9.3	2874 / 22.7	24.1	25.2	186 / 3892	I	WNCI-F
2	WTVN	FS/T	140 / 7.7	8.0	8.0	8.3	7.5	8.0	2239 / 17.7	15.8	17.4	164 / 2804	H	WTVN
3	WCOL-F	C	135 / 7.5	6.3	5.8	7.6	9.0	6.8	1988 / 15.7	15.1	17.5	147 / 2292	H	WCOL-F
4	WSNY-F	AC	130 / 7.2	7.3	7.8	6.9	6.0	7.3	2202 / 17.4	17.9	17.2	143 / 2483	I	WSNY-F
5	WLWQ-F	AOR/CL	118 / 6.5	6.6	7.2	5.7	6.0	6.5	1826 / 14.4	15.2	12.3	145 / 2343	H	WLWQ-F
6	WCXK-F	B	115 / 6.4	7.1	6.6	7.3	6.8	6.8	1562 / 12.3	14.6	12.4	116 / 1569	D	WCXK-F
7	WBNS-F	O	106 / 5.9	4.6	4.1	4.9	5.6	4.9	1986 / 15.7	12.0	15.9	128 / 2413	G	WBNS-F
8	WBZX-F	AOR	98 / 5.4	5.3	5.5	4.6	4.1	5.2	1859 / 14.7	14.7	12.5	120 / 2545	G	WBZX-F
9	WHOK-F	C	65 / 3.6	3.5	4.2	4.1	4.2	3.8	1436 / 11.3	11.2	11.3	108 / 2155	E	WHOK-F
10	WMNI	ST	52 / 2.9	3.7	2.2	2.9	2.9	2.9	750 / 5.9	5.7	6.5	53 / 765	B	WMNI
11	WXMG-F	B/O	49 / 2.7	2.1	2.3	1.5	2.0	2.2	876 / 6.9	5.6	5.2	49 / 898	B	WXMG-F
12	WBNS	SPRTS	37 / 2.0	2.3	1.9	1.7	2.6	2.0	946 / 7.5	5.5	8.4	41 / 1047	C	WBNS
12	WJZA-F	J	37 / 2.0	1.7	1.7	1.2	1.8	1.7	663 / 5.2	4.9	5.7	41 / 728	C	WJZA-F
14	WZAZ-F	AOR-P	34 / 1.9	1.8	1.8	2.4	2.2	2.0	1084 / 8.6	8.9	9.3	36 / 1158	E	WZAZ-F
14	WXST-F	CL HITS	34 / 1.9	1.9	2.2	2.3	3.1	2.1	932 / 7.4	8.4	7.4	43 / 1047	A	WXST-F
16	WEGE-F	CL AOR	32 / 1.8	2.1	2.0	2.3	1.8	2.0	780 / 6.2	6.7	4.9	34 / 867		WEGE-F
17	WAZU-F	AOR-NR	30 / 1.7	1.8	2.0	1.7	1.3	1.8	757 / 6.0	5.7	4.5	41 / 960	C	WAZU-F
17	WWCD-F	AOR-NR	30 / 1.7	2.4	2.2	2.5	1.6	2.2	816 / 6.4	7.1	6.4	32 / 888	C	WWCD-F
19	WCLT-F	C	28 / 1.5	1.7	2.2	1.7	1.8	1.8	466 / 3.7	4.7	4.3	73 / 1148		WCLT-F
20	WVVO	B/G	27 / 1.5	1.3	2.1	1.2	1.5	1.5	410 / 3.2	3.1	2.8	27 / 410	A	WVVO

12+ FM Share (Metro): 80.50% (1230 of 1528) (Fall 98: 79.07%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	WNCI-F	1 WLWQ-F <	1 WLWQ-F	1 WLWQ-F <	1 WTVN	1 WTVN <	1 WLWQ-F	1 WTVN <	1 WNCI-F	1 WNCI-F
2	WCXK-F >>	2 WBZX-F <	2 WNCI-F <	2 WSNY-F	2 WSNY-F	2 WBZX-F	1 WCOL-F <	2 WNCI-F <	2 WCXK-F	2 WCOL-F <
3	WBZX-F	3 WCKX-F	3 WCOL-F	3 WCOL-F <	3 WBNS-F <	3 WNCI-F <	3 WTVN <	3 WCOL-F <	3 WSNY-F	3 WSNY-F <
4	WAZU-F	4 WCOL-F	4 WSNY-F <	4 WNCI-F	4 WNCI-F <	4 WCOL-F	4 WSNY-F <	4 WCOL-F <	4 WCXK-F <	4 WCXK-F <
		5 WLWQ-F >	5 WBZX-F <	5 WCKX-F <	5 WTVN <	5 WLWQ-F	4 WSNY-F <	5 WNCI-F <	5 WLWQ-F <	5 WBNS-F <
		6 WSNY-F	6 WCKX-F >	6 WBZX-F	6 WBNS-F	6 WMNI	6 WLWQ-F >	6 WBNS-F <	6 WCKX-F	6 WBZX-F <
		7 WXST-F	7 WTVN	7 WTVN <	7 WCKX-F <	7 WHOK-F	7 WBNS-F	7 WCKX-F	7 WBNS-F >	7 WLWQ-F >
		8 WAZU-F <	7 WBNS-F	8 WBNS-F	8 WBZX-F	7 WNCI-F	7 WCKX-F >	8 WBZX-F	8 WBZX-F <	8 WXMG-F <
		9 WXMG-F <	9 WXMG-F	9 WXMG-F	9 WXMG-F	9 WHOK-F	9 WHOK-F	9 WHOK-F	9 WTVN <	9 WBZX-F
		10 WHOK-F	10 WHOK-F	10 WHOK-F	10 WJZA-F		10 WMNI	10 WXMG-F <	10 WXST-F	10 WBNS
										10 WMNI <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1	WNCI-F >	1 WNCI-F	1 WNCI-F <	1 WSNY-F	1 WBZX-F >	1 WBZX-F	1 WBZX-F	1 WLWQ-F	1 WLWQ-F >	1 WTVN
2	WCOL-F	2 WCKX-F <	2 WCKX-F	2 WSNY-F	2 WNCI-F	2 WLWQ-F	1 WLWQ-F >	2 WBZX-F	2 WTVN	2 WCOL-F
3	WCXK-F >	3 WCOL-F	3 WCOL-F	3 WCOL-F	3 WLWQ-F	3 WCKX-F	3 WCKX-F >	3 WCOL-F <	3 WBZX-F <	3 WCXK-F
4	WSNY-F	4 WSNY-F	4 WSNY-F	4 WCKX-F >	4 WBNS-F	3 WCOL-F	4 WNCI-F	4 WCKX-F	4 WCOL-F	4 WNCI-F
5	WBZX-F	5 WBZX-F >	5 WBZX-F >	5 WLWQ-F <	5 WCKX-F	5 WNCI-F >>	5 WNCI-F >	4 WCOL-F	5 WTVN <	5 WBNS-F
6	WXST-F >	6 WXST-F	6 WBNS-F <	6 WLWQ-F <	6 WLWQ-F	6 WAZU-F	6 WXST-F	6 WNCI-F	5 WCKX-F	5 WSNY-F
		7 WLWQ-F	7 WHOK-F	7 WBZX-F <	7 WXMG-F	7 WZAZ-F	6 WAZU-F	7 WBNS-F <	7 WSNY-F	
		7 WHOK-F >	8 WXMG-F	7 WHOK-F	7 WHOK-F	7 WXST-F	8 WWCD-F	8 WSNY-F <	7 WNCI-F	
			8 WHOK-F	9 WTVN		7 WWCD-F	8 WTVN	9 WBNS	9 WBNS <	
							8 WZAZ-F >		10 WXMG-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WCZZ-F	J	106.3	London 0.8 2.6 14 335
WFII	T	1230	Columbus 0.9 3.6 17 465
WNKO-F	O	101.7	Newark 0.8 1.4 16 209
WRFD	REL	880	Worthington 0.6 1.6 13 245
WSMZ-F	B	103.1	Johnstown 0.8 2.4 17 349

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WLW	FS/T	700	Cincinnati 0.8 2.5 34 617

# COLUMBUS, OH

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Blue Chip</b> WCKX-FM, WCZZ-FM, WXMG-FM	9.9 %	10.3 %	3.2 %	AC	0 (0)	130 (1)	130 (1)	8.5 %	7.0 %
<b>CBS/Infinity</b> WAZU-FM, WHOK-FM, WLWQ-FM	11.8 %	13.6 %	16.4 %	AOR/Classic/NR	0 (0)	342 (6)	342 (6)	22.4 %	19.7 %
<b>Clear Channel</b> WCOL-FM, WFIL-AM, WNCI-FM, WTVN-AM, WZAZ-FM	26.1 %	23.8 %	40.2 %	Black/Urban	0 (0)	179 (3)	179 (3)	11.7 %	11.1 %
<b>Local - 1</b> WJZA-FM, WJZK-FM	2.0 %	2.4 %	1.8 %	CHR	0 (0)	147 (1)	147 (1)	9.6 %	10.2 %
<b>Local - 2</b> WBZX-FM, WEGE-FM, WMNI-AM	10.1 %	8.3 %	7.5 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
<b>Stop 26-Riverbend, pend.</b> WSMZ-FM, WXST-FM	2.7 %	3.2 %	0.5 %	Country	0 (0)	228 (3)	228 (3)	14.9 %	18.1 %
	<b>62.6 %</b>	<b>61.6 %</b>	<b>69.6 %</b>	Full Service	155 (2)	0 (0)	155 (2)	10.1 %	9.9 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	50 (3)	50 (3)	3.3 %	2.9 %
				News/Talk	17 (1)	0 (0)	17 (1)	1.1 %	2.1 %
				Oldies	0 (0)	154 (3)	154 (3)	10.1 %	10.1 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	37 (2)	0 (0)	37 (2)	2.4 %	2.5 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	37 (1)	0 (0)	37 (1)	2.4 %	3.0 %
				Standards/EZ	52 (1)	0 (0)	52 (1)	3.4 %	3.4 %
				<b>Totals</b>	<b>298 (7)</b>	<b>1230 (20)</b>	<b>1528 (27)</b>		

## AM Stations

Station	Power	Time	Format	Advertiser	Agency	Station	Power	Time	Format	Advertiser	Agency
WBNS	1460	5 kw/1 kw (DA-N)	Sports	SBUSA, 1-On-1, ESPN	\$28.00	Christal			Columbus Dispatch		
WMNI	920	1 kw/0.5 kw (DA-2)	Standards	Westwd	\$25.00	D&R			WBZX-F/WEGE-F		
WTVN	610	5 kw (DA-N)	Full Service/Talk	ABC, ESPN, CBS	\$149.00	Eastman			Clear Channel		
WVKO	1580	1 kw/0.25 kw (DA-2)	Black Gospel	AURN, Westwd	\$31.00	Mc-Guild			Saga		

## FM Stations

Station	Freq	Power	Format	Advertiser	Agency	Station	Freq	Power	Format	Advertiser	Agency
WAZU	107.1	3 kw @ 328	AOR-New Rock	\$ NA	Katz	CBS/Infinity			Circleville		
WBNS	97.1	20.5 kw @ 780	Oldies	CBS	\$80.00	Christal			Columbus Dispatch		
WBZX	99.7	20.2 kw @ 783	AOR	\$97.00	D&R	WMNI/WEGE-F					
WCKX	107.5	1.9 kw @ 413	Black	AURN	\$ NA	D&R			Blue Chip		
WCLT	100.3	50 kw @ 388	Country	Westwd, Jones	\$30.00	---			WCLT (AM)		Newark
WCOL	92.3	21.9 kw @ 753	Country	\$140.00	Eastman	Clear Channel					
WEGE	103.9	5.1 kw @ 348	Classic AOR	\$ NA	D&R	WMNI/WBZX-F			Westerville		
WHOK	95.5	21 kw @ 761	Country	AP, ABC	\$60.00	Christal			CBS/Infinity		Lancaster
WLWQ	96.3	18 kw @ 753	AOR/Classic AOR	\$165.00	Katz	CBS/Infinity					
WNCI	97.9	175 kw @ 560	CHR	AP	\$171.00	Eastman			Clear Channel		
WSNY	94.7	22.3 @ 753	AC	\$175.00	Mc-Guild	Saga					
WWCD	101.1	6 kw @ 328	AOR-New Rock	\$39.00	Roslin						Grove City
WXMG	98.9	0.58 kw @ 753	Black Oldies	\$ NA	---	Blue Chip			Upper Arlington		
WXST	107.9	6 kw @ 285	Classic Hits	\$23.00	Allied	Stp 26-Rvrbd, pend.			Delaware		
WZAZ	105.7	2.5 kw @ 512	Progressive AOR	\$44.00	Eastman	Clear Channel			Hilliard		

Notes: 10/99 WLOH (1320; Lancaster) changed from Standards to Oldies . . . 12/99 WXST-F sold by Associated to Stop 26-Riverbend (price NA) . . . 1/00 WHTH (790; Newark) changed from Country to Talk



# CORPUS CHRISTI

**Arbitron Rank** 129 **Pop (12+)** 307,400  
**MSA Rank:** 128  
**MSA Pop:** 393,000  
**DMA:** 127  
**Average Persons Rating:** 15.3  
**Market TSL in Hours** 20.25

**Stations** 24 / 22  
**Diaries:** 1,096 / 280:1 / 44.6%  
**Sample Target:** 1,050  
**% Below Line:** 0.8  
**% Not Listed:** 15.7  
**Pop per Station:** 13,973

**Last Year's Revenue:** \$11,100,000  
**Household Income:** \$38,478  
**Total Retail Sales:** \$3.3 Bil.  
**#1 Biller:** KRYS-F \$2,000,000  
**#1 Billing Portfolio** AMFM \$5,350,000

12+ Metro	Format	Spring 99 1/4 Share	Fall 98	Spq 98	Fall 97	Spq 97	12+ Metro Cume / Rtg	Fall 98	Spq 98	12+ TSA AQH / Cume	Revenue Level		
1	KRYS-F	C	40 / 8.5	8.2	7.9	8.4	9.0	605 / 19.7	19.7	19.4	70 / 907	D	KRYS-F
2	KSAB-F	SP-TJ	37 / 7.9	10.4	6.7	5.6	7.2	591 / 19.2	22.0	17.8	58 / 878	C*	KSAB-F
3	KZFM-F	CHR/U	32 / 6.8	8.1	7.5	8.8	11.8	674 / 21.9	24.0	22.0	52 / 981	C	KZFM-F
4	KNCN-F	AOR	29 / 6.2	7.3	5.6	6.0	4.6	489 / 15.9	15.9	16.7	43 / 683	B	KNCN-F
5	KEYS	T/SPRTS	27 / 5.7	3.3	6.0	3.2	3.4	359 / 11.7	8.0	12.8	36 / 447	B	KEYS
6	KBTE-F	CHR/U	26 / 5.5	4.0	4.1	4.4	2.4	474 / 15.4	15.5	14.7	28 / 507	A	KBTE-F
7	KKPN-F	AC-NR	23 / 4.9	5.6	6.2			474 / 15.4	18.3	13.6	25 / 524		KKPN-F
8	KUNO	SP	21 / 4.5	2.7	2.4	5.2	5.0	152 / 4.9	3.7	4.7	24 / 185	*	KUNO
9	KLTV-F	AC-NR	20 / 4.2	2.3	2.1	3.2	3.6	347 / 11.3	8.7	6.7	28 / 489	B	KLTV-F
10	KKBA-F	SAC	18 / 3.8	3.6	5.6	4.8	3.4	338 / 10.9	10.5	10.5	23 / 395	B	KKBA-F
11	KFTX-F	C	17 / 3.6	1.2	1.9	3.6	2.2	244 / 7.9	4.5	6.5	21 / 315	A	KFTX-F
12	KLHB-F	SP-TJ	16 / 3.4	5.0	5.8	8.6	4.8	354 / 11.5	15.1	13.7	17 / 372	B	KLHB-F
12	KOUL-F	C	16 / 3.4	3.3	2.8	5.4	5.6	413 / 13.4	12.9	11.2	29 / 577	C	KOUL-F
14	KCCG-F	O	15 / 3.2	2.7	4.7	4.0	2.6	263 / 8.6	8.8	9.5	21 / 361	A	KCCG-F
15	KMXR-F	AC	14 / 3.0	4.2	4.1	5.2	4.8	311 / 10.1	11.1	14.0	15 / 374	C	KMXR-F
16	KRAD-F	AOR-NR	13 / 2.8	2.7	4.3	3.8	3.8	346 / 11.3	9.2	12.5	14 / 373	B	KRAD-F
17	KBSO-F	AOR	10 / 2.1	3.5	3.0	0.8	1.2	157 / 5.1	7.7	10.0	14 / 190	A	KBSO-F

12+ FM Share (Metro): 84.38% (335 of 397) (Spring 98: 86.63%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KBTE-F	1 KNCN-F	1 KRYS-F	1 KRYS-F	1 KSAB-F <	1 KSAB-F <	1 KSAB-F <	1 KEYS	1 KRYS-F	1 KBTE-F	1 KSAB-F
2 KZFM-F >>	2 KZFM-F <	2 KNCN-F	1 KSAB-F <	2 KRYS-F	2 KEYS	2 KRYS-F	2 KRYS-F	2 KZFM-F <	2 KZFM-F	1 KRYS-F
3 KRYS-F	3 KRYS-F	3 KSAB-F <	3 KNCN-F	3 KNCN-F	3 KRYS-F <	3 KEYS	3 KNCN-F	3 KSAB-F <	2 KSAB-F	3 KBTE-F <
3 KRAD-F	4 KKPN-F	4 KZFM-F	4 KZFM-F	4 KZFM-F	4 KUNO >	4 KZFM-F	3 KZFM-F <	4 KNCN-F	4 KRYS-F	4 KZFM-F <
	4 KSAB-F	5 KKPN-F	5 KKPN-F <	5 KKBA-F	5 KFTX-F >	4 KUNO	5 KSAB-F	5 KBTE-F	5 KNCN-F	5 KNCN-F <
	6 KRAD-F	6 KLTV-F	6 KLTV-F <	5 KKPN-F	6 KCCG-F	6 KNCN-F	6 KUNO <	5 KKPN-F	6 KKBA-F <	6 KKPN-F
	7 KBTE-F	7 KKBA-F	7 KKBA-F <	5 KLTG-F	6 KKBA-F	7 KBTE-F	7 KLTG-F <	7 KEYS	7 KRAD-F	7 KUNO
	7 KLTG-F	7 KBTE-F	8 KMXR-F <	8 KEYS <	6 KLHB-F	8 KKPN-F	8 KKPN-F <	7 KLTG-F	8 KKPN-F	7 KLHB-F <
		9 KMXR-F	9 KEYS	9 KFTX-F	9 KLTG-F	8 KLTG-F	9 KKBA-F	9 KOUL-F <	9 KLTG-F	9 KCCG-F
			10 KBTE-F	9 KMXR-F	9 KKPN-F	10 KFTX-F <	10 KFTX-F <		10 KOUL-F	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KZFM-F	1 KZFM-F >	1 KZFM-F	1 KZFM-F	1 KSAB-F <	1 KNCN-F	1 KNCN-F >>	1 KNCN-F >>>	1 KNCN-F	1 KNCN-F	1 KSAB-F >
1 KRYS-F	2 KRYS-F	2 KSAB-F	2 KKPN-F	2 KZFM-F	1 KRYS-F >	2 KRYS-F	2 KZFM-F	2 KRYS-F	2 KRYS-F	2 KNCN-F
3 KKPN-F	3 KSAB-F	3 KLTG-F	2 KRYS-F	3 KKBA-F		3 KZFM-F	2 KRYS-F	3 KSAB-F >	3 KSAB-F >	2 KRYS-F
3 KRAD-F >	4 KLTG-F	4 KMXR-F >	4 KSAB-F	4 KMXR-F		4 KKPN-F	4 KKPN-F	4 KKPN-F	4 KEYS	4 KCCG-F
	4 KKPN-F		5 KLTG-F	5 KKPN-F		4 KRAD-F	4 KBSO-F	5 KLTG-F	5 KKPN-F	4 KLTG-F
	6 KBTE-F		5 KBTE-F	5 KLTG-F		6 KBTE-F		5 KZFM-F	5 KZFM-F	4 KZFM-F
	6 KOUL-F		5 KKBA-F	5 KRYS-F		6 KBSO-F		7 KBSO-F		
			8 KMXR-F	8 KBTE-F		6 KSAB-F		7 KEYS		
			9 KOUL-F	8 KFTX-F						
				10 KCCG-F						

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
KCTT	SPRTS	1150	Corpus Christi	1.1	2.2	6 76
KCTA	REL	1030	Corpus Christi	0.6	1.4	7 106
KNDA-F	SP	102.9	Alice	0.8	2.5	5 129
KSIX	N	1230	Corpus Christi	0.8	2.9	4 106
KTKY-F	T	106.1	Refugio	0.6	2.0	3 72

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KTSA	T	550	San Antonio	0.4	1.3	17 150
KXTN-F	SP-TJ	107.5	San Antonio	0.4	1.0	2 37

# CORPUS CHRISTI

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>AMFM (Pend. to Clear Channel)</b>	30.1 %	32.3 %	48.2 %	AC	0 (0)	57 (3)	57 (3)	14.4 %	11.9 %
KMXR-FM, KNCN-FM, KRYS-AM, KRYS-FM, KSAB-FM, KUNO-AM				AOR/Classic/NR	0 (0)	52 (3)	52 (3)	13.1 %	14.9 %
<b>Davila</b>	3.2 %	4.1 %	2.4 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KBSO-FM, KCCT-AM, KFLZ-FM				CHR	0 (0)	58 (2)	58 (2)	14.6 %	13.4 %
<b>Equicom</b>	10.4 %	10.2 %	19.5 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KLTG-FM, KOUL-FM, KRAD-FM				Country	0 (0)	73 (3)	73 (3)	18.4 %	15.3 %
<b>Local</b>	16.3 %	16.2 %	23.2 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KEYS-AM, KKBA-FM, KZFM-FM				Hispanic	21 (1)	59 (4)	80 (5)	20.2 %	19.6 %
<b>Pacific</b>	14.2 %	13.3 %	6.3 %	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KBTE-FM, KCCG-FM, KKPX-FM, KTKY-FM				News/Talk	33 (3)	3 (1)	36 (4)	9.1 %	9.2 %
	<b>74.2 %</b>	<b>76.1 %</b>	<b>99.6 %</b>	Oldies	0 (0)	15 (1)	15 (1)	3.8 %	7.9 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	3 (1)	0 (0)	3 (1)	0.8 %	0.5 %
				Soft AC	0 (0)	18 (1)	18 (1)	4.5 %	6.4 %
				Sports	5 (1)	0 (0)	5 (1)	1.3 %	0.5 %
				Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				<b>Totals</b>	<b>62 (6)</b>	<b>335 (18)</b>	<b>397 (24)</b>		

### AM Stations

KEYS	1440	1 kw (DA-N)	Talk/Sports	ABC, BNN	\$<20.00	Katz	KKBA-F/KZFM-F
KUNO	1400	1 kw	Hispanic		\$<20.00	Katz	AMFM

### FM Stations

KBSO	94.7	25 kw @ 285	AOR		\$ NA	--	Davila	
KBTE	102.3	50 kw @ 371	CHR/Urban		\$ NA	Christal	Pacific	Rockport
KCCG	107.3	25 kw @ 298	Oldies	ABC	\$ NA	Christal	Pacific	Ingleside
KFTX	97.5	97 kw @ 954	Country	CNN, Westwd	\$15.00	D&R		Kingsville
KKBA	92.7	12.5 kw @ 868	Soft AC		\$ NA	Katz	KEYS/KZFM-F	Kingsville
KKPN	104.5	14 kw @ 446	Modern AC		\$ NA	Christal	Pacific	Gregory
KLHB	98.3	11 kw @ 321	Tejano		\$ NA	--	Rodriguez, pend.	Odem
KLTG	96.5	100 kw @ 955	Modern AC		\$<20.00	Mc-Guild	Equicom	
KMXR	93.9	100 kw @ 840	AC		\$21.00	K&P	AMFM	
KNCN	101.3	100 kw @ 361	AOR		\$24.00	D&R	AMFM	Sinton
KOUL	103.7	100 kw @ 947	Country		\$34.00	--	Equicom	Sinton
KRAD	105.5	1.9 kw @ 354	AOR		\$<20.00	--	Equicom	Portland
KRYS	99.1	100 kw @ 932	Country	ABC	\$47.00	Banner	AMFM	
KSAB	99.9	100 kw @ 955	Hispanic-Tejano		\$25.00	Katz Hisp.	AMFM	Robstown
KZFM	95.5	100 kw @ 994	CHR/Urban		\$31.00	Katz	KEYS/KKBA-F	

Notes: \* KSAB-F revenue level includes KUNO revenue . . . 9/99 KBSO-F changed from Classic AOR to AOR . . . 10/99 AMFM and Clear Channel announced plans to merge . . . 1/00 KLHB-F sold to Rodriguez Communications for \$4,000,000 . . . 2/00 KBSO-F changed back to Classic AOR

# DALLAS-FORT WORTH

**Arbitron Rank** 6 Pop (12+): 3,928,600  
**MSA Rank:** 10-Dallas; 32-Ft. Worth  
**MSA Pop:** 4,700,000  
**DMA:** 8  
**Average Persons Rating:** 15.2  
**Market TSL in Hours** 20.00

**Stations** 40 / 40  
**Diaries:** 4,243/ 926:1/ 48.0%  
**Sample Target:** 4,120  
**% Below Line:** 0.0  
**% Not Listed:** 10.7  
**Pop per Station:** 98,215

**Last Year's Revenue:** \$279,100,000  
**Household Income:** \$53,227  
**Total Retail Sales:** \$51.1 Bil.  
**#1 Biller:** KVIL-F \$34,200,000  
**#1 Billing Portfolio**  
 CBS/Infinity \$97,655,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1 KHKS-F	CHR	424 / 7.1	7.0	6.6	6.3	7.3	6.7	8167 / 20.8	19.9	19.9	474 / 9255	K	KHKS-F
2 KKDA-F	B	367 / 6.1	7.2	7.6	6.8	6.4	6.9	4994 / 12.7	14.5	13.6	412 / 5769	J*	KKDA-F
3 KEGL-F	AOR	325 / 5.4	4.9	4.7	4.4	4.3	4.9	4571 / 11.6	10.9	11.7	367 / 5262	G	KEGL-F
4 WBAP	FS/T	308 / 5.2	4.6	4.8	5.4	5.3	5.0	4783 / 12.2	13.9	13.9	388 / 5988	J	WBAP
5 KPLX-F	C	285 / 4.8	4.0	3.3	3.7	4.2	3.9	5256 / 13.4	9.2	11.3	318 / 5991	H	KPLX-F
6 KVIL-F	AC	258 / 4.3	4.3	4.4	4.8	4.6	4.5	5368 / 13.7	11.6	15.2	272 / 5725	L	KVIL-F
7 KSCS-F	C	234 / 3.9	4.7	5.0	5.0	5.0	4.7	4674 / 11.9	11.4	12.9	261 / 5290	J	KSCS-F
8 KZPS-F	CL AOR	233 / 3.9	3.7	4.0	4.1	3.8	3.9	4280 / 10.9	10.6	10.7	257 / 4778	I	KZPS-F
9 KRLD	N	221 / 3.7	3.4	3.7	3.5	3.6	3.6	4307 / 11.0	12.8	11.5	249 / 4980	J	KRLD
10 KLUV-F	O	195 / 3.3	3.5	3.6	3.1	3.4	3.4	3869 / 9.8	10.7	11.2	226 / 4619	J	KLUV-F
11 KDMX-F	AC/CHR	190 / 3.2	3.6	3.5	3.7	4.2	3.5	5083 / 12.9	13.8	14.8	196 / 5405	I	KDMX-F
12 KLTJ-F	REL-CC	177 / 3.0	3.6	3.5	3.8	3.1	3.5	2938 / 7.5	7.7	7.5	197 / 3366	G	KLTJ-F
13 KOAI-F	J	172 / 2.9	3.4	2.9	3.1	3.2	3.1	2737 / 7.0	7.9	7.7	181 / 2965	H	KOAI-F
14 KTXQ-F	B/O	171 / 2.9	3.3	4.0	3.3	3.6	3.4	3320 / 8.5	10.2	9.4	181 / 3470	F	KTXQ-F
15 KTCK	SPRTS	169 / 2.8	2.1	2.9	2.1	3.2	2.5	2458 / 6.3	6.0	6.2	173 / 2538	I	KTCK
16 KYNG-F	C	150 / 2.5	2.5	2.3	2.6	2.3	2.5	3556 / 9.1	7.6	8.5	163 / 3867	I	KYNG-F
17 WRR-F	CL	143 / 2.4	2.5	2.5	2.5	2.8	2.5	2726 / 6.9	7.6	8.7	156 / 3009	E	WRR-F
18 KRBV-F	CHR/B	141 / 2.4	2.5	2.3	2.0	2.4	2.3	3811 / 9.7	8.6	6.5	150 / 4109	H	KRBV-F
19 KDGE-F	AOR-NR	133 / 2.2	2.8	2.5	3.1	2.7	2.7	4112 / 10.5	10.8	11.1	160 / 4717	G	KDGE-F
20 KMEQ-F	SAC	129 / 2.2	2.2	2.5	0.9	1.9	1.9	2581 / 6.6	6.4	6.4	150 / 2949	F	KMEQ-F
21 KKMR-F	AOR-P	107 / 1.8	1.5	1.8	1.7	1.3	1.7	3065 / 7.8	6.7	6.4	108 / 3105	E	KKMR-F
22 KLIF	T	93 / 1.6	1.5	1.3	1.2	1.6	1.4	1889 / 4.8	4.8	5.2	107 / 2243	H	KLIF
23 KRNB-F	B/AC	90 / 1.5	0.7	1.1	0.7	0.7	1.0	1487 / 3.8	3.0	2.6	103 / 1621	C	KRNB-F
24 KBFB-F	SAC	89 / 1.5	2.1	1.8	1.6	2.0	1.7	2487 / 6.3	7.0	7.2	103 / 2667	F	KBFB-F
25 KHVN	B/G	75 / 1.3	0.9	1.1	1.2	1.2	1.1	930 / 2.4	2.4	3.1	76 / 960	C	KHVN
25 KHCK-F	SP-TJ	75 / 1.3	1.2	1.5	1.5	1.1	1.4	1197 / 3.0	3.4	3.4	77 / 1261	E	KHCK-F
27 KZMP-AF	SP-R	66 / 1.1	1.3	0.4	0.6	0.6	0.9	858 / 2.2	0.9	1.0	69 / 930	F	KZMP-AF

12+ FM Share (Metro): 78.39% (4189 of 5344) (Fall 98: 77.13%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KHKS-F	1 KEGL-F <	1 KHKS-F <	1 KHKS-F	1 KHKS-F	1 WBAP >	1 KHKS-F	1 WBAP	1 KHKS-F	1 KKDA-F	1 KHKS-F <
2 KKDA-F	2 KHKS-F	2 KEGL-F <	2 KKDA-F <	2 KKDA-F <	2 KRLD <	2 KKDA-F <	2 KEGL-F <	2 KKDA-F <	2 KEGL-F <	2 KKDA-F
3 KRBV-F >	3 KKDA-F >	3 KKDA-F	3 KZPS-F <	3 KVIL-F <	3 KVIL-F <	3 WBAP >	3 KHKS-F <	3 KEGL-F <	3 KHKS-F >	3 KEGL-F
4 KEGL-F	4 KPLX-F <	4 KPLX-F	4 KEGL-F <	4 KZPS-F	4 KZPS-F <	4 KVIL-F <	4 KPLX-F <	4 KPLX-F	4 KOAI-F <	4 KPLX-F
5 KDGE-F	5 KDMX-F	4 KZPS-F	5 KPLX-F <	5 KPLX-F <	5 KSCS-F <	5 KRLD	5 KVIL-F	5 WBAP	5 KRBV-F <	5 KVIL-F
6 KDGE-F	6 KDMX-F <	6 KVIL-F <	6 KEGL-F	6 KLUV-F <	5 KEGL-F <	6 KKDA-F	6 KVIL-F <	6 KPLX-F	6 KPLX-F	5 KZPS-F <
7 KLTJ-F <	7 KVIL-F	7 KDMX-F	7 WBAP	7 KPLX-F <	7 KSCS-F <	6 KRLD <	7 KZPS-F	7 WRR-F <	7 KSCS-F	7 KSCS-F
8 KVIL-F <	8 KTCK <	7 KTCK <	7 KTCK <	8 KOAI-F	8 KPLX-F	8 KZPS-F <	7 KRLD <	8 KZPS-F <	8 KDGE-F <	8 KLTJ-F <
9 KTCK	9 KTXQ-F	9 KTXQ-F	9 KSCS-F <	9 KHKS-F <	9 KZPS-F <	9 KSCS-F	9 KSCS-F	9 KSCS-F	9 KDMX-F	9 KDMX-F <
10 KYNG-F	9 KLTJ-F <	10 KLTJ-F <	10 KDMX-F <	10 KMEQ-F <	10 KTCK	10 KLUV-F	9 KLUV-F	9 KZPS-F <	10 KRBV-F <	10 KRBV-F <
10 KRBV-F <						10 KDMX-F <				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KHKS-F	1 KHKS-F >	1 KHKS-F >	1 KHKS-F >	1 KHKS-F	1 KEGL-F >>	1 KEGL-F >>	1 KEGL-F >	1 KEGL-F >	1 KTCK <	1 KKDA-F <
2 KKDA-F >>	2 KKDA-F >	2 KKDA-F <	2 KKDA-F	2 KVIL-F	2 KKDA-F <	2 KKDA-F	2 KTCK	2 KTCK <	2 KEGL-F <	2 KHKS-F
3 KDGE-F <	3 KDMX-F	3 KDMX-F	3 KDMX-F <	3 KKDA-F <	3 KHKS-F <	3 KHKS-F	3 KKDA-F	3 KZPS-F <	3 KZPS-F	3 KOAI-F <
4 KDMX-F	4 KVIL-F <	4 KVIL-F	4 KVIL-F	4 KDMX-F	4 KDGE-F <	4 KTCK <	4 KPLX-F	4 KKDA-F	4 WBAP <	4 KEGL-F
5 KRBV-F <	5 KPLX-F <	5 KLTJ-F <	5 KLTJ-F <	5 KPLX-F	5 KRBV-F	5 KPLX-F	5 KHKS-F	5 KPLX-F	5 KPLX-F	5 KPLX-F <
6 KPLX-F <	6 KLTJ-F	6 KPLX-F <	6 KPLX-F	5 KLTJ-F <	5 KPLX-F >	6 KDGE-F	6 KDMX-F <	6 KHKS-F	6 KKDA-F	6 KKDA-F
7 KEGL-F	7 KDGE-F	7 KYNG-F <	7 KTXQ-F <	7 KLUV-F <	7 KLTJ-F <	7 KDMX-F	7 KZMP-AF <	7 WBAP <	7 KHKS-F <	7 KHKS-F <
8 KYNG-F	8 KEGL-F <	8 KEGL-F <	8 KSCS-F	8 KSCS-F <	8 KZMP-AF <	8 KTXQ-F	8 KTXQ-F	8 KTXQ-F <	8 KSCS-F	8 KSCS-F
9 KLTJ-F	9 KYNG-F <		8 KYNG-F <	9 KTXQ-F	9 KTXQ-F	9 KYNG-F	9 KYNG-F	9 KSCS-F	8 KRLD	8 KRLD
9 KKMR-F <	10 KRBV-F		10 KZPS-F <	10 KOAI-F	9 KZPS-F <	9 KZPS-F	10 KDMX-F <	8 KTXQ-F <		
				10 KZPS-F <						

# DALLAS-FORT WORTH

Other Rated Stations				Metro Cume		TSA		Format Performance			AM	FM	Total	%	Yr. Ago	
				Share	Rating	AQH	Cume									
KAAM	ST	770	Garland	0.6	1.2	39	526	AC	0	(0)	448	(2)	448	(2)	8.4 %	8.5 %
KAHZ	SP-NT	1360	Fort Worth	0.4	0.9	21	345	AOR/Classic/NR	0	(0)	798	(5)	798	(5)	14.9 %	13.4 %
KDXX	SP-R	1480	Dallas	0.8	1.4	51	553	Black/Urban	52	(1)	628	(3)	680	(4)	12.7 %	15.1 %
KESS	SP-C	1270	Fort Worth	0.8	1.8	45	717	CHR	0	(0)	565	(2)	565	(2)	10.6 %	8.0 %
KFJZ	SP	870	Fort Worth	0.7	0.7	44	278	Classical	0	(0)	143	(1)	143	(1)	2.7 %	3.1 %
KKDA	B/O	730	Grand Prairie	0.9	1.9	58	801	Country	0	(0)	669	(3)	669	(3)	12.5 %	12.6 %
KRVA-AF	SP-R	106.9	McKinney	0.4	1.0	27	396	Full Service	308	(1)	0	(0)	308	(1)	5.8 %	5.8 %
KRVF-F	SP-R	107.1	Terrell	0.3	0.9	22	400	Hispanic	200	(6)	147	(4)	347	(10)	6.5 %	6.0 %
KWRD-F	REL	94.9	Arlington	0.5	2.2	33	944	Jazz	0	(0)	172	(1)	172	(1)	3.2 %	3.5 %

Consolidation Report				12+	25-54	Revenue
<b>ABC</b>				11.3 %	9.9 %	13.7 %
KMEQ-FM, KMKI-AM, KSCS-FM, WBAP-AM						
<b>CBS/Infinity</b>				20.4 %	20.2 %	35.0 %
KHVN-AM, KLUV-AM, KLUV-FM, KOAI-FM, KRBV-FM, KRLD-AM, KVIL-FM, KYNG-FM						
<b>Clear Channel, pend.</b>				22.5 %	23.6 %	20.8 %
KDMX-FM, KEGL-FM, KHKS-FM, KTXQ-FM, KZPS-FM						
<b>Hispanic</b>				5.9 %	6.3 %	3.4 %
KDXX-AM, KDXX-FM, KESS-AM, KHCK-FM, KLTY-FM						
<b>KKDA</b>				8.5 %	8.3 %	6.7 %
KKDA-AM, KKDA-FM, KRNB-FM						
<b>Salem, pend.</b>				2.7 %	1.9 %	2.5 %
KDGE-FM, KSKY-AM, KWRD-FM						
<b>Susquehanna</b>				11.0 %	12.9 %	11.5 %
KKLF-AM, KKMR-FM, KLIF-AM, KMRR-FM, KPLX-FM, KTBK-AM, KTCK-AM						
<b>Z-Spanish</b>				1.9 %	2.4 %	1.2 %
KRVA-AF, KRVF-FM, KZMP-AF						
				<b>84.1 %</b>	<b>85.5 %</b>	<b>94.8 %</b>

Format Performance			AM	FM	Total	%	Yr. Ago
AC	0	(0)	448	(2)	448	(2)	8.4 %
AOR/Classic/NR	0	(0)	798	(5)	798	(5)	14.9 %
Black/Urban	52	(1)	628	(3)	680	(4)	12.7 %
CHR	0	(0)	565	(2)	565	(2)	10.6 %
Classical	0	(0)	143	(1)	143	(1)	2.7 %
Country	0	(0)	669	(3)	669	(3)	12.5 %
Full Service	308	(1)	0	(0)	308	(1)	5.8 %
Hispanic	200	(6)	147	(4)	347	(10)	6.5 %
Jazz	0	(0)	172	(1)	172	(1)	3.2 %
News/Talk	314	(2)	0	(0)	314	(2)	5.9 %
Oldies	0	(0)	195	(1)	195	(1)	3.6 %
Others/Unknown	0	(0)	0	(0)	0	(0)	0.0 %
Religion/Gospel	75	(1)	206	(2)	281	(3)	5.3 %
Soft AC	0	(0)	218	(2)	218	(2)	4.1 %
Sports	169	(1)	0	(0)	169	(1)	3.2 %
Standards/EZ	37	(1)	0	(0)	37	(1)	0.7 %
<b>Totals</b>	<b>1155</b>	<b>(13)</b>	<b>4189</b>	<b>(26)</b>	<b>5344</b>	<b>(39)</b>	

## AM Stations

Station	Power	Format	Advertiser	Agency	Product
KHVN	970 1 kw/0.27 kw	Black Gospel	Westwd, CNN	Mc-Guild	CBS/Infinity
KLIF	570 5 kw (DA-2)	Talk	ABC	Mc-Guild	Susquehanna
KRLD	1080 50 kw (DA-N)	News	CBS, Westwd	CBS	CBS/Infinity
KTCK	1310 5 kw (DA-2)	Sports	Westwd, ABC	Interep	Susquehanna
KZMP	1540 50 kw/1 kw (DA-2)	Hispanic-Regional	\$ NA	Caballero	Z-Spanish
WBAP	820 50 kw	Full Service/Talk	ABC	ABC	ABC

# DALLAS-FORT WORTH

## FM Stations

Station	Freq	Power	Format	AP	Revenue	Company	City
KBFB	97.9	100 kw @ 1611	Soft AC		\$114.00	Eastman	Radio One, pend.
KDGE	94.5	100 kw @ 1896	AOR-New Rock		\$140.00	Sentry	Salem, pend. Gainesville
KDMX	102.9	100 kw @ 1348	AC/CHR		\$140.00	Allied	Clear Channel
KEGL	97.1	100 kw @ 1460	AOR		\$169.00	Katz	Clear Channel
KHCK	99.1	100 kw @ 1168	Hispanic-Tejano		\$80.00	Katz Hisp.	Hispanic Denton
KHKS	106.1	100 kw @ 1590	CHR		\$240.00	D&R	Clr Chnl, pend. Denton
KKDA	104.5	100 kw @ 1590	Black	AP	\$200.00	Christal	
KKMR	93.3	50 kw @ 436	Progressive AOR		\$ NA	Eastman	Susquehanna Haltom City
KLTY	94.1	100 kw @ 1590	Contemp. Christian	AP	\$85.00	Katz	Hispanic
KLUV	98.7	100 kw @ 1590	Oldies		\$221.00	Infinity	CBS/Infinity
KMEO	96.7	92 kw @ 2034	Soft AC	ABC	\$ NA	ABC	ABC Flower Mound
KMRR	104.1	11 kw @ 492	Simul. KKMR-F				Sanger
KOAI	107.5	28 kw @ 1591	Jazz		\$190.00	CBS	CBS/Infinity
KPLX	99.5	100 kw @ 1678	Country	AP	\$200.00	Mc-Guild	Susquehanna
KRBV	100.3	100 kw @ 1440	Dance CHR	ABC, Westwd	\$177.00	CBS	CBS/Infinity
KRNB	105.7	100 kw @ 1672	Black AC	ABC	\$ NA	Christal	KKDA Stephenville
KSCS	96.3	100 kw @ 1611	Country	ABC	\$300.00	ABC	ABC
KTXQ	102.1	100 kw @ 1447	Black Oldies	AMFM	\$130.00	Sentry	Clr Chnl, pend.
KVIL	103.7	100 kw @ 1570	AC	CNN	\$485.00	Interep	CBS/Infinity Highland Park
KYNG	105.3	100 kw @ 1528	Country	Westwd	\$260.00	CBS	CBS/Infinity
KZMP	101.7	92 kw @ 2034	See KZMP				Azle
KZPS	92.5	100 kw @ 1590	Classic AOR		\$115.00	Sentry	Clr Chnl, pend.
WRR	101.1	100 kw @ 1348	Classical	AP	\$74.00	Allied	

Notes: \* KKDA-F revenue level includes KKDA (AM) revenue . . . 9/99 KZMP (+ KGOL, Houston) sold by Douglas to Z-Spanish (price NA) . . . 11/99 KKZN-F/KXZN-F changed from Progressive AOR to New Rock as "Merge Radio 93.3.com" . . . 11/99 KPBC (770; Garland) changed from Religion to Standards as KAAM . . . 12/99 KKZN-F changed calls to KKMR-F; KXZN-F changed calls to KMRR-F . . . 1/00 KRJT-F (100.7; Bowie) returned to the air, simulcasting REL-CC KLTY-F (94.1) . . . 2/00 The KLTY calls and REL-CC format moved wholly to 100.7; the 94.1 changed to Hispanic Regional as KGDE-F ("Estereo Latino") . . . 2/00 KGDE-F changed calls to KLNO-F . . . 3/00 In divestitures resulting from the AMFM/Clear Channel merger, AMFM sold KDGE-F to Salem as part of a \$185,800,000 multi-market sale and KBFB-F to Radio One in another multi-market transaction (price NA)

### FORMAT CODES

AC - Adult Contemporary	J - Jazz and New Adult Contemporary
AC-NR - Modern AC	KIDS - Children's
AOR - Album Oriented Rock	N - News
AOR-NR - New Rock	O - Oldies (50's & 60's)
AOR-P - Progressive AOR	REL - Religion, Christian
B - Black (audience 75%+ Black)	REL-CC - Contemporary Christian
B/AC - Black Adult Contemporary	SAC - Soft Adult Contemporary
B/G - Black Gospel	SP - Hispanic/Spanish
B/O - Black Oldies	SP-C - Hispanic Contemporary
BIZ - Business News & Talk	SP-NT - Hispanic News/Talk/Information
C - Country	SP-R - Hispanic-Regional
C/O - Classic Country	SP-TP - Hispanic-Tropical
CHR - Contemporary Hit Radio, Top 40	SP-VA - Hispanic Variety
CL - Classical	SP-TJ - Tejano
CL AOR - Classic AOR, Classic Rock	SPRTS - Sports
CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia
E - Ethnic (usually Foreign Lang.)	T - Talk
EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)
FS - Full Service	VA - Variety
G - Gospel	? - Others or Unknown

### REVENUE LEVEL CODES

A - Less than \$500,000	E - \$3,000,000 to \$3,999,999	I - \$10,000,000 to \$14,999,999
B - \$500,000 to \$999,999	F - \$4,000,000 to \$4,999,999	J - \$15,000,000 to \$19,999,999
C - \$1,000,000 to \$1,999,999	G - \$5,000,000 to \$6,999,999	K - \$20,000,000 to \$29,999,999
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	L - \$30,000,000+

# DAVENPORT-ROCK ISLAND-MOLINE

Arbitron Rank 133 Pop (12+) 295,600	Stations 19 / 15	Last Year's Revenue: \$14,500,000
MSA Rank: 139	Diaries: 1,155 / 256:1 / 54.8%	Household Income: \$42,062
MSA Pop: 358,000	Sample Target: 1,120	Total Retail Sales: \$3.6 Bil
DMA: 90	% Below Line: 3.5	#1 Biller: WLLR-AF \$3,300,000
Average Persons Rating: 14.4	% Not Listed: 13.4	#1 Billing Portfolio
Market TSL in Hours 19.25	Pop per Station: 19,707	Sconnix \$7,100,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	WHTS-F	CHR	53 / 12.5	12.6	11.3	10.9	951 / 32.2	30.9	29.5	110 / 1942	C	WHTS-F
2	WLLR-F	C	52 / 12.2	12.1	12.3	14.7	769 / 26.0	22.4	23.4	92 / 1358	E*	WLLR-F
3	KCQQ-F	CL HITS	43 / 10.1	9.8	10.3	11.6	685 / 23.2	22.6	22.6	95 / 1356	D	KCQQ-F
4	WXLP-F	AOR	38 / 8.9	7.0	5.9	7.4	526 / 17.8	16.4	14.5	56 / 855	C	WXLP-F
5	KUUL-F	O	29 / 6.8	7.7	5.6	5.5	490 / 16.6	17.8	14.9	47 / 838	C	KUUL-F
6	KMXG-F	AC	27 / 6.3	6.5	6.6	5.9	528 / 17.9	19.2	18.2	39 / 938	C	KMXG-F
7	WKBF	ST	26 / 6.1	4.4	4.9	4.6	273 / 9.2	8.7	9.7	29 / 316	A	WKBF
8	WOC	N/T	25 / 5.9	8.4	7.8	7.0	417 / 14.1	14.4	13.9	29 / 506	C	WOC
9	KORB-F	AOR-NR	17 / 4.0	3.3	3.7	3.3	346 / 11.7	12.6	13.0	21 / 425	A	KORB-F
10	KBOB-F	C	15 / 3.5	3.5	4.9	5.9	341 / 11.5	12.1	13.6	33 / 653	B	KBOB-F
11	KQLI-F	SAC	12 / 2.8	3.0	3.9	3.5	226 / 7.6	8.9	9.6	13 / 262	A	KQLI-F
12	KJOC	SPRTS	6 / 1.4	1.4	1.0	1.3	144 / 4.9	4.8	4.4	7 / 167	A	KJOC

12+ FM Share (Metro): 79.35% (292 of 368) (Fall 98: 76.57%)

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

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

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WKEI	T	1450	Kewanee, IL	0.9	2.1	4 61	KRNA-F	AOR	94.1	Iowa City	0.9	3.3	12 260
WLLR	C	1230	Moline	0.9	2.4	4 89	WGN	FS/T	720	Chicago	0.9	3.0	18 287
WRMJ-F	C	102.3	Aledo	0.5	0.9	5 96	WLS	T	890	Chicago	0.9	2.2	16 202
							WMT	FS	600	Cedar Rapids	0.7	3.4	17 316

# DAVENPORT-ROCK ISLAND-MOLINE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Cumulus, pend.</b> KBOB-FM, KJOC-AM, KORB-FM, KQLI-FM, WXLN-FM	20.6 %	24.1 %	21.0 %	AC	0 (0)	27 (1)	27 (1)	7.3 %	8.6 %
<b>Dudley</b> KCQQ-FM, WHTS-FM, WKBF-AM	28.7 %	24.8 %	29.5 %	AOR/Classic/NR	0 (0)	59 (3)	59 (3)	16.0 %	11.1 %
<b>Sconnix</b> KMXG-FM, KUUL-FM, WLLR-AM, WLLR-FM, WOC-AM	32.1 %	34.1 %	49.0 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				CHR	0 (0)	53 (1)	53 (1)	14.4 %	13.1 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	4 (1)	69 (3)	73 (4)	19.8 %	21.4 %
				Full Service	7 (2)	0 (0)	7 (2)	1.9 %	2.6 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	33 (3)	0 (0)	33 (3)	9.0 %	13.1 %
				Oldies	0 (0)	72 (2)	72 (2)	19.6 %	18.6 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Soft AC	0 (0)	12 (1)	12 (1)	3.3 %	4.6 %
				Sports	6 (1)	0 (0)	6 (1)	1.6 %	1.1 %
				Standards/EZ	26 (1)	0 (0)	26 (1)	7.1 %	5.7 %
	<b>81.4 %</b>	<b>83.0 %</b>	<b>99.5 %</b>	<b>Totals</b>	<b>76 (8)</b>	<b>292 (11)</b>	<b>368 (19)</b>		

## AM Stations

Station	Freq	Pwr	Format	Service	Rate	Company	Operator
KJOC	1170	1 kw (DA-2)	Sports	CBS, ESPN, 1/1	\$ NA	Allied	Cumulus, pend.
WKBF	1270	5 kw (DA-N)	Standards	Westwd	\$ NA	Katz	Dudley
WOC	1420	5 kw (DA-2)	News/Talk	ABC, WW1, CNN	\$28.00	Christal	Sconnix

## FM Stations

Station	Freq	Pwr	Format	Service	Rate	Company	Operator
KBOB	99.7	100 kw @ 895	Country	Westwd	\$25.00	Allied	Cumulus, pend. Muscatine
KCQQ	106.5	60 kw @ 210	Classic Hits		\$50.00	Katz	Dudley
KMXG	96.1	100 kw @ 981	AC	Westwd	\$25.00	Christal	Sconnix Clinton
KORB	93.5	3.3 kw @ 300	AOR-New Rock	CNN	\$20.00	---	Cumulus, pend. Bettendorf
KQLI	104.9	12.5 kw @ 469	Soft AC	Westwd	\$ NA	Allied	Cumulus, pend. De Witt
KUUL	101.3	50 kw @ 500	Oldies	Westwd, CBS	\$39.00	Christal	Sconnix
WHTS	98.8	39 kw @ 900	CHR		\$ NA	Katz	Dudley
WLLR	103.7	100 kw @ 1191	Country		\$70.00	Katz	Sconnix
WXLN	96.9	50 kw @ 500	AOR	Westwd, Source	\$40.00	Allied	Cumulus, pend.

Notes: \* WLLR-F revenue level includes WLLR revenue . . . The Dudley properties are operated by Sconnix . . . 11/99 Connoisseur sold KBOB-F, KJOC, KORB-F, KQLI-F and WXLN-F to Cumulus as part of a \$242,000,000 group transaction . . . 3/00 KORB-F changed from New Rock to AOR

# DAYTON

**Arbitron Rank** 56 Pop (12+) 819,100  
**MSA Rank:** 62  
**MSA Pop:** 940,000  
**DMA:** 54  
**Average Persons Rating:** 14.7  
**Market TSL in Hours** 19.50

**Stations** 27 / 19  
**Diaries:** 2,338 / 350:1 / 53.6%  
**Sample Target:** 2,110  
**% Below Line:** 7.7  
**% Not Listed:** 13.3  
**Pop per Station:** 43,111

**Last Year's Revenue:** \$35,100,000  
**Household Income:** \$48,839  
**Total Retail Sales:** \$10.4 Bil.  
**#1 Biller:** WHKO-F \$6,900,000  
**#1 Billing Portfolio**  
 Clear Channel \$16,047,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	WHKO-F	C	134 / 11.1	12.0	11.5	12.6	12.1	11.8	2099 / 25.6	24.0	24.3	192 / 3276	G	WHKO-F
2	WMMX-F	AC	107 / 8.9	8.1	6.1	8.9	7.8	8.0	1548 / 18.9	16.8	17.8	127 / 1927	G	WMMX-F
3	WLQT-F	SAC	95 / 7.9	6.7	5.8	5.6	6.5	6.5	1375 / 16.8	14.3	13.7	113 / 1672	D	WLQT-F
4	WROU-F	B	88 / 7.3	8.2	6.1	5.5	5.7	6.8	1009 / 12.3	11.0	11.9	96 / 1158	D	WROU-F
5	WTUE-F	AOR	81 / 6.7	6.5	9.3	6.8	5.8	7.3	1212 / 14.8	17.1	13.6	116 / 1906	E	WTUE-F
6	WHIO	N/T	67 / 5.6	4.8	5.4	4.5	5.7	5.1	1033 / 12.6	12.4	14.3	70 / 1106	D	WHIO
7	WGTZ-F	CHR	58 / 4.8	4.7	4.5	5.0	6.4	4.8	1548 / 18.9	18.0	20.8	95 / 2500	D	WGTZ-F
8	WBTT-F	CHR/B	53 / 4.4	4.1	3.6	3.6	2.6	3.9	1315 / 16.1	14.1	12.1	58 / 1521	B	WBTT-F
9	WING-F	CL AOR	52 / 4.3	4.2	5.0	5.1	5.6	4.7	1117 / 13.6	14.9	14.4	73 / 1634	D	WING-F
10	WXEG-F	AOR-NR	42 / 3.5	3.4	3.5	3.3	4.0	3.4	1016 / 12.4	11.8	12.6	49 / 1111	C	WXEG-F
11	WLW	FS/T	40 / 3.3	5.0	5.2	3.7	4.5	4.3	770 / 9.4	12.2	11.7	120 / 2037		WLW
12	WONE	ST	39 / 3.2	3.4	3.7	3.4	4.1	3.4	536 / 6.5	6.5	8.0	47 / 674	B	WONE
13	WCLR-F	O	32 / 2.7	2.1	2.3	2.6	2.7	2.4	611 / 7.5	11.3	10.5	53 / 1018	C*	WCLR-F
14	WDAO	B	31 / 2.6	3.0	1.6	1.9	1.8	2.3	264 / 3.2	3.3	2.8	32 / 277	A	WDAO
15	WKSW-F	C	16 / 1.3	1.0	1.6	2.0	1.3	1.5	261 / 3.2	4.2	3.6	39 / 438	A	WKSW-F
16	WFJJ-F	REL	15 / 1.2	1.6	1.9	2.2	1.9	1.7	435 / 5.3	6.5	5.4	26 / 757	A	WFJJ-F
17	WMOJ-F	B/O	14 / 1.2	0.8	2.1	2.0	1.4	1.5	323 / 3.9	3.9	3.7	56 / 897		WMOJ-F
18	WRNB-F	B/AC	13 / 1.1	0.5	1.1	1.4	1.2	1.0	221 / 2.7	2.6	2.8	14 / 253		WRNB-F

12+ FM Share (Metro): 81.55% (853 of 1046) (Fall 98: 78.28%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	WBTT-F	1 WTUE-F <	1 WMMX-F	1 WMMX-F	1 WHKO-F	1 WHKO-F <	1 WHKO-F	1 WHKO-F	1 WROU-F	1 WHKO-F
2	WGTZ-F	2 WMMX-F <	2 WTUE-F <	2 WHKO-F	2 WLQT-F	2 WMMX-F	1 WMMX-F	2 WMMX-F	2 WHKO-F	2 WROU-F
3	WROU-F >>	3 WROU-F <	3 WHKO-F <	3 WHKO-F <	3 WTUE-F	3 WMMX-F <	3 WLQT-F	3 WLQT-F	3 WBTT-F	3 WLQT-F
4	WXEG-F	4 WHKO-F	4 WROU-F	4 WROU-F <	3 WLQT-F	4 WHIO >	4 WHIO	4 WTUE-F	4 WTUE-F <	4 WGTZ-F
5	WXEG-F <	5 WLQT-F	5 WLQT-F >	5 WROU-F >	5 WROU-F <	4 WTUE-F	5 WHIO	5 WROU-F	4 WTUE-F	5 WGTZ-F
6	WBTT-F <	6 WING-F <	6 WING-F <	6 WING-F >	6 WONE <	4 WROU-F <	6 WROU-F	6 WBTT-F <	6 WLQT-F	6 WTUE-F <
7	WGTZ-F <	7 WGTZ-F	7 WGTZ-F >	7 WGTZ-F <	7 WTUE-F <	7 WING-F >	7 WLW <	7 WGTZ-F <	7 WMMX-F	7 WBTT-F
8	WXEG-F <	8 WXEG-F	8 WHIO	8 WLW <	8 WGTZ-F	8 WING-F <	8 WHIO <	8 WHIO <	8 WLW	8 WHIO <
9	WBTT-F >		9 WCLR-F <	9 WING-F <	9 WXEG-F <	9 WGTZ-F	9 WGTZ-F	9 WXEG-F	9 WHIO <	9 WDAO
10				10 WCLR-F	10 WONE	10 WONE <	10 WING-F <	10 WING-F <	10 WXEG-F <	10 WING-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovmitte
1	WHKO-F	1 WMMX-F	1 WMMX-F	1 WMMX-F	1 WXEG-F	1 WTUE-F >	1 WTUE-F >	1 WTUE-F >	1 WTUE-F	1 WROU-F >
2	WBTT-F	2 WROU-F	2 WROU-F	2 WLQT-F <	2 WLQT-F	1 WTUE-F	2 WING-F	2 WING-F <	2 WHKO-F	2 WHKO-F
3	WROU-F	2 WHKO-F	3 WLQT-F	3 WHKO-F <	3 WHKO-F	3 WBTT-F	2 WXEG-F	3 WHKO-F <	3 WING-F	3 WHIO
4	WGTZ-F	4 WLQT-F	4 WHKO-F	4 WROU-F >	4 WROU-F >	4 WROU-F	4 WING-F	3 WROU-F	4 WMMX-F	4 WLQT-F
5	WMMX-F	5 WBTT-F	5 WTUE-F	5 WGTZ-F	5 WGTZ-F	4 WMMX-F	5 WHKO-F	4 WROU-F >	5 WROU-F	4 WMMX-F
6	WXEG-F	5 WGTZ-F <	6 WGTZ-F >	6 WBTT-F	6 WTUE-F	6 WHKO-F <	5 WXEG-F >	6 WXEG-F	6 WLW <	6 WTUE-F >
7		7 WTUE-F	7 WTUE-F	7 WCLR-F	7 WMMX-F	7 WBTT-F	7 WGTZ-F	7 WGTZ-F	7 WLQT-F <	7 WLQT-F <
8				7 WBTT-F		8 WGTZ-F >	7 WLW	7 WLW	8 WHIO	9 WXEG-F <

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WING	N/T	1410	Dayton	0.7	3.9	10	362	WBKI-F	C	106.5	Greenville	0.5	2.5	16	405
WPFB-F	C	105.9	Middletown	0.8	3.3	15	523	WGRR-F	O	103.5	Hamilton	0.5	1.8	50	912
WZLR-F	O	95.3	Xenia	0.9	3.8	14	355	WKRC	T	550	Cincinnati	0.6	1.9	30	504
								WOFX-F	CL AOR	92.5	Cincinnati	0.4	1.6	33	783
								WUBE-F	C	105.1	Cincinnati	0.4	0.9	41	698
								WYGY-F	C	96.5	Hamilton	0.8	3.0	36	775



# DAYTON

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Blue Chip</b> WGTZ-FM, WING-AM, WING-FM, WKSW-FM	11.1 %	11.3 %	13.9 %	AC	0 (0)	107 (1)	107 (1)	10.2 %	8.9 %
<b>Clear Channel</b> WBKI-FM, WBTT-FM, WIZE-AM, WLQT-FM, WMMX-FM, WONE-AM, WTUE-FM, WXEG-FM	35.1 %	37.1 %	45.7 %	AOR/Classic/NR	0 (0)	180 (4)	180 (4)	17.2 %	18.0 %
<b>Cox Radio</b> WCLR-FM, WHIO-AM, WHKO-FM, WZLR-FM	20.3 %	18.8 %	31.5 %	Black/Urban	31 (1)	115 (3)	146 (4)	14.0 %	9.9 %
<b>Local</b> WRNB-FM, WROU-FM	8.4 %	9.4 %	6.2 %	CHR	0 (0)	111 (2)	111 (2)	10.6 %	10.2 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	181 (6)	181 (6)	17.3 %	18.2 %
				Full Service	40 (1)	0 (0)	40 (1)	3.8 %	5.1 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	83 (3)	0 (0)	83 (3)	7.9 %	8.4 %
				Oldies	0 (0)	49 (3)	49 (3)	4.7 %	4.0 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	15 (1)	15 (1)	1.4 %	2.2 %
				Soft AC	0 (0)	95 (1)	95 (1)	9.1 %	6.4 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	39 (1)	0 (0)	39 (1)	3.7 %	5.4 %
				<b>Totals</b>	<b>193 (6)</b>	<b>853 (21)</b>	<b>1046 (27)</b>		

### AM Stations

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

### FM Stations

WBTT	94.5	6 kw @ 328	CHR/Black	\$<20.00	Eastman	Clear Channel	Englewood
WCLR	95.7	50 kw @ 476	Oldies	\$20.00	Christal	Cox Radio	Piqua
WFCJ	93.7	50 kw @ 492	Religion	USA	\$17.00	---	Miamisburg
WGTZ	92.9	39.8 kw @ 551	CHR	Westwd	\$53.00	D&R	Blue Chip
WHKO	99.1	50 kw @ 1066	Country		\$83.00	Christal	Cox Radio
WING	102.9	50 kw @ 492	Classic AOR	ABC	\$36.00	D&R	Blue Chip
WKSW	101.7	3.2 kw @ 407	Country		\$18.00	---	Blue Chip
WLQT	99.9	50 kw @ 500	Soft AC		\$54.00	Eastman	Clear Channel
WMMX	107.7	50 kw @ 420	AC		\$90.00	Eastman	Clear Channel
WRNB	96.9	3 kw @ 315	Black Oldies	ABC	\$ NA	Allied	WROU-F
WROU	92.1	0.89 kw @ 597	Black	ABC	\$50.00	Allied	WRNB-F
WTUE	104.7	50 kw @ 500	AOR		\$78.00	Eastman	Clear Channel
WXEG	103.9	1.15 kw @ 522	AOR-New Rock		\$34.00	Eastman	Clear Channel
WZLR	95.3	6 kw @ 321	Simul. WCLR-F				

Notes: Other ranked stations -- See Cincinnati . . . \* WCLR-F revenue level includes WZLR-F revenue . . . To the best of our knowledge, WZLR-F still simulcasts WCLR-F

# DAYTONA BEACH

**Arbitron Rank** 93 **Pop (12+)** 414,600  
**MSA Rank:** NA  
**MSA Pop:** NA  
**DMA:** Orlando (#22)  
**Average Persons Rating:** 15.1  
**Market TSL in Hours** 20.50

**Stations** 28 / 10  
**Diaries:** 1,240 / 334:1 / 48.9%  
**Sample Target:** 1,190  
**% Below Line:** 53.6  
**% Not Listed:** 12.6  
**Pop per Station:** 41,460

**Last Year's Revenue:** NA  
**Household Income:** \$34,172  
**Total Retail Sales:** \$4.6 Bil.  
**#1 Biller:** NA  
**#1 Billing Portfolio** NA

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level
1	WGMF-F	SAC	47 / 7.5	8.6	6.8	9.1	739 / 17.8	17.5	15.4	82 / 1350	WGMF-F
2	WGNE-F	C	42 / 6.7	6.1	7.1	5.9	621 / 15.0	15.1	15.5	42 / 652	WGNE-F
3	WJHM-F	B	38 / 6.1	4.4	5.2	6.6	508 / 12.3	10.9	11.3	64 / 880	WJHM-F
4	WTKS-F	T	36 / 5.7	4.4	3.1	4.8	441 / 10.6	8.9	9.0	55 / 776	WTKS-F
5	WCFB-F	B/A/C	31 / 4.9	3.9	4.5	4.1	279 / 6.7	7.5	5.7	43 / 484	WCFB-F
5	WROD	ST	31 / 4.9	2.6	4.5	4.6	376 / 9.1	6.2	9.4	31 / 376	WROD
7	WHOG-F	CL HITS	27 / 4.3	5.8	4.2	4.0	401 / 9.7	9.7	8.5	27 / 401	WHOG-F
7	WNDB	N/T	27 / 4.3	3.3	4.0	3.5	363 / 8.8	6.7	7.6	27 / 363	WNDB
9	WOCL-F	B/O	24 / 3.8	4.0	6.3	5.8	446 / 10.8	12.6	17.0	45 / 826	WOCL-F
9	WHTQ-F	CL AOR	24 / 3.8	4.6	3.8	3.6	370 / 8.9	10.5	9.0	38 / 645	WHTQ-F
11	WVYB-F	CHR	23 / 3.7	4.0	3.8	2.0	476 / 11.5	11.4	8.6	23 / 476	WVYB-F
12	WJRR-F	AOR-NR	22 / 3.5	4.2	4.7	3.8	404 / 9.7	9.8	8.1	46 / 610	WJRR-F
12	WWKA-F	C	22 / 3.5	4.6	3.7	3.8	363 / 8.8	10.7	9.8	57 / 865	WWKA-F
14	WSBB	ST	20 / 3.2	2.5	3.0	3.1	344 / 8.3	5.8	6.9	20 / 344	WSBB
15	WSHE-F	O	19 / 3.0	3.5	2.1	2.3	357 / 8.6	7.7	7.7	35 / 703	WSHE-F
15	WFKS-F	AC/CHR	19 / 3.0	4.2	2.1	2.6	462 / 11.1	11.2	8.6	32 / 862	WFKS-F
17	WOMX-F	AC/CHR	16 / 2.6	4.2	3.7	3.6	335 / 8.1	10.1	9.4	27 / 568	WOMX-F
18	WXXL-F	CHR	14 / 2.2	2.1	2.1	2.5	371 / 9.0	7.0	6.7	56 / 906	WXXL-F
19	WDBO	FS/T	13 / 2.1	2.6	1.7	2.5	217 / 5.2	5.7	7.6	28 / 382	WDBO
20	WKRO-F	AOR	12 / 1.9	2.3	2.3	1.8	294 / 7.1	7.6	6.8	12 / 294	WKRO-F

12+ FM Share (Metro): 81.02% (444 of 548) (Fall 98: 82.98%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJHM-F	1 WJHM-F >	1 WJHM-F	1 WHOG-F <	1 WCFB-F	1 WGMF-F	1 WTQS-F	1 WGMF-F	1 WGMF-F	1 WJHM-F	1 WJHM-F
2 WVYB-F >>	2 WJRR-F	1 WTQS-F	2 WCFB-F	2 WHOG-F <	2 WGNE-F	2 WGMF-F <	2 WGNE-F <	2 WGNE-F <	2 WVYB-F	1 WGNE-F
3 WJRR-F	2 WTQS-F	3 WHOG-F <	2 WTQS-F	3 WGNE-F <	2 WROD	3 WGNE-F	3 WNDB <	3 WJHM-F	3 WTQS-F <	3 WGMF-F <
3 WXXL-F >	4 WFKS-F	4 WCFB-F <	4 WHTQ-F <	4 WTQS-F <	4 WNDB	4 WCFB-F <	4 WTQS-F	4 WCFB-F <	4 WCFB-F	4 WROD
	4 WCFB-F	5 WGNE-F <	5 WGNE-F	5 WHTQ-F	5 WSBB <	5 WROD	5 WROD	5 WHTQ-F <	4 WGMF-F	5 WVYB-F
	6 WVYB-F <	6 WHTQ-F	5 WJHM-F	6 WGMF-F <	6 WHOG-F	6 WJHM-F <	6 WJHM-F <	6 WTQS-F	6 WJHM-F	6 WHOG-F
	7 WGNE-F	6 WGMF-F <	7 WOCL-F	7 WJHM-F	6 WTQS-F	7 WHTQ-F	7 WOCL-F <	6 WNDB	7 WHOG-F	6 WCFB-F
	7 WHTQ-F	8 WJRR-F <	7 WGMF-F	7 WOCL-F	6 WCFB-F	7 WWKA-F	8 WHOG-F <	8 WHOG-F <	7 WJRR-F	8 WJRR-F <
	7 WOCL-F	9 WOCL-F	9 WJRR-F	9 WJRR-F <	9 WSHE-F	9 WOCL-F	9 WCFB-F	9 WOCL-F <	9 WNDB	9 WSBB
		10 WVYB-F	10 WOMX-F <	10 WWKA-F <	10 WWKA-F	9 WSBB <	10 WHTQ-F <	10 WVYB-F <		10 WWKA-F <
		10 WFKS-F			10 WOCL-F					

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WJHM-F >>	1 WJHM-F >	1 WOCL-F	1 WJHM-F	1 WGMF-F <	1 WTQS-F	1 WJRR-F	1 WJRR-F >	1 WTQS-F	1 WHOG-F <	1 WNDB
2 WFKS-F	2 WFKS-F	2 WJHM-F	1 WGMF-F	2 WCFB-F	2 WJRR-F	2 WJHM-F	2 WJHM-F	2 WHOG-F <	2 WHTQ-F	2 WHOG-F
2 WTQS-F	2 WOCL-F	2 WFKS-F	3 WFKS-F	3 WGNE-F	2 WJHM-F	2 WTQS-F >	2 WHTQ-F	3 WJRR-F <	2 WTQS-F	2 WVYB-F
2 WVYB-F	4 WCFB-F	2 WCFB-F >	3 WCFB-F	3 WOCL-F	4 WXXL-F >	4 WHTQ-F	4 WTQS-F	4 WHTQ-F	4 WCFB-F <	2 WCFB-F >
2 WGMF-F >>	5 WTQS-F	5 WHOG-F >	3 WOCL-F	5 WJHM-F		5 WGNE-F	4 WCFB-F	5 WJHM-F	5 WGNE-F	
	6 WVYB-F		6 WGNE-F	6 WFKS-F		5 WVYB-F	6 WGNE-F	6 WGNE-F	5 WJRR-F	
	6 WGMF-F		7 WVYB-F	6 WOMX-F		7 WXXL-F	6 WHOG-F	6 WCFB-F	7 WWKA-F	
			7 WOMX-F	8 WHOG-F		7 WCFB-F	6 WKRO-F	8 WWKA-F	8 WJHM-F	
			9 WTQS-F	8 WVYB-F		7 WWKA-F	6 WVYB-F	9 WVYB-F	9 WOCL-F	
			10 WHOG-F	10 WTQS-F		7 WKRO-F		10 WKRO-F	10 WKRO-F	
				10 WSHE-F					10 WSHE-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WELE	T/SPRTS	1380	Ormond Beach	0.5	1.5	3	62
WPUL	B/O	1590	South Daytona	1.1	1.7	7	69

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WKQL-F	O	96.9	Jacksonville	0.5	1.0	9	114
WLOQ-F	J	103.1	Winter Park	1.0	3.8	14	295
WMMO-F	CL HITS	98.9	Orlando	1.1	3.5	17	382
WOCK-F	C	93.7	Ocala	1.4	2.5	121	1042
WOKV	N/T	690	Jacksonville	0.5	1.1	6	87
WPYO-F	CHRU	95.3	Apopka	0.5	2.0	3	84

# DAYTONA BEACH

Consolidation Report				12+	25-54	Revenue	Format Performance			AM	FM	Total	%	Yr. Ago	
Black Crow, pend.				14.2 %	15.2 %	%	AC	0	(0)	35	(2)	35	(2)	6.4 %	9.6 %
WHOG-FM, WKRO-FM, WNDB-AM, WVYB-FM, WXVQ-AM							AOR/Classic/NR	0	(0)	58	(3)	58	(3)	10.6 %	14.3 %
				<b>14.2 %</b>	<b>15.2 %</b>	<b>%</b>	Black/Urban	7	(1)	93	(3)	100	(4)	18.2 %	11.9 %
							CHR	0	(0)	40	(3)	40	(3)	7.3 %	7.2 %
							Classical	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
							Country	0	(0)	73	(3)	73	(3)	13.3 %	14.3 %
							Full Service	13	(1)	0	(0)	13	(1)	2.4 %	2.1 %
							Hispanic	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
							Jazz	0	(0)	6	(1)	6	(1)	1.1 %	0.9 %
							News/Talk	33	(3)	36	(1)	69	(4)	12.6 %	8.7 %
							Oldies	0	(0)	56	(4)	56	(4)	10.2 %	12.8 %
							Others/Unknown	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
							Religion/Gospel	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
							Soft AC	0	(0)	47	(1)	47	(1)	8.6 %	8.3 %
							Sports	0	(0)	0	(0)	0	(0)	0.0 %	0.9 %
							Standards/EZ	51	(2)	0	(0)	51	(2)	9.3 %	9.1 %
							<b>Totals</b>	<b>104</b>	<b>(7)</b>	<b>444</b>	<b>(21)</b>	<b>548</b>	<b>(28)</b>		

### AM Stations

WNDB	1150	1 kw (DA-N)	News/Talk	CBS, ESPN	Allied	Black Crow	
WROD	1340	1 kw	Standards	ABC	---	Gore-Overgaard	
WSBB	1230	1 kw	Standards	Westwd	---		New Smyrna Beach

### FM Stations

WFKS	99.9	100 kw @ 1200	AC/CHR		Mc-Guild	Renda	Palatka
WGNE	98.1	100 kw @ 475	Country		D&R	Mega, pend.	Titusville
WHOG	95.7	25 kw @ 328	Classic Hits	CBS	Allied	Black Crow	Ormond by the Sea
WKRO	93.1	15 kw @ 425	New Rock	Westwd	Allied	Black Crow	Edgewater
WVYB	103.3	3 kw @ 315	CHR		Allied	Black Crow	Holly Hill

Notes: Other ranked stations -- See Orlando . . . No revenue data are available . . . 11/99 WKRO-F changed from New Rock to AOR . . . 12/99 WXVQ (1490; De Land) sold by Rick Green to Black Crow for \$250,000 (Hadden) . . . 3/00 As part of the divestitures associated with the AMFM/Clear Channel merger, WGNE-F was sold by Clear Channel to Mega (price NA)

# DENVER

**Arbitron Rank** 23 **Pop (12+)** 1,874,300  
**MSA Rank:** 26-Dvr.; 169-Bldr.  
**MSA Pop:** 2,380,000  
**DMA:** 18  
**Average Persons Rating:** 15.4  
**Market TSL in Hours** 20.25

**Stations** 29 / 29  
**Diaries:** 2,955 / 634:1 / 47.5%  
**Sample Target:** 2,930  
**% Below Line:** 0.0  
**% Not Listed:** 13.6  
**Pop per Station:** 64,631

**Last Year's Revenue:** \$152,500,000  
**Household Income:** \$52,088  
**Total Retail Sales:** \$25.2 Bil.  
**#1 Biller:** KOA \$25,130,000  
**#1 Billing Portfolio**  
 Clear Channel \$63,030,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1 KOA	T/FS	214 / 7.4	6.6	7.3	7.5	7.1	7.2	4018 / 21.4	21.5	22.6	301 / 5608	K	KOA
2 KBCO-F	AOR-P	206 / 7.1	6.9	6.9	7.0	5.1	7.0	2973 / 15.9	17.3	15.0	234 / 3428	H	KBCO-F
3 KYGO-F	C	198 / 6.9	7.4	7.6	7.2	7.1	7.3	2922 / 15.6	17.2	17.4	233 / 3599	J	KYGO-F
4 KOSI-F	AC	179 / 6.2	5.5	6.0	6.7	5.4	6.1	2613 / 13.9	15.9	13.4	198 / 3038	I	KOSI-F
5 KQKS-F	CHR/U	172 / 6.0	4.9	5.5	6.1	6.5	5.6	2670 / 14.2	14.2	14.7	201 / 3291	G	KQKS-F
6 KRFX-F	CL AOR	159 / 5.5	5.5	5.9	5.3	6.9	5.6	2590 / 13.8	15.2	14.7	220 / 3444	I	KRFX-F
7 KALC-F	AC-NR	121 / 4.2	5.8	5.0	4.8	4.5	4.9	3056 / 16.3	17.0	15.0	152 / 3696	H	KALC-F
8 KIMN-F	AC	120 / 4.2	2.5	2.7	3.1	3.5	3.1	2102 / 11.2	9.9	9.6	124 / 2259	G	KIMN-F
9 KXKL-F	O	116 / 4.0	4.2	4.6	4.5	4.8	4.3	2189 / 11.7	13.3	14.1	148 / 2805	H	KXKL-F
10 KHOW	T	109 / 3.8	3.5	4.2	3.8	4.5	3.8	1740 / 9.3	10.5	9.8	128 / 2099	H	KHOW
11 KBPI-F	AOR-NR	105 / 3.6	4.2	4.9	3.6	5.0	4.1	1985 / 10.6	12.0	12.4	133 / 2545	G	KBPI-F
12 KXPK-F	AOR-NR	82 / 2.8	2.4	2.7	2.2	2.4	2.5	1982 / 10.6	11.6	10.4	93 / 2373	F	KXPK-F
13 KKHK-F	CL AOR	81 / 2.8	3.8	3.7	3.8	4.0	3.5	1844 / 9.8	11.2	12.2	92 / 2147	H	KKHK-F
13 KHIH-F	J	81 / 2.8	3.1	3.9	4.2	3.8	3.5	1631 / 8.7	10.1	10.7	86 / 1800	G	KHIH-F
13 KDJM-F	B/O	81 / 2.8	3.2	2.3	2.0	2.3	2.6	1553 / 8.3	6.7	5.7	88 / 1735	C	KDJM-F
16 KCKK-AF	C/O	75 / 2.6	3.2	2.2	3.6	2.7	2.9	1217 / 6.5	7.3	8.0	92 / 1570	C	KCKK-AF
17 KEZW	ST	70 / 2.4	2.9	2.7	2.6	2.6	2.7	1021 / 5.4	5.9	6.0	72 / 1081	C	KEZW
18 KTCL-F	AOR-NR	60 / 2.1	2.4	2.5	2.5	2.3	2.4	1847 / 9.9	10.5	5.7	85 / 2417	D	KTCL-F
19 KKFN	SPRTS	52 / 1.8	1.1	1.8	1.7	1.0	1.6	1245 / 6.6	7.2	5.2	62 / 1497	D	KKFN
20 KVOD	CL	39 / 1.4	1.4	0.4	0.6	0.7	0.9	696 / 3.7	1.3	2.2	40 / 727	C	KVOD
21 KMXA	SP-R	34 / 1.2	1.1	0.7	0.8	1.1	0.9	346 / 1.8	1.5	2.2	45 / 464	C	KMXA

12+ FM Share (Metro): 74.98% (1870 of 2494) (Fall 98: 77.14%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KQKS-F >>>	1 KBCO-F <	1 KBCO-F	1 KBCO-F	1 KBCO-F	1 KOA >	1 KOA	1 KOA <	1 KBCO-F	1 KQKS-F >	1 KOA
2 KALC-F >	2 KQKS-F	2 KRFX-F <	2 KRFX-F <	2 KRFX-F <	2 KYGO-F <	2 KBCO-F <	2 KOSI-F	2 KYGO-F	2 KYGO-F	2 KYGO-F <
3 KBPI-F	3 KRFX-F <	3 KYGO-F	3 KYGO-F	3 KYGO-F	3 KRFX-F	3 KRFX-F	3 KOSI-F <	3 KBCO-F	3 KOSI-F <	3 KQKS-F
4 KTCL-F	4 KBPI-F	4 KOSI-F <	4 KOSI-F <	4 KOSI-F <	4 KBCO-F	3 KYGO-F	4 KYGO-F <	4 KQKS-F	4 KALC-F	4 KBCO-F
5 KYGO-F	5 KXPK-F	5 KIMN-F <	5 KOA	5 KOA	5 KHOW	5 KOSI-F <	5 KRFX-F	5 KALC-F <	4 KOSI-F	5 KOSI-F
5 KALC-F <	6 KQKS-F <	5 KIMN-F	5 KIMN-F	6 KIMN-F	6 KRFX-F	6 KHOW	6 KHOW	6 KOA <	6 KBPI-F	6 KXKL-F
7 KYGO-F <	7 KOA <	7 KALC-F <	7 KXKL-F	7 KXKL-F	7 KXKL-F	7 KQKS-F <	7 KIMN-F <	7 KRFX-F	7 KRFX-F <	7 KRFX-F <
8 KOSI-F <	8 KALC-F <	8 KKHK-F <	8 KKHK-F <	8 KKHK-F <	8 KHIH-F <	8 KIMN-F <	8 KQKS-F <	8 KIMN-F <	8 KOA	8 KALC-F <
9 KIMN-F	9 KBPI-F	9 KXKL-F <	9 KALC-F	9 KALC-F	9 KEZW <	9 KALC-F	9 KXKL-F	9 KBPI-F <	9 KXKL-F	9 KBPI-F <
10 KTCL-F >		10 KDJM-F	9 KDJM-F	10 KIMN-F <	9 KXPK-F	10 KBPI-F <	10 KXKL-F	9 KHOW <	10 KHIH-F <	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KQKS-F >>	1 KQKS-F <	1 KBCO-F	1 KBCO-F <	1 KOSI-F <	1 KQKS-F	1 KBCO-F <	1 KBCO-F	1 KBCO-F <	1 KRFX-F <	1 KQKS-F <
2 KALC-F <	2 KBCO-F	2 KOSI-F <	2 KIMN-F <	2 KBCO-F <	2 KBPI-F >	2 KBPI-F	2 KRFX-F	2 KRFX-F >	2 KBCO-F	2 KOA
3 KYGO-F	3 KOSI-F <	3 KIMN-F	3 KOSI-F	3 KYGO-F <	3 KXPK-F >>	3 KXPK-F <	3 KXPK-F	3 KOA <	3 KOA	3 KHOW
4 KIMN-F	4 KIMN-F	4 KYGO-F	3 KYGO-F	4 KIMN-F >	4 KBCO-F	4 KRFX-F	4 KBPI-F	4 KBPI-F	4 KYGO-F	4 KYGO-F >
5 KOSI-F	5 KYGO-F <	5 KALC-F <	5 KQKS-F	5 KXKL-F	4 KTCL-F	5 KQKS-F	5 KTCL-F	5 KYGO-F <	5 KKHK-F	5 KHIH-F
6 KBPI-F	6 KALC-F >	6 KQKS-F <	6 KALC-F	6 KDJM-F <	4 KRFX-F	6 KTCL-F	6 KALC-F <	6 KXPK-F	6 KBPI-F <	6 KALC-F <
7 KBCO-F	7 KRFX-F	7 KRFX-F >	7 KRFX-F <	7 KALC-F		7 KALC-F	7 KKHK-F	7 KKHK-F <	7 KXKL-F	
	8 KBPI-F	8 KDJM-F <	8 KXKL-F	7 KRFX-F <		8 KKFN	7 KKFN	8 KQKS-F	7 KOSI-F <	
			8 KDJM-F	9 KOA		9 KYGO-F	9 KDJM-F <	9 KALC-F	9 KXPK-F <	
			10 KOA	10 KHIH-F		10 KKHK-F			10 KKFN <	
				10 KQKS-F <						

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KDKO	B	1510	Littleton 0.5 1.1 13 218
KJME	SP	1390	Denver 0.8 2.0 25 383
KJMN-F	SP-C	92.1	Castle Rock 0.8 2.4 25 483
KLZ	ST	560	Denver 0.8 2.3 35 619
KNUS	T	710	Denver 0.5 2.8 18 600
KRKS-F	REL	94.7	Boulder 0.5 1.8 14 404
KTLK	T	760	Thornton 0.9 4.7 36 1098

# DENVER

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>CBS/Infinity, pend.</b> KDJM-FM, KIMN-FM, KXKL-FM	11.0 %	13.9 %	11.3 %	AC	0 (0)	420 (3)	420 (3)	16.8 %	15.3 %
<b>Clear Channel</b> KBCO-FM, KBPI-FM, KHH-FM, KHOW-AM, KOA-AM, KRFX-FM, KTCL-FM, KTLK-AM	33.2 %	35.1 %	45.2 %	AOR/Classic/NR	0 (0)	693 (6)	693 (6)	27.8 %	29.4 %
<b>Jefferson-Pilot</b> KCKK-AF, KKFN-AM, KQKS-FM, KYGO-FM	17.3 %	14.3 %	17.2 %	Black/Urban	13 (1)	81 (1)	94 (2)	3.8 %	0.5 %
<b>Salem, pend.</b> KALC-FM, KNUS-AM, KRKS-AM, KRKS-FM	5.2 %	4.5 %	%	CHR	0 (0)	172 (1)	172 (1)	6.9 %	7.5 %
<b>Tribune Broadcasting</b> KEZW-AM, KKHK-FM, KOSI-FM	11.4 %	11.2 %	14.2 %	Classical	39 (1)	0 (0)	39 (1)	1.6 %	2.6 %
				Country	3 (1)	270 (2)	273 (3)	10.9 %	11.2 %
				Full Service	214 (1)	0 (0)	214 (1)	8.6 %	8.1 %
				Hispanic	58 (2)	24 (1)	82 (3)	3.3 %	3.2 %
				Jazz	0 (0)	81 (1)	81 (1)	3.2 %	4.3 %
				News/Talk	151 (3)	0 (0)	151 (3)	6.1 %	7.8 %
				Oldies	0 (0)	116 (1)	116 (1)	4.7 %	5.5 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	13 (1)	13 (1)	0.5 %	0.5 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	52 (1)	0 (0)	52 (1)	2.1 %	1.2 %
				Standards/EZ	94 (2)	0 (0)	94 (2)	3.8 %	3.0 %
				<b>Totals</b>	<b>624 (12)</b>	<b>1870 (17)</b>	<b>2494 (29)</b>		

## AM Stations

Call	Freq	Power	Class	Format	Revenue	Station	Company	City
KCKK	1600	5 kw (DA-2)		Simul. KCKK-F				Lakewood
KEZW	1430	10 kw/5 kw (DA-N)		Standards	ABC \$35.00	Banner	Tribune Co.	Aurora
KHOW	630	5 kw (DA-2)		Talk	Westwd, ABC, TARN \$64.00	Allied	Clear Channel	
KKFN	950	5 kw (DA-1)		Sports	CBS, 1-on-1, WW1 \$ NA	CBS	Jefferson-Pilot	
KMXA	1090	50 kw/0.5 kw (DA-2)		Hispanic-Regional	\$40.00	Caballero	Entravision, pend.	Aurora
KOA	850	50 kw		Talk/Full Service	ABC \$288.00	Eastman	Clear Channel	
KVOD	1280	5 kw (DA-2)		Classical	\$ NA	Sentry	Rodriguez, pend.	

## FM Stations

Call	Freq	Power	Class	Format	Revenue	Station	Company	City
KALC	105.9	100 kw @ 1470		Modern AC	\$115.00	Christal	Salem, pend.	
KBCO	97.3	100 kw @ 1541		Progressive AOR	Westwd \$125.00	Allied	Clear Channel	Boulder
KBPI	106.7	100 kw @ 987		AOR-New Rock	\$121.00	Eastman	Clear Channel	
KCKK	104.3	58 kw @ 1204		Classic Country	Westwd \$68.00	CBS	Jefferson-Pilot	Longmont
KDJM	92.5	57 kw @ 1237		Black Oldies	\$ NA	Sentry	CBS/Infinity, pend.	Greeley
KHH	95.7	100 kw @ 1608		Jazz	\$80.00	Allied	Clear Channel	
KIMN	100.3	100 kw @ 1152		AC	AMFM \$115.00	Christal	CBS/Infinity, pend.	
KKHK	99.5	100 kw @ 1624		Classic AOR	\$100.00	Katz	Tribune Co.	
KOSI	101.1	100 kw @ 1624		AC	\$166.00	Katz	Tribune Co.	
KQKS	107.5	100 kw @ 1198		Dance CHR	Source, Westwd \$75.00	CBS	Jefferson-Pilot	Lakewood
KRFX	103.5	100 kw @ 1045		Classic AOR	\$184.00	---	Clear Channel	
KTCL	93.3	100 kw @ 1129		AOR-New Rock	\$50.00	---	Clear Channel	Fl. Collins
KXKL	105.1	100 kw @ 1169		Oldies	AMFM \$158.00	Sentry	CBS/Infinity, pend.	
KXPB	96.5	100 kw @ 1739		New Rock	\$106.00	Christal	Hispanic, pend.	Evergreen
KYGO	98.5	100 kw @ 1821		Country	\$265.00	CBS	Jefferson-Pilot	

Notes: 9/99 KLZ (560) changed from Contemp. Christian to Standards; the Contemp. Christian format moved to KLVZ (1220) . . . 10/99 AMFM and Clear Channel announced plans to merge. Divestitures in the market will be necessary . . . 1/00 KMXA/KJMN-F sold by EXCL to Entravision as part of a \$250,000,000 group transaction . . . 3/00 In divestitures resulting from the AMFM/Clear Channel merger, AMFM sold these stations: KALC-F to Salem as part of a \$185,800,000 multi-market transaction; KDJM-F, KIMN-F and KXKL-F to CBS/Infinity as part of a \$1,400,000,000 multi-market transaction; KXPB-F to Hispanic as part of a \$127,000,000 multi-market transaction and KVOD (AM) to Rodriguez Communications for a reported \$4,000,000

# DES MOINES

**Arbitron Rank** 92 **Pop (12+)** 428,600  
**MSA Rank:** 118  
**MSA Pop:** 436,000  
**DMA:** 70  
**Average Persons Rating:** 14.0  
**Market TSL in Hours** 18.50

**Stations** 20 / 19  
**Diaries:** 1,552 / 276:1 / 55.7%  
**Sample Target:** 1,520  
**% Below Line:** 0.5  
**% Not Listed:** 13.0  
**Pop per Station:** 22,558

**Last Year's Revenue:** \$25,400,000  
**Household Income:** \$51,341  
**Total Retail Sales:** \$7.2 Bil.  
**#1 Biller:** WHO \$7,200,000  
**#1 Billing Portfolio**  
 Clear Channel \$10,510,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	WHO	73 / 12.2	10.5	12.4	13.3	11.0	12.1	1091 / 25.5	23.4	24.3	156 / 2378	H	WHO
2	KKDM-F	55 / 9.2	6.9	2.8	3.3	3.8	5.6	1076 / 25.1	12.5	14.8	76 / 1537	B	KKDM-F
3	KJY-F	41 / 6.9	6.3	7.7	6.4	8.9	6.8	665 / 15.5	15.9	17.7	49 / 900	E	KJY-F
4	KIOA-F	40 / 6.7	7.6	8.9	7.1	7.3	7.6	738 / 17.2	19.7	17.2	66 / 1230	D	KIOA-F
4	KAZR-F	40 / 6.7	6.2	6.9	7.1	6.0	6.7	629 / 14.7	14.7	16.8	60 / 1012	C	KAZR-F
6	KSTZ-F	34 / 5.7	8.3	9.2	8.1	7.0	7.8	861 / 20.1	24.5	22.5	61 / 1533	D	KSTZ-F
6	KGGO-F	34 / 5.7	7.1	5.4	5.7	5.4	6.0	483 / 11.3	11.4	13.4	54 / 781	D	KGGO-F
8	KRNT	31 / 5.2	3.6	4.1	5.2	4.9	4.5	415 / 9.7	8.6	10.8	37 / 537	A	KRNT
9	KHKI-F	30 / 5.0	5.6	6.1	4.8	6.2	5.4	529 / 12.3	11.9	13.7	50 / 804	C	KHKI-F
10	KMXD-F	29 / 4.9	4.2	3.6	5.2	5.9	4.5	476 / 11.1	11.9	13.3	49 / 792	C	KMXD-F
11	KLTI-F	27 / 4.5	5.2	5.1	5.3	4.0	5.0	511 / 11.9	14.5	12.5	50 / 873	B	KLTI-F
12	KRKQ-F	23 / 3.8	4.3	3.5	4.3	7.0	4.0	464 / 10.8	13.0	16.0	32 / 730	C	KRKQ-F
13	KLYF-F	19 / 3.2	3.3	3.0	4.0	3.2	3.4	325 / 7.6	8.1	6.9	20 / 399	A	KLYF-F
14	KJJC-F	16 / 2.7	2.4	1.0	1.7	1.1	1.9	221 / 5.1	3.3	4.0	21 / 321	A	KJJC-F
15	KCCQ-F	9 / 1.5	2.9	4.4	3.1	2.7	3.0	309 / 7.2	13.5	10.4	10 / 403	A	KCCQ-F

12+ FM Share (Metro): 77.31% (402 of 520) (Fall 98: 78.67%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd	
1	KKDM-F >>>	1 KAZR-F	1 KAZR-F <	1 KGGO-F	1 WHO <	1 WHO >>	1 WHO >>	1 WHO	1 KKDM-F	1 KKDM-F >	1 KKDM-F <
2	KAZR-F >>	2 KKDM-F	2 KKDM-F <	2 WHO <	2 KGGO-F <	2 KIOA-F <	2 KAZR-F	2 KIOA-F	2 WHO	2 WHO	2 WHO
3	KMXD-F <	3 KMXD-F <	3 KGGO-F <	3 KSTZ-F <	3 KIOA-F <	3 KRNT <	3 KKDM-F <	3 KAZR-F <	3 KJY-F	3 KLTI-F	3 KJY-F
4	KSTZ-F	4 KSTZ-F	4 KSTZ-F	4 KMXD-F	4 KSTZ-F <	4 KJY-F >	4 KJY-F <	4 KGGO-F <	4 KIOA-F <	4 KSTZ-F	4 KSTZ-F
5	KGGO-F	5 WHO	5 KIOA-F <	5 KMXD-F <	5 KGGO-F	5 KIOA-F <	5 KMXD-F <	5 KAZR-F	5 KAZR-F	5 KAZR-F	4 KRNT <
6	KHKI-F	5 KMXD-F	6 KKDM-F <	6 KJY-F	6 KLTI-F	6 KRNT <	6 KJY-F <	5 KSTZ-F <	6 KJY-F	6 KJY-F	6 KIOA-F
7	KJY-F	7 KIOA-F	7 KRKQ-F	7 KKDM-F	6 KHKI-F <	7 KGGO-F <	7 KKDM-F <	7 KGGO-F <	6 KHKI-F <	7 KAZR-F	7 KAZR-F
7	KLTI-F	8 KHKI-F	8 KAZR-F	7 KHKI-F	8 KLYF-F	8 KRKQ-F	8 KHKI-F	8 KMXD-F <	8 KGGO-F	8 KGGO-F <	8 KGGO-F <
		8 KLTI-F	8 KJY-F	7 KRKQ-F <	8 KRKQ-F	9 KHKI-F	9 KSTZ-F	9 KHKI-F	8 KIOA-F	9 KSTZ-F	9 KLTI-F <
		8 KRKQ-F <	8 KLTI-F <	10 KLTI-F <	8 KSTZ-F >	9 KSTZ-F <	9 KRNT				10 KHKI-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite	
1	KKDM-F >>	1 KMXD-F	1 KSTZ-F <	1 KSTZ-F	1 KAZR-F >>>	1 KAZR-F >	1 KGGO-F <	1 KAZR-F <	1 KGGO-F >	1 WHO >	
2	KSTZ-F	2 KMXD-F	2 KSTZ-F	2 KKDM-F	2 KJY-F	2 KKDM-F >>	2 KGGO-F >	2 KAZR-F >	2 KGGO-F >	2 WHO	2 KKDM-F >
2	KMXD-F	2 KSTZ-F >>	3 KKDM-F >	3 KMXD-F	2 KMXD-F	3 KCCQ-F	3 KKDM-F	3 KMXD-F >	3 KRKQ-F <	3 KIOA-F <	3 KLTI-F
4	KAZR-F >	4 KJY-F	4 KJY-F	4 KLTI-F <	4 KLTI-F	3 KGGO-F	4 KHKI-F	4 KHKI-F	4 WHO	4 KRKQ-F <	3 KSTZ-F
		5 KLTI-F	4 KLYF-F	5 KJY-F <	4 KKDM-F	3 KHKI-F	5 KMXD-F	5 KKDM-F	5 KKDM-F	5 KAZR-F >	5 KJY-F
		6 KHKI-F	4 KLTI-F >>	6 WHO <	6 WHO	3 KJJC-F	6 KJJC-F	5 WHO	5 KIOA-F <	6 KHKI-F	
		6 KAZR-F		7 KIOA-F	6 KIOA-F <	3 KLTI-F >		5 KSTZ-F	7 KHKI-F	6 KJJC-F	
		6 KLYF-F			8 KHKI-F			5 KRKQ-F	7 KJJC-F <	8 KSTZ-F	
					8 KLYF-F >>			5 KIOA-F		8 KMXD-F	
										8 KJY-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume		
KASI	T/SPRTS	1430	Ames	0.5	1.7	3	95	KWMT	C	540	Fort Dodge	0.5	1.3	24	437
KWKY	REL	1150	Des Moines	0.7	3.2	4	153								
KXTK	O	940	Des Moines	0.7	2.0	4	135								
KZZQ-F	REL-CC	99.5	Winterset	0.8	2.5	7	132								

# DES MOINES

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Barnstable, pend.</b>	21.4 %	26.3 %	33.5 %	AC	0 (0)	29 (1)	29 (1)	5.6 %	6.6 %
KBGG-AM, KGGO-FM, KHKI-FM, KJJY-FM, KRKQ-FM				AOR/Classic/NR	0 (0)	106 (4)	106 (4)	20.4 %	20.8 %
<b>Clear Channel, pend.</b>	31.5 %	26.7 %	41.6 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KASI-AM, KCCQ-FM, KDMI-AM, KKDM-FM, KLYF-FM, KMXD-FM, WHO-AM				CHR	0 (0)	89 (2)	89 (2)	17.1 %	15.2 %
<b>Saga</b>	29.5 %	27.8 %	24.9 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KAZR-FM, KIOA-FM, KLTJ-FM, KRNT-AM, KSTZ-FM, KXTK-AM				Country	3 (1)	71 (2)	74 (3)	14.2 %	17.6 %
	<b>82.4 %</b>	<b>80.8 %</b>	<b>100.0 %</b>	Full Service	73 (1)	0 (0)	73 (1)	14.0 %	12.4 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	3 (1)	0 (0)	3 (1)	0.6 %	1.8 %
				Oldies	4 (1)	40 (1)	44 (2)	8.5 %	8.2 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	4 (1)	5 (1)	9 (2)	1.7 %	2.5 %
				Soft AC	0 (0)	46 (2)	46 (2)	8.8 %	8.1 %
				Sports	0 (0)	16 (1)	16 (1)	3.1 %	1.3 %
				Standards/EZ	31 (1)	0 (0)	31 (1)	6.0 %	5.6 %
				<b>Totals</b>	<b>118 (6)</b>	<b>402 (14)</b>	<b>520 (20)</b>		

### AM Stations

KRNT	1350	5 kw (DA-N)	Standards	CBS, Westwd	\$<20.00	Katz	Saga	
WHO	1040	50 kw	Full Service	ABC, Westwd, Tiknt	\$110.00	Christal	Clear Channel	

### FM Stations

KAZR	103.3	100 kw @ 745	AOR		\$22.00	Katz	Saga	Pella
KCCQ	105.1	25 kw @ 328	New Rock		\$ NA	Christal	Clear Channel	Ames
KGGO	94.9	100 kw @ 1066	AOR		\$65.00	Eastman	AMFM	
KHKI	97.3	115 kw @ 450	Country		\$<20.00	Eastman	AMFM	
KIOA	93.3	100 kw @ 1066	Oldies	ABC	\$55.00	Katz	Saga	
KJJC	106.9	27 kw @ 650	Sports	ESPN	\$ NA	Farmakis		Osceola
KJJY	92.5	41 kw @ 541	Country		\$70.00	D&R	Barnstable	Ankeny
KKDM	107.5	23 kw @ 722	CHR	Westwd	\$29.00	Christal	Clear Channel	
KLTJ	104.1	100 kw @ 1010	Soft AC		\$<20.00	Katz	Saga	Ames
KLYF	106.3	18 kw @ 328	Soft AC		\$<20.00	Christal	Clear Channel	Ankeny
KMXD	100.3	100 kw @ 1700	AC/CHR		\$47.00	Christal	Clear Channel	
KRKQ	98.3	50 kw @ 492	Classic AOR		\$<20.00	D&R	Barnstable	Boone
KSTZ	102.5	100 kw @ 1260	CHR/AC		\$46.00	Katz	Saga	

Notes: 10/99 AMFM and Clear Channel announced plans to merge. Divestitures in the market will be necessary . . . 10/99 KYSY-F changed calls to KLYF-F; remains Soft AC . . . 11/99 KLRX-F (96.1; Madrid-Ames) sold (price NA) (Johnson) . . . 3/00 In divestitures resulting from the AMFM/Clear Channel merger, AMFM sold KGGO-F and KHKI-F to Barnstable (price NA)

# DETROIT

**Arbitron Rank** 7 Pop (12+): 3,826,600  
**MSA Rank:** 6  
**MSA Pop:** 4,880,000  
**DMA:** 9  
**Average Persons Rating:** 15.8  
**Market TSL in Hours** 21.00

**Stations** 32 / 31  
**Diaries:** 4,258 / 899:1 / 49.0%  
**Sample Target:** 4,360  
**% Below Line:** 0.4  
**% Not Listed:** 12.9  
**Pop per Station:** 123,439

**Last Year's Revenue:** \$217,600,000  
**Household Income:** \$51,849  
**Total Retail Sales:** \$47.8 Bil.  
**#1 Biller:** WNIC-F \$21,900,000  
**#1 Billing Portfolio** AMFM \$68,850,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	WNIC-F	AC	436 / 7.2	6.8	7.1	8.2	8.0	7.3	5611 / 14.7	15.6	17.2	455 / 6060	K	WNIC-F
2	WWJ	N	348 / 5.7	5.3	4.7	6.0	4.7	5.4	6739 / 17.6	18.0	17.0	361 / 7168	J	WWJ
3	WJR	FS/T	334 / 5.5	5.3	6.3	5.4	6.8	5.6	6472 / 16.9	18.0	17.9	422 / 8242	J	WJR
4	WOMC-F	O	325 / 5.4	5.7	5.4	6.2	5.6	5.7	5650 / 14.8	15.9	15.4	335 / 5961	K	WOMC-F
5	WJLB-F	B	318 / 5.2	6.8	7.0	6.6	6.8	6.4	5273 / 13.8	15.9	16.5	345 / 5850	J	WJLB-F
6	WYCD-F	C	294 / 4.8	3.2	2.8	2.8	2.6	3.4	4469 / 11.7	8.8	8.1	320 / 4868	H	WYCD-F
7	WVMV-F	J	284 / 4.7	4.5	4.6	5.3	4.5	4.8	4019 / 10.5	10.9	10.6	303 / 4405	H	WVMV-F
8	WRIF-F	AOR	272 / 4.5	4.9	5.2	4.1	4.1	4.7	4441 / 11.6	12.8	12.1	298 / 5167	I	WRIF-F
9	WDRQ-F	CHR	259 / 4.3	4.8	4.1	3.4	2.5	4.1	5846 / 15.3	14.8	11.5	273 / 6442	G	WDRQ-F
10	WCSX-F	CL AOR	220 / 3.6	4.2	4.2	4.9	3.7	4.2	3858 / 10.1	11.2	11.2	239 / 4297	I	WCSX-F
11	WMXD-F	B/A/C	212 / 3.5	3.1	3.8	4.3	4.5	3.7	3218 / 8.4	9.3	9.7	220 / 3368	H	WMXD-F
12	WGRV-F	B/O	189 / 3.1	3.0	2.1	1.8	1.5	2.5	2942 / 7.7	7.2	6.0	200 / 3238	F	WGRV-F
13	WDTJ-F	B	188 / 3.1	3.9	4.1	3.7	3.3	3.7	4009 / 10.5	13.0	11.4	199 / 4382	F	WDTJ-F
14	WXYT	T	175 / 2.9	2.7	2.5	3.2	3.4	2.8	3470 / 9.1	5.8	9.1	179 / 3589	I	WXYT
15	WKQI-F	CHR	171 / 2.8	2.9	3.1	3.7	3.5	3.1	4943 / 12.9	14.4	15.6	188 / 5603	I	WKQI-F
16	CIMX-F	AOR-NR	151 / 2.5	2.5	2.1	1.3	1.2	2.1	3632 / 9.5	8.4	7.3	171 / 4265		CIMX-F
17	WWWW-F	CL AOR	149 / 2.5	3.2	3.5	3.1	3.6	3.1	3113 / 8.1	9.2	9.3	159 / 3352	G	WWWW-F
18	CKWW	ST	138 / 2.3	2.2	2.4	2.4	2.6	2.3	1762 / 4.6	5.9	5.4	140 / 1815		CKWW
19	WPLT-F	AC-NR	131 / 2.2	2.1	2.4	2.4	2.4	2.3	3803 / 9.9	11.0	11.6	141 / 4246	F	WPLT-F
20	WDFN	SPRTS	108 / 1.8	1.5	1.4	1.4	1.6	1.5	1877 / 4.9	3.9	4.5	115 / 2056	G	WDFN
21	WKRK-F	T	98 / 1.6	1.3	1.1	1.4	2.3	1.4	1866 / 4.9	4.7	8.7	111 / 2176	E	WKRK-F
22	WMUZ-F	REL-CC	77 / 1.3	0.7	1.1	0.7	1.0	0.9	1441 / 3.8	3.8	3.7	80 / 1599		WMUZ-F
23	WQBH	G	65 / 1.1	1.2	0.9	1.3	1.3	1.1	1061 / 2.8	2.1	2.7	65 / 1064	C	WQBH
24	WCHB	B/G	58 / 1.0	0.6	0.4				705 / 1.8	1.3		60 / 743		WCHB

12+ FM Share (Metro): 75.11% (3968 of 5283) (Fall 98: 74.74%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	WDRQ-F	1 WRIF-F <	1 WNIC-F	1 WNIC-F	1 WNIC-F <	1 WNIC-F <	1 WNIC-F	1 WNIC-F	1 WJLB-F	1 WWJ <
2	WJLB-F	2 WJLB-F	2 WNIC-F	2 WRIF-F	2 WOMC-F <	2 WRIF-F <	2 WJR	2 WWJ <	2 WDRQ-F <	2 WNIC-F
3	WDTJ-F >>	3 WDRQ-F <	3 WJLB-F <	3 WCSX-F <	3 WRIF-F	3 WJR <	3 WWJ	3 WOMC-F <	3 WJLB-F <	3 WDTJ-F <
4	CIMX-F >	4 WYCD-F	4 WYCD-F	4 WYCD-F <	4 WOMC-F	4 WOMC-F	4 WYCD-F <	4 WDRQ-F <	4 WVMV-F	4 WJR <
5	WKQI-F	5 WDTJ-F <	5 WCSX-F	5 WVMV-F	5 WVMV-F	5 WJR <	5 WWJ <	5 WYCD-F	5 WNIC-F	5 WDRQ-F
5	WYCD-F >	6 CIMX-F	6 WMXD-F <	5 WOMC-F <	5 WCSX-F <	6 WCSX-F <	6 WJLB-F	6 WVMV-F	5 WOMC-F <	6 WMXD-F
7	WNIC-F <	7 WDRQ-F	7 WDRQ-F	7 WMXD-F	7 WMXD-F	7 WYCD-F	7 WYCD-F	7 WCSX-F	7 WVMV-F	7 WJR <
8	WKQI-F <	7 WOMC-F	8 WGRV-F	8 WGRV-F	7 WXYT <	8 WMXD-F <	7 WXYT	7 WJR	8 WYCD-F <	8 WVMV-F
9	WPLT-F	7 WVMV-F	8 WJLB-F	9 WJLB-F <	9 WMXD-F <	9 WVMV-F <	9 WGRV-F	9 WCSX-F <	9 CIMX-F <	9 WMXD-F
10	WWWW-F	10 WKQI-F	10 WKQI-F <	10 WWJ <	10 WGRV-F <	10 WCSX-F	9 WRIF-F <	10 WRIF-F <	10 WWJ <	10 WDTJ-F <
		10 WGRV-F				10 WDRQ-F				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrite
1	WDRQ-F <	1 WJLB-F	1 WYCD-F <	1 WNIC-F >	1 WRIF-F	1 WRIF-F >	1 WRIF-F >>	1 WRIF-F >	1 WRIF-F	1 WWJ >
2	WJLB-F >	2 WDRQ-F <	2 WJLB-F <	2 WYCD-F	2 WJLB-F	2 WJLB-F <	2 CIMX-F	2 WCSX-F	2 WCSX-F <	2 WVMV-F <
3	WDTJ-F <	3 WYCD-F	3 WNIC-F	2 WYCD-F	3 CIMX-F	3 CIMX-F >	3 WDFN	3 WJLB-F	3 WOMC-F	3 WMXD-F <
4	WYCD-F <	4 WNIC-F	4 WPLT-F <	4 WDRQ-F	4 WVMV-F <	4 WDRQ-F	4 WDTJ-F	4 WJLB-F <	4 WOMC-F	4 WNIC-F <
5	WKQI-F	5 WKQI-F	5 WKQI-F <	5 WMXD-F	4 WDTJ-F >	5 WYCD-F <	5 WDTJ-F	4 CIMX-F <	5 WVMV-F <	5 WNIC-F
6	WNIC-F >	6 WPLT-F <	6 WDRQ-F	6 WGRV-F <	6 WYCD-F	6 WDRQ-F <	5 WWWV-F <	6 WYCD-F	6 WDFN	6 WDFN
7	WPLT-F	7 WDTJ-F	7 WRIF-F <	7 WMXD-F <	7 WJLB-F <	7 WKQI-F	7 WWWV-F <	7 WKRK-F <	7 WMXD-F <	6 WWJ <
8	CIMX-F <	8 WMXD-F <	8 WGRV-F <	8 WVMV-F	8 WKQI-F	8 WKRK-F <	8 WYCD-F <	8 WVMV-F	8 WMXD-F	8 WJR <
9	WMXD-F	9 WRIF-F	9 WMXD-F	9 WPLT-F <	9 WPLT-F <	9 WDFN	9 WVMV-F	8 WWWV-F	8 WJR <	8 WJR <
		9 WGRV-F	10 WDTJ-F <	10 WOMC-F	10 WDRQ-F	10 WPLT-F	9 WPLT-F	8 WDFN <	10 WYCD-F <	



# DETROIT

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
CIDR-F	AOR-P	93.9	Windsor, ON	0.8	4.2	51 1843
CKLW	N/T	800	Windsor, ON	0.5	1.9	31 855
WDMK-F	B/AC	102.7	Mt. Clemens	0.8	3.2	47 1245
WEXL	G	1340	Royal Oak	0.6	1.5	37 577
WGPR-F	B/AC	107.5	Detroit	0.8	3.4	54 1434
WSAQ-F	C	107.1	Port Huron	0.5	0.6	32 285
WYUR	ST	1310	Dearborn	0.4	1.3	24 526

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WRVF-F	AC	101.5	Toledo, OH	0.4	1.0	90 1387

Format Performance	AM	FM	Total	%	Yr. Ago
AC	0 (0)	589 (3)	589 (3)	11.1 %	13.9 %
AOR/Classic/NR	0 (0)	839 (5)	839 (5)	15.9 %	17.4 %
Black/Urban	0 (0)	1002 (6)	1002 (6)	19.0 %	18.1 %
CHR	0 (0)	430 (2)	430 (2)	8.1 %	5.6 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	324 (2)	324 (2)	6.1 %	7.1 %
Full Service	334 (1)	0 (0)	334 (1)	6.3 %	7.8 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	284 (1)	284 (1)	5.4 %	5.2 %
News/Talk	552 (3)	98 (1)	650 (4)	12.3 %	9.7 %
Oldies	0 (0)	325 (1)	325 (1)	6.2 %	6.4 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	160 (3)	77 (1)	237 (4)	4.5 %	3.2 %
Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	108 (1)	0 (0)	108 (1)	2.0 %	1.9 %
Standards/EZ	161 (2)	0 (0)	161 (2)	3.0 %	3.7 %
<b>Totals</b>	<b>1315 (10)</b>	<b>3968 (22)</b>	<b>5283 (32)</b>		

Consolidation Report	12+	25-54	Revenue
<b>ABC</b>	12.0 %	9.0 %	13.8 %
WDRQ-FM, WJR-AM, WPLT-FM			
<b>AMFM (Pend. to Clear Channel)</b>	23.4 %	25.9 %	34.3 %
WDFN-AM, WJLB-FM, WKQI-FM, WMXD-FM, WNIC-FM, WWWW-FM, WYUR-AM			
<b>CBS/Infinity</b>	25.1 %	25.1 %	31.5 %
WKRK-FM, WOMC-FM, WVMV-FM, WWJ-AM, WXYT-AM, WYCD-FM			
<b>CHUM, Ltd.</b>	6.1 %	4.2 %	1.6 %
CIDR-FM, CIMX-FM, CKLW-AM, CKWW-AM			
<b>Greater Media</b>	11.2 %	15.4 %	12.5 %
WCSX-FM, WGRV-FM, WRIF-FM			
<b>Radio One</b>	4.9 %	3.8 %	3.4 %
WCHB-AM, WDMK-FM, WDTJ-FM			
	<b>82.6 %</b>	<b>83.4 %</b>	<b>97.1 %</b>

### AM Stations

Station	Power	Frequency	Format	Advertiser	Agency	City
CKWW	580	0.5 kw (DA-1)	Standards	Westwd	\$50.00	D&R CHUM, Ltd. Windsor, ON
WCHB	1200	50 kw/15 kw (DA-2)	Black Gospel	AURN, Westwd	\$ NA	Allied Radio One Taylor
WDFN	1130	50 kw/10 kw (DA-2)	Sports	Westwd, ABC	\$25.00	Katz AMFM
WJR	760	50 kw	Full Svc./Talk	ABC	\$260.00	ABC ABC
WQBH	1400	1 kw	Black Gospel		\$23.00	Patt
WWJ	950	5 kw (DA-N)	News	CBS	\$210.00	CBS CBS/Infinity
WXYT	1270	5 kw (DA-N)	Talk	CNN	\$154.00	Infinity CBS/Infinity

### FM Stations

Station	Power	Frequency	Format	Advertiser	Agency	City
CIMX	88.7	100 kw @ 577	AOR-New Rock		\$22.00	D&R CHUM, Ltd. Windsor, ON
WCSX	94.7	13.5 kw @ 950	Classic AOR	Westwd	\$150.00	Mc-Guild Greater Media Birmingham
WDRQ	93.1	26.5 kw @ 668	CHR		\$130.00	ABC ABC
WDTJ	105.9	20 kw @ 724	Black		\$80.00	Allied Radio One
WGRV	105.1	20 kw @ 784	Black Oldies		\$ NA	Mc-Guild Greater Media
WJLB	97.9	50 kw @ 490	Black		\$240.00	Sentry AMFM
WKQI	95.5	100 kw @ 426	CHR	AMFM	\$184.00	Christal AMFM
WKRK	97.1	15 kw @ 890	Talk		\$100.00	CBS CBS/Infinity
WMUZ	103.5	50 kw @ 465	Contemp. Christian		\$ NA	Crawford Crawford
WMXD	92.3	22 kw @ 459	Black AC	ABC, AMFM	\$140.00	Allied AMFM
WNIC	100.3	32 kw @ 600	AC	AMFM	\$215.00	Eastman AMFM Dearborn
WOMC	104.3	190 kw @ 360	Oldies	Westwd	\$221.00	CBS CBS/Infinity
WPLT	96.3	20 kw @ 786	Modern AC	ABC	\$100.00	ABC ABC
WRIF	101.1	27 kw @ 880	AOR		\$180.00	Mc-Guild Greater Media
WVMV	98.7	50 kw @ 463	Jazz	Westwd	\$90.00	CBS CBS/Infinity
WWWW	106.7	61 kw @ 510	Classic AOR	Westwd	\$160.00	Katz AMFM
WYCD	99.5	17.5 kw @ 787	Country	Westwd	\$190.00	CBS CBS/Infinity

Notes: 8/99 WDMK-F changed from Soft AC to Black AC as "Kiss 102.7" . . . 8/99 WWWW-F changed from Country to Classic AOR . . . 9/99 WKQI-F changed from Hot AC (CHR/AC) to CHR . . . 3/00 WHLS/WSAQ-F (Port Huron) sold to Liggett Communications for \$3,200,000 . . . 3/00 WBTL-F, WHYT and WPHM sold to Liggett Communications for \$2,240,000

# DULUTH-SUPERIOR

Arbitron Rank 219 Pop (12+) 132,700	Stations 21 / 17	Last Year's Revenue: \$6,700,000
MSA Rank: 180	Diaries: 914 / 145:1 / 66.3%	Household Income: \$38,119
MSA Pop: 245,000	Sample Target: 860	Total Retail Sales: \$1.75 Bil.
DMA: 135	% Below Line: 2.9	#1 Biller: KKCB-F \$1,200,000
Average Persons Rating: 15.8	% Not Listed: 18.6	#1 Billing Portfolio
Market TSL in Hours 20.75	Pop per Station: 7,806	Shockley \$2,490,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	KKCB-F	C	21 / 10.0	11.1	10.0	12.5	11.6	290 / 21.9	22.2	21.2	35 / 505	C	KKCB-F
2	KDAL	FS	20 / 9.5	10.6	9.6	12.0	10.2	285 / 21.5	18.9	22.6	26 / 405	B	KDAL
3	WWAX-FF	AC-NR	19 / 9.1	9.2	6.1	6.9	5.1	315 / 23.7	22.9	20.1	28 / 467	A	WWAX-FF
4	KQDS-F	CL AOR	17 / 8.1	5.3	5.7	7.4	9.3	247 / 18.6	15.1	12.0	22 / 341	B*	KQDS-F
5	KLDJ-F	O	14 / 6.7	7.7	9.6	8.3	8.4	241 / 18.2	17.9	21.8	16 / 304	B	KLDJ-F
5	KDAL-F	AC	14 / 6.7	7.3	9.2	7.8	8.8	215 / 16.2	19.3	21.5	17 / 277	B	KDAL-F
7	KRBR-F	AOR	13 / 6.2	6.8	6.1	5.5	5.1	271 / 20.4	21.5	19.0	22 / 457	A	KRBR-F
8	KTCO-F	C	11 / 5.2	6.3	8.3	6.9	4.2	199 / 15.0	16.5	17.8	18 / 308	B	KTCO-F
9	WEBC	T	9 / 4.3	5.8	4.8	5.5	7.9	157 / 11.8	12.5	12.1	11 / 255	A	WEBC
10	KZIO-F	ST	7 / 3.3	4.8	4.4	3.7	2.3	115 / 8.6	9.1	8.8	9 / 162	A	KZIO-F
11	WDSM	SPRTS	6 / 2.9	2.4	2.2	2.3	2.3	143 / 10.8	4.6	9.0	7 / 185	A	WDSM
12	KUSZ-F	CL HITS	5 / 2.4	2.9	2.6	4.2	2.8	131 / 9.9	9.9	9.4	6 / 166	A	KUSZ-F

12+ FM Share (Metro): 74.85% (128 of 171) (Fall 98: 76.44%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WWAX-FF >>>	1 KQDS-F	1 KQDS-F	1 KQDS-F	1 KQDS-F <	1 KDAL <	1 KDAL	1 KKCB-F	1 WWAX-FF	1 WWAX-FF	1 KDAL <
2 KRBR-F >>>	2 WWAX-FF	2 WWAX-FF	2 KKCB-F	2 KKCB-F	2 KKCB-F >	2 KKCB-F	2 KDAL-F <	2 KKCB-F	2 KQDS-F	2 WWAX-FF
	3 KRBR-F >	3 KDAL-F	3 KDAL-F	3 KDAL-F	3 KLDJ-F	3 KRBR-F <	3 KQDS-F	2 KQDS-F	3 KRBR-F >	2 KKCB-F
	4 KTCO-F	3 KRBR-F	4 KTCO-F	4 KLDJ-F	4 KDAL-F <	4 WWAX-FF	4 WWAX-FF <	4 KLDJ-F	4 KTCO-F	4 KLDJ-F
	5 KDAL-F	5 KTCO-F	4 WWAX-FF	5 KTCO-F	5 WEBC	4 KQDS-F	5 KDAL	5 KDAL-F	4 KDAL	5 KQDS-F
		5 KKCB-F	6 KLDJ-F	5 WWAX-FF	6 KZIO-F	6 KDAL-F	5 KLOJ-F	5 KRBR-F <	4 KKCB-F	6 KTCO-F
		7 KLDJ-F >	6 KRBR-F >>	7 KRBR-F >	6 KQDS-F	7 KTCO-F	7 WEBC <	7 KDAL	7 KLDJ-F	6 KDAL-F
				8 KUSZ-F	8 KTCO-F >	7 KLDJ-F <	8 KRBR-F	8 KTCO-F >	7 WEBC >	6 KRBR-F >
				8 WEBC		9 WEBC >>	9 KTCO-F <			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WWAX-FF >>>	1 WWAX-FF >>	1 KTCO-F	1 WWAX-FF	1 KDAL-F	1 KQDS-F	1 KQDS-F >	1 KQDS-F >	1 KQDS-F >	1 KQDS-F >>	1 WEBC >
	2 KDAL-F	1 WWAX-FF	2 KDAL-F	2 KKCB-F	1 KRBR-F >	2 KRBR-F >	2 KRBR-F >>	2 KRBR-F >	2 KDAL-F	2 WWAX-FF
	2 KQDS-F >	1 KDAL-F >>	3 KKCB-F	3 WWAX-FF	3 KTCO-F >>	3 KTCO-F >		3 KTCO-F	2 KKCB-F	2 KDAL
	4 KTCO-F		4 KTCO-F	3 KLDJ-F				3 WWAX-FF	2 WEBC	2 KKCB-F
	4 KRBR-F >>		4 KQDS-F	5 KTCO-F				3 KKCB-F	2 KRBR-F	2 KRBR-F
			6 KLDJ-F	6 KQDS-F					6 KTCO-F	
				6 KRBR-F					6 KLDJ-F	
				6 KUSZ-F >					6 WDSM >	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KXTP	KIDS	970	Superior	0.5	3.3	1 44	KGPZ-F	C	96.1	Coleraine, MN	0.5	1.3	18 224
WNXR-F	SAC	107.3	Iron River, WI	0.5	1.9	1 53	WEGZ-F	C	105.9	Washburn, WI	0.5	1.7	4 106
WUSZ-F	C	99.9	Virginia, MN	1.4	1.1	23 231	WCLK	ST	1230	Cloquet, MN	1.4	3.3	3 61
WWJC	REL	850	Duluth	1.9	1.8	7 58	WTBX-F	CHR/AC	93.9	Hibbing, MN	0.5	2.0	22 328

# DULUTH-SUPERIOR

Consolidation Report				12+	25-54	Revenue	Format Performance		AM	FM	Total	%	Yr. Ago		
<b>Brill</b>				24.8 %	28.0 %	40.3 %	AC	0	(0)	33	(2)	33	(2)	19.3 %	18.3 %
KKCB-FM, KLDJ-FM, KUSZ-FM, WEBC-AM, WUSZ-FM							AOR/Classic/NR	0	(0)	30	(2)	30	(2)	17.5 %	17.3 %
<b>Curtis Squire</b>				20.5 %	18.6 %	21.9 %	Black/Urban	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
KAOD-FM, KQDS-AM, KQDS-FM, KZIO-FM, WWAX-FM							CHR	0	(0)	1	(1)	1	(1)	0.6 %	0.5 %
<b>Shockley</b>				31.0 %	27.9 %	37.1 %	Classical	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
KDAL-AM, KDAL-FM, KRBR-FM, KTCO-FM, KXTP-AM, WDSM-AM							Country	0	(0)	37	(5)	37	(5)	21.6 %	22.0 %
				<b>76.3 %</b>	<b>74.5 %</b>	<b>99.3 %</b>	Full Service	20	(1)	0	(0)	20	(1)	11.7 %	11.5 %
							Hispanic	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
							Jazz	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
							News/Talk	9	(1)	0	(0)	9	(1)	5.3 %	5.8 %
							Oldies	0	(0)	19	(2)	19	(2)	11.1 %	13.6 %
							Others/Unknown	1	(1)	0	(0)	1	(1)	0.6 %	1.0 %
							Religion/Gospel	4	(1)	0	(0)	4	(1)	2.3 %	1.6 %
							Soft AC	0	(0)	1	(1)	1	(1)	0.6 %	0.5 %
							Sports	6	(1)	0	(0)	6	(1)	3.5 %	2.6 %
							Standards/EZ	3	(1)	7	(1)	10	(2)	5.8 %	5.2 %
<b>Totals</b>								<b>43</b>	<b>(6)</b>	<b>128</b>	<b>(14)</b>	<b>171</b>	<b>(20)</b>		

### AM Stations

Station	Freq	Power	Class	Format	Revenue	Buyer	Operator
KDAL	610	5 kw	(DA-N)	Full Service	CBS \$22.00	Katz	Shockley
WDSM	710	10 kw/5 kw	(DA-N)	Sports	WW1, 1-On-1, ESPN \$<20.00	Allied	Shockley
WEBC	560	5 kw	(DA-2)	Talk	ABC, Westwd \$<20.00	Christal	Brill

### FM Stations

Station	Freq	Power	Class	Format	Revenue	Buyer	Operator	Location
KAOD	106.7	33 kw	@ 430	Simul. WWAX-F				Babbitt, MN
KDAL	95.7	100 kw	@ 803	AC	\$22.00	Katz	Shockley	
KKCB	105.1	100 kw	@ 789	Country	ABC, CBS, Westwd \$30.00	Christal	Brill	
KLDJ	101.7	1.6 kw	@ 446	Oldies	\$ NA	Christal	Brill	
KQDS	94.9	100 kw	@ 730	Classic AOR	\$28.00	Mc-Guild	Curtis Squire	
KRBR	102.5	100 kw	@ 600	AOR	\$22.00	Katz	Shockley	
KTCO	98.9	100 kw	@ 600	Country	\$<20.00	Allied	Shockley	
KUSZ	107.7	0.77 kw	@ 912	Classic Hits	\$ NA	—	Brill	Proctor
KZIO	104.3	50 kw	@ 397	Standards	ABC \$ NA	Mc-Guild	Curtis Squire	Two Harbors
WWAX	92.1	0.78 kw	@ 905	Modern AC	\$ NA	Mc-Guild	Curtis Squire	Hermantown

Notes: \* KQDS-F revenue level includes KQDS revenue . . . 7/99 KQDS-AF transitioned from AOR to Classic AOR . . . 9/99 Sale of KUSZ-F/WUSZ-F to Curtis Squire cancelled . . . 9/99 KUSZ-F sold to Brill for \$1,000,000; WUSZ-F also sold to Brill (price NA) . . . 9/99 KUSZ-F changed from Classic AOR to Classic Hits as "Z-Rock"

# EL PASO

Arbitron Rank	70 Pop (12+)	565,400	Stations	30 / 26	Last Year's Revenue:	\$19,600,000
MSA Rank:		76	Diaries:	1,290 / 438:1 / 49.5%	Household Income:	\$31,669
MSA Pop:		711,000	Sample Target:	1,070	Total Retail Sales:	\$5.5 Bil.
DMA:		99	% Below Line:	3.7	#1 Biller:	KBNA-AF \$3,970,000
Average Persons Rating:		16.2	% Not Listed:	10.8	#1 Billing Portfolio	
Market TSL in Hours		21.75	Pop per Station:	21,746	Clear Channel	\$5,972,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	KPRR-F	137 / 15.0	16.3	15.9	14.5	13.5	15.4	2069 / 36.6	36.0	33.1	156 / 2380	D	KPRR-F
2	KBNA-AF	105 / 11.5	11.8	11.6	11.6	14.4	11.6	1444 / 25.5	25.7	26.5	116 / 1618	E	KBNA-AF
3	KLAQ-F	103 / 11.3	12.1	10.3	12.6	11.6	11.6	1432 / 25.3	23.4	24.4	127 / 1773	E	KLAQ-F
4	KTSM-F	75 / 8.2	6.5	6.6	8.8	7.7	7.5	1009 / 17.9	18.0	19.9	88 / 1301	C	KTSM-F
5	KSII-F	69 / 7.6	6.2	6.8	6.8	6.6	6.8	1133 / 20.0	21.0	20.4	87 / 1397	C	KSII-F
6	KOFX-F	48 / 5.3	5.8	5.7	5.3	5.7	5.5	714 / 12.6	17.1	16.3	52 / 836	C	KOFX-F
7	KINT-F	46 / 5.0	4.7	5.1	4.3	3.8	4.8	829 / 14.7	13.9	12.6	62 / 1106	C*	KINT-F
8	XHH-F	32 / 3.5	3.0	3.5	3.2	3.4	3.3	573 / 10.1	11.6	9.4	35 / 621		XHH-F
9	KATH-F	23 / 2.5	3.3	4.1	3.4	2.5	3.3	487 / 8.6	10.0	9.2	23 / 516	B	KATH-F
10	KTSM	22 / 2.4	3.6	4.0	3.7	4.1	3.4	301 / 5.3	7.5	7.1	30 / 387	B	KTSM
10	KHEY-F	22 / 2.4	4.2	3.6	4.1	4.9	3.6	505 / 8.9	10.8	12.1	28 / 658	C	KHEY-F
12	KROD	19 / 2.1	1.7	1.9	1.3	1.5	1.7	345 / 6.1	4.7	5.5	22 / 436	A	KROD
13	XEWR	15 / 1.6	1.4	1.1	1.6	1.3	1.4	260 / 4.6	2.4	2.5	15 / 260		XEWR
14	KSVE	13 / 1.4	1.2	1.2	0.9	0.7	1.2	141 / 2.5	1.8	1.9	17 / 173	*	KSVE
15	XHEM-F	12 / 1.3	0.3	0.5	0.3	0.4	0.6	161 / 2.8	2.8	2.2	12 / 161		XHEM-F
16	KVIV	9 / 1.0	-0.4	1.0	1.7	0.3	1.0	78 / 1.4	2.0	1.2	12 / 98		KVIV
16	KAMA	9 / 1.0	1.5	0.6	0.9	0.4	1.0	174 / 3.1	2.5	1.7	10 / 196	A	KAMA

12+ FM Share (Metro): 84.66% (690 of 815) (Fall 98: 84.29%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KPRR-F >>>	1 KLAQ-F <	1 KLAQ-F <	1 KLAQ-F <	1 KBNA-AF <	1 KBNA-AF	1 KBNA-AF	1 KBNA-AF <	1 KPRR-F	1 KPRR-F >>	1 KPRR-F >
2 KLAQ-F >>	2 KPRR-F >	2 KPRR-F	2 KBNA-AF <	2 KLAQ-F <	2 KTSM-F	2 KPRR-F <	2 KLAQ-F <	2 KLAQ-F	2 KLAQ-F	2 KBNA-AF
	3 KSII-F	3 KBNA-AF	3 KPRR-F	3 KPRR-F	3 KOFX-F	3 KLAQ-F >	3 KPRR-F <	3 KTSM-F	3 KTSM-F	3 KLAQ-F >
	4 KBNA-AF >	4 KSII-F	4 KSII-F	4 KSII-F <	4 KPRR-F <	4 KTSM-F <	4 KTSM-F <	4 KSII-F	4 KBNA-AF <	4 KTSM-F
	5 KTSM-F	5 KTSM-F	5 KTSM-F	5 KTSM-F	5 KINT-F <	5 KSII-F >	5 KSII-F	5 KBNA-AF	5 KSII-F	5 KINT-F <
		6 KOFX-F	6 KOFX-F >	6 KOFX-F >	6 KLAQ-F	6 KOFX-F	6 KOFX-F	6 KINT-F <	6 KINT-F <	6 KSII-F
		7 KINT-F	7 KINT-F	7 KINT-F	7 KSII-F	7 KINT-F	7 KINT-F >	7 KOFX-F >	7 XHH-F >	7 KOFX-F <
					8 KTSM		8 KTSM <		8 KHEY-F	8 XHH-F >
					9 XHH-F <		9 XHH-F			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KPRR-F	1 KPRR-F	1 KSII-F	1 KPRR-F	1 KBNA-AF	1 KLAQ-F <	1 KLAQ-F	1 KLAQ-F >	1 KLAQ-F >	1 KLAQ-F >	1 KTSM-F
2 KLAQ-F >	2 KSII-F	2 KPRR-F >	2 KBNA-AF <	2 KPRR-F <	2 KPRR-F >>	2 KPRR-F >>	2 KPRR-F	2 KPRR-F	2 KBNA-AF <	2 KPRR-F
3 KSII-F	3 KLAQ-F	3 KBNA-AF	3 KSII-F	3 KSII-F	3 XHEM-F	3 KBNA-AF	3 KBNA-AF >	3 KBNA-AF >	3 KPRR-F	3 KLAQ-F <
4 KBNA-AF >	4 KBNA-AF >	3 KLAQ-F >	4 KLAQ-F	4 KTSM-F	3 KBNA-AF	4 KSII-F	4 KSII-F	4 KOFX-F	4 KOFX-F	4 KBNA-AF
	5 KINT-F	5 XHH-F	5 KTSM-F	5 KLAQ-F		5 KTSM-F	4 KTSM-F >	5 KTSM-F	4 KTSM-F	4 KHEY-F >
			6 KOFX-F	5 KOFX-F				5 KSII-F	6 KSII-F <	
				7 KINT-F				7 KROD	7 KINT-F	
				7 XHH-F						

Other Rated Stations						Other Rated Stations--Outside Market									
			Metro Share	Cume Rating	TSA AQH Cume				Metro Share	Cume Rating	TSA AQH Cume				
KELP	REL	1590	El Paso	0.4	2.0	4	123	KSNM-F	ST	98.7	Truth or Conseq., NM	0.4	1.2	27	278
KHEY	SPRTS	690	El Paso	0.9	3.6	10	247	XEFV	SP-C	1000	Ciudad Juarez, MX	0.9	2.6	10	187
KROL-F	REL-CC	99.5	Las Cruces, NM	0.3	2.0	7	194	XHPX-F	SP-C	98.3	Ciudad Juarez, MX	0.8	3.3	7	185
XEJ	SP-C	970	Ciudad Juarez, MX	0.3	0.8	5	57								
XEP	SP	1300	Ciudad Juarez, MX	0.2	1.0	3	67								
XEPZ	SP	1190	Ciudad Juarez, MX	0.4	1.2	4	66								
XHGU-F	SP-C	105.9	Ciudad Juarez, MX	0.8	2.6	7	156								
XHIM-F	SP	105.1	Ciudad Juarez, MX	0.3	1.6	3	101								
XHNZ-F	SP	107.5	Ciudad Juarez, MX	0.4	2.5	5	170								

# EL PASO

Consolidation Report				12+	25-54	Revenue	Format Performance				AM	FM	Total	%	Yr. Ago
<b>Clear Channel</b>				28.9 %	24.4 %	30.4 %	AC	0	(0)	69	(1)	69	(1)	8.5 %	7.2 %
KHEY-AM, KHEY-FM, KPRR-FM, KTSM-AM, KTSM-FM							AOR/Classic/NR	0	(0)	103	(1)	103	(1)	12.6 %	12.7 %
<b>Entravision</b>				14.2 %	17.2 %	18.7 %	Black/Urban	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
KATH-FM, KINT-FM, KOFX-FM, KSVE-AM							CHR	0	(0)	137	(1)	137	(1)	16.8 %	14.7 %
<b>Hispanic</b>				12.4 %	13.5 %	21.6 %	Classical	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
KAMA-AM, KBNA-AM, KBNA-FM							Country	0	(0)	45	(2)	45	(2)	5.5 %	8.2 %
<b>Regent</b>				21.0 %	23.0 %	26.5 %	Full Service	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
KLAQ-FM, KROD-AM, KSII-FM							Hispanic	72	(9)	206	(8)	278	(17)	34.1 %	34.4 %
				<b>76.5 %</b>	<b>78.1 %</b>	<b>97.2 %</b>	Jazz	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
							News/Talk	41	(2)	0	(0)	41	(2)	5.0 %	6.1 %
							Oldies	0	(0)	48	(1)	48	(1)	5.9 %	6.2 %
							Others/Unknown	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
							Religion/Gospel	4	(1)	3	(1)	7	(2)	0.9 %	0.8 %
							Soft AC	0	(0)	75	(1)	75	(1)	9.2 %	8.4 %
							Sports	8	(1)	0	(0)	8	(1)	1.0 %	1.2 %
							Standards/EZ	0	(0)	4	(1)	4	(1)	0.5 %	0.0 %
							<b>Totals</b>	<b>125</b>	<b>(13)</b>	<b>690</b>	<b>(17)</b>	<b>815</b>	<b>(30)</b>		

### AM Stations

Station	Power	Time	Format	Revenue	Advertiser	Agency
KAMA	750	10 kw/1 kw (DA-2)	Hispanic	\$ NA	Katz Hisp.	Hispanic
KBNA	920	1 kw/0.5 kw (DA-N)	Simul. KBNA-F			
KROD	600	5 kw (DA-N)	Talk	CBS, SRN \$<20.00	Mc-Guild	Regent
KSVE	1150	5 kw/0.38 kw	Hispanic-News/Talk	Unica \$ NA	Caballero	Entravision
KTSM	1380	5 kw/0.5 kw	News/Talk	Talknt, ABC, Westwd \$25.00	Clr Chnl	Clear Channel
KVIV	1340	1 kw	Hispanic	\$17.00	Lotus	

### FM Stations

Station	Frequency	Power	Format	Revenue	Advertiser	Agency	Location
KATH	94.7	100 kw @ 1194	Country	\$26.00	Katz	Entravision	
KBNA	97.5	100 kw @ 1088	Hispanic Contemp.	\$64.00	Katz Hisp.	Hispanic	
KHEY	96.3	100 kw @ 1388	Country	ABC \$52.00	Clr Chnl	Clear Channel	
KINT	93.9	100 kw @ 1420	Hispanic Contemp.	\$31.00	Caballero	Entravision	
KLAQ	95.5	100 kw @ 1388	AOR	\$55.00	Mc-Guild	Regent	
KOFX	92.3	100 kw @ 1860	Oldies	\$33.00	Katz	Entravision	
KPRR	102.1	100 kw @ 1190	CHR/Urban	\$50.00	Clr Chnl	Clear Channel	
KSII	93.1	100 kw @ 1420	AC	\$22.00	Mc-Guild	Regent	
KTSM	99.9	100 kw @ 1820	Soft AC	\$35.00	Clr Chnl	Clear Channel	
XHEM	103.5	10 kw @ 328	Hispanic Regional	\$ NA	Advtg. Bcstg		Ciudad Juarez, MX
XHH	100.7	100 kw @ 249	Hispanic Contemp.	\$22.00	Caballero		Ciudad Juarez, MX

Notes: \* KINT-FM revenue level includes KSVE . . . Facilities of Mexican stations are not verified . . . 9/99 KROD, KLAQ-F and KSII-FM sold by New Wave to Regent for \$23,500,000 (Star) . . . 10/99 KATH-F and KOFX-F sold to Entravision (price NA)

# ERIE

**Arbitron Rank** 156 **Pop (12+):** 231,300  
**MSA Rank:** 166  
**MSA Pop:** 280,000  
**DMA:** 142  
**Average Persons Rating:** 14.4  
**Market TSL in Hours** 19.50

**Stations** 15 / 12  
**Diaries:** 673 / 344:1 / 59.8%  
**Sample Target:** 680  
**% Below Line:** 2.1  
**% Not Listed:** 16.0  
**Pop per Station:** 19,275

**Last Year's Revenue:** \$8,900,000  
**Household Income:** \$42,024  
**Total Retail Sales:** \$3.0 Bil.  
**#1 Biller:** WXKC-F \$1,600,000  
**#1 Billing Portfolio**  
 NextMedia, pend. \$5,685,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	WRTS-F	CHR	64 / 19.3	17.0	14.6	11.8	12.4	797 / 34.4	35.1	33.4	86 / 1223	C	WRTS-F
2	WRKT-F	AOR	39 / 11.8	12.6	12.8	11.8	15.0	503 / 21.8	23.9	24.1	49 / 631	C	WRKT-F
3	WXKC-F	AC	36 / 10.8	7.9	11.3	10.7	9.8	478 / 20.7	19.9	22.8	39 / 522	C	WXKC-F
4	WXTA-F	C	33 / 9.9	12.9	10.3	12.7	12.4	420 / 18.2	21.6	20.4	42 / 526	C	WXTA-F
5	WJET-F	AC-NR	24 / 7.2	6.0	7.6	10.1	7.5	485 / 21.0	20.1	27.1	26 / 539	C	WJET-F
6	WFGO-F	O	23 / 6.9	9.1	11.0	10.1	11.2	466 / 20.1	21.1	22.1	29 / 604	C	WFGO-F
7	WRIE	ST	19 / 5.7	6.6	4.6	4.8	5.8	210 / 9.1	9.7	9.0	19 / 210	A	WRIE
8	WFNN	SPRTS	12 / 3.6	1.9	2.4	2.5	3.5	240 / 10.4	6.8	7.2	12 / 240	A	WFNN
9	WLKK	T	11 / 3.3	4.4	4.6	4.8	6.1	228 / 9.9	8.7	11.1	11 / 235	A	WLKK

12+ FM Share (Metro): 84.23% (235 of 279) (Fall 98: 85.87%)

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

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

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Format Performance	AM	FM	Total	%	Yr. Ago
WCTL-F	REL	106.3	Union City	1.2	3.0	8 135	AC	0 (0)	62 (3)	62 (3)	22.2 %	13.1 %
WPSE	N/T	1450	Erie	0.6	3.6	2 84	AOR/Classic/NR	0 (0)	44 (3)	44 (3)	15.8 %	17.7 %
WZPR-F	C	100.3	Meadville	1.5	3.7	51 560	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume	CHR	0 (0)	64 (1)	64 (1)	22.9 %	25.8 %
CFPL-F	AOR	95.9	London, ON	0.9	4.5	5 143	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WMDE-F	CL AOR	94.3	Saegertown, PA	0.6	1.8	14 185	Country	0 (0)	38 (2)	38 (2)	13.6 %	14.2 %
WREO-F	AC	97.1	Ashtabula, OH	0.6	3.8	11 298	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
							Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
							Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Consolidation Report				12+	25-54	Revenue	News/Talk	13 (2)	0 (0)	13 (2)	4.7 %	8.8 %
NextMedia, pend.				52.1 %	54.9 %	62.7 %	Oldies	0 (0)	23 (1)	23 (1)	8.2 %	12.7 %
WFGO-FM, WFNN-AM, WJET-FM, WLKK-AM, WRKT-FM, WRTS-FM							Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Regent				26.4 %	25.0 %	36.0 %	Religion/Gospel	0 (0)	4 (1)	4 (1)	1.4 %	1.8 %
WRIE-AM, WXKC-FM, WXTA-FM							Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				<b>78.5 %</b>	<b>79.9 %</b>	<b>98.7 %</b>	Sports	12 (1)	0 (0)	12 (1)	4.3 %	0.0 %
							Standards/EZ	19 (1)	0 (0)	19 (1)	6.8 %	5.3 %
							<b>Totals</b>	<b>44 (4)</b>	<b>235 (11)</b>	<b>279 (15)</b>		

# ERIE

## AM Stations

WFNN	1330	5 kw (DA-2)	Sports	ABC, WW1, ESPN	\$ NA	---	NextMedia, pend.
WLKK	1400	1 kw	Talk	Westwd, CNN, ABC	\$<20.00	---	NextMedia, pend.
WRIE	1260	5 kw (DA-2)	Standards	Jones, CNN	\$<20.00	Christal	Regent

## FM Stations

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

Notes: 9/99 WFLP, WLKK, WRKT-F and WRTS-F sold by Rambaldo to NextMedia for \$15,000,000 . . . 11/99 WFGO-F and WJET-F sold by Myron Jones to NextMedia for \$10,000,000.

### FORMAT CODES

AC - Adult Contemporary	J - Jazz and New Adult Contemporary
AC-NR - Modern AC	KIDS - Children's
AOR - Album Oriented Rock	N - News
AOR-NR - New Rock	O - Oldies (50's & 60's)
AOR-P - Progressive AOR	REL - Religion, Christian
B - Black (audience 75%+ Black)	REL-CC - Contemporary Christian
B/AC - Black Adult Contemporary	SAC - Soft Adult Contemporary
B/G - Black Gospel	SP - Hispanic/Spanish
B/O - Black Oldies	SP-C - Hispanic Contemporary
BIZ - Business News & Talk	SP-NT - Hispanic News/Talk/Information
C - Country	SP-R - Hispanic-Regional
C/O - Classic Country	SP-TP - Hispanic-Tropical
CHR - Contemporary Hit Radio, Top 40	SP-VA - Hispanic Variety
CL - Classical	SP-TJ - Tejano
CL AOR - Classic AOR, Classic Rock	SPRTS - Sports
CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia
E - Ethnic (usually Foreign Lang.)	T - Talk
EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)
FS - Full Service	VA - Variety
G - Gospel	? - Others or Unknown

### REVENUE LEVEL CODES

A - Less than \$500,000	E - \$3,000,000 to \$3,999,999	I - \$10,000,000 to \$14,999,999
B - \$500,000 to \$999,999	F - \$4,000,000 to \$4,999,999	J - \$15,000,000 to \$19,999,999
C - \$1,000,000 to \$1,999,999	G - \$5,000,000 to \$6,999,999	K - \$20,000,000 to \$29,999,999
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	L - \$30,000,000+

# EUGENE-SPRINGFIELD

Arbitron Rank 143 Pop (12+) 265,200	Stations 14 / 14	Last Year's Revenue: \$10,000,000
MSA Rank: 157	Diaries: 1,002 / 265:1 / 54.0%	Household Income: \$38,942
MSA Pop: 313,000	Sample Target: 970	Total Retail Sales: \$3.6 Bil.
DMA: 119	% Below Line: 0.0	#1 Biller: NA
Average Persons Rating: 14.0	% Not Listed: 25.0	#1 Billing Portfolio: NA
Market TSL in Hours 19.00	Pop per Station: 18,943	

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	KDUK-F	CHR	44 / 11.8	11.4	9.7	8.8	7.9	705 / 26.6	26.1	21.4	71 / 1175	KDUK-F
2	KKNU-F	C	37 / 9.9	12.2	11.6	12.5	13.1	538 / 20.3	20.1	20.4	41 / 591	KKNU-F
3	KMGE-F	AC	31 / 8.3	7.3	7.2	5.8	7.1	494 / 18.6	17.3	18.6	41 / 661	KMGE-F
4	KUGN	T/N	29 / 7.8	5.7	7.5	6.1	7.7	547 / 20.6	14.7	22.5	34 / 692	KUGN
5	KZEL-F	CL AOR	24 / 6.4	7.1	6.1	8.0	7.1	429 / 16.2	16.6	16.5	48 / 759	KZEL-F
6	KNRQ-AF	AOR-NR	21 / 5.6	7.1	6.9	5.6	5.7	482 / 18.2	17.7	15.4	24 / 581	KNRQ-AF
7	KKTT-F	C	19 / 5.1	5.2	3.6	5.0	6.3	304 / 11.5	11.9	9.5	22 / 378	KKTT-F
8	KKXO	ST	18 / 4.8	3.0	4.1	3.5	4.1	215 / 8.1	7.1	8.0	19 / 225	KKXO
9	KPNW	FS	17 / 4.6	7.3	7.7	6.6	6.0	290 / 10.9	14.9	15.3	28 / 574	KPNW
9	KODZ-F	O	17 / 4.6	4.9	5.8	6.6	5.2	416 / 15.7	13.6	14.6	22 / 564	KODZ-F
11	KEHK-F	CL HITS	16 / 4.3	4.6	5.0	5.3	5.5	411 / 15.5	12.9	12.3	17 / 490	KEHK-F

12+ FM Share (Metro): 75.99%      (212 of 279)      (Fall 98: 73.26%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KDUK-F >>>	1 KDUK-F >	1 KDUK-F	1 KKNU-F	1 KKNU-F	1 KUGN	1 KKNU-F	1 KDUK-F <	1 KDUK-F	1 KDUK-F >	1 KDUK-F
2 KNRQ-AF >>>	2 KNRQ-AF	2 KKNU-F	1 KDUK-F	2 KDUK-F	1 KKNU-F	2 KDUK-F	2 KKNU-F	2 KKNU-F	2 KMGE-F >	2 KUGN
	2 KKNU-F <	3 KMGE-F <	3 KZEL-F	3 KZEL-F	3 KMGE-F <	3 KUGN <	3 KUGN <	3 KMGE-F	3 KNRQ-AF	3 KKNU-F
	4 KMGE-F	4 KZEL-F	4 KMGE-F >	3 KMGE-F	4 KKXO	4 KMGE-F	4 KMGE-F	4 KMGE-F	4 KNRQ-AF	4 KKNU-F
	5 KZEL-F	5 KNRQ-AF <	5 KUGN	5 KUGN	5 KPNW <	5 KZEL-F <	5 KZEL-F	5 KUGN <	5 KKXO	5 KZEL-F
	6 KKTT-F	6 KEHK-F	5 KEHK-F <	6 KODZ-F	6 KODZ-F <	6 KPNW >	6 KPNW <	6 KZEL-F <	6 KPNW	5 KNRQ-AF
	6 KEHK-F >	7 KUGN <	7 KODZ-F	6 KEHK-F <	7 KZEL-F <	7 KODZ-F <	7 KKXO <	7 KEHK-F <	6 KKTT-F	5 KKXO
		8 KKTT-F <	8 KKTT-F	8 KKTT-F	8 KDUK-F	8 KNRQ-AF <	8 KKTT-F <	8 KKTT-F <	8 KZEL-F	8 KKTT-F
						9 KKTT-F	9 KODZ-F <	9 KODZ-F	8 KEHK-F >	

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

Other Rated Stations			Metro Share	Cume Rating	TSA AQH	Cume
KCST-F	SAC	106.9 Florence	0.8	1.4	3	36
KORE	REL	1050 Springfield	0.8	3.6	3	96



# EUGENE-SPRINGFIELD

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Cumulus, pend.</b> KEHK-FM, KKTT-FM, KNRQ-AF, KUGN-AM, KZEL-FM	29.2 %	30.3 %	%	AC	0 (0)	31 (1)	31 (1)	11.1 %	9.0 %
<b>Local</b> KGNU-FM, KXOX-AM, KMGE-FM	23.0 %	24.8 %	%	AOR/Classic/NR	0 (1)	45 (2)	45 (3)	16.1 %	17.4 %
<b>McCoy</b> KDUK-FM, KODZ-FM, KPNW-AM	21.0 %	20.1 %	%	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				CHR	0 (0)	44 (1)	44 (1)	15.8 %	12.2 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	56 (2)	56 (2)	20.1 %	19.8 %
				Full Service	17 (1)	0 (0)	17 (1)	6.1 %	9.7 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	29 (1)	0 (0)	29 (1)	10.4 %	10.1 %
				Oldies	0 (0)	33 (2)	33 (2)	11.8 %	13.5 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	3 (1)	0 (0)	3 (1)	1.1 %	1.7 %
				Soft AC	0 (0)	3 (1)	3 (1)	1.1 %	0.0 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	18 (1)	0 (0)	18 (1)	6.5 %	6.6 %
	<b>73.2 %</b>	<b>75.2 %</b>	<b>%</b>	<b>Totals</b>	<b>67 (5)</b>	<b>212 (9)</b>	<b>279 (14)</b>		

### AM Stations

Station	Freq	Pwr	Format	Source	Partner	Notes
KKXO	1450	1 kw	Standards	Westwd	\$<20.00 Allied	KGNU-F/KMGE-F
KNRQ	1320	1 kw/0.040 kw	Simul. KNRQ-F			
KPNW	1120	50 kw (DA-1)	Full Service	ABC	\$21.00 Katz	McCoy
KUGN	590	5 kw/1 kw (DA-N)	News/Talk	CBS, ESPN, WW1	\$20.00 Mc-Guild	Cumulus, pend.

### FM Stations

Station	Freq	Pwr	Format	Source	Partner	Notes
KDUK	104.7	63 kw @ 2325	CHR		\$21.00 Mc-Guild	McCoy Florence
KEHK	102.3	100 kw @ 918	Classic Hits		\$<20.00 Mc-Guild	Cumulus, pend. Brownsville
KGNU	93.1	100 kw @ 984	Country		\$35.00 Allied	KKXO/KMGE-F
KKTT	97.9	100 kw @ 1010	Country	CBS	\$43.00 Mc-Guild	Cumulus, pend.
KMGE	94.5	100 kw @ 1299	AC		\$40.00 Allied	KKXO/KGNU-F
KNRQ	95.3	0.6 kw @ 1207	AOR-New Rock		\$28.00 Christal	Cumulus, pend. Creswell
KODZ	99.1	100 kw @ 1630	Oldies		\$25.00 Katz	McCoy
KZEL	96.1	100 kw @ 1092	Classic AOR	Westwd, Source	\$26.00 Christal	Cumulus, pend.

Notes: Station revenues are not available . . . 12/99 KNRQ-AF and KZEL-F sold by McDonald Media to Cumulus as part of a \$41,000,000 group transaction . . . 3/00 KEHK-F, KKTT-F and KUGN sold to Cumulus for \$7,780,000

# EVANSVILLE

<b>Arbitron Rank</b> 152 <b>Pop (12+)</b> 241,800	<b>Stations</b> 18 / 13	<b>Last Year's Revenue:</b> \$16,000,000
<b>MSA Rank:</b> 162	<b>Diaries:</b> 1,016 / 238:1 / 52.0%	<b>Household Income:</b> \$42,051
<b>MSA Pop:</b> 290,000	<b>Sample Target:</b> 980	<b>Total Retail Sales:</b> \$2.9 Bil.
<b>DMA:</b> 96	<b>% Below Line:</b> 6.0	<b>#1 Biller:</b> WIKY-F \$3,800,000
<b>Average Persons Rating:</b> 15.1	<b>% Not Listed:</b> 11.5	<b>#1 Billing Portfolio</b>
<b>Market TSL in Hours</b> 20.25	<b>Pop per Station:</b> 18,600	Brill \$6,700,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	WIKY-F	80 / 21.9	18.4	17.5	20.3	17.1	871 / 36.0	34.1	33.5	100 / 1290	E	WIKY-F
2	WSTO-F	42 / 11.5	7.6	9.0	8.8	10.9	661 / 27.3	23.5	26.4	103 / 1742	D	WSTO-F
3	WKDQ-F	40 / 11.0	8.9	12.6	12.3	11.7	574 / 23.7	22.0	24.3	75 / 1176	D	WKDQ-F
4	WGBF-F	27 / 7.4	7.6	7.7	6.6	7.5	440 / 18.2	20.1	22.5	41 / 677	C	WGBF-F
5	WABX-F	23 / 6.3	7.6	5.5	6.0	7.7	307 / 12.7	14.4	13.1	24 / 348	B	WABX-F
6	WYNG-F	21 / 5.8	8.4	6.3	4.9	6.4	376 / 15.6	16.9	15.6	29 / 514	B	WYNG-F
7	WJPS-F	14 / 3.8	6.2	6.6	7.9	5.6	302 / 12.5	16.2	14.6	24 / 504	C	WJPS-F
8	WGBF	11 / 3.0	3.5	3.6	3.6	2.4	220 / 9.1	8.5	9.2	17 / 332	A	WGBF
8	WEOA	11 / 3.0	4.1	2.7	2.7	2.9	119 / 4.9	6.2	5.6	11 / 134	A	WEOA
10	WDKS-F	10 / 2.7	3.8	4.4	4.1	2.1	259 / 10.7	13.0	14.0	12 / 354	A	WDKS-F
10	WBKR-F	10 / 2.7	2.4	3.0	3.0	2.4	204 / 8.4	10.4	8.6	66 / 1099	D	WBKR-F
12	WGAB	8 / 2.2	1.4	0.5	0.5	0.8	48 / 2.0	2.2	1.4	8 / 50	A	WGAB

12+ FM Share (Metro): 88.54% (286 of 323) (Fall 98: 88.00%)

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

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

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WSON	ST	860	Henderson	1.9	5.1	8	171	WKTG-F	CL AOR	93.9	Madisonville, KY	0.5	2.9	25	408
WTRI-F	CL HITS	94.9	Mt. Carmel, IL	1.9	8.1	36	667	WQXQ-F	AC/CHR	101.9	Central City, KY	0.5	4.3	19	464
								WRAY-F	C	98.1	Princeton, IN	1.6	3.7	21	260
								WRUL-F	C	97.3	Carmi, IL	0.5	2.5	7	170

# EVANSVILLE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Brill</b>	25.2 %	20.6 %	41.8 %	AC	0 (0)	92 (3)	92 (3)	28.5 %	25.5 %
WBKR-FM, WKDQ-FM, WSTO-FM				AOR/Classic/NR	0 (0)	52 (3)	52 (3)	16.1 %	15.4 %
<b>Cumulus, pend.</b>	18.1 %	19.8 %	18.4 %	Black/Urban	11 (1)	0 (0)	11 (1)	3.4 %	3.1 %
WGBF-AM, WGBF-FM, WTRI-FM, WYNG-FM				CHR	0 (0)	42 (1)	42 (1)	13.0 %	10.2 %
<b>South Central</b>	35.0 %	40.4 %	34.8 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WABX-FM, WEOA-AM, WIKY-FM, WJPS-FM				Country	0 (0)	79 (5)	79 (5)	24.5 %	26.2 %
	<b>78.3 %</b>	<b>80.8 %</b>	<b>95.0 %</b>	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	11 (1)	0 (0)	11 (1)	3.4 %	4.0 %
				Oldies	0 (0)	21 (2)	21 (2)	6.5 %	10.8 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.6 %
				Standards/EZ	15 (2)	0 (0)	15 (2)	4.6 %	4.3 %
				<b>Totals</b>	<b>37 (4)</b>	<b>286 (14)</b>	<b>323 (18)</b>		

### AM Stations

Station	Freq	Power	Format	Owner	Price	Buyer	Station	Location
WEOA	1400	1 kw	Black	ABC	\$ NA	---	South Central	
WGAB	1180	0.675 kw (Days)	Standards	Jones	\$<20.00	---		Newburgh
WGBF	1280	5 kw/1 kw (DA-N)	Talk	CNN, Westwd	\$<20.00	Allied	Cumulus, pend.	

### FM Stations

Station	Freq	Power	Format	Owner	Price	Buyer	Station	Location
WABX	107.5	2 kw @ 561	Classic AOR		\$ NA	Katz	South Central	
WDKS	106.1	6 kw @ 328	AC/CHR	Westwd, CBS, 1-On-1	\$<20.00	Allied	WGAB	Newburgh
WGBF	103.1	3.2 kw @ 453	AOR	Westwd	\$40.00	Allied	Cumulus, pend.	Henderson, KY
WIKY	104.1	39 kw @ 571	AC	Westwd	\$67.00	Katz	South Central	
WJPS	93.5	3 kw @ 328	Oldies	Westwd	\$22.00	Katz	South Central	Chandler
WKDQ	99.5	100 kw @ 985	Country	ABC	\$50.00	Christal	Brill	Henderson
WSTO	96.1	100 kw @ 1000	CHR	ABC	\$45.00	Katz	Brill	Owensboro, KY
WYNG	105.3	50 kw @ 390	Country	CBS	\$33.00	Eastman	Cumulus, pend.	

Notes: WBKR-F -- See Owensboro, KY in the Fall 1999 Small Market edition . . . 10/99 WBNL-AF (Boonville) sold to John Englebrecht for \$400,000 (American Communications Partners) . . . 11/99 WGBF-AF, WTRI-F and WYNG-F sold by Connoisseur to Cumulus as part of a \$242,000,000 group transaction

# FARGO-MOORHEAD

Arbitron Rank 211 Pop (12+) 141,200	Stations 15 / 13	Last Year's Revenue: \$11,600,000
MSA Rank: 223	Diaries: 938 / 151:1 / 64.7%	Household Income: \$45,415
MSA Pop: 170,000	Sample Target: 860	Total Retail Sales: \$2.2 Bil.
DMA: 115	% Below Line: 2.1	#1 Biller: KFGO \$3,200,000
Average Persons Rating: 16.7	% Not Listed: 11.9	#1 Billing Portfolio
Market TSL in Hours 22.00	Pop per Station: 10,862	J. Ingstad \$5,265,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	KFGO	FS	37 / 15.7	15.2	17.5	15.6	397 / 28.1	27.8	32.1	67 / 843	E	KFGO
2	KVOX-F	C	25 / 10.6	9.3	10.0	9.7	381 / 27.0	25.8	26.5	35 / 606	C	KVOX-F
3	WDAY-F	CHR	23 / 9.8	8.9	10.0	8.0	472 / 33.4	29.7	29.6	32 / 799	B	WDAY-F
4	KLTA-F	AC	22 / 9.3	9.3	6.1	9.7	316 / 22.4	22.3	16.4	37 / 532	C	KLTA-F
5	KPFX-F	CL AOR	18 / 7.6	9.7	6.6	9.7	239 / 16.9	17.9	19.1	30 / 341	B	KPFX-F
6	KFGO-F	C	15 / 6.4	7.6	7.4	9.3	247 / 17.5	17.7	21.5	31 / 600	C	KFGO-F
7	WDAY	N/T	14 / 5.9	6.7	8.3	6.8	261 / 18.5	20.8	22.3	26 / 503	B	WDAY
7	KQWB-F	AOR	14 / 5.9	7.6	6.1	6.8	262 / 18.6	20.5	18.4	23 / 438	B	KQWB-F
9	KFGX-F	AOR	10 / 4.2	5.1	4.4	3.4	206 / 14.6	14.2	12.8	31 / 450	A	KFGX-F
10	KULW-F	O	9 / 3.8	3.0	3.1	3.8	175 / 12.4	11.3	11.2	10 / 233	A	KULW-F

12+ FM Share (Metro): 70.67% ( 147 of 208 ) ( Fall 98: 63.18% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WDAY-F >>>	1 WDAY-F <	1 KVOX-F	1 KVOX-F <	1 KVOX-F <	1 KFGO >>>	1 KFGO >	1 KFGO	1 KFGO <	1 WDAY-F	1 KFGO >
	2 KVOX-F	2 KLTA-F <	2 KPFX-F	2 KLTA-F <	2 WDAY	2 KVOX-F	2 KVOX-F	2 WDAY-F	2 KQWB-F	2 WDAY-F
	2 KQWB-F <	3 WDAY-F	3 KLTA-F	3 KPFX-F <	2 KLTA-F	3 KLTA-F	3 KLTA-F	2 KLTA-F	3 KFGO	3 KVOX-F
	4 KPFX-F	3 KPFX-F	4 KFGO	4 KFGO	4 KVOX-F	4 WDAY-F	4 KPFX-F <	4 KVOX-F <	4 KVOX-F	4 WOAY
	5 KLTA-F	5 KQWB-F	5 KFGO-F	5 KFGO-F	5 KFGO-F	5 KPFX-F <	5 WDAY-F <	5 KPFX-F	5 KLTA-F	4 KPFX-F
	5 KFGX-F >	6 KFGO-F	6 WDAY-F	6 WDAY-F	6 KULW-F	6 WDAY <	6 KFGO-F	6 KQWB-F	6 WDAY	6 KQWB-F
		7 KFGO <		7 KQWB-F	6 KPFX-F >	7 KFGO-F >	7 WDAY	7 KFGO-F	6 KVM-F	6 KFGO-F
									6 KPFX-F	8 KLTA-F
									6 KFGO-F	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WDAY-F >>	1 WDAY-F	1 KVOX-F >	1 KLTA-F <	1 KLTA-F	1 KQWB-F >>	1 KQWB-F >	1 KPFX-F	1 KQWB-F	1 KPFX-F	1 KFGO >>
2 KLTA-F >	2 KVOX-F	2 WDAY-F	2 KVOX-F	2 KVOX-F >	2 WDAY-F >	2 KPFX-F	2 KQWB-F	1 KPFX-F >	1 KFGO >	2 WDAY-F
3 KVOX-F >>	3 KLTA-F >>	2 KPFX-F	3 WDAY-F >	3 WDAY-F	3 KFGX-F >>	3 KFGX-F	2 KFGX-F	3 KVOX-F	3 KVOX-F	2 WDAY
	4 KPFX-F	2 KLTA-F >	4 KFGO-F	4 KFGO-F	4 WDAY-F	4 WDAY-F	4 KVOX-F >	3 KFGO	3 KQWB-F	2 KVOX-F
	4 KFGO-F >		5 KPFX-F >	4 KFGO	4 KVOX-F			5 WDAY-F	5 KFGO-F	2 KQWB-F
				6 KPFX-F				5 KFGX-F	6 WDAY	2 KPFX-F >
								5 KFGO-F >	6 KVM-F	
									6 KLTA-F	
									6 KFGX-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KQWB	ST	1550	W. Fargo	2.5	5.7	10 178	KRCQ-F	C	102.3	Detroit Lakes, MN	1.3	2.3	15 161
KVM-F	T	96.7	Arthur	2.5	2.0	6 34	KZCR-F	CL AOR	103.3	Fergus Falls, MN	0.8	4.9	8 167
KVOX	SPRTS	1280	Moorhead	1.7	5.6	5 105							

# FARGO-MOORHEAD

Consolidation Report		12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>James Ingstad</b>		31.8 %	27.6 %	45.4 %	<b>AC</b>	0 (0)	22 (1)	22 (1)	10.6 %	10.6 %
KFGO-AM, KFGO-FM, KFGX-FM, KULW-FM, KVOX-AM					<b>AOR/Classic/NR</b>	0 (0)	44 (4)	44 (4)	21.2 %	19.9 %
<b>Triad</b>		35.9 %	41.7 %	39.9 %	<b>Black/Urban</b>	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KLTA-FM, KPFX-FM, KQWB-AM, KQWB-FM, KVOX-FM					<b>CHR</b>	0 (0)	23 (1)	23 (1)	11.1 %	11.4 %
		<b>67.7 %</b>	<b>69.3 %</b>	<b>85.3 %</b>	<b>Classical</b>	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
					<b>Country</b>	0 (0)	43 (3)	43 (3)	20.7 %	20.4 %
					<b>Full Service</b>	37 (1)	0 (0)	37 (1)	17.8 %	20.4 %
					<b>Hispanic</b>	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
					<b>Jazz</b>	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
					<b>News/Talk</b>	14 (1)	6 (1)	20 (2)	9.6 %	9.5 %
					<b>Oldies</b>	0 (0)	9 (1)	9 (1)	4.3 %	4.5 %
					<b>Others/Unknown</b>	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
					<b>Religion/Gospel</b>	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
					<b>Soft AC</b>	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
					<b>Sports</b>	4 (1)	0 (0)	4 (1)	1.9 %	4.0 %
					<b>Standards/EZ</b>	6 (1)	0 (0)	6 (1)	2.9 %	3.0 %
					<b>Totals</b>	<b>61 (4)</b>	<b>147 (11)</b>	<b>208 (15)</b>		

### AM Stations

KFGO	790	5 kw (DA-N)	Full Svc.	CBS	\$41.00	CBS	J. Ingstad
WDAY	970	5 kw (DA-N)	Talk	ABC	\$23.00	Katz	Fargo Forum

### FM Stations

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

Notes: 10/99 KOCL-F changed from Oldies to Talk as KVMI-F . . . 11/99 KPHT-F changed calls to KULW-F ("Kool 92.7") . . . 12/99 KFGX-F changed from AOR to AC as KRVI-F ("The River") . . . 12/99 KVMI-F sold to Vision Management, Inc. (price NA)

# FAYETTEVILLE, NC

Arbitron Rank 126 Pop (12+) 325,700	Stations 28 / 15	Last Year's Revenue: \$16,900,000
MSA Rank: 164	Diaries: 1,032 / 316:1 / 44.2%	Household Income: \$42,062
MSA Pop: 286,000	Sample Target: 1,070	Total Retail Sales: \$4.7 Bil.
DMA: Raleigh (#29)	% Below Line: 16.3	#1 Biller: WKML-F \$4,000,000
Average Persons Rating: 14.1	% Not Listed: 11.3	#1 Billing Portfolio
Market TSL in Hours 18.75	Pop per Station: 21,713	Beasley \$10,240,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	WZFX-F	B	68 / 14.8	16.5	16.1	15.8	946 / 29.1	29.1	28.5	101 / 1530	E	WZFX-F
2	WKML-F	C	56 / 12.2	14.9	16.1	11.9	851 / 26.1	22.2	28.2	92 / 1386	F	WKML-F
3	WQSM-F	AC	55 / 12.0	10.0	6.6	7.4	832 / 25.6	26.2	19.3	73 / 1241	D	WQSM-F
4	WRCQ-F	AOR	27 / 5.9	5.5	5.1	5.1	513 / 15.8	15.2	16.1	38 / 755	C	WRCQ-F
5	WFLB-F	O	24 / 5.2	6.9	7.2	7.6	429 / 13.2	15.1	19.1	48 / 893	C	WFLB-F
6	WUKS-F	B/AC	23 / 5.0	3.5	4.0	4.3	358 / 11.0	10.5	10.6	27 / 454	B	WUKS-F
7	WKQB-F	CL AOR	17 / 3.7	2.7	3.6	5.3	338 / 10.4	8.1	10.1	35 / 535	C	WKQB-F
8	WNNL-F	B/G	16 / 3.5	2.5	2.6	2.0	195 / 6.0	4.7	5.3	28 / 292		WNNL-F
8	WFNC	N/T	16 / 3.5	3.3	4.0	4.3	268 / 8.2	7.3	10.0	23 / 408	C*	WFNC
10	WIDU	B/G	14 / 3.1	3.3	1.9	2.3	148 / 4.6	3.6	4.2	15 / 166	A	WIDU
11	WRAL-F	AC/CHR	11 / 2.4	1.4	2.8	2.1	293 / 9.0	10.3	12.9	29 / 588		WRAL-F
12	WFMO	B/G	8 / 1.7	1.0	0.9	2.3	51 / 1.6	1.7	2.2	8 / 51		WFMO
12	WCCG-F	B/O	8 / 1.7	2.7	1.5	2.1	165 / 5.1	5.9	4.0	9 / 181		WCCG-F
12	WBBB-F	AOR	8 / 1.7	1.2	0.9	0.8	192 / 5.9	6.2	4.8	21 / 408		WBBB-F

12+ FM Share (Metro): 88.94% (362 of 407) (Fall 98: 88.50%)

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WZFX-F	1 WZFX-F	1 WZFX-F	1 WQSM-F <	1 WKML-F	1 WZFX-F >>	1 WZFX-F	1 WRCQ-F	1 WZFX-F	1 WKML-F	1 WZFX-F >>
1 WQSM-F >>	2 WQSM-F >>	2 WQSM-F >	2 WZFX-F >	1 WQSM-F <	2 WRCQ-F	2 WRCQ-F	2 WKQB-F	2 WQSM-F	1 WQSM-F <	2 WKML-F
3 WKML-F >	3 WKML-F >	3 WKML-F >	3 WKML-F >	3 WZFX-F >	3 WQSM-F >	3 WQSM-F >	2 WQSM-F	3 WKML-F	3 WKQB-F	3 WQSM-F
	4 WRCQ-F >	4 WFLB-F	4 WFLB-F	4 WFLB-F >	4 WKML-F	4 WZFX-F >	4 WRCQ-F	4 WRCQ-F	4 WZFX-F <	4 WUKS-F
		4 WRCQ-F >	4 WNNL-F	5 WUKS-F	5 WKQB-F >	5 WKML-F	5 WKQB-F	5 WKQB-F	5 WUKS-F	
			6 WRCQ-F	5 WNNL-F		5 WUKS-F >	6 WUKS-F >>	6 WUKS-F >>	6 WRCQ-F >	
			6 WUKS-F	7 WRAL-F >						

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WAZZ	ST	1490	Fayetteville	0.7	2.4	3	87	WCLN-F	REL-CC	107.3	Clinton	1.3	5.0	14	280
WFNC-F	N/T	102.3	Lumberton	0.4	1.5	3	70	WDCG-F	CHR	105.1	Durham	1.3	7.4	19	525
WKKE	G	1080	St Pauls	0.9	1.0	4	37	WEGX-F	C	92.9	Dillon, SC	1.5	5.8	24	465
WSTS-F	G	100.9	Fairmont	1.5	5.4	12	316	WKIX-FF	C	96.9	Goldsboro	0.7	2.5	10	271
								WMNX-F	B	97.3	Wilmington	0.4	2.5	9	255
								WQDR-F	C	94.7	Raleigh	1.1	6.1	32	603
								WRDU-F	AOR	106.1	Wilson	0.4	2.2	7	209
								WRSN-F	AC	93.9	Burlington	1.5	3.4	13	260
								WTRG-F	O	100.7	Rocky Mount	0.4	2.8	9	224

# FAYETTEVILLE, NC

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Beasley</b>	37.9 %	36.2 %	60.6 %	AC	0 (0)	73 (3)	73 (3)	17.9 %	11.7 %
WAZZ-AM, WFLB-FM, WKML-FM, WTEL-AM, WUKS-FM, WZFX-FM				AOR/Classic/NR	0 (0)	54 (4)	54 (4)	13.3 %	11.1 %
<b>Cumulus, pend.</b>	21.8 %	20.8 %	30.8 %	Black/Urban	0 (0)	101 (4)	101 (4)	24.8 %	24.6 %
WFNC-AM, WFNC-FM, WQSM-FM, WRCQ-FM				CHR	0 (0)	6 (1)	6 (1)	1.5 %	2.3 %
	<b>59.7 %</b>	<b>57.0 %</b>	<b>91.4 %</b>	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	71 (5)	71 (5)	17.4 %	21.4 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	16 (1)	2 (1)	18 (2)	4.4 %	5.1 %
				Oldies	0 (0)	26 (2)	26 (2)	6.4 %	9.4 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	26 (3)	29 (3)	55 (6)	13.5 %	13.1 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	3 (1)	0 (0)	3 (1)	0.7 %	1.2 %
				<b>Totals</b>	<b>45 (5)</b>	<b>362 (23)</b>	<b>407 (28)</b>		

### AM Stations

WFMO	860	1 kw/0.012 kw	Black Gospel	CNN	—	WSTS-F	Fairmont
WFNC	640	10 kw/1 kw (DA-N)	News/Talk	CBS	\$22.00 Katz	Cumulus, pend.	
WIDU	1600	5 kw/0.147 kw (DA-2)	Black Gospel	CNN	\$<20.00 —		

### FM Stations

WCCG	104.5	5 kw @ 305	Black Oldies	\$ NA	—		Hope Mills
WFLB	96.5	100 kw @ 1043	Oldies	\$23.00	D&R	Beasley	Laurinburg
WKML	95.7	100 kw @ 1043	Country	\$66.00	D&R	Beasley	Lumberton
WKQB	106.9	50 kw @ 492	Classic AOR	\$<20.00	Regional		Southern Pines
WQSM	98.1	100 kw @ 830	AC	\$45.00	Katz	Cumulus, pend.	
WRCQ	103.5	48 kw @ 502	AOR	\$31.00	—	Cumulus, pend.	Dunn
WUKS	107.7	6 kw @ 328	Black AC	ABC	\$<20.00	D&R	St. Pauls
WZFX	99.1	100 kw @ 981	Black	ABC	\$54.00	D&R	Whiteville

Notes: \* WFNC revenue level includes WFNC-F revenue . . . Other ranked stations – See Raleigh-Durham . . . 9/99 WFNC-AF, WQSM-F and WRCQ-F (plus Wilmington, NC stations) sold by Cape Fear to Cumulus for \$47,000,000 . . . 10/99 WCIE (1450) sold for \$45,000

# FLINT

Arbitron Rank 119 Pop (12+) 355,600	Stations 38 / 12	Last Year's Revenue: \$14,800,000
MSA Rank: 117	Diaries: 1,204 / 295:1 / 51.4%	Household Income: \$42,784
MSA Pop: 439,000	Sample Target: 1,260	Total Retail Sales: \$5.4 Bil.
DMA: 64 (w/Saginaw)	% Below Line: 31.5	#1 Biller: WCRZ-F \$4,400,000
Average Persons Rating: 14.9	% Not Listed: 11.7	#1 Billing Portfolio
Market TSL in Hours 20.00	Pop per Station: 29,633	Cumulus, pend. \$7,230,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	WWCK-F	57 / 10.8	11.0	11.0	11.2	10.4	959 / 27.0	27.5	23.9	64 / 1203	E	WWCK-F
2	WDZZ-F	52 / 9.8	12.3	12.2	10.8	11.1	575 / 16.2	18.5	19.5	52 / 612	E	WDZZ-F
3	WCRZ-F	49 / 9.3	8.5	8.8	8.3	9.7	638 / 17.9	17.9	19.9	61 / 874	F	WCRZ-F
4	WFBE-F	38 / 7.2	7.7	7.1	8.3	4.1	599 / 16.8	17.1	16.4	43 / 740	C	WFBE-F
5	WHNN-F	37 / 7.0	5.7	5.4	5.5	5.4	541 / 15.2	14.8	14.9	65 / 923		WHNN-F
6	WWBN-F	26 / 4.9	3.3	3.9	4.1	2.5	388 / 10.9	11.8	9.5	31 / 503	B	WWBN-F
7	WKQF-F	23 / 4.3	3.5	4.1	5.0	7.0	460 / 12.9	11.5	14.4	41 / 765		WKQF-F
8	WOWE-F	20 / 3.8	3.3	3.2	3.9	2.9	298 / 8.4	8.4	8.7	20 / 298	A	WOWE-F
9	WDFD	17 / 3.2	2.9	1.9	2.3	3.2	300 / 8.4	8.3	6.6	20 / 344	B	WDFD
10	WIOG-F	16 / 3.0	2.8	3.0	1.8	3.2	555 / 15.6	12.1	12.1	29 / 794		WIOG-F
11	WJR	15 / 2.8	3.7	3.6	3.9	5.2	352 / 9.9	11.2	10.4	23 / 571		WJR
12	WRSR-F	11 / 2.1	1.8	2.1	1.8	2.2	223 / 6.3	5.5	6.2	14 / 298	A	WRSR-F
12	WOAP	11 / 2.1	2.4	1.7	2.5	3.8	94 / 2.7	3.3	2.4	12 / 110	A	WOAP
12	WFNT	11 / 2.1	1.3	1.3	2.0	1.6	133 / 3.7	2.8	3.1	12 / 154	A	WFNT
12	WFLT	11 / 2.1	3.3	2.1	2.5	2.7	132 / 3.7	5.3	5.1	11 / 132	A	WFLT

12+ FM Share (Metro): 84.58% (395 of 467) (Fall 98: 86.70%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WWCK-F>>	1 WWCK-F	1 WWCK-F	1 WWCK-F <	1 WCRZ-F <	1 WCRZ-F	1 WWCK-F <	1 WCRZ-F	1 WWCK-F <	1 WDZZ-F	1 WDZZ-F
2 WDZZ-F>>	2 WDZZ-F>	2 WDZZ-F	2 WDZZ-F <	2 WWCK-F <	2 WHNN-F	2 WDZZ-F	2 WWCK-F	2 WCRZ-F	2 WWCK-F>	2 WWCK-F <
3 WIOG-F>	3 WWBN-F	3 WCRZ-F	3 WCRZ-F	3 WDZZ-F	3 WFBE-F	3 WCRZ-F	3 WHNN-F	3 WDZZ-F	3 WCRZ-F	3 WFBE-F
4 WFBE-F <	4 WFBE-F	4 WFBE-F	4 WFBE-F	4 WFBE-F	4 WDZZ-F	4 WHNN-F	4 WFBE-F	4 WFBE-F	4 WFBE-F <	4 WCRZ-F <
5 WCRZ-F >	5 WWBN-F>	5 WWBN-F	5 WWBN-F	5 WHNN-F	5 WWCK-F	5 WFBE-F	5 WDZZ-F <	5 WHNN-F	5 WWBN-F	5 WHNN-F
6 WKQF-F	6 WHNN-F	6 WHNN-F	6 WHNN-F	6 WWBN-F>	6 WKQF-F <	6 WDFD <	6 WKQF-F	6 WWBN-F	6 WHNN-F	6 WOWE-F>
7 WIOG-F	7 WKQF-F <	7 WKQF-F	7 WKQF-F	7 WOWE-F <	7 WDFD	7 WWBN-F	7 WWBN-F>	7 WKQF-F <	7 WIOG-F	7 WKQF-F
	8 WIOG-F <	8 WOWE-F <	8 WKQF-F	8 WKQF-F	7 WJR <	8 WJR <	8 WOWE-F	8 WOWE-F	7 WOWE-F	7 WIOG-F <
	9 WOWE-F>	9 WIOG-F	9 WIOG-F	9 WIOG-F	9 WOWE-F	9 WKQF-F	9 WKQF-F	9 WIOG-F>	9 WRSR-F>	9 WWBN-F <
						10 WKRF-F	10 WFNT <	10 WJR <		10 WJR

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WWCK-F	1 WWCK-F	1 WDZZ-F	1 WWCK-F	1 WCRZ-F <	1 WWCK-F	1 WWBN-F	1 WWBN-F	1 WWBN-F	1 WWBN-F	1 WWCK-F
2 WDZZ-F>>	2 WDZZ-F>	2 WWCK-F>	2 WDZZ-F	2 WWCK-F <	2 WWBN-F	2 WWCK-F	2 WWCK-F	2 WWCK-F	1 WCRZ-F <	1 WDZZ-F>
3 WFBE-F>	3 WCRZ-F	3 WFBE-F	3 WCRZ-F	3 WDZZ-F	2 WDZZ-F>	3 WDZZ-F>>	3 WDZZ-F>	3 WDZZ-F <	3 WFBE-F <	3 WCRZ-F
4 WCRZ-F>>	4 WFBE-F>	3 WCRZ-F>	4 WFBE-F>	4 WFBE-F>	4 WIOG-F	4 WFBE-F	4 WFBE-F	4 WFBE-F	4 WWCK-F	4 WHNN-F
	5 WOWE-F	5 WKQF-F	5 WKQF-F	5 WHNN-F	4 WRXF-F>>	4 WRIF-F	4 WRIF-F>	5 WCRZ-F	4 WDZZ-F	4 WFNT
	5 WKQF-F	5 WOWE-F>	6 WHNN-F	6 WKQF-F				6 WHNN-F>	4 WHNN-F>	
			6 WIOG-F	7 WIOG-F				7 WDFD	7 WOWE-F	
				7 WOWE-F				8 WDFD	8 WDFD	
								9 WKQF-F	9 WKQF-F	
								9 WRIF-F	9 WRIF-F	

Consolidation Report	12+	25-54	Revenue
Cumulus, pend.	25.9 %	24.8 %	48.9 %
WDZZ-FM, WDFD-FM, WRSR-FM, WWCK-AM, WWCK-FM			
Regent	16.3 %	17.7 %	35.8 %
WCRZ-FM, WFNT-AM, WWBN-FM			
	<b>42.2 %</b>	<b>42.5 %</b>	<b>84.7 %</b>



# FLINT

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume		Format Performance	AM	FM	Total	%	Yr. Ago
WRXF-F	AOR	103.1	Lapeer	0.9	4.6	13	260	AC	0 (0)	72 (5)	72 (5)	15.4 %	14.6 %
WTRX	SPRTS	1330	Flint	0.6	1.9	4	97	AOR/Classic/NR	0 (0)	51 (8)	51 (8)	10.9 %	12.7 %
<b>Other Rated Stations--Outside Market</b>				Metro Share	Cume Rating	TSA AQH Cume		Format Performance	AM	FM	Total	%	Yr. Ago
CIMX-F	AOR-P	88.7	Windsor, ON	0.4	1.6	3	105	Black/Urban	0 (0)	84 (6)	84 (6)	18.0 %	21.0 %
WCSX-F	CLAOR	94.7	Birmingham	0.8	2.2	17	174	CHR	0 (0)	63 (3)	63 (3)	13.5 %	12.7 %
WDRO-F	CHR	93.1	Detroit	0.4	2.6	2	136	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WDTJ-F	B	105.9	Detroit	0.8	3.6	7	207	Country	0 (0)	67 (4)	67 (4)	14.3 %	14.2 %
WEEG-F	CL AOR	97.3	Essexville	0.6	1.9	9	140	Full Service	15 (1)	0 (0)	15 (1)	3.2 %	4.1 %
WGRV-F	B/O	105.1	Detroit	0.6	2.0	4	90	Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WILZ-F	CL AOR	104.5	Saginaw	0.8	3.6	5	147	Jazz	0 (0)	2 (1)	2 (1)	0.4 %	0.4 %
WITL-F	C	100.5	Lansing	0.6	1.7	12	199	News/Talk	32 (3)	6 (1)	38 (4)	8.1 %	4.5 %
WJLB-F	B	97.9	Detroit	0.4	1.8	3	134	Oldies	0 (0)	39 (2)	39 (2)	8.4 %	8.8 %
WKQI-F	CHR	95.5	Detroit	0.4	2.0	6	157	Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WKRK-F	T	97.1	Detroit	1.1	3.2	9	158	Religion/Gospel	11 (1)	0 (0)	11 (1)	2.4 %	2.4 %
WOMC-F	O	104.3	Detroit	0.4	1.2	6	140	Soft AC	0 (0)	11 (1)	11 (1)	2.4 %	2.4 %
WPLT-F	AC-NR	96.3	Detroit	0.4	1.2	2	65	Sports	3 (1)	0 (0)	3 (1)	0.6 %	0.4 %
WRIF-F	AOR	101.1	Detroit	1.3	5.5	12	317	Standards/EZ	11 (1)	0 (0)	11 (1)	2.4 %	1.9 %
WTCF-F	CHR	100.5	Carrollton	0.8	3.6	9	227	<b>Totals</b>	<b>72 (7)</b>	<b>395 (31)</b>	<b>467 (38)</b>		
WTLZ-F	B	107.1	Saginaw	0.6	2.8	3	105						
WUPS-F	AC	98.5	Houghton Lake	0.6	1.0	3	35						
WWMV-F	J	98.7	Detroit	0.4	1.6	3	71						
WWJ	N	95.0	Detroit	0.8	3.6	7	215						
WYCD-F	C	99.5	Detroit	0.6	1.3	6	124						

### AM Stations

WFDF	910	5 kw/1 kw (DA-2)	Talk	CBS, ESPN	<20.00	Allied	Cumulus, pend.
WFLT	1420	0.5 kw/0.142 kw (DA-2)	Gospel	Westwd	<20.00	Michigan	
WFNT	1470	5 kw/1 kw (DA-N)	Talk	ABC, Westwd, USA	<20.00	Katz	Regent

### FM Stations

WCRZ	107.9	50 kw @ 331	AC	CBS	\$98.00	Katz	Regent
WDZZ	92.7	3 kw @ 256	Black	ABC	\$50.00	Allied	Cumulus, pend.
WFBE	95.1	50 kw @ 243	Country		\$ NA	Eastman	Citadel, pend.
WOWE	98.9	3 kw @ 328	Black Oldies	ABC	<20.00	Christal	Vassar
WRSR	103.9	2.86 kw @ 482	Soft AC		<20.00	Allied	Cumulus, pend.
WWBN	101.7	3 kw @ 328	AOR	AMFM	\$22.00	Katz	Regent
WWCK	105.5	25 kw @ 328	CHR	Westwd	\$60.00	Allied	Cumulus, pend.

Notes: Other ranked stations -- See Saginaw-Bay City or Detroit . . . 11/99 WDZZ-F, WFDF, WRSR-F, WWCK-AF sold by Connoisseur to Cumulus as part of a \$242,000,000 group transaction . . . 12/99 WFBE-F sold by Liggett to Citadel as part of \$120,500,000 group transaction

# FORT MYERS-NAPLES

**Arbitron Rank** 71 **Pop (12+)** 556,600  
**MSA Rank:** 127-Ft. Myers; 199-Naples  
**MSA Pop:** 615,000  
**DMA:** 83  
**Average Persons Rating:** 16.1  
**Market TSL in Hours** 21.75

**Stations** 29 / 23  
**Diaries:** 1,593 / 349:1 / 49.6%  
**Sample Target:** 1,540  
**% Below Line:** 3.1  
**% Not Listed:** 11.5  
**Pop per Station:** 24,200

**Last Year's Revenue:** \$24,400,000  
**Household Income:** \$43,344  
**Total Retail Sales:** \$8.7 Bil.  
**#1 Biller:** WXKB-F \$3,500,000  
**#1 Billing Portfolio**  
 Beasley \$8,090,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	WAVV-F	EZ	105 / 11.7	11.9	15.2	12.1	1098 / 19.7	19.6	21.9	109 / 1168	C	WAVV-F
2	WXKB-F	CHR	78 / 8.7	8.5	8.0	8.7	1170 / 21.0	22.1	20.0	100 / 1516	E	WXKB-F
3	WJBX-F	AOR-NR	59 / 6.6	5.3	4.5	3.6	709 / 12.7	11.8	9.9	61 / 789	C	WJBX-F
4	WOLZ-F	O	55 / 6.1	5.0	6.5	5.2	750 / 13.5	14.4	15.2	62 / 841	C	WOLZ-F
5	WINK-AA	N/T	47 / 5.3	7.9	6.2	5.8	649 / 11.7	13.9	13.1	47 / 649	C	WINK-AA
6	WRXK-F	AOR	45 / 5.0	5.9	5.5	5.7	590 / 10.6	13.1	13.4	50 / 671	D	WRXK-F
7	WINK-F	AC	44 / 4.9	4.8	5.8	5.8	686 / 12.3	12.1	15.0	56 / 887	E	WINK-F
8	WWGR-F	C	43 / 4.8	4.4	5.2	4.0	518 / 9.3	10.4	10.1	54 / 716	C	WWGR-F
9	WCKT-F	C	36 / 4.0	5.5	5.1	7.3	642 / 11.5	13.0	11.7	40 / 685	D	WCKT-F
10	WOST-F	AC-NR	34 / 3.8	2.3	2.4	2.2	557 / 10.0	10.4	10.1	36 / 627	A	WOST-F
11	WJST-F	ST	26 / 2.9	5.4	3.8	5.2	385 / 6.9	9.4	8.2	26 / 400	A	WJST-F
12	WARO-F	CL AOR	25 / 2.8	3.7	2.9	5.1	452 / 8.1	9.3	8.9	28 / 527	C	WARO-F
12	WJGO-F	B/O	25 / 2.8				316 / 5.7			25 / 348		WJGO-F
14	WCCL-F	CL	23 / 2.6	2.0			307 / 5.5	3.8		23 / 312		WCCL-F
15	WQNU-F	C	22 / 2.5	2.1	2.7	2.8	378 / 6.8	6.9	6.8	23 / 391	A	WQNU-F
15	WTLT-F	SAC	22 / 2.5	1.7	2.4	2.3	283 / 5.1	5.9	8.2	23 / 296	A	WTLT-F
17	WDRR-F	J	20 / 2.2	1.8	2.0	1.3	353 / 6.3	5.2	5.8	20 / 353	A	WDRR-F

12+ FM Share (Metro): 86.62% (686 of 792) (Fall 98: 86.15%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WXKB-F >>>	1 WXKB-F <	1 WXKB-F <	1 WXKB-F <	1 WXKB-F	1 WAVV-F >	1 WAVV-F	1 WAVV-F >	1 WAVV-F <	1 WXKB-F >	1 WAVV-F >
2 WJBX-F >>>	2 WJBX-F >	2 WJBX-F >	2 WJBX-F <	2 WRXK-F <	2 WOLZ-F	2 WRXK-F <	2 WINK-AA	2 WXKB-F >	2 WJBX-F <	2 WXKB-F
3 WRXK-F	3 WRXK-F	3 WRXK-F	3 WRXK-F	3 WJBX-F <	3 WINK-AA	3 WXKB-F	3 WJBX-F <	3 WJBX-F	3 WAVV-F	3 WOLZ-F <
4 WOST-F <	4 WINK-F <	4 WINK-F <	4 WINK-F <	4 WINK-F <	4 WWGR-F	4 WOLZ-F	4 WXKB-F <	4 WOLZ-F	4 WINK-AA	4 WJBX-F >
5 WINK-F <	5 WOST-F	5 WOST-F	5 WOST-F	5 WOLZ-F	5 WCKT-F	5 WINK-F	5 WINK-F <	5 WRXK-F <	5 WOLZ-F	5 WWGR-F <
6 WWCL	6 WWGR-F <	6 WARO-F	6 WARO-F	6 WOST-F	6 WINK-F	5 WWGR-F <	6 WOLZ-F	6 WWGR-F <	6 WOST-F	6 WCKT-F
7 WWGR-F	7 WARO-F	7 WJGO-F <	7 WARO-F	7 WARO-F	7 WRXK-F	7 WJBX-F <	7 WRXK-F <	7 WINK-F	6 WWGR-F <	7 WINK-F <
	8 WOLZ-F	8 WOLZ-F	7 WJGO-F	7 WJST-F	8 WCKT-F	8 WCKT-F	8 WWGR-F	7 WOST-F	8 WCKT-F <	8 WQNU-F
	8 WJGO-F	8 WWGR-F	9 WWGR-F	9 WINK-F <	9 WINK-AA	9 WCKT-F	9 WINK-AA <	9 WINK-AA <	9 WCCL-F >	8 WJST-F <
			10 WTLT-F <	10 WARO-F <	9 WOST-F	9 WOST-F	9 WOST-F	10 WCKT-F	10 WCKT-F	10 WOST-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WXKB-F >>>	1 WXKB-F >	1 WXKB-F	1 WXKB-F >	1 WXKB-F >	1 WJBX-F >>	1 WJBX-F	1 WRXK-F >	1 WRXK-F <	1 WRXK-F >	1 WINK-AA
2 WJBX-F	2 WJBX-F >	2 WJBX-F >	2 WJBX-F	2 WJBX-F	2 WWGR-F	2 WRXK-F	2 WJBX-F	2 WJBX-F >	2 WJBX-F	2 WJBX-F
3 WINK-F >	3 WINK-F	3 WINK-F	3 WINK-F	2 WWGR-F <	2 WXKB-F	3 WXKB-F	2 WWCL	3 WOST-F	3 WARO-F	3 WXKB-F
	4 WOST-F	4 WOST-F	4 WWGR-F	4 WINK-F <	4 WRXK-F	4 WOST-F	2 WXKB-F	3 WXKB-F <	4 WINK-F	4 WAVV-F >
	5 WWCL >	5 WWGR-F	4 WTLT-F <	5 WOLZ-F <	5 WCKT-F >	4 WWCL	5 WINK-F	5 WARO-F	4 WOLZ-F	
		5 WWGR-F	6 WJGO-F <	6 WTLT-F <		6 WWGR-F	5 WOST-F	6 WINK-F	4 WOST-F <	
		7 WJGO-F >	7 WOST-F	7 WJGO-F <		6 WINK-F >	7 WHPT-F >	7 WWGR-F	7 WXKB-F >	
			7 WOLZ-F	8 WOST-F				7 WWCL	8 WJGO-F >	
								9 WOLZ-F		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WAFZ	SP	1490	Immokalee	0.8	1.6	7	90	WCVU-F	EZ	104.9	Solana	0.4	0.9	29	303
WSGL-F	AC/CHR	103.1	Naples	1.1	3.9	10	216	WHPT-F	CL AOR	102.5	Sarasota	0.8	2.6	22	294
WTLQ	T	1240	Pine Island Center	1.5	3.8	17	260	WIKX-F	C	92.9	Punta Gorda	0.3	1.2	33	351
WWCL	SP-C	1440	Lehigh Acres	1.8	2.0	20	135	WKII	ST	1070	Solana	1.1	2.4	38	405
WWCN	T	770	N. Fort Myers	1.0	3.4	10	210	WQAM	SPRTS	560	Miami	0.4	1.0	6	92

# FORT MYERS-NAPLES

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Beasley</b> WJBX-FM, WJST-FM, WRXK-FM, WWCN-AM, WXKB-FM	19.2 %	18.8 %	33.2 %	AC	0 (0)	88 (3)	88 (3)	11.1 %	10.7 %
<b>Clear Channel</b> WCKT-FM, WKII-AM, WOLZ-FM, WOST-FM, WQNU-FM	17.5 %	18.8 %	18.2 %	AOR/Classic/NR	0 (0)	136 (4)	136 (4)	17.2 %	16.1 %
<b>Local (LMA by Meridian)</b> WINK-AM, WINK-FM, WTLQ-AM	9.1 %	8.9 %	20.0 %	Black/Urban	0 (0)	25 (1)	25 (1)	3.2 %	0.0 %
<b>Meridian</b> WARO-FM, WNOG-AM, WTLT-FM	7.8 %	10.1 %	7.5 %	CHR	0 (0)	78 (1)	78 (1)	9.8 %	12.0 %
<b>Renda</b> WGUF-FM, WSGL-FM, WWGR-FM	5.9 %	5.9 %	9.6 %	Classical	0 (0)	23 (1)	23 (1)	2.9 %	0.0 %
				Country	0 (0)	104 (4)	104 (4)	13.1 %	15.2 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	23 (2)	0 (0)	23 (2)	2.9 %	2.1 %
				Jazz	0 (0)	20 (1)	20 (1)	2.5 %	3.0 %
				News/Talk	69 (4)	0 (0)	69 (4)	8.7 %	9.8 %
				Oldies	0 (0)	55 (1)	55 (1)	6.9 %	7.3 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Soft AC	0 (0)	22 (1)	22 (1)	2.8 %	0.0 %
				Sports	4 (1)	0 (0)	4 (1)	0.5 %	0.4 %
				Standards/EZ	10 (1)	135 (3)	145 (4)	18.3 %	23.5 %
				<b>Totals</b>	<b>106 (8)</b>	<b>686 (20)</b>	<b>792 (28)</b>		

## AM Stations

Station	Freq	Power	Format	Company	Advertiser	Agency	City
WINK	1200	10 kw/1 kw (DA-2)	News/Talk	CBS	\$32.00	Mc-Guild	WTLO/WINK-F
WNOG	1270	5 kw/1.9 kw (DA-2)	Simul. WINK				Meridian Naples

## FM Stations

Station	Freq	Power	Format	Company	Advertiser	Agency	City
WARO	94.5	100 kw @ 1014	Classic AOR		\$39.00	Mc-Guild	Meridian
WAVV	101.1	100 kw @ 981	Easy Listening	AP	\$40.00	Christal	Marco
WCCL	97.7	14.5 kw @ 430	Classical	ABC, UPI	\$ NA	---	Internart Punta Rassa
WCKT	107.1	25.5 kw @ 709	Country		\$62.00	Clr Chnl	Clear Channel Lehigh Acres
WDRR	98.5	2.2 kw @ 373	Jazz		\$ NA	Katz	Carlos Park
WINK	96.9	100 kw @ 1322	AC		\$66.00	Mc-Guild	WINK/WTLQ
WJBX	99.3	50 kw @ 285	New Rock		\$29.00	Eastman	Beasley Ft. Myers Beach
WJGO	102.9	50 kw @ 472	Black Oldies	Westwd	\$ NA	---	Tice
WJST	106.3	6 kw @ 266	Standards	ABC, Jones	\$18.00	Eastman	Beasley Ft. Myers Villa
WOLZ	95.3	79 kw @ 476	Oldies		\$34.00	Clr Chnl	Clear Channel
WOST	100.1	100 kw @ 476	Modern AC		\$ NA	Clr Chnl	Clear Channel Port Charlotte
WQNU	105.5	7.1 kw @ 594	Country	Westwd	\$ NA	Clr Chnl	Clear Channel Naples Park
WRXK	96.1	100 kw @ 1119	AOR	Westwd	\$50.00	D&R	Beasley Bonita Springs
WTLT	93.5	6 kw @ 328	Soft AC		\$ NA	Mc-Guild	Meridian
WWGR	101.9	100 kw @ 991	Country		\$32.00	Katz	Renda
WXKB	103.9	100 kw @ 981	CHR		\$46.00	D&R	Beasley Cape Coral

Notes: 9/99 WGUF-F (98.9) changed from Jazz to Talk . . . 1/00 WRXK-F changed from AOR to Classic AOR

# FORT PIERCE

**Arbitron Rank** 116 **Pop (12+)** 363,900  
**MSA Rank:** NA  
**MSA Pop:** NA  
**DMA:** W. Palm Beach (#45)  
**Average Persons Rating:** 16.3  
**Market TSL in Hours** 21.75

**Stations** 26 / 13  
**Diaries:** 766 / 475:1 / 51.8%  
**Sample Target:** 750  
**% Below Line:** 38.4  
**% Not Listed:** 18.9  
**Pop per Station:** 27,992

**Last Year's Revenue:** NA  
**Household Income:** \$39,094  
**Total Retail Sales:** \$4.4 Bil.  
**#1 Biller:** NA  
**#1 Billing Portfolio** NA

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level
1	WOSN-F	72 / 12.1	10.3	12.7	9.3	8.2	626 / 17.2	15.8	16.2	73 / 629	WOSN-F
2	WLDI-F	45 / 7.6	6.9	6.5	4.8	4.7	790 / 21.7	15.9	17.1	49 / 897	WLDI-F
3	WKGR-F	36 / 6.1	4.3	5.5	4.8	3.2	469 / 12.9	10.6	12.9	40 / 516	WKGR-F
4	WPBZ-F	AOR-NR	31 / 5.2	4.0	2.7	5.1	401 / 11.0	10.6	9.2	32 / 420	WPBZ-F
4	WFLM-F	B/A/C	31 / 5.2	6.7	5.7	4.1	316 / 8.7	11.1	12.6	33 / 334	WFLM-F
6	WZZR-F	T	28 / 4.7	5.2	4.6	4.8	298 / 8.2	11.0	11.5	29 / 303	WZZR-F
7	WJBW-F	ST	27 / 4.5	5.8	4.5	2.7	242 / 6.7	7.8	7.9	27 / 244	WJBW-F
8	WQOL-F	O	23 / 3.9	3.3	5.1	4.3	308 / 8.5	8.8	11.3	24 / 342	WQOL-F
9	WGYL-F	SAC	21 / 3.5	3.3	3.8	5.8	339 / 9.3	8.5	8.6	21 / 345	WGYL-F
10	WHLG-F	AC	20 / 3.4	1.4			210 / 5.8	4.1		20 / 210	WHLG-F
10	WMBX-F	AC-NR	20 / 3.4	2.9	2.7	5.1	397 / 10.9	10.6	10.4	22 / 437	WMBX-F
12	WPAW-F	C	19 / 3.2	3.1	4.1	2.7	218 / 6.0	6.4	8.5	23 / 270	WPAW-F
13	WEAT-F	SAC	14 / 2.4	2.9	2.2	4.8	268 / 7.4	6.6	6.9	16 / 313	WEAT-F
14	WOLL-F	O	12 / 2.0	3.4	3.4	0.5	296 / 8.1	7.9	6.9	12 / 308	WOLL-F
14	WAVW-F	C	12 / 2.0	2.3	2.2	2.4	293 / 8.1	7.1	7.5	13 / 309	WAVW-F
16	WPSL	T	11 / 1.9	1.8	2.4	2.1	195 / 5.4	4.0	6.1	11 / 196	WPSL
16	WWLV-F	J	11 / 1.9	0.5			138 / 3.8	1.9		11 / 140	WWLV-F
16	WIRK-F	C	11 / 1.9	4.0	3.3	1.5	246 / 6.8	5.8	7.6	13 / 255	WIRK-F

12+ FM Share (Metro): 93.35% (449 of 481) (Fall 98: 91.86%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WLDI-F >>>	1 WLDI-F	1 WLDI-F	1 WKGR-F <	1 WKGR-F	1 WOSN-F >>	1 WOSN-F >	1 WOSN-F >	1 WOSN-F	1 WLDI-F	1 WOSN-F >
2 WPBZ-F >>	2 WPBZ-F >	2 WKGR-F <	2 WLDI-F	2 WLDI-F	2 WJBW-F <	2 WKGR-F	2 WZZR-F >	2 WLDI-F >	2 WOSN-F	2 WLDI-F >
3 WFLM-F >>	3 WZZR-F	3 WPBZ-F	3 WZZR-F	3 WZZR-F <	3 WKGR-F	3 WLDI-F	3 WPBZ-F <	3 WJBW-F <	3 WFLM-F <	3 WKGR-F <
4 WFLM-F	4 WZZR-F	4 WFLM-F	4 WFLM-F	4 WFLM-F >	4 WQOL-F <	4 WPBZ-F <	4 WKGR-F <	4 WPBZ-F <	4 WPBZ-F >	4 WFLM-F
5 WMBX-F	5 WFLM-F	5 WPBZ-F	5 WPBZ-F	5 WPBZ-F	5 WGYL-F	5 WFLM-F	5 WLDI-F <	5 WFLM-F <	5 WKGR-F	5 WJBW-F
5 WKGR-F	6 WMBX-F	6 WMBX-F	6 WMBX-F	6 WMBX-F <	6 WFLM-F	5 WGYL-F <	6 WFLM-F <	6 WKGR-F	6 WJBW-F	6 WGYL-F <
7 WHLG-F	7 WHLG-F	7 WHLG-F	7 WHLG-F	7 WHLG-F >	7 WZZR-F	7 WMBX-F <	7 WJBW-F <	7 WHLG-F	7 WZZR-F	7 WPAW-F
	8 WPAW-F	8 WGYL-F	8 WPAW-F	8 WPAW-F	8 WHLG-F	8 WQOL-F <	8 WHLG-F	7 WPAW-F <	7 WPAW-F	8 WPBZ-F
	9 WGYL-F	9 WQOL-F	8 WGYL-F	8 WQOL-F <	8 WPAW-F	9 WHLG-F	9 WZZR-F <	9 WZZR-F <	9 WAVW-F	8 WQOL-F
				10 WQOL-F		10 WPAW-F <	10 WMBX-F	10 WQOL-F		10 WWLV-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovmtie
1 WPBZ-F	1 WLDI-F >	1 WLDI-F	1 WLDI-F	1 WLDI-F <	1 WPBZ-F	1 WLDI-F <	1 WZZR-F	1 WZZR-F <	1 WKGR-F <	1 WLDI-F
2 WLDI-F	2 WPBZ-F	2 WFLM-F	2 WFLM-F	2 WFLM-F	1 WLDI-F >>	2 WPBZ-F <	2 WLDI-F	2 WKGR-F	2 WZZR-F >	2 WPBZ-F
2 WPAW-F	3 WHLG-F	3 WMBX-F	3 WHLG-F	3 WMBX-F	3 WMBX-F >	3 WZZR-F >	3 WPBZ-F >	3 WPBZ-F	3 WPBZ-F <	3 WOSN-F
4 WHLG-F >	3 WFLM-F	4 WHLG-F	4 WMBX-F	4 WGYL-F	4 WZZR-F	4 WKGR-F >	4 WKGR-F >	4 WLDI-F >	4 WLDI-F	4 WFLM-F
5 WEAT-F >>	5 WPAW-F	5 WKGR-F	5 WPBZ-F	5 WQOL-F	4 WKGR-F >	5 WFLM-F	5 WFLM-F >	5 WFLM-F	5 WFLM-F >	
	6 WMBX-F	5 WPBZ-F	5 WPAW-F	5 WHLG-F		5 WMBX-F >		6 WMBX-F >	6 WHLG-F	
	7 WEAT-F >	5 WRMF-F >>	7 WGYL-F	5 WKGR-F					7 WMBX-F	
			7 WKGR-F	8 WPAW-F						
			9 WQOL-F	9 WOLL-F						
				9 WRMF-F						
				9 WWLV-F						

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume								
WAXE	T	1370	Gifford	1.3	3.5	8	130	WAOA-F	CHR	107.1	Melbourne	0.3	2.9	2	105
WCZR-F	T	101.7	Vero Beach	0.5	2.3	3	90	WJNO	N/T	1040	Boynton Beach	1.2	4.3	7	156
WJNX	N/T	1330	Fort Pierce	0.7	3.2	4	118	WRMF-F	AC	97.9	West Palm Beach	1.3	4.4	9	185
WSTU	O	1450	Stuart	0.3	1.7	2	62	WTKS-F	T	104.1	Cocoa Beach	0.5	1.7	3	69

# FORT PIERCE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>AMFM (Pend. to Clear Channel)</b>	12.5 %	14.3 %	%	AC	0 (0)	48 (3)	48 (3)	10.0 %	9.8 %
WAVW-FM, WAXE-AM, WCZR-FM, WQOL-FM, WZZR-FM				AOR/Classic/NR	0 (0)	67 (2)	67 (2)	13.9 %	15.7 %
	<b>12.5 %</b>	<b>14.3 %</b>	<b>%</b>	Black/Urban	0 (0)	31 (1)	31 (1)	6.4 %	6.9 %
				CHR	0 (0)	47 (2)	47 (2)	9.8 %	8.8 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	42 (3)	42 (3)	8.7 %	11.7 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	11 (1)	11 (1)	2.3 %	0.0 %
				News/Talk	30 (4)	34 (3)	64 (7)	13.3 %	6.7 %
				Oldies	2 (1)	35 (2)	37 (3)	7.7 %	10.9 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Soft AC	0 (0)	35 (2)	35 (2)	7.3 %	7.7 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	0 (0)	99 (2)	99 (2)	20.6 %	21.9 %
				<b>Totals</b>	<b>32 (5)</b>	<b>449 (21)</b>	<b>481 (26)</b>		

### AM Stations

WPSL	1590	5 kw/0.064 kw	Talk	CBS, BNN, ESPN	K&P	Port St. Lucie
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### FM Stations

WAVW	94.7	25 kw @ 295	Country		Katz	AMFM	Gifford
WFLM	104.7	25 kw @ 328	Black AC		Interep		White City
WGYL	107.1	50 kw @ 479	AC	ABC	—	Sandab	Vero Beach
WHLG	101.3	6 kw @ 328	AC		—		Port St. Lucie
WOSN	97.1	23 kw @ 348	Standards	Westwd, CNN	Mc-Guild	Centennial	
WPAW	99.7	26 kw @ 440	Country		—		Vero Beach
WQOL	103.7	50 kw @ 475	Oldies		Katz	AMFM	Vero Beach
WZZR	92.7	50 kw @ 482	Talk		Katz	AMFM	Stuart

Notes: Other ranked stations – See West Palm Beach . . . No revenue data are available . . . WPAW-F is LMA'd to AMFM . . . 10/99 WZZR-F changed from AOR to Talk . . . 10/99 AMFM and Clear Channel announced plans to merge. Divestitures in the market may be necessary . . . 1/00 WBBE-F changed from Hot AC to simulcasting Talk WZZR-F as WCZR-F

# FORT WAYNE

Arbitron Rank 101 Pop (12+)	393,700	Stations	19 / 18	Last Year's Revenue:	\$19,600,000
MSA Rank:	105	Diaries:	1,201 / 328:1 / 53.9%	Household Income:	\$48,023
MSA Pop:	480,000	Sample Target:	1,210	Total Retail Sales:	\$4.7 Bil.
DMA:	103	% Below Line:	0.7	#1 Biller:	WQHK-F \$3,100,000
Average Persons Rating:	14.6	% Not Listed:	17.2	#1 Billing Portfolio	
Market TSL in Hours	19.50	Pop per Station:	21,872	Federated	\$11,100,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	WQHK-F	55 / 9.5	9.7	13.4	10.5	10.8	769 / 19.5	20.4	23.4	62 / 895	E	WQHK-F
2	WSHI-F	52 / 9.0	6.2	6.3	5.1	3.4	516 / 13.1	10.6	10.5	59 / 616	A	WSHI-F
3	WAJI-F	45 / 7.8	7.0	9.0	7.9	9.2	684 / 17.4	16.3	18.4	58 / 1018	D	WAJI-F
4	WOWO	39 / 6.8	7.5	8.3	7.6	6.6	656 / 16.7	20.0	19.5	57 / 982	D	WOWO
4	WLDE-F	39 / 6.8	7.0	6.8	7.8	5.4	607 / 15.4	16.2	17.1	49 / 715	C	WLDE-F
6	WFWI-F	38 / 6.6	6.2	6.4	5.6	6.9	692 / 17.6	16.7	17.6	45 / 874	C	WFWI-F
7	WMEE-F	36 / 6.3	7.0	6.4	6.9	7.8	619 / 15.7	20.7	19.1	56 / 1132	C	WMEE-F
8	WBYP-F	34 / 5.9	8.2	6.6	6.4	6.3	501 / 12.7	16.4	14.4	82 / 1142	D	WBYP-F
9	WBTU-F	29 / 5.0	6.0	4.9	4.9	5.8	433 / 11.0	12.0	13.1	61 / 1075	C	WBTU-F
10	WJFX-F	28 / 4.9	5.7	4.2	2.7	4.4	439 / 11.2	12.7	8.3	29 / 481	A	WJFX-F
11	WEJE-F	18 / 3.1	3.3	5.0	3.9	4.6	407 / 10.3	10.8	12.5	27 / 659	B	WEJE-F
12	WYSR-F	15 / 2.6	2.2	1.6	2.7	2.9	214 / 5.4	7.4	8.9	15 / 222	A	WYSR-F
13	WCKZ-F	14 / 2.4	3.0	0.2	0.2	0.5	376 / 9.5	11.2	0.8	20 / 462		WCKZ-F
14	WXKE-F	12 / 2.1	3.2	1.6	2.4	2.7	210 / 5.3	7.8	4.9	13 / 245	B	WXKE-F

12+ FM Share (Metro): 88.26% (421 of 477) (Fall 98: 86.29%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJFX-F >>	1 WBYP-F <	1 WQHK-F <	1 WQHK-F <	1 WQHK-F	1 WSHI-F	1 WFWI-F <	1 WSHI-F <	1 WSHI-F	1 WJFX-F	1 WSHI-F
2 WCKZ-F	2 WQHK-F	2 WFWI-F <	2 WFWI-F	2 WAJI-F <	2 WOWO	2 WQHK-F	2 WQHK-F <	1 WQHK-F	2 WBYP-F	2 WQHK-F
3 WMEE-F >	3 WAJI-F <	3 WAJI-F	3 WAJI-F	3 WFWI-F <	3 WLDE-F <	3 WAJI-F	3 WAJI-F <	3 WLDE-F	3 WEJE-F	3 WJFX-F <
4 WEJE-F	4 WMEE-F	4 WBYP-F <	4 WMEE-F	4 WLDE-F	4 WQHK-F	4 WOWO <	4 WOWO	3 WAJI-F	4 WQHK-F	4 WMEE-F
	4 WFWI-F	5 WMEE-F	5 WLDE-F <	5 WMEE-F	5 WAJI-F	5 WSHI-F <	5 WLDE-F	5 WOWO <	5 WSHI-F <	5 WAJI-F <
	6 WEJE-F	6 WLDE-F <	6 WBYP-F	6 WBYP-F	6 WFWI-F	6 WLDE-F	6 WMEE-F	6 WFWI-F <	6 WAJI-F <	6 WLDE-F
	6 WJFX-F	7 WBTU-F	7 WBTU-F	7 WBTU-F	7 WBTU-F	7 WMEE-F	7 WBYP-F <	7 WMEE-F <	7 WOWO <	7 WBYP-F <
	8 WJFX-F <	8 WOWO	8 WOWO	8 WOWO	8 WMEE-F >	8 WBYP-F <	8 WFWI-F <	8 WBYP-F	8 WBTU-F	8 WBTU-F
	9 WEJE-F <	8 WYSR-F	9 WSHI-F <		9 WBTU-F	9 WBTU-F >>	9 WJFX-F <	9 WMEE-F	9 WCKZ-F	9 WOWO <
									9 WMEE-F	10 WFWI-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WQHK-F	1 WAJI-F	1 WQHK-F	1 WAJI-F	1 WAJI-F >	1 WBYP-F >	1 WBYP-F >	1 WBYP-F >	1 WFWI-F <	1 WFWI-F >	1 WQHK-F <
1 WAJI-F	1 WQHK-F >	2 WAJI-F >	2 WQHK-F	2 WQHK-F	2 WEJE-F	2 WFWI-F >	2 WFWI-F >	2 WBYP-F >	2 WLDE-F	2 WJFX-F <
3 WMEE-F	3 WMEE-F >	3 WMEE-F >	3 WMEE-F >	3 WMEE-F	3 WFWI-F	3 WEJE-F	3 WBTU-F	3 WQHK-F <	2 WBYP-F <	3 WOWO
3 WBTU-F	4 WJFX-F	4 WJFX-F	4 WBTU-F <	4 WLDE-F	4 WJFX-F >>>	4 WQHK-F	3 WQHK-F	4 WLDE-F	4 WQHK-F >	4 WBYP-F
3 WCKZ-F >	5 WBTU-F	5 WYSR-F	5 WYSR-F	5 WYSR-F	5 WJFX-F	5 WMEE-F	5 WMEE-F	5 WXKE-F	5 WOWO	5 WBTU-F
	6 WYSR-F	6 WFWI-F	6 WFWI-F	6 WFWI-F	6 WBTU-F	6 WEJE-F	6 WEJE-F	6 WBTU-F	6 WBTU-F <	5 WSHI-F
	6 WEJE-F	6 WLDE-F	6 WBTU-F	6 WBTU-F	6 WMEE-F	6 WLDE-F	6 WLDE-F	6 WEJE-F	7 WXKE-F	5 WGL
	6 WCKZ-F	8 WJFX-F >				6 WJFX-F >	6 WMEE-F	8 WMEE-F		
	6 WBYP-F						6 WOWO			

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WFCV	REL	1090	Fort Wayne	1.0	2.1	6 98	WMRI-F	EZ	106.9	Marion	0.7	1.8	15 274
WGL	T/SPRTS	1250	Fort Wayne	1.4	4.1	9 169							
WONO	SPRTS	1380	Fort Wayne	0.5	2.2	4 108							
WZBD-F	AC	92.7	Berne	0.3	1.1	2 41							

# FORT WAYNE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Federated</b> WBYSR-FM, WFWI-FM, WHWD-AM, WMEE-FM, WONO-AM, WOWO-AM	26.1 %	28.0 %	56.6 %	AC	0 (0)	47 (2)	47 (2)	9.9 %	13.9 %
<b>Local</b> WEXI-FM, WXKE-FM	2.1 %	3.0 %	4.1 %	AOR/Classic/NR	0 (0)	102 (4)	102 (4)	21.4 %	22.8 %
<b>Sarkes Tarzian</b> WAJI-FM, WLDE-FM	14.6 %	18.4 %	20.9 %	Black/Urban	0 (0)	15 (1)	15 (1)	3.1 %	4.8 %
<b>WGL</b> WCKZ-FM, WEJE-FM, WGL-AM, WGLL-AM, WYSR-FM	9.5 %	8.1 %	7.2 %	CHR	0 (0)	78 (3)	78 (3)	16.4 %	7.5 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	84 (2)	84 (2)	17.6 %	21.2 %
				Full Service	39 (1)	0 (0)	39 (1)	8.2 %	9.7 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	8 (1)	0 (0)	8 (1)	1.7 %	2.6 %
				Oldies	0 (0)	39 (1)	39 (1)	8.2 %	7.9 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	6 (1)	0 (0)	6 (1)	1.3 %	1.0 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.4 %
				Sports	3 (1)	0 (0)	3 (1)	0.6 %	0.4 %
				Standards/EZ	0 (0)	56 (2)	56 (2)	11.7 %	7.9 %
				<b>Totals</b>	<b>56 (4)</b>	<b>421 (15)</b>	<b>477 (19)</b>		

### AM Stations

WOWO	1190	50 kw (DA-N)	Full Service	ABC, CBS	\$37.00	Katz	Federated
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### FM Stations

WAJI	95.1	39 kw @ 579	AC		\$55.00	Katz	Sarkes Tarzian	
WBTU	93.3	50 kw @ 492	Country		\$36.00	Katz	62nd Street	Kendallville
WBYSR	98.9	50 kw @ 453	AOR	ABC	\$40.00	Eastman	Federated	Van Wert, OH
WCKZ	102.3	3 kw @ 300	Dance CHR		\$ NA	Mc-Guild	WGL	Auburn
WEJE	96.3	6.7 kw @ 554	New Rock		\$<20.00	Mc-Guild	WGL	Churubusco
WFWI	92.3	2.7 kw @ 482	Classic AOR	ABC	\$33.00	Eastman	Federated	
WJFX	107.9	2.5 kw @ 358	Dance CHR		\$<20.00	Allied		New Haven
WLDE	101.7	3 kw @ 328	Oldies		\$21.00	Katz	Sarkes Tarzian	
WMEE	97.3	26 kw @ 689	AC/CHR	CBS	\$30.00	Christal	Federated	
WQHK	105.1	13.5 kw @ 449	Country		\$50.00	Christal	Federated	Decatur
WSHI	106.3	1.95 kw @ 403	Standards	Westwd, CNN	\$ NA	--		Columbia City
WXKE	103.9	3 kw @ 328	AOR/Classic AOR		\$25.00	D&R	WEXI-F	
WYSR	94.1	6 kw @ 328	Black Oldies	Westwd, CNN	\$ NA	Mc-Guild	WGL	Roanoke

Notes: 10/99 WHWD changed calls to WONO; remains Sports

# FRESNO

Arbitron Rank 65 Pop (12+) 629,000	Stations 29 / 27	Last Year's Revenue: \$31,000,000
MSA Rank: 65	Diaries: 1,831 / 344:1 / 47.7%	Household Income: \$33,756
MSA Pop: 918,000	Sample Target: 1,670	Total Retail Sales: \$6.3 Bil.
DMA: 55	% Below Line: 4.1	#1 Biller: KMJ \$6,000,000
Average Persons Rating: 15.7	% Not Listed: 13.3	#1 Billing Portfolio
Market TSL in Hours 21.00	Pop per Station: 23,296	CBS/Infinity \$13,700,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	KMJ	72 / 7.3	7.7	7.8	8.6	10.2	7.9	938 / 14.9	14.2	18.6	125 / 1612	G	KMJ
2	KSKS-F	68 / 6.9	6.0	6.2	6.8	6.6	6.5	827 / 13.1	13.6	13.7	114 / 1511	D	KSKS-F
3	KJWL-F	66 / 6.7	4.6	5.3	4.6	4.2	5.3	660 / 10.5	8.3	8.4	78 / 739	B	KJWL-F
4	KBOS-F	54 / 5.5	5.8	6.2	4.9	4.7	5.6	1211 / 19.2	19.4	18.3	90 / 2156	E	KBOS-F
5	KOQO-F	52 / 5.3	5.8	5.6	4.4	3.9	5.3	647 / 10.3	10.8	9.6	70 / 945	C*	KOQO-F
6	KMGV-F	49 / 5.0	4.5	5.8	6.5	6.1	5.4	802 / 12.7	12.8	14.7	88 / 1377	C	KMGV-F
7	KSO-F	45 / 4.6	3.4	3.5	3.9	2.7	3.8	650 / 10.3	9.4	8.4	86 / 1309	C	KSO-F
8	KFRR-F	AOR-NR	38 / 3.9	4.1	3.3	3.3	3.8	693 / 11.0	9.6	10.8	80 / 1450	B	KFRR-F
9	KVSR-F	AC-NR	37 / 3.8	4.3	4.3	3.6	3.5	956 / 15.2	13.8	12.6	55 / 1437	C	KVSR-F
10	KALZ-F	AC-NR	35 / 3.6	4.0	3.6	3.1	3.3	779 / 12.4	13.4	11.6	55 / 1233	B	KALZ-F
11	KSEQ-F	CHR	34 / 3.5	3.6	3.8	3.5	2.4	765 / 12.2	12.6	10.5	71 / 1538		KSEQ-F
11	KFSO-F	O	34 / 3.5	4.5	3.2	3.7	2.7	691 / 11.0	10.2	9.1	59 / 1191	D	KFSO-F
13	KRNC-F	SP-C	33 / 3.3	3.7	3.5	3.4	3.0	472 / 7.5	7.4	7.5	39 / 638	B	KRNC-F
13	KJFX-F	CL AOR	33 / 3.3	3.2	4.0	3.3	3.5	605 / 9.6	10.8	9.1	42 / 886	C	KJFX-F
15	KLBN-F	SP-R	32 / 3.2	2.8	3.4	3.8	3.3	593 / 9.4	9.4	8.8	38 / 712	C	KLBN-F
15	KRZR-F	AOR	32 / 3.2	5.1	3.7	3.4	3.9	615 / 9.8	8.8	9.5	54 / 979	C	KRZR-F
17	KEZL-F	J	31 / 3.1	2.9	2.8	3.5	2.7	455 / 7.2	6.6	7.5	35 / 518	C	KEZL-F
18	KFRE	T	19 / 1.9	2.5	2.4	1.5	2.0	249 / 4.0	4.1	5.2	34 / 511		KFRE
19	KKPW-F	CHR/U	15 / 1.5	1.1	1.5	2.0	2.2	489 / 7.8	7.3	6.9	26 / 612	A	KKPW-F
20	KMPH-F	N	13 / 1.3	1.7	1.8	1.3	1.3	355 / 5.6	6.5	5.1	25 / 654		KMPH-F
21	KOOR	SP-R	11 / 1.1	0.9	0.6	1.0	1.7	180 / 2.9	1.5	4.0	11 / 188	*	KOOR
22	KGST	SP	10 / 1.0	1.6	1.8	1.4	1.5	175 / 2.8	2.5	3.7	14 / 209	A	KGST

12+ FM Share (Metro): 85.13% (727 of 854) (Fall 98: 78.77%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KBOS-F >	1 KOQO-F	1 KOQO-F	1 KOQO-F <	1 KSKS-F	1 KMJ	1 KMJ >	1 KJWL-F	1 KBOS-F <	1 KBOS-F >	1 KSKS-F
2 KSEQ-F >>	2 KBOS-F	2 KSKS-F	2 KSKS-F	2 KOQO-F <	2 KJWL-F	2 KSKS-F <	2 KMJ	2 KSKS-F	2 KRNC-F	2 KMJ
3 KFRR-F	3 KRZR-F <	3 KMGV-F	3 KMGV-F <	3 KMGV-F	3 KSKS-F >	3 KJWL-F	3 KSKS-F	3 KJWL-F	3 KOQO-F <	2 KJWL-F <
3 KKPW-F	4 KVSR-F	4 KVSR-F	4 KSO-F <	4 KSO-F <	4 KMGV-F <	4 KOQO-F <	4 KMGV-F	4 KOQO-F <	4 KFRR-F <	4 KBOS-F <
5 KVSR-F	4 KSKS-F <	4 KSO-F <	5 KJFX-F <	5 KMJ <	5 KFSO-F <	5 KFRR-F	5 KSO-F <	5 KMGV-F <	5 KSEQ-F <	5 KOQO-F
5 KRZR-F	6 KLBN-F	6 KBOS-F	6 KMJ <	6 KJFX-F	6 KSO-F	5 KSO-F	6 KOQO-F <	6 KMJ <	6 KMGV-F	6 KMGV-F <
	6 KALZ-F	6 KFRR-F	7 KFRR-F <	7 KFSO-F	6 KEZL-F	7 KMGV-F	7 KALZ-F <	7 KVSR-F <	6 KSKS-F <	7 KLBN-F <
	6 KRNC-F <	6 KALZ-F <	8 KVSR-F <	8 KFRR-F <	8 KJFX-F	7 KJFX-F <	8 KFSO-F	8 KSEQ-F <	8 KSO-F <	8 KSEQ-F
	9 KFRR-F <	9 KJFX-F <	9 KALZ-F	9 KVSR-F <	9 KFRE	9 KBOS-F <	9 KEZL-F <	9 KALZ-F <	9 KFRE <	9 KRNC-F
	10 KMGV-F	10 KRZR-F <	9 KFSO-F <	10 KALZ-F <	10 KOQO-F <	10 KRZR-F <	10 KVSR-F <	10 KSO-F <	10 KVSR-F	9 KSO-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnt
1 KBOS-F	1 KALZ-F	1 KOQO-F	1 KSO-F	1 KSO-F <	1 KBOS-F	1 KOQO-F >	1 KOQO-F >	1 KOQO-F	1 KJFX-F <	1 KMJ >
2 KVSR-F	1 KVSR-F <	2 KSKS-F	1 KSKS-F	2 KSKS-F	2 KOQO-F >	2 KBOS-F	2 KRZR-F >	2 KJFX-F <	2 KOQO-F	2 KRZR-F <
2 KALZ-F >	3 KOQO-F	3 KVSR-F	3 KVSR-F <	3 KMGV-F <	3 KMGV-F	2 KRZR-F >	3 KRNC-F	3 KRZR-F <	3 KMJ <	3 KOQO-F
4 KRZR-F	4 KBOS-F	3 KSO-F	4 KALZ-F <	4 KOQO-F	3 KFRR-F	4 KFRR-F	4 KLBN-F	4 KFRR-F	4 KSKS-F <	4 KSKS-F
4 KRNC-F	4 KSKS-F <	5 KALZ-F	5 KMGV-F	5 KVSR-F	3 KRZR-F	5 KMGV-F	4 KBOS-F	5 KMGV-F <	5 KMGV-F <	5 KFRE
4 KSEQ-F	6 KSO-F	5 KRNC-F	5 KOQO-F	6 KFSO-F	6 KLBN-F	5 KLBN-F	4 KFRR-F	6 KSKS-F <	6 KRZR-F <	6 KRZR-F <
	6 KRNC-F	7 KMGV-F	7 KBOS-F <	6 KALZ-F	7 KSKS-F	7 KRNC-F	4 KJFX-F	7 KMJ <	7 KFRR-F <	7 KFRR-F <
	8 KLBN-F	7 KLBN-F	8 KLBN-F	8 KEZL-F	7 KVSR-F >	8 KSKS-F	8 KMGV-F	8 KBOS-F	8 KFSO-F	8 KFSO-F
	9 KMGV-F	9 KBOS-F	8 KRNC-F	8 KMJ	9 KJFX-F	8 KSO-F	9 KRNC-F	9 KRNC-F	9 KRNC-F	9 KRNC-F
		9 KFRR-F	10 KFRR-F	10 KRNC-F	10 KRNC-F	9 KVSR-F	8 KSKS-F	10 KFSO-F	10 KFSO-F	10 KFSO-F
				10 KLBN-F <		9 KALZ-F		10 KLBN-F <		

Other Rated Stations		Metro Share	Cume Rating	TSA AQH Cume
KBIF	REL 900 Fresno	0.5	1.3	5 101
KCBL	SPRTS 1340 Fresno	0.5	2.1	5 135
KFIG	SPRTS 1430 Fresno	0.5	1.2	5 95
KMMM-F	SP 107.1 Madera	0.4	2.2	7 182
KWOL-F	C 105.5 San Joaquin	0.8	2.2	9 143
KZFO-F	SP-C 92.1 Madera	0.8	2.5	13 213

Other Rated Stations--Outside Market		Metro Share	Cume Rating	TSA AQH Cume
KCIV-F	REL 99.9 Mt. Bullion	0.6	2.6	11 272



# FRESNO

Consolidation Report			12+	25-54	Revenue	Format Performance		AM	FM	Total	%	Yr. Ago		
<b>AMFM (Pend. to Clear Channel)</b>			24.0 %	24.4 %	34.8 %	AC	0	(0)	72	(2)	72	(2)	8.4 %	8.0 %
KALZ-FM, KBOS-FM, KCBL-AM, KEZL-FM, KFSO-FM, KRDU-AM, KRZR-FM, KSOF-FM						AOR/Classic/NR	0	(0)	103	(3)	103	(3)	12.1 %	13.2 %
<b>CBS/Infinity</b>			32.7 %	35.5 %	44.2 %	Black/Urban	0	(0)	49	(1)	49	(1)	5.7 %	7.8 %
KMGV-FM, KMJ-AM, KOOR-AM, KOQO-FM, KRNC-FM, KSKS-FM, KVSR-FM						CHR	0	(0)	103	(3)	103	(3)	12.1 %	11.0 %
<b>Lotus</b>			4.6 %	4.5 %	5.9 %	Classical	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
KGST-AM, KLBN-FM, KMMM-FM						Country	0	(0)	76	(2)	76	(2)	8.9 %	8.4 %
<b>Mondosphere</b>			8.0 %	10.4 %	7.4 %	Full Service	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
KFRR-FM, KJFX-FM, KWOL-FM						Hispanic	21	(2)	129	(5)	150	(7)	17.6 %	18.9 %
			<b>69.3 %</b>	<b>74.8 %</b>	<b>92.3 %</b>	Jazz	0	(0)	31	(1)	31	(1)	3.6 %	3.2 %
						News/Talk	91	(2)	13	(1)	104	(3)	12.2 %	16.0 %
						Oldies	0	(0)	34	(1)	34	(1)	4.0 %	3.2 %
						Others/Unknown	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Religion/Gospel	5	(1)	6	(1)	11	(2)	1.3 %	1.2 %
						Soft AC	0	(0)	45	(1)	45	(1)	5.3 %	3.2 %
						Sports	10	(2)	0	(0)	10	(2)	1.2 %	1.1 %
						Standards/EZ	0	(0)	66	(1)	66	(1)	7.7 %	5.0 %
						<b>Totals</b>	<b>127</b>	<b>(7)</b>	<b>727</b>	<b>(22)</b>	<b>854</b>	<b>(29)</b>		

### AM Stations

Station	Power	Frequency	Format	Service	Revenue	Account	Comments
KFRE	940	50 kw (DA-2)	Talk	Westwd, CNN	\$ NA	Lotus	Unica, pend.
KGST	1600	5 kw (DA-N)	Hispanic	Unica, CAR	\$ <20.00	Lotus	Lotus
KMJ	580	5 kw	News/Talk	Talknt, ABC, SRN	\$102.00	Katz	CBS/Infinity
KOOR	790	5 kw/2.5 kw (DA-2)	Hispanic-Regional		\$ NA	Katz Hisp.	CBS/Infinity Clovis

### FM Stations

Station	Power	Frequency	Format	Service	Revenue	Account	Comments
KALZ	102.7	50 kw @ 500	AC/CHR	ABC	\$30.00	Eastman	AMFM
KBOS	94.9	16.5 kw @ 847	CHR	ABC	\$60.00	Eastman	AMFM Tulare
KEZL	96.7	25 kw @ 328	Jazz		\$30.00	Christal	AMFM Fowler
KFRR	104.1	17 kw @ 853	AOR-New Rock		\$28.00	D&R	Mondosphere Woodlake
KFSO	92.9	17.5 kw @ 853	Oldies		\$55.00	Christal	AMFM Visalia
KJFX	95.7	17.5 kw @ 850	Classic AOR		\$39.00	D&R	Mondosphere
KJWL	99.3	5 kw @ 340	Standards	Westwd, CNN	\$25.00	---	
KKPW	94.3	3 kw @ 328	Dance CHR		\$ NA	Mc-Guild	Kerman
KLBN	105.1	0.6 kw @ 1870	Hispanic-Regional		\$24.00	Lotus	Lotus Aubery
KMGV	97.9	10.5 kw @ 1075	Black Oldies		\$39.00	D&R	CBS/Infinity
KMPH	107.5	20.5 kw @ 783	News	Westwd, AP	\$20.00	Lotus	Pappas Hanford
KOQO	101.9	2.3 kw @ 1948	Hispanic		\$35.00	Katz Hisp.	CBS/Infinity
KRNC	105.9	2.4 kw @ 1960	Hispanic Contemp.		\$ NA	Katz Hisp.	CBS/Infinity
KRZR	103.7	50 kw @ 500	AOR		\$37.00	Eastman	AMFM Hanford
KSKS	93.7	68 kw @ 1912	Country		\$53.00	Katz	CBS/Infinity
KSOF	98.9	19 kw @ 820	Soft AC	ABC	\$29.00	Christal	AMFM Dinuba
KVSR	101.1	10 kw @ 1076	Modern AC		\$21.00	Katz	CBS/Infinity

Notes: \* KOQO-F revenue level includes revenue of KOOR ... 9/99 KFIG (1430) changed from Hispanic-Regional to Sports as "Big Dawg 1430" ... 10/99 KFIG sold for \$2,000,000 ... 12/99 KQEQ (1220) changed from Black to Hispanic-Regional ... 1/00 KFRE sold by Pappas to Radio Unica ... 1/00 KGST changed from Hispanic News/Talk (Unica) to Hispanic-Regional ... 1/00 KFRR changed from Talk to Hispanic-News/Talk (Unica)

# GAINESVILLE-OCALA

Arbitron Rank 90 Pop (12+) 435,500	Stations 33 / 20	Last Year's Revenue: \$13,200,000
MSA Rank: 194-Gnsvl.; 179-Ocala	Diaries: 1,208 / 361:1 / 49.8%	Household Income: \$30,254
MSA Pop: 464,000	Sample Target: 1,230	Total Retail Sales: \$5.3 Bil.
DMA: 165	% Below Line: 18.7	#1 Biller: WOGK-F \$2,600,000
Average Persons Rating: 20.0	% Not Listed: 15.5	#1 Billing Portfolio
Market TSL in Hours 20.00	Pop per Station: 21,775	Dix \$3,800,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	WOGK-F	C	63 / 9.9	9.3	9.2	11.2	726 / 16.7	17.9	15.0	109 / 1066	D	WOGK-F
2	WKTK-F	AC	45 / 7.1	6.8	6.9	7.6	645 / 14.8	14.5	15.0	58 / 872	D	WKTK-F
3	WTMG-F	B/IAC	42 / 6.6	6.0	6.0	5.2	521 / 12.0	12.1	12.7	42 / 530	B	WTMG-F
4	WTRS-F	C	39 / 6.1	5.4	4.9	3.9	533 / 12.2	10.6	9.8	54 / 734	B	WTRS-F
5	WRUF-F	AOR	34 / 5.3	6.0	6.0	5.9	713 / 16.4	16.6	18.6	65 / 1084	C	WRUF-F
5	WYKS-F	CHR	34 / 5.3	4.2	4.3	4.6	568 / 13.0	13.5	11.8	38 / 648	B	WYKS-F
7	WSKY-F	N/T	27 / 4.2	3.4	1.5	1.3	358 / 8.2	7.7	6.0	40 / 576	A	WSKY-F
7	WNDD-FF	AOR	27 / 4.2	6.5	6.2	5.9	437 / 10.0	12.2	11.4	28 / 451	C	WNDD-FF
9	WMFQ-F	SAC	25 / 3.9	4.7	5.6	4.3	348 / 8.0	7.6	9.0	28 / 402	B	WMFQ-F
10	WJHM-F	B	18 / 2.8	3.9	4.9	3.3	380 / 8.7	7.1	11.3	25 / 443		WJHM-F
11	WXXL-F	CHR	17 / 2.7	1.5	1.9	3.3	277 / 6.4	4.8	5.2	31 / 433		WXXL-F
12	WOCA	T	16 / 2.5	0.8	2.3	2.0	151 / 3.5	2.1	3.3	16 / 170	A	WOCA
13	WRZN	ST	14 / 2.2	3.1	3.4	2.6	181 / 4.2	5.5	4.2	25 / 336	A	WRZN
13	WKZY-F	C	14 / 2.2				148 / 3.4			22 / 222		WKZY-F
15	WCFB-F	B/IAC	12 / 1.9	3.4	2.3	1.3	165 / 3.8	4.1	4.1	12 / 165		WCFB-F
15	WYGC-F	C	12 / 1.9	1.8	1.1	2.0	231 / 5.3	5.3	5.3	13 / 262	A	WYGC-F

12+ FM Share (Metro): 91.64% (493 of 538) (Fall 98: 85.31%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd	
1	WTMG-F	1 WYKS-F	1 WKTK-F	1 WKTK-F	1 WKTK-F	1 WOGK-F >	1 WOGK-F >	1 WOGK-F >	1 WOGK-F	1 WTMG-F	1 WOGK-F >
1	WYKS-F	2 WTMG-F	2 WTMG-F	2 WNDD-FF	2 WOGK-F	2 WKTK-F	2 WKTK-F <	2 WSKY-F	2 WKTK-F	2 WYKS-F	2 WTMG-F <
1	WJHM-F	3 WRUF-F	3 WYKS-F <	3 WTMG-F	3 WTMG-F <	3 WTRS-F	3 WTMG-F <	2 WKTK-F	3 WTMG-F <	3 WKTK-F	3 WRUF-F <
4	WXXL-F >>	4 WOGK-F	4 WNDD-FF	3 WOGK-F	4 WNDD-FF	4 WSKY-F <	4 WTRS-F	4 WTRS-F	4 WTRS-F <	4 WNDD-FF	4 WTRS-F
		5 WKTK-F	4 WOGK-F	5 WRUF-F	5 WRUF-F	5 WMFQ-F	5 WYKS-F <	5 WMFQ-F <	5 WYKS-F <	4 WOGK-F	5 WYKS-F
		6 WTRS-F	4 WRUF-F	6 WMFQ-F	6 WMFQ-F	5 WNDD-FF	6 WRUF-F	6 WTMG-F	6 WRUF-F	6 WTRS-F	5 WKTK-F
		6 WXXL-F	7 WTRS-F	7 WTRS-F	7 WTRS-F <	5 WTMG-F	7 WMFQ-F <	7 WRUF-F	7 WNDD-FF	6 WJHM-F <	7 WNDD-FF
		6 WJHM-F	8 WMFQ-F	7 WYKS-F	8 WYKS-F	8 WRUF-F	8 WNDD-FF	8 WYKS-F	8 WMFQ-F <	8 WRUF-F	7 WXXL-F
		9 WNDD-FF	9 WJHM-F	9 WCFB-F	9 WSKY-F	9 WSKY-F	9 WJHM-F	9 WNDD-FF	9 WJHM-F	9 WXXL-F	9 WJHM-F
		10 WTKS-F	10 WXXL-F	10 WJHM-F	10 WCFB-F	10 WJHM-F	9 WRZN <	10 WXXL-F <	10 WSKY-F	10 WMFQ-F	
			10 WCFB-F	10 WOCL-F							

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrmte	
1	WYKS-F >>	1 WYKS-F >	1 WOGK-F	1 WYKS-F	1 WKTK-F	1 WRUF-F >	1 WRUF-F >	1 WKTK-F	1 WKTK-F	1 WOGK-F	
2	WTMG-F >	2 WTMG-F	1 WYKS-F	2 WTMG-F	1 WOGK-F	2 WTMG-F	2 WTMG-F	2 WTKS-F	1 WRUF-F <	2 WNDD-FF <	2 WTMG-F
3	WTRS-F >	3 WOGK-F	3 WTMG-F >	2 WKTK-F	3 WTMG-F <	2 WYKS-F >	2 WKTK-F	2 WKTK-F	3 WNDD-FF	3 WOGK-F	3 WKTK-F
4	WJHM-F	4 WJHM-F	4 WKTK-F	4 WOGK-F	4 WKTK-F	2 WNDD-FF	2 WNDD-FF	4 WTMG-F	3 WRUF-F	4 WTRS-F	4 WTRS-F
4	WXXL-F >>	5 WKTK-F	4 WMFQ-F	5 WTRS-F <	5 WYKS-F	4 WNDD-FF	5 WTKS-F	5 WTMG-F	5 WOGK-F >	5 WTMG-F >	5 WYKS-F
		5 WRUF-F	4 WRUF-F	6 WMFQ-F	6 WNDD-FF	4 WOGK-F	5 WOGK-F	5 WOGK-F >	6 WTRS-F	6 WSKY-F	5 WSKY-F >
		5 WTRS-F	4 WJHM-F >	7 WNDD-FF	6 WTRS-F	4 WTRS-F	5 WYKS-F	6 WYKS-F	7 WOCL-F	7 WTRS-F	7 WTRS-F
		5 WXXL-F		8 WRUF-F	8 WCFB-F	4 WFKS-F >>	8 WTRS-F	6 WOCL-F	7 WTRS-F	9 WMFQ-F	9 WTKS-F
				9 WBXY-F	8 WRUF-F	8 WRUF-F	8 WXXL-F	9 WTKS-F	9 WMFQ-F	9 WTKS-F	9 WCFB-F
				9 WJHM-F	8 WBXY-F >						

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WBXY-F	AC/CHR	99.5	La Crosse	1.3	4.8	9	229	WFKS-F	CHR	99.9	Palatka	1.3	5.3	13	386
WGGG	SPRTS	1230	Gainesville	0.5	1.0	3	44	WGUL-F	ST	106.3	Beverly Hills	1.1	2.2	23	310
WMOP	SPRTS	980	Ocala	0.9	2.6	7	140	WJRR-F	AOR-NR	101.1	Cocoa Beach	0.5	1.4	15	118
WRGO-F	O	102.7	Cedar Key	0.5	1.7	5	94	WMGF-F	AC	107.7	Mount Dora	0.9	3.7	11	284
WRKG-F	CL/AOR	100.5	Newberry	0.9	2.9	12	170	WMXQ-F	AC	102.9	Jacksonville	0.5	1.0	6	104
WRUF	N/T	850	Gainesville	0.9	2.6	7	145	WOCL-F	B/O	105.9	De Land	1.7	4.9	18	326
WXJZ-F	J	104.9	High Springs	1.3	2.5	11	162	WSHE-F	O	100.3	Orlando	0.8	2.6	7	146
								WTKS-F	T	104.1	Cocoa Beach	1.6	3.6	13	214
								WXTB-F	AOR	97.9	Clearwater	0.8	2.0	18	258

# GAINESVILLE-OCALA

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Asterisk</b> WBXY-FM, WMFQ-FM, WRKG-FM, WTRS-FM, WXJZ-FM, WYGC-FM	15.4 %	16.1 %	14.2 %	AC	0 (0)	62 (4)	62 (4)	11.5 %	12.7 %
<b>Dix</b> WNDD-FM, WNDT-FM, WOGK-FM	14.3 %	15.8 %	28.8 %	AOR/Classic/NR	0 (0)	76 (6)	76 (6)	14.1 %	17.3 %
<b>Entercom</b> WKTK-FM, WSKY-FM	11.3 %	13.5 %	20.8 %	Black/Urban	0 (0)	83 (4)	83 (4)	15.4 %	15.4 %
				CHR	0 (0)	59 (3)	59 (3)	11.0 %	9.4 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	128 (4)	128 (4)	23.8 %	18.6 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	8 (1)	8 (1)	1.5 %	0.0 %
				News/Talk	22 (2)	37 (2)	59 (4)	11.0 %	9.6 %
				Oldies	0 (0)	8 (2)	8 (2)	1.5 %	2.4 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Soft AC	0 (0)	25 (1)	25 (1)	4.6 %	6.6 %
				Sports	9 (2)	0 (0)	9 (2)	1.7 %	2.0 %
				Standards/EZ	14 (1)	7 (1)	21 (2)	3.9 %	5.9 %
				<b>Totals</b>	<b>45 (5)</b>	<b>493 (28)</b>	<b>538 (33)</b>		

### AM Stations

Station	Freq	Power	Format	Company	City
WOCA	1370	5 kw/0.033 kw	Talk	ABC \$<20.00	Ocala
WRUF	850	5 kw (DA-N)	News/Talk	CBS, CNN \$<20.00	Gainesville
WRZN	720	10 kw/0.25 kw (DA-N)	Standards	ABC \$<20.00	Hernando

### FM Stations

Station	Freq	Power	Format	Company	City
WKTK	98.5	100 kw @ 981	AC	\$50.00	Crystal River
WKZY	106.9	100 kw @ 469	Country	Westwd, CNN \$ NA	Cross City
WMFQ	92.9	50 kw @ 476	Soft AC	USA \$20.00	Ocala
WNDD	95.5	6 kw @ 328	AOR	ABC \$<20.00	Silver Springs
WNDT	92.5	3.2 kw @ 443	Simul. WNDD-F		Alachua
WOGK	93.7	100 kw @ 1348	Country	\$45.00	Ocala
WRUF	103.7	100 kw @ 768	AOR	\$33.00	Gainesville
WSKY	97.7	13.5 kw @ 948	News/Talk	ABC, Westwd \$<20.00	Micanopy
WTMG	101.3	3.5 kw @ 433	Black AC	ABC \$<20.00	Williston
WTRS	102.3	50 kw @ 489	Country	ABC \$29.00	Dunellon
WYGC	100.9	3 kw @ 298	Country	\$<20.00	Gainesville
WYKS	105.5	3 kw @ 466	CHR	\$<20.00	Gainesville

Notes: Other ranked stations -- See Orlando . . . 1/00 WOCA (1370) sold for \$742,500 (Hadden)

# GRAND RAPIDS

**Arbitron Rank** 66 **Pop (12+)** 625,400  
**MSA Rank:** 58 (w/Muskegon)  
**MSA Pop:** 770,000  
**DMA:** 38 (w/Kalamazoo)  
**Average Persons Rating:** 15.1  
**Market TSL in Hours** 20.00

**Stations** 28 / 24  
**Diaries:** 1,728 / 362:1 / 56.4%  
**Sample Target:** 1,740  
**% Below Line:** 2.5  
**% Not Listed:** 16.4  
**Pop per Station:** 26,058

**Last Year's Revenue:** \$38,200,000  
**Household Income:** \$56,528  
**Total Retail Sales:** \$8.8 Bil.  
**#1 Biller:** WLAV-F \$6,000,000  
**#1 Billing Portfolio**  
 Clear Channel \$14,630,000

12+ Metro	Format	Fall 99		Sum 99	Spq 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spq 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
		1/4	Share											
1	WLAV-F	84	8.9	7.6	8.8	7.5	7.9	8.2	1110 / 17.7	16.9	18.4	133 / 1792	G	WLAV-F
2	WBCT-F	77	8.2	9.5	8.2	7.7	7.8	8.4	991 / 15.8	15.9	16.9	187 / 2426	G	WBCT-F
3	WGRD-F	58	6.2	6.2	6.6	7.6	6.0	6.6	1127 / 18.0	19.1	18.2	98 / 1984	E	WGRD-F
4	WKLO-F	57	6.0	5.2	5.7	4.7	4.3	5.4	821 / 13.1	12.7	11.7	92 / 1429	C	WKLO-F
5	WOOD	53	5.6	5.6	5.4	5.3	6.2	5.5	953 / 15.2	12.8	16.6	59 / 1080	F	WOOD
6	WOOD-F	52	5.5	6.4	5.7	5.5	5.8	5.8	931 / 14.9	14.8	16.4	95 / 1765	E	WOOD-F
6	WSNX-F	52	5.5	5.5	5.7	7.8	7.7	6.1	1109 / 17.7	17.4	20.9	99 / 2092	D	WSNX-F
8	WLHT-F	49	5.2	4.7	5.3	5.4	5.4	5.1	827 / 13.2	13.7	13.7	58 / 1051	G	WLHT-F
9	WVTI-F	44	4.7	5.1	4.3	3.9	4.0	4.5	1222 / 19.5	16.6	17.2	59 / 1767	B	WVTI-F
10	WMJH	35	3.7	2.5	1.9	3.3	3.1	2.9	195 / 3.1	3.6	3.8	36 / 220	A	WMJH
11	WJQK-F	33	3.5	2.2	2.6	3.3	3.0	2.9	566 / 9.1	7.0	7.8	39 / 689	C*	WJQK-F
12	WCUZ-F	32	3.4	4.8	3.1	2.5	4.0	3.4	514 / 8.2	6.9	9.6	72 / 1022	B	WCUZ-F
13	WTRV-F	29	3.1	2.8	4.2	2.7	2.3	3.2	562 / 9.0	7.9	7.6	30 / 610	C	WTRV-F
14	WODJ-F	27	2.9	4.3	3.8	4.3	3.9	3.8	654 / 10.5	11.7	12.9	49 / 1109	C	WODJ-F
15	WFGR-F	26	2.8	1.9	2.2	2.4	1.8	2.3	461 / 7.4	5.8	5.9	28 / 531	B	WFGR-F
16	WMUS-F	14	1.5	2.6	1.3	1.9	1.7	1.8	274 / 4.4	4.6	4.0	64 / 861		WMUS-F
17	WFUR-F	12	1.3	1.5	1.2	1.7	1.3	1.4	329 / 5.3	5.4	4.7	18 / 517		WFUR-F
18	WBBL	10	1.1	0.9	0.6	0.6	0.6	0.8	234 / 3.7	2.5	2.9	10 / 248	A	WBBL

12+ FM Share (Metro): 83.76% (660 of 788) (Fall 98: 82.50%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WSNX-F >>	1 WKLO-F <	1 WLAV-F	1 WLAV-F >	1 WLAV-F	1 WOOD	1 WGRD-F	1 WLAV-F <	1 WLAV-F	1 WSNX-F	1 WLAV-F
2 WVTI-F >	2 WLAV-F	2 WBCT-F	2 WBCT-F	2 WBCT-F	2 WLAV-F <	2 WKLO-F	2 WOOD <	2 WBCT-F	2 WLAV-F <	2 WBCT-F <
3 WGRD-F	3 WBCT-F	3 WKLO-F <	3 WGRD-F	3 WLHT-F	3 WOOD-F	2 WBCT-F <	3 WSNX-F	3 WSNX-F	3 WBCT-F	3 WSNX-F
4 WKLO-F	4 WGRD-F	4 WGRD-F	3 WLHT-F	4 WGRD-F	4 WBCT-F <	4 WLAV-F >	4 WLHT-F <	4 WGRD-F <	4 WKLO-F	4 WVTI-F <
5 WSNX-F <	5 WLHT-F	5 WKLO-F <	5 WOOD-F	5 WOOD-F	5 WMJH <	5 WLHT-F	5 WOOD-F <	5 WLHT-F <	5 WOOD-F	5 WGRD-F
6 WVTI-F	6 WVTI-F <	6 WVTI-F <	6 WKLO-F <	6 WLHT-F	6 WLHT-F	5 WOOD <	6 WKLO-F <	6 WKLO-F	6 WVTI-F	5 WOOD-F <
7 WJQK-F <	7 WSNX-F <	7 WJQK-F <	7 WVTI-F <	7 WVTI-F <	7 WCUZ-F <	7 WOOD-F <	7 WGRD-F	6 WOOD-F <	7 WGRD-F	7 WKLO-F
	8 WJQK-F	8 WOOD-F	8 WJQK-F <	8 WTRV-F <	8 WTRV-F <	8 WSNX-F	8 WVTI-F <	8 WVTI-F	8 WTRV-F	7 WOOD
	9 WOOD-F >	9 WSNX-F	9 WSNX-F <	9 WODJ-F <	9 WODJ-F <	9 WJQK-F <	9 WCUZ-F	9 WMJH <	9 WLHT-F	9 WLHT-F <
		10 WOOD	10 WOOD <			10 WVTI-F	10 WSNX-F <		10 WODJ-F	10 WODJ-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovmitte
1 WBCT-F >	1 WBCT-F	1 WSNX-F	1 WBCT-F	1 WLHT-F <	1 WKLO-F >>	1 WKLO-F	1 WLAV-F	1 WLAV-F >	1 WLAV-F >	1 WLAV-F
2 WSNX-F	2 WSNX-F	2 WBCT-F	2 WLHT-F <	2 WBCT-F	2 WLAV-F	2 WLAV-F >	2 WKLO-F >	2 WKLO-F	2 WBCT-F	2 WSNX-F
3 WLAV-F	3 WVTI-F	3 WLAV-F	3 WOOD-F	3 WOOD-F	3 WGRD-F >	3 WGRD-F	3 WBCT-F	3 WGRD-F	3 WGRD-F <	3 WBCT-F
3 WGRD-F	4 WGRD-F	4 WJQK-F	3 WSNX-F	3 WVTI-F <	4 WBCT-F >>	4 WBCT-F >	3 WGRD-F >>	4 WBCT-F >>	4 WKLO-F >	4 WOOD >
5 WVTI-F	4 WJQK-F	5 WLHT-F >	3 WVTI-F	5 WLAV-F <	5 WVTI-F	5 WVTI-F	5 WVTI-F	5 WLHT-F <	5 WOOD-F <	
6 WJQK-F	6 WLHT-F	6 WGRD-F <	6 WSNX-F	6 WSNX-F	6 WSNX-F	5 WOOD-F	5 WOOD-F	6 WCUZ-F <	6 WLHT-F <	
6 WKLO-F	6 WLAV-F	7 WJQK-F	7 WJQK-F	7 WJQK-F <	7 WJQK-F	7 WJQK-F	7 WJQK-F	7 WJQK-F	7 WOOD	
6 WLHT-F >>		8 WOOD-F	8 WGRD-F	8 WGRD-F	8 WGRD-F	8 WGRD-F	8 WOOD-F	8 WOOD-F	7 WCUZ-F <	
		9 WKLO-F	9 WTRV-F	9 WTRV-F	9 WTRV-F	9 WTRV-F	8 WOOD <	9 WODJ-F	9 WODJ-F	
			10 WOOD	10 WOOD	10 WOOD			10 WJQK-F		
			10 WODJ-F							

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WGHN-AF	SAC	92.1	Grand Haven	0.5	1.3	7 119
WHTC	T	1400	Holland	0.8	1.8	10 200
WJNZ	B	1680	Kentwood	0.8	2.6	8 168
WKWM	B/O	1140	Kentwood	0.5	0.9	5 58
WTKG	T	1230	Grand Rapids	0.5	2.5	6 172
WWJQ	REL	1260	Holland	0.4	1.4	4 123

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WMRR-F	CL AOR	101.7	Muskegon	0.5	1.7	29 462
WZUU-F	CL AOR	92.3	Allegan	0.4	1.6	12 275

# GRAND RAPIDS

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Citadel, pend.</b> WBBL-AM, WKLQ-FM, WLAV-FM, WODJ-FM	18.9 %	21.8 %	24.4 %	AC	0 (0)	49 (1)	49 (1)	6.2 %	7.7 %
<b>Clear Channel, pend.</b> WBCT-FM, WCUZ-FM, WNWZ-AM, WOOD-AM, WOOD-FM, WSNX-FM, WTKG-AM, WVTI-FM	33.4 %	31.8 %	43.5 %	AOR/Classic/NR	0 (0)	208 (5)	208 (5)	26.4 %	22.8 %
<b>Goodrich</b> WJNZ-AM, WKWM-AM	1.4 %	1.1 %	0.5 %	Black/Urban	13 (2)	0 (0)	13 (2)	1.6 %	2.0 %
<b>Local</b> WMFN-AM, WMJH-AM	3.7 %	0.9 %	0.9 %	CHR	0 (0)	96 (2)	96 (2)	12.2 %	14.1 %
<b>Regent, pend.</b> WGRD-FM, WLHT-FM, WTRV-FM	14.5 %	16.1 %	25.2 %	Classical	0 (0)	26 (1)	26 (1)	3.3 %	2.2 %
				Country	0 (0)	123 (3)	123 (3)	15.6 %	16.3 %
				Full Service	53 (1)	0 (0)	53 (1)	6.7 %	7.5 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	13 (2)	0 (0)	13 (2)	1.6 %	2.7 %
				Oldies	0 (0)	27 (1)	27 (1)	3.4 %	4.7 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	4 (1)	45 (2)	49 (3)	6.2 %	5.1 %
				Soft AC	0 (0)	86 (3)	86 (3)	10.9 %	9.8 %
				Sports	10 (1)	0 (0)	10 (1)	1.3 %	1.6 %
				Standards/EZ	35 (1)	0 (0)	35 (1)	4.4 %	3.7 %
				<b>Totals</b>	<b>128 (8)</b>	<b>660 (18)</b>	<b>788 (26)</b>		

### AM Stations

Station	Freq	Power	Format	Comments	AM	FM	Total	%	Yr. Ago
WBBL	1340	1 kw	Sports	ABC, ESPN, WW1	\$ NA	Katz	Citadel, pend.		Grand Rapids
WMJH	810	3.5 kw (Days)	Standards	Westwd, CBS	\$ NA	—	WMFN		Rockford
WOOD	1300	5 kw (DA-N)	Full Svc/Talk	Westwd, AP	\$52.00	Clr Chnl	Clear Channel		

### FM Stations

Station	Freq	Power	Format	Comments	AM	FM	Total	%	Yr. Ago
WBCT	93.7	320 kw @ 780	Country		\$110.00	Clr Chnl	Clear Channel		
WCUZ	101.3	50 kw @ 420	Country		\$40.00	Clr Chnl	Clear Channel		
WFGR	98.7	2.8 kw @ 492	Classical		\$<20.00	Allied			
WFUR	102.9	50 kw @ 492	Contemp. Christian		\$<20.00	—	Kuiper		
WGRD	97.9	13 kw @ 590	AOR-New Rock	AMFM	\$54.00	Eastman	Regent, pend.		
WJQK	99.3	4.7 kw @ 371	Contemp. Christian	ABC	\$<20.00	Salem			Zeeland
WKLQ	94.5	50 kw @ 500	AOR	ABC	\$60.00	Katz	Citadel, pend.		Holland
WLAV	96.9	50 kw @ 489	Classic AOR	ABC	\$77.00	—	Citadel, pend.		
WLHT	95.7	40 kw @ 554	AC	ABC	\$87.00	Eastman	Regent, pend.		
WODJ	107.3	50 kw @ 492	Oldies	Westwd	\$40.00	D&R	Citadel, pend.		Greenville
WOOD	105.7	265 kw @ 810	Soft AC		\$65.00	Clr Chnl	Clear Channel		
WSNX	104.5	32 kw @ 620	CHR		\$38.00	Clr Chnl	Clear Channel		Muskegon
WTRV	100.5	3 kw @ 328	Soft AC	AMFM	\$ NA	Eastman	Regent, pend.		Walker
WVTI	96.1	50 kw @ 492	CHR		\$<20.00	Clr Chnl	Clear Channel		Holland

Notes: WMUS-F -- See Muskegon, MI in the Fall 1999 Small Market edition . . . \* WJQK-F revenue level includes WWJQ (1260; Holland) revenue . . . 10/99 AMFM and Clear Channel announced plans to merge. Divestitures in the market will be necessary . . . 1/00 Bloomington sold WBBL, WKLQ-F, WLAV-F and WODJ-F to Citadel as part of a \$176,000,000 group transaction . . . 3/00 In divestitures resulting from the AMFM/Clear Channel merger, AMFM sold WGRD-F, WLHT-F and WTRV-F to Regent as part of a \$67,000,000 (+ 11 Regent stations) multimarket transaction

# GREEN BAY

**Arbitron Rank** 183 **Pop (12+)** 181,800  
**MSA Rank:** 190  
**MSA Pop:** 220,000  
**DMA:** 69 (w/Appleton)  
**Average Persons Rating:** 16.2  
**Market TSL in Hours** 21.00

**Stations** 25 / 11  
**Diaries:** 663 / 274:1 / 65.2%  
**Sample Target:** 610  
**% Below Line:** 29.6  
**% Not Listed:** 10.5  
**Pop per Station:** 16,527

**Last Year's Revenue:** \$13,000,000  
**Household Income:** \$52,303  
**Total Retail Sales:** \$2.7 Bil  
**#1 Biller:** WIXX-F \$4,800,000  
**#1 Billing Portfolio**  
 Midwest Communications \$7,455,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	WIXX-F	CHR	43 / 14.6	14.6	11.3	13.3	621 / 34.1	35.0	36.9	169 / 2531	F	WIXX-F
2	WNCY-F	C	30 / 10.2	7.5	7.5	9.5	381 / 21.0	18.0	15.6	90 / 1119		WNCY-F
3	WAPL-F	AOR	20 / 6.8	8.9	9.0	8.5	311 / 17.1	21.2	20.8	90 / 1491		WAPL-F
4	WKSZ-F	CHR	19 / 6.5	4.6	5.6	5.8	386 / 21.2	21.7	21.5	43 / 1154		WKSZ-F
4	WJLW-F	CL AOR	19 / 6.5	5.7	5.6	4.8	229 / 12.6	13.4	13.2	26 / 446		WJLW-F
6	WNFL	T/SPRTS	17 / 5.8	3.6	6.4	3.4	339 / 18.7	12.8	21.4	25 / 541	C	WNFL
7	WOGB-F	O	16 / 5.4	7.8	4.1	8.5	268 / 14.8	21.9	13.8	32 / 519		WOGB-F
8	WXWX-F	AOR	15 / 5.1	4.3	1.9	2.7	265 / 14.6	10.7	8.0	41 / 692		WXWX-F
8	WQLH-F	CHR/AC	15 / 5.1	3.2	6.8	4.1	299 / 16.4	17.8	20.6	24 / 741	C	WQLH-F
10	WOZZ-F	CL AOR	13 / 4.4	3.9	4.1	2.0	248 / 13.7	14.9	14.8	58 / 1165		WOZZ-F
11	WLTM-F	SAC	10 / 3.4	5.7	5.3	3.4	181 / 10.0	13.2	12.2	14 / 309	A	WLTM-F
11	WGEE	N/T	10 / 3.4	6.4	4.9	4.8	197 / 10.8	13.5	11.5	14 / 324	B	WGEE

12+ FM Share (Metro): 81.75% (215 of 263) (Fall 98: 76.99%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKSZ-F >>	1 WIXX-F	1 WIXX-F >	1 WIXX-F >	1 WIXX-F >	1 WIXX-F <	1 WIXX-F >	1 WIXX-F	1 WIXX-F	1 WIXX-F <	1 WIXX-F >
2 WIXX-F >>	2 WAPL-F	2 WAPL-F	2 WJLW-F	2 WNCY-F	2 WNCY-F	2 WNCY-F	2 WNCY-F >	2 WNCY-F >	2 WKSZ-F	2 WNCY-F <
3 WXWX-F >>	3 WXWX-F	3 WJLW-F	3 WAPL-F	3 WJLW-F	3 WOGB-F <	3 WAPL-F <	3 WAPL-F <	3 WXWX-F <	3 WNCY-F	3 WKSZ-F
4 WJLW-F	3 WNCY-F	3 WNCY-F >	4 WAPL-F	4 WNFL >	4 WJLW-F	4 WNFL <	4 WAPL-F <	3 WXWX-F >	4 WNFL	4 WNFL
4 WKSZ-F	5 WXWX-F <	5 WQLH-F	5 WOGB-F	5 WJLW-F <	5 WOGB-F <	5 WJLW-F	5 WKSZ-F <	5 WJLW-F	5 WAPL-F	5 WAPL-F
4 WNCY-F >	6 WKSZ-F	6 WOZZ-F	6 WOZZ-F <	6 WGEE	6 WOZZ-F	6 WOGB-F <	6 WJLW-F	5 WAPL-F	6 WXWX-F	6 WXWX-F
	6 WQLH-F <	7 WKSZ-F	7 WQLH-F	6 WQLH-F	6 WKSZ-F	7 WQLH-F <	6 WQLH-F	5 WOZZ-F	6 WJLW-F	6 WJLW-F
		7 WOGB-F	7 WOGB-F	8 WLTM-F	8 WQLH-F	8 WKSZ-F	8 WOGB-F	8 WQLH-F	8 WOGB-F	8 WOGB-F
				8 WLTM-F	8 WOZZ-F			8 WNFL	8 WNFL	9 WDUZ
										9 WOZZ-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrite
1 WIXX-F >	1 WIXX-F >>>	1 WIXX-F >>>	1 WIXX-F >>>	1 WIXX-F >>	1 WXWX-F >	1 WAPL-F >	1 WAPL-F >	1 WAPL-F	1 WJLW-F	1 WNCY-F
2 WAPL-F	2 WKSZ-F	2 WKSZ-F	2 WQLH-F	2 WNCY-F	2 WAPL-F >	2 WJLW-F	2 WJLW-F	1 WJLW-F	2 WAPL-F	2 WKSZ-F
2 WKSZ-F	3 WAPL-F	3 WNCY-F	3 WKSZ-F	2 WQLH-F	3 WKSZ-F >>	2 WXWX-F	3 WIXX-F	3 WIXX-F	2 WIXX-F	3 WJLW-F
2 WNCY-F	3 WNCY-F	3 WQLH-F >	3 WNCY-F	4 WOGB-F	4 WDX-F	3 WOZZ-F	4 WOZZ-F	4 WOZZ-F	2 WNCY-F	4 WIXX-F
2 WXWX-F >	5 WQLH-F	5 WAPL-F	5 WAPL-F	5 WKSZ-F >	4 WOZZ-F	5 WNCY-F	4 WNCY-F	5 WOZZ-F >	5 WOZZ-F >	4 WNFL
	5 WXWX-F >	6 WLTM-F	6 WLTM-F	6 WJLW-F		5 WXWX-F >	6 WXWX-F	6 WNFL	6 WNFL	6 WOGB-F >
				6 WLTM-F						

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WDUZ	SPRTS	1400	Green Bay	2.7	11.1	10	284	WBDK-F	ST	96.7	Algona	0.3	2.5	10	214
WGBM-F	C/O	94.7	Mishicot	1.4	3.9	17	243	WECB-F	CL HITS	104.3	Seymour	0.7	4.9	6	173
								WHBY	FS	1150	Kimberly	0.3	1.7	40	646
								WNAM	ST	1280	Neenah-Menasha	1.7	6.4	31	476
								WPCK-F	C	104.9	Kaukauna	0.3	4.2	2	122
								WPKR-F	C	99.5	Omro	1.0	2.6	43	732
								WRJQ	ST	1570	Appleton	1.4	1.8	11	200
								WROE-F	SAC	94.3	Neenah-Menasha	0.3	2.1	30	577
								WRVM-F	REL	102.7	Suring	0.7	2.4	16	272
								WTMJ	FS	620	Milwaukee	1.0	5.4	43	922
								WVBO-F	O	103.9	Winneconne	0.3	2.5	34	569

# GREEN BAY

Consolidation Report				12+	25-54	Revenue	Format Performance			AM	FM	Total	%	Yr. Ago	
<b>Cumulus</b>				17.0 %	20.7 %	10.2 %	AC	0	(0)	0	(0)	0	(0)	0.0 %	2.1 %
WJLW-FM, WOGB-FM, WXWX-FM							AOR/Classic/NR	0	(0)	67	(4)	67	(4)	25.5 %	20.9 %
<b>Midwest Communications</b>				27.2 %	27.5 %	57.3 %	Black/Urban	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
WGEE-AM, WIXX-FM, WLTM-FM, WNFL-AM							CHR	0	(0)	77	(3)	77	(3)	29.3 %	26.4 %
				<b>44.2 %</b>	<b>48.2 %</b>	<b>67.5 %</b>	Classical	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
							Country	0	(0)	38	(4)	38	(4)	14.4 %	13.4 %
							Full Service	4	(2)	0	(0)	4	(2)	1.5 %	2.5 %
							Hispanic	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
							Jazz	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
							News/Talk	27	(2)	0	(0)	27	(2)	10.3 %	12.6 %
							Oldies	0	(0)	19	(3)	19	(3)	7.2 %	6.7 %
							Others/Unknown	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
							Religion/Gospel	0	(0)	2	(1)	2	(1)	0.8 %	1.3 %
							Soft AC	0	(0)	11	(2)	11	(2)	4.2 %	6.3 %
							Sports	8	(1)	0	(0)	8	(1)	3.0 %	4.6 %
							Standards/EZ	9	(2)	1	(1)	10	(3)	3.8 %	3.3 %
							<b>Totals</b>	<b>48</b>	<b>(7)</b>	<b>215</b>	<b>(18)</b>	<b>263</b>	<b>(25)</b>		

### AM Stations

WGEE	1360	5 kw (DA-N)	News/Talk	CBS	\$20.00	Banner	Midwest Commun.
WNFL	1440	5 kw/0.5 kw (DA-2)	Talk/Sports	Westwd, 1-On-1	\$22.00	Christal	Midwest Commun.

### FM Stations

WIXX	101.1	100 kw @ 1080	CHR	\$83.00	Banner	Midwest Commun.
WJLW	106.7	25 kw @ 328	Classic AOR	\$ NA	—	Cumulus Allouez
WKSZ	95.9	25 kw @ 272	CHR	\$<20.00	Mc-Guild	Woodward DePere
WLTM	99.7	46 kw @ 512	Soft AC	AMFM, AP \$45.00	Banner	Midwest Commun. Sturgeon Bay
WOGB	103.1	3.6 kw @ 879	Oldies	ABC, AP \$ NA	Allied	Cumulus Kaukauna
WQLH	98.5	100 kw @ 500	CHR/AC	ABC \$37.00	Katz	WDUZ
WXWX	107.5	5 kw @ 751	AOR	\$ NA	Allied	Cumulus Brillion

Notes: Other ranked stations – See Appleton-Oshkosh . . . 12/99 WGBM-F sold to Woodward for \$2,100,000 . . . 2/00 WGBM-F changed from Classic Country to AOR as WZOR-F ("Razor")

# GREENSBORO-WINSTON SALEM

**Arbitron Rank** 42 **Pop (12+)** 1,010,300  
**MSA Rank:** 47  
**MSA Pop:** 1,180,000  
**DMA:** 47  
**Average Persons Rating:** 14.6  
**Market TSL in Hours** 19.50

**Stations** 30 / 19  
**Diaries:** 2,473 / 409:1 / 54.7%  
**Sample Target:** 2,250  
**% Below Line:** 9.2  
**% Not Listed:** 20.8  
**Pop per Station:** 53,174

**Last Year's Revenue:** \$43,000,000  
**Household Income:** \$42,467  
**Total Retail Sales:** \$13.2 Bil.  
**#1 Biller:** WTQR-F \$8,050,000  
**#1 Billing Portfolio**  
 Clear Channel, pend. \$17,125,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	WTQR-F	C	122 / 8.3	9.7	9.3	9.4	9.5	9.2	1824 / 18.1	19.3	21.9	221 / 3285	H	WTQR-F
2	WQMG-F	BIAC	110 / 7.5	8.0	5.5	7.4	6.6	7.1	1248 / 12.4	11.9	11.5	138 / 1797	E	WQMG-F
3	WJMH-F	B	106 / 7.2	9.3	8.6	7.3	9.7	8.1	1491 / 14.8	17.0	18.7	177 / 2590	E	WJMH-F
4	WMAG-F	AC	93 / 6.3	6.7	6.1	7.1	6.6	6.6	1550 / 15.3	15.3	14.7	116 / 2122	F	WMAG-F
5	WKRR-F	AOR/CL	87 / 5.9	5.0	6.2	5.4	6.3	5.6	1381 / 13.7	14.0	15.0	106 / 1867	F	WKRR-F
5	WHSL-F	C	87 / 5.9	4.6	5.8	5.1	5.2	5.4	1315 / 13.0	12.8	13.4	123 / 2093	D	WHSL-F
5	WKZL-F	CHR	87 / 5.9	3.3	3.9	4.0	5.0	4.3	1794 / 17.8	14.5	17.0	109 / 2367	F	WKZL-F
8	WMQX-F	O	75 / 5.1	6.5	6.1	6.0	5.0	5.9	1488 / 14.7	16.4	13.9	118 / 2266	E	WMQX-F
9	WKSJ-F	AC-NR	66 / 4.5	4.0	5.2	4.1	4.3	4.4	1595 / 15.8	16.2	15.7	84 / 2290	D	WKSJ-F
10	WSJS	FS/T	57 / 3.9	4.1	4.8	5.5	4.0	4.6	1040 / 10.3	10.3	10.2	64 / 1180	E	WSJS
11	WXRA-F	AOR	46 / 3.1	3.6	3.6	3.5	3.8	3.5	977 / 9.7	10.1	10.7	65 / 1377	C	WXRA-F
12	WKIX-F	C	31 / 2.1	1.9	1.7	1.5	1.8	1.8	652 / 6.5	4.9	6.4	63 / 1326		WKIX-F
13	WDCG-F	CHR	26 / 1.8	2.1	1.3	1.9	1.3	1.8	588 / 5.8	5.0	5.1	71 / 1461		WDCG-F
14	WEAL	B/G	21 / 1.4	1.1	2.1	1.8	1.5	1.6	200 / 2.0	2.9	1.9	21 / 212	A	WEAL
15	WIST-F	ST	16 / 1.1	2.1	1.5	1.2	1.2	1.5	322 / 3.2	3.3	2.1	16 / 340		WIST-F
15	WFMX-F	C	16 / 1.1	0.7	1.5	0.9	1.3	1.1	395 / 3.9	3.8	4.1	46 / 989		WFMX-F
17	WBRF-F	C	14 / 1.0	0.8	0.6	0.5	0.4	0.7	262 / 2.6	2.1	2.1	54 / 876		WBRF-F
17	WEND-F	AOR-NR	14 / 1.0	1.1	1.5	1.1	1.1	1.2	397 / 3.9	5.5	5.1	40 / 964		WEND-F
19	WWGL-F	REL	13 / 0.9	0.9	1.1	1.0	1.1	1.0	406 / 4.0	4.0	3.5	26 / 675		WWGL-F
19	WXII	N	13 / 0.9	0.8	0.7	0.8	0.7	0.8	397 / 3.9	2.8	2.9	14 / 443		WXII

12+ FM Share (Metro): 89.28% (1041 of 1166) (Fall 98: 87.39%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJMH-F >>>	1 WJMH-F >	1 WKRR-F <	1 WKRR-F <	1 WQMG-F	1 WTQR-F	1 WTQR-F <	1 WMAG-F <	1 WTQR-F <	1 WJMH-F >	1 WTQR-F
2 WKZL-F >	2 WHSL-F	2 WQMG-F <	2 WQMG-F	2 WKRR-F <	2 WQMG-F <	2 WHSL-F <	2 WTQR-F	2 WQMG-F <	2 WQMG-F >	2 WJMH-F <
3 WKSJ-F >	2 WKZL-F	3 WJMH-F <	3 WTQR-F <	3 WTQR-F	3 WMAG-F	3 WQMG-F	3 WHSL-F <	3 WKZL-F <	3 WTQR-F	3 WQMG-F >
4 WXRA-F >	2 WQMG-F	4 WHSL-F <	4 WHSL-F <	4 WHSL-F <	4 WMQX-F	4 WKZL-F	4 WKRR-F <	4 WJMH-F <	4 WMAG-F	4 WKRR-F
	5 WXRA-F <	5 WKZL-F <	5 WKZL-F <	5 WMAG-F <	5 WKRR-F <	5 WMAG-F <	5 WSJS <	5 WMAG-F <	4 WKZL-F	5 WMAG-F <
	6 WKRR-F	6 WTQR-F <	6 WKSJ-F	6 WMQX-F <	6 WSJS <	6 WKRR-F <	6 WMQX-F	6 WKRR-F <	6 WKRR-F	6 WKZL-F <
	6 WKSJ-F	7 WKSJ-F <	6 WMAG-F <	7 WKZL-F	7 WHSL-F	7 WJMH-F <	6 WQMG-F <	7 WMQX-F	7 WXRA-F <	7 WMQX-F <
	8 WTQR-F	8 WMAG-F	8 WJMH-F <	8 WKSJ-F	8 WKZL-F	8 WKSJ-F	8 WKZL-F <	8 WHSL-F <	8 WKSJ-F <	8 WHSL-F <
	9 WDCG-F	9 WMQX-F	9 WMQX-F	9 WJMH-F	9 WKSJ-F	9 WSJS <	9 WJMH-F	9 WKSJ-F	9 WMQX-F	9 WKSJ-F >
		10 WXRA-F >	10 WXRA-F	10 WSJS		10 WMQX-F >	10 WKSJ-F >	10 WXRA-F >	10 WHSL-F	10 WXRA-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WJMH-F	1 WJMH-F	1 WJMH-F	1 WQMG-F <	1 WQMG-F	1 WJMH-F	1 WJMH-F <	1 WXRA-F	1 WKRR-F	1 WKRR-F >	1 WJMH-F <
2 WKZL-F >	2 WKZL-F >	2 WKSJ-F	2 WJMH-F <	2 WTQR-F	2 WKRR-F	2 WXRA-F <	2 WHSL-F <	2 WHSL-F	2 WHSL-F	2 WTQR-F
3 WHSL-F	3 WKSJ-F <	2 WQMG-F <	3 WKZL-F <	2 WMAG-F	3 WQMG-F	3 WKRR-F <	3 WKRR-F <	3 WQMG-F	3 WQMG-F <	3 WSJS
4 WMAG-F	4 WQMG-F	4 WKZL-F	4 WMAG-F	4 WMQX-F <	3 WXRA-F	4 WHSL-F	4 WJMH-F	4 WJMH-F <	4 WTQR-F	4 WQMG-F
5 WKSJ-F	5 WHSL-F <	5 WTQR-F	5 WTQR-F	5 WKZL-F <	5 WHSL-F	5 WQMG-F >	5 WQMG-F	5 WXRA-F	5 WMQX-F <	5 WHSL-F
5 WDCG-F	6 WMAG-F <	6 WMAG-F	5 WKSJ-F	6 WKSJ-F <	6 WKSJ-F >	6 WKSJ-F	6 WDCG-F	6 WTQR-F <	6 WKZL-F	5 WAAA
7 WQMG-F	7 WTQR-F	7 WHSL-F >	7 WHSL-F <	7 WJMH-F	7 WKZL-F	7 WKZL-F	7 WKZL-F	7 WKZL-F <	6 WXRA-F	7 WKRR-F
7 WXRA-F	8 WDCG-F >	8 WDCG-F	8 WMQX-F <	8 WHSL-F <	8 WTQR-F	7 WKSJ-F	7 WKSJ-F	8 WKSJ-F	8 WKSJ-F <	7 WXRA-F <
			9 WKRR-F >	9 WKRR-F		9 WDCG-F	7 WEND-F	9 WMQX-F >	9 WJMH-F	9 WKZL-F <
							7 WTQR-F >>		9 WMAG-F <	10 WMAG-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WAAA	B	980	Winston Salem 0.7 1.7 11 180
WMFR	T/FS	1230	High Point 0.7 2.3 11 236
WPET	REL	950	Greensboro 0.5 1.3 8 149
WSML	FS/T	1200	Graham 0.3 0.9 4 96

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WBBB-F	AOR	96.1	Raleigh 0.5 1.5 13 389
WLNK-F	AC-NR	107.9	Charlotte 0.4 1.9 18 515
WNKS-F	CHR	95.1	Charlotte 0.4 1.7 49 1094
WQOK-F	B	97.5	S. Boston, VA 0.5 2.0 35 878
WSSS-F	CL HTS	104.7	Charlotte 0.4 1.6 21 465



# GREENSBORO-WINSTON SALEM

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>CBS/Infinity, pend.</b> WMFR-AM, WSJS-AM, WSML-AM	4.9 %	3.9 %	8.7 %	AC	0 (0)	165 (3)	165 (3)	14.2 %	19.8 %
<b>Clear Channel, pend.</b> WHSL-FM, WMAG-FM, WTQR-FM, WXRA-FM	23.6 %	24.6 %	39.8 %	AOR/Classic/NR	0 (0)	155 (4)	155 (4)	13.3 %	13.5 %
<b>Dick</b> WKRR-FM, WKZL-FM	11.8 %	14.3 %	19.4 %	Black/Urban	11 (1)	223 (3)	234 (4)	20.1 %	21.7 %
<b>Entercom</b> WEAL-AM, WJMH-FM, WMQX-FM, WQMG-FM	21.2 %	21.9 %	24.2 %	CHR	0 (0)	119 (3)	119 (3)	10.2 %	1.9 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	269 (6)	269 (6)	23.1 %	22.0 %
				Full Service	72 (3)	0 (0)	72 (3)	6.2 %	7.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	13 (1)	0 (0)	13 (1)	1.1 %	1.2 %
				Oldies	0 (0)	81 (2)	81 (2)	6.9 %	6.4 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.5 %
				Religion/Gospel	29 (2)	13 (1)	42 (3)	3.6 %	4.1 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	0 (0)	16 (1)	16 (1)	1.4 %	1.9 %
	<b>61.5 %</b>	<b>64.7 %</b>	<b>92.1 %</b>	<b>Totals</b>	<b>125 (7)</b>	<b>1041 (23)</b>	<b>1166 (30)</b>		

## AM Stations

Station	Freq	Power	Format	Company	City
WEAL	1510	1 kw (Days)	Black Gospel	\$ NA Mc-Guild	Entercom
WSJS	600	5 kw (DA-2)	Full Svc/Talk	ABC, ESPN, WW1 \$60.00	Clr Chnl CBS/Infinity, pend.
WXII	830	50 kw/10 kw (DA-2)	News	AP \$ NA	Hearst-Argyle Kernersville

## FM Stations

Station	Freq	Power	Format	Company	City
WBRF	98.1	100 kw @ 590	Country	CBS \$ NA	Galax, VA
WFMX	105.7	100 kw @ 1515	Country	Westwd, ABC \$ NA	Statesville
WHSL	100.3	100 kw @ 1035	Country	\$35.00 Sentry	Clr Chnl, pend.
WIST	98.3	1.68 kw @ 420	Standards	ABC \$ NA	GHB Thomasville
WJMH	102.1	100 kw @ 1204	Black	\$55.00 D&R	Entercom Reidsville
WKRR	92.3	100 kw @ 1288	AOR/Classic AOR	\$65.00 Katz	Dick Asheboro
WKSI	98.7	100 kw @ 1035	Modern AC	\$40.00 Eastman	Bahakel
WKZL	107.5	100 kw @ 994	AC/CHR	\$80.00 Katz	Dick
WMAG	99.5	100 kw @ 1500	AC	AMFM \$78.00	Sentry Clr Chnl, pend.
WMQX	93.1	100 kw @ 1099	Oldies	CBS, ABC \$50.00	Mc-Guild Entercom
WQMG	97.1	100 kw @ 1234	Black AC	ABC \$35.00	Mc-Guild Entercom
WTQR	104.1	100 kw @ 1420	Country	\$172.00	Clr Chnl Clear Channel
WWGL	94.1	100 kw @ 1014	Religion	CNN \$17.00	TN WLXN Lexington
WXRA	94.5	100 kw @ 982	AOR	\$39.00	Clr Chnl Clear Channel Eden

Notes: Other ranked stations -- See Charlotte or Raleigh-Durham . . . WBRF-F and WFMX-F are not home to the metro, but are shown in the station roster as they are not shown elsewhere . . . 8/99 WKZL-F changed from Hot AC to CHR . . . 10/99 AMFM and Clear Channel announced plans to merge. Divestitures in the market will be necessary . . . 3/00 in divestitures resulting from the AMFM/Clear Channel merger, AMFM sold WMFR, and Clear Channel sold WSJS and WSML, to CBS/Infinity as part of a \$1,400,000,000 multi-market transaction

# GREENVILLE-NEW BERN-JACKSONVILLE

**Arbitron Rank** 81 **Pop (12+)** 474,400  
**MSA Rank:** 281 - Greenville, 243 - Jacksonville  
**MSA Pop:** 423,000  
**DMA:** 105  
**Average Persons Rating:** 14.3  
**Market TSL in Hours** 19.00

**Stations** 34 / 25  
**Diaries:** 1,584 / 299:1 / 53.4%  
**Sample Target:** 1,530  
**% Below Line:** 9.1  
**% Not Listed:** 15.8  
**Pop per Station:** 18,976

**Last Year's Revenue:** \$20,500,000  
**Household Income:** \$37,632  
**Total Retail Sales:** \$5.4 Bil.  
**#1 Biller:** WRNS-AF \$4,400,000  
**#1 Billing Portfolio**  
 Beasley \$8,625,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	WRNS-F	C	81 / 12.0	14.4	13.4	17.1	16.3	14.2	1118 / 23.6	23.3	28.9	98 / 1499	F	WRNS-F
2	WIKS-F	B	73 / 10.8	13.6	10.8	12.0	13.5	11.8	985 / 20.8	21.2	22.1	98 / 1418	D	WIKS-F
3	WSFL-F	AOR	52 / 7.7	6.2	8.9	10.6	9.9	8.3	681 / 14.4	18.6	20.0	70 / 928	D	WSFL-F
4	WRHT-FF	CHR	44 / 6.5	6.0	5.8	4.7	4.7	5.8	777 / 16.4	17.8	10.9	58 / 978	C	WRHT-FF
5	WXNR-F	AOR-NR	38 / 5.6	4.6	6.8	5.4	5.3	5.6	543 / 11.4	15.7	13.1	43 / 624	A	WXNR-F
6	WMGV-F	AC/CHR	33 / 4.9	4.9	3.7	3.5	3.0	4.2	504 / 10.6	10.0	9.9	39 / 621	B	WMGV-F
7	WNCT-F	O	32 / 4.7	3.9	4.2	3.1	3.9	4.0	520 / 11.0	9.2	9.6	53 / 827	C	WNCT-F
8	WELS-F	B/G	26 / 3.8	2.5	2.4	2.5	3.3	2.8	322 / 6.8	5.8	5.6	32 / 397	A	WELS-F
9	WERO-F	AC/CHR	23 / 3.4	2.2	2.1	2.3	1.7	2.5	507 / 10.7	8.4	8.9	31 / 769	B	WERO-F
10	WXQR-F	CL AOR	16 / 2.4	2.0	1.7	0.8	0.9	1.7	266 / 5.6	4.2	3.9	22 / 329		WXQR-F
11	WFXK-F	B	15 / 2.2	1.5	1.6	1.3	0.9	1.6	222 / 4.7	3.6	2.8	51 / 653		WFXK-F
12	WANG-AF	ST	14 / 2.1	1.3	1.7	2.5	1.4	1.9	214 / 4.5	4.4	2.4	14 / 214		WANG-AF
13	WQSL-F	CHR	12 / 1.8	1.6	2.1	1.4	1.9	1.7	319 / 6.7	7.0	7.2	14 / 393		WQSL-F
14	WKOOF	O	11 / 1.6	1.6	2.3	2.0	2.4	1.9	241 / 5.1	5.9	6.9	14 / 336	B	WKOOF
14	WRSV-F	B	11 / 1.6	1.9	1.6	2.4	2.0	1.9	257 / 5.4	4.5	6.0	35 / 559	A	WRSV-F
14	WRDU-F	AOR	11 / 1.6	2.2	1.3	1.1	1.0	1.6	233 / 4.9	4.8	4.4	56 / 725		WRDU-F
17	WTKF-F	T	10 / 1.5	1.3	1.4	1.3	1.3	1.4	139 / 2.9	3.4	3.4	10 / 153		WTKF-F
17	WTRG-F	O	10 / 1.5	1.0	1.3	1.1	1.1	1.2	190 / 4.0	3.7	4.3	48 / 846		WTRG-F

12+ FM Share (Metro): 97.72% (557 of 570) (Fall 98: 95.74%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WRHT-FF	1 WIKS-F <	1 WIKS-F <	1 WRNS-F <	1 WRNS-F	1 WRNS-F	1 WIKS-F <	1 WRNS-F >	1 WRNS-F	1 WIKS-F	1 WIKS-F
2 WIKS-F	2 WRNS-F	2 WRNS-F	2 WIKS-F <	2 WIKS-F	2 WIKS-F	2 WRNS-F <	2 WSFL-F <	2 WIKS-F >	2 WRNS-F	2 WRNS-F >
3 WRSV-F	3 WXNR-F	3 WSFL-F	3 WSFL-F >	3 WSFL-F >	3 WSFL-F	3 WSFL-F >	3 WIKS-F	3 WRHT-FF <	3 WRHT-FF <	3 WRHT-FF <
4 WQSL-F	4 WRHT-FF <	4 WXNR-F <	4 WMGV-F <	4 WMGV-F	3 WNCT-F	4 WRHT-FF <	4 WRHT-FF <	4 WSFL-F	4 WMGV-F	4 WSFL-F <
5 WXNR-F >	5 WSFL-F >	5 WRHT-FF >	5 WXNR-F	5 WNCT-F <	5 WMGV-F >	5 WXNR-F	5 WXNR-F <	5 WXNR-F	5 WELS-F	5 WELS-F
6 WERO-F	6 WMGV-F <	6 WRHT-FF	6 WRHT-FF	6 WXNR-F	6 WELS-F <	6 WNCT-F	6 WMGV-F	6 WMGV-F <	6 WFXK-F	6 WXNR-F
7 WMGV-F <	7 WERO-F <	7 WERO-F	7 WERO-F	7 WANG-AF	7 WANG-AF	7 WMGV-F	7 WNCT-F	7 WNCT-F	7 WXNR-F <	7 WNCT-F
	8 WNCT-F	6 WNCT-F	7 WRHT-FF	8 WFXK-F	7 WXQR-F >	8 WERO-F	8 WERO-F	8 WERO-F <	8 WSFL-F	8 WMGV-F
	9 WELS-F	9 WELS-F <	9 WELS-F	8 WRHT-FF	9 WELS-F <	9 WTKF-F	9 WELS-F >	9 WERS-F	9 WERS-F	9 WERS-F <
		10 WFXK-F >	10 WFXK-F >		10 WERO-F			9 WNCT-F	10 WFXK-F	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WRHT-FF	1 WRNS-F	1 WMGV-F	1 WRNS-F <	1 WIKS-F	1 WIKS-F <	1 WXNR-F	1 WXNR-F	1 WSFL-F	1 WSFL-F	1 WIKS-F >
1 WRNS-F	1 WIKS-F	1 WRNS-F	2 WIKS-F	1 WRNS-F	2 WXNR-F <	2 WSFL-F	1 WSFL-F <	2 WIKS-F <	2 WRNS-F	2 WRNS-F
3 WELS-F	3 WMGV-F	1 WIKS-F	3 WMGV-F	3 WMGV-F >	3 WRHT-FF	2 WIKS-F	3 WRNS-F	3 WRNS-F	3 WIKS-F	3 WXNR-F >
3 WIKS-F	4 WRHT-FF	4 WERO-F	4 WRHT-FF	4 WNCT-F	4 WRNS-F	4 WRNS-F	4 WIKS-F	4 WXNR-F >	4 WXNR-F >>	4 WRHT-FF
5 WMGV-F	5 WERO-F	5 WELS-F	4 WNCT-F <	5 WERO-F	4 WSFL-F	5 WRHT-FF >	5 WRHT-FF	5 WRHT-FF >	5 WRHT-FF	
5 WERO-F	5 WELS-F >>	5 WRHT-FF	6 WELS-F	5 WELS-F				6 WXQR-F >	6 WXQR-F	
5 WXNR-F >			6 WERO-F >	7 WRHT-FF					6 WRDU-F	
			8 WFXK-F	8 WFXK-F >					6 WERO-F	
									6 WNCT-F	
									8 WMGV-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WANJ-F	ST	101.1	Belhaven 0.4 1.9 3 110
WCZI-F	T	98.3	Washington 0.6 2.4 4 121
WELS	G	1010	Kinston 0.4 1.2 3 58
WGPM-F	AC	94.3	Farmville 0.7 2.2 5 107
WJNC	T/SPRTS	1240	Jacksonville 0.9 1.8 6 87
WNBR-FF	B/O	94.1	Oriental 1.0 2.8 8 156
WOOW	G	1340	Greenville 0.6 1.0 4 46

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WKIX-FF	C	96.9	Goldboro 0.6 3.1 22 610
WMNX-F	B	97.3	Wilmington 1.0 3.6 12 262
WQDR-F	C	94.7	Raleigh 0.4 2.7 32 596
WRAL-F	AC/CHR	101.5	Raleigh 0.6 2.7 41 810
WZXS-F	ST	103.9	Topsail Beach 1.2 2.2 12 137

# GREENVILLE-NEW BERN-JACKSONVILLE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Beasley</b> WIKS-FM, WMGV-FM, WNCT-AM, WNCT-FM, WSFL-FM, WXNR-FM	33.7 %	38.0 %	42.1 %	AC	0 (0)	65 (4)	65 (4)	11.4 %	5.4 %
<b>Cumulus</b> WQSL-FM, WXQR-FM	4.2 %	3.4 %	4.4 %	AOR/Classic/NR	0 (0)	117 (4)	117 (4)	20.5 %	19.5 %
<b>Local - 1</b> WCBZ-FM, WNBR-FM, WRHT-FM, WZBR-FM	7.5 %	5.6 %	9.7 %	Black/Urban	0 (0)	113 (6)	113 (6)	19.8 %	21.0 %
<b>Local - 2</b> WCZI-FM, WGPM-FM	1.3 %	1.9 %	%	CHR	0 (0)	56 (3)	56 (3)	9.8 %	7.5 %
<b>NextMedia, pend.</b> WANG-AF, WANJ-FM, WDLX-AM, WERO-FM, WKOO-FM, WRNS-AM, WRNS-FM	19.5 %	20.8 %	29.3 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	<b>66.3 %</b>	<b>69.7 %</b>	<b>85.5 %</b>	Country	0 (0)	88 (3)	88 (3)	15.4 %	22.8 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	6 (1)	14 (2)	20 (3)	3.5 %	3.3 %
				Oldies	0 (0)	53 (3)	53 (3)	9.3 %	11.1 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	7 (2)	26 (1)	33 (3)	5.8 %	6.2 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	0 (0)	25 (3)	25 (3)	4.4 %	3.1 %
				<b>Totals</b>	<b>13 (3)</b>	<b>557 (29)</b>	<b>570 (32)</b>		

## AM Stations

WANG	1330	1 kw (Days)	Simul. WANG-F	Havelock
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## FM Stations

Station	Freq	Power	Format	Company	City
WANG	105.1	18.5 kw @ 384	Standards	Westwd \$ NA Katz	Havelock
WCBZ	103.7	100 kw @ 981	Simul. WRHT-F		Williamston
WELS	102.9	3 kw @ 328	Black Gospel	ABC, AURN \$ NA ---	Kinston
WERO	93.3	100 kw @ 1780	Hot AC	Westwd \$36.00 Katz	Washington
WIKS	101.9	100 kw @ 983	Black	ABC, Westwd \$55.00 D&R	New Bern
WKOO	98.7	100 kw @ 978	Oldies	ABC \$25.00 Allied	Jacksonville
WMGV	103.3	100 kw @ 593	AC/CHR	Westwd \$<20.00 D&R	Newport
WNCT	107.9	100 kw @ 1700	Oldies	CBS \$30.00 D&R	Greenville
WQSL	92.3	23 kw @ 725	CHR	\$19.00 Banner	Jacksonville
WRHT	96.3	100 kw @ 492	CHR	\$35.00 ---	Morehead City
WRNS	95.1	100 kw @ 1500	Country	ABC \$74.00 Mc-Guild	Kinston
WRSV	92.1	1.7 kw @ 380	Black	AURN \$ NA ---	Rocky Mount
WSFL	106.5	100 kw @ 915	AOR	Westwd \$47.00 D&R	New Bern
WTKF	107.3	7 kw @ 607	Talk	Westwd, Talknt, 1/1 \$16.00 ---	Atlantic
WXNR	99.5	16.5 kw @ 843	AOR-New Rock	\$17.00 D&R	Grifton
WXQR	105.5	19 kw @ 794	Classic AOR	\$<20.00 Banner	Jacksonville

Notes: Other ranked stations -- See Raleigh-Durham ... 11/99 WSMO (1580; Camp Lejeune) returned to the air, programming Country as "Opry Radio" ... 2/00 WANG-AF, WANJ-F, WDLX, WERO-F, WKOO-F and WRNS-AF sold by Pinnacle to NextMedia as part of a \$75,000,000 group transaction

# GREENVILLE-SPARTANBURG

Arbitron Rank	58	Pop (12+)	746,100	Stations	32 / 21	Last Year's Revenue:	\$32,800,000
MSA Rank:			63	Diaries:	1,896 / 394:1 / 50.3%	Household Income:	\$40,746
MSA Pop:			935,000	Sample Target:	1,910	Total Retail Sales:	\$9.8 Bil.
DMA:		35 (w/Asheville)		% Below Line:	8.4	#1 Biller:	WSSL-F \$5,300,000
Average Persons Rating:			14.1	% Not Listed:	15.9	#1 Billing Portfolio	
Market TSL in Hours			18.75	Pop per Station:	35,529	Clear Channel, pend.	\$12,300,000

12+ Metro	Format	Fall 99		Sum 99	Spq 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spq 99	Fall 98	12+ TSA		Revenue Level
		1/4	Share									AQH / Cume	Level	
1	WJMZ-F	B	110 / 10.5	11.5	10.7	9.5	9.3	10.6	1084 / 14.5	15.8	15.3	157 / 1720	F	WJMZ-F
2	WSSL-F	C	88 / 8.4	10.3	10.8	9.9	8.8	9.8	1528 / 20.5	21.5	20.4	151 / 2562	G	WSSL-F
3	WSPA-F	SAC	83 / 7.9	6.0	6.3	6.8	7.5	6.7	1247 / 16.7	13.9	14.3	123 / 2035	E	WSPA-F
4	WFBC-F	CHR	77 / 7.3	9.0	9.8	8.8	7.7	8.7	1524 / 20.4	24.3	20.4	138 / 2941	D	WFBC-F
5	WMYI-F	AC	71 / 6.8	5.6	6.2	6.8	5.6	6.3	1351 / 18.1	17.1	16.5	125 / 2347	E	WMYI-F
6	WROQ-F	AOR	69 / 6.6	7.6	7.6	6.8	7.8	7.1	1156 / 15.5	16.8	16.3	125 / 1886	G	WROQ-F
7	WESC-F	C	60 / 5.7	7.3	8.4	6.6	7.8	7.0	1189 / 15.9	19.6	16.0	117 / 2060	E	WESC-F
8	WTPT-F	AOR	57 / 5.4	4.7	5.9	6.0	5.5	5.5	972 / 13.0	13.3	12.8	101 / 1824	C	WTPT-F
9	WORD-AA	N/T	42 / 4.0	3.5	2.9	3.8	4.0	3.5	584 / 7.8	6.5	8.2	43 / 630	B	WORD-AA
10	WOLI-F	O	29 / 2.8	3.7	3.3	2.7	3.0	3.1	580 / 7.8	8.7	7.3	31 / 635		WOLI-F
11	WMUU-F	EZ	28 / 2.7	2.7	2.4	3.4	2.1	2.8	427 / 5.7	5.7	5.5	40 / 686	B	WMUU-F
12	WPEK-F	T	23 / 2.2	2.5	1.8	2.0	2.7	2.1	547 / 7.3	5.2	6.8	40 / 834	B	WPEK-F
13	WPJM	B/G	21 / 2.0	1.5	1.5	1.2	1.7	1.5	214 / 2.9	2.2	2.9	21 / 214		WPJM
14	WPEG-F	B	20 / 1.9	1.2	1.2	1.6	1.3	1.5	258 / 3.5	4.0	3.8	42 / 588		WPEG-F
15	WMIT-F	REL	19 / 1.8	1.1	1.0	0.9	0.7	1.2	336 / 4.5	3.4	2.8	66 / 876		WMIT-F
16	WSPA	T	12 / 1.1	1.3	0.8	1.5	1.1	1.2	241 / 3.2	2.1	2.3	15 / 333	B	WSPA

12+ FM Share (Metro): 90.05% (796 of 884) (Fall 98: 88.95%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WFBC-F	1 WJMZ-F	1 WJMZ-F	1 WROQ-F <	1 WJMZ-F <	1 WSPA-F <	1 WJMZ-F <	1 WSPA-F >	1 WJMZ-F	1 WJMZ-F >	1 WJMZ-F >
2 WJMZ-F >>>	1 WTPT-F	2 WROQ-F	2 WJMZ-F	2 WROQ-F	2 WSSL-F	2 WSSL-F <	2 WSSL-F <	2 WFBC-F <	2 WFBC-F	2 WSSL-F
1 WFBC-F >	3 WTPT-F	3 WSPA-F <	3 WSPA-F <	3 WJMZ-F <	3 WROQ-F	3 WJMZ-F <	3 WSPA-F	3 WSSL-F	3 WSSL-F	3 WFBC-F
4 WSSL-F	3 WFBC-F <	4 WMYI-F	4 WMYI-F	4 WMYI-F <	4 WMYI-F	4 WMYI-F <	4 WMYI-F <	4 WSSL-F	4 WTPT-F <	4 WSPA-F <
5 WROQ-F	5 WSPA-F <	5 WSSL-F <	5 WSSL-F	5 WROQ-F	5 WFBC-F <	5 WROQ-F <	5 WROQ-F <	5 WMYI-F <	5 WSPA-F <	5 WMYI-F
6 WMYI-F	6 WMYI-F	6 WTPT-F <	6 WTPT-F <	6 WESC-F <	6 WSPA-F	6 WORD-AA	6 WORD-AA	6 WTPT-F <	6 WMYI-F	6 WTPT-F <
6 WESC-F <	6 WSSL-F	7 WFBC-F	7 WESC-F <	7 WORD-AA	7 WESC-F >	7 WESC-F <	7 WROQ-F	7 WROQ-F <	7 WROQ-F <	7 WESC-F
	8 WESC-F >	8 WESC-F >	8 WESC-F >	8 WOLI-F <	8 WORD-AA <	8 WORD-AA <	8 WTPT-F <	8 WESC-F	8 WESC-F	8 WROQ-F >
		9 WOLI-F	9 WOLI-F	9 WMUU-F	9 WTPT-F >	9 WFBC-F >	9 WPEK-F	9 WPEG-F >	9 WPEK-F	9 WMUU-F
				10 WPJM	10 WOLI-F <	10 WMUU-F	10 WORD-AA	10 WOLI-F	10 WOLI-F	9 WPJM

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrite
1 WFBC-F >	1 WFBC-F	1 WJMZ-F	1 WFBC-F <	1 WJMZ-F	1 WTPT-F	1 WTPT-F	1 WTPT-F	1 WROQ-F	1 WROQ-F	1 WJMZ-F
2 WESC-F	2 WJMZ-F >	2 WFBC-F	2 WJMZ-F	1 WSPA-F <	2 WPEG-F	2 WJMZ-F	2 WROQ-F	2 WJMZ-F <	2 WJMZ-F	1 WESC-F >
2 WJMZ-F	3 WTPT-F <	3 WSPA-F	3 WMYI-F <	3 WMYI-F	3 WJMZ-F	3 WROQ-F	3 WJMZ-F	3 WTPT-F >	3 WSSL-F <	3 WSSL-F <
4 WTPT-F	4 WMYI-F	4 WMYI-F	4 WSPA-F	4 WFBC-F <	4 WFBC-F	4 WSSL-F <	4 WSSL-F	4 WSSL-F	4 WTPT-F <	4 WFBC-F
4 WSSL-F	4 WESC-F <	5 WTPT-F	5 WSSL-F	5 WSSL-F	4 WSSL-F	5 WFBC-F	5 WFBC-F	5 WSPA-F <	5 WSPA-F	5 WSPA-F
6 WPEG-F	6 WSSL-F	6 WSSL-F	6 WESC-F	6 WROQ-F	6 WPEG-F	5 WSPA-F	6 WMYI-F	6 WESC-F	6 WESC-F	6 WMYI-F
6 WMYI-F >	7 WSPA-F >	7 WROQ-F	7 WESC-F	7 WESC-F	7 WSPA-F	7 WMYI-F	6 WESC-F	6 WESC-F	6 WMYI-F	6 WMYI-F
		7 WTPT-F >	8 WTPT-F	8 WOLI-F	8 WTPT-F	8 WPEK-F	8 WFBC-F	8 WFBC-F	8 WORD-AA	8 WROQ-F >
					9 WOLI-F		9 WPEG-F <	9 WPEG-F <	9 WPEK-F <	9 WPEK-F <

Other Rated Stations		Metro Share	Cume Rating	TSA AQH	Cume
WCCP-F	SPRTS	92.7	Clemson	0.6	2.5 6 183
WESC	C	660	Greenville	0.4	0.8 5 112
WMUU	REL	1260	Greenville	0.4	0.8 4 57
WRIX	G	1020	Homeland Park	0.5	1.1 10 134
WRIX-F	C	103.1	Honea Path	0.7	1.6 10 167

Other Rated Stations--Outside Market		Metro Share	Cume Rating	TSA AQH	Cume
WBAV-F	B/AC	101.9	Charlotte	0.6	1.7 15 312
WFOX-F	O	97.1	Gainesville, GA	0.4	1.2 16 349
WGOG-F	O	96.3	Wahalla	0.4	0.7 10 137
WHLC-F	EZ	104.5	Highlands, NC	0.6	1.8 13 199
WKSF-F	C	99.9	Asheville, NC	0.6	3.2 79 1409
WLNK-F	AC-NR	107.9	Charlotte	0.7	3.2 21 529
WNKS-F	CHR	95.1	Charlotte	0.5	3.6 29 813
WWMG-F	O	96.1	Shelby, NC	0.7	2.7 40 751
WXRC-F	AOR	95.7	Hickory, NC	0.4	1.1 10 235

# GREENVILLE-SPARTANBURG

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Barnstable, pend.</b> WROQ-FM, WTPT-FM	12.0 %	15.9 %	19.8 %	AC	0 (0)	78 (2)	78 (2)	8.8 %	7.5 %
<b>Clear Channel, pend.</b> WESC-FM, WGVL-AM, WLFJ-AM, WMYI-FM, WSSL-FM	21.3 %	21.6 %	37.5 %	AOR/Classic/NR	0 (0)	130 (3)	130 (3)	14.7 %	16.3 %
<b>Entercom, pend.</b> WFBC-FM, WHYZ-AM, WORD-AM, WSPA-AM, WSPA-FM, WYRD-AM	20.3 %	18.1 %	23.7 %	Black/Urban	0 (0)	136 (3)	136 (3)	15.4 %	14.1 %
<b>Local (LMA to Entercom)</b> WOLI-FM, WOLT-FM	2.8 %	3.8 %	%	CHR	0 (0)	82 (2)	82 (2)	9.3 %	9.2 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	4 (1)	161 (4)	165 (5)	18.7 %	22.8 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	54 (3)	23 (1)	77 (4)	8.7 %	9.3 %
				Oldies	0 (0)	44 (5)	44 (5)	5.0 %	4.3 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	30 (3)	19 (1)	49 (4)	5.5 %	3.9 %
				Soft AC	0 (0)	83 (1)	83 (1)	9.4 %	8.9 %
				Sports	0 (0)	6 (1)	6 (1)	0.7 %	0.4 %
				Standards/EZ	0 (0)	34 (2)	34 (2)	3.8 %	3.3 %
				<b>Totals</b>	<b>88 (7)</b>	<b>796 (25)</b>	<b>884 (32)</b>		

## AM Stations

Station	Freq	Power	Format	Parent	Rate	Company	City
WORD	910	3.6 kw/0.89 kw (DA-2)	News/Talk	CBS, ESPN	\$19.00	Allied Entercom	Spartanburg
WPJM	800	1 kw/0.44 kw	Black Gospel	AURN	\$ NA	---	Greer
WSPA	950	5 kw (DA-N)	Talk	CBS, Westwd, ESPN	\$17.00	Allied Entercom	
WYRD	1330	5 kw (DA-N)	Simul. WORD				Greenville

## FM Stations

Station	Freq	Power	Format	Parent	Rate	Company	City
WESC	92.5	100 kw @ 2000	Country	ABC	\$77.00	Clr Chnl Clear Channel	
WFBC	93.7	100 kw @ 1850	CHR	CBS	\$40.00	Katz Entercom	
WJMZ	107.3	100 kw @ 1010	Black	ABC	\$59.00	Clr Chnl Radio One, pend.	Anderson
WMUU	94.5	100 kw @ 1200	EZ/Standards		\$24.00	---	
WMYI	102.5	20 kw @ 1782	AC	AMFM	\$97.00	Christal Clr Chnl, pend.	Hendersonville, NC
WOLI	103.9	6 kw @ 328	Oldies	ABC	\$21.00	Allied WOLT-F	Easley
WOLT	103.3	2.7 kw @ 495	Simul. WOLI-F				Greer
WPEK	98.1	100 kw @ 997	Talk	CNN, WW1, CBS	\$ NA	---	Seneca, SC
WROQ	101.1	100 kw @ 986	AOR/Classic AOR	ABC	\$100.00	Banner Barnstable, pend.	Anderson
WSPA	98.9	100 kw @ 1910	Soft AC		\$44.00	Allied Entercom	
WSSL	100.5	100 kw @ 1240	Country	AMFM	\$109.00	Katz Clr Chnl, pend.	Gray Court
WTPT	93.3	93 kw @ 2030	AOR	ABC	\$22.00	Clr Chnl Barnstable, pend.	Forest City, NC

Notes: Other ranked stations -- See Charlotte or Asheville . . . Revenue data for WOLI-FF are not available . . . 10/99 AMFM and Clear Channel announced plans to merge. Divestitures in the market will be necessary . . . 1/00 WESC changed from Country to Religion as WLFJ; it is LMA'd to WLFJ-F (non-commercial) . . . 2/00 WHYZ (1070; Sans Souci) sold to Entercom for \$1,500,000 (Blackburn) . . . 3/00 In divestitures resulting from the AMFM/Clear Channel merger, AMFM sold WROQ-F and Clear Channel sold WTPT-F to Barnstable as part of a multi-market transaction (price NA), and Clear Channel sold WJMZ-F to Radio One as part of a multi-market transaction (price NA)

# HARRISBURG

**Arbitron Rank** 77 Pop (12+) 526,100  
**MSA Rank:** 85  
**MSA Pop:** 619,000  
**DMA:** 46 (w/Lanc., York)  
**Average Persons Rating:** 16.0  
**Market TSL in Hours** 21.25

**Stations** 32 / 19  
**Diaries:** 1,725 / 305:1 / 58.1%  
**Sample Target:** 1,650  
**% Below Line:** 18.0  
**% Not Listed:** 14.5  
**Pop per Station:** 27,689

**Last Year's Revenue:** \$25,500,000  
**Household Income:** \$51,578  
**Total Retail Sales:** \$7.1 Bil.  
**#1 Biller:** WNNK-F \$7,600,000  
**#1 Billing Portfolio**  
 Cumulus, pend. \$11,400,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	WNNK-F	CHR	84 / 10.0	11.0	10.0	11.9	11.5	10.7	1398 / 28.6	25.1	26.3	107 / 1811	H	WNNK-F
2	WRBT-F	C	67 / 7.9	6.7	6.1	6.0	6.6	6.7	806 / 15.3	13.6	13.4	85 / 1105	C	WRBT-F
3	WHP	FS	66 / 7.8	8.3	9.0	8.8	9.1	8.5	1023 / 19.4	16.2	19.7	109 / 1613	D	WHP
4	WRVV-F	AC-NR	57 / 6.8	8.2	10.2	7.6	6.1	8.2	862 / 16.4	18.1	16.1	110 / 1791	F	WRVV-F
5	WQXA-F	AOR	54 / 6.4	6.4	6.1	4.9	5.2	6.0	869 / 16.5	14.2	15.2	134 / 2295		WQXA-F
5	WRKZ-FF	C	54 / 6.4	7.2	7.3	5.6	6.4	6.6	727 / 13.8			127 / 1761	E	WRKZ-FF
7	WTPA-F	AOR	39 / 4.6	4.9	3.6	4.5	5.0	4.4	697 / 13.3	11.3	13.6	82 / 1454	E	WTPA-F
8	WWKL-F	O	37 / 4.4	5.4	5.3	6.6	5.2	5.4	664 / 12.6	13.3	13.3	51 / 936	D	WWKL-F
9	WROZ-F	SAC	34 / 4.0	2.3	3.7	2.7	3.1	3.2	500 / 9.5	11.0	10.9	97 / 1523		WROZ-F
10	WLAN-F	CHR	27 / 3.2	3.0	2.7	2.4	3.2	2.8	726 / 13.8	11.9	12.4	108 / 2211		WLAN-F
11	WTCY	B/AC	25 / 3.0	2.3	2.5	2.6	3.7	2.6	180 / 3.4	4.1	4.2	26 / 187	A	WTCY
12	WLBR	FS	19 / 2.3	2.5	1.4	3.1	2.1	2.3	288 / 5.5	3.7	4.4	19 / 330	A	WLBR
13	WARM-F	SAC	18 / 2.1	1.6	1.9	1.3	1.5	1.7	256 / 4.9	5.5	5.3	104 / 1466		WARM-F
14	WKBO	ST	16 / 1.9	1.4	1.5	1.6	1.5	1.6	206 / 3.9	3.2	3.6	16 / 217	A	WKBO
14	WHYL	ST	16 / 1.9	2.3	1.6	1.6	1.9	1.8	256 / 4.9	4.3	4.9	22 / 320	A	WHYL
16	WDAC-F	REL	15 / 1.8	1.9	1.1	3.1	1.7	2.0	269 / 5.1	4.2	4.9	86 / 1154		WDAC-F
17	WYCR-F	CHR	12 / 1.4	2.0	1.7	1.2	2.0	1.6	465 / 8.8	8.9	9.7	72 / 1677		WYCR-F
18	WEGK-F	CL AOR	11 / 1.3	1.9	1.4	1.9	2.4	1.6	310 / 5.9	6.3	6.7	35 / 1056		WEGK-F

12+ FM Share (Metro): 77.12% (556 of 721) (Fall 98: 76.92%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WNNK-F	1 WQXA-F	1 WNNK-F	1 WNNK-F	1 WNNK-F	1 WHP	1 WNNK-F	1 WRBT-F <	1 WNNK-F	1 WNNK-F	1 WRKZ-FF <
2 WLAN-F >	2 WRBT-F <	2 WRVV-F <	2 WRVV-F	2 WRVV-F	2 WNNK-F <	2 WQXA-F	2 WHP <	2 WRBT-F	2 WHP <	2 WNNK-F
3 WQXA-F	3 WNNK-F >	3 WQXA-F <	3 WRBT-F <	3 WRBT-F	3 WRKZ-FF	3 WHP	3 WNNK-F <	3 WRVV-F	3 WQXA-F <	3 WHP
4 WYCR-F >	4 WRVV-F	4 WRBT-F	4 WQXA-F	4 WQXA-F	4 WRBT-F	4 WRBT-F <	4 WRVV-F >	4 WHP <	4 WRVV-F <	4 WRBT-F
	5 WTPA-F	5 WTPA-F	5 WTPA-F	5 WTPA-F <	4 WRVV-F	5 WRKZ-FF	5 WRKZ-FF <	5 WQXA-F <	5 WRBT-F <	5 WQXA-F
	6 WLAN-F >	6 WRKZ-FF <	6 WHP	6 WHP	6 WWKL-F	6 WRVV-F	6 WQXA-F	6 WRKZ-FF <	6 WTPA-F	5 WRVV-F
		7 WHP	6 WRKZ-FF	6 WRKZ-FF	7 WROZ-F	7 WTPA-F	6 WTPA-F <	7 WTPA-F <	6 WRKZ-FF	7 WWKL-F
		8 WTCY	8 WROZ-F	8 WWKL-F	8 WTPA-F	8 WWKL-F	8 WROZ-F <	8 WWKL-F <	8 WROZ-F	8 WLAN-F
		8 WLAN-F	9 WTCY	9 WROZ-F >	9 WLBR	9 WLBR <	9 WROZ-F >	9 WLAN-F <	9 WLAN-F <	9 WTPA-F <
		8 WROZ-F	9 WWKL-F >	9 WARM-F	10 WROZ-F <	10 WTCY	10 WLAN-F	10 WWKL-F	10 WWKL-F	10 WTCY <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrmite
1 WNNK-F	1 WNNK-F >	1 WNNK-F	1 WNNK-F >	1 WNNK-F >	1 WQXA-F	1 WQXA-F >	1 WQXA-F >	1 WQXA-F	1 WRVV-F	1 WHP <
2 WLAN-F	2 WQXA-F	2 WRBT-F >	2 WRBT-F	2 WRBT-F <	1 WRBT-F >>	2 WRBT-F >	2 WRBT-F	2 WRVV-F <	2 WTPA-F	2 WNNK-F
2 WQXA-F >>	2 WRBT-F	3 WQXA-F	3 WRVV-F	3 WRVV-F >	3 WTPA-F	3 WTPA-F <	3 WTPA-F	3 WTPA-F	2 WQXA-F	3 WRKZ-FF
4 WHP	4 WLAN-F	3 WRVV-F >	4 WQXA-F	4 WROZ-F	3 WNNK-F	4 WRVV-F <	3 WRVV-F	4 WRBT-F	4 WHP <	4 WRBT-F
4 WRKZ-FF	5 WRVV-F >	5 WTCY	5 WROZ-F	4 WWKL-F <	3 WTCY	5 WNNK-F >	5 WNNK-F	5 WNNK-F	5 WNNK-F	5 WQXA-F
4 WYCR-F	6 WTCY	5 WLAN-F	5 WLAN-F <	6 WRKZ-FF <		6 WRKZ-FF	6 WRKZ-FF	6 WHP <	5 WRBT-F	6 WTPA-F
4 WROZ-F	6 WYCR-F >		7 WTCY	7 WQXA-F <		6 WLAN-F		7 WRKZ-FF >	7 WRKZ-FF >	
4 WRBT-F >>			7 WRKZ-FF	8 WTCY				8 WWKL-F	8 WWKL-F	
			9 WWKL-F	9 WHP				9 WROZ-F >	9 WROZ-F >	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume		
WADV	G	940	Lebanon	0.7	1.4	13	175	WAYZ-F	C	101.5	Waynesboro	0.4	0.7	5	73
WIOO	AC	1000	Carlisle	1.1	1.6	9	96	WIOV-F	C	105.1	Ephrata	0.6	2.7	61	1078
WQIC-F	AC	100.1	Lebanon	1.1	2.5	10	164	WLZS-F	O	106.1	Beaver Springs	0.4	0.9	12	219
WQLV-F	SAC	98.9	Millersburg	0.8	2.0	7	118	WOYK	SPRTS	1350	York	0.6	1.7	9	225
WWII	REL	720	Shiremanstown	0.4	1.9	7	148	WQXX-F	CHR	94.1	Sunbury	0.5	2.0	17	296
								WSOX-F	O	96.1	Red Lion	1.1	3.4	87	1500
								WWMD-F	EZ	104.7	Hagerstown, MD	0.7	1.2	33	323

# HARRISBURG

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Citadel</b> WHYL-AM, WHYL-FM, WQXA-FM, WRKZ-FM	14.8 %	13.9 %	14.9 %	AC	9 (1)	66 (2)	75 (3)	10.4 %	8.4 %
<b>Clear Channel</b> WHP-AM, WKBO-AM, WRBT-FM, WRVV-FM, WWKL-AM, WWKL-FM	28.8 %	29.8 %	39.8 %	AOR/Classic/NR	0 (0)	104 (3)	104 (3)	14.4 %	14.7 %
<b>Cumulus, pend.</b> WNCE-FM, WNNK-FM, WTCY-AM, WTPA-FM	21.7 %	24.4 %	45.1 %	Black/Urban	25 (1)	0 (0)	25 (1)	3.5 %	4.4 %
	<b>65.3 %</b>	<b>68.1 %</b>	<b>99.8 %</b>	CHR	0 (0)	127 (4)	127 (4)	17.6 %	20.0 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	130 (5)	130 (5)	18.0 %	16.7 %
				Full Service	85 (2)	0 (0)	85 (2)	11.8 %	13.1 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Oldies	0 (0)	49 (3)	49 (3)	6.8 %	6.2 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	9 (2)	15 (1)	24 (3)	3.3 %	3.2 %
				Soft AC	0 (0)	59 (3)	59 (3)	8.2 %	6.4 %
				Sports	5 (1)	0 (0)	5 (1)	0.7 %	0.0 %
				Standards/EZ	32 (2)	6 (1)	38 (3)	5.3 %	6.4 %
				<b>Totals</b>	<b>165 (9)</b>	<b>556 (22)</b>	<b>721 (31)</b>		

## AM Stations

Station	Freq	Power	Format	Parent	Revenue	AM	FM	Location
WHP	580	5 kw (DA-N)	Full Service	ABC	\$44.00	Clr Chnl	Clear Channel	
WHYL	960	5 kw/0.22 kw (DA-1)	Standards	Westwd	\$<20.00	Unirep	Citadel	Carlisle
WKBO	1230	1 kw	Standards	CNN	\$ NA	Clr Chnl	Clear Channel	
WLBR	1270	5 kw/1 kw (DA-2)	Full Service	ABC	\$<20.00	Dome	WQIC-F	Lebanon
WTCY	1400	1 kw	Black AC	AMFM, ABC	\$<20.00	Eastman	Cumulus, pend.	

## FM Stations

Station	Freq	Power	Format	Parent	Revenue	AM	FM	Location
WHYL	102.3	3 kw @ 328	Simul. WRKZ-F					Carlisle
WNNK	104.1	22.5 kw @ 725	CHR	Westwd, AMFM	\$129.00	Eastman	Cumulus, pend.	
WQXA	105.7	25.1 kw @ 705	AOR		\$ NA	Mc-Guild	Citadel	York
WRBT	94.9	25 kw @ 700	Country		\$22.00	Clr Chnl	Clear Channel	
WRKZ	106.7	14 kw @ 928	Country	ABC	\$75.00	Allied	Citadel	Hershey
WRVV	97.3	17 kw @ 840	Modern AC	ABC	\$65.00	Clr Chnl	Clear Channel	
WTPA	93.5	1.25 kw @ 719	AOR	ABC	\$64.00	Eastman	Cumulus, pend.	Mechanicsburg
WWKL	99.3	6 kw @ 328	Oldies	ABC	\$43.00	Clr Chnl	Clear Channel	

Notes: Other ranked stations – See York or Lancaster . . . No prior cume ratings for WRKZ-F are available . . . 9/99 WTPA-F changed from AOR to Classic AOR; sister WNCE-F changed from Easy Listening/Standards to simulcasting WTPA-F . . . 10/99 AMFM and Clear Channel announced plans to merge. Divestitures in the market will be necessary . . . 3/00 In divestitures resulting from the AMFM/Clear Channel merger, AMFM sold WNCE-F, WNNK-F, WTCY and WTPA-F to Cumulus as part of a \$159,000,000 (plus station swaps) multi-market transaction

# HARTFORD

**Arbitron Rank** 44 **Pop (12+)** 964,600  
**MSA Rank:** 50  
**MSA Pop:** 1,110,000  
**DMA:** 26 (w/New Haven)  
**Average Persons Rating:** 15.6  
**Market TSL in Hours** 20.50

**Stations** 28 / 18  
**Diaries:** 2,400 / 402:1 / 53.3%  
**Sample Target:** 2,320  
**% Below Line:** 8.5  
**% Not Listed:** 16.7  
**Pop per Station:** 53,589

**Last Year's Revenue:** \$65,900,000  
**Household Income:** \$59,642  
**Total Retail Sales:** \$12.0 Bil.  
**#1 Biller:** WRCH-F \$11,400,000  
**#1 Billing Portfolio**  
 CBS/Infinity \$32,400,000

12+ Metro	Format	Fall 99		Sum 99	Spq 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spq 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
		1/4	Share											
1	WTIC	FS	159 / 10.6	11.9	10.7	11.8	10.9	11.3	2325 / 24.1	24.1	24.0	196 / 3042	I	WTIC
2	WRCH-F	SAC	145 / 9.7	10.3	11.3	12.5	11.4	10.9	1848 / 19.2	22.1	21.9	201 / 2819	I	WRCH-F
3	WKSS-F	CHR	136 / 9.1	9.3	8.9	8.2	7.6	8.9	2373 / 24.6	23.7	23.4	280 / 5016	H	WKSS-F
4	WWYZ-F	C	119 / 7.9	8.4	7.9	7.4	6.9	7.9	1464 / 15.2	15.4	15.1	222 / 2697	G	WWYZ-F
5	WTIC-F	AC/CHR	97 / 6.5	6.2	6.9	7.5	7.1	6.8	2009 / 20.8	23.4	23.8	154 / 3467	H	WTIC-F
6	WDRG-F	O	84 / 5.6	5.5	4.7	5.4	4.5	5.3	1314 / 13.6	15.0	14.1	163 / 2826	G	WDRG-F
7	WDRG-AA	ST	79 / 5.3	3.9	5.2	3.8	6.0	4.5	920 / 9.5	8.3	9.7	83 / 979	C	WDRG-AA
8	WCCC-AF	AOR	72 / 4.8	4.5	4.7	4.3	4.7	4.6	1170 / 12.1	13.1	12.4	127 / 2352	E	WCCC-AF
9	WZMX-F	B/O	60 / 4.0	4.0	4.2	2.5	3.3	3.7	961 / 10.0	11.5	11.1	103 / 1873	E	WZMX-F
10	WMRQ-F	AOR-NR	53 / 3.5	3.8	3.8	4.0	4.0	3.8	1246 / 12.9	14.6	13.5	114 / 2585	G	WMRQ-F
11	WHCN-F	CL AOR	49 / 3.3	3.7	4.3	3.7	3.1	3.7	973 / 10.1	12.4	11.4	96 / 2013	D	WHCN-F
12	WAQY-F	CL AOR	34 / 2.3	2.0	1.5	1.5	1.5	1.8	695 / 7.2	6.1	5.9	102 / 1645		WAQY-F
13	WFAN	SPRST	22 / 1.5	0.9	1.3	1.4	1.7	1.3	558 / 5.8	4.9	5.9	74 / 1632		WFAN
13	WNEZ	B/CHR	22 / 1.5	1.9	1.7	1.7	2.1	1.7	417 / 4.3	5.0	5.3	23 / 466	A	WNEZ
15	WLAT	SP-TP	21 / 1.4	0.8	0.7	1.3	1.6	1.1	209 / 2.2	1.9	2.6	21 / 209	A	WLAT
16	WPOP	SPRST	16 / 1.1	0.6	0.8	0.5	0.3	0.7	335 / 3.5	3.3	2.2	17 / 379	A	WPOP

12+ FM Share (Metro): 72.10% (902 of 1251) (Fall 98: 71.14%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKSS-F >>>	1 WKSS-F >	1 WKSS-F	1 WRCH-F	1 WRCH-F	1 WTIC	1 WTIC >	1 WRCH-F <	1 WKSS-F <	1 WKSS-F	1 WKSS-F <
2 WMRQ-F >	2 WCCC-AF	2 WRCH-F <	2 WTIC-F <	2 WWYZ-F <	2 WRCH-F	2 WRCH-F <	2 WTIC	2 WRCH-F	2 WRCH-F	2 WTIC <
3 WTIC-F	3 WTIC-F	3 WTIC-F <	3 WWYZ-F <	3 WTIC-F	3 WWYZ-F <	3 WWYZ-F <	3 WWYZ-F	3 WTIC <	3 WTIC	3 WRCH-F <
4 WCCC-AF	4 WMRQ-F	4 WWYZ-F	4 WKSS-F >	4 WKSS-F	4 WDRG-AA <	4 WKSS-F <	4 WKSS-F	4 WTIC-F <	4 WMRQ-F	4 WWYZ-F
	5 WWYZ-F >	5 WCCC-AF	5 WZMX-F <	5 WDRG-F <	5 WDRG-F >	5 WCCC-AF	5 WTIC-F	5 WWYZ-F	5 WCCC-F <	5 WDRG-AA <
	6 WRCH-F	6 WZMX-F	6 WCCC-AF <	6 WTIC	6 WTIC-F <	6 WTIC-F <	6 WDRG-F	6 WDRG-F	6 WDRG-F	6 WDRG-F <
	7 WHCN-F	7 WMRQ-F <	7 WTIC <	7 WZMX-F <	7 WZMX-F <	7 WDRG-AA	7 WZMX-F	7 WZMX-F <	7 WWYZ-F	7 WTIC-F >
	8 WNEZ	8 WDRG-F	8 WDRG-F <	8 WCCC-AF <	8 WKSS-F	8 WDRG-F >	8 WDRG-AA <	8 WMRQ-F	7 WTIC-F	8 WMRQ-F
		8 WHCN-F <	9 WHCN-F	9 WHCN-F			9 WCCC-AF	9 WHCN-F	9 WDRG-AA	8 WZMX-F
								9 WDRG-AA <	9 WHCN-F <	10 WHCN-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WKSS-F >>>	1 WKSS-F >>	1 WKSS-F	1 WKSS-F <	1 WRCH-F	1 WKSS-F <	1 WCCC-AF	1 WCCC-AF >	1 WCCC-AF	1 WWYZ-F <	1 WTIC >>
2 WMRQ-F >	2 WTIC-F	2 WTIC-F >	2 WRCH-F	2 WTIC-F	2 WCCC-AF	2 WKSS-F	2 WKSS-F	2 WKSS-F	2 WCCC-AF <	2 WKSS-F <
3 WCCC-AF	3 WRCH-F	3 WRCH-F <	3 WTIC-F	3 WWYZ-F	3 WMRQ-F >	3 WMRQ-F	3 WMRQ-F <	3 WWYZ-F	3 WTIC	3 WDRG-AA
3 WWYZ-F	3 WWYZ-F >	4 WWYZ-F >>	4 WWYZ-F >	3 WKSS-F	4 WWYZ-F	4 WTIC-F	4 WTIC-F <	4 WTIC-F <	4 WHCN-F	3 WWYZ-F
5 WNEZ	5 WMRQ-F	5 WZMX-F	5 WZMX-F <	5 WDRG-F	4 WTIC-F >	5 WWYZ-F	5 WHCN-F	5 WHCN-F <	4 WTIC-F <	5 WRCH-F >
5 WTIC-F	6 WCCC-AF		6 WDRG-F >	6 WZMX-F <		6 WHCN-F >	5 WWYZ-F >	6 WMRQ-F	6 WRCH-F	
5 WRCH-F	7 WNEZ		7 WTIC	7 WTIC >			7 WPOP	7 WRCH-F	6 WDRG-F <	
	8 WZMX-F		7 WMRQ-F				7 WAQY-F	7 WTIC	8 WKSS-F	
								9 WZMX-F <	9 WZMX-F	
									10 WAQY-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WKND	B/AC	1480	Windsor	0.5	0.7	8	67	WABC	T	770	New York	0.3	1.0	18	330
WRYM	SP-TP	840	New Britain	0.3	1.2	6	138	WCBS	N	880	New York	0.4	1.7	38	1030
								WHYN-F	AC	93.1	Springfield, MA	0.4	2.2	67	1199
								WKCI-F	CHR	101.3	Hamden	1.0	5.8	85	2235
								WMAS-F	AC	94.7	Springfield, MA	0.7	2.9	83	1326
								WNNZ	T/N	640	Westfield, MA	0.3	1.0	24	425
								WPKX-F	C	97.9	Enfield	0.7	2.5	70	1026
								WPLR-F	AOR	99.1	New Haven	0.8	2.9	77	1360



# HARTFORD

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>AMFM (Pend. to Clear Channel)</b>	24.9 %	26.3 %	33.8 %	AC	0 (0)	114 (3)	114 (3)	9.1 %	10.3 %
WHCN-FM, WKSS-FM, WMRQ-FM, WPOP-AM, WWYZ-FM				AOR/Classic/NR	2 (1)	219 (5)	221 (6)	17.7 %	22.2 %
<b>Buckley</b>	10.8 %	7.9 %	10.6 %	Black/Urban	30 (2)	60 (1)	90 (3)	7.2 %	2.5 %
WDRC-AM, WDRC-FM, WMMW-AM, WSNG-AM				CHR	0 (0)	151 (2)	151 (2)	12.1 %	10.8 %
<b>CBS/Infinity</b>	30.8 %	31.9 %	49.2 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WRCH-FM, WTIC-AM, WTIC-FM, WZMX-FM				Country	0 (0)	129 (2)	129 (2)	10.3 %	9.1 %
<b>Mega</b>	2.9 %	2.6 %	1.0 %	Full Service	159 (1)	0 (0)	159 (1)	12.7 %	13.2 %
WLAT-AM, WNEZ-AM				Hispanic	26 (2)	0 (0)	26 (2)	2.1 %	2.4 %
	<b>69.4 %</b>	<b>68.7 %</b>	<b>94.6 %</b>	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	16 (3)	0 (0)	16 (3)	1.3 %	0.6 %
				Oldies	0 (0)	84 (1)	84 (1)	6.7 %	5.4 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Soft AC	0 (0)	145 (1)	145 (1)	11.6 %	13.7 %
				Sports	38 (2)	0 (0)	38 (2)	3.0 %	2.4 %
				Standards/EZ	78 (2)	0 (0)	78 (2)	6.2 %	7.3 %
				<b>Totals</b>	<b>349 (13)</b>	<b>902 (15)</b>	<b>1251 (28)</b>		

## AM Stations

Station	Power	Frequency	Format	AM	FM	Total	%	Yr. Ago
WCCC	1290	0.5 kw/0.014 kw	Simul. WCCC-F					
WDRC	1360	5 kw (DA-N)	Standards	Westwd, CNN	\$30.00	Mc-Guild	Buckley	
WLAT	1230	1 kw	Hispanic-Tropical	Westwd	\$22.00	Caballero	Mega	Manchester
WMMW	1470	2.5 kw (DA-2)	Simul. WDRC					Meriden
WNEZ	910	5 kw (DA-2)	Black	Westwd	\$ NA	Allied	Mega	New Britain
WPOP	1410	5 kw (DA-2)	Sports	ESPN, Westwd	\$26.00	Sentry	AMFM	
WTIC	1080	50 kw (DA-N)	Full Service	CBS	\$135.00	Group W	CBS/Infinity	

## FM Stations

Station	Power	Frequency	Format	AM	FM	Total	%	Yr. Ago
WCCC	106.9	23.2 kw @ 725	AOR	ABC	\$44.00	D&R	Marlin	
WDRC	102.9	19.5 kw @ 810	Oldies	Westwd	\$94.00	Mc-Guild	Buckley	
WHCN	105.9	16 kw @ 867	Classic AOR	ABC	\$80.00	Christal	AMFM	
WKSS	95.7	16.5 kw @ 879	CHR		\$92.00	Christal	AMFM	
WMRQ	104.1	18 kw @ 866	AOR-New Rock		\$66.00	Christal	AMFM	Waterbury
WRCH	100.5	7.5 kw @ 1250	Soft AC		\$172.00	Katz	CBS/Infinity	New Britain
WTIC	96.5	20 kw @ 810	AC/CHR		\$84.00	Eastman	CBS/Infinity	
WWYZ	92.5	17 kw @ 879	Country	Westwd, AMFM	\$102.00	Sentry	AMFM	Waterbury
WZMX	93.7	17 kw @ 850	Black Oldies		\$97.00	Katz	CBS/Infinity	

Notes: Other ranked stations -- See New York or Springfield, MA . . . 10/99 AMFM and Clear Channel announced plans to merge. No divestitures in the market are foreseen

# HONOLULU

Arbitron Rank	60 Pop (12+)	723,900	Stations	25 / 25	Last Year's Revenue:	\$22,400,000
MSA Rank:		68	Diaries:	2,007 / 361:1 / 55.3%	Household Income:	\$60,884
MSA Pop:		872,000	Sample Target:	1,960	Total Retail Sales:	\$9.7 Bil.
DMA:		71	% Below Line:	0.0	#1 Biller:	KSSK-F \$4,000,000
Average Persons Rating:		14.9	% Not Listed:	6.4	#1 Billing Portfolio	
Market TSL in Hours		20.00	Pop per Station:	28,956		AMFM \$11,040,000

12+ Metro	Format	Fall 99		Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
		1/4	Share												
1	KCCN-F	E	109 / 10.1	9.9	11.7	10.8	7.6	10.6	1522 / 21.0	21.8	18.7	112 / 1590	D*	KCCN-F	
2	KSSK-F	AC	99 / 9.2	9.3	7.9	11.3	9.9	9.4	1528 / 21.1	20.2	21.9	104 / 1627	F	KSSK-F	
3	KINE-F	E	87 / 8.1	7.2	6.8	7.2	6.2	7.3	1080 / 14.9	13.0	12.9	90 / 1151	C	KINE-F	
4	KXME-F	CHR	86 / 8.0	7.5	6.7	6.4	5.5	7.1	1373 / 19.0	20.3	16.8	89 / 1476	B	KXME-F	
5	KRTR-F	AC	67 / 6.2	6.6	7.3	7.9	6.4	7.0	1077 / 14.9	17.2	15.6	67 / 1088	C	KRTR-F	
6	KIKI-AF	CHR/U	54 / 5.0	5.5	6.8	8.6	8.8	6.5	1235 / 17.1	20.5	22.1	54 / 1272	E	KIKI-AF	
7	KPOI-F	AOR	52 / 4.8	3.1	2.8	3.3	2.6	3.5	779 / 10.8	10.3	8.3	52 / 790	B	KPOI-F	
8	KUMU-F	SAC/EZ	50 / 4.6	4.7	5.9	5.1	5.6	5.1	743 / 10.3	4.8	4.4	52 / 776	C^	KUMU-F	
8	KUCD-F	AC-NR	50 / 4.6	4.4	3.0	3.1	3.2	3.8	960 / 13.3	11.8	10.9	50 / 960	B	KUCD-F	
10	KGMZ-F	O	46 / 4.3	4.1	5.2	5.0	5.8	4.6	912 / 12.6	12.7	14.2	50 / 988	B	KGMZ-F	
11	KDNN-F	E	40 / 3.7	2.9	2.4	2.7	3.0	2.9	608 / 8.4	8.1	8.6	40 / 608	B	KDNN-F	
12	KSSK	FS	37 / 3.4	5.6	4.6	3.8	5.1	4.4	564 / 7.8	9.9	8.2	39 / 605	D	KSSK	
13	KHVH	N/T	36 / 3.3	3.6	3.4	2.5	2.5	3.2	464 / 6.4	6.6	6.2	41 / 525	B	KHVH	
14	KKHN-F	C	34 / 3.2	2.6	3.0	3.1	3.0	3.0	488 / 6.7	6.3	6.0	35 / 496		KKHN-F	
15	KORL-F	AC	30 / 2.8	2.3	0.5				556 / 7.7	2.4		30 / 578		KORL-F	
16	KQMQ-F	CHR/U	29 / 2.7	4.0	3.5	3.7	4.9	3.5	994 / 13.7	15.8	18.7	36 / 1113	C	KQMQ-F	
17	KAIM-F	REL-CC	20 / 1.9	1.4	2.4	1.2	1.8	1.7	302 / 4.2	5.6	4.3	20 / 322		KAIM-F	
18	KUMU	ST	19 / 1.8	1.4	2.1	1.3	2.2	1.6	231 / 3.2	4.8	4.4	20 / 239	^	KUMU	
19	KGU	SPRTS	16 / 1.5	1.3	1.3	1.2	1.9	1.3	444 / 6.1	4.3	5.3	19 / 497	A+	KGU	
19	KCCN	T	16 / 1.5	0.5	1.0	0.8	1.5	1.0	432 / 6.0	3.8	6.0	16 / 436	*	KCCN	
21	KHNR	N	11 / 1.0	0.9	1.2	1.2	1.4	1.1	301 / 4.2	5.9	5.2	12 / 318	+	KHNR	

12+ FM Share (Metro): 84.44% (852 of 1009) (Fall 98: 78.65%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KXME-F >>>	1 KCCN-F >	1 KCCN-F	1 KCCN-F <	1 KSSK-F	1 KSSK-F <	1 KSSK-F >	1 KCCN-F <	1 KCCN-F	1 KXME-F	1 KCCN-F
2 KCCN-F	2 KXME-F	2 KSSK-F	2 KSSK-F	2 KCCN-F	2 KINE-F >	2 KCCN-F	2 KSSK-F	2 KXME-F <	2 KCCN-F >	2 KXME-F <
3 KIKI-AF	2 KIKI-AF	3 KXME-F	3 KRTR-F	3 KINE-F <	3 KUMU-F <	3 KINE-F	3 KINE-F	3 KSSK-F <	3 KRTR-F <	3 KINE-F
4 KQMQ-F >	4 KPOI-F	3 KRTR-F	4 KINE-F <	4 KRTR-F	4 KCCN-F <	4 KXME-F <	4 KRTR-F	4 KINE-F	4 KIKI-AF <	4 KSSK-F
	5 KUCD-F <	5 KPOI-F <	5 KUCD-F	5 KUCD-F <	5 KRTR-F	5 KIKI-AF	5 KXME-F <	5 KRTR-F	5 KPOI-F <	5 KRTR-F <
	6 KRTR-F	6 KUCD-F <	6 KPOI-F <	6 KPOI-F <	5 KGMZ-F <	5 KSSK	6 KUMU-F <	6 KPOI-F	6 KHVH	6 KUMU-F <
	7 KDNN-F <	7 KIKI-AF <	7 KXME-F <	7 KGMZ-F <	7 KSSK <	7 KRTR-F <	7 KUCD-F	7 KUCD-F <	7 KINE-F <	7 KGMZ-F
	8 KSSK-F	8 KINE-F	8 KIKI-AF	8 KXME-F <	8 KHVH >	8 KUCD-F <	8 KDNN-F <	8 KIKI-AF <	8 KQMQ-F	7 KIKI-AF
		9 KDNN-F	9 KGMZ-F <	9 KIKI-AF	9 KXME-F	9 KPOI-F <	9 KPOI-F	9 KGMZ-F <	8 KGMZ-F <	9 KPOI-F <
				10 KORL-F <	10 KUMU <	10 KHVH <	9 KIKI-AF <	10 KUMU-F	10 KUMU-F <	10 KUCD-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrite
1 KXME-F >	1 KCCN-F <	1 KCCN-F	1 KSSK-F	1 KSSK-F >	1 KCCN-F >	1 KCCN-F >	1 KCCN-F	1 KCCN-F >	1 KCCN-F >	1 KXME-F
2 KCCN-F >	2 KXME-F	1 KUCD-F	2 KXME-F <	2 KRTR-F	2 KPOI-F	2 KPOI-F	2 KPOI-F >	2 KPOI-F >	2 KSSK-F <	1 KCCN-F
3 KRTR-F	3 KRTR-F <	1 KSSK-F	3 KCCN-F	3 KINE-F <	3 KXME-F	3 KIKI-AF	3 KIKI-AF	3 KIKI-AF <	3 KPOI-F <	3 KSSK-F
3 KIKI-AF >	4 KIKI-AF <	1 KRTR-F	3 KRTR-F >	4 KCCN-F	4 KIKI-AF	4 KXME-F	4 KDNN-F	4 KDNN-F	4 KINE-F	4 KHVH
5 KDNN-F	5 KUCD-F	5 KIKI-AF >	5 KUCD-F <	5 KXME-F	5 KDNN-F	4 KDNN-F	4 KUCD-F	4 KUCD-F	5 KRTR-F <	5 KRTR-F
5 KUCD-F	5 KSSK-F >		6 KINE-F	6 KUCD-F	6 KUCD-F	6 KUCD-F	6 KXME-F	4 KSSK-F	6 KDNN-F	5 KINE-F
5 KSSK-F			6 KIKI-AF	7 KORL-F <	7 KRTR-F	7 KRTR-F	6 KRTR-F	7 KINE-F	6 KGMZ-F	7 KSSK <
5 KQMQ-F >>>			8 KORL-F	8 KUMU-F	8 KGMZ-F <		8 KXME-F	7 KRTR-F <	6 KUCD-F	
				8 KGMZ-F <				9 KXME-F	9 KIKI-AF	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KLHT	REL	1040	Honolulu	0.4	0.9	5	72
KNDI	E	1270	Honolulu	0.7	1.7	12	173
KZOO	E	1210	Honolulu	0.8	1.4	11	108

# HONOLULU

Consolidation Report			12+	25-54	Revenue	Format Performance		AM	FM	Total	%	Yr. Ago
<b>AMFM (Pend. to Clear Channel)</b>			29.2 %	31.6 %	49.3 %	AC	0 (0)	246 (4)	246 (4)	24.4 %	20.6 %	
KDNN-FM, KHVH-AM, KIKI-AF, KSSK-AM, KSSK-FM, KUCC-FM						AOR/Classic/NR	0 (0)	52 (1)	52 (1)	5.2 %	5.9 %	
<b>Cox Radio, pend.</b>			38.2 %	37.5 %	30.0 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	
KCCN-AM, KCCN-FM, KGMZ-AM, KGMZ-FM, KINE-FM, KRTR-FM, KXME-FM						CHR	1 (1)	168 (3)	169 (4)	16.7 %	20.6 %	
<b>New Wave</b>			8.7 %	9.9 %	8.7 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	
KKHN-FM, KORL-FM, KPOI-AM, KQMQ-AM, KQMQ-FM						Country	0 (0)	34 (1)	34 (1)	3.4 %	3.6 %	
<b>Salem</b>			4.4 %	4.7 %	1.7 %	Full Service	37 (1)	0 (0)	37 (1)	3.7 %	5.4 %	
KAIM-FM, KGU-AM, KHNR-AM						Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	
			<b>80.5 %</b>	<b>83.7 %</b>	<b>89.7 %</b>	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	
						News/Talk	63 (3)	0 (0)	63 (3)	6.2 %	5.7 %	
						Oldies	0 (0)	46 (1)	46 (1)	4.6 %	6.4 %	
						Others/Unknown	17 (2)	236 (3)	253 (5)	25.1 %	18.3 %	
						Religion/Gospel	4 (1)	20 (1)	24 (2)	2.4 %	3.2 %	
						Soft AC	0 (0)	50 (1)	50 (1)	5.0 %	5.9 %	
						Sports	16 (1)	0 (0)	16 (1)	1.6 %	2.0 %	
						Standards/EZ	19 (1)	0 (0)	19 (1)	1.9 %	2.4 %	
						<b>Totals</b>	<b>157 (10)</b>	<b>852 (15)</b>	<b>1009 (25)</b>			

### AM Stations

Station	Freq	Pwr	Format	Revenue	Owner	Notes
KCCN	1420	5 kw	Talk	\$ NA	Katz	Cox Radio, pend.
KGU	760	10 kw	Sports	CBS, WW1, ESPN <\$20.00	—	Salem
KHNR	650	10 kw	News	CNN \$ NA	—	Salem
KHVH	830	10 kw	Talk	ABC \$25.00	Christal	AMFM
KIKI	990	5 kw	Simul. KIKI-F			
KSSK	590	7.5 kw	Full Service	\$62.00	Eastman	AMFM
KUMU	1500	10 kw	Standards	Westwd \$ NA	Katz	

### FM Stations

Station	Freq	Pwr	Format	Revenue	Owner	Notes
KAIM	95.5	100 kw @ -24	Contemp. Christian	USA \$16.00	—	Salem
KCCN	100.3	100 kw @ 1965	Contemp. Haw'n.	\$60.00	Katz	Cox Radio, pend.
KDNN	98.5	51 kw @ 59	Contemp. Haw'n.	ABC, Westwd \$30.00	—	AMFM
KGMZ	107.9	100 kw @ 1965	Oldies	\$18.00	—	Giddens, pend. Aiea
KIKI	93.9	100 kw @ -144	Dance CHR	\$54.00	Christal	AMFM
KINE	105.1	100 kw @ 1965	Contemp. Haw'n.	\$30.00	Katz	Cox Radio, pend.
KKHN	102.7	61 kw @ 1893	Country	\$24.00	Mc-Guild	New Wave Waipahu
KORL	99.5	100 kw @ 1965	Ethnic-AC	\$ NA	Mc-Guild	New Wave
KPOI	97.5	83 kw @ 46	AOR	\$28.00	Katz	New Wave
KQMQ	93.1	100 kw @ 1853	Dance CHR	\$38.00	Allied	New Wave
KRTR	96.3	75 kw @ 2140	AC	\$40.00	Mc-Guild	Cox Radio, pend. Kailua
KSSK	92.3	100 kw @ 1950	AC	\$72.00	Eastman	AMFM Waipahu
KUCD	101.9	100 kw @ 1965	Modern AC	\$25.00	Christal	AMFM Pearl City
KUMU	94.7	100 kw @ 78	Soft AC/EZ List.	\$37.00	Katz	
KXME	104.3	75 kw @ 2116	CHR	\$ NA	Mc-Guild	Cox Radio Kaneohe

Notes: Combined revenue stations: \* KCCN-F includes KCCN; ^ KUMU-F includes KUMU; + KGU includes KHNR . . . 9/99 KAIM-AF sold to Salem for \$1,800,000 . . . 10/99 KUMU-AF sold to Emerald City for \$3,365,000 . . . 10/99 AMFM and Clear Channel announced plans to merge . . . 11/99 KKLX-F changed from Classic AOR to Contemporary Hawaiian/Jamaican/CHR as KDNN-F ("Island Rhythms") . . . 1/00 KHWH, Inc. sold KCCN-AF and KINE-F to Cox Radio for \$17,800,000 . . . 1/00 Cox Radio sold KGMZ-F to Charles Giddens for \$6,600,000; Cox will handle KGMZ's sales under a JSA

# HOUSTON

**Arbitron Rank** 10 Pop (12+): 3,613,700  
**MSA Rank:** 7  
**MSA Pop:** 4,400,000  
**DMA:** 11  
**Average Persons Rating:** 15.7  
**Market TSL in Hours** 20.75

**Stations** 37 / 37  
**Diaries:** 4,174/ 866:1/ 45.5%  
**Sample Target:** 4,030  
**% Below Line:** 0.0  
**% Not Listed:** 15.0  
**Pop per Station:** 97,668

**Last Year's Revenue:** \$255,800,000  
**Household Income:** \$51,405  
**Total Retail Sales:** \$44.2 Bil.  
**#1 Biller:** KODA-F \$23,000,000  
**#1 Billing Portfolio**  
 Clear Channel, pend. \$99,045,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	KBXX-F	B/CHR	451 / 7.9	7.6	8.0	7.7	6.8	7.8	6098 / 16.9	17.3	17.6	486 / 6695	I	KBXX-F
2	KLTN-F	SP-C	377 / 6.6	5.2	5.1	4.9	5.6	5.5	3374 / 9.3	8.6	8.0	386 / 3502	G	KLTN-F
3	KODA-F	SAC	358 / 6.3	6.5	5.9	6.2	7.1	6.2	5362 / 14.8	15.3	17.6	373 / 5620	K	KODA-F
4	KRBE-F	CHR	339 / 6.0	6.6	6.4	5.7	6.8	6.2	7598 / 21.0	21.8	23.7	364 / 8233	I	KRBE-F
5	KMJQ-F	B/AC	307 / 5.4	6.3	4.9	5.0	5.8	5.4	3771 / 10.4	10.5	11.4	316 / 3944	I	KMJQ-F
6	KILT-F	C	299 / 5.3	4.4	5.1	5.5	5.0	5.1	4046 / 11.2	11.2	10.9	319 / 4424	J	KILT-F
7	KHMX-F	AC/CHR	235 / 4.1	4.2	5.2	3.8	4.6	4.3	4803 / 13.3	14.4	14.5	242 / 5054	I	KHMX-F
8	KTZB-F	AOR-NR	234 / 4.1	4.3	4.3	3.9	4.4	4.2	4911 / 13.6	13.6	13.5	257 / 5345	H	KTZB-F
9	KTRH	N	228 / 4.0	4.2	3.9	4.1	4.5	4.1	4747 / 13.1	13.1	14.0	253 / 5239	J	KTRH
10	KLLO-F	AOR	204 / 3.6	3.6	3.6	3.6	3.8	3.6	4130 / 11.4	11.4	11.0	227 / 4523	J	KLLO-F
11	KKRW-AF	CLAOR	172 / 3.0	3.6	3.9	3.4	3.2	3.5	3691 / 10.2	10.2	10.1	180 / 3845	I	KKRW-AF
12	KKBQ-F	C	163 / 2.9	3.1	3.0	2.5	3.3	2.9	3393 / 9.4	9.4	9.8	177 / 3560	K	KKBQ-F
13	KLDE-F	O	153 / 2.7	4.5	4.0	3.9	3.4	3.8	3483 / 9.6	9.6	12.6	166 / 3863	J	KLDE-F
14	KTJM-F	B/O	135 / 2.4	2.5	2.0	2.4	1.2	2.3	2716 / 7.5	7.5	8.1	178 / 3378	D	KTJM-F
15	KPRC	T	134 / 2.4	3.1	3.3	3.7	3.0	3.1	2129 / 5.9	5.9	6.7	139 / 2222	H	KPRC
16	KBME	ST	132 / 2.3	1.8	2.6	2.6	1.9	2.3	1453 / 4.0	4.0	4.0	132 / 1471	B	KBME
17	KIKK-F	C	129 / 2.3	1.8	2.7	2.6	2.7	2.4	2811 / 7.8	7.8	7.8	135 / 3067	G	KIKK-F
18	KOVE-FF	SP-C	126 / 2.2	1.3	1.9	2.4	1.5	0.9	1938 / 5.4	5.4	4.9	129 / 2070	E	KOVE-FF
19	KQKQ-F	SP-C	101 / 1.8	2.2	1.4	2.2	2.1	1.9	2106 / 5.8	5.8	6.0	108 / 2240	H	KQKQ-F
20	KILT	SPRTS	80 / 1.4	1.5	1.5	1.7	1.9	1.5	1608 / 4.4	4.4	4.3	89 / 1744	E	KILT
21	KLAT	SP-NT	78 / 1.4	0.6	1.2	0.9	0.9	1.0	1046 / 2.9	2.9	2.5	78 / 1046	F	KLAT
22	KRTX-AF	SP-TJ	63 / 1.1	0.9	0.4	0.4	0.4	0.7	1522 / 4.2	4.2	1.3	68 / 1712	A	KRTX-AF

12+ FM Share (Metro): 82.49% (3981 of 4826) (Fall 98: 81.75%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KBXX-F >	1 KBXX-F <	1 KLTN-F	1 KLTN-F	1 KLTN-F <	1 KODA-F	1 KLTN-F >	1 KODA-F >	1 KBXX-F	1 KBXX-F >	1 KBXX-F >
2 KRBE-F >	2 KLTN-F >	2 KBXX-F	2 KMJQ-F <	2 KODA-F <	2 KILT-F <	2 KBXX-F <	2 KILT-F <	2 KRBE-F <	2 KMJQ-F <	2 KLTN-F <
3 KTZB-FF >>	3 KRBE-F	3 KMJQ-F <	3 KODA-F	3 KMJQ-F	3 KTRH <	3 KILT-F <	3 KLTN-F	3 KODA-F	3 KRBE-F >	3 KRBE-F <
4 KTZB-FF	4 KRBE-F	4 KHMX-F <	4 KHMX-F <	4 KMJQ-F	4 KRBE-F <	4 KRBE-F <	4 KHMX-F <	4 KILT-F <	4 KTZB-FF	4 KMJQ-F
4 KLLO-F <	4 KODA-F	5 KILT-F	5 KILT-F	5 KHMX-F <	5 KTRH	5 KTRH	5 KBXX-F <	5 KLTN-F <	5 KODA-F	5 KODA-F
6 KTZB-F <	6 KHMX-F <	6 KRBE-F <	6 KRBE-F <	6 KRBE-F <	6 KLDE-F <	6 KODA-F	6 KMJQ-F	6 KMJQ-F <	6 KLTN-F	6 KILT-F <
7 KMJQ-F	7 KILT-F	7 KBXX-F <	7 KBXX-F <	7 KBME <	7 KMJQ-F <	7 KRBE-F <	7 KRBE-F <	7 KTZB-FF <	7 KLLO-F	7 KTZB-FF
8 KODA-F <	8 KLLO-F	8 KLOL-F <	8 KLOL-F <	8 KLTN-F	8 KHMX-F <	8 KLOL-F <	8 KHMX-F <	8 KTRH <	8 KTRH <	8 KTRH
9 KILT-F	9 KTZB-FF <	9 KKRW-AF	9 KKRW-AF	8 KPRC	9 KLOL-F <	9 KPRC	9 KTRH <	9 KILT-F <	8 KHMX-F	8 KHMX-F
9 KHMX-F >	10 KKRW-AF >	10 KTZB-FF	10 KTZB-FF	10 KKRW-AF	10 KKRW-AF <	10 KLDE-F <	10 KLOL-F		10 KLOL-F	10 KLOL-F
				10 KLDE-F <						10 KOVE-FF <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KBXX-F >	1 KBXX-F <	1 KLTN-F	1 KLTN-F <	1 KODA-F <	1 KBXX-F >>	1 KBXX-F <	1 KLTN-F >	1 KLTN-F	1 KLTN-F	1 KTRH <
2 KRBE-F <	2 KLTN-F	2 KMJQ-F <	2 KMJQ-F <	2 KMJQ-F	2 KLTN-F	2 KLTN-F >	2 KBXX-F <	2 KBXX-F	2 KLOL-F	2 KBXX-F >
3 KLTN-F >	3 KRBE-F	3 KRBE-F	3 KODA-F <	3 KHMX-F <	3 KRBE-F <	3 KLOL-F	3 KLOL-F >	3 KLOL-F	3 KKRW-AF <	3 KMJQ-F <
4 KTZB-FF	4 KMJQ-F	4 KBXX-F <	4 KRBE-F <	4 KLTN-F	4 KTZB-FF	4 KTZB-FF	4 KTZB-FF <	4 KKRW-AF	4 KODA-F <	4 KRBE-F
5 KILT-F <	5 KODA-F <	5 KHMX-F <	5 KHMX-F <	5 KRBE-F <	5 KLOL-F >>	5 KRBE-F >	5 KILT	5 KTZB-FF	5 KILT-F	5 KLTN-F <
6 KODA-F	6 KHMX-F <	6 KODA-F	6 KBXX-F	6 KILT-F	6 KILT-F <	6 KRBE-F <	6 KRBE-F <	5 KRBE-F	6 KBXX-F	
7 KMJQ-F	7 KILT-F <	7 KILT-F	7 KILT-F >	7 KBXX-F	7 KMJQ-F <	7 KILT-F <	7 KILT-F <	5 KILT-F <	6 KMJQ-F	
8 KHMX-F	8 KTZB-FF >	8 KTZB-FF	8 KTZB-FF	8 KLOL-F <	8 KODA-F	8 KODA-F	8 KODA-F	8 KTRH <	8 KTRH <	
8 KKBQ-F	9 KKBQ-F	8 KOVE-FF	9 KKBQ-F <	9 KTJM-F <	9 KILT <	8 KMJQ-F	9 KODA-F	9 KODA-F	9 KHMX-F	
	9 KOVE-FF <		10 KOVE-FF <	10 KKBQ-F <	10 KHMX-F <	10 KHMX-F	10 KHMX-F	10 KRBE-F	10 KTZB-FF <	

# HOUSTON

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume		Format Performance	AM	FM	Total	%	Yr. Ago
KCOH	B	1430	Houston	0.7	1.3	41	469	AC	0 (0)	235 (1)	235 (1)	4.9 %	5.2 %
KENR	E	1070	Houston	0.4	0.6	21	221	AOR/Classic/NR	0 (0)	609 (4)	609 (4)	12.6 %	13.0 %
KEYH	SP-R	850	Houston	0.4	1.4	22	494	Black/Urban	41 (1)	893 (3)	934 (4)	19.4 %	15.3 %
KKHT-F	REL	106.9	Conroe	0.3	1.4	26	689	CHR	0 (0)	339 (1)	339 (1)	7.0 %	9.3 %
KRTS-F	CL	92.1	Seabrook	0.9	3.1	50	1133	Classical	0 (0)	50 (1)	50 (1)	1.0 %	1.1 %
KSEV	T	700	Tomball	0.8	3.3	51	1269	Country	0 (0)	621 (4)	621 (4)	12.9 %	13.7 %
KVST-FF	C	103.7	Willis	0.5	1.2	52	649	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KWWJ	B/G	1360	Baytown	0.4	1.0	20	378	Hispanic	142 (4)	704 (6)	846 (10)	17.5 %	14.6 %
KXTJ-F	SP-R	107.9	Beaumont	0.7	2.4	50	1016	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KXYZ	SP-NT	1320	Houston	0.7	1.4	39	506	News/Talk	409 (3)	0 (0)	409 (3)	8.5 %	9.8 %
<b>Consolidation Report</b>				<b>12+</b>	<b>25-54</b>	<b>Revenue</b>		Oldies	0 (0)	153 (1)	153 (1)	3.2 %	3.9 %
<b>CBS/Infinity</b>				9.0 %	9.7 %	12.1 %		Others/Unknown	21 (1)	0 (0)	21 (1)	0.4 %	0.0 %
KIKK-AM, KIKK-FM, KILT-AM, KILT-FM								Religion/Gospel	20 (1)	19 (1)	39 (2)	0.8 %	1.4 %
<b>Clear Channel, pend.</b>				29.7 %	30.0 %	38.7 %		Soft AC	0 (0)	358 (1)	358 (1)	7.4 %	8.2 %
KBME-AM, KHMV-FM, KKRW-FM, KLOL-FM, KODA-FM, KPRC-AM, KTBZ-FM, KTRH-AM								Sports	80 (1)	0 (0)	80 (1)	1.7 %	2.2 %
<b>Cox Radio, pend.</b>				5.7 %	6.3 %	14.3 %		Standards/EZ	132 (1)	0 (0)	132 (1)	2.7 %	2.2 %
KKBQ-FM, KKTL-FM, KLDE-FM								<b>Totals</b>	<b>845 (12)</b>	<b>3981 (23)</b>	<b>4826 (35)</b>		
<b>El Dorado, pend.</b>				6.1 %	6.8 %	6.1 %							
KEYH-AM, KJOJ-AM, KJOJ-FM, KQKQ-FM, KQUE-AM, KSEV-AM, KTJM-FM, KXTJ-FM													
<b>Hispanic</b>				11.3 %	15.2 %	6.4 %							
KLAT-AM, KLTN-FM, KLTO-FM, KOVA-FM, KOVE-FM, KRTX-AM, KRTX-FM													
<b>Radio One, pend.</b>				13.3 %	11.2 %	12.5 %							
KBXX-FM, KMJQ-FM													
				<b>75.2 %</b>	<b>79.2 %</b>	<b>90.1 %</b>							

## AM Stations

Station	Power	Class	Format	Comments	AM	FM	Total	%	Yr. Ago
KBME	790	5 kw (DA-2)	Standards	ABC, AMFM	\$ NA	Christal	Clr Chnl, pend.		
KILT	610	5 kw (DA-2)	Sports		\$ NA	Group W	CBS/Infinity		
KLAT	1010	5 kw (DA-2)	Hispanic News/Talk		\$66.00	Katz Hisp.	Hispanic		
KPRC	950	5 kw (DA-N)	Talk	CBS, Westwd, Talknt	\$100.00	Clr Chnl	Clear Channel		
KQUE	1230	1 kw	Simul. KKRW-F				El Dorado, pend.		
KRTX	980	5 kw/4 kw (DA-2)	Simul. KRTX-F					Houston	
KTRH	740	50 kw (DA-2)	News	Westwd, ABC, CNN	\$265.00	Christal	Clr Chnl, pend.		Rosenberg

# HOUSTON

## FM Stations

Call Letters	Freq	Power	Format	Price	Buyer	Station	City
KBXX	97.9	100 kw @ 1920	Black/CHR	\$210.00	Clr Chnl	Radio One, pend.	
KHMX	96.5	100 kw @ 1920	AC/CHR	\$240.00	Mc-Guild	Clear Channel	
KIKK	95.7	100 kw @ 1920	Country	CBS \$168.00	CBS	CBS/Infinity	
KILT	100.3	100 kw @ 1920	Country	Westwd \$330.00	CBS	CBS/Infinity	
KKBQ	92.5	100 kw @ 1920	Country	\$341.00	Sentry	Cox Radio, pend.	Pasadena
KKRW	93.7	100 kw @ 1720	Classic AOR	AMFM \$160.00	Sentry	Clr Chnl, pend.	
KKTL	97.1	100 kw @ 1847	Simul. KTBZ-F				Cleveland
KLDE	94.5	100 kw @ 1920	Oldies	AMFM \$195.00	Katz	Cox Radio, pend.	
KLOL	101.1	100 kw @ 1920	AOR	Source, WW1, AMFM \$212.00	Christal	Clr Chnl, pend.	
KLTN	102.9	100 kw @ 984	Hispanic-Contemp.	\$135.00	Katz Hisp.	Hispanic	
KMJQ	102.1	100 kw @ 1720	Black AC	\$220.00	Clr Chnl	Radio One, pend.	
KODA	99.1	100 kw @ 1920	Soft AC	\$355.00	Sentry	Clr Chnl, pend.	
KOVA	104.9	2.55 kw @ 350	Simul. KOVE-F				Rosenberg
KOVE	93.3	100 kw @ 1952	Hispanic-Contemp.	\$ NA	Katz Hisp.	Hispanic	Port Arthur
KQQK	106.5	100 kw @ 1322	Hispanic-Contemp.	\$80.00	El Dorado	El Dorado	Galveston
KRBE	104.1	100 kw @ 1920	CHR	\$204.00	Mc-Guild	Susquehanna	
KRTX	100.7	100 kw @ 1952	Hispanic-Tejano	\$ NA	Katz Hisp.	Hispanic	Winnie
KTBZ	107.5	98 kw @ 1973	AOR-New Rock	\$140.00	Eastman	Clear Channel	
KTJM	98.5	100 kw @ 1952	Black Oldies	\$75.00	Clr Chnl	El Dorado, pend.	Port Arthur
KXTJ	107.9	100 kw @ 1807	Hispanic-Regional	\$68.00	El Dorado	El Dorado	Beaumont

Notes: 9/99 KGOL (plus KZMP, Dallas-Fort Worth) sold by Douglas to Z-Spanish (price NA) . . . 10/99 AMFM and Clear Channel announced plans to merge. Divestitures in the market will be necessary . . . 11/99 KIKK (650) changed from simulcasting Country KIKK-F to Business . . . 1/00 KTJM-F sold by Faith back to Clear Channel for \$5,000,000 + assumption of debt . . . 3/00 AMFM & Clear Channel divested these stations: KJOJ-AF, KQUE, KSEV and KTJM-F to El Dorado (price NA); KKBQ-F, KKTL-F, the KLDE-F format & calls and the 107.5 facility to Cox Radio as part of a \$380,000,000 multi-market transaction; KBXX-F and KMJQ-F to Radio One as part of a multi-market transaction (price NA)

### FORMAT CODES

AC	- Adult Contemporary	J	- Jazz and New Adult Contemporary
AC-NR	- Modern AC	KIDS	- Children's
AOR	- Album Oriented Rock	N	- News
AOR-NR	- New Rock	O	- Oldies (50's & 60's)
AOR-P	- Progressive AOR	REL	- Religion, Christian
B	- Black (audience 75%+ Black)	REL-CC	- Contemporary Christian
B/AC	- Black Adult Contemporary	SAC	- Soft Adult Contemporary
B/G	- Black Gospel	SP	- Hispanic/Spanish
B/O	- Black Oldies	SP-C	- Hispanic Contemporary
BIZ	- Business News & Talk	SP-NT	- Hispanic News/Talk/Information
C	- Country	SP-R	- Hispanic-Regional
C/O	- Classic Country	SP-TP	- Hispanic-Tropical
CHR	- Contemporary Hit Radio, Top 40	SP-VA	- Hispanic Variety
CL	- Classical	SP-TJ	- Tejano
CL AOR	- Classic AOR, Classic Rock	SPRTS	- Sports
CL HITS	- Classic Hits/70's Oldies	ST	- Standards, Big Band, Nostalgia
E	- Ethnic (usually Foreign Lang.)	T	- Talk
EZ	- Easy Listening, Beautiful Music	U	- Urban (majority of audience is non-white)
FS	- Full Service	VA	- Variety
G	- Gospel	?	- Others or Unknown

### REVENUE LEVEL CODES

A - Less than \$500,000	E - \$3,000,000 to \$3,999,999	I - \$10,000,000 to \$14,999,999
B - \$500,000 to \$999,999	F - \$4,000,000 to \$4,999,999	J - \$15,000,000 to \$19,999,999
C - \$1,000,000 to \$1,999,999	G - \$5,000,000 to \$6,999,999	K - \$20,000,000 to \$29,999,999
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	L - \$30,000,000+

# HUNTINGTON-ASHLAND

**Arbitron Rank** 144 **Pop (12+):** 264,900  
**MSA Rank:** 155  
**MSA Pop:** 313,000  
**DMA:** 58 (w/Charleston)  
**Average Persons Rating:** 12.5  
**Market TSL In Hours** 17.00

**Stations** 21 / 17  
**Diaries:** 1,003 / 264:1 / 49.7%  
**Sample Target:** 1,050  
**% Below Line:** 7.5  
**% Not Listed:** 15.7  
**Pop per Station:** 15,582

**Last Year's Revenue:** \$9,100,000  
**Household Income:** \$31,457  
**Total Retail Sales:** \$3.0 Bil.  
**#1 Biller:** WTCR-AF \$3,000,000  
**#1 Billing Portfolio**  
 AMFM \$6,830,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	WKEE-F	60 / 18.1	22.0	19.2	18.8	15.3	984 / 37.2	36.3	36.5	72 / 1309	D	WKEE-F
2	WTCR-F	47 / 14.2	17.5	18.1	16.9	18.6	734 / 27.7	28.1	31.6	56 / 850	E*	WTCR-F
3	WAMX-F	27 / 8.2	8.7	6.7	6.7	5.4	432 / 16.3	15.4	14.6	49 / 719	A	WAMX-F
4	WDGG-F	20 / 6.0	4.5	8.4	7.2	7.2	369 / 13.9	13.2	19.0	22 / 445	B	WDGG-F
5	WEMM-F	16 / 4.8	3.1	2.6	3.2	3.3	265 / 10.0	8.8	8.2	25 / 466	A	WEMM-F
5	WBVB-F	16 / 4.8	3.7	2.9	1.9	3.0	272 / 10.3	9.4	7.6	18 / 303	A	WBVB-F
7	WFXN-F	10 / 3.0	1.4	1.5	2.9	2.1	140 / 5.3	3.5	3.8	10 / 150	A	WFXN-F
8	WRVY-F	9 / 2.7	1.4	2.3	1.6	0.6	139 / 5.2	5.0	5.0	25 / 376		WRVY-F
8	WPAY-F	9 / 2.7	1.4	1.2	2.4	2.7	176 / 6.6	4.7	5.5	28 / 504		WPAY-F
8	WKEE	9 / 2.7	3.4	3.5	4.3	4.5	159 / 6.0	5.4	7.5	9 / 170	A	WKEE

12+ FM Share (Metro): 90.32% (252 of 279) (Fall 98: 90.31%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKEE-F >>>	1 WKEE-F >>	1 WKEE-F >	1 WKEE-F	1 WKEE-F	1 WTCR-F >	1 WKEE-F	1 WTCR-F <	1 WKEE-F >	1 WKEE-F >>	1 WKEE-F
2 WAMX-F >>>	2 WAMX-F >	2 WTCR-F <	2 WTCR-F >	2 WTCR-F >	2 WKEE-F >	2 WTCR-F >	2 WKEE-F >	2 WTCR-F >	2 WAMX-F	2 WTCR-F >
	3 WTCR-F >	3 WAMX-F >	3 WAMX-F >	3 WAMX-F	3 WBVB-F	3 WAMX-F >	3 WAMX-F <	3 WAMX-F >	3 WTCR-F >	3 WAMX-F
	4 WDGG-F >>	4 WDGG-F >	4 WDGG-F	4 WDGG-F <	3 WEMM-F <	4 WDGG-F	4 WDGG-F	4 WDGG-F <	4 WEMM-F <	4 WEMM-F <
		5 WFXN-F	5 WFXN-F	5 WBVB-F >	5 WDGG-F >	5 WEMM-F <	5 WBVB-F >	5 WBVB-F	5 WDGG-F >	5 WDGG-F
		6 WBVB-F	6 WBVB-F	6 WFXN-F	6 WKEE	6 WBVB-F	6 WEMM-F	6 WEMM-F >	6 WRVC-F >	6 WBVB-F
		7 WRVY-F	7 WRVY-F	7 WRVC-F	6 WAMX-F	6 WKLC-F	7 WKEE <	7 WFXN-F <		7 WRVY-F
		7 WEMM-F	7 WEMM-F	7 WEMM-F		8 WKEE <	8 WFXN-F <			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WKEE-F >>>	1 WKEE-F >>>	1 WKEE-F >>>	1 WKEE-F >	1 WKEE-F	1 WAMX-F >	1 WAMX-F	1 WKEE-F	1 WAMX-F	1 WAMX-F	1 WKEE-F >>>
2 WAMX-F	2 WTCR-F >>	2 WTCR-F >>	2 WTCR-F >>	2 WTCR-F >>	2 WKEE-F >>>	2 WKEE-F >>	1 WAMX-F >>	2 WKEE-F >	2 WKEE-F	2 WTCR-F
2 WTCR-F >>	3 WAMX-F >	3 WAMX-F >>	3 WDGG-F >	3 WDGG-F >	3 WDGG-F >>	3 WDGG-F	3 WFXN-F	3 WDGG-F	3 WTCR-F	2 WAMX-F
	4 WDGG-F	4 WAMX-F	4 WAMX-F	4 WBVB-F	4 WTCR-F >	3 WTCR-F >>	3 WFXN-F	3 WFXN-F	4 WFXN-F	4 WPAY-F
	4 WKLC-F	5 WBVB-F	4 WEMM-F	4 WEMM-F	5 WKLC-F	5 WKLC-F	5 WKLC-F	5 WTCR-F >	5 WBVB-F	4 WEMM-F >
	4 WRVY-F >	5 WEMM-F	6 WRVC-F	6 WRVC-F	5 WFXN-F >>		6 WBVB-F	6 WBVB-F	5 WDGG-F >	
							6 WKLC-F	7 WKLC-F	7 WKLC-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Format Performance	AM	FM	Total	%	Yr. Ago
WGOH	C	1370	Grayson, KY	1.5	1.7	5 57	AC	0 (0)	14 (2)	14 (2)	5.0 %	2.4 %
WIRO	T/SPRTS	1230	Ironton, OH	0.6	2.5	2 66	AOR/Classic/NR	0 (0)	44 (3)	44 (3)	15.8 %	17.0 %
WLGC-F	C	105.7	Greenup, KY	2.4	5.6	10 236	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WOKT	REL	1040	Cannonsburg, KY	0.9	1.3	3 46	CHR	0 (0)	65 (2)	65 (2)	23.3 %	24.2 %
WRVC	T	930	Huntington	1.5	3.8	5 101	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WRVC-F	AC	92.7	Catlettsburg, KY	2.4	7.5	8 204	Country	8 (2)	88 (5)	96 (7)	34.4 %	39.8 %
WTCR	C	1420	Kenova, WV	0.9	2.9	3 83	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WUGO-F	AC	102.3	Grayson, KY	1.8	4.5	6 118	Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WKLC-F	AOR	105.1	St. Albans	2.1	9.7	18 451	News/Talk	7 (2)	0 (0)	7 (2)	2.5 %	2.1 %
WQBE-F	C	97.5	Charleston	1.2	3.0	61 572	Oldies	0 (0)	25 (2)	25 (2)	9.0 %	6.6 %
WVSR-F	CHR	102.7	Charleston	1.5	3.8	19 341	Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
							Religion/Gospel	3 (1)	16 (1)	19 (2)	6.8 %	3.8 %
							Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
							Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
							Standards/EZ	9 (1)	0 (0)	9 (1)	3.2 %	4.2 %
<b>Totals</b>								<b>27 (6)</b>	<b>252 (15)</b>	<b>279 (21)</b>		

# HUNTINGTON-ASHLAND

Consolidation Report	12+	25-54	Revenue
<b>AMFM (Pend. to Clear Channel)</b> WAMX-FM, WBVB-FM, WFXN-FM, WIRO-AM, WKEE-AM, WKEE-FM, WTCR-AM, WTCR-FM, WZZW-AM	52.5 %	49.1 %	75.1 %
<b>Local</b> WCMJ-AM, WDGG-FM, WRVC-AM, WRVC-FM	9.9 %	11.5 %	11.8 %
	<b>62.4 %</b>	<b>60.6 %</b>	<b>86.9 %</b>

## AM Stations

WKEE	800	5 kw/0.185 kw	Standards	Westwd, CNN	\$<20.00	D&R	AMFM
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## FM Stations

WAMX	106.3	0.53 kw @ 1092	AOR	Westwd, ABC	\$<20.00	Katz	AMFM	Milton
WBVB	97.1	3 kw @ 472	Oldies	ABC, Westwd	\$21.00	K&P	AMFM	Coal Grove, OH
WDGG	93.7	100 kw @ 741	Country	Westwd	\$29.00	Banner	WRVC-AF	
WEMM	107.9	50 kw @ 500	Religion	USA	\$21.00	---	Mortenson	
WFXN	107.1	3 kw @ 125	Classic AOR	Westwd	\$<20.00	Katz	AMFM	Ironton, OH
WKEE	100.5	53 kw @ 561	CHR	ABC	\$50.00	D&R	AMFM	
WPAY	104.1	100 kw @ 1000	Country	Westwd, CBS	\$ NA	Regional	Braden	Portsmouth, OH
WRYV	101.5	35 kw @ 492	Classic Hits		\$ NA	---	L. Patrick	Gallipolis, OH
WTCR	103.3	50 kw @ 493	Country	ABC	\$66.00	Katz	AMFM	

Notes: \* WTCR-F revenue level includes WTCR (AM) revenue . . . WPAY-F is not home to the market but is included in the station roster as it appears in no other market . . . 10/99 WRVC-F changed from Oldies to AC as "Sunny 92.7" . . . 10/99 AMFM and Clear Channel announced plans to merge



# HUNTSVILLE

**Arbitron Rank** 109 **Pop (12+)** 380,900  
**MSA Rank:** 147-Hunt.; 247-Dec.  
**MSA Pop:** 441,000  
**DMA:** 81 (w/Decatur)  
**Average Persons Rating:** 14.8  
**Market TSL in Hours** 19.50

**Stations** 26 / 17  
**Diaries:** 915 / 416:1 / 55.9%  
**Sample Target:** 920  
**% Below Line:** 9.7  
**% Not Listed:** 14.1  
**Pop per Station:** 22,406

**Last Year's Revenue:** \$15,000,000  
**Household Income:** \$46,238  
**Total Retail Sales:** \$4.4 Bil.  
**#1 Biller:** WDRM-F \$5,200,000  
**#1 Billing Portfolio**  
 AMFM \$7,400,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level
1	WDRM-F	96 / 17.1	14.1	19.4	16.9	17.1	16.9	1182 / 31.0	32.8	31.0	145 / 2011	G
2	WZYP-F	66 / 11.7	14.6	12.5	13.1	10.8	13.0	1125 / 29.5	29.8	26.4	117 / 2165	D
3	WAHR-F	53 / 9.4	7.6	7.6	8.0	7.2	8.2	711 / 18.7	16.4	15.3	77 / 1069	D
4	WTAK-F	47 / 8.4	9.5	7.8	11.6	9.1	9.3	685 / 18.0	19.4	18.9	61 / 899	C
5	WDJL	30 / 5.3	1.1	1.1	1.5	2.5	2.2	90 / 2.4	1.7	3.9	31 / 93	WDJL
6	WRSA-F	29 / 5.2	5.2	8.0	5.8	6.5	6.0	419 / 11.0	12.6	10.7	53 / 729	C
7	WVNN	18 / 3.2	4.5	3.9	3.3	3.6	3.7	259 / 6.8	9.8	8.5	24 / 364	B
8	WEUP-F	17 / 3.0	4.1	3.0	4.5	3.6	3.7	280 / 7.4	7.8	7.8	24 / 380	B*
9	WXQW-F	16 / 2.8	3.2	3.4	4.5	4.0	3.5	340 / 8.9	12.3	12.3	17 / 374	A^
9	WLOR	16 / 2.8	0.7	1.3	2.0	2.1	1.7	110 / 2.9	2.3	3.8	16 / 113	A
11	WRAX-F	12 / 2.1	2.2	1.9	1.1	1.3	1.8	194 / 5.1	6.1	3.9	38 / 573	WRAX-F
12	WPZM-F	11 / 2.0	1.8	2.8	1.6	1.5	2.0	246 / 6.5	9.7	6.0	24 / 509	A

12+ FM Share (Metro): 83.23% (402 of 483) (Fall 98: 84.27%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WZYP-F >>>	1 WZYP-F	1 WZYP-F <	1 WAHR-F	1 WDRM-F	1 WDRM-F >>	1 WDRM-F >	1 WDRM-F >	1 WDRM-F >	1 WZYP-F	1 WDRM-F
2 WYAM-F	2 WDRM-F	2 WDRM-F <	1 WDRM-F <	2 WAHR-F <	2 WAHR-F	2 WZYP-F <	2 WAHR-F <	2 WZYP-F	2 WDRM-F <	2 WZYP-F
3 WDRM-F >	3 WTAK-F	3 WAHR-F <	3 WZYP-F	3 WZYP-F <	3 WRSA-F	3 WTAK-F	3 WZYP-F	3 WAHR-F	3 WAHR-F >	3 WDJL
4 WAHR-F >>	4 WTAK-F >>	3 WTAK-F >>>	4 WTAK-F >>	4 WTAK-F	4 WAHR-F >	4 WTAK-F >	4 WTAK-F >	4 WTAK-F >	4 WTAK-F	4 WTAK-F <
5 WDJL	5 WDJL >	5 WEUP-F	5 WVNN	5 WDJL	5 WDJL	5 WRSA-F	5 WVNN <	5 WRSA-F	5 WYAM-F	5 WRSA-F <
5 WRAX-F	6 WEUP-F	5 WVNN	6 WEUP-F	6 WZYP-F	6 WDJL	6 WDJL	6 WRSA-F >	6 WDJL <	5 WRSA-F	6 WAHR-F >
	7 WVNN <	5 WDJL >	6 WDJL <	7 WVNN <	7 WVNN <	7 WVNN <	7 WDJL <	7 WXQW-F	7 WRAX-F	7 WEUP-F
	8 WRAX-F	8 WRAX-F	8 WXQW-F	8 WXQW-F	8 WEUP-F	8 WEUP-F	8 WEUP-F	8 WEUP-F	8 WEUP-F >	7 WLOR

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WZYP-F >>	1 WZYP-F >>	1 WZYP-F >	1 WZYP-F	1 WDRM-F <	1 WDJL >	1 WTAK-F	1 WTAK-F	1 WTAK-F	1 WDRM-F <	1 WZYP-F
2 WDRM-F >	2 WDRM-F	2 WDRM-F	2 WAHR-F	2 WAHR-F <	2 WTAK-F	2 WDRM-F	2 WDRM-F	2 WDRM-F	2 WTAK-F >	2 WDRM-F
3 WDJL	3 WAHR-F >>	2 WAHR-F >>>	3 WDRM-F >>	3 WZYP-F >>	3 WDRM-F	3 WZYP-F >	3 WZYP-F >	3 WZYP-F <	3 WZYP-F <	3 WYAM-F >>
3 WAHR-F >	4 WTAK-F	4 WTAK-F >	4 WTAK-F <	4 WTAK-F >	3 WAHR-F	4 WAHR-F >	4 WAHR-F	4 WAHR-F >	4 WAHR-F >	4 WTAK-F >
	5 WDJL >	5 WVNN	5 WDJL >>	5 WDJL	3 WZYP-F >	5 WDJL	5 WRAX-F	5 WDJL	5 WVNN	
		5 WLOR >		5 WRSA-F	6 WEUP-F	5 WEUP-F	6 WEUP-F	6 WEUP-F	6 WEUP-F	
					6 WKDF-F >>	5 WRAX-F >		7 WVNN	7 WRAX-F	
								7 WRAX-F	7 WXQW-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WEUP	B	1600	Huntsville	1.2	3.8	7 149
WNDA-F	REL-CC	95.1	Huntsville	0.5	3.2	5 145
WRJL-F	G	99.9	Eva	1.4	3.7	26 266
WTKI	T	1450	Huntsville	0.5	1.8	3 78
WUMP	SPRTS	730	Athens	0.9	2.8	6 119
WWXQ-F	O	92.5	Trinity	0.5	2.1	4 138

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WJOX	SPRTS	690	Birmingham	0.4	1.5	6 114
WKDF-F	C	103.3	Nashville, TN	0.9	3.7	11 239
WQEN-F	CHR	103.7	Gadsden	0.7	2.9	22 573
WQLT-F	AC	107.3	Florence	1.6	4.2	38 682
WRRS-F	REL-CC	101.1	Cullman	0.5	2.2	11 205
WVNA-F	CL AOR	100.3	Tuscumbia	0.9	3.0	24 426
WYAM-F	B	105.7	Addison, AL	1.6	3.0	10 169
WZPC-F	AOR-NR	102.9	Shelbyville, TN	1.1	2.1	14 224

# HUNTSVILLE

Consolidation Report			12+	25-54	Revenue	Format Performance					
						AM	FM	Total	%	Yr. Ago	
<b>AMFM (Pend. to Clear Channel)</b>			28.8 %	30.3 %	49.3 %	AC	0 (0)	62 (2)	62 (2)	12.8 %	10.1 %
WBHP-AM, WDRM-FM, WHOS-AM, WTAK-FM, WXXQ-FM, WXQW-FM						AOR/Classic/NR	0 (0)	70 (4)	70 (4)	14.5 %	15.5 %
<b>Athens</b>			17.8 %	18.6 %	24.7 %	Black/Urban	37 (2)	26 (2)	63 (4)	13.0 %	11.2 %
WPZM-FM, WUMP-AM, WVNN-AM, WZYP-FM						CHR	0 (0)	70 (2)	70 (2)	14.5 %	13.3 %
<b>STG Media, pend.</b>			18.0 %	18.9 %	16.8 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WAHR-FM, WDJL-AM, WLOR-AM, WNDA-FM						Country	0 (0)	112 (3)	112 (3)	23.2 %	23.6 %
			<b>64.7 %</b>	<b>67.8 %</b>	<b>90.8 %</b>	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
						Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
						Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
						News/Talk	21 (2)	0 (0)	21 (2)	4.3 %	5.4 %
						Oldies	0 (0)	19 (2)	19 (2)	3.9 %	6.5 %
						Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
						Religion/Gospel	16 (1)	14 (3)	30 (4)	6.2 %	5.8 %
						Soft AC	0 (0)	29 (1)	29 (1)	6.0 %	7.6 %
						Sports	7 (2)	0 (0)	7 (2)	1.4 %	0.9 %
						Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
						<b>Totals</b>	<b>81 (7)</b>	<b>402 (19)</b>	<b>483 (26)</b>		

### AM Stations

Station	Freq	Power	Day	Format	Company	Revenue	Station
WDJL	1000	10 kw	(DA, Days)	Black	ABC	\$ NA	STG Media
WLOR	1550	50 kw/0.5 kw	(DA-N)	Black Gospel	AURN, ABC	\$ NA	STG Media, pend.
WVNN	770	10 kw/0.25 kw	(DA-N)	Talk	ABC	\$17.00	Christal Athens

### FM Stations

Station	Freq	Power	Format	Company	Revenue	Station
WAHR	99.1	100 kw @ 984	AC	Westwd	\$40.00	Christal STG Media
WDRM	102.1	100 kw @ 981	Country		\$115.00	Sentry AMFM Decatur
WEUP	92.1	2.6 kw @ 479	Black		\$<20.00	--- WEUP Minor Hill, TN
WPZM	93.3	100 kw @ 1040	Country	ABC	\$<20.00	Christal Athens Tullahoma, TN
WRSA	96.9	100 kw @ 830	Soft AC	CBS	\$27.00	--- Decatur
WTAK	106.1	6 kw @ 328	Classic AOR	ABC	\$30.00	Sentry AMFM Hartselle
WXQW	94.1	0.41 kw @ 1155	Oldies		\$<20.00	Sentry AMFM Meridianville
WZYP	104.3	100 kw @ 1115	CHR	ABC	\$50.00	Christal Athens Athens

Notes: Other ranked stations -- See Birmingham or Nashville . . . \* WEUP-F revenue level includes WEUP revenue; ^ WXQW-F revenue level includes WXXQ-F revenue . . . 10/99 WDJL sold to WAHR for \$150,000 . . . 12/99 WAJF (1490; Decatur) sold for \$75,000 . . . 1/00 WNDA-F sold to STG Media (price NA) . . . 3/00 WLOR sold to STG Media for \$425,000

# INDIANAPOLIS

**Arbltron Rank** 38 Pop (12+) 1,156,200  
**MSA Rank:** 36  
**MSA Pop:** 1,520,000  
**DMA:** 25  
**Average Persons Rating:** 14.4  
**Market TSL in Hours** 19.25

**Stations** 25 / 24  
**Diaries:** 2,998 / 386:1 / 52.5%  
**Sample Target:** 2,810  
**% Below Line:** 0.5  
**% Not Listed:** 10.6  
**Pop per Station:** 48,175

**Last Year's Revenue:** \$77,800,000  
**Household Income:** \$51,165  
**Total Retail Sales:** \$16.1 Bil.  
**#1 Biller:** WFBO-F \$15,670,000  
**#1 Billing Portfolio**  
 Emmis \$22,890,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level
1	WFMS-F	192 / 11.5	10.8	12.7	10.5	12.8	11.4	2470 / 21.4	20.2	22.7	259 / 3578	I
2	WIBC	140 / 8.4	9.0	9.1	9.3	7.8	8.9	2113 / 18.3	19.3	17.1	167 / 2586	H
3	WFBO-F	123 / 7.4	9.3	8.5	10.6	9.8	8.9	2702 / 23.4	22.6	24.4	269 / 4925	J
4	WRZX-F	103 / 6.2	7.2	6.1	5.2	5.4	6.2	1656 / 14.3	14.5	12.9	165 / 2645	F
5	WGLO-F	101 / 6.1	5.0	5.0	5.2	5.6	5.3	1443 / 12.5	12.4	12.5	138 / 1974	F
6	WTLC-F	100 / 6.0	5.8	4.9	4.6	6.0	5.3	1399 / 12.1	11.1	12.6	109 / 1640	E
7	WTPI-F	97 / 5.8	5.8	4.2	5.9	5.0	5.4	1303 / 11.3	10.1	11.0	119 / 1703	G
7	WZPL-F	97 / 5.8	6.0	5.9	5.2	5.0	5.7	2236 / 19.3	19.4	17.2	136 / 3206	F
9	WHHH-F	92 / 5.5	5.0	6.1	4.6	5.4	5.3	1627 / 14.1	15.2	14.4	95 / 1680	E
10	WENS-F	83 / 5.0	4.0	5.2	5.8	4.9	5.0	1924 / 16.6	17.6	16.0	100 / 2596	H
11	WMYS	55 / 3.3	3.2	2.7	4.1	2.3	3.3	745 / 6.4	4.7	5.0	63 / 823	B
12	WNAP-F	48 / 2.9	3.6	4.3	3.7	3.3	3.6	1230 / 10.6	13.8	12.9	78 / 2050	F
13	WTTS-F	45 / 2.7	3.5	2.5	2.7	2.8	2.8	960 / 8.3	9.1	8.4	61 / 1373	B
14	WBKS-F	37 / 2.2	1.9	2.0	1.7	2.7	2.0	639 / 5.5	5.4	6.0	38 / 672	A
15	WYJZ-F	30 / 1.8	1.3	2.5	1.5	1.7	1.8	523 / 4.5	4.6	3.4	30 / 542	A
16	WNDE	28 / 1.7	1.3	1.4	2.0	1.2	1.6	812 / 7.0	5.4	4.7	31 / 914	B
17	WTLC	25 / 1.5	1.6	1.1	0.8	0.9	1.3	358 / 3.1	2.5	2.2	27 / 384	A
18	WXIR-F	24 / 1.4	1.1	1.4	1.0	1.7	1.2	507 / 4.4	4.0	4.6	24 / 525	C
19	WGRL-F	17 / 1.0	1.2	1.5	1.6	1.6	1.3	472 / 4.1	4.4	5.1	25 / 707	C

12+ FM Share (Metro): 81.15% (1111 of 1369) (Fall 98: 84.11%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WHHH-F >>	1 WRZX-F	1 WFMS-F <	1 WFBO-F <	1 WFMS-F	1 WFMS-F <	1 WFBO-F <	1 WFMS-F	1 WFMS-F	1 WHHH-F	1 WFMS-F >
2 WZPL-F <	2 WFBO-F <	2 WFBO-F	2 WFMS-F >	2 WFBO-F	2 WIBC >	2 WFMS-F	2 WIBC	2 WIBC <	2 WFMS-F <	2 WFBO-F <
3 WRZX-F >>	3 WZPL-F	3 WRZX-F	3 WZPL-F	3 WGLO-F	3 WGLO-F	3 WIBC	3 WGLD-F <	3 WRZX-F	3 WRZX-F <	3 WHHH-F <
	4 WHHH-F <	4 WZPL-F <	4 WTLC-F <	4 WTPI-F <	4 WTPI-F <	4 WTLC-F	4 WTPI-F	4 WZPL-F	4 WTLC-F	4 WIBC
	5 WFMS-F	5 WTLC-F <	5 WENS-F <	5 WTLC-F <	5 WFBO-F	5 WTPI-F <	5 WRZX-F <	4 WGLO-F <	5 WZPL-F	5 WTLC-F <
	6 WTLC-F	6 WENS-F	6 WRZX-F <	6 WZPL-F <	6 WMYS <	6 WGLO-F <	6 WZPL-F <	6 WHHH-F	5 WIBC	6 WRZX-F <
	7 WENS-F	7 WTPI-F	7 WTPI-F	7 WENS-F <	7 WTLC-F	7 WZPL-F	7 WENS-F <	7 WTPI-F	7 WENS-F	7 WZPL-F <
	8 WNAP-F	7 WHHH-F	8 WGLO-F	8 WRZX-F <	8 WENS-F	8 WENS-F	8 WFBO-F <	7 WFBO-F <	8 WTPI-F <	8 WGLO-F
		9 WGLO-F		9 WIBC	9 WZPL-F	9 WRZX-F <	9 WTLC-F	9 WENS-F	9 WFBO-F <	9 WTPI-F <
								9 WTLC-F >	10 WGLO-F	10 WENS-F >

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WHHH-F	1 WZPL-F	1 WZPL-F >	1 WZPL-F	1 WFMS-F	1 WRZX-F >	1 WRZX-F	1 WRZX-F <	1 WFBO-F	1 WFBO-F	1 WFMS-F >
2 WZPL-F <	2 WHHH-F	2 WENS-F	2 WFMS-F	2 WZPL-F	2 WHHH-F >	2 WFBO-F >	2 WFBO-F >	2 WRZX-F	2 WFMS-F	2 WTLC-F
3 WRZX-F	3 WENS-F <	2 WFMS-F >	3 WENS-F <	3 WTPI-F	3 WFBO-F	3 WFMS-F	3 WFMS-F <	3 WFMS-F >	3 WRZX-F <	3 WHHH-F
4 WTLC-F	4 WTLC-F <	4 WHHH-F	4 WTLC-F <	4 WGLO-F <	4 WFMS-F	4 WNAP-F <	4 WNAP-F <	4 WNAP-F <	4 WGLO-F <	4 WIBC <
5 WENS-F >	5 WFMS-F	4 WTLC-F	5 WTPI-F	5 WENS-F	5 WNAP-F >	5 WHHH-F <	5 WTLC-F	5 WTLC-F	5 WIBC	5 WRZX-F
6 WFMS-F >	6 WRZX-F	4 WFBO-F	6 WHHH-F	6 WTLC-F	6 WTLC-F	6 WTLC-F	6 WTTS-F	6 WIBC <	6 WTLC-F <	6 WTPI-F <
	7 WFBO-F	7 WTPI-F	7 WFBO-F	7 WFBO-F >	7 WTTS-F <	7 WNDE	7 WGLO-F <	7 WNAP-F	7 WNAP-F	7 WFBO-F
	8 WTPI-F		8 WGLO-F <	8 WTTS-F	8 WENS-F	8 WENS-F	8 WENS-F <	8 WENS-F <	8 WENS-F	8 WGLD-F
	9 WTTS-F >			8 WHHH-F					8 WTPI-F <	

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market			Metro Share	Cume Rating	TSA AQH Cume				
WCBK-F	C	102.3	Martinsville	0.7	1.8	12	223	WKKG-F	C	101.5	Columbus, IN	0.5	2.4	44	863
WEDJ-F	AOR	107.1	Danville	0.4	1.9	9	293								
WKLU-F	CLAOR	101.9	Brownsburg	0.7	2.1	11	251								
WPZZ-F	B/G	95.9	Franklin	0.4	1.4	7	183								
WXLW	REL	95.0	Indianapolis	0.6	1.6	11	245								

# INDIANAPOLIS

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>AMFM (Pend. to Clear Channel)</b> WFBQ-FM, WNDE-AM, WRZX-FM	15.3 %	17.7 %	26.8 %	AC	0 (0)	83 (1)	83 (1)	6.1 %	5.4 %
<b>Emmis</b> WENS-FM, WIBC-AM, WNAP-FM, WTLC-AM, WTLC-FM	23.8 %	22.6 %	29.4 %	AOR/Classic/NR	0 (0)	214 (5)	214 (5)	15.6 %	19.8 %
<b>Local</b> WBKS-FM, WHHH-FM, WYJZ-FM	9.5 %	7.5 %	5.3 %	Black/Urban	0 (0)	137 (2)	137 (2)	10.0 %	10.4 %
<b>MyStar</b> WMYS-AM, WTPI-FM, WZPL-FM	14.9 %	13.6 %	12.8 %	CHR	0 (0)	189 (2)	189 (2)	13.8 %	11.3 %
<b>Susquehanna</b> WFMS-FM, WGLD-FM, WGRL-FM	18.6 %	20.3 %	24.2 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	229 (4)	229 (4)	16.7 %	17.5 %
				Full Service	140 (1)	0 (0)	140 (1)	10.2 %	8.5 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.9 %
				Jazz	0 (0)	30 (1)	30 (1)	2.2 %	2.3 %
				News/Talk	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Oldies	0 (0)	101 (1)	101 (1)	7.4 %	10.4 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	35 (2)	31 (2)	66 (4)	4.8 %	4.1 %
				Soft AC	0 (0)	97 (1)	97 (1)	7.1 %	5.5 %
				Sports	28 (1)	0 (0)	28 (1)	2.0 %	1.3 %
				Standards/EZ	55 (1)	0 (0)	55 (1)	4.0 %	2.5 %
				<b>Totals</b>	<b>258 (5)</b>	<b>1111 (19)</b>	<b>1369 (24)</b>		

## AM Stations

Station	Power	Frequency	Format	Company	Revenue	Owner	Notes
WIBC	1070	50 kw/10 kw (DA-2)	Full Service/Talk	ABC, AP	\$138.00	Christal	Emmis
WMYS	1430	5 kw (DA-N)	Standards	CNN	\$21.00	D&R	MyStar
WNDE	1260	5 kw (DA-N)	Sports	ESPN, WW1, CBS	\$20.00	Katz	AMFM
WTLC	1310	5 kw/1 kw (DA-N)	Black Gospel	ABC, AURN	\$<20.00	Mc-Guild	Emmis

## FM Stations

Station	Power	Frequency	Format	Company	Revenue	Owner	Notes
WBKS	106.7	3 kw @ 328	Black Oldies	ABC	\$ NA	Eastman	Radio One, pend. Greenwood
WENS	97.1	23 kw @ 739	AC		\$137.00	Interep	Emmis Shelbyville
WFBQ	94.7	58 kw @ 804	AOR/Talk	AMFM	\$260.00	Katz	AMFM
WFMS	95.5	13 kw @ 990	Country		\$190.00	Allied	Susquehanna
WGLD	104.5	50 kw @ 492	Oldies		\$70.00	Mc-Guild	Susquehanna
WGRL	93.9	2.8 kw @ 492	Country		\$20.00	Mc-Guild	Susquehanna Noblesville
WHHH	96.3	0.64 kw @ 715	CHR/Black	ABC	\$55.00	Eastman	Radio One, pend.
WNAP	93.1	12.5 kw @ 1022	Classic AOR		\$80.00	Interep	Emmis
WRZX	103.3	18 kw @ 850	AOR-New Rock	Source	\$77.00	Katz	AMFM
WTLC	105.7	50 kw @ 450	Black	CBS	\$62.00	Mc-Guild	Emmis
WTPI	107.9	21.9 kw @ 762	Soft AC		\$95.00	D&R	MyStar
WTTS	92.3	37 kw @ 1090	Progressive AOR		\$33.00	---	Sarkes Tarzian Bloomington
WXIR	98.3	3 kw @ 300	Religion	USA	\$ NA	---	WBRI Plainfield
WYJZ	100.9	3 kw @ 300	Jazz	ABC	\$ NA	Eastman	Radio One, pend. Lebanon
WZPL	99.5	12.6 kw @ 990	CHR/AC	AP	\$55.00	D&R	MyStar Greenfield

Notes: 9/99 WOOO (1520; Shelbyville) sold for \$250,000 . . . 9/99 WSYW-F changed from Jazz to AOR . . . 10/99 AMFM and Clear Channel announced plans to merge . . . 10/99 WSYW-F changed calls to WEDJ-F ("The Edge"); remains AOR . . . 3/00 WBKS-F, WHHH-F and WYJZ-F sold by Bill Shirk to Radio One for \$40,000,000, cash & stock

# JACKSON, MS

**Arbitron Rank 118 Pop (12+)** 356,300  
**MSA Rank:** 120  
**MSA Pop:** 434,000  
**DMA:** 89  
**Average Persons Rating:** 15.7  
**Market TSL in Hours** 20.75

**Stations** 23 / 23  
**Diaries:** 964 / 370:1 / 49.0%  
**Sample Target:** 920  
**% Below Line:** 0.0  
**% Not Listed:** 20.9  
**Pop per Station:** 15,491

**Last Year's Revenue:** \$16,700,000  
**Household Income:** \$43,116  
**Total Retail Sales:** \$4.5 Bil.  
**#1 Biller:** WMSI-F \$4,200,000  
**#1 Billing Portfolio**  
 Clear Channel, pend. \$7,790,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	WJMI-F	B	76 / 13.6	14.5	11.8	14.7	14.1	13.6	847 / 23.8	24.1	25.9	134 / 1602	E	WJMI-F
2	WKXI-F	B/AC	45 / 8.0	7.1	6.9	6.4	6.3	7.1	666 / 18.7	18.9	17.2	56 / 907	C*	WKXI-F
3	WMSI-F	C	43 / 7.7	9.4	9.5	9.3	9.3	9.0	694 / 19.5	20.3	20.4	84 / 1429	F	WMSI-F
4	WDBT-F	CHR	28 / 5.0	4.2	2.7	2.5	2.8	3.6	527 / 14.8	9.0	8.1	47 / 789	B	WDBT-F
5	WYOY-F	CHR	24 / 4.3	9.0	7.1	8.2	8.5	7.1	564 / 15.8	17.9	20.4	30 / 738	C	WYOY-F
5	WSTZ-F	AOR	24 / 4.3	5.2	8.0	5.6	5.6	5.8	377 / 10.6	13.0	13.1	58 / 803	D	WSTZ-F
7	WJNT	T/N	23 / 4.1	3.3	3.5	2.7	3.7	3.4	274 / 7.7	7.5	8.4	26 / 343	B	WJNT
8	WJKK-F	SAC	21 / 3.7	3.3	3.8	4.2	4.8	3.8	363 / 10.2	9.1	11.6	29 / 560	A	WJKK-F
9	WQJQ-F	B/O	19 / 3.4	4.5	4.6	5.6	4.6	4.5	452 / 12.7	13.4	12.6	29 / 728	A	WQJQ-F
9	WTYX-F	CL HITS	19 / 3.4	2.0	2.0	4.0	2.5	2.8	327 / 9.2	8.5	10.5	32 / 537	B	WTYX-F
9	WOAD	B/G	19 / 3.4	3.3	2.2	3.8	3.5	3.2	268 / 7.5	7.2	7.6	19 / 274	A	WOAD
12	WZRZ	B/G	17 / 3.0	3.6	7.1	2.5	1.9	4.1	182 / 5.1	6.8	4.9	17 / 189	A	WZRZ
12	WUSJ-F	C	17 / 3.0	0.9	2.7	1.1	1.6	1.9	330 / 9.3	7.6	7.2	40 / 628	A	WUSJ-F
14	WVIV-F	ST	15 / 2.7	3.1	3.1	2.5	3.7	2.8	196 / 5.5	6.4	5.0	17 / 267	A	WVIV-F
15	WYJS-F	O	12 / 2.1	1.1	1.1	0.9	1.1	1.3	234 / 6.6	2.9	4.0	13 / 266		WYJS-F
16	WHJT-F	REL-CC	10 / 1.8	0.5	0.4	0.7	0.5	0.9	166 / 4.7	2.8	3.8	11 / 182		WHJT-F
16	WFMN-F	T	10 / 1.8	1.8	1.6	1.3	1.8	1.6	278 / 7.8	5.3	5.1	11 / 339		WFMN-F

12+ FM Share (Metro): 82.88% (368 of 444) (Fall 98: 82.94%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJMI-F >>>	1 WJMI-F >>	1 WJMI-F >	1 WJMI-F	1 WKXI-F <	1 WMSI-F >	1 WJMI-F	1 WMSI-F <	1 WJMI-F >	1 WJMI-F >>>	1 WJMI-F >
2 WDBT-F >>>	2 WKXI-F >	2 WKXI-F >	1 WKXI-F >	2 WJMI-F	2 WKXI-F <	1 WKXI-F <	2 WJMI-F <	2 WKXI-F	2 WKXI-F	2 WKXI-F >
3 WYOY-F >	3 WSTZ-F	3 WSTZ-F <	3 WSTZ-F	3 WMSI-F	3 WJNT	3 WMSI-F >	3 WJNT >	3 WMSI-F	3 WDBT-F >	3 WMSI-F
	3 WDBT-F	4 WMSI-F	4 WMSI-F	4 WSTZ-F <	4 WQJQ-F <	4 WSTZ-F	4 WKXI-F <	4 WDBT-F	4 WMSI-F <	4 WDBT-F
	5 WYOY-F >	5 WYOY-F	5 WYOY-F	5 WTYX-F <	5 WJKK-F	5 WYOY-F	5 WQJQ-F	5 WYOY-F	5 WYOY-F >	5 WYOY-F <
	6 WMSI-F	5 WDBT-F	5 WTYX-F	6 WJKK-F	5 WJMI-F <	5 WJKK-F	5 WSTZ-F <	6 WTYX-F <		6 WOAD
	6 WUSJ-F >	7 WTYX-F <	7 WJKK-F	7 WYOY-F	7 WTYX-F	7 WDBT-F	7 WTYX-F <	7 WSTZ-F		7 WTYX-F <
		8 WJKK-F	8 WUSJ-F <	8 WQJQ-F <	7 WZRZ	8 WOAD <	8 WJKK-F <	8 WJKK-F		8 WSTZ-F
		8 WUSJ-F	9 WQJQ-F		7 WVIV-F <	9 WUSJ-F	9 WZRZ	8 WQJQ-F <		9 WJKK-F
		10 WQJQ-F <		10 WOAD	10 WOAD	9 WZRZ	9 WUSJ-F <	10 WUSJ-F <		9 WQJQ-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WJMI-F >>>	1 WJMI-F >>	1 WKXI-F	1 WJMI-F	1 WKXI-F	1 WJMI-F >>>	1 WJMI-F >	1 WSTZ-F	1 WJMI-F >	1 WSTZ-F <	1 WJMI-F >>
2 WDBT-F >>>	2 WKXI-F	2 WYOY-F	2 WKXI-F >	2 WMSI-F	2 WKXI-F	2 WSTZ-F	2 WJMI-F >	2 WSTZ-F	2 WJMI-F	2 WKXI-F <
3 WKXI-F >	3 WDBT-F	2 WJMI-F >	3 WMSI-F	2 WJMI-F	3 WSTZ-F	3 WKXI-F >>	3 WKXI-F	3 WKXI-F >	3 WTYX-F <	3 WDBT-F >
4 WMSI-F	4 WYOY-F >	4 WMSI-F	3 WYOY-F	4 WJKK-F <	3 WDBT-F >	4 WUSJ-F	4 WOAD	4 WTYX-F	4 WKXI-F	4 WQJQ-F
4 WYOY-F >>	5 WMSI-F	4 WUSJ-F	3 WDBT-F <	5 WYOY-F	5 WYOY-F	4 WDBT-F	5 WYOY-F	5 WMSI-F	5 WMSI-F >	4 WJKK-F >
	6 WJKK-F	6 WJKK-F	6 WJKK-F >	6 WUSJ-F	6 WJKK-F >>	6 WOAD	5 WDBT-F >	6 WDBT-F	6 WJKK-F	
	6 WUSJ-F >>	6 WDBT-F >	7 WUSJ-F	7 WQJQ-F		6 WYOY-F		6 WQJQ-F	6 WJNT	
		8 WTYX-F >>	8 WYJS-F	7 WYJS-F				6 WUSJ-F	6 WQJQ-F	
				9 WMGO				6 WYOY-F	6 WOAD	
				9 WTYX-F						
				9 WDBT-F						

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WJDX	SPRTS	620 Jackson	1.2 4.2 8 190
WJXN-F	REL	92.9 Utica	0.4 1.3 3 80
WMGO	B/G	1370 Canton	1.2 2.3 7 83
WRJH-F	REL	97.7 Brandon	0.5 1.9 5 75
WSLI	T/SPRTS	930 Jackson	0.5 2.3 3 93

# JACKSON, MS

Consolidation Report				Format Performance	AM	FM	Total	%	Yr. Ago
	12+	25-54	Revenue						
<b>Clear Channel, pend.</b>	24.6 %	23.7 %	46.6 %	AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WDBT-FM, WJDX-AM, WMSI-FM, WQJQ-FM, WSTZ-FM, WZRZ-AM				AOR/Classic/NR	0 (0)	24 (1)	24 (1)	5.4 %	6.8 %
<b>Inner City, pend.</b>	27.1 %	23.4 %	24.0 %	Black/Urban	0 (0)	140 (3)	140 (3)	31.5 %	30.7 %
WJMI-FM, WKXI-AM, WKXI-FM, WOAD-AM, WYJS-FM				CHR	0 (0)	52 (2)	52 (2)	11.7 %	10.2 %
<b>New South</b>	11.0 %	13.2 %	12.2 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WIIN-AM, WJJK-FM, WUSJ-FM, WYOY-FM				Country	0 (0)	60 (2)	60 (2)	13.5 %	16.6 %
<b>Proteus</b>	6.1 %	6.3 %	7.7 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WTYX-FM, WVIV-FM				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	<b>68.8 %</b>	<b>66.6 %</b>	<b>90.5 %</b>	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	26 (2)	10 (1)	36 (3)	8.1 %	6.6 %
				Oldies	0 (0)	31 (2)	31 (2)	7.0 %	4.3 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	43 (3)	15 (3)	58 (6)	13.1 %	12.8 %
				Soft AC	0 (0)	21 (1)	21 (1)	4.7 %	5.8 %
				Sports	7 (1)	0 (0)	7 (1)	1.6 %	1.7 %
				Standards/EZ	0 (0)	15 (1)	15 (1)	3.4 %	4.5 %
				<b>Totals</b>	<b>76 (6)</b>	<b>368 (16)</b>	<b>444 (22)</b>		

### AM Stations

Station	Freq	Power	Time	Format	Comments	Revenue	Comments	Comments
WJNT	1180	50 kw/0.5 kw	(DA-N)	Talk/News	CBS, Westwd, CNN	\$21.00	---	Pearl
WOAD	1300	5 kw/1 kw		Black Gospel	AURN, ABC, Westwd	\$<20.00	Clr Chnl	Inner City, pend.
WZRZ	1590	5 kw/1 kw	(DA-N)	Black Gospel	AURN	\$<20.00	D&R	Clr Chnl, pend.

### FM Stations

Station	Freq	Power	Time	Format	Comments	Revenue	Comments	Comments
WDBT	95.5	100 kw	@ 1059	CHR		\$24.00	Katz	Clr Chnl, pend.
WFMN	97.3	19.68 kw	@ 367	Talk	ABC, Westwd, CBS	\$ NA	---	Flora
WHJT	93.5	6 kw	@ 328	Contemp. Christian	SRN	\$ NA	Salem	Miss. College Clinton
WJJK	98.7	100 kw	@ 945	Soft AC	Westwd	\$<20.00	Mc-Guild	New South Vicksburg
WJMI	99.7	100 kw	@ 1059	Black	ABC	\$55.00	Clr Chnl	Inner City, pend.
WKXI	107.5	100 kw	@ 951	Black AC		\$27.00	Clr Chnl	Inner City, pend. Magee
WMSI	102.9	100 kw	@ 1801	Country	ABC	\$85.00	Mc-Guild	Clr Chnl, pend.
WQJQ	105.1	100 kw	@ 981	Black Oldies	CNN, Westwd, ABC	\$ NA	---	Clr Chnl, pend. Kosciusko
WSTZ	106.7	100 kw	@ 1063	AOR		\$50.00	Katz	Clr Chnl, pend. Vicksburg
WTYX	94.7	100 kw	@ 1115	Classic Hits		\$30.00	Christal	Proteus
WUSJ	96.3	100 kw	@ 1410	Country		\$40.00	---	New South
WVIV	93.9	6 kw	@ 282	Standards	ABC, Westwd	\$<20.00	Christal	Proteus Pearl
WYJS	105.9	22 kw	@ 745	Oldies		\$ NA	Clr Chnl	Inner City, pend. Pickens
WYOY	101.7	50 kw	@ 456	CHR		\$<20.00	Mc-Guild	New South Gluckstadt

Notes: \* WKXI-F revenue level includes WKXI (AM) revenue . . . 9/99 WYJS-F changed from Contemporary Christian to Oldies . . . 10/99 AMFM and Clear Channel announced plans to merge. Divestitures in the market will be necessary . . . 1/00 WIIN (780) changed from Oldies to Gospel . . . 3/00 In divestitures resulting from the AMFM/Clear Channel merger, Clear Channel sold WJMI-F, WKXI-AM, WOAD and WYJS-F to Inner City in multi-market transaction (price NA)

# JACKSONVILLE

**Arbitron Rank** 51 Pop (12+) 912,300  
**MSA Rank:** 56  
**MSA Pop:** 1,070,000  
**DMA:** 52  
**Average Persons Rating:** 16.0  
**Market TSL in Hours** 21.00

**Stations** 26 / 25  
**Diaries:** 2,141 / 426:1 / 49.9%  
**Sample Target:** 2,040  
**% Below Line:** 0.6  
**% Not Listed:** 15.7  
**Pop per Station:** 36,492

**Last Year's Revenue:** \$47,400,000  
**Household Income:** \$43,690  
**Total Retail Sales:** \$11.6 Bil.  
**#1 Biller:** WFYV-F \$6,800,000  
**#1 Billing Portfolio**  
 Cox Radio \$21,983,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	WAPE-F	CHR	152 / 10.4	9.1	9.6	8.8	7.4	9.5	2294 / 25.1	24.1	19.6	172 / 2700	G	WAPE-F
2	WSOL-F	B/AC	112 / 7.7	8.2	8.1	6.9	6.5	7.7	1203 / 13.2	12.9	13.5	140 / 1483	E	WSOL-F
3	WFYV-F	AOR	108 / 7.4	8.4	8.9	7.2	7.2	8.0	1328 / 14.6	17.4	15.9	123 / 1580	G	WFYV-F
4	WKQL-F	O	97 / 6.7	5.7	5.0	5.6	7.1	5.7	1473 / 16.1	15.3	17.5	112 / 1707	E	WKQL-F
5	WQIK-F	C	94 / 6.5	6.9	8.4	7.8	5.7	7.4	1485 / 16.3	16.6	14.4	120 / 1874	G	WQIK-F
6	WEJZ-F	SAC	89 / 6.1	6.4	6.1	6.9	5.9	6.4	1388 / 15.2	14.7	15.8	96 / 1566	F	WEJZ-F
7	WJBT-F	B	87 / 6.0	5.5	5.6	5.8	7.0	5.7	1272 / 13.9	13.0	13.4	87 / 1272	D	WJBT-F
8	WROO-F	C	72 / 4.9	4.9	5.7	5.6	4.9	5.3	1148 / 12.6	13.5	12.9	86 / 1318	F	WROO-F
9	WPLA-F	AOR-NR	64 / 4.4	5.8	5.0	5.2	4.4	5.1	1199 / 13.1	13.2	12.5	72 / 1336	C	WPLA-F
9	WOKV	N/T	64 / 4.4	4.9	3.5	4.4	5.1	4.3	925 / 10.1	7.6	11.6	73 / 1036	F	WOKV
11	WFSJ-F	J	47 / 3.2	2.1	3.4	2.3	3.0	2.8	796 / 8.7	7.0	8.1	50 / 838	C	WFSJ-F
12	WZAZ	B/G	37 / 2.5	3.6	2.8	3.0	2.8	3.0	519 / 5.7	6.5	5.8	37 / 519	A	WZAZ
13	WBWL	SPRTS	27 / 1.9	1.5	0.8	1.1	2.1	1.3	584 / 6.4	2.9	6.2	29 / 621	B	WBWL
13	WMXQ-F	AC	27 / 1.9	3.2	3.1	3.0	3.3	2.8	818 / 9.0	9.3	10.2	31 / 922	D	WMXQ-F
15	WBGB-F	REL-CC	25 / 1.7	1.4	1.4	1.1	1.3	1.4	441 / 4.8	4.5	3.6	25 / 441	A	WBGB-F
16	WWRR-F	CL HITS	22 / 1.5	1.6	1.5	1.6	1.5	1.6	391 / 4.3	5.9	5.6	30 / 552	B	WWRR-F
17	WCGL	REL	19 / 1.3	0.6	1.2	2.0	1.0	1.3	210 / 2.3	2.4	2.1	19 / 210	A	WCGL
18	WNZS	SPRTS	17 / 1.2	0.7	0.9	1.3	2.1	1.0	368 / 4.0	2.9	4.7	17 / 387	C	WNZS
19	WSVE	B/G	14 / 1.0	0.7	0.9	1.0	0.6	0.9	170 / 1.9	2.3	2.1	14 / 172		WSVE

12+ FM Share (Metro): 83.37% (1023 of 1227) (Fall 98: 81.71%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WAPE-F <	1 WAPE-F	1 WAPE-F	1 WAPE-F <	1 WAPE-F <	1 WKQL-F <	1 WFYV-F	1 WAPE-F	1 WAPE-F >	1 WAPE-F <	1 WAPE-F
2 WJBT-F >>	2 WFYV-F	2 WFYV-F	2 WFYV-F <	2 WFYV-F <	2 WSOL-F	1 WSOL-F <	2 WKQL-F	2 WKQL-F	2 WJBT-F	2 WJBT-F
3 WPLA-F >>	3 WJBT-F	3 WSOL-F	3 WSOL-F >	3 WSOL-F	3 WQIK-F	3 WAPE-F >	3 WFYV-F <	3 WFYV-F <	3 WSOL-F	3 WSOL-F <
	4 WPLA-F	4 WJBT-F	4 WQIK-F <	4 WKQL-F	4 WEJZ-F	4 WQIK-F	4 WOKV <	4 WQIK-F	4 WEJZ-F	4 WQIK-F <
	5 WSOL-F <	5 WEJZ-F	5 WKQL-F <	5 WEJZ-F	4 WOKV	5 WROO-F <	5 WEJZ-F <	4 WJBT-F <	5 WPLA-F	5 WFYV-F <
	6 WEJZ-F	5 WQIK-F <	6 WEJZ-F	5 WQIK-F	6 WAPE-F <	6 WEJZ-F <	6 WQIK-F <	6 WSOL-F <	6 WFSJ-F <	6 WKQL-F
	7 WROO-F	7 WPLA-F <	7 WROO-F <	7 WROO-F	7 WFYV-F	7 WKQL-F	7 WEJZ-F	7 WSOL-F	7 WKQL-F <	7 WEJZ-F <
		8 WKQL-F <	8 WPLA-F	8 WPLA-F	8 WROO-F <	8 WJBT-F <	8 WROO-F	8 WROO-F <	8 WQIK-F	8 WROO-F
		9 WROO-F >	9 WJBT-F	9 WOKV <	9 WFSJ-F >	9 WPLA-F <	9 WPLA-F <	9 WPLA-F	9 WPLA-F	8 WPLA-F
				10 WFSJ-F <	10 WZAZ	10 WOKV >	10 WJBT-F	10 WOKV >	10 WOKV >	10 WZAZ <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WJBT-F <	1 WAPE-F >>	1 WAPE-F >	1 WAPE-F >	1 WAPE-F	1 WJBT-F	1 WFYV-F >	1 WFYV-F >	1 WFYV-F >	1 WFYV-F >	1 WAPE-F
2 WAPE-F >>	2 WJBT-F <	2 WEJZ-F <	2 WSOL-F	2 WSOL-F	1 WAPE-F	2 WPLA-F <	2 WPLA-F >	2 WAPE-F	2 WSOL-F <	2 WJBT-F
3 WPLA-F	3 WEJZ-F	3 WSOL-F	3 WEJZ-F	3 WEJZ-F	3 WFYV-F >	3 WAPE-F	3 WAPE-F	3 WSOL-F <	3 WKQL-F <	3 WSOL-F
3 WROO-F	4 WSOL-F <	4 WQIK-F	4 WROO-F <	4 WKQL-F	4 WPLA-F >>	4 WJBT-F >	4 WJBT-F	4 WPLA-F	4 WAPE-F	4 WQIK-F
3 WEJZ-F	5 WROO-F	5 WROO-F	5 WQIK-F	5 WQIK-F		5 WSOL-F >	5 WSOL-F	5 WJBT-F	5 WQIK-F	5 WKQL-F
	6 WQIK-F	6 WFYV-F	5 WJBT-F <	6 WROO-F			6 WQIK-F	6 WKQL-F	5 WPLA-F	5 WPLA-F
	7 WPLA-F	7 WKQL-F	7 WKQL-F	7 WFYV-F				6 WQIK-F	7 WOKV <	5 WFYV-F
			8 WFYV-F	8 WFSJ-F <				8 WBWL	8 WBWL <	
								8 WROO-F <	9 WJBT-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WFOY	T	1240	St. Augustine 0.3 0.9 5 91
WJAX	ST	1220	Arlington 0.3 0.8 5 73
WJGR	T	1320	Jacksonville 0.4 2.7 6 251
WJQR-F	C	105.5	St. Augustine Bch. 0.7 1.9 13 232
W OBS	G	1530	Jacksonville 0.7 0.6 10 50
WSOS-F	AC	94.1	St. Augustine 0.5 2.5 8 253

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WFKS-F	AC/CHR	99.9	Palatka 0.6 3.4 19 574

# JACKSONVILLE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Clear Channel</b>	33.9 %	33.6 %	38.9 %	AC	0 (0)	44 (3)	44 (3)	3.6 %	4.8 %
WFSJ-FM, WJBT-FM, WNZS-AM, WPLA-FM, WQIK-FM, WROO-FM, WSOL-FM				AOR/Classic/NR	0 (0)	172 (2)	172 (2)	14.0 %	15.5 %
<b>Cox Radio</b>	32.7 %	37.3 %	46.4 %	Black/Urban	0 (0)	199 (2)	199 (2)	16.2 %	16.6 %
WAPE-FM, WBWL-AM, WFYV-FM, WKQL-FM, WMXQ-FM, WOKV-AM				CHR	0 (0)	152 (1)	152 (1)	12.4 %	9.7 %
<b>Renda</b>	7.6 %	8.9 %	11.6 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WEJZ-FM, WWRR-FM				Country	0 (0)	176 (3)	176 (3)	14.3 %	13.6 %
	<b>74.2 %</b>	<b>79.8 %</b>	<b>96.9 %</b>	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	47 (1)	47 (1)	3.8 %	3.6 %
				News/Talk	75 (3)	0 (0)	75 (3)	6.1 %	7.8 %
				Oldies	0 (0)	119 (2)	119 (2)	9.7 %	10.2 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	80 (4)	25 (1)	105 (5)	8.6 %	5.7 %
				Soft AC	0 (0)	89 (1)	89 (1)	7.3 %	7.0 %
				Sports	44 (2)	0 (0)	44 (2)	3.6 %	4.9 %
				Standards/EZ	5 (1)	0 (0)	5 (1)	0.4 %	0.4 %
				<b>Totals</b>	<b>204 (10)</b>	<b>1023 (16)</b>	<b>1227 (26)</b>		

## AM Stations

Station	Power	Time	Format	AM/FM	Revenue	Owner	Notes
WBWL	600	5 kw (DA-2)	Sports	AMFM, ESPN	\$ NA	Mc-Guild	Cox Radio
WCGL	1360	5 kw (Days)	Religion	AURN	\$ NA	--	
WNZS	930	5 kw (DA-N)	Sports	1-on-1, ESPN	\$ <20.00	Clr Chnl	Clear Channel
WOKV	690	50 kw/10 kw (DA-N)	News/Talk	CBS, AMFM	\$53.00	Mc-Guild	Cox Radio
WSVE	1280	5 kw/0.133 kw	Black Gospel	AURN, Westwd	\$ NA	--	
WZAZ	1400	1 kw	Black Gospel	ABC	\$15.00	Eastman	In Trust

## FM Stations

Station	Frequency	Power	Format	AM/FM	Revenue	Owner	Notes
WAPE	95.1	100 kw @ 984	CHR		\$82.00	Christal	Cox Radio
WBGB	106.5	6 kw @ 328	Classic AOR	Westwd	\$ NA	Clr Chnl	Concord Ponte Verde
WEJZ	96.1	100 kw @ 984	Soft AC		\$80.00	Katz	Renda
WFSJ	97.9	50 kw @ 482	Jazz		\$22.00	Clr Chnl	Clear Channel St. Augustine
WFYV	104.5	100 kw @ 1014	AOR		\$115.00	Christal	Cox Radio
WJBT	92.7	6 kw @ 300	Black		\$39.00	Clr Chnl	Clear Channel Green Cove Springs
WKQL	96.9	100 kw @ 1014	Oldies	AP	\$59.00	Christal	Cox Radio
WMXQ	102.9	100 kw @ 1014	AC		\$56.00	Christal	Cox Radio
WPLA	93.3	50 kw @ 463	AOR-New Rock		\$40.00	Clr Chnl	Clear Channel Callahan
WQIK	99.1	100 kw @ 1014	Country	ABC	\$125.00	Eastman	Clear Channel
WROO	107.3	100 kw @ 705	Country		\$60.00	Clr Chnl	Clear Channel
WSOL	101.5	100 kw @ 1463	Black AC	ABC	\$48.00	Clr Chnl	Clear Channel Brunswick, GA
WWRR	100.7	36 kw @ 1463	Classic Hits		\$ NA	--	Renda

Notes: 8/99 WBGB-F changed from Classic AOR to Contemporary Christian . . . 10/99 AMFM and Clear Channel announced plans to merge . . . 12/99 WJQR-F (105.5) changed from Country to Black Oldies as WYGV-F ("Groovin' Oldies")



# JOHNSON CITY-KINGSPORT-BRISTOL

**Arbitron Rank** 96 **Pop (12+)** 401,900  
**MSA Rank:** 110  
**MSA Pop:** 464,000  
**DMA:** 92  
**Average Persons Rating:** 13.6  
**Market TSL in Hours** 18.75

**Stations** 27 / 23  
**Diaries:** 1,484 / 271:1 / 53.9%  
**Sample Target:** 1,470  
**% Below Line:** 5.3  
**% Not Listed:** 15.4  
**Pop per Station:** 17,474

**Last Year's Revenue:** \$15,000,000  
**Household Income:** \$34,909  
**Total Retail Sales:** \$4.3 Bil.  
**#1 Biller:** WXBQ-AF \$5,000,000  
**#1 Billing Portfolio**  
Bristol \$5,710,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	WXBQ-F	C	106 / 19.4	20.4	21.2	23.6	24.7	21.2	1403 / 34.9	36.9	39.2	152 / 2037	G	WXBQ-F
2	WAEZ-F	CHR	65 / 11.9	10.8	10.6	10.6	10.4	11.0	933 / 23.2	22.7	23.8	82 / 1251	B	WAEZ-F
3	WQUT-F	AOR/CL	54 / 9.9	13.5	11.5	9.3	13.4	11.0	672 / 21.7	22.0	26.3	83 / 1387	D	WQUT-F
4	WTFM-F	AC	48 / 8.8	9.8	10.4	9.7	8.9	9.7	773 / 19.2	21.5	21.7	70 / 1082	D	WTFM-F
5	WRZK-F	AOR	25 / 4.6	4.8	4.2	3.6	3.1	4.3	436 / 10.8	11.1	10.2	30 / 587	A	WRZK-F
6	WKOS-F	O	22 / 4.0	5.7	4.2	5.0	3.7	4.7	435 / 10.8	11.2	11.6	23 / 463	B	WKOS-F
7	WJCW	N/T	18 / 3.3	3.0	3.7	3.4	2.6	3.3	373 / 9.3	9.5	8.1	19 / 421	B*	WJCW
8	WGOC	C/O	15 / 2.7	3.5	4.5	4.1	4.5	3.7	275 / 6.8	7.4	8.9	16 / 288	A	WGOC
9	WMIT-F	REL	14 / 2.6	0.9	1.2	1.3	1.0	1.5	193 / 4.8	4.5	4.1	18 / 327		WMIT-F
10	WMEV-F	C	12 / 2.2	1.1	2.3	1.4	1.2	1.7	181 / 4.5	4.2	3.7	29 / 442		WMEV-F
11	WKPT	ST/EZ	10 / 1.8	1.8	1.6	2.1	1.9	1.8	156 / 3.9	4.8	5.8	10 / 167		WKPT

12+ FM Share (Metro): 81.82% (378 of 462) (Fall 98: 81.01%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WAEZ-F >>>	1 WAEZ-F	1 WXBQ-F	1 WXBQ-F >	1 WXBQ-F >	1 WXBQ-F >>	1 WXBQ-F >	1 WXBQ-F >	1 WXBQ-F >	1 WAEZ-F	1 WXBQ-F >
2 WXBQ-F >	2 WQUT-F <	2 WQUT-F <	2 WQUT-F <	2 WQUT-F <	2 WTFM-F >	2 WQUT-F <	2 WQUT-F <	2 WTFM-F <	2 WXBQ-F >	2 WAEZ-F >
3 WRZK-F	3 WXBQ-F >	3 WAEZ-F	3 WTFM-F <	3 WTFM-F <	3 WQUT-F	3 WAEZ-F	3 WQUT-F <	3 WQUT-F	3 WTFM-F	3 WTFM-F
3 WQUT-F >	4 WRZK-F >	4 WTFM-F >	4 WAEZ-F >>	4 WAEZ-F >	4 WKOS-F	4 WTFM-F >	4 WAEZ-F >>	4 WTFM-F >	4 WQUT-F	4 WQUT-F >
		5 WRZK-F >	5 WKOS-F	5 WKOS-F	5 WAEZ-F	5 WRZK-F	5 WJCW <	5 WRZK-F	5 WRZK-F >>	5 WKOS-F
			5 WRZK-F >>	6 WRZK-F	5 WJCW <	6 WKOS-F	6 WKOS-F	6 WKOS-F	6 WKOS-F	6 WKOS-F <
					7 WGOC	7 WJCW	7 WRZK-F <	7 WJCW	6 WMIT-F	7 WGOC
					8 WMIT-F	7 WGOC >	8 WGOC			8 WMIT-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WAEZ-F >>	1 WAEZ-F	1 WXBQ-F <	1 WXBQ-F	1 WXBQ-F >	1 WQUT-F >	1 WQUT-F >	1 WQUT-F >	1 WQUT-F	1 WXBQ-F	1 WXBQ-F >
2 WXBQ-F >	2 WXBQ-F >	2 WAEZ-F	2 WAEZ-F	2 WTFM-F	2 WAEZ-F	2 WRZK-F <	2 WRZK-F	2 WXBQ-F >	2 WQUT-F >>	2 WAEZ-F >
3 WTFM-F	3 WTFM-F	3 WQUT-F	3 WTFM-F >	3 WAEZ-F >	2 WRZK-F >	3 WAEZ-F	2 WXBQ-F	3 WAEZ-F	3 WTFM-F <	3 WQUT-F
3 WRZK-F >>>	4 WQUT-F >	4 WTFM-F >>	4 WQUT-F >	4 WQUT-F	4 WXBQ-F >>>	4 WAEZ-F >>>	4 WAEZ-F >	4 WRZK-F	4 WAEZ-F	4 WRZK-F
			5 WKOS-F >	5 WKOS-F >>			5 WTFM-F >	5 WTFM-F >>	5 WRZK-F	
							6 WIVK-F >>		6 WJCW	
									7 WKOS-F	

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume	Format Performance	AM	FM	Total	%	Yr. Ago
WABN-F	CHR	92.7 Abingdon, VA	0.9	3.2	6 192	AC	0 (0)	48 (1)	48 (1)	10.4 %	10.7 %
WBEJ	C	1240 Elizabethton	1.1	1.8	6 75	AOR/Classic/NR	0 (0)	84 (3)	84 (3)	18.2 %	19.2 %
WEMB	C	1420 Erwin	0.9	2.1	5 83	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WETB	G	790 Johnson City	1.5	3.5	9 165	CHR	0 (0)	75 (3)	75 (3)	16.2 %	13.2 %
WEYE-F	C	104.3 Surgoinsville	0.5	1.2	3 74	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WIKQ-F	C	94.9 Greenville	0.7	4.2	9 271	Country	29 (4)	135 (6)	164 (10)	35.5 %	39.5 %
WKTP	ST/EZ	1590 Jonesborough	0.2	0.4	1 17	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WMCH	REL	1260 Church Hill	0.7	1.0	4 40	Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WOPI	ST/EZ	1490 Bristol, TN	0.5	0.8	3 34	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WRGS	C	1370 Rogersville	0.5	1.5	3 66	News/Talk	24 (2)	0 (0)	24 (2)	5.2 %	5.0 %
WXBQ	T	980 Bnistol, VA	1.1	3.5	7 179	Oldies	0 (0)	22 (1)	22 (1)	4.8 %	4.7 %
WXIS-F	CHR	103.9 Erwin	0.9	4.7	10 296	Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WZAP	REL	690 Bristol, VA	0.9	2.1	6 122	Religion/Gospel	17 (3)	14 (1)	31 (4)	6.7 %	5.0 %
						Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
						Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
						Standards/EZ	14 (3)	0 (0)	14 (3)	3.0 %	2.7 %
						<b>Totals</b>	<b>84 (12)</b>	<b>378 (15)</b>	<b>462 (27)</b>		

# JOHNSON CITY-KINGSPORT-BRISTOL

Consolidation Report	12+	25-54	Revenue
<b>Bristol, pend.</b>	33.3 %	32.8 %	38.1 %
WABN-AM, WABN-FM, WAEZ-FM, WEZG-FM, WXBQ-AM, WXBQ-FM			
<b>Citadel, pend.</b>	17.2 %	20.8 %	26.7 %
WJCW-AM, WKIN-AM, WKOS-FM, WQUT-FM			
<b>Holston Valley</b>	13.5 %	14.3 %	18.0 %
WKPT-AM, WKTP-AM, WMEV-FM, WOPI-AM, WTFM-FM			
	<b>64.0 %</b>	<b>67.9 %</b>	<b>82.8 %</b>

## AM Stations

WGOC	640	10 kw/0.81 kw (DA-N)	Classic Country	Westwd, CNN	\$ NA	Roslin	Citadel, pend.	Blountville
WJCW	910	5 kw/1 kw (DA-N)	News/Talk	CBS, Westwd	\$20.00	Katz	Citadel, pend.	
WKPT	1400	1 kw	Standards/EZ List	ABC	\$<20.00	Eastman	Holston Valley	

## FM Stations

WAEZ	99.3	3.6 kw @ 810	CHR		\$<20.00	Christal	Bristol	Elizabethton
WKOS	104.9	2.75 kw @ 492	Oldies	Westwd	\$<20.00	Katz	Citadel, pend.	
WMEV	93.9	100 kw @ 1459	Country	Westwd	\$ NA	Regional	Holston Valley	Marion, VA
WQUT	101.5	100 kw @ 1499	AOR/Classic AOR	Westwd, CNN	\$52.00	Katz	Citadel, pend.	
WRZK	105.9	1.5 kw @ 1296	AOR	ABC	\$ NA	Eastman		Colonial Hts.
WTFM	98.5	100 kw @ 1260	AC	ABC	\$50.00	Eastman	Holston Valley	
WXBQ	96.9	75 kw @ 2240	Country	ABC	\$91.00	Christal	Bristol	

Notes: \* WJCW revenue level includes WKIN revenue . . . WRZK-F is LMA'd to Holston Valley . . . 9/99 WABN-AF (Abingdon, VA) sold to Bristol (price NA) . . . 11/99 WEYE-F (104.3; Surgoinsville) sold to WMCH for \$403,000 . . . 12/99 WXIS-F (103.9; Erwin) shifted from CHR to Dance CHR . . . 1/00 WJCW, WKIN, WKOS-F and WQUT-F sold by Bloomington to Citadel as part of a \$176,000,000 group transaction

# JOHNSTOWN

**Arbitron Rank** 170 **Pop (12+):** 200,600  
**MSA Rank:** 183  
**MSA Pop:** 236,000  
**DMA:** 90 (w/Altoona)  
**Average Persons Rating:** 15  
**Market TSL in Hours** 20.25

**Stations** 25 / 12  
**Diaries:** 692 / 290:1 / 62.9%  
**Sample Target:** 680  
**% Below Line:** 23.6  
**% Not Listed:** 16.3  
**Pop per Station:** 16,717

**Last Year's Revenue:** \$6,600,000  
**Household Income:** \$33,615  
**Total Retail Sales:** \$2.1 Bil.  
**#1 Biller:** WMTZ-F \$1,400,000  
**#1 Billing Portfolio**  
 Marathon \$1,930,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	WMTZ-F	46 / 15.4	16.4	16.5	16.5	19.0	514 / 25.6	27.9	26.3	65 / 726	C	WMTZ-F
2	WKYE-F	34 / 11.3	15.7	13.3	14.7	12.2	466 / 23.2	27.7	23.6	40 / 576	C	WKYE-F
3	WGLU-F	27 / 9.0	10.1	7.6	7.5	9.5	485 / 24.2	22.5	21.9	37 / 599	C	WGLU-F
4	WQKK-F	AOR/CL 22 / 7.3	7.9	8.9	6.0	5.1	353 / 17.6	16.3	16.1	30 / 494	B	WQKK-F
5	WFGY-F	C 16 / 5.3	5.2	6.7	6.6	4.4	243 / 12.1	11.4	12.6	43 / 674		WFGY-F
5	WDVE-F	AOR 16 / 5.3	2.0	4.4	3.3	4.1	212 / 10.6	6.5	9.1	22 / 316		WDVE-F
7	WSRA-F	SAC 11 / 3.7	5.6	3.2	3.6	4.7	179 / 8.9	11.9	11.2	11 / 179	B	WSRA-F
8	WSGY-F	C 9 / 3.0	3.3	1.9	4.2	2.7	117 / 5.8	6.8	5.9	9 / 122		WSGY-F

12+ FM Share (Metro): 90.84% (228 of 251) (Fall 98: 88.36%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WGLU-F >>>	1 WQKK-F >	1 WKYE-F <	1 WKYE-F	1 WKYE-F	1 WMTZ-F	1 WMTZ-F >	1 WMTZ-F	1 WMTZ-F	1 WGLU-F	1 WMTZ-F >
2 WQKK-F >>>	2 WDVE-F	2 WMTZ-F	2 WMTZ-F >	2 WMTZ-F >	2 WKYE-F >	2 WKYE-F	2 WKYE-F >	2 WKYE-F <	1 WMTZ-F <	2 WGLU-F
	2 WMTZ-F	3 WQKK-F <	3 WGLU-F	3 WQKK-F	3 WGLU-F	3 WGLU-F	3 WGLU-F	3 WGLU-F	3 WQKK-F	3 WKYE-F
	4 WKYE-F	4 WGLU-F	3 WQKK-F	3 WGLU-F <	4 WFGY-F	4 WQKK-F	4 WDVE-F <	4 WQKK-F	3 WKYE-F >	4 WQKK-F
	5 WGLU-F >>	5 WDVE-F >>>	5 WDVE-F >>	5 WDVE-F >	5 WSRA-F >	5 WDVE-F	5 WQKK-F <	5 WFGY-F	5 WFGY-F	5 WFGY-F
	6 WZPT-F		6 WSRA-F	6 WSRA-F	6 WDVE-F	6 WSRA-F <	6 WFGY-F >	6 WDVE-F	6 WDVE-F	6 WODZ
	6 WFGY-F >		7 WHPA-F	6 WSGY-F	7 WFGY-F >	7 WFGY-F >	8 WSGY-F	7 WSRA-F	7 WZPT-F >	7 WDVE-F
								8 WSGY-F	8 WSGY-F	8 WSRA-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WGLU-F >	1 WKYE-F	1 WKYE-F	1 WKYE-F >	1 WKYE-F >	1 WDVE-F	1 WQKK-F	1 WQKK-F >	1 WMTZ-F	1 WMTZ-F	1 WMTZ-F
2 WKYE-F	2 WMTZ-F	1 WMTZ-F >	2 WGLU-F	2 WMTZ-F	1 WQKK-F >	2 WDVE-F >>	2 WDVE-F >>	1 WDVE-F <	2 WQKK-F	1 WKYE-F
2 WQKK-F >>	3 WGLU-F	3 WGLU-F >>	3 WMTZ-F >>	3 WGLU-F >>	3 WZPT-F	3 WMTZ-F	3 WRRK-F	3 WQKK-F	2 WDVE-F	3 WQKK-F
	4 WQKK-F >		4 WQKK-F	4 WSGY-F	3 WMTZ-F >>	4 WZPT-F >	3 WMTZ-F >>	4 WKYE-F >	4 WKYE-F >	4 WSRA-F >
	5 WFGY-F >>		5 WSRA-F	4 WSRA-F				5 WGLU-F >	5 WGLU-F	
								6 WHPA-F	6 WHPA-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Format Performance	AM	FM	Total	%	Yr. Ago
WCRO	VA	1230	Johnstown	1.7	2.8	5 56	AC	0 (0)	37 (2)	37 (2)	14.7 %	15.3 %
WHPA-F	CL	HITS 93.5	Barnesboro	2.0	3.1	7 90	AOR/Classic/NR	0 (0)	55 (6)	55 (6)	21.9 %	20.7 %
WNTJ	N/T	1490	Johnstown	1.3	2.9	4 58	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WODZ	O	850	Johnstown	1.7	6.9	6 147	CHR	0 (0)	35 (3)	35 (3)	13.9 %	10.9 %
WQZS-F	CL	AOR 93.3	Meyersdale	2.0	3.9	6 85	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WYSN	ST	1330	Somerset	1.7	4.4	5 89	Country	0 (0)	77 (4)	77 (4)	30.7 %	30.2 %
Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume	Full Service	AM	FM	Total	%	Yr. Ago
KDKA	N/T	1020	Pittsburgh	0.7	1.8	9 112	Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WBXQ-F	AOR	94.3	Cresson	2.0	4.4	11 180	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WBZZ-F	CHR	93.7	Pittsburgh	1.7	6.3	11 301	News/Talk	6 (2)	0 (0)	6 (2)	2.4 %	2.9 %
WFRB	ST	560	Frostburg, MD	0.7	1.8	2 36	Oldies	5 (1)	13 (3)	18 (4)	7.2 %	6.9 %
WFRB-F	C	105.3	Frostburg, MD	2.0	4.0	9 148	Others/Unknown	5 (1)	0 (0)	5 (1)	2.0 %	1.5 %
WKGO-F	AC/CHR	106.1	Cumberland, MD	1.0	2.2	4 81	Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WPRR-F	CHR	100.1	Altoona	1.0	4.8	7 179	Soft AC	0 (0)	11 (1)	11 (1)	4.4 %	5.1 %
WRRK-F	CL	AOR 96.9	Braddock	1.7	4.3	10 159	Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WWSW-F	O	94.5	Pittsburgh	1.0	4.1	7 166	Standards/EZ	7 (2)	0 (0)	7 (2)	2.8 %	2.9 %
WZPT-F	CL	HITS 100.7	New Kensington	1.3	2.9	12 105	Totals	23 (6)	228 (19)	251 (25)		

# JOHNSTOWN

Consolidation Report	12+	25-54	Revenue
<b>Forever</b> WKYE-FM, WODZ-AM, WSGY-FM, WUZI-FM	16.0 %	21.3 %	25.3 %
<b>Marathon</b> WGLU-FM, WQKK-FM	16.3 %	17.0 %	29.2 %
	<b>32.3 %</b>	<b>38.3 %</b>	<b>54.5 %</b>

## FM Stations

Station	Freq	Power	Format	Revenue	Company	Market
WGLU	92.1	0.58 kw @ 1043	CHR	\$25.00	Mc-Guild	Marathon
WKYE	95.5	57 kw @ 1059	AC	Westwd \$30.00	Christal	Forever
WMTZ	96.5	50 kw @ 489	Country	\$34.00	Clr Chnl	Clear Channel
WQKK	99.1	50 kw @ 500	AOR/Classic	\$20.00	Mc-Guild	Marathon Ebensburg
WSGY	97.7	3.5 kw @ 430	Country	\$<20.00	—	Forever Somerset
WSRA	101.7	0.72 kw @ 643	Soft AC	CNN, Westwd \$<20.00	Dome	WYSN Central City

Notes: Other ranked stations -- See Altoona or Pittsburgh . . . 10/99 AMFM and Clear Channel announced plans to merge . . . 11/99 WJAC changed calls to WODZ; remains Oldies . . . 1/00 WFJY-F (105.7; Portage) changed from simulcasting WFGY-F to Classic Hits as WUZI-F ("Was 105")

### FORMAT CODES

AC - Adult Contemporary	J - Jazz and New Adult Contemporary
AC-NR - Modern AC	KIDS - Children's
AOR - Album Oriented Rock	N - News
AOR-NR - New Rock	O - Oldies (50's & 60's)
AOR-P - Progressive AOR	REL - Religion, Christian
B - Black (audience 75%+ Black)	REL-CC - Contemporary Christian
B/AC - Black Adult Contemporary	SAC - Soft Adult Contemporary
B/G - Black Gospel	SP - Hispanic/Spanish
B/O - Black Oldies	SP-C - Hispanic Contemporary
BIZ - Business News & Talk	SP-NT - Hispanic News/Talk/Information
C - Country	SP-R - Hispanic-Regional
C/O - Classic Country	SP-TP - Hispanic-Tropical
CHR - Contemporary Hit Radio, Top 40	SP-VA - Hispanic Variety
CL - Classical	SP-TJ - Tejano
CL AOR - Classic AOR, Classic Rock	SPRTS - Sports
CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia
E - Ethnic (usually Foreign Lang.)	T - Talk
EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)
FS - Full Service	VA - Variety
G - Gospel	? - Others or Unknown

### REVENUE LEVEL CODES

A - Less than \$500,000	E - \$3,000,000 to \$3,999,999	I - \$10,000,000 to \$14,999,999
B - \$500,000 to \$999,999	F - \$4,000,000 to \$4,999,999	J - \$15,000,000 to \$19,999,999
C - \$1,000,000 to \$1,999,999	G - \$5,000,000 to \$6,999,999	K - \$20,000,000 to \$29,999,999
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	L - \$30,000,000+

# KALAMAZOO

**Arbitron Rank** 176 **Pop (12+)** 192,700  
**MSA Rank:** 112 (w/Battle Creek)  
**MSA Pop:** 232,000  
**DMA:** 38 (w/Grand Rapids)  
**Average Persons Rating:** 13.1  
**Market TSL In Hours** 17.50

**Stations** 26 / 11  
**Diaries:** 967 / 199:1 / 54.0%  
**Sample Target:** 960  
**% Below Line:** 22.6  
**% Not Listed:** 21.3  
**Pop per Station:** 17,518

**Last Year's Revenue:** \$11,400,000  
**Household Income:** \$47,652  
**Total Retail Sales:** \$2.8 Bil.  
**#1 Biller:** WRKR-F \$2,300,000  
**#1 Billing Portfolio**  
 Cumulus \$5,000,000

12+ Metro	Format	Fall 99 1/4 Share	Spq 99	Fall 98	Spq 98	Fall 97	12+ Metro Cume / Rtg	Spq 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	WKFR-F	CHR	30 / 11.9	12.6	9.2	10.6	603 / 31.3	29.9	25.1	50 / 1053	D	WKFR-F
2	WRKR-F	AOR	27 / 10.7	9.9	11.2	10.3	403 / 20.9	20.8	20.4	54 / 724	D	WRKR-F
3	WQLR-F	AC	18 / 7.1	5.7	7.3	6.5	332 / 17.2	16.5	15.8	24 / 438	D	WQLR-F
4	WKZO	N/T	16 / 6.3	3.1	3.8	6.2	279 / 14.5	12.1	14.4	19 / 379	B	WKZO
4	WBCT-F	C	16 / 6.3	8.4	8.5	8.9	332 / 17.2	16.2	16.3	51 / 710	D	WBCT-F
6	WFAT-F	AC	13 / 5.1	8.8	7.7	5.8	372 / 19.3	18.0	16.7	20 / 489	C	WFAT-F
7	WQXC-F	O	11 / 4.4	3.1	2.3	3.4	184 / 9.5	9.5	8.0	15 / 262	A	WQXC-F
8	WNWN-F	C	10 / 4.0	3.4	5.4	3.8	163 / 8.5	10.4	11.8	18 / 401	C	WNWN-F
9	WOOD-F	SAC	9 / 3.6	3.1	3.5	4.1	224 / 11.6	12.3	11.6	17 / 351	D	WOOD-F
10	WKMI	T	8 / 3.2	4.6	4.2	3.1	116 / 6.0	9.4	9.4	11 / 146	A	WKMI
10	WGRD-F	AOR-NR	8 / 3.2	2.7	3.1	2.7	232 / 12.0	11.3	9.7	20 / 396	D	WGRD-F

12+ FM Share (Metro): 81.91% (163 of 199) (Fall 98: 81.52%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKFR-F>>>	1 WRKR-F<	1 WRKR-F	1 WRKR-F>	1 WRKR-F	1 WKZO	1 WRKR-F	1 WRKR-F	1 WKFR-F	1 WKFR-F>	1 WKFR-F>
2 WKFR-F>>	2 WKFR-F>	2 WKFR-F>	2 WKFR-F>	2 WKFR-F	1 WQLR-F	2 WKFR-F	2 WKFR-F	2 WKFR-F>	2 WRKR-F>	2 WRKR-F
3 WFAT-F	3 WFAT-F	3 WFAT-F	3 WQLR-F	3 WQLR-F	3 WRKR-F<	3 WKZO	3 WQLR-F	3 WBCT-F<	3 WKZO	3 WBCT-F<
4 WBCT-F	4 WQLR-F	3 WFAT-F	4 WFAT-F	4 WFAT-F	4 WQXC-F	3 WQLR-F>	4 WFAT-F	4 WQLR-F	4 WQLR-F	4 WKZO
4 WGRD-F>	4 WBCT-F>	5 WBCT-F	4 WBCT-F	5 WBCT-F	5 WBCT-F>	5 WBCT-F<	5 WBCT-F<	5 WQXC-F	5 WBCT-F	5 WNWN-F
6 WKLO-F	6 WGRD-F	6 WQXC-F	6 WQXC-F	6 WNWN-F	6 WNWN-F	6 WKMI	5 WFAT-F<	5 WOOD-F	5 WOOD-F	5 WQXC-F
6 WQLR-F>	7 WQXC-F	7 WGRD-F	7 WOOD-F	7 WKFR-F	6 WQXC-F	7 WKZO	7 WKZO	7 WNWN-F	7 WQXC-F	7 WFAT-F
	8 WNWN-F	7 WNWN-F	8 WNWN-F	8 WKMI	6 WFAT-F<	8 WQXC-F	8 WGRD-F<	7 WGRD-F	8 WQLR-F<	8 WQLR-F<
	8 WOOD-F	7 WOOD-F	9 WOOD-F	9 WOOD-F	9 WGRD-F<	9 WOOD-F<	9 WNWN-F	9 WNWN-F	9 WOOD-F	9 WOOD-F
		7 WKZO	9 WFAT-F>	10 WOOD-F	10 WOOD-F	10 WNWN-F	10 WOOD-F			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WKFR-F	1 WKFR-F	1 WKFR-F>	1 WKFR-F>	1 WKFR-F	1 WKFR-F	1 WRKR-F>>	1 WRKR-F>>>	1 WRKR-F>>	1 WRKR-F>>>	1 WKFR-F
1 WFAT-F>	2 WFAT-F>	2 WFAT-F>	2 WRKR-F	2 WQLR-F>	1 WRKR-F>>	2 WKFR-F>>	2 WKFR-F>>	2 WKFR-F>	2 WFAT-F	2 WKZO>
3 WBCT-F	3 WRKR-F	3 WBCT-F	3 WQLR-F	3 WRKR-F	3 WKLO-F	3 WKLO-F	3 WFAT-F	3 WKFR-F	3 WKFR-F	3 WBCT-F
3 WGRD-F	4 WBCT-F>	3 WQLR-F	3 WFAT-F	4 WFAT-F	3 WGRD-F>>	3 WGRD-F>	3 WGRD-F	3 WKZO	3 WKZO	3 WNWN-F
3 WRKR-F>	5 WOOD-F	3 WRKR-F>>	5 WBCT-F>>	5 WBCT-F	5 WFAT-F	5 WFAT-F	5 WNWN-F	3 WQXC-F	3 WQXC-F	3 WQXC-F
	5 WQLR-F		6 WOOD-F	5 WOOD-F	5 WBCT-F>>		5 WBCT-F	3 WBCT-F		
	5 WGRD-F>>		6 WQXC-F>	5 WQXC-F>>			7 WQLR-F	7 WNWN-F		
							7 WKLO-F	7 WKMI		
							7 WKZO>	7 WQLR-F		
								7 WGRD-F>		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WNWN	B/AC	1560	Portage 1.6 2.4 5 53
WQSN	SPRTS	1660	Kalamazoo 0.8 2.4 3 57
WZUU-F	CL AOR	92.3	Allegan 1.2 4.4 5 124

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WAKV	ST	980	Otsego 1.6 3.0 5 79
WBCK	T	930	Battle Creek 0.8 2.8 2 57
WCUZ-F	C	101.3	Grand Rapids 0.4 1.1 3 66
WFRN-F	REL-CC	104.7	Elkhart, IN 0.4 1.1 5 74
WJXQ-F	AOR	106.1	Jackson 1.2 5.5 6 181
WKLO-F	AOR	94.5	Holland 2.0 8.5 12 290
WLAV-F	CL AOR	96.9	Grand Rapids 0.4 1.7 7 117
WLHT-F	AC	95.7	Grand Rapids 0.4 1.4 1 55
WSNX-F	CHR	104.5	Muskegon 0.8 5.0 5 177
WVTI-F	CHR	96.1	Holland 0.4 3.4 3 176
WWKN-F	O	104.9	Battle Creek 0.8 2.9 2 64
WXIK-F	C	94.1	Jackson 0.4 2.1 1 53

# KALAMAZOO

Consolidation Report			12+	25-54	Revenue	Format Performance		AM	FM	Total	%	Yr. Ago		
<b>Cumulus</b>			25.8 %	27.9 %	43.9 %	AC	0	(0)	32	(3)	32	(3)	16.1 %	19.4 %
WKFR-FM, WKMI-AM, WRKR-FM						AOR/Classic/NR	0	(0)	47	(6)	47	(6)	23.6 %	22.7 %
<b>Forum</b>			5.6 %	7.8 %	2.6 %	Black/Urban	4	(1)	0	(0)	4	(1)	2.0 %	4.7 %
WQXC-FM, WZUU-FM						CHR	0	(0)	33	(3)	33	(3)	16.6 %	12.3 %
<b>Local</b>			14.2 %	12.2 %	27.4 %	Classical	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
WKLZ-AM, WKZO-AM, WQLR-FM, WQSN-AM						Country	0	(0)	28	(4)	28	(4)	14.1 %	18.0 %
<b>Midwest Communications</b>			10.7 %	12.1 %	24.9 %	Full Service	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
WFAT-FM, WNWN-AM, WNWN-FM						Hispanic	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
			<b>56.3 %</b>	<b>60.0 %</b>	<b>98.8 %</b>	Jazz	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						News/Talk	26	(3)	0	(0)	26	(3)	13.1 %	11.4 %
						Oldies	0	(0)	13	(2)	13	(2)	6.5 %	3.8 %
						Others/Unknown	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Religion/Gospel	0	(0)	1	(1)	1	(1)	0.5 %	0.9 %
						Soft AC	0	(0)	9	(1)	9	(1)	4.5 %	4.3 %
						Sports	2	(1)	0	(0)	2	(1)	1.0 %	0.9 %
						Standards/EZ	4	(1)	0	(0)	4	(1)	2.0 %	1.4 %
						<b>Totals</b>	<b>36</b>	<b>(6)</b>	<b>163</b>	<b>(20)</b>	<b>199</b>	<b>(26)</b>		

### AM Stations

Station	Freq	Power	Time	Format	Network	Revenue	Station
WKMI	1360	5 kw/1 kw	(DA-N)	Talk	ABC	<\$20.00	Cumulus
WKZO	590	5 kw	(DA-N)	News/Talk	CBS, Westwd, ESPN	\$20.00	WQLR-FM/WQSN
WQSN	1660	10 kw/1 kw		Sports	1-On-1	<\$20.00	WKZO/WQLR-F

### FM Stations

Station	Freq	Power	Time	Format	Network	Revenue	Station
WFAT	96.5	3.6 kw	@ 259	AC		\$32.00	Christal Midwest Portage
WKFR	103.3	50 kw	@ 483	CHR	Westwd	\$37.00	Cumulus Battle Creek
WNWN	98.5	50 kw	@ 469	Country	ABC	\$24.00	Christal Midwest Coldwater
WQLR	106.5	33 kw	@ 600	AC		\$40.00	Sentry WKZO/WQSN
WQXC	100.9	3 kw	@ 299	Oldies	AP	<\$20.00	WZUU-F Otsego
WRKR	107.7	50 kw	@ 500	AOR	ABC	\$41.00	Katz Cumulus Portage

Notes: Other ranked stations -- See Grand Rapids

# KANSAS CITY

Arbitron Rank	30 Pop (12+) 1,427,800	Stations	27 / 28	Last Year's Revenue:	\$78,500,000
MSA Rank:	29	Diaries:	2,686 / 532:1 / 52.6%	Household Income:	\$50,485
MSA Pop:	1,740,000	Sample Target:	2,660	Total Retail Sales:	\$19.4 Bil.
DMA:	33	% Below Line:	0.5	#1 Biller:	KCFX-F \$9,800,000
Average Persons Rating:	15.1	% Not Listed:	10.3	#1 Billing Portfolio	
Market TSL In Hours	19.75	Pop per Station:	54,915	Entercom	\$26,300,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spq 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spq 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	KQRC-F	AOR	153 / 7.1	6.8	7.4	6.1	5.3	6.9	2182 / 15.3	17.0	12.4	200 / 3038	F KQRC-F
2	KMXV-F	CHR	146 / 6.8	7.2	8.5	5.7	6.5	7.0	3202 / 22.4	25.6	20.8	187 / 4245	H KMXV-F
3	KPRS-F	B	143 / 6.7	6.3	6.3	7.5	9.3	6.7	1647 / 11.5	12.4	14.4	156 / 1993	G* KPRS-F
4	WDAF	C/F/S	141 / 6.6	6.5	6.2	7.1	6.5	6.6	1683 / 11.8	10.6	11.7	189 / 2444	E WDAF
5	KFKF-F	C	116 / 5.4	5.2	4.6	6.8	7.2	5.5	2005 / 14.0	13.5	16.2	129 / 2222	H KFKF-F
6	KUDL-F	SAC	110 / 5.1	4.8	5.4	5.4	5.4	5.2	2071 / 14.5	15.5	15.0	130 / 2563	G KUDL-F
7	KCFX-F	CL AOR	107 / 5.0	4.3	4.9	4.6	5.9	4.7	2947 / 20.6	14.7	22.0	135 / 3704	H KCFX-F
8	KMBZ	N/T	100 / 4.7	5.4	6.1	5.9	5.4	5.5	1827 / 12.8	15.2	13.8	115 / 2101	G KMBZ
9	KBEQ-F	C	96 / 4.5	6.6	4.4	4.4	4.4	5.0	1720 / 12.0	11.8	12.0	133 / 2331	G KBEQ-F
10	KCMO-F	O	95 / 4.4	5.0	4.6	4.3	4.6	4.6	2037 / 14.3	14.0	14.9	116 / 2624	G KCMO-F
11	KSRC-F	AC	90 / 4.2	3.5	3.3	3.4	2.8	3.6	1757 / 12.3	10.7	12.1	110 / 2155	D KSRC-F
12	KCIY-F	J	88 / 4.0	3.4	3.8	3.3	4.1	3.6	1322 / 9.3	9.2	10.9	91 / 1437	D KCIY-F
13	KXTR-F	CL	83 / 3.9	3.0	3.6	3.3	2.8	3.4	1273 / 8.9	8.5	8.6	92 / 1468	C KXTR-F
14	KYYS-F	CL AOR	80 / 3.7	5.0	4.4	4.5	4.9	4.4	1376 / 9.6	11.4	10.7	106 / 1839	F KYYS-F
15	KCHZ-F	CHR	79 / 3.7	2.8	3.1	2.4	1.9	3.0	1935 / 13.6	13.5	8.5	102 / 2550	KCHZ-F
16	KCMO	T	70 / 3.3	3.0	3.4	2.9	3.6	3.1	1278 / 8.9	9.6	9.7	85 / 1609	D KCMO
17	KNRX-F	B/AC	63 / 2.9	3.6	2.6	2.8	2.0	3.0	1021 / 7.1	6.9	7.3	69 / 1131	C KNRX-F
18	WHB	SPRTS	38 / 1.8	0.4		0.3	0.3		821 / 5.6		2.6	45 / 968	WHB
19	KPRT	B/G	30 / 1.4	1.2	1.6	1.9	1.2	1.5	472 / 3.3	3.4	2.5	30 / 472	* KPRT

12+ FM Share (Metro): 76.09% (1467 of 1928) (Fall 98: 76.75%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KCHZ-F	1 KQRC-F >	1 KQRC-F	1 KQRC-F	1 KQRC-F	1 WDAF >	1 KQRC-F	1 KMBZ <	1 KMXV-F	1 KPRS-F >	1 KCFX-F <
2 KPRS-F	2 KMXV-F	2 KMXV-F	2 KMXV-F	2 KMXV-F <	2 KFKF-F <	2 WDAF	2 KQRC-F <	2 KQRC-F <	2 KCHZ-F <	2 WDAF
3 KMXV-F >>	3 KPRS-F <	3 KPRS-F <	3 KCFX-F <	3 KCFX-F <	3 KMBZ	3 KFKF-F <	3 KMXV-F	3 KPRS-F	3 KMXV-F	3 KPRS-F <
4 KQRC-F >	4 KCFX-F <	4 KCFX-F	4 KPRS-F <	3 KUDL-F <	4 KUDL-F	4 KPRS-F	4 KUDL-F <	4 KFKF-F <	4 KQRC-F <	4 KMXV-F
5 KBEQ-F <	5 KBEQ-F <	5 KYYS-F <	5 KPRS-F <	4 KCMO-F <	5 KMXV-F	5 KFKF-F	5 KUDL-F <	5 KUDL-F <	5 KUDL-F	5 KQRC-F <
6 KSRC-F <	6 KUDL-F <	6 KUDL-F <	6 KFKF-F <	6 KXTR-F <	6 KUDL-F	6 KXTR-F <	6 WDAF	6 WDAF	6 KXTR-F <	6 KCMO-F
7 KUDL-F <	7 KYYS-F <	7 KBEQ-F <	7 KYYS-F <	7 KCIY-F	6 KMBZ <	7 WDAF <	6 KCMO-F	7 KBEQ-F <	7 KBEQ-F <	6 KFKF-F <
8 KYYS-F	8 KSRC-F <	8 KFKF-F	8 KCMO-F <	8 KCFX-F <	8 KBEQ-F <	8 KPRS-F	6 KBEQ-F <	8 WDAF <	8 WDAF <	8 KXTR-F <
8 KCHZ-F	9 KFKF-F	8 KSRC-F	9 KBEQ-F	9 KCMO	9 KCMO-F <	9 KCIY-F	9 KCFX-F <	9 KNRX-F <	9 KCHZ-F <	9 KCHZ-F <
	10 KCIY-F <	10 KCIY-F <	9 KSRC-F <	10 KBEQ-F <	10 KYYS-F <	9 KBEQ-F <	10 KSRC-F <	10 KCFX-F <	10 KCFX-F <	10 KUDL-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrite
1 KMXV-F	1 KMXV-F	1 KMXV-F	1 KMXV-F	1 KUDL-F	1 KQRC-F >>>	1 KQRC-F >>	1 KQRC-F >>	1 KQRC-F >	1 KQRC-F	1 KPRS-F >
2 KPRS-F <	2 KPRS-F <	2 KPRS-F <	2 KUDL-F <	2 KMXV-F <	2 KMXV-F	2 KMXV-F <	2 KYYS-F <	2 KCFX-F	2 KYYS-F <	2 WDAF
3 KQRC-F <	3 KQRC-F	3 KQRC-F <	3 KSRC-F <	3 KSRC-F <	2 KPRS-F	3 KPRS-F <	3 KMXV-F	2 KYYS-F	3 KCFX-F	3 KCMO <
4 KBEQ-F <	4 KUDL-F <	4 KUDL-F	4 KPRS-F	4 KFKF-F	4 KCFX-F >>	4 KCFX-F	4 KCFX-F <	4 KPRS-F <	4 KPRS-F <	4 KCMO-F <
5 KCHZ-F	5 KSRC-F	5 KSRC-F	5 KBEQ-F <	5 KPRS-F	5 KYYS-F	5 WHB	5 KMXV-F	5 KMXV-F	5 KCMO-F <	5 KQRC-F <
6 KSRC-F >	5 KBEQ-F	6 KBEQ-F <	6 KFKF-F	6 KCMO-F <	6 WHB >	5 KPRS-F >>	6 KBEQ-F <	6 KBEQ-F <	6 KMXV-F	6 KCIY-F
	7 KCHZ-F	7 KFKF-F	7 KQRC-F <	7 KBEQ-F			7 KCIY-F <	7 KCIY-F <	6 KMBZ <	6 KFKF-F
		8 KCHZ-F	8 KCFX-F <	8 KCFX-F			8 WHB <	8 WHB <	8 KCIY-F <	
			9 KCMO-F <	8 KCIY-F			9 KMBZ	9 KMBZ	9 KBEQ-F <	
			10 KCHZ-F	10 KQRC-F <					10 WHB <	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KCCV	REL	760	Overland Park, KS	0.7	1.7	24	287
KCCV-F	REL	92.3	Olathe, KS	0.5	2.0	10	333
KCTE	SP-C	1510	Independence, MO	0.6	1.3	14	199
KFEZ	ST	1340	Kansas City, KS	0.9	2.6	20	375
KGGN	B/G	890	Gladstone, MO	0.4	0.7	8	97
KPHN	N/T	1190	Kansas City	0.7	2.9	17	436
KUPN	SP-R	1480	Mission, KS	0.5	1.0	11	148

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KLZR-F	AOR-NR	105.9	Lawrence, KS	0.5	3.6	25	1047

# KANSAS CITY

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>CBS/Infinity</b> KBEQ-FM, KFKF-FM, KMXV-FM, KSRC-FM	20.9 %	22.7 %	28.3 %	AC	0 (0)	90 (1)	90 (1)	4.7 %	3.1 %
<b>Entercom</b> KCMO-AM, KCMO-FM, KKGM-AM, KMBZ-AM, KUDL-FM, KYYS-FM, WDAF-AM	27.8 %	25.7 %	33.5 %	AOR/Classic/NR	0 (0)	350 (4)	350 (4)	18.2 %	20.9 %
<b>Entercom, pend.</b> KCFX-FM, KCIY-FM, KQRC-FM, KXTR-FM	20.0 %	21.9 %	23.4 %	Black/Urban	0 (0)	206 (2)	206 (2)	10.7 %	10.4 %
<b>Local - 1</b> KFEZ-AM, KPHN-AM	1.6 %	0.5 %	1.1 %	CHR	0 (0)	225 (2)	225 (2)	11.7 %	9.3 %
<b>Local - 2</b> KCTE-AM, WHB-AM	2.4 %	3.3 %	%	Classical	0 (0)	83 (1)	83 (1)	4.3 %	3.2 %
<b>Syncom</b> KCHZ-FM, KNRX-FM	6.6 %	5.9 %	1.7 %	Country	0 (0)	212 (2)	212 (2)	11.0 %	13.7 %
				Full Service	141 (1)	0 (0)	141 (1)	7.3 %	7.2 %
				Hispanic	24 (2)	0 (0)	24 (2)	1.2 %	0.0 %
				Jazz	0 (0)	86 (1)	86 (1)	4.5 %	4.5 %
				News/Talk	185 (3)	0 (0)	185 (3)	9.6 %	11.2 %
				Oldies	0 (0)	95 (1)	95 (1)	4.9 %	5.1 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	53 (3)	10 (1)	63 (4)	3.3 %	2.1 %
				Soft AC	0 (0)	110 (1)	110 (1)	5.7 %	6.1 %
				Sports	38 (1)	0 (0)	38 (1)	2.0 %	1.6 %
				Standards/EZ	20 (1)	0 (0)	20 (1)	1.0 %	1.6 %
				<b>Totals</b>	<b>461 (11)</b>	<b>1467 (16)</b>	<b>1928 (27)</b>		

## AM Stations

Station	Power	Frequency	Format	Company	Revenue	AM	FM	Notes
KCMO	710	10kw/5 kw (DA-2)	Talk	CBS, WW1, ABC	\$40.00	D&R	Entercom	
KMBZ	980	5 kw (DA-N)	News/Talk	ABC, SBUSA, CBS	\$67.00	Sentry	Entercom	
KPRT	1590	1 kw/0.047 kw	Black Gospel	CNN, AURN	\$20.00	Eastman	KPRS-F	
WDAF	610	5 kw	Country/Full Service	ABC	\$89.00	D&R	Entercom	
WHB	810	50 kw/5 kw (DA-N)	Sports	1-on-1	\$ NA	—	KCTE	

## FM Stations

Station	Power	Frequency	Format	Company	Revenue	AM	FM	Notes
KBEQ	104.3	100 kw @ 987	Country	ABC	\$104.00	Eastman	CBS/Infinity	
KCFX	101.1	97 kw @ 994	Classic AOR	Westwd	\$147.00	Christal	Entercom, pend.	Harrisonville, MO
KCHZ	95.7	99 kw @ 984	CHR	\$ NA	—	Syncom		Ottawa, KS
KCIY	106.5	100 kw @ 981	Jazz	\$57.00	Allied	Entercom, pend.		Liberty
KCMO	94.9	100 kw @ 1057	Oldies	\$70.00	Sentry	Entercom		
KFKF	94.1	100 kw @ 995	Country	\$140.00	Eastman	CBS/Infinity		
KMXV	93.3	100 kw @ 1056	CHR	\$71.00	Katz	CBS/Infinity		
KNRX	107.3	100 kw @ 1184	Black AC	ABC	\$35.00	Lotus	Syncom	Lexington, MO
KPRS	103.3	100 kw @ 995	Black	AURN, ABC, WW1	\$79.00	Interep	KPRT	
KQRC	98.9	100 kw @ 1057	AOR	ABC	\$77.00	Mc-Guild	Entercom, pend.	Leavenworth, KS
KSRC	102.1	100 kw @ 1000	AC	\$87.00	Katz	CBS/Infinity		
KUDL	98.1	100 kw @ 995	Soft AC	AP	\$70.00	D&R	Entercom	
KXTR	96.5	100 kw @ 984	Classical	\$51.00	Interep	Entercom, pend.		
KYYS	99.7	100 kw @ 1010	Classic AOR	\$67.00	D&R	Entercom		

Notes: \* KPRS-F revenue level includes KPRT revenue . . . Entercom has not yet divested any properties in the market; thus, we continue to separate the company's original portfolio (Entercom) from those stations acquired from Sinclair Broadcast Group (Entercom, pend.) in the Consolidation Report and station rosters . . . 10/99 The Sports programming heard on KCTE (1510) moved to WHB (810); KCTE changed to Hispanic Contemporary



# KNOXVILLE

**Arbitron Rank** 69 **Pop (12+)** 567,800  
**MSA Rank:** 81  
**MSA Pop:** 666,000  
**DMA:** 63  
**Average Persons Rating:** 15.0  
**Market TSL in Hours** 20.00

**Stations** 27 / 26  
**Diaries:** 1,737 / 327:1 / 52.6%  
**Sample Target:** 1,690  
**% Below Line:** 0.4  
**% Not Listed:** 12.9  
**Pop per Station:** 21,838

**Last Year's Revenue:** \$28,600,000  
**Household Income:** \$39,169  
**Total Retail Sales:** \$9.2 Bil.  
**#1 Biller:** WIVK-F \$10,000,000  
**#1 Billing Portfolio**  
 Dick \$12,600,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	WIVK-F	C	201 / 23.6	21.9	21.6	22.2	23.6	22.3	2422 / 42.7	34.6	45.2	338 / 4290	I
2	WWST-F	CHR	90 / 10.6	9.0	9.2	7.9	7.2	9.2	1409 / 24.8	22.4	21.4	105 / 1637	C
3	WJXB-F	AC	68 / 8.0	10.5	10.1	10.0	13.0	9.6	994 / 17.5	19.5	24.2	113 / 1663	F
4	WMYU-F	O	58 / 6.8	6.9	6.9	5.2	5.6	6.5	863 / 15.2	16.8	16.0	95 / 1396	D
5	WIMZ-F	AOR/CL	55 / 6.5	5.4	6.1	7.1	6.5	6.3	815 / 14.4	15.9	17.0	113 / 1644	F
6	WNOX	N/T	38 / 4.5	2.9	4.2	5.8	4.4	4.3	543 / 9.6	9.4	10.6	46 / 655	D*
7	WNFZ-F	AOR-NR	34 / 4.0	4.5	4.4	4.0	2.4	4.2	667 / 11.7	10.6	8.2	39 / 791	A
8	WQIX-F	C	24 / 2.8	2.1	2.6	2.6	2.1	2.5	493 / 8.7	6.6	7.4	25 / 586	A
9	WNOX-F	N/T	22 / 2.6	1.4	2.5	2.3	2.0	2.2	401 / 7.1	6.8	7.2	26 / 549	*
10	WJBZ-F	REL	21 / 2.5	3.7	2.0	3.8	3.7	3.0	412 / 7.3	6.0	7.5	37 / 664	A
11	WSMJ-F	J	18 / 2.1	3.5	2.2	3.0	2.9	2.7	371 / 6.5	6.5	9.9	22 / 450	B
11	WOKI-F	CL AOR	18 / 2.1	4.3	3.2	4.0	4.3	3.4	558 / 9.8	10.9	12.6	59 / 1325	C
13	WTXM-F	CHR/AC	16 / 1.9	1.5	2.4	1.4	0.4	1.8	464 / 8.2	9.0	2.5	18 / 524	A
14	WQBB	ST	14 / 1.6	2.5	1.5	2.3	2.2	2.0	119 / 2.1	2.7	3.4	14 / 127	A
15	WKGN	B	12 / 1.4	1.2	2.1	0.7	1.9	1.4	165 / 2.9	3.1	3.7	12 / 165	WKGN

12+ FM Share (Metro): 87.06% (646 of 742) (Fall 98: 88.62%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WWST-F >>>	1 WIVK-F	1 WIVK-F >	1 WIVK-F >	1 WIVK-F >>	1 WIVK-F >>>	1 WIVK-F >>>	1 WIVK-F >>	1 WIVK-F >	1 WIVK-F <	1 WIVK-F >>>
2 WIVK-F >	2 WWST-F >	2 WWST-F	2 WWST-F <	2 WJXB-F <	2 WMYU-F <	2 WWST-F	2 WJXB-F	2 WWST-F >	2 WWST-F >	2 WWST-F >
3 WNFZ-F >>	3 WIMZ-F	3 WIMZ-F <	3 WJXB-F <	3 WWST-F <	3 WJXB-F >	3 WJXB-F <	3 WWST-F	3 WJXB-F <	3 WJXB-F	3 WMYU-F
	4 WNFZ-F >	4 WJXB-F >	4 WIMZ-F	4 WMYU-F <	4 WNOX >	4 WIMZ-F	4 WMYU-F <	4 WMYU-F	4 WNFZ-F <	4 WIMZ-F
	5 WJXB-F	5 WMYU-F	5 WMYU-F >>	5 WIMZ-F >>	5 WIMZ-F	5 WMYU-F	5 WIMZ-F	5 WIMZ-F >	5 WMYU-F	5 WJXB-F
		6 WNFZ-F >	6 WNFZ-F	6 WNOX	6 WWST-F	6 WNOX	6 WNOX >	6 WNOX <	6 WIMZ-F	6 WNFZ-F <
			6 WOKI-F <	7 WOKI-F	7 WNOX-F	7 WNFZ-F >	7 WNFZ-F	7 WNFZ-F	7 WJBZ-F	7 WNOX
				7 WQIX-F <	7 WJBZ-F			8 WQIX-F <		7 WQIX-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WWST-F >	1 WIVK-F	1 WIVK-F >	1 WIVK-F >	1 WIVK-F >>	1 WNFZ-F	1 WIMZ-F <	1 WIVK-F	1 WIVK-F <	1 WIVK-F	1 WIVK-F >>
2 WIVK-F >>	2 WWST-F >>>	2 WWST-F >>	2 WWST-F	2 WJXB-F	2 WIMZ-F	2 WIVK-F <	1 WIMZ-F <	2 WIMZ-F >	2 WIMZ-F >	2 WWST-F >
3 WNFZ-F	3 WJXB-F	3 WJXB-F	3 WJXB-F >	3 WWST-F	3 WIVK-F	3 WWST-F	3 WWST-F >	3 WWST-F	3 WWST-F	3 WJXB-F
4 WJXB-F	4 WIMZ-F	4 WIMZ-F	4 WMYU-F	4 WMYU-F >	4 WWST-F >>	4 WNFZ-F >>	4 WNFZ-F >>	4 WNFZ-F	3 WMYU-F	4 WMYU-F
			5 WIMZ-F >	5 WIMZ-F		5 WTXM-F	5 WJXB-F	5 WMYU-F <	5 WJXB-F	5 WIMZ-F
						5 WJXB-F	5 WQIX-F	6 WJXB-F	6 WNOX <	
							5 WIMZ >	7 WOKI-F	7 WOKI-F <	
									8 WNFZ-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WATO-AA	ST	1290	Oak Ridge 0.5 1.0 4 58
WDLY-F	C	105.5	Gallinburg 0.9 2.2 14 214
WGAP	C	1400	Maryville 0.5 1.6 4 91
WIMZ	SPRTS	1240	Knoxville 0.9 2.8 8 160
WKVL-AF	T	105.3	Loudon 0.9 2.5 8 180
WKXV	REL	900	Knoxville 0.4 0.8 3 52
WLIL-F	C	93.5	Lenoir City 0.4 1.7 3 105
WRJZ	REL	620	Knoxville 1.1 3.5 10 260
WSEV	G	930	Sevierville 0.4 0.9 3 54

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WEZG-F	CHR	99.3	Jefferson City 0.4 0.9 16 193

# KNOXVILLE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Dick</b> WIVK-FM, WNOX-AM, WNOX-FM, WXVO-FM	30.7 %	27.4 %	43.8 %	AC	0 (0)	68 (1)	68 (1)	9.2 %	15.3 %
<b>Journal Broadcast Group</b> WMYU-FM, WQBB-AM, WQIX-FM, WWST-FM	21.8 %	22.4 %	17.5 %	AOR/Classic/NR	0 (0)	107 (3)	107 (3)	14.4 %	18.9 %
<b>Local</b> WNFZ-FM, WOKI-FM	6.1 %	5.8 %	5.3 %	Black/Urban	12 (1)	0 (0)	12 (1)	1.6 %	2.2 %
<b>South Central</b> WIMZ-AM, WIMZ-FM, WJXB-FM, WTXM-FM	17.3 %	22.4 %	30.9 %	CHR	0 (0)	109 (3)	109 (3)	14.7 %	8.5 %
	<b>75.9 %</b>	<b>78.0 %</b>	<b>97.5 %</b>	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	4 (1)	236 (4)	240 (5)	32.3 %	32.5 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	18 (1)	18 (1)	2.4 %	0.0 %
				News/Talk	39 (2)	29 (2)	68 (4)	9.2 %	7.5 %
				Oldies	0 (0)	58 (1)	58 (1)	7.8 %	7.1 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	15 (3)	21 (1)	36 (4)	4.9 %	4.5 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	8 (1)	0 (0)	8 (1)	1.1 %	0.7 %
				Standards/EZ	18 (3)	0 (0)	18 (3)	2.4 %	2.6 %
				<b>Totals</b>	<b>96 (11)</b>	<b>646 (16)</b>	<b>742 (27)</b>		

## AM Stations

WKGN	1340	1 kw	Black	AURN	\$19.00	---		
WNOX	990	10 kw (DA-N)	News/Talk	ABC, BNN, Westwd	\$40.00	Katz	Dick	
WQBB	1040	10 kw (Days)	Standards	CNN, ABC, WW1	\$ NA	Christal	Journal Bcst Gp	Powell

## FM Stations

WIMZ	103.5	100 kw @ 1722	AOR/Classic AOR		\$67.00	Eastman	South Central	
WIVK	107.7	91 kw @ 2054	Country	ABC	\$170.00	Katz	Dick	
WJBZ	96.3	2.9 kw @ 479	Gospel		<\$20.00	---		Seymour
WJXB	97.5	100 kw @ 1298	AC		\$74.00	Eastman	South Central	
WMYU	102.1	15.1 kw @ 1979	Oldies	Westwd, AP	<\$20.00	Eastman	Journal Bcst Gp	Sevierville
WNFZ	94.3	2.5 kw @ 515	AOR-New Rock		\$ NA	Eastman	WOKI-F	Oak Ridge
WNOX	99.1	6 kw @ 325	News/Talk	ABC, Westwd		Katz	Dick	Loudon
WOKI	100.3	100 kw @ 2000	Classic AOR	ABC, CBS	\$44.00	Katz	WNFZ-F	Oak Ridge
WQIX	104.5	2.3 kw @ 528	Country		<\$20.00	---	Journal Bcst Gp	
WSMJ	98.7	8 kw @ 571	Jazz		\$ NA	Katz	Dick	Oliver Springs
WTXM	95.7	3 kw @ 328	Hot AC	AP, ABC	\$ NA	Regional	South Central	Maryville
WWST	93.1	2.4 kw @ 512	CHR	AP	\$24.00	Christal	Journal Bcst Gp	Kans

Notes: \* WNOX revenue level includes WNOX-F revenue . . . WNFZ-F is LMA'd to South Central; WOKI-F is LMA'd to Dick . . . 10/99 WESK-F changed from Oldies to Talk/Sports . . . 10/99 WJBZ (850), LMA'd by WESK-F, changed from Gospel to simulcasting WESK-F as WKVL . . . 2/00 WESK-F changed calls to WKVL-FM

# LAFAYETTE, IN

<b>Arbitron Rank</b> 236	<b>Pop (12+):</b> 118,900	<b>Stations</b> 16 / 11	<b>Last Year's Revenue:</b> \$7,300,000
<b>MSA Rank:</b> 218		<b>Diaries:</b> 973 / 122:1 / 51.8%	<b>Household Income:</b> \$44,120
<b>MSA Pop:</b> 174,000		<b>Sample Target:</b> 960	<b>Total Retail Sales:</b> \$1.61 Bil.
<b>DMA:</b> 197		<b>% Below Line:</b> 8.7	<b>#1 Biller:</b> WKOA-F \$2,000,000
<b>Average Persons Rating:</b> 10.6		<b>% Not Listed:</b> 16.7	<b>#1 Billing Portfolio</b>
<b>Market TSL In Hours</b> 15.00		<b>Pop per.Station:</b> 10,809	Schurz \$2,850,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1 WKOA-F	C	18 / 14.3	14.6	15.2	18.2	18.1	283 / 23.8	23.4	22.4	49 / 715	D	WKOA-F
2 WAZY-AF	CHR/AC	16 / 12.7	9.7	10.9	11.7	10.7	409 / 34.4	30.8	35.3	25 / 740	C	WAZY-AF
3 WKHY-F	AOR	15 / 11.9	9.7	10.9	11.7	10.7	271 / 22.8	20.5	21.5	20 / 390	C	WKHY-F
4 WASK-AF	O	14 / 11.1	11.8	9.4	9.1	10.1	235 / 19.8	20.7	18.3	26 / 363	B	WASK-AF
5 WGBD-F	AOR-NR	13 / 10.3	9.7	9.4	11.0	9.4	321 / 27.0	25.5	23.4	22 / 459	B	WGBD-F
6 WGLM-F	AC	9 / 7.2	7.6	5.8	9.7	8.1	161 / 13.6	14.2	14.8	12 / 222	C	WGLM-F

12+ FM Share (Metro): 91.09% (92 of 101) (Fall 98: 89.38%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WAZY-AF >>	1 WGBD-F	1 WKHY-F <	1 WKHY-F	1 WKOA-F	1 WKOA-F <	1 WASK-AF <	1 WKOA-F	1 WKOA-F	1 WKOA-F	1 WKOA-F
2 WKOA-F	2 WKHY-F	2 WAZY-AF	2 WKOA-F	1 WKHY-F	2 WASK-AF >>	2 WKOA-F	1 WKHY-F	1 WKHY-F <	1 WGBD-F	1 WAZY-AF >
2 WGBD-F	2 WAZY-AF >>	3 WGBD-F	3 WASK-AF	3 WASK-AF	3 WAZY-AF	2 WGBD-F	3 WAZY-AF	3 WAZY-AF >	1 WKHY-F	3 WASK-AF >
	4 WGLM-F	4 WKOA-F	3 WAZY-AF	4 WAZY-AF	3 WKHY-F	4 WAZY-AF <	4 WASK-AF	4 WGBD-F	4 WAZY-AF >	4 WGBD-F
	5 WKOA-F >>>	5 WGLM-F	5 WGLM-F	5 WGLM-F	3 WGLM-F >	5 WKHY-F >	5 WGBD-F	4 WASK-AF	5 WASK-AF	5 WKHY-F
				6 WGBD-F			5 WGLM-F >>>	6 WGLM-F >		6 WGLM-F >

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WAZY-AF >>	1 WAZY-AF >	1 WKHY-F	1 WAZY-AF	1 WKOA-F	1 WGBD-F >>	1 WGBD-F	1 WKHY-F	1 WKHY-F	1 WKHY-F >	1 WKOA-F
2 WKHY-F	2 WGLM-F	1 WAZY-AF >>	2 WKOA-F	2 WASK-AF	2 WKHY-F >	2 WKHY-F >	1 WGBD-F >>>	1 WGBD-F >	2 WASK-AF	1 WASK-AF
2 WGBD-F	3 WKHY-F >		2 WGLM-F	2 WGLM-F >	3 WAZY-AF >>	3 WAZY-AF >>>		3 WAZY-AF >	2 WAZY-AF	3 WGBD-F >
2 WGLM-F >>	4 WGBD-F		4 WKHY-F >	4 WAZY-AF				4 WASK-AF	2 WGBD-F	
	4 WKOA-F >		5 WGBD-F	4 WKHY-F >>>				4 WKOA-F	2 WKOA-F	
			5 WASK-AF >>>					4 WFBQ-F		

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume	Format Performance	AM	FM	Total	%	Yr. Ago	
WLFF-F	C	95.3	Brookston	3.2	10.2	13	219	AC	0 (0)	11 (2)	11 (2)	10.9 % 8.8 %
WNJY-F	O	102.9	Delphi	1.6	7.0	13	230	AOR/Classic/NR	0 (0)	30 (3)	30 (3)	29.7 % 30.1 %
WSHW-F	AC	99.7	Frankfort	1.6	7.7	3	143	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 % 0.0 %

Other Rated Stations—Outside Market			Metro Share	Cume Rating	TSA AQH Cume	Format Performance	AM	FM	Total	%	Yr. Ago	
WFBQ-F	T/AOR	94.7	Indianapolis	3.2	8.7	17	326	CHR	0 (0)	16 (1)	16 (1)	15.8 % 13.3 %
WIBC	FS/T	1070	Indianapolis	0.8	1.9	3	75	Classical	0 (0)	0 (0)	0 (0)	0.0 % 0.0 %
WLS	T	890	Chicago	2.4	3.8	21	170	Country	0 (0)	22 (2)	22 (2)	21.8 % 24.8 %
WMVP	SPRTS	1000	Chicago	0.8	1.1	1	23	Full Service	1 (1)	0 (0)	1 (1)	1.0 % 1.8 %
WRZX-F	AOR-NR	103.3	Indianapolis	1.6	3.6	9	154	Hispanic	0 (0)	0 (0)	0 (0)	0.0 % 0.0 %
								Jazz	0 (0)	0 (0)	0 (0)	0.0 % 0.0 %
								News/Talk	4 (2)	0 (0)	4 (2)	4.0 % 6.2 %
								Oldies	3 (1)	13 (2)	16 (3)	15.8 % 15.0 %
								Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 % 0.0 %
								Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 % 0.0 %
								Soft AC	0 (0)	0 (0)	0 (0)	0.0 % 0.0 %
								Sports	1 (1)	0 (0)	1 (1)	1.0 % 0.0 %
								Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 % 0.0 %
								<b>Totals</b>	<b>9 (5)</b>	<b>92 (10)</b>	<b>101 (15)</b>	

Consolidation Report	12+	25-54	Revenue
<b>Artistic Media</b>	26.2 %	20.9 %	25.3 %
WAZY-AF, WGBD-FM, WLFF-FM			
<b>Radio Works</b>	13.5 %	17.9 %	17.1 %
WKHY-FM, WNJY-FM			
<b>Schurz</b>	25.4 %	26.8 %	39.0 %
WASK-AF, WKOA-FM			
	<b>65.1 %</b>	<b>65.6 %</b>	<b>81.4 %</b>

# LAFAYETTE, IN

## AM Stations

WASK	1450	1 kw	Simul. WASK-F
WAZY	1410	1 kw/0.065 kw (DA-2)	Simul. WAZY-F

## FM Stations

WASK	98.7	4.4 kw @ 384	Oldies	AP	Christal	Schurz	Battleground
WAZY	96.5	50 kw @ 500	CHR/AC (Hot AC)	ABC	Eastman	Artistic	
WGBD	95.7	3.1 kw @ 430	AOR-NR		Eastman	Artistic	Attica
WGLM	106.7	6 kw @ 328	AC	AP, CNN	---		W. Lafayette
WKHY	93.5	6 kw @ 246	AOR	AP	Katz	Radio Works	
WKOA	105.3	50 kw @ 308	Country	ABC	Christal	Schurz	

Notes:

### FORMAT CODES

AC - Adult Contemporary	J - Jazz and New Adult Contemporary
AC-NR - Modern AC	KIDS - Children's
AOR - Album Oriented Rock	N - News
AOR-NR - New Rock	O - Oldies (50's & 60's)
AOR-P - Progressive AOR	REL - Religion, Christian
B - Black (audience 75%+ Black)	REL-CC - Contemporary Christian
B/AC - Black Adult Contemporary	SAC - Soft Adult Contemporary
B/G - Black Gospel	SP - Hispanic/Spanish
B/O - Black Oldies	SP-C - Hispanic Contemporary
BIZ - Business News & Talk	SP-NT - Hispanic News/Talk/Information
C - Country	SP-R - Hispanic-Regional
C/O - Classic Country	SP-TP - Hispanic-Tropical
CHR - Contemporary Hit Radio, Top 40	SP-VA - Hispanic Variety
CL - Classical	SP-TJ - Tejano
CL AOR - Classic AOR, Classic Rock	SPRTS - Sports
CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia
E - Ethnic (usually Foreign Lang.)	T - Talk
EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)
FS - Full Service	VA - Variety
G - Gospel	? - Others or Unknown

### REVENUE LEVEL CODES

A - Less than \$500,000	E - \$3,000,000 to \$3,999,999	I - \$10,000,000 to \$14,999,999
B - \$500,000 to \$999,999	F - \$4,000,000 to \$4,999,999	J - \$15,000,000 to \$19,999,999
C - \$1,000,000 to \$1,999,999	G - \$5,000,000 to \$6,999,999	K - \$20,000,000 to \$29,999,999
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	L - \$30,000,000+

# LAFAYETTE, LA

**Arbitron Rank** 100 **Pop (12+)** 396,500  
**MSA Rank:** 134  
**MSA Pop:** 374,000  
**DMA:** 123  
**Average Persons Rating:** 17.6  
**Market TSL in Hours** 23.00

**Stations** 35 / 25  
**Diaries:** 1,211 / 327:1 / 44.9%  
**Sample Target:** 1,190  
**% Below Line:** 8.8  
**% Not Listed:** 7.7  
**Pop per Station:** 15,860

**Last Year's Revenue:** \$14,700,000  
**Household Income:** \$32,944  
**Total Retail Sales:** \$4.9 Bil.  
**#1 Biller:** KXKC-F \$2,700,000  
**#1 Billing Portfolio**  
 Galloway \$5,720,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	KSMB-F	CHR	74 / 10.6	9.6	7.0	7.7	8.7	1129 / 28.5	24.9	23.9	86 / 1389	D	KSMB-F
2	KRRQ-F	B	59 / 8.5	10.4	8.9	8.3	8.9	742 / 18.7	18.5	18.2	62 / 828	B	KRRQ-F
3	KXKC-F	C	56 / 8.0	6.5	10.5	9.3	10.3	810 / 20.4	17.4	21.4	60 / 909	D	KXKC-F
4	KMDL-F	C	52 / 7.5	8.2	8.3	6.9	7.6	819 / 20.7	17.9	19.7	58 / 939	D	KMDL-F
5	KNEK-F	B/A/C	51 / 7.3	6.8	3.7	3.1	3.5	580 / 14.6	13.3	9.9	53 / 622	A	KNEK-F
6	KTDY-F	AC	44 / 6.3	7.0	4.3	7.4	5.9	598 / 15.1	15.5	15.4	51 / 672	D	KTDY-F
7	KJCB-AF	G/B	34 / 4.9	6.4	6.4	4.0	5.1	384 / 9.7	10.3	9.6	41 / 511	B	KJCB-AF
8	KFTE-F	AOR-NR	33 / 4.7	5.4	3.7	3.8	4.1	474 / 12.0	11.7	10.2	38 / 510	B	KFTE-F
9	KBON-F	VA	28 / 4.0	2.9	2.8	2.2	2.1	258 / 6.5	4.9	5.7	44 / 482		KBON-F
9	KPEL-F	N/T	28 / 4.0	2.9	1.6	1.9	2.8	315 / 8.0	6.2	6.8	29 / 342	B^	KPEL-F
11	KFXZ-F	B/G	20 / 2.9	2.8	3.1	1.8	2.7	318 / 8.0	6.3	5.2	22 / 349	A	KFXZ-F
12	KRXZ-F	CL AOR	17 / 2.4	2.3	3.9	3.7	2.8	283 / 7.1	7.5	7.9	18 / 316		KRXZ-F
13	KOOJ-F	O	16 / 2.3	1.6	2.4	4.9	2.8	287 / 7.2	5.1	5.1	24 / 443	A	KOOJ-F
14	WDGL-F	CL HITS	15 / 2.2	2.5	2.8	4.9	4.1	389 / 9.8	9.1	10.4	23 / 577		WDGL-F
15	WYNK-F	C	12 / 1.7	2.0	1.9	1.9	3.5	333 / 8.4	8.7	9.1	25 / 608		WYNK-F
15	KLTW-F	O	12 / 1.7	2.2	1.3	1.5	2.3	188 / 4.7	5.0	5.5	12 / 203		KLTW-F

12+ FM Share (Metro): 89.89% (578 of 643) (Fall 98: 83.58%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KSMB-F >>>	1 KSMB-F	1 KSMB-F	1 KSMB-F <	1 KNEK-F	1 KXKC-F <	1 KSMB-F	1 KXKC-F <	1 KSMB-F	1 KSMB-F <	1 KRRQ-F <
2 KRRQ-F >>>	2 KRRQ-F	2 KTDY-F <	2 KTDY-F <	1 KSMB-F <	2 KNEK-F	2 KXKC-F	2 KTDY-F <	2 KRRQ-F	2 KRRQ-F >	2 KSMB-F <
	3 KFTE-F <	3 KNEK-F <	3 KNEK-F	3 KTDY-F <	3 KMDL-F	3 KMDL-F	3 KMDL-F	3 KXKC-F	3 KNEK-F	3 KJCB-AF
	4 KMDL-F	4 KRRQ-F	4 KMDL-F <	4 KMDL-F	3 KTDY-F <	4 KTDY-F	3 KSMB-F	4 KMDL-F	4 KMDL-F <	4 KNEK-F
	5 KXKC-F	4 KMDL-F	5 KXKC-F >	5 KXKC-F >	5 KBON-F	5 KNEK-F <	5 KNEK-F <	4 KNEK-F <	5 KFTE-F	5 KMDL-F <
	6 KTDY-F	6 KXKC-F	6 KFTE-F	6 KRRQ-F <	6 KPEL-F	6 KRRQ-F	6 KPEL-F	6 KTDY-F <	6 KXKC-F	6 KXKC-F <
		7 KFTE-F >	7 KRRQ-F	7 KFTE-F	7 KJCB-AF >	7 KJCB-AF <	7 KRRQ-F	7 KFTE-F >	7 KTDY-F	7 KBON-F
		8 KJCB-AF	8 KRXZ-F	8 KJCB-AF <	8 KFXZ-F	8 KFXZ-F <	8 KFTE-F	8 KPEL-F	8 KJCB-AF <	8 KFTE-F
		8 KRXZ-F	9 WDGL-F <	9 KRXZ-F	8 KSMB-F	9 WDGL-F	9 KBON-F	9 KBON-F	9 KBON-F	9 KFXZ-F
						10 KPEL-F <				9 KTDY-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KSMB-F	1 KSMB-F >	1 KSMB-F >	1 KSMB-F	1 KNEK-F	1 KRRQ-F >	1 KFTE-F <	1 KFTE-F	1 KRRQ-F	1 KSMB-F <	1 KRRQ-F
2 KRRQ-F >>>	2 KTDY-F	2 KMDL-F	2 KTDY-F	1 KTDY-F	2 KFTE-F >	2 KRRQ-F	1 KSMB-F	1 KSMB-F <	2 KMDL-F <	2 KXKC-F
3 KTDY-F	2 KRRQ-F	2 KTDY-F	3 KNEK-F	3 KSMB-F	3 KMDL-F	3 KSMB-F	3 KMDL-F	3 KFTE-F <	3 KNEK-F	2 KSMB-F
4 KJCB-AF	4 KMDL-F	4 KNEK-F >	4 KMDL-F <	4 KMDL-F	3 KXKC-F	4 KMDL-F	4 KXKC-F	4 KMDL-F <	3 KXKC-F	4 KMDL-F
4 KMDL-F	5 KNEK-F	5 KRRQ-F	5 KRRQ-F	5 KXKC-F >	5 KSMB-F >	4 KXKC-F	5 KRRQ-F >	5 KXKC-F <	5 KTDY-F	5 KJCB-AF
4 KXKC-F >	6 KXKC-F	5 KFTE-F	5 KXKC-F >	6 KJCB-AF	6 WDGL-F	6 WDGL-F >	6 KNEK-F	6 KRXZ-F	6 KRXZ-F	
	6 KFTE-F >		7 KFTE-F	6 KRRQ-F			7 KRXZ-F	7 KRXZ-F	6 KFTE-F <	
			7 KFXZ-F	6 KFXZ-F >			7 KTDY-F <	8 WDGL-F	8 WDGL-F	
			7 KJCB-AF					9 KRRQ-F	9 KRRQ-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KAJN-F	REL	102.9	Crowley	1.6	4.7	13 251	KHLA-F	AC	99.5	Lake Charles	0.3	0.9	15 143
KANE	O	1240	New Iberia	1.1	2.7	8 107	KJEF-F	C	92.9	Jennings	0.4	2.5	6 172
KEUN	C	1490	Eunice	0.3	1.7	3 98	KUMX-F	CHR	104.1	Houma	0.4	4.7	12 324
KJJB-F	O	105.5	Eunice	1.4	3.3	12 156	KZMZ-F	AOR	96.9	Alexandria	0.3	2.0	9 169
KPEL	SPRTS	1420	Lafayette	0.6	2.5	4 103	WFMF-F	CHR	102.5	Baton Rouge	0.4	5.2	7 354
KQIS-F	SAC	102.1	Basile	1.6	5.1	12 228	WWL	N/T	870	New Orleans	0.3	1.6	9 133
KROF	ST	960	Abbeville	0.3	1.6	2 68	WXCT-F	C	100.7	Baton Rouge	0.4	3.0	13 286
KSIG	ST	1450	Crowley	1.1	3.1	8 124							
KSLO	C	1230	Opelousas	0.9	2.1	7 93							
KVOL	T	1330	Lafayette	0.4	2.2	3 91							
KVOL-F	T/SPRTS	105.9	Opelousas	1.3	3.4	11 148							

# LAFAYETTE, LA

Consolidation Report				Format Performance						
	12+	25-54	Revenue	AM	FM	Total	%	Yr. Ago		
<b>Citadel, pend.</b>	38.3 %	37.5 %	28.6 %	AC	0 (0)	46 (2)	46 (2)	7.2 %	4.7 %	
KDYS-AM, KFXZ-FM, KNEK-AM, KNEK-FM, KRRQ-FM, KSMB-FM, KVOL-AM, KVOL-FM				AOR/Classic/NR	0 (0)	52 (3)	52 (3)	8.1 %	9.4 %	
<b>Galloway</b>	25.8 %	31.0 %	38.9 %	Black/Urban	0 (0)	110 (2)	110 (2)	17.1 %	14.3 %	
KFTE-FM, KMDL-FM, KPEL-AM, KPEL-FM, KROF-AM, KRXZ-FM, KTDY-FM				CHR	0 (0)	80 (3)	80 (3)	12.4 %	8.5 %	
<b>Local</b>	4.4 %	3.9 %	%	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	
KLTW-FM, KQIS-FM, KSIG-AM				Country	8 (2)	126 (5)	134 (7)	20.8 %	28.0 %	
	68.5 %	72.4 %	67.5 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	
				News/Talk	5 (2)	37 (2)	42 (4)	6.5 %	4.7 %	
				Oldies	8 (1)	53 (4)	61 (5)	9.5 %	11.4 %	
				Others/Unknown	0 (0)	28 (1)	28 (1)	4.4 %	3.1 %	
				Religion/Gospel	30 (1)	35 (3)	65 (4)	10.1 %	13.2 %	
				Soft AC	0 (0)	11 (1)	11 (1)	1.7 %	1.8 %	
				Sports	4 (1)	0 (0)	4 (1)	0.6 %	0.0 %	
				Standards/EZ	10 (2)	0 (0)	10 (2)	1.6 %	1.0 %	
				<b>Totals</b>	<b>65 (9)</b>	<b>578 (26)</b>	<b>643 (35)</b>			

## AM Stations

KJCB	770	1 kw/0.5 kw (DA-N)	Gospel/Black	AURN	\$10.00	K&P	KFMV-F
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## FM Stations

KBON	101.1	6 kw @ 328	Variety		\$ NA	---	Mamou
KFMV	105.5	3 kw @ 300	Simul. KJCB				Franklin
KFTE	96.5	22.5 kw @ 328	New Rock	AP	\$20.00	Katz	Galloway
KFXZ	106.3	2.6 kw @ 495	Black Oldies/Gospel	ABC	\$<20.00	Mc-Guild	Citadel
KLTW	106.7	4.5 kw @ 366	Oldies		\$<20.00	Weise	KSIG
KMDL	97.3	38 kw @ 561	Country	AP	\$22.00	Katz	Galloway
KNEK	104.7	25 kw @ 328	Black AC	Westwd	\$21.00	Mc-Guild	Citadel
KPEL	105.1	25 kw @ 292	News/Talk	CBS, Westwd	\$ NA	Katz	Galloway
KRRQ	96.5	50 kw @ 443	Black	ABC	\$<20.00	---	Citadel
KRXZ	107.7	100 kw @ 469	Classic AOR		\$<20.00	Katz	Galloway
KSMB	94.5	100 kw @ 1077	CHR	ABC	\$50.00	Allied	Citadel, pend.
KTDY	99.9	100 kw @ 984	AC		\$42.00	Katz	Galloway
KXKC	99.1	100 kw @ 984	Country		\$46.00	Allied	New Iberia

Notes: Other ranked stations – See Baton Rouge . . . ^ KPEL-F revenue level includes KPEL (AM) revenue . . . 8/99 KROF (960; Abbeville) changed from Cajun & Oldies to Standards . . . 11/99 KDYS (1520), KSMB-F and KVOL-AF sold by Powell to Citadel for \$8,500,000 (Bergner)

# LAKELAND-WINTER HAVEN

**Arbitron Rank** 98 Pop (12+) 399,700  
**MSA Rank:** NA  
**MSA Pop:** NA  
**DMA:** Tampa (#14)  
**Average Persons Rating:** 14.7  
**Market TSL in Hours** 20.00

**Stations** 42 / 10  
**Diaries:** 833 / 480:1 / 48.7%  
**Sample Target:** 810  
**% Below Line:** 57.6  
**% Not Listed:** 15.8  
**Pop per Station:** 39,970

**Last Year's Revenue:** NA  
**Household Income:** \$33,318  
**Total Retail Sales:** \$4.6 Bil  
**#1 Biller:** NA  
**#1 Billing Portfolio** NA

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	WPCV-F	C	69 / 11.7	12.4	16.5	15.6	14.1	994 / 24.9	23.3	28.9	74 / 1092	WPCV-F
2	WFLZ-F	CHR	52 / 8.8	7.2	7.2	7.0	8.6	892 / 22.3	22.0	20.6	66 / 1116	WFLZ-F
3	WSJT-F	J	25 / 4.2	2.4	2.4	3.9	3.0	347 / 8.7	8.6	6.5	30 / 439	WSJT-F
4	WUV-F	EZ/ST	21 / 3.6	4.5	7.2	5.9	8.3	285 / 7.1	7.0	11.8	25 / 303	WUV-F
5	WHPT-F	CL AOR	20 / 3.4	2.3	1.0	1.6	2.2	313 / 7.8	7.1	3.6	22 / 350	WHPT-F
6	WWRM-F	SAC	18 / 3.1	4.4	3.1	2.9	4.5	354 / 8.9	9.8	8.7	19 / 387	WWRM-F
6	WJHM-F	B	18 / 3.1	1.9	2.9	2.7	3.3	361 / 9.0	7.1	8.2	19 / 397	WJHM-F
6	WMTX-F	AC/CHR	18 / 3.1	1.9	2.6	2.2	2.0	266 / 6.7	4.6	5.9	18 / 278	WMTX-F
9	WFJO-F	B/O	15 / 2.5	5.6	5.6	2.5	1.2	273 / 6.8	9.4	10.5	21 / 336	WFJO-F
9	WHNR	B	15 / 2.5	2.4	2.0	2.3	2.3	261 / 6.5	5.1	4.5	15 / 266	WHNR
9	WONN	ST	15 / 2.5	2.3	2.2	4.1	2.5	179 / 4.5	4.8	4.9	15 / 179	WONN
9	WTBT-F	CL AOR	15 / 2.5	4.2	1.9	1.6	1.8	287 / 7.2	9.6	3.8	16 / 301	WTBT-F
13	WSIR	B/G	14 / 2.4					137 / 3.4			14 / 137	WSIR
14	WWRZ-F	SAC	13 / 2.2	1.4	0.3	0.7	0.5	228 / 5.7	4.5	2.1	17 / 294	WWRZ-F
14	WXTB-F	AOR	13 / 2.2	3.0	4.1	3.0	2.3	244 / 6.1	5.9	6.8	13 / 244	WXTB-F
16	WSHE-F	O	12 / 2.0	1.0	0.9	0.9	0.8	175 / 4.4	4.1	2.8	12 / 198	WSHE-F
17	WXXL-F	CHR	11 / 1.9	1.9	2.2	1.8	2.7	349 / 8.7	9.7	9.5	11 / 358	WXXL-F
17	WQYK-F	C	11 / 1.9	1.2	1.4	1.6	1.8	209 / 5.2	4.3	4.9	13 / 250	WQYK-F

12+ FM Share (Metro): 80.44% (399 of 496) (Fall 98: 84.90%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WFLZ-F	1 WFLZ-F >	1 WFLZ-F	1 WFLZ-F	1 WPCV-F	1 WPCV-F >>	1 WFLZ-F	1 WPCV-F >	1 WPCV-F	1 WPCV-F	1 WPCV-F >
2 WJHM-F >>	2 WPCV-F	2 WPCV-F >	2 WPCV-F >	2 WFLZ-F >	2 WSJT-F	1 WPCV-F >>>	2 WFLZ-F	2 WFLZ-F >>	2 WFLZ-F	2 WFLZ-F >
3 WXXL-F	3 WHPT-F	3 WHPT-F	3 WHPT-F <	3 WMTX-F <	3 WDUV-F	3 WSJT-F	3 WSJT-F <	3 WSIR	2 WJHM-F >>	3 WSJT-F
4 WPCV-F	4 WXTB-F	4 WMTX-F	4 WMTX-F	4 WHPT-F	4 WFLZ-F	4 WONN <	4 WDUV-F	3 WSJT-F <	4 WHPT-F >	3 WJHM-F
4 WJRR-F >	5 WMTX-F	5 WTBT-F <	5 WFJO-F <	5 WWRM-F <	5 WONN	5 WXTB-F <	5 WWRM-F <	5 WDUV-F <	5 WSJT-F	5 WHPT-F
	5 WFJO-F	6 WXTB-F	6 WTBT-F	6 WSJT-F	5 WWRM-F	6 WDUV-F <	6 WMTX-F <	6 WJHM-F	5 WHNR	6 WDUV-F <
	5 WJHM-F	6 WFJO-F	7 WWRZ-F	6 WFJO-F <	7 WSIR	7 WTBT-F <	7 WHNR	6 WHPT-F <	5 WXXL-F	7 WMTX-F
	8 WTBT-F	8 WQYK-F	7 WQYK-F	8 WWRZ-F <	8 WHNR	8 WMTX-F	8 WHPT-F	8 WWRM-F <	5 WFJO-F	7 WHNR
	9 WXXL-F	8 WJHM-F	9 WWRM-F	9 WTBT-F	8 WWRZ-F	8 WHPT-F <	9 WTBT-F	9 WMTX-F	5 WQYK-F <	9 WONN
			9 WSJT-F	10 WQYK-F	8 WSHE-F <	10 WWRZ-F <	9 WONN <	10 WTBT-F	10 WWRM-F	9 WSIR
			9 WXTB-F							9 WFJO-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrrite
1 WFLZ-F >>	1 WFLZ-F >	1 WFJO-F	1 WFLZ-F	1 WPCV-F	1 WPCV-F	1 WFLZ-F <	1 WHPT-F	1 WFLZ-F	1 WFLZ-F	1 WPCV-F >
2 WPCV-F	2 WPCV-F	2 WFLZ-F	2 WPCV-F >>	2 WFLZ-F >	1 WFLZ-F >	2 WHPT-F	2 WFLZ-F >>	2 WPCV-F	1 WPCV-F <	2 WXXL-F
3 WJHM-F >>>	3 WFJO-F	3 WMTX-F	3 WFJO-F	3 WMTX-F	3 WXTB-F >	3 WXTB-F	3 WXTB-F >>	2 WHPT-F >	3 WHPT-F >	3 WJHM-F
	4 WMTX-F	4 WPCV-F >>	4 WMTX-F	3 WFJO-F	4 WJRR-F	3 WPCV-F >>		4 WXTB-F	4 WQYK-F	4 WFLZ-F
	5 WJHM-F		5 WWRZ-F	5 WWRM-F	4 WHPT-F	5 WJHM-F		5 WQYK-F	5 WXTB-F	5 WOCL-F
	6 WXXL-F >		5 WJHM-F	5 WWRZ-F	4 WJHM-F	5 WTBT-F >		6 WMTX-F	5 WWRM-F	
			5 WCFB-F	7 WCFB-F	4 WTBT-F >>			6 WTBT-F	5 WMTX-F	
			5 WTBT-F	7 WSJT-F				8 WSJT-F	5 WSJT-F	
			5 WWRM-F							

Consolidation Report	12+	25-54	Revenue
Hall	17.8 %	15.0 %	%
WLKF-AM, WONN-AM, WPCV-FM, WWRZ-FM			
	17.8 %	15.0 %	%

# LAKELAND-WINTER HAVEN

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Hall</b>	17.8 %	15.0 %	%	AC	0 (0)	28 (3)	28 (3)	5.6 %	6.5 %
WLKF-AM, WONN-AM, WPCV-FM, WWRZ-FM				AOR/Classic/NR	0 (0)	58 (5)	58 (5)	11.7 %	12.0 %
	17.8 %	15.0 %	%	Black/Urban	20 (2)	44 (4)	64 (6)	12.9 %	16.7 %
				CHR	0 (0)	63 (2)	63 (2)	12.7 %	10.8 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	8 (1)	97 (5)	105 (6)	21.2 %	23.5 %
				Full Service	4 (1)	0 (0)	4 (1)	0.8 %	0.4 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	28 (2)	28 (2)	5.6 %	2.7 %
				News/Talk	11 (2)	7 (1)	18 (3)	3.6 %	6.1 %
				Oldies	8 (2)	19 (3)	27 (5)	5.4 %	4.3 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	20 (2)	0 (0)	20 (2)	4.0 %	0.6 %
				Soft AC	0 (0)	34 (3)	34 (3)	6.9 %	4.5 %
				Sports	11 (2)	0 (0)	11 (2)	2.2 %	1.2 %
				Standards/EZ	15 (1)	21 (1)	36 (2)	7.3 %	10.8 %
				<b>Totals</b>	<b>97 (13)</b>	<b>399 (29)</b>	<b>496 (42)</b>		

### AM Stations

WHNR	1360	5 kw/2.5 kw (DA-2)	Black	AURN	\$ NA	---		Cypress Gardens
WONN	1230	1 kw	Standards	Westwd, CNN	\$ NA	D&R	Hall	
WSIR	1490							Winter Haven

### FM Stations

WPCV	97.5	100 kw @ 1016	Country	Westwd	\$ NA	D&R	Hall	Winter Haven
WWRZ	98.3	50 kw @ 459	Soft AC		\$ NA	---	Hall	Arcadia

Notes: Other ranked stations -- See Tampa-Saint Petersburg or Orlando . . . No market or station revenue data are available



# LANCASTER

**Arbitron Rank** 111 **Pop (12+)** 379,700  
**MSA Rank:** 111  
**MSA Pop:** 457,000  
**DMA:** 46 (w/Harrisbg. & York)  
**Average Persons Rating:** 14.8  
**Market TSL in Hours** 20.00

**Stations** 31 / 6  
**Diaries:** 837 / 454:1 / 60.5%  
**Sample Target:** 810  
**% Below Line:** 45.7  
**% Not Listed:** 18.0  
**Pop per Station:** 63,283

**Last Year's Revenue:** \$11,000,000  
**Household Income:** \$52,028  
**Total Retail Sales:** \$4.7 Bil.  
**#1 Biller:** WIOV-F \$4,000,000  
**#1 Billing Portfolio**  
 Brill \$4,000,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	WLAN-F	CHR	58 / 10.3	10.2	8.7	10.3	7.4	916 / 24.1	27.1	25.2	85 / 1549	D	WLAN-F
2	WDAC-F	REL	52 / 9.3	6.4	5.8	5.7	9.6	646 / 17.0	15.0	12.7	78 / 984	D	WDAC-F
3	WIOV-F	C	43 / 7.7	6.7	9.0	8.2	7.0	657 / 17.3	15.5	20.3	53 / 898	F	WIOV-F
4	WROZ-F	SAC	39 / 7.0	4.4	6.0	7.8	8.4	561 / 14.8	12.7	14.3	66 / 1029	E	WROZ-F
5	WSOX-F	O	37 / 6.6	8.7	8.3	0.3		675 / 17.8	17.5	17.7	74 / 1235		WSOX-F
6	WQXA-F	AOR	34 / 6.1	6.7	6.2	6.4	7.0	638 / 16.8	16.3	17.2	80 / 1451		WQXA-F
6	WARM-F	AC	34 / 6.1	5.1	6.8	5.5	6.5	535 / 14.1	12.8	14.6	85 / 1171		WARM-F
8	WRVV-F	AC-AOR	24 / 4.3	3.1	3.5	3.7	4.2	443 / 11.7	9.0	8.5	52 / 912		WRVV-F
9	WRKZ-F	C	22 / 3.9	5.4	4.2	4.6	4.5	371 / 9.8	12.1	11.4	71 / 967		WRKZ-F
10	KYW	N	16 / 2.9	0.5	0.7	0.7	0.5	184 / 4.8	3.6	4.8	17 / 207		KYW
11	WHP	FS	14 / 2.5	2.4	3.3	5.4	2.5	244 / 6.4	6.0	9.3	37 / 595		WHP
12	WTPA-F	AOR	11 / 2.0	3.3	1.5	2.1	2.2	238 / 6.3	6.4	5.6	39 / 757		WTPA-F
13	WEGK-F	CL AOR	10 / 1.8	3.3	3.3	3.9	4.4	317 / 8.3	11.5	10.7	23 / 722		WEGK-F

12+ FM Share (Metro): 88.70% (408 of 460) (Fall 98: 87.70%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	WLAN-F >>>	1 WQXA-F <	1 WLAN-F	1 WLAN-F	1 WDAC-F >	1 WLAN-F <	1 WIOV-F <	1 WLAN-F	1 WLAN-F >	1 WDAC-F
2	WQXA-F	2 WLAN-F >	2 WQXA-F	2 WQXA-F <	2 WSOX-F <	2 WIOV-F <	2 WDAC-F >	2 WLAN-F	2 WDAC-F	2 WROZ-F
2	WYCR-F >>	3 WIOV-F	3 WROZ-F	3 WROZ-F	3 WROZ-F	3 WROZ-F	3 WQXA-F	3 WDAC-F <	3 WIOV-F	3 WSOX-F
4	WROZ-F	3 WSOX-F	3 WRVV-F	3 WDAC-F <	3 WSOX-F <	3 WIOV-F	4 WARM-F <	4 WROZ-F	4 WQXA-F <	4 WROZ-F
5	WRKZ-F	5 WIOV-F <	3 WSOX-F	5 WQXA-F	5 WARM-F	5 WROZ-F <	5 WROZ-F <	4 WARM-F	5 WIOV-F	5 WIOV-F
5	WRVV-F	6 WRVV-F	6 WDAC-F	5 WIOV-F <	6 WLAN-F >	6 WSOX-F	6 WSOX-F	4 WSOX-F <	5 WRKZ-F	6 WQXA-F
5	WSOX-F	7 WARM-F <	6 WARM-F <	7 WARM-F	7 WARM-F	7 WARM-F >	7 WQXA-F <	7 WQXA-F	5 WSOX-F	6 WARM-F
8	WARM-F	8 WDAC-F	8 WIOV-F	7 WRVV-F >	8 WRVV-F	8 WRVV-F	8 WRVV-F	8 WRVV-F	8 WARM-F	8 WRKZ-F
9	WTPA-F	9 WRKZ-F >>	9 WRKZ-F	9 WRKZ-F	9 WRKZ-F <	9 WRKZ-F	9 WRKZ-F	9 WRKZ-F	9 WIOV-F	9 WRVV-F
9	WDAC-F >	10 WTPA-F	10 WTPA-F	10 WHP	10 WHP	10 WHP >	10 WHP >	10 WHP >	10 WHP >	9 KYW

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1	WROZ-F	1 WLAN-F >	1 WLAN-F <	1 WLAN-F	1 WQXA-F	1 WQXA-F >	1 WQXA-F >	1 WQXA-F >	1 WRVV-F	1 WLAN-F >
1	WSOX-F >>>	2 WQXA-F	2 WROZ-F	2 WROZ-F >	1 WLAN-F >	2 WLAN-F >	2 WRVV-F	2 WLAN-F	1 WQXA-F	2 WLAN
3	WQXA-F	2 WROZ-F	3 WSOX-F	3 WARM-F	3 WIOV-F >>	3 WIOV-F	3 WRKZ-F	2 WRVV-F <	3 WSOX-F	3 WRKZ-F
3	WIOV-F	4 WSOX-F	4 WARM-F >	4 WARM-F	3 WSOX-F	4 WROZ-F	3 WLAN-F	4 WIOV-F	3 WDAC-F <	4 WIOV-F
3	WLAN-F	5 WARM-F	5 WIOV-F	5 WQXA-F	5 WDAC-F	4 WRKZ-F >>	5 WRVV-F	5 WDAC-F	5 WIOV-F <	5 WDAC-F
3	WARM-F >>>	6 WIOV-F >>	5 WRVV-F	6 WIOV-F	6 WIOV-F	6 WTPA-F	6 WDAC-F	5 WRKZ-F	6 WLAN-F	
		5 WSOX-F >>>	7 WDAC-F	7 WQXA-F	7 WQXA-F	7 WARM-F	6 WIOV-F	7 WSOX-F	7 WRKZ-F	
			8 WRVV-F >	8 WRVV-F >>	7 WDAC-F >	6 WEGK-F	6 WEGK-F	8 WTPA-F	8 WARM-F	
						6 WARM-F >>>	9 WROZ-F	9 WROZ-F	9 WTPA-F	
							9 WEGK-F	9 WEGK-F	9 WEGK-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WLAN	ST	1390	Lancaster	1.6	4.7	9	197
WLPA	SPRTS	1490	Lancaster	0.7	2.9	5	123

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WADV	REL	940	Lebanon	0.9	1.5	9	117
WBEB-F	AC	101.1	Philadelphia	0.4	1.6	2	62
WIP	SPRTS	610	Philadelphia	0.4	1.3	2	54
WMMR-F	AOR	93.3	Philadelphia	0.4	1.9	3	89
WNNK-F	CHR	104.1	Harrisburg	0.4	1.8	20	407
WUGL-F	O	98.1	Philadelphia	0.7	3.1	5	142
WRBT-F	C	94.9	Harrisburg	1.2	3.3	18	373
WRFY-F	CHR	102.5	Reading	1.4	6.2	9	264
WSBA	FS	910	York	0.4	2.0	23	495
WUSL-F	B	98.9	Philadelphia	0.9	2.7	5	111
WWDB-F	T	96.5	Philadelphia	0.4	1.8	3	102
WWKL-F	O	99.3	Harrisburg	0.4	3.0	17	327
WXCY-F	C	103.7	Havre de Grace, MD	0.7	2.1	4	111
WYCR-F	CHR	98.5	Hanover	1.1	6.3	49	1090

# LANCASTER

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Hall	9.5 %	11.2 %	%	AC	0 (0)	36 (2)	36 (2)	7.8 %	8.5 %
WEGK-FM, WLPA-AM, WROZ-FM				AOR/Classic/NR	0 (0)	81 (5)	81 (5)	17.6 %	18.8 %
	9.5 %	11.2 %	%	Black/Urban	0 (0)	5 (1)	5 (1)	1.1 %	1.2 %
				CHR	0 (0)	74 (4)	74 (4)	16.1 %	14.1 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	76 (4)	76 (4)	16.5 %	16.1 %
				Full Service	16 (2)	0 (0)	16 (2)	3.5 %	5.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	16 (1)	2 (1)	18 (2)	3.9 %	2.2 %
				Oldies	0 (0)	43 (3)	43 (3)	9.3 %	12.3 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	5 (1)	52 (1)	57 (2)	12.4 %	7.7 %
				Soft AC	0 (0)	39 (1)	39 (1)	8.5 %	7.1 %
				Sports	6 (2)	0 (0)	6 (2)	1.3 %	1.6 %
				Standards/EZ	9 (1)	0 (0)	9 (1)	2.0 %	5.4 %
				<b>Totals</b>	<b>52 (7)</b>	<b>408 (22)</b>	<b>460 (29)</b>		

### AM Stations

Station	Freq	Pwr	Format	Westwd	Ad Rate	Clr Chnl	Clear Channel
WLAN	1390	5 kw/1 kw (DA-2)	Standards	Westwd	\$<20.00	Clr Chnl	Clear Channel
WLPA	1490	0.6 kw	Sports	1-on-1, CNN	\$<20.00	D&R	Hall

### FM Stations

Station	Freq	Pwr	Format	Westwd	Ad Rate	Clr Chnl	Clear Channel
WDAC	94.5	19 kw @ 810	Religion	SRN	\$54.00	Dome	WDAC, Inc.
WIOV	105.1	25 kw @ 696	Country	ABC, Westwd	\$75.00	Mc-Guild	Brill Ephrata
WLAN	96.9	50 kw @ 500	CHR	Westwd	\$50.00	Clr Chnl	Clear Channel
WROZ	101.3	6.9 kw @ 1289	Soft AC		\$66.00	D&R	Hall

Notes: Other ranked stations -- See Harrisburg, York or Philadelphia . . . No revenue percentages are available in the Consolidation Report due to overlap with Harrisburg and York

# LANSING

<b>Arbitron Rank</b> 115 Pop (12+) 371,800	<b>Stations</b> 20 / 13	<b>Last Year's Revenue:</b> \$19,000,000
<b>MSA Rank:</b> 114	<b>Diaries:</b> 1,034 / 360:1 / 59.0%	<b>Household Income:</b> \$48,100
<b>MSA Pop:</b> 451,000	<b>Sample Target:</b> 990	<b>Total Retail Sales:</b> \$5.3 Bil.
<b>DMA:</b> 106	<b>% Below Line:</b> 5.8	<b>#1 Biller:</b> WFMK-F \$4,850,000
<b>Average Persons Rating:</b> 14.3	<b>% Not Listed:</b> 21.6	<b>#1 Billing Portfolio</b>
<b>Market TSL in Hours</b> 19.00	<b>Pop per Station:</b> 28,600	Citadel, pend. \$14,650,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level
1	WHZZ-F	59 / 11.1	8.8	8.2	6.8	6.2	8.7	1125 / 30.2	24.6	22.0	66 / 1403	C
2	WITL-F	57 / 10.7	11.9	14.4	9.4	11.3	11.6	843 / 22.7	24.2	21.0	105 / 1590	E
3	WJIM-F	50 / 9.4	8.6	7.8	7.4	8.9	8.3	860 / 23.1	20.7	22.9	79 / 1383	D
3	WFMK-F	50 / 9.4	10.1	8.9	9.8	11.1	9.5	800 / 21.5	19.4	24.5	67 / 1191	F
5	WMMQ-F	39 / 7.3	7.0	7.8	8.8	9.4	7.7	584 / 15.7	16.6	17.1	58 / 921	D
6	WJXQ-F	AOR	27 / 5.1	7.4	6.9	6.8	6.5	593 / 16.0	16.2	16.0	90 / 1404	C
7	WWDX-F	AOR-NR	24 / 4.5	5.0	4.2	4.2	5.6	688 / 18.5	16.7	19.5	31 / 863	A
8	WQHH-F	B	23 / 4.3	3.4	2.7	4.1	4.2	356 / 9.6	7.6	9.9	24 / 397	B
9	WJIM	T	19 / 3.6	3.4	4.0	4.1	3.1	362 / 9.7	8.6	11.3	19 / 405	B
10	WILS	ST	17 / 3.2	5.2	4.2	3.1	2.5	227 / 6.1	7.3	5.8	17 / 245	A
11	WJR	FS	10 / 1.9	1.8	2.0	2.9	2.4	290 / 7.8	5.9	7.4	30 / 815	WJR
12	WXIK-F	C	9 / 1.7	2.5	2.2	3.1	2.9	211 / 5.7	8.7	9.5	31 / 742	B

12+ FM Share (Metro): 87.32% (365 of 418) (Fall 98: 88.02%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WHZZ-F >>	1 WHZZ-F >	1 WHZZ-F	1 WFMK-F <	1 WFMK-F	1 WJIM-F <	1 WITL-F <	1 WITL-F	1 WHZZ-F	1 WHZZ-F	1 WHZZ-F <
2 WQHH-F	2 WJXQ-F	2 WFMK-F <	2 WMMQ-F <	2 WITL-F <	2 WITL-F <	2 WJIM-F	2 WJIM-F <	2 WITL-F	2 WWDX-F	2 WITL-F
2 WWDX-F >>>	3 WFMK-F <	3 WMMQ-F <	3 WHZZ-F <	3 WJIM-F	3 WFMK-F	2 WFMK-F	3 WHZZ-F	3 WJIM-F <	3 WQHH-F <	3 WFMK-F <
	4 WITL-F <	4 WITL-F	4 WITL-F	3 WMMQ-F	4 WMMQ-F >	4 WHZZ-F	4 WFMK-F <	4 WFMK-F	4 WFMK-F	4 WJIM-F >
	5 WQHH-F	5 WJIM-F	5 WJIM-F >	5 WHZZ-F >	5 WHZZ-F	5 WJXQ-F <	5 WMMQ-F	5 WMMQ-F	5 WMMQ-F	5 WQHH-F <
	5 WWDX-F	6 WJXQ-F >	6 WJXQ-F >	6 WJXQ-F >	5 WJIM <	6 WMMQ-F >>	6 WJIM	6 WWDX-F	6 WITL-F	6 WMMQ-F >
	7 WMMQ-F >	7 WWDX-F <	7 WWDX-F	7 WWDX-F <	7 WILS >	7 WWDX-F	7 WILS	7 WJXQ-F	6 WJIM-F	7 WWDX-F
		8 WQHH-F >		8 WJIM		7 WJXQ-F	8 WQHH-F	8 WQHH-F	8 WJXQ-F >	8 WILS
						9 WQHH-F <	8 WILS			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WHZZ-F >>	1 WHZZ-F >>	1 WHZZ-F	1 WHZZ-F	1 WFMK-F	1 WHZZ-F	1 WJXQ-F	1 WJXQ-F >	1 WMMQ-F	1 WMMQ-F >	1 WHZZ-F >
2 WQHH-F	2 WITL-F	2 WITL-F	2 WFMK-F	2 WHZZ-F	2 WJXQ-F >	2 WHZZ-F >	2 WHZZ-F	2 WJXQ-F	2 WJIM-F	2 WJIM-F
3 WITL-F	3 WFMK-F >	3 WFMK-F >>>	3 WITL-F >	3 WITL-F	3 WQHH-F >>	3 WQHH-F	2 WWDX-F	3 WHZZ-F	3 WITL-F	2 WWDX-F
3 WWDX-F	4 WQHH-F		4 WJIM-F	4 WJIM-F >	4 WWDX-F	3 WWDX-F	4 WQHH-F	4 WJIM-F <	3 WJXQ-F	4 WITL-F
3 WFMK-F >	5 WWDX-F		5 WMMQ-F	5 WMMQ-F >>	4 WMMQ-F	5 WMMQ-F	5 WITL-F	5 WITL-F <	5 WFMK-F	4 WFMK-F
	6 WJXQ-F		6 WQHH-F		4 WFMK-F >>	5 WFMK-F >	5 WMMQ-F	6 WFMK-F	6 WHZZ-F	
	6 WMMQ-F						5 WFMK-F >	7 WWDX-F	7 WWDX-F	
								8 WQHH-F >	8 WJIM >	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WVFN	SPRTS	730	East Lansing	1.3	5.1	7	213
WVIC-F	CL	92.7	Charlotte	1.1	2.5	6	119

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WBCT-F	C	93.7	Grand Rapids	0.6	1.6	17	303
WCUZ-F	C	101.3	Grand Rapids	0.9	2.4	9	195
WIOG-F	AC/CHR	102.5	Bay City	0.9	4.5	11	340
WKFR-F	CHR	103.3	Battle Creek	0.4	1.6	26	678
WODJ-F	O	107.3	Greenville	0.4	1.7	7	156
WOOD-F	SAC	105.7	Grand Rapids	0.8	2.9	13	266

# LANSING

Consolidation Report				12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>62nd Street</b>				11.3 %	10.5 %	12.9 %	AC	0 (0)	55 (2)	55 (2)	13.2 %	14.1 %
WJXQ-FM, WWDX-FM, WXIK-FM							AOR/Classic/NR	0 (0)	90 (3)	90 (3)	21.5 %	28.3 %
<b>Citadel, pend.</b>				41.7 %	49.1 %	77.1 %	Black/Urban	0 (0)	23 (1)	23 (1)	5.5 %	5.3 %
WFMK-FM, WITL-FM, WJIM-AM, WJIM-FM, WMMQ-FM, WVFN-AM							CHR	0 (0)	61 (2)	61 (2)	14.6 %	8.5 %
				<b>53.0 %</b>	<b>59.6 %</b>	<b>90.0 %</b>	Classical	0 (0)	6 (1)	6 (1)	1.4 %	0.0 %
							Country	0 (0)	74 (4)	74 (4)	17.7 %	19.1 %
							Full Service	10 (1)	0 (0)	10 (1)	2.4 %	3.0 %
							Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
							Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
							News/Talk	19 (1)	0 (0)	19 (1)	4.5 %	3.9 %
							Oldies	0 (0)	52 (2)	52 (2)	12.4 %	11.8 %
							Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
							Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
							Soft AC	0 (0)	4 (1)	4 (1)	1.0 %	0.9 %
							Sports	7 (1)	0 (0)	7 (1)	1.7 %	1.8 %
							Standards/EZ	17 (1)	0 (0)	17 (1)	4.1 %	3.2 %
							<b>Totals</b>	<b>53 (4)</b>	<b>365 (16)</b>	<b>418 (20)</b>		

### AM Stations

Station	Power	Frequency	Format	ABC	\$ NA	D&R	MacDonald
WILS	1320	5 kw/1 kw (DA-2)	Standards	ABC	\$ NA	D&R	MacDonald
WJIM	1240	1 kw	Talk	Westwd	<\$20.00	Eastman	Citadel, pend.

### FM Stations

Station	Power	Frequency	Format	ABC	\$ NA	D&R	MacDonald	Jackson	DeWitt	St. Johns
WFMK	99.1	28 kw @ 600	AC		\$75.00	Eastman	Citadel, pend.			
WHZZ	101.7	3.3 kw @ 289	CHR		<\$20.00	D&R	MacDonald			
WITL	100.7	26.5 kw @ 643	Country	ABC	\$84.00	Eastman	Citadel, pend.			
WJIM	97.5	45 kw @ 512	Oldies	ABC	\$41.00	Eastman	Citadel, pend.			
WJXQ	106.1	50 kw @ 489	AOR		\$50.00	Katz	62nd Street	Jackson		
WMMQ	94.9	49 kw @ 500	Classic AOR	ABC	\$28.00	Eastman	Citadel, pend.			
WQHH	96.5	3 kw @ 328	Black		<\$20.00	Allied	WXLA		DeWitt	
WWDX	92.1	4 kw @ 400	New Rock		<\$20.00	Katz	62nd Street		St. Johns	
WXIK	94.1	40 kw @ 551	Country	ABC	\$25.00	Katz	62nd Street		Jackson	

Notes: WJR - See Detroit . . . 12/99 WFMK-F, WITL-F, WJIM-AF, WMMQ-F and WVFN sold by Liggett to Citadel as part of a \$120,500,000 cash and stock group transaction

# LAS VEGAS

**Arbitron Rank** 40 **Pop (12+)** 1,101,200  
**MSA Rank:** 41  
**MSA Pop:** 1,460,000  
**DMA:** 56  
**Average Persons Rating:** 15.7  
**Market TSL in Hours** 21.00

**Stations** 23 / 23  
**Diaries:** 2,006 / 549.1 / 49.8%  
**Sample Target:** 1,980  
**% Below Line:** 0.0  
**% Not Listed:** 14.9  
**Pop per Station:** 47,878

**Last Year's Revenue:** \$63,000,000  
**Household Income:** \$43,823  
**Total Retail Sales:** \$15.2 Bil.  
**#1 Biller:** KLUC-F \$6,860,000  
**#1 Billing Portfolio**  
 CBS/Infinity \$25,170,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	KLUC-F	CHR	158 / 9.1	9.0	9.7	6.8	9.3	8.7	2415 / 21.9	21.9	21.9	162 / 2444	G	KLUC-F
2	KJUL-F	ST	156 / 9.0	11.0	8.0	9.3	8.5	9.3	1721 / 15.6	14.5	14.4	171 / 1875	D	KJUL-F
3	KSNE-F	SAC	120 / 6.9	6.5	5.9	7.1	5.6	6.6	1543 / 14.0	13.1	14.2	120 / 1572	G	KSNE-F
4	KXTE-F	AOR-NR	113 / 6.5	5.6	5.8	6.2	6.1	6.0	1628 / 14.8	15.2	14.5	123 / 1747	F	KXTE-F
5	KWNR-F	C	102 / 5.9	5.6	5.5	7.2	4.7	6.1	1441 / 13.1	13.5	11.7	104 / 1498	F	KWNR-F
5	KMXB-F	AC/CHR	102 / 5.9	7.3	7.6	5.2	6.1	6.5	1981 / 18.0	20.7	18.7	103 / 1990	G	KMXB-F
7	KISF-F	SP	95 / 5.5	4.0	5.0	3.1	4.2	4.4	803 / 7.3	10.3	12.6	96 / 821	F	KISF-F
8	KQOL-F	O	68 / 3.9	4.3	4.8	4.2	3.6	4.3	1175 / 10.7	11.6	9.9	75 / 1246	D	KQOL-F
9	KKLZ-F	CL AOR	65 / 3.8	3.0	3.3	4.6	4.8	3.7	1204 / 10.9	10.4	11.2	65 / 1221	F	KKLZ-F
10	KOMP-F	AOR	62 / 3.6	5.0	4.0	4.3	4.3	4.2	966 / 8.8	8.5	10.1	67 / 1011	E	KOMP-F
11	KXNT	T	61 / 3.5	3.1	2.6	2.0	2.5	2.8	755 / 6.9	6.8	5.5	61 / 757	C	KXNT
12	KMZQ-F	AC	59 / 3.4	4.3	3.2	4.2	4.6	3.8	1178 / 10.7	9.7	12.4	59 / 1197	G	KMZQ-F
13	KFMS-F	C	55 / 3.2	3.5	4.2	5.3	3.8	4.0	926 / 8.4	10.0	8.9	56 / 949	D	KFMS-F
14	KXPT-F	CL HITS	47 / 2.7	4.2	3.4	3.4	3.5	3.4	1035 / 9.4	10.1	10.6	50 / 1110	D	KXPT-F
15	KSTJ-F	AC/CHR	41 / 2.4	2.6	2.8	3.7	2.3	2.9	990 / 9.0	10.8	9.1	41 / 999	C	KSTJ-F
16	KVBC-F	T/N	39 / 2.3	2.6	2.2	2.6	2.6	2.4	584 / 5.3	6.7	6.8	39 / 598	B	KVBC-F
17	KDWN	T	28 / 1.6	1.2	0.9	1.2	1.3	1.2	470 / 4.3	3.1	3.5	29 / 507	A	KDWN

12+ FM Share (Metro): 87.21% (1282 of 1470) (Fall 98: 85.75%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KLUC-F>>>	1 KLUC-F	1 KLUC-F	1 KISF-F<	1 KSNE-F<	1 KJUL-F>	1 KXTE-F>	1 KJUL-F	1 KLUC-F	1 KLUC-F	1 KLUC-F<
2 KXTE-F	2 KXTE-F	2 KXTE-F<	2 KMXB-F<	2 KISF-F<	2 KSNE-F	2 KLUC-F<	2 KSNE-F	2 KJUL-F	2 KJUL-F	2 KJUL-F>
3 KMXB-F>	3 KISF-F<	3 KMXB-F<	3 KLUC-F<	3 KWNR-F<	3 KWNR-F<	3 KJUL-F<	2 KLUC-F	3 KSNE-F	3 KSNE-F	3 KMXB-F
	4 KMXB-F>	4 KISF-F	4 KSNE-F<	4 KMXB-F	4 KQOL-F	4 KISF-F<	4 KWNR-F<	4 KMXB-F	4 KXTE-F<	4 KSNE-F<
	5 KOMP-F	5 KSNE-F<	5 KWNR-F	4 KLUC-F	5 KXNT	5 KSNE-F<	5 KMXB-F<	5 KWNR-F	5 KMXB-F	5 KISF-F
	6 KWNR-F	6 KWNR-F	6 KOMP-F<	6 KXTE-F<	6 KFMS-F	6 KWNR-F<	6 KXNT<	6 KXTE-F	6 KWNR-F	5 KWNR-F
	7 KSTJ-F	7 KOMP-F	7 KXTE-F	7 KOMP-F	7 KKLZ-F	7 KMXB-F	7 KISF-F<	7 KKLZ-F	7 KISF-F<	7 KXTE-F
	7 KSNE-F<	8 KKLZ-F	8 KKLZ-F	8 KKLZ-F	8 KMZQ-F	8 KOMP-F	8 KXTE-F	7 KISF-F<	8 KVBC-F	8 KQOL-F
		9 KMZQ-F	9 KMZQ-F<	9 KJUL-F<	8 KLUC-F<	9 KXNT<	9 KQOL-F<	9 KQOL-F	8 KKLZ-F	9 KFMS-F
		10 KXPT-F<	10 KXPT-F	10 KMZQ-F<	10 KMXB-F<	10 KQOL-F<	10 KOMP-F<	10 KXPT-F<	10 KFMS-F<	10 KKLZ-F<

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KLUC-F>>	1 KLUC-F>	1 KISF-F	1 KLUC-F	1 KSNE-F	1 KXTE-F>>	1 KXTE-F>	1 KXTE-F<	1 KXTE-F	1 KOMP-F	1 KLUC-F
2 KMXB-F>	2 KMXB-F	2 KLUC-F<	2 KMXB-F<	2 KLUC-F<	2 KLUC-F>	2 KLUC-F<	2 KOMP-F<	2 KOMP-F	2 KXTE-F<	2 KJUL-F>
3 KXTE-F	3 KISF-F>	3 KMXB-F>	3 KSNE-F	3 KMXB-F	3 KISF-F>	3 KISF-F	3 KISF-F	3 KISF-F	3 KISF-F	3 KXTE-F<
4 KSNE-F	4 KWNR-F	4 KWNR-F	4 KWNR-F	3 KWNR-F	4 KMXB-F	4 KOMP-F	4 KMXB-F	4 KLUC-F	4 KKLZ-F	4 KMXB-F<
5 KWNR-F	4 KXTE-F	5 KSTJ-F	5 KISF-F	5 KISF-F	4 KKLZ-F>	5 KMXB-F>	4 KLUC-F>	5 KKLZ-F<	5 KWNR-F<	5 KVBC-F
	6 KSNE-F<	5 KXTE-F	6 KMZQ-F	6 KMZQ-F<	6 KKLZ-F>	6 KKLZ-F>	6 KVBC-F	6 KMXB-F	6 KMXB-F	5 KSNE-F
		7 KMZQ-F	7 KXTE-F<	7 KJUL-F			7 KSTJ-F	7 KWNR-F	7 KLUC-F<	
			8 KSTJ-F	8 KQOL-F			7 KKLZ-F	8 KSNE-F	8 KXPT-F	
			9 KJUL-F	9 KXTE-F				9 KXPT-F<	8 KSNE-F<	
				9 KSTJ-F<				10 KVBC-F>	10 KVBC-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KBAD	SPRTS	920 Las Vegas	0.7 3.1 13 350
KDOX	SP-C	1280 Henderson	1.2 2.9 21 330
KENO	SPRTS	1460 Las Vegas	1.1 4.8 19 533
KLSQ	SP	870 Laughlin	0.9 2.3 16 251
KNUU	N/T	970 Las Vegas	0.6 2.9 11 319
KSFN	O	1140 N. Las Vegas	1.2 2.3 20 252

# LAS VEGAS

Consolidation Report			12+	25-54	Revenue	Format Performance		AM	FM	Total	%	Yr. Ago	
<b>CBS/Infinity</b> KLUC-FM, KMXB-FM, KMZQ-FM, KSFN-AM, KXNT-AM, KXTE-FM			29.6 %	27.0 %	40.0 %	AC	0	(0)	202	(3)	202 (3)	13.7 %	15.0 %
<b>Centennial</b> KJUL-FM, KKLZ-FM, KSTJ-FM			15.2 %	12.4 %	14.1 %	AOR/Classic/NR	0	(0)	240	(3)	240 (3)	16.3 %	21.7 %
<b>Clear Channel</b> KFMS-FM, KQOL-FM, KSNE-FM, KWNR-FM			19.9 %	21.4 %	25.0 %	Black/Urban	0	(0)	0	(0)	0 (0)	0.0 %	4.9 %
<b>Lotus</b> KBAD-AM, KENO-AM, KOMP-FM, KXPT-FM			8.1 %	11.4 %	10.0 %	CHR	0	(0)	158	(1)	158 (1)	10.7 %	10.8 %
						Classical	0	(0)	0	(0)	0 (0)	0.0 %	0.0 %
						Country	0	(0)	157	(2)	157 (2)	10.7 %	9.8 %
						Full Service	0	(0)	0	(0)	0 (0)	0.0 %	0.0 %
						Hispanic	37	(2)	95	(1)	132 (3)	9.0 %	6.0 %
						Jazz	0	(0)	0	(0)	0 (0)	0.0 %	0.0 %
						News/Talk	100	(3)	39	(1)	139 (4)	9.5 %	9.0 %
						Oldies	20	(1)	115	(2)	135 (3)	9.2 %	4.2 %
						Others/Unknown	0	(0)	0	(0)	0 (0)	0.0 %	0.0 %
						Religion/Gospel	0	(0)	0	(0)	0 (0)	0.0 %	0.0 %
						Soft AC	0	(0)	120	(1)	120 (1)	8.2 %	6.5 %
						Sports	31	(2)	0	(0)	31 (2)	2.1 %	2.3 %
						Standards/EZ	0	(0)	156	(1)	156 (1)	10.6 %	9.9 %
						<b>Totals</b>	<b>188</b>	<b>(8)</b>	<b>1282</b>	<b>(15)</b>	<b>1470 (23)</b>		

## AM Stations

KDWN	720	50 kw (DA-N)	Talk	AP	\$23.00	Roslin		
KXNT	840	50 kw/25 kw (DA-2)	Talk	ABC	\$27.00	Eastman	CBS/Infinity	N. Las Vegas

## FM Stations

KFMS	101.9	100 kw @ 1180	Country		\$55.00	Katz	Clear Channel	
KISF	103.5	100 kw @ 1158	Hispanic			---	Hispanic	
KJUL	104.3	24.5 kw @ 3727	Standards	Westwd	\$48.00	Allied	Centennial	N. Las Vegas
KKLZ	96.3	100 kw @ 1176	Classic AOR		\$60.00	Sentry	Centennial	
KLUC	98.5	100 kw @ 1180	CHR		\$67.00	Eastman	CBS/Infinity	
KMXB	94.1	100 kw @ 1210	AC/CHR		\$44.00	Eastman	CBS/Infinity	Henderson
KMZQ	100.5	100 kw @ 1104	AC		\$80.00	Eastman	CBS/Infinity	Henderson
KOMP	92.3	100 kw @ 1520	AOR		\$62.00	Christal	Lotus	
KQOL	93.1	24 kw @ 3743	Oldies		\$24.00	Katz	Clear Channel	
KSNE	106.5	100 kw @ 1155	Soft AC		\$92.00	Katz	Clear Channel	
KSTJ	105.5	3.7 kw @ 1588	AC/CHR		\$38.00	Allied	Centennial	Boulder City
KVBC	105.1	50 kw @ 36	Talk/News	CNN	\$ NA	---	Entravision, pend.	
KWNR	95.5	100 kw @ 1160	Country		\$88.00	D&R	Clear Channel	Henderson
KXPT	97.1	100 kw @ 1919	Classic Hits		\$40.00	Christal	Lotus	
KXTE	107.5	25 kw @ 3678	AOR-New Rock		\$50.00	Eastman	CBS/Infinity	Pahrump

Notes: 9/99 KLUC-F (107.9; Laughlin) sold to MagMile Media for \$9,500,000 plus KAAA, KZZZ-F and KFLG-F Flagstaff, AZ . . . 12/99 KVBC-F sold to EXCL for \$3,250,000 . . . 12/99 KVBC-F changed from Talk/News to Hispanic Contemporary . . . 1/00 KVBC-F sold by EXCL to Entravision Holdings as part of a \$250,000,000 group transaction . . . 1/00 KFMS-F changed from Country to CHR as "Kiss 101.9"

# LEXINGTON

**Arbitron Rank** 106 **Pop (12+)** 385,900  
**MSA Rank:** 115  
**MSA Pop:** 451,000  
**DMA:** 67  
**Average Persons Rating:** 13.6  
**Market TSL in Hours** 18.25

**Stations** 26 / 20  
**Diaries:** 1,195 / 323:1 / 52.9%  
**Sample Target:** 1,180  
**% Below Line:** 4.4  
**% Not Listed:** 15.6  
**Pop per Station:** 19,295

**Last Year's Revenue:** \$21,100,000  
**Household Income:** \$42,404  
**Total Retail Sales:** \$5.5 Bil.  
**#1 Biller:** WVLC-F \$4,600,000  
**#1 Billing Portfolio**  
 Clear Channel \$10,333,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	WVLC-F	C	59 / 11.2	12.3	10.4	13.3	15.7	954 / 24.7	24.7	25.4	112 / 1869	F	WVLC-F
2	WBUL-F	C	43 / 8.2	6.7	8.3	8.1	4.4	752 / 19.5	16.1	16.3	80 / 1367	C	WBUL-F
3	WLKT-F	CHR	42 / 8.0	7.3	10.0	11.2	11.0	942 / 24.4	23.5	26.7	84 / 1676	D	WLKT-F
4	WVLC	FS	39 / 7.4	6.2	8.9	6.2	7.8	609 / 15.8	11.8	17.4	43 / 766	D	WVLC
5	WKQQ-F	AOR	35 / 6.7	6.7	7.0	8.1	9.6	747 / 19.4	17.5	19.0	70 / 1295	D	WKQQ-F
6	WBTF-F	B	31 / 5.9	5.8	2.6			401 / 10.4	10.7	4.6	36 / 502	F	WBTF-F
7	WMXL-F	AC/CHR	29 / 5.5	6.7	8.5	8.1	7.6	621 / 16.1	19.3	19.6	53 / 1090	D	WMXL-F
8	WGKS-F	AC	26 / 4.9	5.4	4.9	4.6	5.3	494 / 12.8	14.3	13.9	49 / 755	B	WGKS-F
9	WXZZ-F	AOR-NR	21 / 4.0	3.9	3.8	3.9	2.8	510 / 13.2	13.0	13.9	23 / 576	B	WXZZ-F
10	WLTO-F	B/O	17 / 3.2	2.6	2.5	1.7	3.0	290 / 7.5	7.4	7.9	18 / 311	B	WLTO-F
10	WCDA-F	AC/CHR	17 / 3.2	4.9				550 / 14.3	12.3		21 / 686		WCDA-F
12	WLRO-F	CL AOR	16 / 3.0	3.4	4.5	5.0	5.7	379 / 9.8	9.4	12.2	22 / 532	B	WLRO-F
12	WLAP	T/SPRTS	16 / 3.0	3.0	3.4	3.3	2.3	333 / 8.6	6.8	7.6	20 / 446	B	WLAP

12+ FM Share (Metro): 80.63% (358 of 444) (Fall 98: 78.22%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WLKT-F	1 WLKT-F	1 WVLC-F	1 WVLC-F	1 WVLC-F	1 WVLC-F	1 WVLC-F	1 WVLC-F	1 WVLC-F	1 WLKT-F	1 WLKT-F
2 WBTF-F >>	2 WBUL-F	2 WBUL-F <	2 WBUL-F	2 WBUL-F	2 WVLC >	2 WVLC	2 WBUL-F	2 WLKT-F <	2 WBTF-F	2 WLKT-F <
3 WCDA-F	2 WKQQ-F	3 WLKT-F <	3 WMXL-F	3 WMXL-F	3 WGKS-F <	3 WKQQ-F	3 WVLC	3 WBUL-F >	3 WGKS-F	3 WVLC <
3 WXZZ-F	4 WMXL-F	4 WKQQ-F	4 WKQQ-F <	4 WKQQ-F	4 WBUL-F >	4 WBUL-F	4 WMXL-F	4 WKQQ-F <	3 WVLC-F <	4 WBUL-F >
	5 WXZZ-F	5 WMXL-F	5 WLKT-F	5 WLKT-F	5 WLTO-F <	5 WLKT-F	4 WLKT-F <	5 WMXL-F <	5 WKQQ-F	5 WKQQ-F
	5 WBTF-F <	6 WBTF-F	6 WLRO-F	6 WGKS-F	6 WKQQ-F <	6 WMXL-F	6 WBTF-F	6 WBTF-F	6 WBUL-F <	5 WBTF-F <
	7 WVLC-F >	7 WXZZ-F	6 WBTF-F <	6 WLTO-F <	7 WLAP <	6 WBTF-F	7 WLAP <	7 WGKS-F	7 WLTO-F	7 WGKS-F <
		8 WCDA-F	8 WLTO-F	8 WLRO-F	8 WMXL-F	8 WGKS-F	8 WBTF-F <	8 WXZZ-F <	8 WMXL-F	8 WMXL-F
		8 WLRO-F <	8 WXZZ-F <	8 WLRO-F	9 WLKT-F	8 WXZZ-F	9 WGKS-F	9 WLTO-F	8 WVLC	9 WXZZ-F
				8 WVLC			10 WXZZ-F	9 WVLC <		10 WCDA-F
				8 WBTF-F >						10 WLTO-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WLKT-F >	1 WLKT-F >	1 WMXL-F	1 WLKT-F	1 WVLC-F <	1 WKQQ-F >>	1 WKQQ-F >	1 WMXL-F	1 WKQQ-F	1 WVLC-F >	1 WBTF-F <
2 WBTF-F >>	2 WBUL-F	1 WBUL-F	2 WBUL-F <	2 WBUL-F >	2 WBUL-F	2 WXZZ-F	1 WKQQ-F	2 WVLC-F	2 WKQQ-F	2 WMXL-F
3 WBUL-F	3 WMXL-F	3 WLKT-F >	3 WVLC-F	3 WMXL-F	3 WLKT-F	3 WMXL-F	1 WXZZ-F	3 WBUL-F	3 WMXL-F	2 WVLC-F
3 WCDA-F	3 WBTF-F	4 WBTF-F	4 WMXL-F <	3 WLKT-F	3 WXZZ-F >	3 WBUL-F	4 WBUL-F	4 WMXL-F	3 WBUL-F	4 WLKT-F
3 WVLC-F >	5 WVLC-F	4 WXZZ-F	5 WBTF-F >	5 WGKS-F	5 WMXL-F	5 WLKT-F	5 WVLC-F	5 WXZZ-F	5 WVLC	5 WGKS-F
	6 WCDA-F	4 WVLC-F	6 WGKS-F	5 WLTO-F	5 WBTF-F	5 WVLC-F	5 WLRO-F	6 WLKT-F	6 WXZZ-F	
	6 WXZZ-F	7 WKQQ-F >	7 WKQQ-F	7 WBTF-F	5 WVLC-F >	7 WBTF-F	7 WLKT-F >	7 WLRO-F	6 WLRO-F	
			7 WLTO-F	8 WLRO-F				7 WBTF-F	8 WLAP	
				8 WKQQ-F				9 WLAP	9 WLKT-F	
									9 WBTF-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WCBR	G	1110	Richmond 0.6 0.8 3 40
WCGW	REL	770	Nicholasville 0.6 2.0 4 106
WJMM-F	REL	99.3	Harrodsburg 1.0 4.3 6 212
WLXG	SPRTS	1300	Lexington 0.8 3.1 5 134
WTKT	ST	1580	Georgetown 0.8 2.6 4 103
WUGR	B/G	1250	Nicholasville 1.3 2.6 7 100
WVRB-F	REL-CC	105.9	Wilmore 0.8 2.8 9 190

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WCYN-F	C	102.3	Cynthiana 0.8 1.0 5 85
WHAS	FS	840	Louisville 1.3 4.7 34 653
WIOK-F	REL	107.5	Falmouth 0.4 1.3 7 147
WKYL-F	SAC	102.1	Lawrenceburg 0.8 1.9 6 144
WLW	FS/T	700	Cincinnati 0.6 1.5 8 210
WSTL-F	REL-CC	92.1	Carlisle 0.6 1.9 8 158

# LEXINGTON

Consolidation Report			12+	25-54	Revenue	Format Performance		AM	FM	Total	%	Yr. Ago		
<b>Clear Channel, pend.</b>			32.2 %	33.3 %	49.0 %	AC	0	(0)	72	(3)	72	(3)	16.2 %	15.8 %
WBUL-FM, WKQQ-FM, WLAP-AM, WLKT-FM, WMST-FM, WMXL-FM, WTKT-AM						AOR/Classic/NR	0	(0)	72	(3)	72	(3)	16.2 %	18.7 %
<b>Cumulus</b>			28.8 %	30.4 %	45.3 %	Black/Urban	0	(0)	48	(2)	48	(2)	10.8 %	4.4 %
WLRO-FM, WLTO-FM, WVLC-AM, WVLC-FM, WXZZ-FM						CHR	0	(0)	42	(1)	42	(1)	9.5 %	11.8 %
<b>L. M.</b>			8.9 %	8.6 %	4.0 %	Classical	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
WCDA-FM, WGKS-FM, WLXG-AM						Country	0	(0)	106	(3)	106	(3)	23.9 %	22.4 %
			<b>69.8 %</b>	<b>72.3 %</b>	<b>98.3 %</b>	Full Service	49	(3)	0	(0)	49	(3)	11.0 %	12.2 %
						Hispanic	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Jazz	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						News/Talk	16	(1)	0	(0)	16	(1)	3.6 %	4.0 %
						Oldies	0	(0)	0	(0)	0	(0)	0.0 %	2.9 %
						Others/Unknown	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Religion/Gospel	13	(3)	14	(4)	27	(7)	6.1 %	5.8 %
						Soft AC	0	(0)	4	(1)	4	(1)	0.9 %	0.4 %
						Sports	4	(1)	0	(0)	4	(1)	0.9 %	0.9 %
						Standards/EZ	4	(1)	0	(0)	4	(1)	0.9 %	0.7 %
						<b>Totals</b>	<b>86</b>	<b>(9)</b>	<b>358</b>	<b>(17)</b>	<b>444</b>	<b>(26)</b>		

### AM Stations

WLAP	630	5 kw/1 kw (DA-2)	Talk/Sports	ABC	\$<20.00	Eastman	Clear Channel
WVLC	590	5 kw/1 kw (DA-2)	Full Service	CBS, Westwd	\$44.00	Katz	Cumulus

### FM Stations

WBTF	107.9	6 kw @ 328	Black	ABC	\$ NA	Eastman	Midway
WBUL	98.1	100 kw @ 561	Country	ABC	\$32.00	Eastman	Clear Channel
WCDA	106.3	3.7 kw @ 420	AC/CHR	Westwd	\$ NA	Katz	L. M.
WGKS	96.9	50 kw @ 492	AC		\$21.00	Katz	L. M.
WKQQ	100.1	32 kw @ 492	AOR		\$74.00	Eastman	Clear Channel
WLKT	104.5	50 kw @ 476	CHR		\$ NA	Eastman	Clear Channel
WLRO	101.5	7.2 kw @ 541	Classic AOR		\$20.00	Katz	Cumulus
WLTO	102.5	2 kw @ 400	Black Oldies	ABC, Westwd	\$<20.00	Katz	Cumulus
WMXL	94.5	100 kw @ 640	AC/CHR		\$54.00	Eastman	Clear Channel
WVLC	92.9	100 kw @ 850	Country		\$90.00	Katz	Cumulus
WXZZ	103.3	6 kw @ 328	New Rock		\$35.00	Katz	Cumulus

Notes: WBTF-F is LMA'd to Clear Channel . . . 10/99 AMFM and Clear Channel announced plans to merge. No divestitures in the market are anticipated . . . 3/00 WMST-F (105.5; Mount Sterling) sold to Clear Channel for \$2,500,000



# LINCOLN

<b>Arbitron Rank</b> 172	<b>Pop (12+)</b> 198,300	<b>Stations</b> 25 / 12	<b>Last Year's Revenue:</b> \$12,900,000
<b>MSA Rank:</b> 185		<b>Diaries:</b> 888 / 223:1 / 58.3%	<b>Household Income:</b> \$53,133
<b>MSA Pop:</b> 235,000		<b>Sample Target:</b> 860	<b>Total Retail Sales:</b> \$2.6 Bil.
<b>DMA:</b> 101 (w/Central NE)		<b>% Below Line:</b> 19.6	<b>#1 Biller:</b> KFOR \$2,200,000
<b>Average Persons Rating:</b> 14.4		<b>% Not Listed:</b> 12.6	<b>#1 Billing Portfolio</b>
<b>Market TSL in Hours</b> 19.00		<b>Pop per Station:</b> 16,525	<b>AMFM</b> \$5,180,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	KFRX-F	27 / 9.5	11.2	11.0	11.1	8.3	519 / 26.2	25.9	29.0	39 / 753	D	KFRX-F
2	KIBZ-F	25 / 8.8	7.4	7.9	7.1	5.2	343 / 17.3	13.5	15.8	28 / 379	B	KIBZ-F
3	KFOR	23 / 8.1	9.1	9.0	11.1	10.7	390 / 19.7	17.3	19.1	28 / 435	D	KFOR
4	KZKX-F	22 / 7.7	7.0	6.9	5.7	9.3	388 / 19.6	16.2	18.3	32 / 599	D	KZKX-F
5	KLIN	17 / 6.0	4.6	5.5	5.7	5.9	344 / 17.4	12.3	19.5	17 / 358	B	KLIN
6	KKUL-F	14 / 4.9	4.6	4.5	4.7	5.2	216 / 10.9	11.3	12.6	15 / 240	B	KKUL-F
6	KFGE-F	14 / 4.9	4.9	5.2	3.7	4.8	295 / 14.9	10.2	13.1	43 / 599	B	KFGE-F
8	KRKR-F	13 / 4.6	3.9	3.1	3.7	1.4	235 / 11.9	11.6	10.3	14 / 265	A	KRKR-F
9	KEZG-F	12 / 4.2	5.6	3.8	5.4	3.1	220 / 11.1	11.0	9.5	14 / 269	B	KEZG-F
10	KTGL-F	10 / 3.5	3.5	6.9	7.4	7.9	256 / 12.9	12.4	15.4	16 / 406	C	KTGL-F
10	KQCH-F	10 / 3.5	2.5	1.0	1.4	2.4	234 / 11.8	7.7	4.0	21 / 416	C	KQCH-F
10	KKNB-F	10 / 3.5	3.2	2.4	2.7	2.8	261 / 13.2	14.4	12.9	18 / 409	A	KKNB-F

12+ FM Share (Metro): 75.50% (188 of 249) (Fall 98: 74.80%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KFRX-F >>	1 KIBZ-F	1 KIBZ-F	1 KIBZ-F	1 KFRX-F <	1 KFOR >	1 KFOR	1 KFRX-F <	1 KFRX-F	1 KFRX-F	1 KZKX-F
2 KQCH-F >	2 KFRX-F >	2 KFRX-F >	1 KFRX-F	2 KIBZ-F <	2 KZKX-F	2 KIBZ-F	2 KIBZ-F	2 KIBZ-F <	2 KIBZ-F >	2 KFOR
3 KIBZ-F >>	3 KZKX-F	3 KZKX-F	3 KRKR-F	3 KZKX-F	2 KLIN <	3 KFRX-F	3 KZKX-F	3 KZKX-F <	3 KTGL-F	2 KLIN <
	4 KZFX-F	4 KRKR-F	3 KZKX-F	4 KRKR-F <	4 KKUL-F >	4 KRKR-F <	4 KFOR	4 KEZG-F <	3 KZKX-F	4 KFRX-F
	4 KFGE-F	5 KTGL-F	5 KTGL-F	5 KKUL-F	5 KRKR-F	5 KZKX-F	4 KLIN <	5 KFGE-F <	5 KEZG-F	5 KFGE-F
	4 KQCH-F	5 KKNB-F	5 KLIN	5 KLIN	6 KFRX-F	6 KLIN <	6 KKUL-F >	6 KRKR-F	5 KQCH-F	6 KIBZ-F
	4 KKNB-F	7 KFGE-F	7 KKUL-F	7 KFOR	7 KKUL-F <	7 KKUL-F <	7 KEZG-F <	6 KKNB-F <	7 KLIN	7 KKUL-F <
	8 KLMS	7 KLIN	7 KKNB-F	7 KTGL-F	8 KFGE-F	8 KFGE-F	8 KFOR	8 KFOR	7 KFAB	8 KZFX-F
	8 KEZG-F	7 KEZG-F	9 KEZG-F	9 KKNB-F	9 KEZG-F <	9 KRKR-F	8 KKUL-F <	8 KKUL-F <	7 KRKR-F >	8 KQCH-F
		7 KZFX-F	9 KZFX-F	9 KEZG-F		9 KKNB-F	10 KQCH-F <			10 KTGL-F
		7 KKUL-F >								

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KFRX-F	1 KFRX-F >>	1 KFRX-F >>	1 KFRX-F >	1 KFRX-F >	1 KIBZ-F >>>	1 KIBZ-F >>	1 KIBZ-F >	1 KIBZ-F >	1 KIBZ-F	1 KFOR
2 KQCH-F >	2 KZKX-F	2 KIBZ-F	2 KZKX-F	2 KZKX-F >	2 KFRX-F >	2 KFRX-F	2 KZFX-F	2 KRKR-F	2 KRKR-F	2 KFAB
3 KZKX-F	2 KIBZ-F	2 KZKX-F >	3 KIBZ-F	3 KFOR	3 KFGE-F	3 KZFX-F	2 KLMS	3 KLIN	3 KLIN	3 KIBZ-F
3 KFGE-F	4 KQCH-F	4 KTGL-F	3 KEZG-F	3 KKUL-F	3 KLMS >>	3 KLMS	4 KZKX-F	4 KFRX-F	4 KZKX-F	4 KZFX-F
3 KIBZ-F >>	5 KFGE-F	4 KEZG-F	5 KKNB-F	3 KEZG-F		5 KZKX-F	4 KFRX-F	5 KZKX-F	4 KTGL-F	4 KFGE-F
	5 KKNB-F	4 KKNB-F	6 KFGE-F	6 KIBZ-F		5 KFGE-F	4 KKNB-F	5 KZFX-F	6 KZFX-F	4 KZKX-F
	5 KEZG-F >	4 KQCH-F	6 KFOR	6 KKNB-F		5 KKNB-F	4 KLIN	5 KLMS	6 KKUL-F	4 KEZG-F
		4 KSRZ-F	6 KQCH-F	6 KTGL-F		5 KRKR-F >	4 KRKR-F	5 KTGL-F	8 KFOR	
		4 KFGE-F >>	6 KKUL-F	9 KFGE-F			4 KTGL-F >>	9 KFGE-F	8 KFRX-F	
			6 KTGL-F	9 KRKR-F >				9 KKUL-F	8 KKNB-F	
									8 KLMS	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KLMS	SPRTS	1480	Lincoln 2.1 4.7 10 106

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KEFM-F	AC/CHR	96.1	Omaha 1.1 4.8 5 167
KEZO-F	AOR	92.3	Omaha 1.4 7.6 10 263
KFAB	FS/T	1110	Omaha 2.8 8.2 20 409
KGOR-F	O	99.9	Omaha 1.8 6.1 11 276
KKCD-F	CL AOR	105.9	Omaha 0.4 1.5 1 33
KOMJ	ST	590	Omaha 0.7 3.1 6 124
KOTD	ST	1020	Plattsmouth 1.8 2.0 7 50
KQKQ-F	CHR	98.5	Council Bluffs, IA 0.7 6.8 4 205
KSRZ-F	AC/CHR	104.5	Omaha 1.4 6.1 5 233
KXKT-F	C	103.7	Glenwood, IA 0.4 2.1 12 119
KZFX-F	CL AOR	101.9	Lincoln 3.2 10.5 17 404
WOW-F	C	94.1	Omaha 0.7 2.8 10 184

# LINCOLN

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>3 Eagles</b> KFOR-AM, KFRX-FM, KLMS-AM, KRKR-FM	24.3 %	23.2 %	36.7 %	AC	0 (0)	29 (4)	29 (4)	11.6 %	9.8 %
<b>AMFM (Pend. to Clear Channel)</b> KIBZ-FM, KKNB-FM, KTGL-FM, KZKX-FM	23.5 %	26.2 %	40.0 %	AOR/Classic/NR	0 (0)	62 (6)	62 (6)	24.9 %	27.2 %
<b>Triad, pend.</b> KEZG-FM, KFGE-FM, KKUL-FM, KLIN-AM	20.0 %	20.4 %	23.3 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				CHR	0 (0)	39 (3)	39 (3)	15.7 %	14.2 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	39 (4)	39 (4)	15.7 %	16.3 %
				Full Service	31 (2)	0 (0)	31 (2)	12.4 %	13.4 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	17 (1)	0 (0)	17 (1)	6.8 %	6.5 %
				Oldies	0 (0)	19 (2)	19 (2)	7.6 %	6.9 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	1.2 %
				Sports	6 (1)	0 (0)	6 (1)	2.4 %	2.4 %
				Standards/EZ	7 (2)	0 (0)	7 (2)	2.8 %	2.0 %
	<b>67.8 %</b>	<b>69.8 %</b>	<b>100.0 %</b>	<b>Totals</b>	<b>61 (6)</b>	<b>188 (19)</b>	<b>249 (25)</b>		

### AM Stations

KFOR	1240	1 kw	Full Service	ABC, SBUSA	\$36.00	Mc-Guild	3 Eagles
KLIN	1400	1 kw	Talk	ABC, CBS	\$<20.00	---	Triad, pend.

### FM Stations

KEZG	107.3	100 kw @ 548	AC	CBS	\$20.00	---	Triad, pend.
KFGE	98.1	100 kw @ 981	Country		\$<20.00	---	Triad, pend. Milford
KFRX	102.7	100 kw @ 430	CHR		\$32.00	Mc-Guild	3 Eagles
KIBZ	106.3	3 kw @ 213	AOR		\$<20.00	Katz	AMFM
KKNB	104.1	31 kw @ 613	AC-NR		\$<20.00	Katz	AMFM Crete
KKUL	105.3	3 kw @ 328	Oldies		\$<20.00	---	Triad, pend.
KRKR	95.1	50 kw @ 286	AOR	ABC	\$<20.00	Mc-Guild	3 Eagles
KTGL	92.9	100 kw @ 810	Classic AOR		\$40.00	Katz	AMFM Beatrice
KZKX	96.9	100 kw @ 581	Country		\$53.00	Katz	AMFM Seward

Notes: Other ranked stations – See Omaha . . . 10/99 AMFM and Clear Channel announced plans to merge . . . 11/99 KEZG-F, KFGE-F, KKUL-F, KLIN (plus KWBE Beatrice) sold by Warner to JC Acquisition, which immediately contracted to sell the portfolio to Triad for \$12,000,000 (Patrick)

# LITTLE ROCK

<b>Arbitron Rank</b> 83 <b>Pop (12+)</b> 464,300	<b>Stations</b> 25 / 24	<b>Last Year's Revenue:</b> \$21,200,000
<b>MSA Rank:</b> 94	<b>Diaries:</b> 1,587 / 293:1 / 55.5%	<b>Household Income:</b> \$44,784
<b>MSA Pop:</b> 557,000	<b>Sample Target:</b> 1,550	<b>Total Retail Sales:</b> \$6.3 Bil.
<b>DMA:</b> 57	<b>% Below Line:</b> 0.8	<b>#1 Biller:</b> KSSN-F \$3,800,000
<b>Average Persons Rating:</b> 13.9	<b>% Not Listed:</b> 10.7	<b>#1 Billing Portfolio</b>
<b>Market TSL in Hours</b> 18.75	<b>Pop per Station:</b> 19,346	Clear Channel \$9,765,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level
1 KSSN-F	C	63 / 9.8	9.2	12.6	12.9	10.1	11.1	966 / 20.8	24.1	20.7	117 / 2012	E KSSN-F
2 KIPR-F	B	56 / 8.7	9.1	10.0	7.1	7.9	8.7	641 / 13.8	16.2	13.0	106 / 1170	D KIPR-F
3 KMJX-F	AOR/VCL	50 / 7.7	7.2	7.3	10.2	8.9	8.1	804 / 17.3	15.9	17.9	105 / 1596	E KMJX-F
4 KARN-AF	N/T	47 / 7.3	6.6	6.8	6.6	7.8	6.8	669 / 14.4	14.0	17.7	60 / 899	D KARN-AF
5 KKPT-F	CL AOR	44 / 6.8	6.0	4.4	5.0	5.3	5.6	745 / 16.0	13.4	15.4	78 / 1455	C KKPT-F
6 KYFX-F	B/AC	31 / 4.8	3.3	3.0	3.0	2.3	3.5	444 / 9.6	6.9	6.2	32 / 469	A KYFX-F
7 KQAR-F	CHR	30 / 4.6	5.9	6.2	4.4	4.2	5.3	763 / 16.4	14.9	12.0	60 / 1436	A KQAR-F
7 KOLL-F	O	30 / 4.6	3.6	5.3	3.9	4.1	4.4	572 / 12.3	13.7	10.9	66 / 1141	B KOLL-F
9 KURB-F	AC/CHR	29 / 4.5	4.7	4.6	6.5	5.5	5.1	632 / 13.6	12.9	16.5	39 / 1051	D KURB-F
10 KSYG-F	T/SPRTS	28 / 4.3	3.0	4.4	3.6	4.4	3.8	539 / 11.6	11.9	12.5	54 / 1072	C KSYG-F
11 KLEC-F	AOR-NR	27 / 4.2	3.8	2.7	1.4	1.1	3.0	406 / 8.7	5.6	2.5	39 / 571	KLEC-F
12 KOKY-F	B/AC	20 / 3.1	3.6	2.6	3.5	3.8	3.2	358 / 7.7	6.8	6.8	20 / 367	A KOKY-F
12 KVLO-F	SAC	20 / 3.1	2.7	3.6	3.2	5.1	3.1	336 / 7.2	9.4	10.6	24 / 483	B KVLO-F
14 KHTE-F	CHR/B	18 / 2.8	3.6	3.3	3.3	3.2	3.2	448 / 9.6	11.1	9.3	35 / 839	A KHTE-F
14 KDRE-FF	ST	18 / 2.8	3.0	2.1	1.7	1.8	2.4	222 / 4.8	3.8	5.0	20 / 269	KDRE-FF
16 KLAL-F	CHR	17 / 2.6	4.1	2.7	3.5	2.9	3.2	548 / 11.8	11.8	11.6	25 / 829	B KLAL-F
17 KITA	B/G	11 / 1.7	1.7	1.5	1.1	1.5	1.5	192 / 4.1	3.7	4.0	11 / 192	KITA
17 KDDK-F	C	11 / 1.7	3.2	3.6	3.5	3.3	3.0	335 / 7.2	10.9	9.0	14 / 501	B KDDK-F

12+ FM Share (Metro): 88.89% (512 of 576) (Fall 98: 85.31%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KIPR-F >>>	1 KIPR-F	1 KMJX-F	1 KMJX-F	1 KMJX-F	1 KSSN-F <	1 KMJX-F	1 KSSN-F	1 KSSN-F	1 KIPR-F >>>	1 KIPR-F
2 KQAR-F >	2 KMJX-F	2 KKPT-F	2 KKPT-F	2 KKPT-F <	2 KARN-AF >	2 KSSN-F >	2 KARN-AF <	2 KARN-AF <	2 KSSN-F	2 KSSN-F
3 KHTE-F	3 KLEC-F	3 KIPR-F <	3 KSSN-F >	3 KSSN-F >	3 KOLL-F <	3 KARN-AF <	3 KKPT-F <	3 KIPR-F	3 KKPT-F	3 KKPT-F
4 KLEC-F	4 KKPT-F <	4 KSSN-F	4 KURB-F	4 KYFX-F <	4 KKPT-F	4 KIPR-F >	4 KMJX-F	4 KKPT-F <	4 KYFX-F <	4 KQAR-F
5 KSSN-F	5 KYFX-F <	4 KIPR-F <	5 KOLL-F <	5 KMJX-F <	5 KYFX-F	5 KSYG-F	5 KOLL-F <	5 KSYG-F	5 KQAR-F	5 KMJX-F <
6 KYFX-F	6 KURB-F <	6 KYFX-F	6 KURB-F <	6 KSYG-F	5 KKPT-F	6 KURB-F <	5 KMJX-F	5 KARN-AF <	6 KYFX-F	6 KYFX-F
7 KQAR-F	7 KLEC-F <	7 KQAR-F	7 KARN-AF	7 KURB-F	7 KURB-F <	7 KIPR-F	7 KOLL-F <	7 KLEC-F <	7 KLEC-F <	6 KARN-AF <
	8 KQAR-F	7 KOLL-F <	7 KIPR-F <	7 KDRE-FF <	8 KOLL-F	8 KSYG-F	8 KLEC-F	8 KMJX-F <	8 KOKY-F <	8 KOKY-F <
	9 KSYG-F	9 KSYG-F	9 KYFX-F <	9 KSYG-F	9 KYFX-F <	9 KQAR-F	8 KQAR-F	8 KQAR-F <	9 KOLL-F	9 KOLL-F
	9 KOLL-F	10 KARN-AF	10 KQAR-F	10 KVLO-F <	10 KQAR-F <	9 KLEC-F	10 KYFX-F <	9 KYFX-F	10 KLEC-F	10 KITA

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KIPR-F >>>	1 KIPR-F >	1 KURB-F	1 KIPR-F	1 KSSN-F	1 KLEC-F	1 KMJX-F	1 KMJX-F >>	1 KMJX-F >	1 KMJX-F	1 KIPR-F >
2 KLEC-F	2 KKPT-F	1 KSSN-F	2 KKPT-F	2 KURB-F	1 KIPR-F >	2 KIPR-F	2 KIPR-F	2 KKPT-F	2 KKPT-F >	2 KQAR-F
2 KKPT-F >>	3 KLEC-F	1 KQAR-F	2 KURB-F <	3 KOLL-F	3 KYFX-F	3 KLEC-F	3 KKPT-F	3 KSSN-F <	3 KARN-AF	3 KARN-AF
	3 KURB-F	4 KIPR-F	4 KSSN-F	4 KKPT-F <	4 KMJX-F >	4 KYFX-F	4 KLEC-F	4 KIPR-F	4 KSSN-F >	4 KSSN-F >
	3 KSSN-F	4 KKPT-F	5 KQAR-F	5 KYFX-F	5 KHTE-F	4 KSSN-F	4 KYFX-F	5 KYFX-F	5 KYFX-F <	5 KYFX-F
	6 KMJX-F	4 KMJX-F	6 KYFX-F	6 KIPR-F	5 KSSN-F	6 KKPT-F >	4 KSSN-F >	5 KLEC-F	6 KSYG-F	6 KSYG-F
	6 KQAR-F >	7 KYFX-F >>	6 KMJX-F	6 KQAR-F	5 KQAR-F			7 KARN-AF	7 KOLL-F	7 KOLL-F
			8 KLAL-F	8 KSYG-F	5 KOKY-F >>			8 KSYG-F	7 KIPR-F	7 KIPR-F
			8 KOLL-F	8 KVLO-F					9 KLEC-F	
			10 KLEC-F	8 KMJX-F						

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume		
KGHT	REL	880	Sheridan	0.8	1.3	9	134	KVRE-F	ST	92.9	Hot Springs	0.8	1.1	8	124
KLIH	B/G	1250	Little Rock	0.9	2.3	6	113								
KLRG	B/G	1150	N. Little Rock	0.9	3.2	7	166								
KWLR-F	REL-CC	96.9	Maumelle	0.6	2.2	4	108								

# LITTLE ROCK

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Citadel</b> KAAY-AM, KARN-AF, KIPR-FM, KLAL-FM, KLIH-AM, KOKY-FM, KURB-FM, KVLO-FM	30.2 %	27.5 %	38.1 %	AC	0 (0)	29 (1)	29 (1)	5.0 %	9.2 %
<b>Clear Channel</b> KDDK-FM, KMJX-FM, KOLL-FM, KQAR-FM, KSSN-FM	28.4 %	32.5 %	46.1 %	AOR/Classic/NR	0 (0)	121 (3)	121 (3)	21.0 %	17.7 %
<b>Flinn</b> KDRE-FM, KWLR-FM	3.3 %	1.3 %	2.8 %	Black/Urban	0 (0)	107 (3)	107 (3)	18.6 %	17.7 %
<b>Kaleidoscope</b> KHTE-FM, KLEC-FM	7.0 %	4.6 %	1.0 %	CHR	0 (0)	65 (3)	65 (3)	11.3 %	8.8 %
<b>Signal</b> KKPT-FM, KSYG-FM	11.1 %	14.9 %	10.6 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	<b>80.0 %</b>	<b>80.8 %</b>	<b>98.6 %</b>	Country	0 (0)	74 (2)	74 (2)	12.8 %	16.2 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	36 (1)	40 (2)	76 (3)	13.2 %	13.4 %
				Oldies	0 (0)	30 (1)	30 (1)	5.2 %	4.5 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	28 (4)	4 (1)	32 (5)	5.6 %	6.8 %
				Soft AC	0 (0)	20 (1)	20 (1)	3.5 %	5.7 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	0 (0)	22 (3)	22 (3)	3.8 %	0.0 %
				<b>Totals</b>	<b>64 (5)</b>	<b>512 (20)</b>	<b>576 (25)</b>		

### AM Stations

Station	Freq	Power	Format	Network	Revenue	Agency	City
KARN	920	5 kw (DA-N)	News/Talk	ABC, Westwd	\$40.00	Mc-Guild	Citadel
KITA	1440	5 kw/0.24 kw (DA-N)	Black Gospel		\$ NA	--	

### FM Stations

Station	Freq	Power	Format	Network	Revenue	Agency	City
KARN	102.5	3 kw @ 328	Simul. KARN				Cabot
KAWW	100.7	50 kw @ 100	Simul. KDRE-F				Heber Springs
KDDK	106.7	16 kw @ 866	Country	Jones	\$42.00	Clr Chnl	Jacksonville
KDRE	101.1	6 kw @ 328	Standards		\$<20.00	--	N. Little Rock
KHTE	106.3	50 kw @ 492	CHR		\$ NA	--	Lonoke
KIPR	92.3	100 kw @ 938	Black	ABC	\$42.00	Banner	Pine Bluff
KKPT	94.1	100 kw @ 1602	Classic AOR		\$30.00	D&R	Signal
KLAL	107.7	50 kw @ 492	CHR		\$ NA	Mc-Guild	Wrightsville
KLEC	96.5	10.6 kw @ 495	AOR-New Rock		\$ NA	--	England
KMJX	105.1	81 kw @ 1054	AOR/Classic AOR	ABC	\$52.00	Clr Chnl	Conway
KOKY	102.1	4.1 kw @ 387	Black AC		\$<20.00	Mc-Guild	Sherwood
KOLL	94.9	100 kw @ 1844	Oldies	Westwd	\$30.00	Clr Chnl	Maumelle
KQAR	100.3	44.2 kw @ 1369	CHR		\$ NA	Clr Chnl	Jacksonville
KSSN	95.7	100 kw @ 1664	Country		\$80.00	Clr Chnl	Clear Channel
KSYG	103.7	100 kw @ 1663	Talk/Sports	Westwd, CNN	\$<20.00	D&R	Signal
KURB	98.5	100 kw @ 1285	AC/CHR		\$71.00	Mc-Guild	Citadel
KVLO	102.9	50 kw @ 492	Soft AC		\$<20.00	D&R	Citadel
KYFX	99.5	3 kw @ 312	Black AC	CNN, ABC	\$21.00	Allied	Sheridan

Notes: 9/99 KLAL-F changed from Modern AC (AC-NR) to CHR . . . 12/99 KMJX-F transitioned from AOR/Classic AOR to Classic AOR

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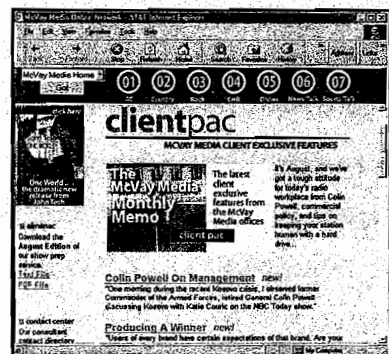
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Markets:  
Los Angeles - Youngstown

# LOS ANGELES

**Arbitron Rank:** 2 **Pop (12+):** 10,347,700  
**MSA Rank:** 2  
**MSA Pop:** 12,900,000  
**DMA:** 2  
**Average Persons Rating:** 16.9  
**Market TSL In Hours:** 22.25

**Stations:** 51 / 48  
**Diaries:** 7,361 / 1406:1 / 47.1%  
**Sample Target:** 7,440  
**% Below Line:** 1.4  
**% Not Listed:** 11.4  
**Pop per Station:** 215,577

**Last Year's Revenue:** \$655,000,000  
**Household Income:** \$48,239  
**Total Retail Sales:** \$97.7 Bil.  
**#1 Biller:** KIIS-F \$39,100,000  
**#1 Billing Portfolio:** CBS/Infinity \$217,600,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	KSCA-F	SP-R	1188 / 6.8	6.0	6.2	6.0	6.9	6.3	10734 / 10.4	10.2	11.1	1290 / 12045	K	KSCA-F
2	KIIS-F	CHR	877 / 5.0	4.8	4.7	4.3	3.6	4.7	18618 / 18.0	16.9	15.4	1028 / 22031	L	KIIS-F
3	KLVE-F	SP	855 / 4.9	5.9	5.9	5.4	6.5	5.5	11296 / 10.9	11.9	13.3	937 / 12709	L	KLVE-F
4	KROQ-F	AOR-NR	678 / 3.9	4.0	3.7	3.7	3.5	3.8	12964 / 12.5	12.0	12.2	760 / 15173	L	KROQ-F
5	KPWR-F	U/CHR	667 / 3.8	3.9	4.0	4.3	4.1	4.0	14089 / 13.6	13.9	14.1	757 / 16441	K	KPWR-F
6	KBUE-F	SP	656 / 3.8	3.8	3.1	2.6	1.9	3.3	7409 / 7.2	6.7	5.4	666 / 7584	F	KBUE-F
7	KOST-F	AC	632 / 3.6	3.0	3.5	3.0	3.6	3.3	12816 / 12.4	11.9	12.3	730 / 15078	L	KOST-F
8	KFI	T	560 / 3.2	3.5	3.3	3.6	3.9	3.4	8378 / 8.1	9.6	9.5	851 / 13099	L	KFI
9	KTWV-F	J	554 / 3.2	3.3	2.9	3.5	3.5	3.2	8476 / 8.2	8.1	9.1	661 / 10252	L	KTWV-F
10	KRTH-F	O	525 / 3.0	2.6	2.9	3.2	3.0	2.9	11208 / 10.8	10.8	11.6	629 / 13864	L	KRTH-F
11	KBIG-F	AC	517 / 3.0	2.3	2.1	2.5	2.4	2.5	10563 / 10.2	8.3	8.5	608 / 12735	K	KBIG-F
12	KYSR-F	AC/CHR	482 / 2.8	2.9	3.2	3.0	2.5	3.0	11881 / 11.5	11.5	10.3	525 / 13407	K	KYSR-F
13	KCMG-F	B/O	442 / 2.5	2.4	2.5	2.8	2.8	2.6	8598 / 8.3	8.1	8.8	516 / 10088	J	KCMG-F
14	KKBT-F	B	427 / 2.4	3.3	3.0	3.8	3.8	3.1	8978 / 8.7	10.5	11.3	518 / 11123	L	KKBT-F
15	KLOS-F	AOR	405 / 2.3	2.1	2.4	2.1	2.3	2.2	7689 / 7.4	7.3	7.1	544 / 10399	K	KLOS-F
16	KNX	N	402 / 2.3	2.4	2.0	2.5	2.1	2.3	10197 / 9.9	8.7	9.9	522 / 13095	K	KNX
17	KCBS-F	CL AOR	399 / 2.3	2.5	2.5	2.6	2.3	2.5	8668 / 8.4	9.1	8.7	488 / 10968	K	KCBS-F
18	KLAX-F	SP-R	372 / 2.1	2.8	3.0	3.3	4.1	2.8	6658 / 6.4	7.8	9.2	392 / 7189	J	KLAX-F
19	KZLA-F	C	370 / 2.1	2.1	2.2	2.1	2.2	2.1	5548 / 5.4	5.6	6.3	434 / 6822	J	KZLA-F
20	KLSX-F	T	366 / 2.1	2.2	2.2	1.9	2.4	2.1	6201 / 6.0	5.9	6.3	447 / 7547	L*	KLSX-F
21	KABC	T	358 / 2.0	2.4	2.3	2.4	2.4	2.3	5957 / 5.8	6.3	6.4	401 / 6824	I	KABC
22	KSSE-F	SP-C	340 / 1.9	2.4	1.8	1.8	1.9	2.0	5475 / 5.3	5.2	5.4	412 / 6903	G	KSSE-F
23	KFWB	N	324 / 1.9	1.7	1.9	1.9	2.0	1.8	8817 / 8.5	8.9	8.6	351 / 9715	K	KFWB
24	KLAC	ST	298 / 1.7	1.6	1.7	2.3	2.3	1.8	4987 / 4.8	5.6	5.9	331 / 5727	F	KLAC
25	KKGO-F	CL	281 / 1.7	1.4	2.0	2.1	1.8	1.8	5351 / 5.2	6.2	5.1	339 / 6087	H	KKGO-F

12+ FM Share (Metro): 78.70% (12174 of 15469) (Fall 98: 78.63%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KIIS-F <	1 KSCA-F >	1 KSCA-F >	1 KSCA-F >	1 KSCA-F >	1 KSCA-F <	1 KSCA-F >>	1 KSCA-F	1 KIIS-F	1 KROQ-F <	1 KSCA-F
2 KPWR-F <	2 KROQ-F <	2 KLVE-F <	2 KLVE-F <	2 KLVE-F <	2 KFI <	2 KLVE-F <	2 KLVE-F <	2 KSCA-F <	2 KPWR-F <	2 KIIS-F <
3 KROQ-F >	3 KIIS-F	3 KIIS-F	3 KIIS-F <	3 KOST-F <	3 KLVE-F <	3 KIIS-F	3 KFI	3 KPWR-F <	3 KIIS-F	3 KLVE-F
4 KKBT-F	4 KLVE-F <	4 KBUE-F	4 KBUE-F <	4 KIIS-F <	4 KTWV-F	4 KLSX-F <	4 KOST-F <	4 KROQ-F <	4 KLVE-F	4 KPWR-F <
5 KBUE-F >	5 KPWR-F	4 KROQ-F	5 KBIG-F	5 KTWV-F	5 KRTH-F <	5 KROQ-F	5 KIIS-F <	5 KLVE-F	5 KOST-F <	5 KBUE-F
	6 KBUE-F	6 KYSR-F	5 KOST-F <	5 KBIG-F <	6 KOST-F	6 KFI <	6 KTWV-F	5 KOST-F <	6 KBUE-F	6 KROQ-F
	7 KYSR-F <	6 KPWR-F <	7 KYSR-F	7 KBUE-F <	6 KNX	7 KPWR-F <	6 KBIG-F <	7 KBUE-F	7 KKBT-F	7 KRTH-F
	8 KKBT-F	8 KOST-F <	7 KTWV-F <	8 KRTH-F	8 KABC <	8 KNX <	8 KBUE-F	8 KTWV-F <	8 KCMG-F <	7 KOST-F <
	9 KOST-F <	9 KBIG-F	9 KLOS-F <	8 KLOS-F <	9 KBIG-F <	9 KBUE-F	8 KRTH-F	9 KBIG-F <	9 KSCA-F <	9 KTWV-F
	10 KSSE-F	10 KLOS-F <	10 KROQ-F <	10 KYSR-F <	10 KFWB	9 KLOS-F <	10 KYSR-F	10 KYSR-F	10 KTWV-F	9 KKBT-F <
					10 KLAC <			10 KRTH-F <	10 KABC	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KIIS-F	1 KSCA-F <	1 KLVE-F <	1 KLVE-F <	1 KLVE-F	1 KPWR-F	1 KSCA-F >	1 KSCA-F >>	1 KSCA-F >	1 KSCA-F >>	1 KSCA-F
2 KSCA-F <	2 KLVE-F <	2 KSCA-F	2 KSCA-F <	2 KSCA-F <	2 KROQ-F <	2 KROQ-F <	2 KROQ-F <	2 KROQ-F <	2 KBUE-F <	2 KROQ-F
3 KPWR-F <	3 KIIS-F	3 KOST-F <	3 KIIS-F	3 KOST-F	3 KSCA-F >	3 KPWR-F	3 KBUE-F	3 KBUE-F	3 KLVE-F <	3 KBUE-F
4 KROQ-F <	4 KYSR-F <	4 KIIS-F <	4 KOST-F <	4 KIIS-F <	4 KIIS-F	4 KBUE-F	4 KLVE-F	4 KPWR-F <	4 KLOS-F <	3 KTWV-F <
5 KBUE-F <	5 KOST-F <	5 KYSR-F	5 KYSR-F <	5 KBIG-F	5 KBUE-F	5 KIIS-F <	5 KLSX-F	5 KLVE-F <	5 KLSX-F	5 KLVE-F
6 KKBT-F <	6 KROQ-F <	6 KBIG-F	6 KBIG-F	6 KTWV-F <	6 KKBT-F	6 KLVE-F	6 KPWR-F	6 KLOS-F <	6 KCBS-F	5 KNX
7 KSSE-F	7 KKBT-F	7 KKBT-F <	7 KBUE-F <	7 KYSR-F <	7 KYSR-F	7 KLSX-F <	7 KLOS-F <	7 KLSX-F <	7 KTWV-F	5 KFWB
8 KLVE-F <	8 KBUE-F <	8 KROQ-F	8 KTWV-F <	8 KCMG-F <	8 KLAX-F <	8 KKBT-F <	8 KIIS-F <	8 KIIS-F <	7 KROQ-F	
9 KYSR-F >	9 KSSE-F	9 KCMG-F <	9 KROQ-F <	9 KRTH-F	9 KYSR-F	9 KYSR-F	9 KYSR-F <	9 KCBS-F	9 KRTH-F	
	9 KPWR-F		10 KCMG-F <	10 KBUE-F <				10 KYSR-F	10 KBIG-F	
									10 KFI <	

# LOS ANGELES

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KACD-F	AOR-P	103.1	Santa Monica	0.7	2.6	117	2709
KACE-F	B/O	103.9	Inglewood	1.0	2.8	217	3574
KBLA	SP-NT	1580	Santa Monica	0.9	1.8	165	1839
KDIS	KIDS	710	Los Angeles	0.4	2.5	88	3224
KFSG-F	REL	96.3	Los Angeles	0.4	1.6	74	1777
KGIL-AA	ST	1260	Beverly Hills	0.6	1.7	100	1818
KIEV	T	870	Glendale	0.5	1.4	85	1600
KJLH-F	B/AC	102.3	Compton	1.4	3.2	247	3400
KKHJ	SP-R	930	Los Angeles	1.5	2.9	273	3130
KKLA-F	REL	99.5	Los Angeles	0.5	1.9	100	2346
KLYY-F	AOR-NR	107.1	Arcadia	0.5	4.4	113	5287
KRLA	T	1110	Pasadena	0.6	2.2	124	2542
KTNQ	SP-NT	1020	Los Angeles	1.4	2.9	278	3313
KWIZ-F	SP-C	106.3	Santa Ana	0.5	1.1	91	1183
KWKW	SP-C	1330	Los Angeles	0.6	1.5	104	1538
KWVE-F	REL	107.9	San Clemente	0.4	1.6	118	2275
KXMX-F	AC/CHR	95.9	Anaheim	0.3	1.3	64	1441
KXTA	SPRTS	1150	Los Angeles	0.5	2.2	103	2650

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KFRG-F	C	95.1	San Bernardino	0.5	1.6	387	5261
KOLA-F	O	99.9	San Bernardino	0.3	1.2	206	3917
XTRA	SPRTS	690	Tijuana, MX	0.7	2.6	181	4105

Consolidation Report	12+	25-54	Revenue
<b>ABC</b>	4.7 %	5.1 %	6.6 %
KABC-AM, KDIS-AM, KLOS-FM			
<b>CBS/Infinity</b>	19.3 %	19.4 %	33.2 %
KCBS-FM, KFVB-AM, KLSX-FM, KNX-AM, KRLA-AM, KROQ-FM, KRTH-FM, KTWV-FM			
<b>Clear Channel, pend.</b>	22.3 %	21.9 %	30.0 %
KBET-AM, KBIG-FM, KCMG-FM, KFI-AM, KIIS-FM, KLAC-AM, KOST-FM, KXTA-AM, KYSR-FM			
<b>Entravision, pend.</b>	2.6 %	2.9 %	1.2 %
KACD-FM, KBCD-FM, KSSE-FM			
<b>Hispanic</b>	14.1 %	17.0 %	9.6 %
KACE-FM, KLVE-FM, KRTO-FM, KSCA-FM, KTNQ-AM			
<b>Liberman</b>	5.8 %	5.6 %	1.3 %
KBUA-FM, KBUE-FM, KKHJ-AM, KWIZ-FM			
<b>Salem, pend.</b>	0.8 %	1.1 %	%
KEZY-AM, KKLA-FM, KLTX-AM, KXMX-FM			
	<b>69.7 %</b>	<b>73.0 %</b>	<b>81.9 %</b>

Format Performance	AM	FM	Total	%	Yr. Ago
AC	0 (0)	1692 (4)	1692 (4)	10.9 %	9.5 %
AOR/Classic/NR	0 (0)	1690 (6)	1690 (6)	10.9 %	10.8 %
Black/Urban	0 (0)	1950 (6)	1950 (6)	12.6 %	14.4 %
CHR	0 (0)	877 (1)	877 (1)	5.7 %	4.0 %
Classical	0 (0)	291 (1)	291 (1)	1.9 %	2.0 %
Country	0 (0)	451 (2)	451 (2)	2.9 %	2.5 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	786 (4)	3501 (7)	4287 (11)	27.7 %	27.4 %
Jazz	0 (0)	554 (1)	554 (1)	3.6 %	3.9 %
News/Talk	1836 (6)	366 (1)	2202 (7)	14.2 %	15.9 %
Oldies	0 (0)	582 (2)	582 (2)	3.8 %	3.4 %
Others/Unknown	73 (1)	0 (0)	73 (1)	0.5 %	0.4 %
Religion/Gospel	0 (0)	220 (3)	220 (3)	1.4 %	1.5 %
Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	206 (3)	0 (0)	206 (3)	1.3 %	1.4 %
Standards/EZ	394 (3)	0 (0)	394 (3)	2.5 %	3.0 %
<b>Totals</b>	<b>3295 (17)</b>	<b>12174 (34)</b>	<b>15469 (51)</b>		

## AM Stations

KABC	790	5 kw (DA-N)	Talk	ABC	\$400.00	ABC	ABC
KFI	640	50 kw	Talk		\$410.00	Christal	Clr Chnl, pend.
KFWB	980	5 kw	News	CNN, ABC, AP	\$310.00	CBS	CBS/Infinity
KKHJ	930	5 kw (DA-N)	Hispanic-Regional		\$140.00	—	Liberman
KLAC	570	5 kw (DA-N)	Standards	AMFM	\$59.00	Sentry	Clr Chnl, pend.
KNX	1070	50 kw	News	CBS	\$310.00	CBS	CBS/Infinity
KTNQ	1020	50 kw (DA-2)	Hisp.-News/Talk	Caracol	\$130.00	Katz Hisp.	Hispanic
KXTA	1150	50 kw/44 kw (DA-2)	Sports	ESPN	\$ NA	Katz	Clear Channel

# LOS ANGELES

## FM Stations

Station	Freq	Power	Format	Class	Revenue	Comments	Location
KBIG	104.3	105 kw @ 2890	AC	AMFM	\$400.00	Sentry	Clr Chnl, pend.
KBUA	94.3	3 kw @ 85	Simul. KBUE-F				San Fernando
KBUE	105.5	1.35 kw @ 407	Hispanic-Regional		\$85.00	---	Liberman Long Beach
KCBS	93.1	28.5 kw @ 3498	Classic AOR	CBS	\$375.00	CBS	CBS/Infinity
KCMG	100.3	5.3 kw @ 3004	Urban Oldies	AMFM	\$ NA	Eastman	Clr Chnl, pend.
KIIS	102.7	8 kw @ 2960	CHR		\$490.00	Katz	Clear Channel
KKBT	92.3	43 kw @ 2910	Black	AMFM	\$440.00	Eastman	See Notes
KKGO	105.1	18 kw @ 2887	Classical	AP	\$185.00	Mc-Guild	Mt. Wilson
KLAX	97.9	26 kw @ 682	Hispanic-Regional		\$305.00	Caballero	SBS E. Los Angeles
KLOS	95.5	63 kw @ 3130	AOR	ABC	\$420.00	ABC	ABC
KLSX	97.1	21 kw @ 3002	Talk		\$270.00	Allied	CBS/Infinity
KLVE	107.5	29.5 kw @ 2998	Hispanic-AC		\$350.00	Katz Hisp.	Hispanic
KOST	103.5	12.5 kw @ 3100	AC		\$400.00	Christal	Clr Chnl, pend.
KPWR	105.9	25 kw @ 3035	Urban/CHR		\$400.00	D&R	Emmis
KROQ	106.7	5.6 kw @ 1387	New Rock		\$475.00	Infinity	CBS/Infinity Pasadena
KRTH	101.1	51.3 kw @ 3130	Oldies		\$545.00	CBS	CBS/Infinity
KSCA	101.9	4.8 kw @ 2831	Hispanic-Regional		\$190.00	Katz Hisp.	Hispanic Glendale
KSSE	97.5	72 kw @ 1827	Hispanic Contemp.		\$ NA	Caballero	Entravision, pend. San Bernardino
KTWV	94.7	58 kw @ 2831	Jazz	Westwd	\$415.00	CBS	CBS/Infinity
KYSR	98.7	75 kw @ 1180	AC/CHR	AMFM	\$390.00	Eastman	Clr Chnl, pend.
KZLA	93.9	18.5 kw @ 3136	Country		\$260.00	Sentry	Bonneville

Notes: \* KLSX-F revenue level includes KRLA revenue . . . 10/99 KACE-F/KRTO-F sold by Cox Radio to Hispanic for \$75,000,000 . . . 12/99 KWPA (1230) sold by Multicultural to Lotus for \$750,000 . . . 12/99 KLYY-F (107.1; Arcadia) changed from New Rock to Hispanic as "Viva 107" . . . 12/99 KSSE-F sold by EXCL to Entravision as part of a \$250,000,000 group transaction . . . 2/00 KFOX-F (93.5; Redondo Beach)/KREA-F (93.5; Ontario) sold by Chagal to Rodriguez Commun. for \$67,000,000 . . . 2/00 KACE-F/KRTO-F changed from Black Oldies to Hispanic . . . 3/00 In divestitures resulting from the AMFM/Clear Channel merger, the KKBT-F calls and format and the 100.3 facility were sold to Radio One as part of a multi-market transaction (price NA); Clear Channel sold KACD-F/KBCD-F to Entravision (price NA) and KEZY/KXMX-F (Anaheim) to Salem as part of a \$185,800,000 multi-market transaction

### FORMAT CODES

AC	- Adult Contemporary	J	- Jazz and New Adult Contemporary
AC-NR	- Modern AC	KIDS	- Children's
AOR	- Album Oriented Rock	N	- News
AOR-NR	- New Rock	O	- Oldies (50's & 60's)
AOR-P	- Progressive AOR	REL	- Religion, Christian
B	- Black (audience 75%+ Black)	REL-CC	- Contemporary Christian
B/AC	- Black Adult Contemporary	SAC	- Soft Adult Contemporary
B/G	- Black Gospel	SP	- Hispanic/Spanish
B/O	- Black Oldies	SP-C	- Hispanic Contemporary
BIZ	- Business News & Talk	SP-NT	- Hispanic News/Talk/Information
C	- Country	SP-R	- Hispanic-Regional
C/O	- Classic Country	SP-TP	- Hispanic-Tropical
CHR	- Contemporary Hit Radio, Top 40	SP-VA	- Hispanic Variety
CL	- Classical	SP-TJ	- Tejano
CL AOR	- Classic AOR, Classic Rock	SPRTS	- Sports
CL HITS	- Classic Hits/70's Oldies	ST	- Standards, Big Band, Nostalgia
E	- Ethnic (usually Foreign Lang.)	T	- Talk
EZ	- Easy Listening, Beautiful Music	U	- Urban (majority of audience is non-white)
FS	- Full Service	VA	- Variety
G	- Gospel	?	- Others or Unknown

### REVENUE LEVEL CODES

A - Less than \$500,000	E - \$3,000,000 to \$3,999,999	I - \$10,000,000 to \$14,999,999
B - \$500,000 to \$999,999	F - \$4,000,000 to \$4,999,999	J - \$15,000,000 to \$19,999,999
C - \$1,000,000 to \$1,999,999	G - \$5,000,000 to \$6,999,999	K - \$20,000,000 to \$29,999,999
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	L - \$30,000,000+



# LOUISVILLE

**Arbitron Rank** 53 **Pop (12+)** 865,400  
**MSA Rank:** 60  
**MSA Pop:** 1,000,000  
**DMA:** 48  
**Average Persons Rating:** 14.7  
**Market TSL in Hours** 19.50

**Stations** 26 / 25  
**Diaries:** 1,558 / 555:1 / 50.9%  
**Sample Target:** 1,520  
**% Below Line:** 0.6  
**% Not Listed:** 13.3  
**Pop per Station:** 34,616

**Last Year's Revenue:** \$46,900,000  
**Household Income:** \$44,430  
**Total Retail Sales:** \$10.4 Bil.  
**#1 Biller:** WHAS \$9,500,000  
**#1 Billing Portfolio**  
 Clear Channel \$22,055,000

12+ Metro	Format	Fall 99		Sum 99	Spq 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spq 99	Fall 98	12+ TSA		Revenue Level
		1/4	Share									AQH	Cume	
1	WAMZ-F	C	146 / 11.5	14.5	12.0	11.8	14.2	12.4	2093 / 24.2	26.0	25.1	190 / 2826	H	WAMZ-F
2	WDJX-F	CHR	129 / 10.1	7.3	8.8	6.6	5.5	8.2	2370 / 27.4	22.6	18.5	165 / 3060	F	WDJX-F
3	WHAS	FS	127 / 10.0	11.8	11.7	11.9	12.9	11.3	2159 / 24.9	24.8	29.9	164 / 2790	H	WHAS
4	WGZB-F	B	84 / 6.6	4.9	5.2	3.8	5.2	5.1	1074 / 12.4	12.3	11.2	85 / 1123	D*	WGZB-F
5	WSFR-F	CL HITS	80 / 6.3	4.7	3.5	3.7	4.5	4.5	1381 / 16.0	11.5	13.8	116 / 1805	D	WSFR-F
6	WVEZ-F	AC	69 / 5.4	7.7	7.2	7.6	6.2	7.0	1310 / 15.1	14.8	13.2	84 / 1580	G	WVEZ-F
7	WTFX-F	AOR	66 / 5.2	4.5	3.6	4.1	4.3	4.3	1112 / 12.8	10.9	11.6	94 / 1670	C	WTFX-F
8	WRKA-F	O	60 / 4.7	5.2	4.6	4.7	4.7	4.8	1163 / 13.4	13.9	14.6	62 / 1197	E	WRKA-F
9	WQMF-F	CL AOR	53 / 4.2	3.8	3.9	3.1	3.4	3.7	967 / 11.2	8.7	10.9	70 / 1273	D	WQMF-F
10	WQSH-F	AC-NR	37 / 2.9	1.6	2.9	2.4	0.9	2.5	872 / 10.1	8.3	3.3	44 / 1041		WQSH-F
11	WKJK	ST	36 / 2.8	2.9	3.7	2.9	2.1	3.1	492 / 5.7	5.0	5.0	38 / 546	A	WKJK
12	WBLO-F	B	32 / 2.5	2.9	2.5	2.2	3.1	2.5	596 / 6.9	7.6	6.9	33 / 616	A	WBLO-F
13	WMHX-F	AC/CHR	28 / 2.2	1.6	1.7	1.7	1.1	1.8	623 / 7.2	6.7	5.8	29 / 641	A	WMHX-F
14	WLRN-F	SAC	26 / 2.0	2.2	2.8	5.1	3.7	3.0	584 / 6.7	8.8	10.6	27 / 606	C	WLRN-F
15	WMJM-F	B/O	19 / 1.5	2.3	2.1	2.4	1.7	2.1	534 / 6.2	5.0	3.8	20 / 565	*	WMJM-F
16	WLKY	N	18 / 1.4	1.3	1.2	1.7	1.4	1.4	489 / 5.7	5.5	5.9	19 / 525	A	WLKY
17	WAVG	C/O	14 / 1.1		0.6	0.7	1.1		229 / 2.6	1.6	2.6	14 / 229		WAVG
18	WLLV	B/G	13 / 1.0	1.0	0.8	0.4	0.7	0.8	198 / 2.3	1.7	2.0	13 / 198		WLLV

12+ FM Share (Metro): 78.06% (861 of 1103) (Fall 98: 74.86%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WDJX-F >>>	1 WDJX-F	1 WAMZ-F	1 WAMZ-F	1 WAMZ-F	1 WHAS	1 WHAS	1 WAMZ-F	1 WAMZ-F <	1 WDJX-F	1 WDJX-F
2 WGZB-F >	2 WTFX-F	2 WDJX-F	2 WDJX-F	2 WDJX-F	2 WAMZ-F >	2 WAMZ-F	2 WHAS >	2 WDJX-F	2 WGZB-F	2 WAMZ-F
3 WTFX-F	3 WGZB-F	3 WSFR-F	3 WSFR-F	3 WSFR-F	3 WVEZ-F	3 WDJX-F	3 WDJX-F <	3 WHAS	3 WAMZ-F	3 WHAS
4 WBLO-F	3 WAMZ-F	4 WGZB-F <	4 WVEZ-F <	4 WVEZ-F <	3 WRKA-F	4 WSFR-F <	4 WVEZ-F	4 WGZB-F <	4 WHAS	4 WGZB-F
	5 WSFR-F	5 WTFX-F	5 WGZB-F	5 WHAS <	5 WSFR-F	5 WTFX-F	5 WSFR-F <	5 WSFR-F	5 WTFX-F <	5 WSFR-F <
	6 WQMF-F	6 WVEZ-F <	6 WQMF-F <	6 WGZB-F	6 WDJX-F <	6 WGZB-F	6 WRKA-F	6 WVEZ-F	6 WSFR-F <	6 WRKA-F <
	7 WQSH-F	7 WQMF-F	7 WTFX-F <	7 WRKA-F <	7 WKJK <	7 WVEZ-F	7 WGZB-F <	7 WRKA-F <	7 WVEZ-F	7 WVEZ-F <
		8 WRKA-F <	8 WRKA-F <	8 WQMF-F <	8 WGZB-F	7 WQMF-F	8 WQMF-F <	8 WTFX-F <	8 WBLO-F	8 WTFX-F <
		9 WHAS	9 WHAS >	9 WTFX-F >	9 WQMF-F >		9 WTFX-F	9 WQMF-F <	9 WRKA-F <	9 WQMF-F
							10 WKJK	10 WQSH-F >	10 WQSH-F	10 WQSH-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WDJX-F	1 WDJX-F >>	1 WDJX-F >>	1 WAMZ-F <	1 WAMZ-F	1 WTFX-F >>	1 WTFX-F >	1 WTFX-F	1 WSFR-F	1 WSFR-F	1 WHAS <
2 WGZB-F	2 WAMZ-F	2 WAMZ-F <	2 WDJX-F >	2 WDJX-F	2 WGZB-F	2 WSFR-F	2 WSFR-F	2 WTFX-F <	2 WAMZ-F	2 WAMZ-F
2 WAMZ-F >>	3 WGZB-F >	3 WGZB-F >	3 WVEZ-F <	3 WVEZ-F	3 WBLO-F	3 WDJX-F	3 WQMF-F	3 WAMZ-F	3 WQMF-F	3 WGZB-F
4 WTFX-F	4 WQSH-F	4 WVEZ-F	4 WGZB-F >	4 WGZB-F	3 WDJX-F	3 WQMF-F <	4 WDJX-F <	4 WQMF-F <	4 WDJX-F <	4 WDJX-F <
4 WSFR-F	5 WVEZ-F	5 WQSH-F	5 WSFR-F	5 WHAS <	5 WAMZ-F	5 WGZB-F <	5 WAMZ-F <	5 WDJX-F	5 WTFX-F <	5 WTFX-F <
4 WQSH-F	5 WTFX-F	6 WMHX-F	6 WRKA-F <	6 WRKA-F	5 WSFR-F	6 WAMZ-F	6 WGZB-F >	6 WGZB-F	6 WHAS <	6 WSFR-F
	5 WSFR-F	6 WTFX-F	7 WHAS	7 WSFR-F			7 WBLO-F	7 WHAS	7 WRKA-F	7 WRKA-F
		6 WSFR-F	8 WMHX-F	8 WMHX-F			7 WQSH-F	7 WRKA-F	8 WGZB-F	8 WGZB-F
			8 WQSH-F <							

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WFIA	REL	900	Louisville	0.5	1.7	6 157	WASE-F	0	103.5	Radcliff, KY	0.6	1.5	16 287
WLOU	B/G	1350	Louisville	0.9	3.1	11 268							
WMPI-F	C	105.3	Scottsburg, IN	0.5	1.4	9 153							
WTMT	SPRTS	620	Louisville	0.4	2.2	6 208							
WWKY	T	790	Louisville	0.9	4.9	12 456							
WXLN-F	REL-CC	105.1	Shepherdsville	0.9	2.9	13 280							
WYBL-F	C	93.1	Clarksville, IN	0.6	3.3	8 320							

# LOUISVILLE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Blue Chip</b> WDJX-FM, WFIA-AM, WGZB-FM, WLRS-FM, WMJM-FM, WXLN-FM	21.6 %	21.4 %	18.0 %	AC	0 (0)	134 (3)	134 (3)	12.1 %	2.3 %
<b>Clear Channel</b> WAMZ-FM, WHAS-AM, WKJK-AM, WQMF-FM, WQSH-FM, WTFX-FM, WWKY-AM, WYBL-FM	38.1 %	35.6 %	49.2 %	AOR/Classic/NR	0 (0)	119 (2)	119 (2)	10.8 %	12.8 %
<b>Cox Radio</b> WRKA-FM, WSFR-FM, WVEZ-FM	16.4 %	21.1 %	24.9 %	Black/Urban	0 (0)	135 (3)	135 (3)	12.2 %	13.6 %
				CHR	0 (0)	129 (1)	129 (1)	11.7 %	6.2 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	14 (1)	159 (3)	173 (4)	15.7 %	2.0 %
				Full Service	127 (1)	0 (0)	127 (1)	11.5 %	14.4 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	30 (2)	0 (0)	30 (2)	2.7 %	3.3 %
				Oldies	0 (0)	147 (3)	147 (3)	13.3 %	12.3 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	30 (3)	12 (1)	42 (4)	3.8 %	3.6 %
				Soft AC	0 (0)	26 (1)	26 (1)	2.4 %	6.9 %
				Sports	5 (1)	0 (0)	5 (1)	0.5 %	1.2 %
				Standards/EZ	36 (1)	0 (0)	36 (1)	3.3 %	2.3 %
				<b>Totals</b>	<b>242 (9)</b>	<b>861 (17)</b>	<b>1103 (26)</b>		

### AM Stations

Call	Freq	Pwr	Format	Station	City
WAVG	1450	1 kw	Classic Country	ABC \$ NA	Jeffersonville, IN
WHAS	840	50 kw	Full Service	ABC \$132.00	Clear Channel
WKJK	1080	10 kw/1 kw (DA-2)	Standards	Westwd, ABC \$ NA	Clear Channel
WLKY	970	5 kw (DA-2)	News	AP, CBS \$ NA	Katz Hearst-Argyle
WLLV	1240	1 kw	Black Gospel	\$ NA	K&P Mortenson

### FM Stations

Call	Freq	Pwr	Format	Station	City
WAMZ	97.5	100 kw @ 673	Country	\$155.00	Christal Clear Channel
WBLO	104.3	3kw @ 328	Black	\$ NA	Mc-Guild LMA to Blue Chip
WDJX	99.7	24 kw @ 715	CHR	\$60.00	Eastman Blue Chip
WGZB	96.5	3 kw @ 328	Black	ABC \$45.00	D&R Blue Chip
WLRS	102.3	3 kw @ 285	Soft AC	\$30.00	Eastman Blue Chip
WMHX	103.9	1.35 kw @ 490	AC/CHR	\$25.00	Christal Cox Radio
WMJM	101.3	1.9 kw @ 415	Black Oldies	ABC \$<20.00	D&R Blue Chip
WQMF	95.7	28.5 kw @ 643	Classic AOR	\$60.00	Cir Chnl Clear Channel
WQSH	98.9	50 kw @ 492	Modern AC	\$ NA	Cir Chnl Clear Channel
WRKA	103.1	6 kw @ 312	Oldies	\$60.00	Christal Cox Radio
WSFR	107.7	31 kw @ 568	Classic Hits	\$31.00	Christal Cox Radio
WTFX	100.5	37.4 kw @ 554	AOR	Source \$55.00	Cir Chnl Clear Channel
WVEZ	106.9	24.5 kw @ 670	Soft AC	\$68.00	Christal Cox Radio

Notes: \* WGZB revenue level includes WMJM-F revenue . . . 9/99 The WQSH-F calls and Modern AC format moved from 93.1 to 98.9 (ex-WHKW-F); the 93.1 changed to Country as WYBL-F ("The Bull") . . . 10/99 WXLN-F sold to Blue Chip for \$2,000,000 (Media Svcs) . . . 1/00 WQSH-F changed calls to WZTR-F . . . 1/00 WLRS-F changed calls to WULV-F ("Love 102.3") . . . 2/00 WXLN-F changed from Contemp. Christian to New Rock as WLRS-F . . . 2/00 WTMT (620) sold for \$1,100,000

# LUBBOCK

Arbitron Rank 177 Pop (12+) 190,200	Stations 20 / 19	Last Year's Revenue: \$10,700,000
MSA Rank: 184	Diaries: 889 / 214:1 / 50.8%	Household Income: \$35,549
MSA Pop: 235,000	Sample Target: 860	Total Retail Sales: \$2.6 Bil.
DMA: 147	% Below Line: 1.6	#1 Biller: KLLL-F \$2,500,000
Average Persons Rating: 16.0	% Not Listed: 12.1	#1 Billing Portfolio
Market TSL in Hours 21.50	Pop per Station: 10,011	AMFM \$5,230,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	KLLL-F	45 / 14.8	18.2	18.6	17.1	15.3	573 / 30.1	31.1	29.8	73 / 900	D	KLLL-F
2	KZII-F	35 / 11.5	9.6	12.9	17.5	17.2	549 / 28.8	26.5	31.5	56 / 895	C	KZII-F
3	KFMX-F	28 / 9.2	7.7	6.3	10.2	8.9	360 / 18.9	14.6	16.4	37 / 502	C	KFMX-F
4	KKCL-F	24 / 7.9	6.8	9.0	8.3	10.2	318 / 16.7	19.0	20.1	28 / 465	C	KKCL-F
5	KLZK-F	22 / 7.2	8.3	9.0	2.5	2.9	315 / 16.6	17.2	15.6	38 / 477	A	KLZK-F
6	KMMX-F	15 / 4.9	4.3	4.3	6.7	5.4	324 / 17.0	16.3	14.2	24 / 463	B	KMMX-F
7	KQBR-F	12 / 3.9	4.3	5.0	5.4	3.8	263 / 13.8	13.3	11.7	16 / 359		KQBR-F
7	KONE-F	12 / 3.9	3.4	4.6	2.5	2.9	190 / 10.0	10.1	11.0	16 / 271	A	KONE-F
9	KXTQ-F	11 / 3.6	3.7	4.6	5.1	4.5	153 / 8.0	10.2	11.1	22 / 324	B	KXTQ-F
10	KRFE	8 / 2.6	3.1	3.3	1.9	1.3	88 / 4.6	6.1	7.3	11 / 142	A	KRFE
10	KFYO	8 / 2.6	3.1	1.7	1.6	2.5	170 / 9.0	9.6	7.0	15 / 252	A	KFYO

12+ FM Share (Metro): 84.33% (226 of 268) (Fall 98: 88.17%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KLZK-F	1 KFMX-F	1 KLLL-F <	1 KLLL-F	1 KLLL-F >	1 KLLL-F >	1 KLLL-F	1 KLLL-F	1 KLLL-F	1 KLZK-F	1 KLLL-F <
2 KZII-F >>	2 KZII-F >	2 KZII-F <	2 KFMX-F	2 KKCL-F <	2 KKCL-F >>	2 KZII-F >	2 KZII-F	2 KFMX-F <	2 KZII-F	2 KZII-F
3 KFMX-F	3 KLZK-F	3 KFMX-F >	3 KZII-F <	3 KFMX-F	3 KZII-F	3 KFMX-F <	3 KFMX-F	3 KZII-F	2 KFMX-F <	3 KLZK-F
3 KLLL-F >	3 KLLL-F	4 KKCL-F	4 KKCL-F >	4 KZII-F >	4 KONE-F	4 KKCL-F >	4 KKCL-F >	4 KKCL-F <	4 KLLL-F >	4 KFMX-F <
	5 KMMX-F >>	5 KLZK-F <	5 KMMX-F	5 KONE-F	5 KRFE	5 KLZK-F <	5 KFYO	5 KLZK-F >	5 KMMX-F	5 KKCL-F
		6 KMMX-F >	5 KONE-F	6 KMMX-F	5 KFYO	6 KONE-F	5 KONE-F	6 KQBR-F	6 KKCL-F	6 KXTQ-F
				7 KXTQ-F	7 KXTQ-F	7 KMMX-F	5 KMMX-F <	6 KMMX-F	6 KXTQ-F >	7 KMMX-F
				7 KQBR-F	7 KQBR-F	7 KFMX-F	8 KRFE	8 KQBR-F <	8 KONE-F	8 KRBL-F
					7 KQBR-F	8 KRFE	8 KQBR-F <	8 KONE-F		8 KRBL-F
						9 KQBR-F <	9 KLZK-F >			8 KEJS-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KZII-F	1 KZII-F >	1 KZII-F	1 KLLL-F	1 KLLL-F >	1 KFMX-F >>	1 KFMX-F >>>	1 KFMX-F >>>	1 KFMX-F >>	1 KFMX-F >	1 KLZK-F
2 KLZK-F >	2 KLLL-F	2 KLLL-F	2 KZII-F >>	2 KZII-F	2 KZII-F >	2 KLZK-F	2 KLZK-F	2 KLLL-F	2 KLLL-F <	2 KFMX-F
3 KLLL-F	3 KLZK-F	3 KMMX-F	3 KKCL-F	3 KKCL-F >	3 KLZK-F	2 KZII-F	2 KLLL-F	3 KZII-F	3 KKCL-F >	2 KLLL-F >
3 KMMX-F >	3 KMMX-F >>	3 KONE-F >	3 KMMX-F	4 KMMX-F	3 KMMX-F >>	4 KLLL-F	2 KZII-F >	4 KKCL-F >	4 KZII-F	4 KZII-F
5 KXTQ-F >>	5 KKCL-F	5 KFMX-F	5 KLZK-F	5 KQBR-F		5 KMMX-F >>	5 KMMX-F >>	5 KLZK-F	5 KONE-F	4 KMMX-F
	5 KQBR-F	5 KKCL-F	6 KQBR-F	5 KONE-F				5 KMMX-F	6 KLZK-F	
	5 KONE-F	5 KLZK-F >>						7 KONE-F	6 KMMX-F	
	5 KFMX-F >								6 KXTQ-F	

Other Rated Stations				Metro	Cume	TSA	Other Rated Stations--Outside Market				Metro	Cume	TSA		
Station	SP	Pop	City	Share	Rating	AQH	Cume	Station	REL-CC	Pop	Share	Rating	AQH	Cume	
KBZO	SP	1460	Lubbock	2.3	3.1	8	66	KOFR-F	REL-CC	107.3	Post	1.6	5.8	14	185
KDAV	O	1590	Lubbock	1.6	2.9	5	68								
KEJS-F	SP-TJ	106.5	Lubbock	2.3	6.3	15	188								
KJAK-F	REL	92.7	Slaton	1.0	4.9	6	182								
KKAM	SPRTS	1340	Lubbock	2.3	7.5	9	169								
KLFB	SP	1420	Lubbock	1.6	1.5	5	28								
KRBL-F	C	105.7	Idalou	2.3	7.3	8	173								
KXTQ	CHR/U	950	Lubbock	0.7	2.4	2	69								

# LUBBOCK

Consolidation Report			12+	25-54	Revenue	Format Performance		AM	FM	Total	%	Yr. Ago		
<b>AMFM (Pend. to Clear Channel)</b>			37.4 %	41.8 %	48.9 %	AC	0	(0)	15	(1)	15	(1)	5.6 %	4.7 %
KFMX-FM, KFYO-AM, KKAM-AM, KKCL-FM, KQBR-FM, KZII-FM						AOR/Classic/NR	0	(0)	28	(1)	28	(1)	10.4 %	12.2 %
<b>NextMedia, pend.</b>			23.6 %	27.9 %	32.4 %	Black/Urban	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
KLLL-FM, KMMX-FM, KONE-FM						CHR	2	(1)	57	(2)	59	(3)	22.0 %	24.0 %
			<b>61.0 %</b>	<b>69.7 %</b>	<b>81.3 %</b>	Classical	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Country	0	(0)	64	(3)	64	(3)	23.9 %	22.6 %
						Full Service	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Hispanic	12	(2)	18	(2)	30	(4)	11.2 %	9.3 %
						Jazz	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						News/Talk	8	(1)	0	(0)	8	(1)	3.0 %	0.0 %
						Oldies	5	(1)	24	(1)	29	(2)	10.8 %	9.7 %
						Others/Unknown	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Religion/Gospel	0	(0)	8	(2)	8	(2)	3.0 %	1.4 %
						Soft AC	0	(0)	12	(1)	12	(1)	4.5 %	5.0 %
						Sports	7	(1)	0	(0)	7	(1)	2.6 %	3.9 %
						Standards/EZ	8	(1)	0	(0)	8	(1)	3.0 %	5.0 %
						<b>Totals</b>	<b>42</b>	<b>(7)</b>	<b>226</b>	<b>(13)</b>	<b>268</b>	<b>(20)</b>		

### AM Stations

KFYO	790	5 kw/1 kw (DA-2)	Full Service	CBS, Westwd, CNN	\$<20.00	Allied	AMFM
KRFE	580	0.5 kw/0.29 kw (DA-2)	Standards	ABC	\$<20.00	--	

### FM Stations

KFMX	94.5	100 kw @ 817	AOR	ABC	\$29.00	Katz	AMFM	
KKCL	98.1	100 kw @ 436	Oldies	Westwd, ABC	\$22.00	Christal	AMFM	Lorenzo
KLLL	96.3	100 kw @ 817	Country	Westwd, CNN	\$53.00	Eastman	NextMedia, pend.	
KLZK	104.3	50 kw @ 466	Dance CHR		\$ NA	--		Brownfield
KMMX	100.3	100 kw @ 882	AC/CHR		\$<20.00	Eastman	NextMedia, pend.	Tahoka
KONE	101.1	100 kw @ 751	Soft AC	Westwd	\$<20.00	Eastman	NextMedia, pend.	
KQBR	99.5	100 kw @ 817	Country	Westwd	\$<20.00	Sentry	AMFM	
KXTQ	93.7	100 kw @ 741	Hispanic-Tejano		\$<20.00	Katz Hisp.		
KZII	102.5	100 kw @ 817	CHR		\$26.00	Allied	AMFM	

Notes: 8/99 KCRM-F changed from Classic AOR to Country as KQBR-F ("The Bear") . . . 10/99 AMFM and Clear Channel announced plans to merge . . . 2/00 KLLL-F, KMMX-F and KONE-F sold by Pinnacle to NextMedia as part of a \$75,000,000 group transaction

# MACON

**Arbitron Rank** 147 **Pop (12+)** 257,900  
**MSA Rank:** 154  
**MSA Pop:** 323,000  
**DMA:** 122  
**Average Persons Rating:** 15.8  
**Market TSL in Hours** 21.25

**Stations** 19 / 18  
**Diaries:** 947 / 272:1 / 49.9%  
**Sample Target:** 970  
**% Below Line:** 0.7  
**% Not Listed:** 10.3  
**Pop per Station:** 14,328

**Last Year's Revenue:** \$11,400,000  
**Household Income:** \$36,821  
**Total Retail Sales:** \$3.8 Bil.  
**#1 Biller:** WDEN-AF \$3,100,000  
**#1 Billing Portfolio**  
 U. S. \$6,975,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	WIBB-F	B	53 / 13.0	9.6	9.9	13.4	16.0	563 / 21.8	22.6	19.7	73 / 876	C	WIBB-F
2	WDEN-F	C	51 / 12.5	13.8	12.5	11.8	15.2	592 / 23.0	23.7	27.2	101 / 1195	E*	WDEN-F
3	WPEZ-F	AC	33 / 8.1	12.5	9.9	9.5	12.2	459 / 17.8	19.5	20.0	45 / 739	C	WPEZ-F
4	WQBZ-F	AOR	28 / 6.9	5.8	6.8	8.7	10.1	365 / 14.1	15.3	15.9	51 / 688	C	WQBZ-F
5	WMGB-F	CHR	27 / 6.6	5.6	5.4	5.5	6.1	467 / 18.1	16.0	18.5	45 / 874	B	WMGB-F
6	WRBV-F	B/A/C	26 / 6.4	4.2	4.8	3.2	2.0	290 / 11.3	8.6	10.4	27 / 319	A	WRBV-F
7	WAYS-F	O	25 / 6.1	6.4	5.7	6.6	4.6	334 / 12.9	14.5	15.8	43 / 694	B	WAYS-F
8	WLCG-AF	B/G	24 / 5.9	2.9	3.1	3.9	1.0	283 / 11.0	8.3	6.3	25 / 301	A	WLCG-AF
8	WALJ-F	B	24 / 5.9	7.7	6.8	6.3	1.0	372 / 14.4	16.5	15.3	36 / 593	A	WALJ-F
10	WMAC	N/T	22 / 5.4	4.2	4.2	3.9	3.8	294 / 11.4	9.8	9.6	25 / 383	A	WMAC
11	WDDO	B/G	19 / 4.7	5.0	2.5	3.2	5.6	147 / 5.7	5.8	5.3	19 / 150	A	WDDO

12+ FM Share (Metro): 87.70% (321 of 366) (Fall 98: 89.90%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd			
1	WIBB-F >	1	WIBB-F >	1	WIBB-F	1	WDEN-F	1	WDEN-F	1	WIBB-F >>	1	WIBB-F
2	WALJ-F >	2	WQBZ-F <	2	WDEN-F	2	WPEZ-F	2	WIBB-F	2	WALJ-F	2	WDEN-F
3	WMGB-F >>	3	WMGB-F	2	WQBZ-F	3	WDEN-F	3	WPEZ-F	3	WQBZ-F <	3	WRBV-F
4	WDEN-F	4	WMGB-F	3	WRBV-F	4	WRBV-F	4	WRBV-F	4	WPEZ-F <	4	WDEN-F
4	WALJ-F	5	WRBV-F <	5	WPEZ-F	5	WQBZ-F <	5	WMAC	5	WAYS-F	5	WMGB-F
6	WLCG-AF >	6	WPEZ-F	5	WMGB-F <	6	WAYS-F	5	WIBB-F	6	WRBV-F	6	WQBZ-F <
		7	WALJ-F <	7	WLCG-AF	7	WLCG-AF <	7	WDDO	7	WLCG-AF	7	WPEZ-F
				8	WAYS-F >	8	WMGB-F >	8	WLCG-AF	8	WLCG-AF	8	WDDO

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrite			
1	WIBB-F >	1	WIBB-F	1	WLCG-AF	1	WIBB-F	1	WIBB-F	1	WQBZ-F <	1	WIBB-F >
2	WMGB-F	2	WMGB-F	1	WIBB-F	2	WMGB-F	2	WIBB-F	2	WIBB-F	2	WMGB-F
3	WALJ-F >>	3	WALJ-F >	1	WMGB-F	3	WPEZ-F	3	WDEN-F	3	WLCG-AF	3	WDEN-F
4	WLCG-AF	4	WALJ-F	4	WRBV-F	3	WRBV-F	4	WRBV-F	4	WAYS-F	4	WLCG-AF
5	WPGA-F	4	WRBV-F	5	WDEN-F	5	WMGB-F	5	WMGB-F	4	WRBV-F	4	WDEN-F
5	WQBZ-F	4	WQBZ-F	5	WALJ-F	6	WLCG-AF	6	WLCG-AF	6	WMAC	6	WMAC
5	WDEN-F	4	WDEN-F >	7	WLCG-AF	6	WAYS-F >	6	WAYS-F	6	WAYS-F	6	WLCG-AF
								6	WALJ-F	6	WPEZ-F		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WBML	REL	900	Macon	0.5	1.8	3	61	WWFJ-F	REL-CC	93.3	Manchester	0.7	2.0	6	102
WFXM-F	B/G	100.1	Forsyth	1.7	2.9	11	169								
WMKS-F	CL AOR	92.3	Macon	2.2	7.8	10	246								
WPGA-F	AC/CHR	100.9	Perry	1.7	6.6	7	196								
WRNC-F	C/O	96.5	Gray	1.0	3.2	8	155								
WXKO	B/G	1150	Fort Valley	0.5	1.6	3	88								

# MACON

Consolidation Report			12+	25-54	Revenue	Format Performance		AM	FM	Total	%	Yr. Ago		
<b>Local</b>	15.4 %	13.8 %	3.8 %			AC	0	(0)	40	(2)	40	(2)	10.9 %	11.4 %
WALJ-FM, WBNM-AM, WFXM-FM, WXKO-AM														
<b>Taylor</b>	33.2 %	36.0 %	28.0 %			AOR/Classic/NR	0	(0)	37	(2)	37	(2)	10.1 %	14.7 %
WAXP-AM, WIBB-FM, WLCG-AM, WLCG-FM, WQBZ-FM, WRBV-FM, WRNC-FM														
<b>U. S.</b>	45.6 %	43.4 %	61.2 %			Black/Urban	0	(0)	103	(3)	103	(3)	28.1 %	29.0 %
WAYS-FM, WDDO-AM, WDEN-AM, WDEN-FM, WMAC-AM, WMGB-FM, WMKS-FM, WPEZ-FM														
	<b>94.2 %</b>	<b>93.2 %</b>	<b>93.0 %</b>			CHR	0	(0)	27	(1)	27	(1)	7.4 %	6.2 %
						Classical	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Country	0	(0)	55	(2)	55	(2)	15.0 %	14.3 %
						Full Service	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Hispanic	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Jazz	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						News/Talk	22	(1)	0	(0)	22	(1)	6.0 %	4.9 %
						Oldies	0	(0)	25	(1)	25	(1)	6.8 %	6.5 %
						Others/Unknown	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Religion/Gospel	23	(4)	34	(3)	57	(7)	15.6 %	12.4 %
						Soft AC	0	(0)	0	(0)	0	(0)	0.0 %	0.7 %
						Sports	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Standards/EZ	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						<b>Totals</b>	<b>45</b>	<b>(5)</b>	<b>321</b>	<b>(14)</b>	<b>366</b>	<b>(19)</b>		

### AM Stations

WDDO	1240	1 kw	Black Gospel	Westwd, AURN	\$<20.00	Mc-Guild	U. S.
WLCG	1280	5 kw/0.099 kw	Simul. WLCG-F				
WMAC	940	50 kw/10 kw (DA-N)	News/Talk	ABC, Westwd	\$<20.00	Mc-Guild	U. S.

### FM Stations

WALJ	107.1	2.25 kw @ 540	Black	Westwd	\$ NA	Allied	WFXM-F/WXKO	Gordon
WAYS	99.1	100 kw @ 663	Oldies	ABC, Westwd	\$28.00	Mc-Guild	U. S.	
WDEN	105.3	100 kw @ 659	Country	Westwd	\$77.00	Mc-Guild	U. S.	
WIBB	97.9	10.5 kw @ 500	Black	ABC	\$21.00	D&R	Taylor	Fort Valley
WLCG	102.5	4 kw @ 328	Black Gospel		\$ NA	D&R	Taylor	Warner Robins
WMGB	93.7	29.5 kw @ 646	CHR		\$<20.00	Mc-Guild	U. S.	Jeffersonville
WPEZ	107.9	100 kw @ 689	AC	Westwd	\$42.00	Mc-Guild	U. S.	
WQBZ	106.3	50 kw @ 493	AOR		\$24.00	D&R	Taylor	Fort Valley
WRBV	101.7	6 kw @ 328	Black AC	ABC	\$14.00	D&R	Taylor	Warner Robins

Notes: \* WDEN-F revenue level includes WDEN (AM) revenue . . . 9/99 WBNM (1120) changed from Black Gospel to Black Oldies

# MADISON

**Arbitron Rank** 120 **Pop (12+)** 347,700  
**MSA Rank:** 123  
**MSA Pop:** 409,000  
**DMA:** 84  
**Average Persons Rating:** 13.4  
**Market TSL in Hours** 17.75

**Stations** 22 / 20  
**Diaries:** 1,319 / 264:1 / 53.4%  
**Sample Target:** 1,300  
**% Below Line:** 1.3  
**% Not Listed:** 22.4  
**Pop per Station:** 17,385

**Last Year's Revenue:** \$24,000,000  
**Household Income:** \$56,007  
**Total Retail Sales:** \$5.6 Bil.  
**#1 Biller:** WZEE-F \$3,400,000  
**#1 Billing Portfolio** AMFM \$10,610,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	WZEE-F	47 / 10.1	10.7	11.8	8.9	11.0	10.4	1000 / 28.8	31.0	31.1	92 / 1998	E	WZEE-F
2	WMGN-F	42 / 9.0	8.5	8.6	7.5	7.6	8.4	662 / 19.0	20.5	20.3	62 / 1133	E	WMGN-F
3	WIBA	36 / 7.7	7.7	5.9	7.9	7.0	7.3	615 / 17.7	17.1	21.0	43 / 782	D	WIBA
4	WWQM-F	28 / 6.0	5.0	6.3	7.5	6.2	6.2	435 / 12.5	14.7	13.7	35 / 570	D	WWQM-F
4	WJJO-F	28 / 6.0	6.4	8.0	6.5	6.0	6.7	515 / 14.8	15.9	14.1	72 / 1167	C	WJJO-F
6	WOLX-F	27 / 5.8	6.9	7.5	5.9	6.2	6.5	702 / 20.2	20.5	20.0	81 / 1492	D	WOLX-F
7	WMAD-F	22 / 4.7	6.4	4.1	4.6	4.6	5.0	571 / 16.4	16.1	18.0	33 / 795	C	WMAD-F
8	WMMM-F	21 / 4.5	3.8	3.5	4.6	4.6	4.1	448 / 12.9	11.4	12.1	24 / 582	B	WMMM-F
8	WIBA-F	21 / 4.5	5.8	5.9	5.1	3.6	5.3	551 / 15.8	18.9	15.7	61 / 1372	E	WIBA-F
10	WMLI-F	16 / 3.4	3.4	3.3	3.4	3.2	3.4	373 / 10.7	12.1	10.9	21 / 497	A	WMLI-F
11	WTDY	15 / 3.2	3.6	2.7	4.4	3.6	3.5	253 / 7.3	7.0	8.2	18 / 305	C*	WTDY
12	WYZM-F	11 / 2.4	2.2	2.4	2.6	2.0	2.4	248 / 7.1	8.6	7.4	15 / 358	B	WYZM-F

12+ FM Share (Metro): 79.50% (287 of 361) (Fall 98: 75.26%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WZEE-F>>>	1 WZEE-F	1 WMGN-F<	1 WMGN-F	1 WMGN-F>	1 WIBA	1 WZEE-F	1 WMGN-F	1 WZEE-F	1 WZEE-F>	1 WIBA<
2 WJJO-F	2 WJJO-F	2 WZEE-F>	2 WZEE-F	2 WZEE-F	2 WMGN-F	2 WIBA<	2 WZEE-F	2 WMGN-F	2 WMLI-F<	2 WZEE-F<
2 WMAD-F>	3 WMAD-F	3 WJJO-F	3 WJJO-F<	3 WOLX-F	3 WOLX-F	3 WMGN-F	3 WIBA	3 WOLX-F	3 WIBA<	3 WMGN-F
	4 WMGN-F	4 WMMM-F<	4 WMMM-F	4 WIBA-F	4 WWQM-F	4 WJJO-F	3 WWQM-F	4 WWQM-F<	4 WIBA-F<	4 WOLX-F
	5 WIBA-F	5 WIBA-F	4 WIBA-F<	4 WJJO-F	5 WTDY<	5 WWQM-F	3 WJJO-F	5 WJJO-F	5 WJJO-F	5 WWQM-F
	6 WMMM-F	5 WMAD-F	6 WOLX-F	4 WMMM-F<	6 WZEE-F	6 WIBA-F<	6 WMMM-F<	6 WIBA	5 WMAD-F<	6 WJJO-F
	7 WWQM-F	7 WOLX-F	7 WWQM-F	7 WIBA	7 WMMM-F<	7 WOLX-F	7 WIBA-F<	6 WMAD-F	7 WMGN-F	7 WMAD-F
	8 WHIT	7 WWQM-F	7 WIBA<	8 WWQM-F	8 WMLI-F	8 WMAD-F<	8 WMAD-F	8 WIBA-F	7 WOLX-F	7 WMMM-F
		9 WIBA<	9 WMLI-F	9 WMLI-F<	9 WMMM-F<	8 WTDY<	8 WTDY<	8 WMMM-F	9 WKPO-F	9 WIBU
		10 WMLI-F>	9 WMAD-F>	10 WMAD-F>	10 WTDY>	10 WOLX-F>	10 WMLI-F	9 WWQM-F	9 WMLI-F	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WZEE-F	1 WZEE-F>	1 WZEE-F>	1 WMGN-F<	1 WMGN-F>	1 WJJO-F	1 WJJO-F>	1 WJJO-F	1 WJJO-F	1 WIBA-F	1 WIBA
2 WMAD-F	2 WMGN-F	2 WMGN-F>	2 WZEE-F>>	2 WZEE-F>	2 WZEE-F	2 WZEE-F	2 WIBA-F>	2 WIBA-F	1 WJJO-F	1 WIBA-F
3 WMMM-F>	3 WMMM-F	3 WMMM-F	3 WOLX-F	3 WOLX-F	3 WWQM-F	2 WIBA-F	3 WHIT	3 WZEE-F<	3 WMGN-F<	3 WZEE-F
4 WJJO-F	4 WMAD-F	3 WMLI-F	3 WMMM-F<	4 WMLI-F	3 WMAD-F>>	2 WMAD-F>	3 WMAD-F	4 WMAD-F	4 WMMM-F	4 WTDY>>
4 WKPO-F	5 WJJO-F	5 WWQM-F	5 WWQM-F	4 WWQM-F>	5 WHIT	5 WZEE-F	5 WMGN-F	5 WIBA	5 WOLX-F	
4 WMGN-F>>	5 WMLI-F>	5 WJJO-F>	5 WMLI-F	6 WIBA	6 WMGN-F	5 WMGN-F>>	6 WMMM-F	5 WMLI-F	5 WMLI-F	
			7 WMAD-F	6 WMMM-F>	7 WWQM-F		7 WHIT	7 WMAD-F	7 WMAD-F	
			8 WIBA				7 WWQM-F	7 WZEE-F	7 WZEE-F	
			9 WJJO-F				9 WIBA	9 WHIT	9 WHIT	
							9 WOLX-F	10 WTDY	10 WTDY	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WHIT	SPRTS	1550	Madison	1.7	2.3	10	97	KLYV-F	CHR	105.3	Dubuque, IA	0.4	1.9	4	133
WIBU	ST	1240	Poynette	1.9	3.5	15	203	WJVL-F	C	99.9	Janesville	0.9	2.7	57	732
WKPO-F	CHR/B	105.9	Evansville	1.7	5.5	24	444								
WSJY-F	SAC	107.3	Ft. Atkinson	1.3	3.8	30	466								
WTDA	T	1480	Madison	0.4	3.2	4	135								
WTLX-F	T	100.5	Columbus	0.9	3.5	8	207								
WTSO	SPRTS	1070	Madison	0.9	4.7	7	248								

# MADISON

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>AMFM (Pend. to Clear Channel)</b>	31.3 %	28.8 %	44.2 %	AC	0 (0)	42 (1)	42 (1)	11.6 %	9.8 %
WIBA-AM, WIBA-FM, WMAD-FM, WMLI-FM, WTSO-AM, WZEE-FM				AOR/Classic/NR	0 (0)	92 (4)	92 (4)	25.5 %	24.2 %
<b>Mid-West Family</b>	26.4 %	29.0 %	35.5 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WHIT-AM, WJJO-FM, WMGN-FM, WTDA-AM, WTDY-AM, WWQM-FM				CHR	0 (0)	57 (3)	57 (3)	15.8 %	15.5 %
<b>Woodward</b>	12.7 %	14.3 %	18.7 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WMMM-FM, WOLX-FM, WYZM-FM				Country	0 (0)	43 (3)	43 (3)	11.9 %	13.1 %
	<b>70.3 %</b>	<b>72.1 %</b>	<b>98.4 %</b>	Full Service	36 (1)	0 (0)	36 (1)	10.0 %	10.1 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	17 (2)	4 (1)	21 (3)	5.8 %	6.2 %
				Oldies	0 (0)	27 (1)	27 (1)	7.5 %	8.0 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Soft AC	0 (0)	22 (2)	22 (2)	6.1 %	5.9 %
				Sports	12 (2)	0 (0)	12 (2)	3.3 %	2.1 %
				Standards/EZ	9 (1)	0 (0)	9 (1)	2.5 %	5.2 %
				<b>Totals</b>	<b>74 (6)</b>	<b>287 (15)</b>	<b>361 (21)</b>		

### AM Stations

Station	Power	Frequency	Format	Company	Revenue	Personnel	Group
WIBA	1310	5 kw/5.4 kw (DA-N)	Full Service/Talk	CBS	\$39.00	Katz	AMFM
WTDY	1670	10 kw/1 kw	Talk	ABC, Westwd	\$24.00	Mc-Guild	Mid-West Family

### FM Stations

Station	Power	Frequency	Format	Company	Revenue	Personnel	Group	Location
WIBA	101.5	12 kw @ 1017	AOR		\$64.00	Katz	AMFM	
WJJO	94.1	50 kw @ 492	AOR		\$31.00	Mc-Guild	Mid-West Family	Watertown
WMAD	92.1	1.8 kw @ 400	AOR-New Rock		\$24.00	Katz	AMFM	Sun Prairie
WMGN	98.1	38 kw @ 581	AC		\$53.00	Mc-Guild	Mid-West Family	
WMLI	96.3	5 kw @ 672	Soft AC		\$<20.00	Katz	AMFM	Sauk City
WMMM	105.5	2 kw @ 573	Progressive AOR		\$<20.00	Mc-Guild	Woodward	Verona
WOLX	94.9	37 kw @ 1299	Oldies		\$50.00	Mc-Guild	Woodward	Baraboo
WWQM	106.3	4.5 kw @ 380	Country		\$52.00	Mc-Guild	Mid-West Family	Middleton
WYZM	105.1	6 kw @ 243	Country		\$<20.00	---	Woodward	Waunakee
WZEE	104.1	12 kw @ 1004	CHR		\$53.00	Katz	AMFM	

Notes: \* WTDY revenue level includes WTDA revenue . . . 8/99 WTSO changed from Standards to Sports, using ESPN . . . 9/99 WIBU (1240; Poynette) changed from Classic Country to Standards using Jones ("Music of Your Life") . . . 10/99 AMFM and Clear Channel announced plans to merge



# MANCHESTER

**Arbitron Rank** 186 **Pop (12+)** 176,500  
**MSA Rank:** 138 (w/Nashua)  
**MSA Pop:** 282,000  
**DMA:** Boston (#6)  
**Average Persons Rating:** 16.4  
**Market TSL in Hours** 21.25

**Stations** 35 / 12  
**Diaries:** 845 / 209:1 / 54.6%  
**Sample Target:** 860  
**% Below Line:** 43.7  
**% Not Listed:** 8.0  
**Pop per Station:** 14,708

**Last Year's Revenue:** \$11,600,000  
**Household Income:** \$56,983  
**Total Retail Sales:** \$2.6 Bil.  
**#1 Biller:** WZID-F \$5,400,000  
**#1 Billing Portfolio** AMFM \$6,200,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fail 98	12+ TSA AQH / Cume	Revenue Level		
1	WZID-F	AC/SAC	57 / 19.8	21.5	18.0	22.3	17.9	596 / 33.8	32.0	28.9	103 / 1138	G	WZID-F
2	WGIR-F	AOR	28 / 9.7	10.6	8.2	9.6	9.2	392 / 22.2	24.3	19.6	72 / 1019	F	WGIR-F
3	WOKQ-F	C	18 / 6.2	7.0	5.6	6.4	7.2	281 / 15.9	15.0	13.1	33 / 638		WOKQ-F
4	WGIR	N/T	15 / 5.2	3.5	5.6	3.9	4.6	328 / 18.6	11.3	13.4	16 / 420	C	WGIR
5	WJYY-FF	CHR	11 / 3.8	1.8	1.9	2.5	1.5	185 / 10.5	7.8	5.5	38 / 585		WJYY-FF
5	WFEA	ST	11 / 3.8	4.2	3.7	5.0	5.0	137 / 7.8	7.0	7.0	16 / 198	A	WFEA
7	WQLL-F	O	10 / 3.5	3.2	3.7	3.5	3.4	179 / 10.1	8.9	11.2	16 / 367	B	WQLL-F
8	WJMN-F	CHR	9 / 3.1	3.5	6.0	3.9	3.4	221 / 12.5	13.3	14.4	22 / 548		WJMN-F
8	WAAF-F	AOR-NR	9 / 3.1	3.9	3.4	3.9	5.3	186 / 10.6	10.4	10.4	19 / 389		WAAF-F
10	WXKS-F	CHR/JAC	8 / 2.8	2.1	2.2	2.5	2.3	188 / 10.6	9.2	10.5	21 / 521		WXKS-F
10	WRKO	T	8 / 2.8	1.4	2.6	2.8	2.3	149 / 8.5	5.4	7.5	15 / 250		WRKO
10	WKL-B	C	8 / 2.8	2.8	3.0	1.4	2.3	102 / 5.8	7.7	5.4	33 / 448		WKL-B
10	WBCN-F	AOR	8 / 2.8	2.1	3.4	2.5	3.4	204 / 11.6	8.9	11.6	15 / 474		WBCN-F

12+ FM Share (Metro): 81.51% (216 of 265) (Fall 98: 81.71%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJYY-FF	1 WGIR-F>	1 WZID-F>	1 WZID-F>>	1 WZID-F>>	1 WZID-F>>>	1 WZID-F>>	1 WZID-F>>	1 WZID-F>	1 WZID-F>	1 WZID-F>
1 WJMN-F>	2 WZID-F>	2 WGIR-F>>	2 WGIR-F>	2 WGIR-F>	2 WOKQ-F<	2 WGIR-F	2 WGIR-F>	2 WGIR-F>	2 WGIR-F>>	2 WGIR-F
3 WXKS-F	3 WAAF-F	3 WOKQ-F	3 WOKQ-F>	3 WOKQ-F>	3 WGIR	3 WGIR<	3 WGIR	3 WOKQ-F	3 WJYY-FF	3 WOKQ-F>
3 WGIR-F	4 WJYY-FF	4 WAAF-F	4 WBCN-F	4 WGIR	4 WFEA	4 WBCN-F<	3 WOKQ-F	4 WRKO	3 WJMN-F	4 WJMN-F
3 WZID-F>>	4 WOKQ-F	5 WJYY-FF	4 WQX-F	4 WQLL-F	5 WQLL-F	5 WOKQ-F	5 WFEA<	5 WAAF-F<	3 WOKQ-F	4 WGIR
	6 WXKS-F	6 WBCN-F	4 WQLL-F		5 WGIR-F	6 WFEA	6 WJYY-FF	6 WJYY-FF<	6 WGIR	6 WFEA
	6 WJMN-F									6 WJYY-FF
										6 WKL-B

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrite
1 WZID-F>>	1 WZID-F>>	1 WZID-F>>>	1 WZID-F>>>	1 WZID-F>>>	1 WGIR-F>>>	1 WGR-F>>>	1 WGIR-F>>>	1 WGIR-F>	1 WGIR-F	1 WZID-F
2 WGIR-F>>	2 WGIR-F	2 WJYY-FF	2 WOKQ-F	2 WOKQ-F>	2 WAAF-F>	2 WAAF-F	2 WAAF-F	2 WZID-F>	2 WZID-F>	2 WBZ>>
	3 WOKQ-F	2 WGIR-F	2 WGIR-F	3 WJYY-F	3 WOKQ-F	3 WZID-F>>	2 WZID-F	3 WAAF-F	3 WOKQ-F	3 WFEA
	3 WJYY-FF>	2 WOKQ-F>>	4 WJYY-FF>	3 WGIR-F	3 WZID-F		2 WAAF-F	4 WOKQ-F	4 WQLL-F	4 WGIR-F
				3 WJYY-FF	3 WJMN-F>>		2 WXKS-F	4 WBCN-F>	4 WBCN-F	4 WOKQ-F
							2 WBCN-F			
							2 WZLX-F>>			

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume		
WDER	REL	1320	Derry	0.3	1.4	2	46	WBMX-F	AC-NR	98.5	Boston	1.0	6.1	11	371
WKBR	C	1250	Manchester	1.0	2.6	3	47	WBOS-F	AOR-P	92.9	Brookline	0.7	2.6	4	130
WNNH-F	O	99.1	Henniker	0.7	3.1	19	293	WBZ	N/T	1030	Boston	2.1	10.5	16	409
WRCL-F	CL AOR	107.7	Hillsborough	0.7	2.2	8	207	WCRB-F	CL	102.5	Waltham, MA	0.7	4.2	13	297
								WEEI	SPRTS	850	Boston	1.7	5.6	9	199
								WHEB-F	AOR	100.3	Portsmouth	0.3	2.3	2	63
								WHOB-F	CHR	106.3	Nashua	1.4	7.2	20	471
								WHOM-F	SAC	94.9	Mt. Washington	1.4	4.4	11	265
								WMJX-F	AC	106.7	Boston	0.7	2.6	4	100
								WODS-F	O	103.3	Boston	2.1	7.6	17	395
								WQX-F	B/O	93.7	Lawrence	2.1	7.1	13	277
								WROR-F	CL HITS	105.7	Framingham, MA	0.7	2.5	5	62
								WTKK-F	T	96.9	Boston	0.3	1.8	4	63
								WXLO-F	AC	104.5	Fitchburg, MA	1.7	10.4	14	395
								WXR-F	AOR-NR	92.5	Haverhill, MA	1.4	5.6	18	277
								WZLX-F	CL AOR	100.7	Boston	1.7	5.6	17	309

# MANCHESTER

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Saga</b> WFEA-AM, WQLL-FM, WZID-FM	27.1 %	25.7 %	49.1 %	AC	0 (0)	67 (4)	67 (4)	25.3 %	24.8 %
<b>Vox Media</b> WJYY-FM, WNHI-FM, WRCI-FM	4.2 %	3.5 %	%	AOR/Classic/NR	0 (0)	59 (9)	59 (9)	22.3 %	21.1 %
				Black/Urban	0 (0)	6 (1)	6 (1)	2.3 %	0.0 %
				CHR	0 (0)	31 (5)	31 (5)	11.7 %	12.2 %
				Classical	0 (0)	2 (1)	2 (1)	0.8 %	2.4 %
				Country	3 (1)	26 (2)	29 (3)	10.9 %	9.3 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	1.6 %
				News/Talk	29 (3)	1 (1)	30 (4)	11.3 %	12.2 %
				Oldies	0 (0)	20 (4)	20 (4)	7.5 %	8.1 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	1 (1)	0 (0)	1 (1)	0.4 %	0.4 %
				Soft AC	0 (0)	4 (1)	4 (1)	1.5 %	2.0 %
				Sports	5 (1)	0 (0)	5 (1)	1.9 %	1.6 %
				Standards/EZ	11 (1)	0 (0)	11 (1)	4.2 %	4.1 %
	<b>31.3 %</b>	<b>29.2 %</b>	<b>49.1 %</b>	<b>Totals</b>	<b>49 (7)</b>	<b>216 (28)</b>	<b>265 (35)</b>		

### AM Stations

WFEA	1370	5 kw (DA-2)	Standards	CBS, Talknt, WW1	\$<20.00	Mc-Guild	Saga
WGIR	610	5 kw/1 kw (DA-2)	News/Talk	Westwd	\$28.00	Sentry	AMFM

### FM Stations

WGIR	101.1	11.5 kw @ 1027	AOR	\$80.00	Sentry	AMFM	
WJYY	105.5	1.55 kw @ 456	CHR	\$ NA	--	Vox Media	Concord
WNHI	93.3	0.302 kw @ 1020	Simul. WRCI-F				Belmont
WNHQ	92.1	0.18 kw @ 1332	Simul. WJYY-F				Peterborough
WQLL	96.5	0.68 kw @ 971	Oldies	\$ NA	Mc-Guild	Saga	Bedford
WRCI	107.7	0.58 @ 738	Classic AOR	\$ NA	--	Vox Media	Hillsborough
WZID	95.7	14.5 kw @ 925	AC/Soft AC	\$94.00	Mc-Guild	Saga	

Notes: Other ranked stations -- See Boston or Portsmouth-Dover-Rochester . . . 9/99 WJYY-F, WNHI-F and WRCI-F sold by Radioworks to Vox Media Group (price NA) (Bausemer) . . . 12/99 WNHQ-F changed from simulcasting WRCI-F to simulcasting AOR-NR WFNX-F (Boston)

# MCALLEN-BROWNSVILLE

**Arbitron Rank** 63 **Pop (12+)** 679,200  
**MSA Rank:** 98-McAllen; 150-Bmsv.  
**MSA Pop:** 875,000  
**DMA:** 102  
**Average Persons Rating:** 14.9  
**Market TSL in Hours** 20.50

**Stations** 29 / 20  
**Diaries:** 1,660 / 409:1 / 47.2%  
**Sample Target:** 1,640  
**% Below Line:** 6.7  
**% Not Listed:** 12.9  
**Pop per Station:** 33,960

**Last Year's Revenue:** \$19,100,000  
**Household Income:** \$24,816  
**Total Retail Sales:** \$6.0 Bil.  
**#1 Biller:** KBFM-F \$2,700,000  
**#1 Billing Portfolio**  
 Sunburst \$4,775,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	KBFM-F	166 / 16.4	15.6	15.9	14.1	15.0	2288 / 33.7	35.2	35.4	178 / 2482	D	KBFM-F
2	KVLY-F	93 / 9.2	8.5	7.3	8.5	8.9	1388 / 20.4	21.2	19.8	96 / 1465	C	KVLY-F
3	KFRQ-F	88 / 8.7	7.7	8.3	7.6	4.7	1203 / 17.7	16.8	17.6	94 / 1300	C	KFRQ-F
4	KKPS-F	87 / 8.6	8.4	7.9	11.9	9.5	1643 / 24.2	23.8	23.4	98 / 1892	C	KKPS-F
5	KTEX-F	85 / 8.4	5.7	7.9	6.7	8.1	1010 / 14.9	14.9	17.1	90 / 1078	C	KTEX-F
5	KGBT-F	85 / 8.4	9.5	10.1	5.5	7.8	1287 / 18.9	18.1	18.6	101 / 1426	B	KGBT-F
7	KGBT	51 / 5.1	6.0	5.3	6.3	5.1	631 / 9.3	9.2	9.0	51 / 663	C	KGBT
8	KIWW-F	41 / 4.1	4.9	5.5	8.5	7.6	1046 / 15.4	15.6	19.7	48 / 1215	D	KIWW-F
9	KTJN-FF	31 / 3.1	2.9	3.2	3.6	4.3	586 / 8.6	8.2	7.7	32 / 607	C	KTJN-FF
10	KURV	23 / 2.3	3.3	2.3	3.1	2.2	418 / 6.2	6.8	4.8	24 / 434		KURV
11	XAAA-F	19 / 1.9	1.5	2.8	2.3	2.7	422 / 6.2	6.8	7.7	23 / 486		XAAA-F
12	KVJY	18 / 1.8	0.9	0.5	0.4	1.6	267 / 3.9	1.7	1.8	19 / 276		KVJY
13	XVTH-F	14 / 1.4	1.3	1.5	1.3	1.0	293 / 4.3	4.1	5.0	14 / 293		XVTH-F
14	KIRT	12 / 1.2	1.7	1.0	1.2	2.1	214 / 3.2	3.4	2.3	13 / 226		KIRT

12+ FM Share (Metro): 85.11% (749 of 880) (Fall 98: 85.81%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KBFM-F >>>	1 KBFM-F	1 KBFM-F	1 KVLY-F	1 KVLY-F	1 KGBT-F	1 KBFM-F >	1 KVLY-F <	1 KBFM-F >	1 KBFM-F >>	1 KBFM-F >>
2 KFRQ-F	2 KFRQ-F	2 KVLY-F	2 KBFM-F <	2 KFRQ-F <	1 KTEX-F	2 KGBT-F <	2 KTEX-F <	2 KVLY-F <	2 KFRQ-F	2 KFRQ-F <
3 KKPS-F >	3 KVLY-F	3 KFRQ-F <	3 KFRQ-F	3 KBFM-F <	3 KVLY-F	3 KVLY-F <	3 KBFM-F	3 KFRQ-F <	3 KKPS-F <	3 KKPS-F <
4 KKPS-F >	4 KKPS-F	4 KGBT-F <	4 KGBT-F <	4 KKPS-F <	4 KGBT <	4 KKPS-F <	4 KGBT-F <	4 KTEX-F	4 KVLY-F >	4 KTEX-F
5 KTEX-F	5 KGBT-F <	5 KKPS-F	5 KTEX-F	5 KTEX-F	5 KKPS-F	5 KFRQ-F <	5 KKPS-F <	5 KKPS-F <	5 KGBT-F	4 KFRQ-F >
6 KGBT-F	6 KTEX-F >	6 KTEX-F >	6 KTEX-F >	5 KGBT-F >	6 KBFM-F <	6 KTEX-F	6 KFRQ-F >	6 KGBT-F >	6 KIWW-F	6 KVLY-F
	7 KIWW-F <	7 KGBT <	7 KIWW-F	7 KFRQ-F	7 KFRQ-F	7 KGBT >>	7 KGBT	7 KGBT	7 KTEX-F <	7 KIWW-F
				8 KIWW-F <			8 KIWW-F <			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KBFM-F >>	1 KBFM-F	1 KVLY-F	1 KBFM-F <	1 KVLY-F	1 KBFM-F <	1 KFRQ-F	1 KFRQ-F >	1 KFRQ-F	1 KFRQ-F	1 KBFM-F >
2 KKPS-F	2 KVLY-F	2 KBFM-F	2 KVLY-F	2 KBFM-F	2 KFRQ-F >	2 KBFM-F >	2 KBFM-F	2 KBFM-F	2 KVLY-F	2 KFRQ-F >
3 KVLY-F	3 KKPS-F	3 KFRQ-F <	3 KKPS-F	3 KGBT-F <	3 KKPS-F	3 KKPS-F	3 KVLY-F >	3 KVLY-F <	3 KKPS-F <	3 KKPS-F <
4 KTEX-F	4 KFRQ-F	4 KKPS-F	4 KGBT-F <	4 KTEX-F <	4 KTJN-FF	3 KVLY-F >	4 KKPS-F	4 KTEX-F	4 KBFM-F <	4 KGBT
4 XAAA-F	5 KTEX-F	5 KGBT-F >	5 KTEX-F	5 KKPS-F >	5 KTEX-F	5 KTEX-F	5 KTEX-F	5 KTEX-F <	5 KTEX-F	5 KGBT-F
6 KFRQ-F	5 KGBT-F >	6 KTEX-F >	6 KFRQ-F >	6 KFRQ-F <	6 KGBT-F	5 KGBT-F >>	6 KGBT-F	6 KGBT-F	5 KGBT-F >	7 KGBT
		7 KIWW-F <	7 KIWW-F		6 KTJN-FF >				7 KIWW-F >	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KBOR-AA	SP-R	1600	Brownsville	0.4	1.4	4 96	XAVO-F	SP-VA	101.5	Rio Bravo, MX	0.6	1.8	6 120
KESO-F	AOR-NR	92.7	S. Padre Island	0.5	1.8	5 119	XEEW-F	SP	97.7	Matamoros, MX	0.4	2.5	4 172
KILM-F	SP-R	102.1	Raymondville	0.6	3.3	6 232	XEO	SP-C	97.0	Matamoros, MX	0.5	1.2	5 83
KRGE	REL	1290	Westlaco	0.7	1.4	7 100	XHNA-F	SP-TJ	105.9	Matamoros, MX	0.4	1.5	4 99
KSOX	SPRTS	1240	Raymondville	0.7	1.5	8 113	XHRR-F	SP-C	102.5	Reynosa, MX	0.5	2.0	6 149
KUBR	SP-C	1210	San Jacinto	0.4	1.1	5 85	XMLS-F	SP-C	91.3	Matamoros, MX	0.5	3.2	5 218
							XYRS-F	SP-C	90.1	Reynosa, MX	0.5	1.6	5 111

# MCALLEN-BROWNSVILLE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Cumulus</b> KBFM-FM, KTEX-FM	24.8 %	18.7 %	23.6 %	AC	0 (0)	93 (1)	93 (1)	10.6 %	8.3 %
<b>Hispanic</b> KGBT-AM, KGBT-FM, KIWW-FM	17.6 %	18.7 %	22.5 %	AOR/Classic/NR	0 (0)	93 (2)	93 (2)	10.6 %	10.2 %
<b>Local - 1</b> KBOR-AM, KQXX-AM, KTJN-FM, KTJX-FM	3.5 %	3.2 %	7.3 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
<b>Local - 2</b> KSOX-AM, KURV-AM	2.3 %	1.5 %	%	CHR	0 (0)	166 (1)	166 (1)	18.9 %	18.0 %
<b>Sunburst</b> KFRQ-FM, KKPS-FM, KVLY-FM, KVPA-FM	26.5 %	31.9 %	25.0 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	<b>74.7 %</b>	<b>74.0 %</b>	<b>78.4 %</b>	Country	0 (0)	85 (1)	85 (1)	9.7 %	9.0 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	94 (7)	312 (14)	406 (21)	46.1 %	48.5 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	23 (1)	0 (0)	23 (1)	2.6 %	2.6 %
				Oldies	0 (0)	0 (0)	0 (0)	0.0 %	2.0 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	7 (1)	0 (0)	7 (1)	0.8 %	1.0 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	7 (1)	0 (0)	7 (1)	0.8 %	0.5 %
				Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				<b>Totals</b>	<b>131 (10)</b>	<b>749 (19)</b>	<b>880 (29)</b>		

### AM Stations

Station	Freq	Power	Format	Advertiser	Agency	Station	City
KGBT	1530	50 kw/10 kw (DA-N)	Hispanic Regional	\$38.00	Katz	Hispanic	Harlingen
KJRT	1580	1 kw/0.3 kw	Hispanic Regional	\$ NA	Lotus	Gomez	Mission
KURV	710	1 kw/0.9 kw (DA-2)	Talk	CBS, SBUSA, Westwd \$<20.00	---		Edinburg
KVJY	840	5 kw/1 kw (DA-2)	Hispanic News/Talk	Unica \$<20.00	---		Pharr

### FM Stations

Station	Freq	Power	Format	Advertiser	Agency	Station	City
KBFM	104.1	100 kw @ 998	CHR	ABC \$42.00	D&R	Cumulus	
KFRQ	94.5	100 kw @ 1158	AOR	ABC \$33.00	Allied	Sunburst	Harlingen
KGBT	98.5	100 kw @ 997	Hispanic-Regional	\$ NA	Katz Hisp.	Hispanic	
KIWW	96.1	100 kw @ 987	Hispanic-Tejano	\$50.00	Katz Hisp.	Hispanic	
KKPS	99.5	100 kw @ 1037	Hispanic-Tejano	\$31.00	---	Sunburst	
KTEX	100.3	100 kw @ 1125	Country	ABC \$42.00	Christal	Cumulus	
KTJN	106.3	500 w @ 633	Hispanic Regional	\$33.00	Caballero	KBOR/KTJX-F	Mercedes
KTJX	105.5	3 kw @ 285	Simul. KTJN-F			KBOR/KTJN-F	Mission
KVLY	107.9	100 kw @ 719	AC	\$35.00	Allied	Sunburst	Edinburg
XAAA	93.1	50 kw @ 230	Hispanic-Contemp.	\$ NA	---		Reynosa, MX
XVTH	107.1	50 kw @ 210	Hispanic-Contemp.	\$ NA	---		Matamoros, MX

Notes: Facilities of Mexican stations are not verified; regard with caution . . . 11/99 KSOX sold to KURV for \$700,000. . . 11/99 KSOX changed from Oldies back to Sports . . . 1/00 KZSP-F (95.3; South Padre Island) sold for \$10

# MELBOURNE-TITUSVILLE-COCOA

Arbitron Rank 95 Pop (12+) 404,900  
 MSA Rank: NA  
 MSA Pop: NA  
 DMA: Orlando (#22)  
 Average Persons Rating: 13.2  
 Market TSL in Hours 18.00

Stations 26 / 7  
 Diaries: 1,149 / 352.1 / 54.4%  
 Sample Target: 1,140  
 % Below Line: 54.2  
 % Not Listed: 15.0  
 Pop per Station: 57,843

Last Year's Revenue: NA  
 Household Income: \$38,767  
 Total Retail Sales: \$5.7 Bil.  
 #1 Biller: NA  
 #1 Billing Portfolio NA

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level
1	WAOA-F	CHR	46 / 8.6	8.4	9.4	8.5	858 / 21.2	21.4	22.4	46 / 858	WAOA-F
2	WLRQ-F	AC	43 / 8.1	6.0	4.9	4.8	500 / 12.3	11.8	12.2	43 / 504	WLRQ-F
3	WTKS-F	T	40 / 7.5	8.1	8.4	8.0	619 / 15.3	16.0	17.1	72 / 1018	WTKS-F
4	WMMB-AA	ST/FS	35 / 6.6	7.8	7.2	6.5	382 / 9.4	10.9	10.2	35 / 401	WMMB-AA
5	WJRR-F	AOR-NR	34 / 6.4	8.9	6.2	5.0	507 / 12.5	18.7	14.8	55 / 883	WJRR-F
6	WHTQ-F	CL AOR	32 / 6.0	5.2	3.7	4.8	408 / 10.1	13.6	11.7	52 / 732	WHTQ-F
7	WWKA-F	C	24 / 4.5	5.1	6.1	7.7	471 / 11.6	14.2	13.7	47 / 821	WWKA-F
8	WOMX-F	AC/CHR	22 / 4.1	4.3	5.6	4.2	538 / 13.3	15.5	16.5	37 / 844	WOMX-F
9	WOSN-F	ST	19 / 3.6	5.4	3.0	3.8	323 / 8.0	8.4	5.0	19 / 323	WOSN-F
10	WMGF-F	SAC	18 / 3.4	2.4	4.0	2.7	316 / 7.8	7.7	6.7	59 / 973	WMGF-F
11	WSHE-F	O	17 / 3.2	2.7	2.5	3.7	403 / 10.0	9.1	10.7	36 / 737	WSHE-F
11	WHKR-F	C	17 / 3.2	3.0	3.2	4.5	379 / 9.4	9.2	9.5	18 / 426	WHKR-F
13	WMEL	T	14 / 2.6	1.9	1.9	2.7	261 / 6.4	5.1	5.3	14 / 264	WMEL
14	WOCL-F	B/O	12 / 2.3	1.6	2.5	2.3	260 / 6.4	5.6	10.0	34 / 630	WOCL-F
14	WQOL-F	O	12 / 2.3	1.3	1.3	1.0	177 / 4.4	5.1	4.7	12 / 177	WQOL-F
16	WJHM-F	B	11 / 2.1	2.7	2.2	2.5	240 / 5.9	7.4	7.1	43 / 681	WJHM-F
17	WBVD-F	CL AOR	10 / 1.9	2.2	2.5	3.7	211 / 5.2	8.0	8.5	10 / 211	WBVD-F
18	WPAW-F	C	8 / 1.5		0.7	0.8	137 / 3.4		2.6	8 / 137	WPAW-F

12+ FM Share (Metro): 87.20% (395 of 453) (Fall 98: 84.99%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJRR-F	1 WJRR-F	1 WAOA-F	1 WTKS-F <	1 WTKS-F	1 WMMB-AA	1 WLRQ-F <	1 WLRQ-F	1 WAOA-F <	1 WAOA-F	1 WAOA-F <
1 WAOA-F	2 WAOA-F	2 WTKS-F <	2 WAOA-F <	2 WHTQ-F <	2 WLRQ-F	2 WAOA-F <	2 WTKS-F	2 WLRQ-F <	2 WJRR-F >	2 WMMB-AA
3 WJHM-F >>	3 WTKS-F >	3 WJRR-F <	3 WHTQ-F <	3 WAOA-F	3 WTKS-F <	3 WTKS-F	3 WAOA-F <	3 WTKS-F	3 WTKS-F <	3 WJRR-F
	4 WLRQ-F	4 WHTQ-F	4 WJRR-F <	3 WLRQ-F	4 WHTQ-F	4 WMMB-AA <	4 WMMB-AA	4 WJRR-F <	4 WJHM-F	3 WWKA-F
	5 WOMX-F	5 WLRQ-F >	5 WLRQ-F >	5 WJRR-F	5 WAOA-F <	4 WHTQ-F	5 WHTQ-F	5 WHTQ-F	4 WOMX-F	5 WLRQ-F <
	6 WHTQ-F	6 WWKA-F	6 WWKA-F <	6 WOMX-F	6 WOSN-F	6 WWKA-F <	6 WJRR-F <	6 WMMB-AA <	6 WMGF-F	6 WOSN-F
		7 WOMX-F >	7 WOMX-F	7 WWKA-F	7 WWKA-F	7 WJRR-F <	7 WMEL >	7 WWKA-F	7 WHKR-F	6 WTKS-F
		8 WBVD-F	8 WBVD-F	8 WSHE-F <	7 WSHE-F	8 WOMX-F >	8 WOSN-F	8 WSHE-F <	8 WWKA-F	6 WMGF-F
		9 WHKR-F	9 WSHE-F	10 WBVD-F	10 WMEL <	9 WOSN-F <	9 WWKA-F <	9 WOMX-F <	8 WMMB-AA	6 WHTQ-F
						10 WSHE-F	10 WMGF-F <	10 WHKR-F	10 WLRQ-F	10 WOMX-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrrite
1 WAOA-F	1 WAOA-F	1 WAOA-F	1 WAOA-F	1 WLRQ-F	1 WJRR-F	1 WJRR-F >>	1 WJRR-F >	1 WJRR-F	1 WTKS-F	1 WJRR-F
2 WWKA-F >	2 WLRQ-F >	2 WLRQ-F >	2 WLRQ-F >	2 WAOA-F >	1 WAOA-F >>	2 WTKS-F	2 WTKS-F >>	2 WTKS-F	2 WHTQ-F <	2 WAOA-F
3 WJRR-F	3 WTKS-F	3 WTKS-F	3 WWKA-F	3 WTKS-F	3 WHTQ-F	3 WAOA-F	3 WHTQ-F	3 WHTQ-F	3 WJRR-F >	3 WHKR-F
3 WLRQ-F	3 WOMX-F	3 WOMX-F >>	4 WTKS-F	4 WHTQ-F	3 WJHM-F >>	4 WHTQ-F >	3 WAOA-F	4 WAOA-F >>	4 WAOA-F	3 WJHM-F
3 WOMX-F >>	5 WJRR-F	5 WBVD-F	4 WOMX-F	4 WOMX-F		5 WOMX-F	5 WOMX-F >>	5 WWKA-F	5 WOMX-F	3 WWKA-F
	5 WWKA-F	5 WWKA-F	4 WHTQ-F >	6 WWKA-F				5 WOMX-F	6 WLRQ-F	
	7 WXXL-F >	5 WJRR-F >>	7 WBVD-F	7 WMGF-F				7 WBVD-F	6 WWKA-F	
			7 WSHE-F	7 WSHE-F				7 WHKR-F	6 WSHE-F	
				9 WOCL-F						
				9 WBVD-F >						

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WCFB-F	B/AC	94.5	Orlando	1.5	3.1	38	380
WDBO	FS/T	580	Orlando	1.7	4.8	22	408
WGNE-F	C	98.1	Titusville	1.1	3.8	47	765
WKRO-F	AOR-NR	93.1	Edgewater	0.8	3.1	16	415
WLOQ-F	J	103.1	Winter Park	0.6	1.4	8	203
WMMO-F	CL HITS	98.9	Orlando	0.8	2.4	11	241
WXXL-F	CHR	106.7	Tavares	0.9	6.2	18	612

# MELBOURNE-TITUSVILLE-COCOA

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>AMFM (Pend. to Clear Channel)</b>	16.6 %	13.1 %	%	AC	0 (0)	65 (2)	65 (2)	14.3 %	12.1 %
WBVD-FM, WLRQ-FM, WMMB-AM, WMMV-AM				AOR/Classic/NR	0 (0)	80 (4)	80 (4)	17.7 %	16.0 %
	<b>16.6 %</b>	<b>13.1 %</b>	<b>%</b>	Black/Urban	0 (0)	31 (3)	31 (3)	6.8 %	3.3 %
				CHR	0 (0)	51 (2)	51 (2)	11.3 %	16.0 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	55 (4)	55 (4)	12.1 %	13.5 %
				Full Service	44 (3)	0 (0)	44 (3)	9.7 %	10.1 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	3 (1)	3 (1)	0.7 %	0.6 %
				News/Talk	14 (1)	40 (1)	54 (2)	11.9 %	11.9 %
				Oldies	0 (0)	33 (3)	33 (3)	7.3 %	4.5 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Soft AC	0 (0)	18 (1)	18 (1)	4.0 %	4.7 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	0 (0)	19 (1)	19 (1)	4.2 %	6.8 %
				<b>Totals</b>	<b>58 (4)</b>	<b>395 (22)</b>	<b>453 (26)</b>		

### AM Stations

WMEL	920	1 kw (DA-2)	Talk	CBS, ESPN, WWI	Savalli		
WMMB	1240	1 kw	Standards/Full Svc.	Westwd, ABC	Allied	AMFM	
WMMV	1350	1 kw (DA-N)	Simul. WMMB				Cocoa

### FM Stations

WAOA	107.1	100 kw @ 600	CHR		Christal	WTMS	
WBVD	95.1	6 kw @ 210	Classic AOR		Allied	AMFM	
WHKR	102.7	50 kw @ 492	Country		Eastman	Cumulus, pend.	Rockledge
WLRQ	99.3	50 kw @ 492	AC		Eastman	AMFM	

Notes: Other ranked stations -- See Orlando or Fort Pierce . . . 9/99 WTMS (1560) changed from Standards to Business News/Talk . . . 10/99 WTMS/WAOA-F sold to Southern Broadcast Group for \$10,000,000 (Satterfield & Perry; Explorer) . . . 2/00 WAMT (1060) sold to Genesis for \$650,000 . . . 3/00 As part of the divestitures associated with the AMFM/Clear Channel merger, WHKR-F was sold by AMFM to Cumulus as part of a \$159,000,000 (plus 11 stations) group transaction

# MEMPHIS

**Arbitron Rank** 46 **Pop (12+)** 961,900  
**MSA Rank:** 53  
**MSA Pop:** 1,100,000  
**DMA:** 43  
**Average Persons Rating:** 15.7  
**Market TSL in Hours** 21.00

**Stations** 27 / 24  
**Diaries:** 1,579 / 609:1 / 45.6%  
**Sample Target:** 1,490  
**% Below Line:** 1.1  
**% Not Listed:** 11.2  
**Pop per Station:** 40,079

**Last Year's Revenue:** \$50,400,000  
**Household Income:** \$42,021  
**Total Retail Sales:** \$12.3 Bil.  
**#1 Biller:** WMC-F \$7,500,000  
**#1 Billing Portfolio**  
 Clear Channel \$19,710,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	WHRK-F	B	125 / 8.3	6.5	8.8	7.9	9.3	7.9	1863 / 19.4	21.5	22.2	167 / 2613	G	WHRK-F
2	KXHT-F	B	104 / 6.9	5.3	6.1	5.9	6.0	6.0	1482 / 15.4	14.3	13.6	108 / 1565		KXHT-F
3	WDIA	B	100 / 6.6	8.4	7.2	6.2	8.5	7.1	1177 / 12.2	14.5	14.4	110 / 1330	E	WDIA
4	WRVR-F	AC	98 / 6.5	5.0	6.6	5.4	5.8	5.9	1307 / 13.6	14.5	15.4	113 / 1636	H	WRVR-F
4	WRBO-F	B/O	98 / 6.5	5.5	5.3	6.1	6.2	5.8	1451 / 15.1	14.6	15.4	122 / 1835	B	WRBO-F
4	WGKX-F	C	98 / 6.5	6.8	5.9	4.6	6.6	5.9	1434 / 14.9	13.9	17.0	127 / 1937	F	WGKX-F
7	WEGR-F	AOR	95 / 6.3	5.8	6.5	4.8	5.5	5.8	1447 / 15.0	13.7	14.4	135 / 2033	F	WEGR-F
8	WMC-F	CHR/AC	93 / 6.2	5.1	5.0	5.5	5.9	5.4	1500 / 15.6	14.1	16.4	117 / 1941	H	WMC-F
9	WLOK	B/G	84 / 5.6	4.5	5.1	5.6	5.4	5.2	1034 / 10.7	9.3	11.3	84 / 1054	C	WLOK
10	KJMS-F	B/AC	74 / 4.9	5.2	5.6	6.6	4.5	5.6	1249 / 13.0	14.7	14.2	81 / 1436	F	KJMS-F
11	WKSL-F	CHR	54 / 3.6	3.9	3.5	2.9	2.8	3.5	1084 / 11.3	11.0	10.0	55 / 1114		WKSL-F
12	WOTO-F	O	53 / 3.5	3.1	3.1	2.3	1.2	3.0	649 / 6.7	8.6	5.5	54 / 665	B	WOTO-F
13	WOGY-F	C	42 / 2.8	3.0	3.5	4.0	3.1	3.3	921 / 9.6	10.3	12.4	43 / 969	D	WOGY-F
14	WREC	T	35 / 2.3	3.0	3.3	3.0	3.0	2.9	591 / 6.1	8.0	8.2	42 / 731	C	WREC
15	WSRR-F	CL HITS	32 / 2.1	3.5	3.0	4.3	3.9	3.2	822 / 8.5	9.8	12.9	39 / 1086	E	WSRR-F
16	WMFS-F	AOR	31 / 2.1	2.9	2.3	2.0	2.1	2.3	612 / 6.4	5.6	6.1	32 / 634	A	WMFS-F
17	KWAM	B/G	29 / 1.9	2.8	2.1	1.9	1.4	2.2	609 / 6.3	4.9	4.2	30 / 636	A	KWAM
18	WHBQ	SPRTS	18 / 1.2	0.8	0.8	1.1	1.4	1.0	404 / 4.2	3.1	4.8	21 / 439		WHBQ
19	WMC	N/T	16 / 1.1	0.9	1.3	1.3	1.7	1.1	455 / 4.7	5.5	6.2	19 / 513	C	WMC

12+ FM Share (Metro): 75.99% ( 1019 of 1341 ) ( Fall 98: 75.45% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WHRK-F	1 WHRK-F <	1 WEGR-F <	1 WRBO-F <	1 WRBO-F <	1 WDIA <	1 WDIA	1 WGKX-F <	1 WHRK-F	1 WHRK-F	1 WDIA
2 KXHT-F >>	2 KXHT-F	2 WHRK-F <	2 WMC-F <	2 WMC-F <	2 WRVR-F	2 WEGR-F <	2 WMC-F <	2 WEGR-F <	2 KXHT-F <	2 WHRK-F
3 WKSL-F >	3 WEGR-F	3 WRBO-F <	3 WEGR-F	3 WEGR-F	3 WGKX-F <	3 WGKX-F	3 WRBO-F <	3 KXHT-F <	3 WRBO-F	3 KXHT-F
4 WGKX-F >	3 WMC-F <	4 WMC-F	4 KJMS-F	4 KJMS-F	4 WLOK	3 WMC-F <	4 WRVR-F	4 WMC-F <	4 KJMS-F	4 WRBO-F <
	5 KJMS-F <	5 KXHT-F <	4 WHRK-F	4 WHRK-F <	5 WRBO-F <	5 WHRK-F <	4 WEGR-F	5 WRVR-F	5 WLOK	5 WLOK <
	6 WRBO-F	6 KJMS-F	6 WGKX-F <	6 WDIA <	6 WEGR-F <	6 WLOK <	6 KXHT-F <	6 WRBO-F <	6 WRVR-F	6 WRVR-F <
	7 WKSL-F >	7 WGKX-F <	7 WDIA	7 WRVR-F	7 WMC-F <	7 WRVR-F	7 WHRK-F <	7 WGKX-F	7 WDIA <	7 WGKX-F
	8 WGKX-F	8 WDIA <	8 WRVR-F	7 WGKX-F	8 WOTO-F >	8 KJMS-F <	8 WREC	8 WLOK <	8 WGKX-F <	8 KJMS-F
	8 WMFS-F	9 WKSL-F	9 KXHT-F	9 WOTO-F	9 KJMS-F	9 WRBO-F <	9 WLOK <	9 WDIA <	9 WEGR-F <	9 WKSL-F
		9 WRVR-F		10 KXHT-F <	9 WREC	10 KXHT-F >	10 KJMS-F <	10 KJMS-F <		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KXHT-F <	1 WHRK-F <	1 WMC-F <	1 WRBO-F	1 WRBO-F	1 KXHT-F >	1 KXHT-F	1 WEGR-F	1 WEGR-F	1 WEGR-F >	1 WHRK-F >
2 WHRK-F	2 WMC-F	2 WRBO-F	2 WMC-F <	2 WMC-F <	2 WEGR-F	1 WEGR-F	2 WHRK-F	2 KXHT-F <	2 WMC-F	2 KXHT-F
3 WKSL-F >	3 KJMS-F	3 WHRK-F <	3 WHRK-F <	3 WDIA	2 WHRK-F >	3 WHRK-F >	3 KXHT-F	3 WHRK-F	3 WRBO-F	3 WLOK <
4 WMC-F	3 WRBO-F <	4 WHRK-F >	4 KJMS-F	3 WRVR-F <	4 WKSL-F	4 WMFS-F <	4 WLOK	4 WMC-F	4 WHRK-F <	4 KJMS-F <
5 KJMS-F	5 KXHT-F <	5 WKSL-F	5 WDIA	5 KJMS-F	5 KJMS-F	5 KJMS-F	4 WRBO-F	5 WRBO-F <	5 WSRR-F	5 WRBO-F
5 WOGY-F	6 WKSL-F >>	6 KXHT-F	6 WGKX-F <	6 WHRK-F <	5 WMFS-F >>	6 WRBO-F	4 WMFS-F	6 KJMS-F <	5 WGKX-F	6 WRVR-F
		6 WGKX-F	7 WRVR-F <	7 WGKX-F >	7 WMC-F <	7 WKSL-F <	4 WMC-F	7 WSRR-F	7 KJMS-F	
			8 KXHT-F <	8 WOTO-F <	8 WGKX-F	8 KJMS-F	8 WMC-F	8 WMFS-F <	7 KXHT-F	
			9 WKSL-F	9 WOGY-F <	9 WREC	8 WGKX-F	8 KJMS-F	9 WGKX-F	7 WOTO-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KAMJ-F	B	93.9	Gosnell, AR 0.3 0.6 6 77
WBBP	B/G	1480	Memphis 0.8 2.7 13 270
WCRV	REL	640	Collierville 0.7 2.7 16 359
WJCE	B/O	680	Memphis 0.4 1.7 6 175
WPLX	ST	1170	Germanatown 0.7 1.5 13 171

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KIYS-F	CHR	101.9	Jonesboro, AR 0.5 1.4 39 689
WBLE-F	C	100.5	Batesville, MS 0.3 1.2 17 405
WYNU-F	CL HITS	92.3	Milan, TN 0.3 0.9 24 418

# MEMPHIS

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Barnstable</b>	15.1 %	18.6 %	18.1 %	AC	0 (0)	98 (1)	98 (1)	7.3 %	6.6 %
WGKX-FM, WRBO-FM, WSRR-FM				AOR/Classic/NR	0 (0)	126 (2)	126 (2)	9.4 %	9.8 %
<b>Clear Channel</b>	33.8 %	36.1 %	39.1 %	Black/Urban	106 (2)	406 (5)	512 (7)	38.2 %	40.2 %
KJMS-FM, KWAM-AM, WDIA-AM, WEGR-FM, WHRK-FM, WOTO-FM, WREC-AM				CHR	0 (0)	154 (3)	154 (3)	11.5 %	9.8 %
<b>Entercom</b>	9.7 %	9.6 %	20.1 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WJCE-AM, WOGY-FM, WRVR-FM				Country	0 (0)	145 (3)	145 (3)	10.8 %	11.8 %
<b>Flinn</b>	11.7 %	7.7 %	%	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KXHT-FM, WHBQ-AM, WKSL-FM, WMPS-FM, WOWW-AM, WSFZ-AM				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	<b>70.3 %</b>	<b>72.0 %</b>	<b>77.3 %</b>	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	51 (2)	0 (0)	51 (2)	3.8 %	5.3 %
				Oldies	0 (0)	90 (3)	90 (3)	6.7 %	4.4 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	136 (4)	0 (0)	136 (4)	10.1 %	9.2 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	18 (1)	0 (0)	18 (1)	1.3 %	1.6 %
				Standards/EZ	11 (1)	0 (0)	11 (1)	0.8 %	1.3 %
				<b>Totals</b>	<b>322 (10)</b>	<b>1019 (17)</b>	<b>1341 (27)</b>		

## AM Stations

Call	Freq	Pwr	Time	Format	Ad	Agency	Station
KWAM	990	10 kw	0.45 kw (DA-2)	Black Gospel	Westwd	\$ NA	Clear Channel
WDIA	1070	50 kw	5 kw (DA-2)	Black	ABC, CBS	\$48.00	Clear Channel
WHBQ	560	5 kw	1 kw (DA-2)	Sports	ABC, CBS, Westwd	\$ NA	Flinn
WLOK	1340	1 kw		Black Gospel		\$33.00	Unirep
WMC	790	5 kw	(DA-N)	News/Talk	ABC	\$53.00	Mc-Guild
WREC	600	5 kw	(DA-2)	Talk	CNN, Westwd	\$<20.00	Clear Channel

## FM Stations

Call	Freq	Pwr	Time	Format	Ad	Agency	Station
KJMS	101.1	100 kw	@ 450	Black AC	ABC, AURN	\$45.00	Clear Channel
KXHT	107.1	12.75 kw	@ 479	Black		\$17.00	Flinn
WEGR	102.7	100 kw	@ 900	AOR	Westwd	\$98.00	Clear Channel
WGKX	105.9	100 kw	@ 984	Country		\$115.00	Barnstable
WHRK	97.1	100 kw	@ 531	Black	CBS, ABC	\$105.00	Clear Channel
WKSL	107.5	3 kw	@ 328	CHR		\$ NA	Flinn
WMC	99.7	300 kw	@ 908	CHR/AC	Source	\$82.00	Mc-Guild
WMFS	92.9	6 kw	@ 328	AOR		\$21.00	
WOGY	94.1	50 kw	@ 472	Country	Westwd	\$40.00	Allied
WOTO	95.7	6 kw	@ 328	Oldies		\$24.00	Clear Channel
WRBO	103.5	100 kw	@ 587	Black Oldies		\$ NA	Katz
WRVR	104.5	100 kw	@ 750	AC		\$125.00	Allied
WSRR	98.1	100 kw	@ 768	Classic Hits		\$54.00	Katz

Notes: WMPS-F (96.1; Tunica, MS; Flinn Broadcasting) has been delisted from the Fall 1999 Memphis Arbitron due to "... expansive Rating Distortion and Rating Bias potential ..." of website and on-air announcements urging respondents to record WMPS-F in their diaries no matter to what station they actually listened. The station also will be delisted from the Winter 2000 market report, as the station's efforts continued until just before the Winter survey period ... 9/99 WOWW (1430) changed from Talk to Black Gospel ... 11/99 Sale of WYLT-F by the Estate of Albert Crain to Clear Channel cancelled. Instead, the station was sold to Educational Media Foundation for \$1,400,000 (Saunders) ... 1/00 WOWW changed from Black Gospel to a "Memphis Sound" blend of Black and Top 40 Oldies ... 3/00 WOWW changed from Black Oldies to Children's



# MIAMI-FORT LAUDERDALE

**Arbitron Rank** 12 Pop (12+): 3,151,900  
**MSA Rank:** 24-Miami; 39-Ft. Laud.  
**MSA Pop:** 3,680,000  
**DMA:** 16  
**Average Persons Rating:** 17.5  
**Market TSL in Hours** 23.25

**Stations** 34 / 30  
**Diaries:** 4,639/ 679:1/ 43.3%  
**Sample Target:** 4,710  
**% Below Line:** 3.1  
**% Not Listed:** 10.5  
**Pop per Station:** 105,063

**Last Year's Revenue:** \$209,000,000  
**Household Income:** \$38,662  
**Total Retail Sales:** \$46.0 Bil.  
**#1 Biller:** WAMR-F \$17,500,000  
**#1 Billing Portfolio**  
 Clear Channel \$52,450,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spq 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spq 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	WEDR-F	B	370 / 6.7	7.1	6.8	6.7	8.0	6.8	4772 / 15.1	16.7	17.5	438 / 5889	I	WEDR-F
2	WLYF-F	SAC	280 / 5.1	5.4	5.1	5.0	4.8	5.1	3962 / 12.6	12.0	12.0	292 / 4263	I	WLYF-F
3	WPOW-F	CHRU	268 / 4.9	5.1	5.1	5.0	5.5	5.0	5316 / 16.9	19.3	18.4	297 / 6153	I	WPOW-F
4	WAMR-F	SP	264 / 4.8	5.1	4.9	4.9	4.6	4.9	3539 / 11.2	10.3	9.1	274 / 3818	J	WAMR-F
5	WHQT-F	BIAC	253 / 4.6	4.5	4.6	4.2	5.2	4.5	3581 / 11.4	11.8	12.1	290 / 4193	H	WHQT-F
6	WXDJ-F	SP-C	240 / 4.4	3.1	3.9	3.4	3.1	3.7	3221 / 10.2	9.7	9.5	242 / 3298	H	WXDJ-F
7	WAQI	SP-VA	224 / 4.1	3.9	4.4	5.3	4.4	4.4	2009 / 6.4	6.3	6.7	229 / 2051	G	WAQI
8	WRMA-F	SP-C	217 / 3.9	3.5	3.1	2.9	3.3	3.4	3162 / 10.0	7.5	7.6	232 / 3444	I	WRMA-F
9	WLVE-F	J	210 / 3.8	3.7	3.9	3.6	3.7	3.8	2934 / 9.3	9.6	10.3	236 / 3362	H	WLVE-F
10	WTMI-F	CL	200 / 3.6	3.6	3.7	3.4	3.1	3.6	2713 / 8.6	9.2	8.9	242 / 3307	G	WTMI-F
11	WHYI-F	CHR/AC	198 / 3.6	4.2	4.6	3.8	3.4	4.0	4721 / 15.0	16.1	13.7	221 / 5365	I	WHYI-F
12	WKIS-F	C	189 / 3.4	3.6	3.4	4.5	3.3	3.7	2712 / 8.6	9.3	8.6	204 / 3116	I	WKIS-F
13	WZTA-F	AOR	176 / 3.2	3.3	2.9	3.1	3.5	3.1	2827 / 9.0	9.0	9.5	201 / 3324	I	WZTA-F
14	WMGE-F	B/O	163 / 3.0	3.5	1.6	1.7	1.5	2.4	3086 / 9.8	7.4	8.0	179 / 3487	G	WMGE-F
15	WMXJ-F	O	158 / 2.9	2.7	2.8	3.1	3.1	2.9	3221 / 10.2	10.3	10.2	174 / 3646	H	WMXJ-F
16	WQAM	SPRTS	151 / 2.7	2.9	2.9	3.1	3.1	2.9	2292 / 7.3	7.0	8.6	177 / 2753	I	WQAM
16	WCMQ-F	SP-C	151 / 2.7	1.6	2.4	3.1	2.8	2.5	1854 / 5.9	5.0	6.6	151 / 1873	F	WCMQ-F
16	WFLC-F	AC	151 / 2.7	3.2	3.0	3.3	2.9	3.1	3026 / 9.6	11.1	11.2	162 / 3411	I	WFLC-F
19	WBGJ-F	CL AOR	139 / 2.5	2.7	3.3	3.1	3.0	2.9	2772 / 8.8	9.7	9.8	172 / 3407	H	WBGJ-F
19	WIOD	N/T	139 / 2.5	1.9	1.8	2.0	1.6	2.1	2593 / 8.2	8.0	7.4	154 / 3047	F	WIOD
21	WSUA	SP-C	106 / 1.9	1.0	1.2	0.9	1.4	1.3	832 / 2.6	2.2	2.6	106 / 838	C	WSUA
22	WRTO-F	SP-TP	97 / 1.8	2.1	2.4	2.1	2.3	2.1	2168 / 6.9	7.4	8.1	108 / 2380	G	WRTO-F
23	WQBA	SP	79 / 1.4	2.1	1.4	1.7	1.4	1.7	962 / 3.1	3.2	3.3	79 / 965	E	WQBA
24	WJNA	ST	76 / 1.4	1.3	1.2	2.0	1.5	1.5	855 / 2.7	2.7	3.0	93 / 1106		WJNA
25	WACC	SP	71 / 1.3	0.6	1.0	0.6	0.9	0.9	551 / 1.7	2.1	1.6	71 / 551		WACC
26	WMBM	B/G	66 / 1.2	0.7	0.9	1.2	1.2	1.0	614 / 1.9	2.0	1.6	66 / 614		WMBM
27	WINZ	T	50 / 0.9	1.9	2.1	1.9	1.8	1.7	1030 / 3.3	5.9	6.3	54 / 1129	D	WINZ

12+ FM Share (Metro): 76.72% (3781 of 4928) (Fall 98: 75.45%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WPOW-F <	1 WEDR-F	1 WEDR-F	1 WEDR-F <	1 WEDR-F <	1 WAQI	1 WAMR-F	1 WLYF-F >	1 WEDR-F	1 WEDR-F	1 WEDR-F >
2 WEDR-F >>	2 WPOW-F	2 WHQT-F <	2 WHQT-F <	2 WHQT-F <	1 WLYF-F <	2 WHQT-F	2 WEDR-F <	2 WPOW-F <	2 WPOW-F <	2 WPOW-F
3 WHYI-F >	3 WZTA-F	3 WPOW-F <	3 WXDJ-F <	3 WAMR-F <	3 WAMR-F <	3 WAQI	3 WLVE-F	3 WLYF-F <	3 WAQI >	3 WXDJ-F <
4 WHQT-F	4 WHYI-F <	4 WXDJ-F <	4 WAMR-F <	4 WXDJ-F <	4 WTMI-F <	3 WEDR-F	3 WAMR-F <	4 WXDJ-F	4 WHQT-F	4 WHQT-F <
5 WXDJ-F	5 WZTA-F <	5 WLYF-F	5 WLYF-F	5 WLYF-F	5 WLVE-F <	3 WBGJ-F <	5 WTMI-F	5 WHQT-F	5 WLYF-F <	5 WAMR-F <
6 WMGE-F <	6 WHYI-F	6 WMGE-F <	6 WLVE-F <	6 WLVE-F <	6 WRMA-F <	6 WXDJ-F	5 WRMA-F <	5 WHYI-F <	6 WRMA-F <	6 WRMA-F <
7 WHQT-F	6 WAMR-F <	7 WZTA-F <	7 WMGE-F <	7 WHQT-F <	7 WLYF-F	7 WAQI <	7 WTMI-F <	7 WAMR-F <	7 WHYI-F	7 WHYI-F
8 WFLC-F	8 WLYF-F <	8 WBGJ-F	8 WRMA-F <	8 WRMA-F <	8 WMXJ-F <	8 WPOW-F <	8 WFLC-F	8 WAMR-F <	8 WHYI-F	7 WLVE-F <
9 WLYF-F <	9 WMGE-F	8 WHYI-F <	9 WKIS-F	9 WKIS-F	9 WKIS-F <	9 WZTA-F <	8 WHQT-F	9 WLVE-F <	8 WZTA-F <	9 WLYF-F
10 WBGJ-F <	10 WBGJ-F <	10 WLVE-F <	9 WBGJ-F <	10 WXDJ-F <	10 WRMA-F <	8 WQAM <	10 WKIS-F	10 WKIS-F	10 WKIS-F	10 WTMI-F <
								10 WMGE-F <		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovmtie
1 WPOW-F <	1 WEDR-F	1 WEDR-F >	1 WEDR-F >	1 WEDR-F <	1 WEDR-F	1 WEDR-F <	1 WZTA-F	1 WEDR-F <	1 WXDJ-F <	1 WEDR-F >
2 WEDR-F >	2 WPOW-F	2 WMGE-F <	2 WLYF-F <	2 WAMR-F	2 WPOW-F	2 WZTA-F	2 WXDJ-F	2 WZTA-F	2 WBGJ-F <	2 WAQI >
3 WHYI-F >	3 WHYI-F	3 WPOW-F <	3 WHQT-F <	2 WLYF-F <	3 WZTA-F >	3 WPOW-F	3 WEDR-F	3 WBGJ-F <	3 WHQT-F <	3 WIOD <
4 WXDJ-F	4 WHQT-F <	4 WHQT-F	4 WAMR-F	4 WHQT-F	4 WHYI-F	4 WXDJ-F	4 WPOW-F	4 WHQT-F	4 WZTA-F	4 WHQT-F
5 WHQT-F	4 WLYF-F <	4 WHYI-F <	4 WHYI-F <	5 WRMA-F	5 WMGE-F	5 WBGJ-F <	4 WBGJ-F	4 WXDJ-F	4 WXDJ-F	4 WAMR-F
6 WZTA-F	6 WLYF-F <	6 WAMR-F	6 WPOW-F	6 WXDJ-F <	5 WHQT-F <	6 WHYI-F <	6 WMGE-F <	6 WPOW-F	6 WEDR-F	6 WEDR-F
7 WFLC-F	7 WXDJ-F	6 WHYI-F	7 WXDJ-F	7 WHYI-F <	7 WKIS-F <	7 WMGE-F	7 WHYI-F <	7 WQAM <	7 WLVE-F <	7 WLVE-F <
8 WMGE-F	8 WAMR-F <	8 WRMA-F <	8 WFLC-F	8 WFLC-F <	8 WHQT-F <	8 WHQT-F <	8 WFLC-F	8 WMGE-F <	8 WMGE-F <	8 WMGE-F <
	9 WFLC-F <	9 WXDJ-F <	8 WMGE-F <	9 WLVE-F <	9 WFLC-F <	8 WQAM <	9 WFLC-F	9 WKIS-F	9 WKIS-F	9 WKIS-F <
	10 WZTA-F <	10 WFLC-F	10 WRMA-F	10 WMGE-F	10 WKIS-F	10 WHQT-F <			10 WAMR-F	

Los Angeles - Youngstown

# MIAMI-FORT LAUDERDALE

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	
WAVS	E	1170	Davie	0.5	1.0	27	353
WKAT	E	1360	North Miami	0.8	1.6	45	516
WNMA	SP-NT	1210	Miami Springs	0.9	2.5	48	791
WWFE	SP-VA	670	Miami	0.5	1.6	30	495

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume	
WEAT-F	SAC	104.3	West Palm Beach	0.6	2.0	156	2223
WJNO	N/T	1040	Boynton Beach	0.7	1.7	95	1508
WRMF-F	AC	97.9	West Palm Beach	0.4	2.1	86	1752

Consolidation Report				12+	25-54	Revenue
<b>Beasley, pend.</b>				11.0 %	10.3 %	17.5 %
WHSR-AM, WKIS-FM, WPOW-FM, WQAM-AM						
<b>Clear Channel</b>				19.5 %	22.4 %	25.1 %
WBGG-FM, WHYI-FM, WINZ-AM, WIOD-AM, WLVE-FM, WMGE-FM, WZTA-FM						
<b>Cox Radio, pend.</b>				10.9 %	11.3 %	11.8 %
WFCL-FM, WHQT-FM, WTMJ-FM						
<b>Hispanic</b>				12.1 %	10.7 %	15.4 %
WAMR-FM, WAQI-AM, WQBA-AM, WRTO-FM						
<b>Jefferson-Pilot</b>				8.0 %	8.1 %	11.0 %
WAXY-AM, WLYF-FM, WMXJ-FM						
<b>SBS</b>				11.0 %	12.5 %	11.4 %
WCMQ-FM, WRMA-FM, WXDJ-FM						
<b>Unica</b>				0.9 %	0.8 %	%
WAFN-AM, WNMA-AM						
				<b>73.4 %</b>	<b>76.1 %</b>	<b>92.2 %</b>

Format Performance	AM	FM	Total	%	Yr. Ago
AC	0 (0)	175 (2)	175 (2)	3.6 %	5.7 %
AOR/Classic/NR	0 (0)	315 (2)	315 (2)	6.4 %	7.2 %
Black/Urban	0 (0)	786 (3)	786 (3)	15.9 %	14.6 %
CHR	0 (0)	466 (2)	466 (2)	9.5 %	10.0 %
Classical	0 (0)	200 (1)	200 (1)	4.1 %	3.4 %
Country	0 (0)	189 (1)	189 (1)	3.8 %	3.7 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	558 (6)	969 (5)	1527 (11)	31.0 %	29.9 %
Jazz	0 (0)	210 (1)	210 (1)	4.3 %	3.8 %
News/Talk	226 (3)	0 (0)	226 (3)	4.6 %	4.9 %
Oldies	0 (0)	158 (1)	158 (1)	3.2 %	3.4 %
Others/Unknown	70 (2)	0 (0)	70 (2)	1.4 %	1.1 %
Religion/Gospel	66 (1)	0 (0)	66 (1)	1.3 %	1.3 %
Soft AC	0 (0)	313 (2)	313 (2)	6.4 %	5.8 %
Sports	151 (1)	0 (0)	151 (1)	3.1 %	3.5 %
Standards/EZ	76 (1)	0 (0)	76 (1)	1.5 %	1.7 %
<b>Totals</b>	<b>1147 (14)</b>	<b>3781 (20)</b>	<b>4928 (34)</b>		

## AM Stations

Station	Power	Class	Format	Market	Revenue	Comments
WACC	830	1 kw (DA-2)	Hispanic		\$ NA	Hi-teah
WAQI	710	50 kw (DA-2)	Hispanic-Variety		\$82.00	Katz Hisp. Hispanic
WINZ	940	50 kw (DA-N)	Talk	USA, Westwd	\$73.00	Clr Chnl Clear Channel
WIOD	610	10 kw (DA-2)	News/Talk	ABC, CNN, SBUSA	\$156.00	Clr Chnl Clear Channel
WMBM	1490	1 kw	Black Gospel	Westwd	\$ NA	Miami Beach
WQAM	560	5 kw/1 kw	Sports	Westwd, ESPN	\$80.00	D&R Beasley
WQBA	1140	50 kw/10 kw (DA-N)	Hispanic		\$67.00	Katz Hisp. Hispanic
WSUA	1260	5 kw (DA-2)	Hispanic Contemp.		\$41.00	—

# MIAMI-FORT LAUDERDALE

## FM Stations

Station	Freq	Power	Genre	Price	Buyer	Notes
WAMR	107.5	96 kw @ 1006	Hispanic	\$190.00	Katz Hisp.	Hispanic
WBGG	105.9	100 kw @ 1024	Classic AOR	\$84.00	Clr Chnl	Clear Channel
WCMQ	92.3	31 kw @ 618	Hispanic Contemp.	\$69.00	SBS	SBS Hialeah
WEDR	99.1	100 kw @ 919	Black	\$185.00	Sentry	Cox Radio
WFLC	97.3	100 kw @ 1006	AC	\$177.00	Christal	Cox Radio
WHQT	105.1	100 kw @ 1006	Black AC	\$150.00	Christal	Cox Radio Coral Gables
WHYI	100.7	100 kw @ 1006	CHR/AC	\$176.00	Clr Chnl	Clear Channel
WKIS	99.9	100 kw @ 984	Country	Westwd \$158.00	D&R	Beasley Boca Raton
WLVE	93.9	100 kw @ 1006	Jazz	\$148.00	Clr Chnl	Clear Channel
WLYF	101.5	100 kw @ 810	Soft AC	\$170.00	CBS	Jefferson-Pilot
WMGE	103.5	100 kw @ 1006	Black Oldies	\$85.00	Clr Chnl	Clear Channel
WMXJ	102.7	100 kw @ 1006	Oldies	\$168.00	CBS	Jefferson-Pilot
WPOW	96.5	100 kw @ 1006	CHR/Urban	Source \$180.00	D&R	Beasley
WRMA	106.7	100 kw @ 984	Hispanic AC	\$165.00	---	SBS
WRTO	98.3	100 kw @ 1407	Hispanic-Tropical	\$75.00	Katz Hisp.	Hispanic Goulds
WTMI	93.1	100 kw @ 1006	Classical	\$95.00	Mc-Guild	Cox Radio, pend.
WXDJ	95.7	46 kw @ 531	Hispanic-Contemp.	\$135.00	---	SBS Homestead
WZTA	94.9	100 kw @ 1006	AOR	\$163.00	Clr Chnl	Clear Channel

Notes: 8/99 WRNU changed from Hispanic to Sports as WAFN ("The Fan") . . . 10/99 WKAT (1360) sold to Spanish Media Broadcasting for \$7,800,000 . . . 12/99 WKAT changed from Ethnic to Hispanic . . . 1/00 WHSR (980; Pompano Beach) sold to Beasley (with WWNN & WSRB West Palm Beach) for \$18,000,000 (Blackburn) . . . 2/00 51% interest in WAVS (1170; Davie) sold by R. Bresky to A. Bresky for \$10 . . . 2/00 WTMI-F sold by Marlin to Cox Radio for \$100,000,000 . . . 3/00 As part of the divestitures associated with the AMFM/Clear Channel merger, WVCG (1080; Coral Gables) was sold to Radio One as part of a group transaction (price NA)

### FORMAT CODES

AC - Adult Contemporary	J - Jazz and New Adult Contemporary
AC-NR - Modern AC	KIDS - Children's
AOR - Album Oriented Rock	N - News
AOR-NR - New Rock	O - Oldies (50's & 60's)
AOR-P - Progressive AOR	REL - Religion, Christian
B - Black (audience 75%+ Black)	REL-CC - Contemporary Christian
B/AC - Black Adult Contemporary	SAC - Soft Adult Contemporary
B/G - Black Gospel	SP - Hispanic/Spanish
B/O - Black Oldies	SP-C - Hispanic Contemporary
BIZ - Business News & Talk	SP-NT - Hispanic News/Talk/Information
C - Country	SP-R - Hispanic-Regional
C/O - Classic Country	SP-TP - Hispanic-Tropical
CHR - Contemporary Hit Radio, Top 40	SP-VA - Hispanic Variety
CL - Classical	SP-TJ - Tejano
CL AOR - Classic AOR, Classic Rock	SPRTS - Sports
CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia
E - Ethnic (usually Foreign Lang.)	T - Talk
EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)
FS - Full Service	VA - Variety
G - Gospel	? - Others or Unknown

### REVENUE LEVEL CODES

A - Less than \$500,000	E - \$3,000,000 to \$3,999,999	I - \$10,000,000 to \$14,999,999
B - \$500,000 to \$999,999	F - \$4,000,000 to \$4,999,999	J - \$15,000,000 to \$19,999,999
C - \$1,000,000 to \$1,999,999	G - \$5,000,000 to \$6,999,999	K - \$20,000,000 to \$29,999,999
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	L - \$30,000,000+

# MILWAUKEE

**Arbitron Rank** 31 Pop (12+) 1,384,500  
**MSA Rank:** 38  
**MSA Pop:** 1,500,000  
**DMA:** 31  
**Average Persons Rating:** 16.3  
**Market TSL in Hours** 21.50

**Stations** 31 / 28  
**Diaries:** 2,909 / 476:1 / 58.2%  
**Sample Target:** 2,670  
**% Below Line:** 1.7  
**% Not Listed:** 10.2  
**Pop per Station:** 49,446

**Last Year's Revenue:** \$69,000,000  
**Household Income:** \$52,358  
**Total Retail Sales:** \$17.4 Bil.  
**#1 Biller:** WTMJ \$14,200,000  
**#1 Billing Portfolio**  
**Journal Broadcast Group** \$17,650,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	WTMJ	FS	244 / 10.8	9.6	9.1	8.7	11.3	9.6	4059 / 29.3	24.0	29.1	296 / 4973	I	WTMJ
2	WXSS-F	CHR	178 / 7.9	6.5	6.0	4.8	4.8	6.3	2644 / 19.1	19.0	16.1	196 / 3150	C	WXSS-F
3	WKKV-F	B	166 / 7.4	6.2	6.4	6.2	6.8	6.5	1764 / 12.7	14.7	14.2	178 / 1938	E	WKKV-F
4	WKLH-F	CL AOR	136 / 6.0	5.8	5.9	6.2	6.1	6.0	2168 / 15.7	15.9	15.5	156 / 2534	H	WKLH-F
5	WMIL-F	C	135 / 6.0	6.6	6.1	5.2	7.3	6.0	2055 / 14.8	13.8	16.6	163 / 2537	G	WMIL-F
6	WOKY	ST	134 / 5.9	4.8	4.2	5.9	5.8	5.2	1577 / 11.4	9.0	12.1	142 / 1668	C	WOKY
7	WLZR-F	AOR	125 / 5.5	4.8	6.0	7.9	6.8	6.1	2023 / 14.6	15.7	16.7	151 / 2572	G	WLZR-F
8	WISN	T	118 / 5.2	4.6	5.4	5.6	5.0	5.2	1886 / 13.6	13.5	12.8	133 / 2155	E	WISN
9	WMYX-F	AC	103 / 4.6	4.3	5.1	5.1	4.9	4.8	2100 / 15.2	15.7	16.2	128 / 2539	F	WMYX-F
10	WKTJ-F	AC/CHR	102 / 4.5	5.4	5.3	4.1	5.8	4.8	2342 / 16.9	17.1	17.8	111 / 2647	H	WKTJ-F
11	WLTQ-F	SAC	86 / 3.8	4.8	4.2	5.9	4.5	4.7	1485 / 10.7	10.0	11.1	92 / 1739	E	WLTQ-F
12	WZTR-F	O	75 / 3.3	4.2	4.4	4.2	3.6	4.0	1592 / 11.5	12.2	11.3	93 / 1981	D	WZTR-F
13	WJZI-F	J	71 / 3.2	4.0	4.1	3.9	2.7	3.8	1155 / 8.3	8.8	7.5	77 / 1267	D	WJZI-F
14	WJMR-F	B/O	52 / 2.3	3.4	3.0	1.9	2.8	2.7	1196 / 8.6	9.6	12.5	55 / 1234	C	WJMR-F
15	WLUM-F	AOR	50 / 2.2	2.3	2.3	1.9	1.7	2.2	1165 / 8.4	10.5	8.5	62 / 1420	C	WLUM-F
16	WFMR-F	CL	40 / 1.8	2.4	2.0	2.2	1.9	2.1	828 / 6.0	6.3	5.5	41 / 854	B	WFMR-F
17	WMCS	B/AC	33 / 1.5	2.1	2.0	2.2	1.6	1.9	535 / 3.9	4.2	4.4	33 / 535	A	WMCS
18	WTKM-AF	C/O	22 / 1.0	1.2	1.5	1.1	0.7	1.2	276 / 2.0	2.2	1.6	32 / 391		WTKM-AF
19	WNOV	B	21 / 0.9	1.7	1.2	1.6	1.6	1.4	441 / 3.2	3.1	4.8	21 / 441	A	WNOV

12+ FM Share (Metro): 68.96% (1395 of 2023) (Fall 98: 69.08%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	WXSS-F>>>	1 WKKV-F	1 WKLH-F	1 WKLH-F	1 WTMJ>	1 WTMJ	1 WTMJ	1 WTMJ<	1 WKKV-F	1 WTMJ>
2	WKKV-F>>>	2 WKKV-F<	2 WKLH-F<	2 WLZR-F<	2 WTMJ<	2 WOKY	2 WLZR-F	2 WKLH-F<	2 WXSS-F>	2 WKKV-F<
3	WLZR-F>>	3 WLZR-F>	3 WXSS-F<	3 WKKV-F<	3 WLZR-F<	3 WISN<	3 WKLH-F	3 WISN<	3 WKKV-F<	3 WTMJ>
		4 WMYX-F	4 WLZR-F	4 WKTJ-F<	4 WKTJ-F<	4 WMIL-F<	4 WKKV-F<	4 WOKY<	4 WISN	4 WOKY<
		5 WKLH-F	5 WMYX-F<	5 WTMJ<	5 WKKV-F	5 WKLH-F>	5 WKTJ-F<	5 WXSS-F<	5 WKLH-F<	5 WMIL-F<
		6 WKTJ-F	6 WKTJ-F<	6 WMYX-F<	6 WMYX-F	6 WZTR-F<	6 WXSS-F<	6 WMYX-F<	6 WMIL-F	6 WLZR-F
		7 WMIL-F	7 WTMJ<	7 WXSS-F	7 WMIL-F	7 WLTQ-F	7 WMIL-F<	7 WOKY<	7 WISN<	7 WKLH-F
		8 WLUM-F>	8 WMIL-F	7 WMIL-F	8 WXSS-F	7 WKTJ-F	8 WOKY<	8 WLZR-F<	8 WMYX-F<	8 WKLH-F<
		9 WLTQ-F<	9 WLTQ-F<	9 WJZI-F	9 WLTQ-F<	9 WJZI-F<	9 WMYX-F<	9 WKKV-F<	9 WKTJ-F<	9 WLTQ-F<
		10 WJZI-F<	9 WLTQ-F<	10 WZTR-F<		10 WISN<	10 WKTJ-F	10 WLZR-F	10 WJMR-F<	10 WLTQ-F<

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1	WXSS-F>	1 WKKV-F	1 WKKV-F<	1 WKTJ-F	1 WLZR-F	1 WLZR-F>	1 WLZR-F>	1 WLZR-F	1 WKLH-F<	1 WTMJ<
2	WKKV-F>>	2 WKKV-F	1 WMYX-F	2 WXSS-F	2 WMYX-F<	2 WXSS-F	2 WXSS-F	2 WKLH-F>	2 WLZR-F	2 WKKV-F>
3	WMYX-F>	3 WMYX-F	3 WKTJ-F<	3 WMYX-F<	3 WKKV-F<	3 WKKV-F>	3 WKKV-F	3 WKLH-F	3 WTMJ>	3 WXSS-F<
4	WMIL-F	4 WKTJ-F>	4 WXSS-F>	4 WKTJ-F	4 WLTQ-F<	4 WLUM-F>	4 WKLH-F<	4 WKKV-F	4 WKKV-F<	4 WISN
5	WLTQ-F	5 WMIL-F	5 WMIL-F<	5 WKLH-F<	5 WKLH-F	5 WKLH-F	5 WLUM-F>	4 WLUM-F	5 WXSS-F	5 WMIL-F<
6	WLTQ-F	6 WLTQ-F	6 WLTQ-F	6 WLTQ-F	6 WXSS-F<	6 WMYX-F>	6 WMIL-F	6 WMIL-F<	6 WLUM-F	6 WZTR-F<
7	WKLH-F	6 WKLH-F	7 WMIL-F	7 WMIL-F	7 WTMJ	7 WTMJ	7 WTMJ<	7 WMIL-F	7 WKKV-F<	7 WKLH-F
8	WLZR-F<		8 WJMR-F<	8 WTMJ	8 WJMR-F<	8 WJMR-F<	8 WISN	8 WISN	8 WISN	8 WLUM-F<
			9 WJZI-F<	9 WJMR-F<			9 WISN	9 WJZI-F<	9 WXSS-F	
			10 WTMJ					10 WMYX-F<		

Other Rated Stations				Metro	Cume	TSA	Other Rated Stations--Outside Market				Metro	Cume	TSA
Station	SPRTS	1510	Share	Rating	AQH	Cume	Station	N	780	Share	Rating	AQH	Cume
WAUK-AA	SPRTS	1510	0.8	1.7	17	255	WBBM	N	780	0.4	1.7	10	331
WBWL-F	C	92.5	0.8	2.8	21	495	WGN	FS/T	720	0.8	1.9	32	500
WEMP	O	1250	0.3	1.2	7	169	WIL-F	AOR	95.1	0.6	2.0	25	471
WEXT-F	C	104.7	0.5	1.8	22	407							
WEZY-F	SAC	92.1	0.6	2.4	22	421							
WGLB	B/G	1560	0.6	1.0	14	139							
WRJN	FS	1400	0.5	1.7	14	268							

# MILWAUKEE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>All-Pro/Shamrock (JOA)</b> WJZI-FM, WLUM-FM, WMCS-AM	6.9 %	8.3 %	6.7 %	AC	0 (0)	205 (2)	205 (2)	10.1 %	14.9 %
<b>Clear Channel, pend.</b> WISN-AM, WKKV-FM, WLTQ-FM, WMIL-FM, WOKY-AM, WZTR-FM	31.6 %	27.3 %	29.9 %	AOR/Classic/NR	0 (0)	325 (4)	325 (4)	16.1 %	16.5 %
<b>Entercom</b> WEMP-AM, WMYX-FM, WXSS-FM	12.8 %	11.2 %	8.7 %	Black/Urban	54 (2)	218 (2)	272 (4)	13.4 %	11.1 %
<b>Saga</b> WFMR-FM, WJMR-FM, WJYI-AM, WKLH-FM, WLZR-FM	15.6 %	20.9 %	24.6 %	CHR	0 (0)	178 (1)	178 (1)	8.8 %	5.3 %
				Classical	0 (0)	40 (1)	40 (1)	2.0 %	2.1 %
				Country	3 (1)	183 (4)	186 (5)	9.2 %	10.0 %
				Full Service	273 (3)	0 (0)	273 (3)	13.5 %	13.6 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	71 (1)	71 (1)	3.5 %	3.0 %
				News/Talk	126 (2)	0 (0)	126 (2)	6.2 %	5.9 %
				Oldies	7 (1)	75 (1)	82 (2)	4.1 %	4.0 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	14 (1)	0 (0)	14 (1)	0.7 %	0.4 %
				Soft AC	0 (0)	100 (2)	100 (2)	4.9 %	5.8 %
				Sports	17 (2)	0 (0)	17 (2)	0.8 %	1.1 %
				Standards/EZ	134 (1)	0 (0)	134 (1)	6.6 %	6.4 %
	<b>66.9 %</b>	<b>67.7 %</b>	<b>69.9 %</b>	<b>Totals</b>	<b>628 (13)</b>	<b>1395 (18)</b>	<b>2023 (31)</b>		

### AM Stations

WISN	1130	50 kw/10 kw (DA-2)	Talk	ABC, WW1, ESPN	\$60.00	Sentry	Clr Chnl, pend.	
WMCS	1290	5 kw (DA-2)	Black AC	ABC	\$26.00	Allied	All Pro	Greenfield
WNOV	860	0.25 kw/0.005 kw	Black	AURN	\$22.00	---		
WOKY	920	5 kw/1 kw (DA-2)	Standards	CNN, Westwd	\$51.00	Clr Chnl	Clear Channel	
WTKM	1540	0.5 kw (Days)	Simul. WTKM-F					Hartford
WTMJ	620	50 kw/10 kw (DA-2)	Full Service	ABC	\$139.00	Christal	Journal Bcst Gp	

### FM Stations

WFMR	98.3	6 kw @ 292	Classical		\$39.00	Katz	Saga	Menomonee Falls
WJMR	106.9	6 kw @ 328	Black Oldies		\$ NA	Katz	Saga	Brookfield
WJZI	93.3	12.5 kw @ 990	Jazz	ABC	\$50.00	Allied	Shamrock	
WKKV	100.7	50 kw @ 500	Black	ABC	\$56.00	Clr Chnl	Clear Channel	Racine
WKLH	96.5	20 kw @ 807	Classic AOR		\$150.00	Katz	Saga	
WKTI	94.5	15.5 kw @ 911	AC/CHR	ABC	\$155.00	Christal	Journal Bcst Gp	
WLTQ	97.3	15.5 kw @ 911	Soft AC	ABC, AMFM	\$66.00	Sentry	Clr Chnl, pend.	
WLUM	102.1	20 kw @ 761	AOR	Source	\$60.00	Banner	All Pro	
WLZR	102.9	50 kw @ 436	AOR		\$80.00	Katz	Saga	
WMIL	106.1	13.1 kw @ 976	Country		\$135.00	Clr Chnl	Clear Channel	
WMYX	99.1	50 kw @ 448	AC	Westwd	\$70.00	D&R	Entercom	
WTKM	104.9	5.8 kw @ 300	Classic Country		\$ NA	---		Hartford
WXSS	103.7	19.5 kw @ 840	CHR	Westwd	\$52.00	D&R	Entercom	Wauwatosa
WZTR	95.7	34 kw @ 610	Oldies		\$61.00	Clr Chnl	Clear Channel	

Notes: 10/99 AMFM and Clear Channel announced plans to merge. No divestitures in the market should be necessary . . . 12/99 WZTR-F changed calls to WRIT-F; remains Oldies

# MINNEAPOLIS-SAINT PAUL

<b>Arbitron Rank</b> 17	<b>Pop (12+)</b> 2,314,300	<b>Stations</b> 24 / 24	<b>Last Year's Revenue:</b> \$142,500,000
<b>MSA Rank:</b>	13	<b>Diaries:</b> 3,481 / 665.1 / 58.9%	<b>Household Income:</b> \$60,406
<b>MSA Pop:</b>	2,810,000	<b>Sample Target:</b> 3,440	<b>Total Retail Sales:</b> \$32.3 Bil.
<b>DMA:</b>	15	<b>% Below Line:</b> 0.0	<b>#1 Biller:</b> KQRS-F \$22,800,000
<b>Average Persons Rating:</b>	15.3	<b>% Not Listed:</b> 19.7	<b>#1 Billing Portfolio</b>
<b>Market TSL In Hours</b>	20.00	<b>Pop per Station:</b> 96,429	AMFM \$54,000,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	WCCO	FS	375 / 10.6	9.6	9.7	10.4	10.7	10.1	6175 / 26.7	22.3	28.4	506 / 8316	K	WCCO
2	KQRS-F	CL AOR	356 / 10.1	10.7	10.1	10.2	10.7	10.3	5474 / 23.7	23.3	25.2	425 / 6514	K	KQRS-F
3	KDWB-F	CHR	300 / 8.5	8.5	8.2	7.5	8.0	8.2	5518 / 23.8	23.3	24.4	327 / 6258	I	KDWB-F
4	KEEY-F	C	211 / 6.0	6.7	7.7	6.9	8.1	6.8	3441 / 14.9	17.4	19.0	247 / 4013	I	KEEY-F
5	WLOL-F	CL HITS	203 / 5.7	4.4	2.5	2.4	2.1	3.8	3652 / 15.8	9.2	9.1	222 / 4060	I	WLOL-F
6	WLTE-F	SAC	202 / 5.7	4.9	6.1	6.0	6.2	5.7	3246 / 14.0	15.0	16.6	221 / 3568	I	WLTE-F
7	KSTP-F	AC	181 / 5.1	4.3	4.2	4.7	4.6	4.6	4117 / 17.8	17.4	19.7	207 / 4690	I	KSTP-F
8	KQQL-F	O	179 / 5.1	5.7	6.1	4.7	4.1	5.4	3076 / 13.3	17.7	14.7	204 / 3687	I	KQQL-F
9	KSTP	T/N	177 / 5.0	6.0	5.5	6.6	5.1	5.8	2560 / 11.1	12.2	12.9	189 / 2713	G	KSTP
10	KXXR-F	AOR	134 / 3.8	3.5	3.7	3.7	3.0	3.7	2673 / 11.6	10.3	9.2	162 / 3248	G	KXXR-F
11	KTCZ-F	AOR-P	111 / 3.1	3.4	3.8	3.7	3.5	3.5	2277 / 9.8	11.7	12.1	115 / 2427	H	KTCZ-F
12	WXPT-F	AC-NR	101 / 2.9	3.4	4.1	4.6	4.5	3.7	3053 / 13.2	16.4	17.2	110 / 3398	E	WXPT-F
13	KFAN	SPRTS	80 / 2.3	2.3	2.2	2.3	2.7	2.3	1619 / 7.0	5.9	8.0	89 / 1759	G	KFAN
14	KZNR-F	AOR-P	59 / 1.7	1.0	1.5	1.4	1.4	1.4	1356 / 5.9	7.1	6.4	60 / 1414	C*	KZNR-F
15	KLBB-AA	ST	40 / 1.1	1.3	1.6	1.9	1.7	1.5	869 / 3.8	4.5	4.7	40 / 877	C	KLBB-AA

12+ FM Share (Metro): 73.78% (2091 of 2834) (Fall 98: 72.68%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KDWB-F >>>	1 KDWB-F <	1 KQRS-F >	1 KQRS-F >	1 KQRS-F >	1 WCCO >	1 KQRS-F >	1 KQRS-F	1 KDWB-F	1 KDWB-F >	1 WCCO >
2 KXXR-F >>	2 KQRS-F >	2 KDWB-F	2 WLOL-F	2 WLOL-F	2 KQRS-F	2 WCCO >	2 WLOL-F <	2 KSTP <	2 WCCO	2 KDWB-F >
3 KEEY-F	3 KSTP-F <	3 WLOL-F	3 KSTP-F	3 KEEY-F	3 KQQL-F <	3 KDWB-F >	3 WLTE-F <	3 WCCO <	3 WLTE-F <	3 KEEY-F
3 WXPT-F >	4 WLOL-F <	4 KSTP-F <	4 KDWB-F <	3 KSTP-F <	4 WLTE-F <	4 KSTP-F <	4 WCCO <	4 KEEY-F <	4 KXXR-F <	4 KQQL-F
	5 KEEY-F <	5 KEEY-F	5 KEEY-F <	5 WLTE-F <	5 KSTP	5 KEEY-F	5 KDWB-F <	5 KQRS-F <	5 KEEY-F <	4 WLOL-F <
	6 KXXR-F >	6 WLTE-F	6 WLTE-F	6 WCCO <	6 KEEY-F <	6 WLTE-F <	6 KSTP <	6 WLOL-F	6 WLOL-F	6 KQRS-F <
	7 WXPT-F	7 KXXR-F <	7 WCCO <	7 KQQL-F <	7 WLOL-F	7 WLOL-F <	7 KEEY-F <	7 WLTE-F <	7 KSTP-F <	7 WLTE-F
	8 WLTE-F	8 WCCO <	8 KQQL-F	8 KDWB-F	8 KTCZ-F	8 KQQL-F	8 KQQL-F <	8 KQQL-F <	8 KQRS-F <	8 KSTP-F
		9 KQQL-F <	8 KTCZ-F <	9 KSTP <	9 KSTP-F	9 KSTP	9 KSTP-F >	9 KSTP-F <	9 KQQL-F <	9 KXXR-F <
		10 KTCZ-F <	10 KSTP	10 KTCZ-F			10 KTCZ-F <	10 KXXR-F	10 WXPT-F <	10 WXPT-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KDWB-F >>>	1 KDWB-F	1 KSTP-F <	1 KDWB-F	1 WLTE-F <	1 KDWB-F	1 KQRS-F >	1 KQRS-F >	1 KQRS-F >>	1 KQRS-F >>	1 WCCO >
2 KEEY-F	2 KSTP-F	2 KDWB-F	2 KSTP-F	2 KSTP-F	2 KQRS-F <	2 KXXR-F	2 WLOL-F <	2 WLOL-F	2 WLOL-F	2 KDWB-F
3 KSTP-F	3 KEEY-F >	3 KEEY-F	3 WLTE-F <	2 KDWB-F	3 KXXR-F >>	3 WLOL-F	3 WLOL-F >	3 KXXR-F	3 KSTP <	3 KQRS-F
3 WXPT-F	4 WLOL-F	4 KQRS-F <	4 KEEY-F <	4 KEEY-F <	4 WLOL-F	3 KDWB-F >	4 KEEY-F <	4 KSTP <	4 WCCO	4 WLOL-F <
5 WLOL-F >	4 WXPT-F <	5 WLOL-F	5 WLOL-F <	5 WLOL-F	5 KEEY-F	5 KEEY-F	5 KFAN	5 KDWB-F <	5 KEEY-F <	5 KEEY-F
	6 KQRS-F	6 WLTE-F	6 KQRS-F	6 KQRS-F <	6 KSTP-F	6 KFAN <	6 KSTP	6 KFAN	6 KXXR-F	5 WLTE-F
	7 WLTE-F >	6 WXPT-F >	7 KQQL-F <	7 KQQL-F	7 KZNF	7 KSTP-F	6 KSTP-F <	6 WCCO <	6 KQQL-F <	
			8 WXPT-F	8 WCCO		8 KZNR-F	8 KZNR-F	8 KEEY-F	8 KFAN <	
			9 KTCZ-F	9 KTCZ-F		9 KDWB-F <	9 KSTP-F <	9 KTCZ-F		

Other Rated Stations		Metro Share	Cume Rating	TSA AQH	Cume
KFXN	SPRTS	690	Minneapolis	0.3	0.6 12 141
KZNF-F	AOR-P	105.7	Eden Prairie	0.6	2.4 22 548
WEZU	ST	1220	Stillwater	0.6	1.3 20 310
WIXX-AF	C	107.1	New Richmond, WI	0.9	2.5 43 675
WMIN	SP-R	740	Hudson, WI	0.4	0.5 13 120
WMNN	N	1330	Minneapolis	0.7	2.2 24 525

# MINNEAPOLIS-SAINT PAUL

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>ABC</b> KDIZ-AM, KQRS-FM, KXXR-FM, KZNR-FM, KZNT-FM, KZNZ-FM	16.2 %	19.6 %	20.8 %	AC	0 (0)	282 (2)	282 (2)	10.0 %	11.2 %
<b>AMFM (Pend. to Clear Channel)</b> KDWB-FM, KEEY-FM, KFAN-AM, KFXN-AM, KQQL-FM, KTCZ-FM, WLOL-FM	31.0 %	32.9 %	37.9 %	AOR/Classic/NR	0 (0)	682 (6)	682 (6)	24.1 %	27.1 %
<b>CBS/Infinity</b> KSGS-AM, WCCO-AM, WLTE-FM, WXPT-FM	19.2 %	15.2 %	26.8 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
<b>Hubbard, pend.</b> KSTP-AM, KSTP-FM, WIXK-AF	11.0 %	12.0 %	13.2 %	CHR	0 (0)	300 (1)	300 (1)	10.6 %	9.9 %
<b>MN Public Radio</b> KLBB-AM, KLBP-AM, WMNN-AM	1.8 %	1.2 %	1.0 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	<b>79.3 %</b>	<b>80.9 %</b>	<b>99.7 %</b>	Country	2 (1)	243 (2)	245 (3)	8.6 %	12.4 %
				Full Service	375 (1)	0 (0)	375 (1)	13.2 %	13.3 %
				Hispanic	13 (1)	0 (0)	13 (1)	0.5 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	201 (2)	0 (0)	201 (2)	7.1 %	6.9 %
				Oldies	0 (0)	382 (2)	382 (2)	13.5 %	5.1 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Soft AC	0 (0)	202 (1)	202 (1)	7.1 %	7.7 %
				Sports	92 (2)	0 (0)	92 (2)	3.2 %	3.4 %
				Standards/EZ	60 (3)	0 (0)	60 (3)	2.1 %	2.9 %
				<b>Totals</b>	<b>743 (10)</b>	<b>2091 (14)</b>	<b>2834 (24)</b>		

## AM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Station	Advertiser	Agency	Location
KFAN	1130	50 kw/25 kw (DA-2)	Sports	Westwd, ESPN	\$60.00	Sentry	AMFM		
KLBB	1400	1 kw	Standards	Westwd, CNN	\$32.00	---	WMNN/WLOL		
KLBP	1470	5 kw (DA-2)	Simul. KLBB				WMNN/CLBB		Brooklyn Park
KSTP	1500	50 kw (DA-N)	Talk/News	ABC	\$74.00	Christal	Hubbard		
WCCO	830	50 kw	Full Service	CBS	\$275.00	CBS	CBS/Infinity		

## FM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Station	Advertiser	Agency	Location
KDWB	101.3	100 kw @ 1035	CHR		\$158.00	Katz	AMFM		Richfield
KEEY	102.1	100 kw @ 1035	Country		\$150.00	Sentry	AMFM		
KQQL	107.9	100 kw @ 1090	Oldies	AMFM	\$155.00	Eastman	AMFM		
KQRS	92.5	100 kw @ 1035	Classic AOR	ABC	\$340.00	ABC	ABC		
KSTP	94.5	100 kw @ 1220	AC		\$160.00	Christal	Hubbard		
KTCZ	97.1	100 kw @ 1035	Progressive AOR	AMFM	\$145.00	Katz	AMFM		
KXXR	93.7	100 kw @ 1035	AOR	ABC	\$160.00	ABC	ABC		
KZNR	105.1	2.6 kw @ 499	Progressive AOR	ABC	\$50.00	ABC	ABC		Lakeville
KZNT	105.3	25 kw @ 298	Simul. KZNR-F						Cambridge
KZNZ	105.7	6 kw @ 239	Simul. KZNR-F						Eden Prairie
WLOL	100.3	100 @ 922	Classic Hits	AMFM	\$ NA	Eastman	AMFM		
WLTE	102.9	100 kw @ 1035	Soft AC		\$160.00	CBS	CBS/Infinity		
WXPT	104.1	100 kw @ 1070	Modern AC		\$75.00	Interep	CBS/Infinity		St. Louis Park

Notes: \* KZNR-FF revenue level includes KZNZ-F revenue as well . . . 10/99 KSGS (950) changed from Black Oldies to Black AC . . . 10/99 AMFM and Clear Channel announced plans to merge . . . 1/00 KARP-F (96.3; Glencoe, MN) sold by Linder to a partnership that includes Blue Chip for \$20,000,000. The station is a potential move-in . . . 2/00 WIXK-AF sold by Smith Broadcasting to Hubbard (price NA). Purchase is contingent upon WIXK-FM's receiving authorization to move in closer to the Twin Cities

# MOBILE

**Arbitron Rank** 88 **Pop (12+)** 441,400  
**MSA Rank:** 97  
**MSA Pop:** 534,000  
**DMA:** 62 (w/Pensacola)  
**Average Persons Rating:** 15.2  
**Market TSL In Hours** 20.50

**Stations** 28 / 21  
**Diaries:** 1,286 / 343:1 / 48.4%  
**Sample Target:** 1,230  
**% Below Line:** 14.5  
**% Not Listed:** 12.5  
**Pop per Station:** 21,019

**Last Year's Revenue:** \$18,400,000  
**Household Income:** \$38,288  
**Total Retail Sales:** \$5.2 Bil.  
**#1 Biller:** WKSJ-AF \$3,500,000  
**#1 Billing Portfolio**  
 Clear Channel \$7,700,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	WBLX-F	B	74 / 11.0	7.0	8.3	7.0	7.7	8.3	883 / 20.0	17.0	16.6	168 / 1907	D	WBLX-F
2	WABB-F	CHR	66 / 9.8	8.4	9.0	11.1	9.4	9.6	1052 / 23.8	22.9	22.9	119 / 2071	D	WABB-F
3	WKSJ-F	C	57 / 8.5	7.7	9.4	9.0	7.8	8.6	804 / 18.2	23.6	18.5	86 / 1264	E*	WKSJ-F
4	WDLT-F	BIAC	50 / 7.4	9.6	7.3	5.2	6.6	7.4	595 / 13.5	12.8	11.4	66 / 834	C	WDLT-F
5	WTKX-F	AOR	40 / 5.9	5.4	6.4	6.3	4.1	6.0	479 / 10.9	12.2	11.4	104 / 1150	D	WTKX-F
6	WMXC-F	AC	38 / 5.6	4.8	4.1	2.6	4.5	4.3	483 / 10.9	10.9	11.2	62 / 900	C	WMXC-F
7	WNTM	N/T	33 / 4.9	4.8	4.7	3.4	4.8	4.5	478 / 10.8	10.5	10.4	33 / 482	B	WNTM
8	WRKH-F	CL AOR	23 / 3.4	3.9	3.3	2.7	4.5	3.3	444 / 10.1	8.6	8.7	48 / 918	C	WRKH-F
8	WGOK	B/G	23 / 3.4	3.9	3.7	3.8	3.5	3.7	324 / 7.3	8.7	8.4	23 / 330	B	WGOK
10	WDWG-F	C/O	20 / 3.0	3.5	4.0	4.0	4.4	3.6	391 / 8.8	9.3	12.4	28 / 570	B	WDWG-F
10	WYOK-F	AC/CHR	20 / 3.0	5.9	5.4	7.8	6.5	5.5	507 / 11.5	12.2	15.5	31 / 842	C	WYOK-F
12	WXBM-F	C	17 / 2.5	2.9	1.9	4.0	2.6	2.8	286 / 6.5	6.9	7.6	76 / 1104	D	WXBM-F
13	WAVH-F	O	14 / 2.1	3.5	2.8	4.1	3.5	3.1	259 / 5.9	8.6	9.7	15 / 283	C	WAVH-F
13	WMEZ-F	SAC	14 / 2.1	2.6	3.0	2.0	3.3	2.4	283 / 6.4	7.2	8.3	67 / 935	D	WMEZ-F
15	WNSP-F	SPRTP	13 / 1.9	0.9	0.7	1.4	1.4	1.2	249 / 5.6	3.5	5.2	13 / 253	A	WNSP-F
15	WABF	ST	13 / 1.9	0.6		0.9	0.5		93 / 2.1		1.1	13 / 93	D	WABF
17	WWRO-F	CL HITS	12 / 1.8	2.8	2.4	2.7	3.2	2.4	255 / 5.8	9.2	10.0	33 / 702	D	WWRO-F
18	WZEW-F	AOR-P	10 / 1.5	1.3	1.4	2.3	2.0	1.6	180 / 4.1	4.5	5.6	11 / 195	A	WZEW-F
18	WDLT	B/G	10 / 1.5	1.9	1.3	1.5	0.8	1.5	176 / 4.0	2.6	2.4	13 / 242	D	WDLT

12+ FM Share (Metro): 82.34% (485 of 589) (Fall 98: 84.78%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WBLX-F >>	1 WBLX-F <	1 WABB-F <	1 WABB-F	1 WABB-F <	1 WKSJ-F	1 WKSJ-F	1 WKSJ-F <	1 WBLX-F	1 WBLX-F >>	1 WBLX-F
2 WABB-F >>	2 WABB-F <	2 WBLX-F	2 WDLT-F <	2 WDLT-F <	2 WDLT-F	2 WABB-F <	2 WABB-F <	2 WABB-F	2 WABB-F	1 WDLT-F
3 WYOK-F	3 WTKX-F >>	3 WTKX-F	3 WKSJ-F <	3 WKSJ-F <	3 WMXC-F <	3 WBLX-F >	3 WNTM	3 WKSJ-F	3 WDLT-F >	3 WABB-F >
4 WTKX-F >>	4 WKSJ-F	4 WDLT-F <	4 WMXC-F	4 WMXC-F	4 WNTM >	4 WDLT-F <	4 WBLX-F <	4 WMXC-F <	4 WTKX-F	4 WKSJ-F
5 WDLT-F >	5 WKSJ-F	5 WKSJ-F	5 WBLX-F	5 WBLX-F	5 WABB-F	5 WNTM <	5 WMXC-F	5 WTKX-F	5 WMXC-F	5 WTKX-F
6 WZEW-F	6 WMXC-F	6 WMXC-F	6 WTKX-F	6 WTKX-F <	5 WGOK <	6 WRKH-F <	6 WTKX-F	6 WDLT-F	6 WKSJ-F	6 WMXC-F
6 WYOK-F	7 WRKH-F >	7 WRKH-F >	7 WRKH-F >	7 WBLX-F	7 WTKX-F	7 WDLT-F	7 WNTM	7 WYOK-F <	7 WYOK-F <	7 WGOK
	8 WDWG-F	8 WWRO-F	8 WNTM	7 WRKH-F	8 WMXC-F >	8 WGOK <	8 WYOK-F	8 WDWG-F	8 WDWG-F	8 WDWG-F
	8 WYOK-F	8 WDWG-F	8 WNTM		9 WGOK <	9 WDWG-F	9 WRKH-F	9 WRKH-F	9 WRKH-F	9 WYOK-F
	8 WWRO-F	8 WNTM			10 WDWG-F <	9 WRKH-F	10 WWRO-F <			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WBLX-F >>	1 WBLX-F <	1 WABB-F >	1 WABB-F	1 WDLT-F	1 WTKX-F	1 WTKX-F >	1 WTKX-F >>	1 WTKX-F	1 WTKX-F <	1 WABB-F <
2 WABB-F >	2 WABB-F >>	2 WBLX-F >	1 WBLX-F	2 WABB-F	1 WBLX-F >	2 WBLX-F <	2 WABB-F	2 WABB-F	2 WRKH-F <	2 WBLX-F
3 WXBM-F	3 WTKX-F	3 WDLT-F >	3 WDLT-F >	3 WMXC-F <	3 WABB-F >>	3 WABB-F >>	3 WBLX-F	3 WBLX-F <	3 WKSJ-F <	2 WDLT-F >
3 WTKX-F >	3 WDLT-F >	4 WTKX-F	4 WMXC-F <	4 WBLX-F <	4 WZEW-F	3 WZEW-F	4 WRKH-F <	4 WRKH-F <	4 WABB-F	4 WNTM
5 WXBM-F	4 WKSJ-F	5 WKSJ-F	5 WKSJ-F >>	5 WKSJ-F >>	4 WKSJ-F	5 WDWG-F	5 WKSJ-F >	5 WKSJ-F >	5 WMXC-F	5 WKSJ-F
5 WKSJ-F	6 WYOK-F	6 WTKX-F >	6 WMEZ-F	6 WMEZ-F	6 WDWG-F >	5 WKSJ-F	6 WMXC-F	6 WDLT-F <	6 WDLT-F <	6 WMXC-F
	6 WMXC-F >		7 WGOK	7 WGOK		7 WWRO-F >	7 WZEW-F	7 WZEW-F	7 WBLX-F	
			8 WYOK-F	8 WYOK-F			7 WNSP-F	7 WNSP-F	7 WNSP-F	
			8 WNTM	8 WNTM						
			8 WRKH-F	8 WRKH-F						

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WABB	T	1480	Mobile	0.9	2.9	6 129
WBHY	REL	840	Mobile	0.4	1.4	3 60
WKSJ	ST	1270	Pritchard	0.6	2.2	4 97
WLTV	REL	1410	Mobile	0.4	1.8	3 81
WMOB	REL	1360	Mobile	0.9	1.8	6 81
WQUA-F	O	102.1	Citronelle	0.7	2.4	5 118

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WKNN-F	C	99.1	Pascagoula	0.4	2.7	25 495
WWL	N/T	870	New Orleans	0.4	1.3	10 151
WYCL-F	O	107.3	Pensacola	1.3	3.9	40 651



# MOBILE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>American General</b> WAVH-FM, WZEW-FM	3.6 %	4.3 %	11.8 %	AC	0 (0)	58 (2)	58 (2)	9.8 %	5.9 %
<b>Clear Channel</b> WDWG-FM, WKSJ-AM, WKSJ-FM, WMXC-FM, WNTM-AM, WRKH-FM	26.0 %	29.2 %	41.8 %	AOR/Classic/NR	0 (0)	73 (3)	73 (3)	12.4 %	12.1 %
<b>Cumulus</b> WBLX-FM, WDLT-AM, WDLT-FM, WGOK-AM, WYOK-FM	26.3 %	22.1 %	32.9 %	Black/Urban	0 (0)	124 (2)	124 (2)	21.1 %	23.9 %
				CHR	0 (0)	66 (1)	66 (1)	11.2 %	10.7 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	97 (4)	97 (4)	16.5 %	17.0 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	42 (3)	0 (0)	42 (3)	7.1 %	6.7 %
				Oldies	0 (0)	40 (4)	40 (4)	6.8 %	9.3 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	45 (5)	0 (0)	45 (5)	7.6 %	8.5 %
				Soft AC	0 (0)	14 (1)	14 (1)	2.4 %	3.8 %
				Sports	0 (0)	13 (1)	13 (1)	2.2 %	1.6 %
				Standards/EZ	17 (2)	0 (0)	17 (2)	2.9 %	0.5 %
	<b>55.9 %</b>	<b>55.6 %</b>	<b>86.5 %</b>	<b>Totals</b>	<b>104 (10)</b>	<b>485 (18)</b>	<b>589 (28)</b>		

### AM Stations

WABF	1220	1 kw/0.004 kw (DA-2)	Standards	Westwd, CNN	\$ NA	—	Fairhope
WDLT	660	10 kw/0.85 kw (DA-N)	Black Gospel		\$ NA	Katz Cumulus	Fairhope
WGOK	900	1 kw/0.38 kw (DA-2)	Black Gospel	AURN, ABC, WW1	\$20.00	Allied Cumulus	
WNTM	710	1 kw (DA-N)	News/Talk	CBS, Westwd, ABC	\$31.00	Cir Chnl Clear Channel	

### FM Stations

WABB	97.5	100 kw @ 1552	CHR	ABC	\$36.00	Christal	
WAVH	106.5	50 kw @ 449	Oldies	CBS, Westwd	\$35.00	Mc-Guild American General	Daphne
WBLX	92.9	100 kw @ 1555	Black	ABC	\$60.00	Katz Cumulus	
WDLT	98.3	40 kw @ 548	Black AC	ABC	\$25.00	Katz Cumulus	Chickasaw
WDWG	104.9	33 kw @ 600	Country	ABC	\$29.00	Cir Chnl Clear Channel	Moss Point, MS
WKSJ	94.9	100 kw @ 1555	Country	ABC	\$67.00	Cir Chnl Clear Channel	
WMXC	99.9	100 kw @ 1755	AC	CBS	\$<20.00	Cir Chnl Clear Channel	
WNSP	105.5	5.3 kw @ 348	Sports	CNN, 1-On-1	\$ NA	Banner	Bay Minette
WRKH	96.1	100 kw @ 1342	Classic AOR	Westwd	\$<20.00	Cir Chnl Clear Channel	
WYOK	104.1	100 kw @ 1555	Hot AC	Westwd, ABC	\$<20.00	Allied Cumulus	Atmore, AL
WZEW	92.1	13.5 kw @ 450	Progressive AOR	Westwd	\$ NA	Mc-Guild American General	Fairhope

Notes: \* WKSJ-F revenue level includes WKSJ revenue . . . Other ranked stations -- See Pensacola . . . 9/99 WYOK-F changed from Black to Hot AC (AC/CHR) as "Star 104"

# MODESTO

Arbitron Rank 122 Pop (12+) 345,000	Stations 30 / 19	Last Year's Revenue: \$16,900,000
MSA Rank: 120	Diaries: 793 / 435:1 / 49.4%	Household Income: \$39,216
MSA Pop: 429,000	Sample Target: 730	Total Retail Sales: \$4.0 Bil.
DMA: Sacramento (#20)	% Below Line: 17.8	#1 Biller: KATM-F \$5,600,000
Average Persons Rating: 14.3	% Not Listed: 19.7	#1 Billing Portfolio
Market TSL in Hours 19.25	Pop per Station: 18,158	Citadel \$9,450,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	KATM-F	C 62 / 12.6	11.0	12.7	14.7	14.5	872 / 25.3	22.7	26.6	140 / 1998	G	KATM-F
2	KJSN-F	AC 35 / 7.1	6.5	5.4	7.0	7.3	540 / 15.7	14.2	14.4	41 / 667	D	KJSN-F
3	KWNN-F	CHR 31 / 6.3	6.7	5.6	5.4	4.6	534 / 15.5	17.2	14.3	37 / 698	C	KWNN-F
4	KHKK-FF	CL AOR 28 / 5.7	4.4	8.2	7.0	4.6	497 / 14.4	12.6	18.7	76 / 1309	C	KHKK-FF
5	KOSO-F	AC/CHR 25 / 5.1	7.7	6.3	7.7	6.5	600 / 17.4	16.7	16.5	71 / 1451	D	KOSO-F
5	KKME-F	B/O 25 / 5.1	2.9	0.9	1.7	0.4	357 / 10.3	7.8	5.0	30 / 476	A	KKME-F
7	KHOP-F	AOR/CL 22 / 4.5	7.3	7.1	6.2	5.8	416 / 12.0	14.3	18.1	49 / 980	D	KHOP-F
8	KFIV	T 19 / 3.9	3.1	2.0	2.9	4.0	209 / 6.1	4.1	3.2	23 / 275	B	KFIV
9	KWIN-F	CHR 17 / 3.5	2.5	2.2	3.1	1.6	233 / 6.8	4.4	5.5	80 / 1387		KWIN-F
10	KRVR-F	J 16 / 3.3	2.5	2.6	3.3	2.6	248 / 7.2	7.2	7.8	23 / 402	A	KRVR-F
11	KABX-F	O 14 / 2.8	1.3	1.9	3.7	3.4	280 / 8.1	5.2	7.0	37 / 625	A	KABX-F
12	KNTO-F	SP-C 12 / 2.4	3.5	1.9	0.4	0.4	153 / 4.4	5.8	3.1	16 / 245		KNTO-F
12	KMIX-F	SP-C 12 / 2.4	3.7	3.2	5.0	4.6	210 / 6.1	7.4	6.6	35 / 611		KMIX-F
12	KCBS	N/T 12 / 2.4	1.3	1.5	1.2	1.4	224 / 6.5	4.9	5.1	31 / 653		KCBS
15	KHTN-F	CHR 11 / 2.2	2.9	3.0	4.1	3.6	305 / 8.8	10.7	10.9	37 / 822	B	KHTN-F

12+ FM Share (Metro): 86.58% (342 of 395) (Fall 98: 85.38%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KWNN-F >>	1 KATM-F	1 KATM-F >	1 KATM-F >	1 KATM-F >	1 KATM-F >	1 KATM-F >	1 KATM-F >	1 KATM-F >	1 KWNN-F >	1 KATM-F >
2 KWIN-F	2 KWNN-F	2 KJSN-F <	2 KHKK-FF <	2 KHKK-FF	2 KJSN-F <	2 KJSN-F	2 KJSN-F	2 KJSN-F <	2 KATM-F	2 KOSO-F <
3 KHTN-F	3 KHOP-F	3 KHKK-FF <	3 KJSN-F	2 KJSN-F >	3 KHKK-FF	3 KWNN-F <	3 KFIV <	3 KWNN-F >	2 KHOP-F	3 KHKK-FF <
3 KOSO-F	3 KKME-F <	4 KKME-F	4 KKME-F	4 KKME-F	4 KFIV	4 KHOP-F	4 KHKK-FF <	4 KOSO-F	2 KWIN-F <	4 KJSN-F
5 KATM-F	5 KOSO-F <	5 KWNN-F <	5 KOSO-F <	5 KOSO-F	5 KRVR-F	4 KKME-F	5 KKME-F	4 KHKK-FF	5 KHKK-FF <	4 KWNN-F >
5 KHOP-F >>>	6 KJSN-F	6 KOSO-F	6 KHOP-F >	6 KHOP-F	6 KABX-F	6 KHKK-FF <	6 KOSO-F <	6 KKME-F <	6 KJSN-F <	6 KHOP-F
	7 KWIN-F	6 KHOP-F >	7 KWIN-F	7 KABX-F	7 KKME-F	7 KOSO-F <	7 KWNN-F	7 KHOP-F <	7 KKME-F <	6 KKME-F
		8 KWIN-F <	7 KWNN-F	8 KWIN-F <	8 KCBS	8 KFIV <	8 KRVR-F >	8 KRVR-F	8 KHTN-F	6 KRVR-F
		9 KMIX-F <		9 KRVR-F	9 KOSO-F	9 KABX-F <		9 KWIN-F	9 KOSO-F	9 KMIX-F
				9 KWNN-F	10 KEJC-F	10 KCBS <		10 KABX-F	9 KFIV	9 KWIN-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KWNN-F >>	1 KWNN-F	1 KOSO-F	1 KATM-F	1 KATM-F >	1 KHOP-F >>	1 KHOP-F	1 KATM-F >	1 KATM-F	1 KATM-F <	1 KATM-F
2 KATM-F	2 KOSO-F	2 KATM-F	2 KJSN-F	2 KJSN-F >	2 KWNN-F >	2 KATM-F	2 KNTO-F	1 KHOP-F <	2 KHKK-FF >	2 KHOP-F >
2 KKME-F	2 KATM-F	3 KJSN-F	3 KOSO-F <	3 KOSO-F <	3 KATM-F	3 KKME-F	2 KHOP-F	3 KHKK-FF	3 KHOP-F	3 KHKK-FF
4 KOSO-F >	4 KKME-F	4 KKME-F	4 KKME-F	4 KHKK-FF	3 KKME-F	3 KWNN-F	4 KWIN-F	4 KKME-F	3 KKME-F	4 KWNN-F
	5 KJSN-F	5 KHOP-F	4 KWNN-F	5 KKME-F	3 KHTN-F	5 KNTO-F	4 KKME-F	5 KJSN-F	5 KJSN-F	5 KZMS-F >
	6 KWIN-F	5 KWIN-F >	6 KHKK-FF >	6 KMIX-F	3 KJSN-F	5 KWIN-F	6 KCBS	5 KWNN-F	6 KNTO-F	
	7 KHTN-F		7 KWIN-F	7 KRVR-F	3 KOSO-F >>	5 KJSN-F >	6 KHKK-FF	7 KOSO-F	6 KABX-F	
	7 KHKK-FF		7 KMIX-F	7 KWIN-F			6 KJSN-F >	7 KNTO-F	8 KOSO-F	
				7 KABX-F					8 KWNN-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KANM	SPRTS	970	Modesto	0.4	2.0	5 158	KCIV-F	REL	99.9	Mt. Bullion	0.6	2.0	8 166
KCBC	REL	770	Riverbank	0.4	1.4	3 105	KHTK	SPRTS	1140	Sacramento	0.8	2.0	18 260
KEJC-F	C/O	93.9	Modesto	1.8	5.9	18 330	KNBR	SPRTS	680	San Francisco	1.0	3.6	27 461
KTDO-F	SP-C	98.9	Columbia	0.8	2.5	13 188	KQOD-F	B/O	100.1	Stockton	0.4	1.8	42 639
KTRB	N	860	Modesto	1.0	2.1	7 143	KSJO-F	AOR	92.3	San Jose	1.0	1.7	7 86
KVIN	ST	1390	Turlock	0.8	3.3	13 232	KUBB-F	C	96.3	Mariposa	0.6	2.9	18 391
KZMS-F	SP-C	97.1	Patterson	1.2	5.2	17 361							

# MODESTO

Consolidation Report			12+	25-54	Revenue	Format Performance		AM	FM	Total	%	Yr. Ago		
<b>AMFM (Pend. to Clear Channel)</b>			21.2 %	20.8 %	29.0 %	AC	0	(0)	60	(2)	60	(2)	15.2 %	14.6 %
KFIV-AM, KJSN-FM, KKME-FM, KOSO-FM						AOR/Classic/NR	0	(0)	55	(4)	55	(4)	13.9 %	18.8 %
<b>Citadel</b>			23.2 %	26.9 %	51.4 %	Black/Urban	0	(0)	27	(2)	27	(2)	6.8 %	0.5 %
KANM-AM, KATM-FM, KDJK-FM, KHKK-FM, KHOP-FM						CHR	0	(0)	59	(3)	59	(3)	14.9 %	13.5 %
<b>Z-Spanish</b>			2.0 %	2.4 %	4.9 %	Classical	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
KTDO-FM, KZMS-FM						Country	0	(0)	74	(3)	74	(3)	18.7 %	17.4 %
			<b>46.4 %</b>	<b>50.1 %</b>	<b>85.3 %</b>	Full Service	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Hispanic	0	(0)	34	(4)	34	(4)	8.6 %	13.5 %
						Jazz	0	(0)	16	(1)	16	(1)	4.1 %	3.2 %
						News/Talk	36	(3)	0	(0)	36	(3)	9.1 %	5.1 %
						Oldies	0	(0)	14	(1)	14	(1)	3.5 %	3.5 %
						Others/Unknown	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Religion/Gospel	2	(1)	3	(1)	5	(2)	1.3 %	0.7 %
						Soft AC	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Sports	11	(3)	0	(0)	11	(3)	2.8 %	4.9 %
						Standards/EZ	4	(1)	0	(0)	4	(1)	1.0 %	4.4 %
						<b>Totals</b>	<b>53</b>	<b>(8)</b>	<b>342</b>	<b>(21)</b>	<b>395</b>	<b>(29)</b>		

## AM Stations

KFIV	1360	4 kw/0.95 kw (DA-2)	Talk	ABC	\$<20.00	Allied	AMFM
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## FM Stations

KATM	103.3	50 kw @ 500	Country	ABC	\$100.00	Mc-Guild	Citadel	
KDJK	103.9	0.071 kw @ 2047	See KHKK-F					Mariposa
KHKK	104.1	50 kw @ 500	Classic AOR		\$50.00	Mc-Guild	Citadel	
KHOP	95.1	29.5 kw @ 633	AOR/Classic AOR		\$50.00	Mc-Guild	Citadel	Oakdale
KJSN	102.3	6 kw @ 298	AC		\$42.00	Eastman	AMFM	
KKME	96.7	1.5 kw @ 466	Black Oldies		\$ NA	Katz	AMFM	Manteca
KNTO	95.9	3 kw @ 300	Hispanic Regional		\$ NA	Caballero		Livingston
KOSO	93.1	2.95 kw @ 1790	AC/CHR		\$51.00	Katz	AMFM	Patterson
KRVR	105.5	1 kw @ 781	Jazz		\$ NA	Allied	KVIN	Copperopolis
KWNN	98.3	2 kw @ 390	CHR		\$31.00	Katz	Silverado	Turlock

Notes: Other ranked stations -- See San Francisco, Stockton, or in the Fall 1999 American Radio Small Market edition, Merced . . . 10/99 AMFM and Clear Channel announced plans to merge

# MONMOUTH-OCEAN

**Arbitron Rank** 47 **Pop (12+)** 942,100  
**MSA Rank:** NA  
**MSA Pop:** NA  
**DMA:** New York (#1)  
**Average Persons Rating:** 15.4  
**Market TSL in Hours** 20.50

**Stations** 46 / 9  
**Diaries:** 1,497 / 629:1 / 53.1%  
**Sample Target:** 1,470  
**% Below Line:** 64.6  
**% Not Listed:** 9.0  
**Pop per Station:** 104,678

**Last Year's Revenue:** NA  
**Household Income:** \$56,350  
**Total Retail Sales:** \$11.3 Bil.  
**#1 Biller:** NA  
**#1 Billing Portfolio** NA

12+ Metro	Format	Fall 99 1/4 Share	Sp9 99	Fall 98	Sp9 98	Fall 97	12+ Metro Cume / Rtg	Sp9 99	Fall 98	12+ TSA AQH / Cume	Revenue Level
1	WKXW-F	T	83 / 5.7	5.8	6.2	5.5	1872 / 19.9	18.9	20.7	83 / 1872	WKXW-F
2	WXRK-F	T/NR	70 / 4.8	5.2	4.9	5.0	1290 / 13.7	14.0	15.0	70 / 1290	WXRK-F
3	WOBM-F	AC	69 / 4.8	4.2	4.0	3.0	1009 / 10.7	10.8	10.4	69 / 1009	WOBM-F
4	WRAT-F	AOR	68 / 4.7	2.7	4.3	3.0	926 / 9.8	7.9	10.4	68 / 926	WRAT-F
5	WOR	T	65 / 4.5	4.8	3.3	4.0	762 / 8.1	8.9	8.1	65 / 762	WOR
6	WWZY-F	C	59 / 4.1	3.6	4.5	2.8	759 / 8.1	7.4	9.1	59 / 759	WWZY-F
7	WOBM	ST	54 / 3.7	2.2	2.9	3.8	713 / 7.6	6.3	6.3	54 / 713	WOBM
8	WFAN	SPRTS	53 / 3.7	3.3	4.4	3.4	1168 / 12.4	10.1	12.4	53 / 1168	WFAN
9	WAXQ-F	CL AOR	46 / 3.2	2.6	2.7	2.3	866 / 9.2	8.6	8.7	46 / 866	WAXQ-F
9	WCBS-F	O	46 / 3.2	3.1	3.5	2.7	725 / 7.7	6.8	9.1	46 / 725	WCBS-F
9	WABC	T	46 / 3.2	3.3	4.5	5.1	867 / 9.2	9.7	10.7	46 / 867	WABC
12	WLTW-F	SAC	44 / 3.0	3.4	4.3	3.8	912 / 9.7	9.6	10.2	44 / 912	WLTW-F
13	WJLK-F	AC	43 / 3.0	3.7	3.2	3.4	865 / 9.2	11.7	11.9	43 / 865	WJLK-F
13	WHTZ-F	CHR	43 / 3.0	3.0	3.2	3.1	1097 / 11.6	11.8	12.1	43 / 1097	WHTZ-F
15	WBBO-F	CHR	42 / 2.9	3.0	2.9	2.8	966 / 10.2	9.1	8.1	42 / 966	WBBO-F
16	WPLJ-F	CHR/AC	41 / 2.8	3.0	3.2	3.8	1172 / 12.4	14.0	14.3	41 / 1172	WPLJ-F
16	WKUJ-F	CHR/U	41 / 2.8	2.8	2.0	3.0	934 / 9.9	10.9	9.9	41 / 934	WKUJ-F
18	WCBS	N	38 / 2.6	2.6	1.9	2.8	982 / 10.4	10.9	10.3	38 / 982	WCBS
19	WQHT-F	U/CHR	33 / 2.3	1.6	1.8	2.2	694 / 7.4	5.8	5.4	33 / 694	WQHT-F
20	WRKS-F	B/AC	29 / 2.0	0.6	0.9	1.1	370 / 3.9	2.9	2.5	29 / 370	WRKS-F
21	WNEW-F	T	27 / 1.9	2.3	2.7	2.4	633 / 6.7	9.1	9.7	27 / 633	WNEW-F
22	WQCD-F	J	25 / 1.7	1.5	0.9	1.7	624 / 6.6	4.9	4.7	25 / 624	WQCD-F
22	WTJM-F	B/O	25 / 1.7	1.0	0.8	0.9	513 / 5.4	5.7	5.8	25 / 513	WTJM-F
24	WQXR-F	CL	21 / 1.4	1.8	1.5	1.6	406 / 4.3	3.8	3.7	21 / 406	WQXR-F
25	WADB	ST	18 / 1.2	2.8	1.5	1.6	261 / 2.8	2.9	3.8	18 / 261	WADB
26	WBLS-F	B/AC	17 / 1.2	0.6	0.7	0.7	427 / 4.5	2.7	2.5	17 / 427	WBLS-F
26	WJRZ-F	C	17 / 1.2	2.1	1.6	1.6	417 / 4.4	4.5	5.4	17 / 417	WJRZ-F
28	WHTG-F	AOR-NR	14 / 1.0	1.8	1.0	1.1	355 / 3.8	5.6	3.8	14 / 355	WHTG-F

12+ FM Share (Metro): 76.38% (1009 of 1321) (Fall 98: 77.62%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd	
1	WBBO-F	1 WRAT-F	1 WXRK-F <	1 WXRK-F	1 WXRK-F <	1 WKXW-F	1 WXRK-F >	1 WOBM-F <	1 WOR <	1 WRAT-F <	1 WRAT-F
1	WHTZ-F	2 WXRK-F >>	2 WRAT-F	2 WRAT-F	2 WKXW-F <	2 WOR	2 WKXW-F	2 WABC <	2 WKXW-F	2 WFAN	1 WWZY-F
3	WQHT-F >	3 WPLJ-F	3 WAXQ-F <	3 WKXW-F	3 WRAT-F	3 WOBM-F <	3 WOR <	3 WKXW-F <	3 WNEW-F <	2 WQHT-F	3 WKXW-F <
4	WRAT-F >>	4 WQHT-F <	4 WKXW-F	3 WAXQ-F	4 WAXQ-F <	4 WOBM	4 WOBM-F	4 WRAT-F	4 WRAT-F <	4 WBBO-F	4 WOBM-F
5	WKUJ-F	5 WJLK-F <	5 WJLK-F <	5 WOBM-F	5 WOBM-F	5 WCBS-F	5 WOBM	5 WOBM <	5 WWZY-F <	4 WWZY-F <	5 WFAN <
5	WBBO-F <	6 WOBM-F <	6 WWZY-F <	5 WWZY-F <	5 WFAN <	6 WCBS	6 WCBS	6 WXRK-F <	6 WFAN <	6 WHTZ-F <	6 WKUJ-F <
7	WWZY-F <	7 WWZY-F	7 WOBM-F	7 WJLK-F	7 WWZY-F <	6 WFAN <	7 WAXQ-F <	7 WOBM-F	7 WQHT-F <	7 WKXW-F	7 WOBM <
8	WJLK-F	7 WKUJ-F	8 WLTW-F <	8 WLTW-F <	8 WABC <	8 WRAT-F <	8 WJLK-F <	8 WLTW-F <	7 WKUJ-F <	8 WQHT-F	8 WQHT-F
8	WHTZ-F <	7 WPLJ-F	9 WFAN	9 WFAN	9 WAXQ-F <	9 WPLJ-F	9 WWZY-F	9 WCBS-F	9 WLTW-F <	8 WHTZ-F <	8 WHTZ-F <
10	WNEW-F <	10 WLTW-F	9 WKUJ-F	9 WPLJ-F <	10 WCBS			9 WHTZ-F <			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite	
1	WKUJ-F	1 WPLJ-F	1 WWZY-F	1 WKUJ-F <	1 WKXW-F <	1 WRAT-F	1 WRAT-F	1 WXRK-F <	1 WXRK-F <	1 WOR >	
1	WPLJ-F	2 WKUJ-F	2 WKXW-F	2 WOBM-F <	2 WOBM-F	2 WXRK-F	2 WXRK-F >>	2 WRAT-F >	2 WRAT-F	2 WABC	
3	WBBO-F	2 WWZY-F	2 WLTW-F	3 WJLK-F	3 WJLK-F <	3 WQHT-F >	3 WRKS-F	3 WAXQ-F >	3 WAXQ-F	3 WRAT-F	
3	WQHT-F	2 WHTZ-F <	2 WPLJ-F	3 WPLJ-F <	4 WLTW-F	4 WMMR-F	3 WQHT-F	4 WNEW-F >	4 WFAN	4 WFAN <	3 WKXW-F
3	WHTZ-F	5 WBBO-F	5 WJLK-F	5 WKXW-F <	5 WWZY-F	5 WBBO-F >	5 WNEW-F >	5 WFAN	5 WNEW-F	5 WKXW-F	5 WBLS-F
6	WOBM-F >	5 WLTW-F	5 WHTZ-F >	6 WLTW-F <	5 WPLJ-F <	6 WBBO-F	6 WHTG-F	6 WPLJ-F	6 WKXW-F	6 WWZY-F <	6 WWZY-F
7	WOBM-F	7 WBBO-F	7 WHTZ-F	7 WKUJ-F	6 WJLK-F	6 WJLK-F	6 WJLK-F	7 WWZY-F <	7 WNEW-F	6 WXRK-F	6 WXRK-F
8	WJLK-F	7 WOBM-F	8 WWZY-F	8 WHTZ-F	6 WKUJ-F			8 WJLK-F	8 WJLK-F	8 WJLK-F	8 WJLK-F
8	WKXW-F	7 WKUJ-F	9 WBBO-F	9 WCBS-F	6 WNEW-F			9 WRKS-F <	9 WOBM-F	9 WRKS-F	9 WOBM-F
8	WXRK-F	7 WXRK-F	10 WXRK-F <		6 WLTW-F >			10 WPLJ-F <	9 WRKS-F		

# MONMOUTH-OCEAN

Consolidation Report		12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Nassau</b>		15.6 %	11.7 %	%	AC	0 (0)	123 (4)	123 (4)	9.3 %	11.5 %
WADB-AM, WBBO-FM, WJLK-FM, WOBFM-AM, WOBFM-FM					AOR/Classic/NR	0 (0)	217 (6)	217 (6)	16.4 %	18.1 %
		<b>15.6 %</b>	<b>11.7 %</b>	<b>%</b>	Black/Urban	0 (0)	104 (4)	104 (4)	7.9 %	4.2 %
					CHR	0 (0)	184 (6)	184 (6)	13.9 %	13.7 %
					Classical	0 (0)	21 (1)	21 (1)	1.6 %	1.7 %
					Country	0 (0)	93 (4)	93 (4)	7.0 %	4.9 %
					Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
					Hispanic	0 (0)	6 (1)	6 (1)	0.5 %	0.6 %
					Jazz	0 (0)	25 (1)	25 (1)	1.9 %	1.0 %
					News/Talk	166 (5)	115 (3)	281 (8)	21.3 %	18.7 %
					Oldies	0 (0)	67 (4)	67 (4)	5.1 %	5.4 %
					Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
					Religion/Gospel	0 (0)	10 (1)	10 (1)	0.8 %	1.5 %
					Soft AC	0 (0)	44 (1)	44 (1)	3.3 %	4.7 %
					Sports	53 (1)	0 (0)	53 (1)	4.0 %	4.8 %
					Standards/EZ	93 (4)	0 (0)	93 (4)	7.0 %	9.2 %
					<b>Totals</b>	<b>312 (10)</b>	<b>1009 (36)</b>	<b>1321 (46)</b>		

### AM Stations

WADB	1310	2.5 kw/1 kw (DA-2)	Standards	Westwd	Katz	Nassau	
WOBFM	1160	5 kw/8.9 kw (DA-2)	Standards	Westwd	Katz	Nassau	Lakewood

### FM Stations

WBBO	98.5	6 kw @ 328	CHR		Katz	Nassau	Ocean Acres
WHTG	106.3	3.9 kw @ 233	AOR-New Rock		Allied		Eatontown
WJLK	94.3	3 kw @ 328	AC	Westwd	Katz	Nassau	Asbury Park
WJRZ	100.1	1.6 kw @ 450	Country	AP, Jones	Christal		Manahawkin
WOBFM	92.7	1.4 kw @ 485	AC		Katz	Nassau	Lakewood
WRAT	95.9	4 kw @ 240	AOR		Katz	New Jersey	Pt. Pleasant
WWZY	107.1	2.3 kw @ 371	Country		--	Big City	Long Branch

Notes: Other ranked stations -- See New York or, in the Fall 1999 Small Market edition, Trenton, NJ . . . The market's Total and Metro survey areas are the same . . . No revenue data are available . . . 9/99 WCHR-F (CP: 105.7; Manahawkin) sold to Nassau for \$4,375,000 . . . 10/99 WJRZ-F changed from AC to Country

# MONTEREY-SALINAS-SANTA CRUZ

Arbitron Rank 74 Pop (12+): 546,300	Stations 41 / 26	Last Year's Revenue: \$16,600,000
MSA Rank: 130-Sal.-Mont.; 177-Sta. Cruz	Diaries: 1,653/ 330:1/ 46.7%	Household Income: \$54,589
MSA Pop: 636,000	Sample Target: 1,650	Total Retail Sales: \$5.6 Bil.
DMA: 119	% Below Line: 23.1	#1 Biller: KTOM-F \$2,150,000
Average Persons Rating: 16.1	% Not Listed: 15.0	#1 Billing Portfolio
Market TSL in Hours 21.50	Pop per Station: 21,012	Clear Channel \$6,100,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	KDON-F	72 / 8.2	7.0	7.3	9.7	10.1	8.0	1216 / 22.3	21.5	21.3	77 / 1291	C	KDON-F
2	KWAV-F	56 / 6.4	3.7	5.6	3.7	3.9	4.8	621 / 11.4	11.6	10.0	57 / 625	C	KWAV-F
3	KGO	51 / 5.8	6.8	4.8	6.4	8.5	5.9	708 / 13.0	12.3	18.3	57 / 762		KGO
4	KTOM-F	47 / 5.3	5.0	5.9	5.7	5.2	5.5	636 / 11.7	12.0	10.8	50 / 674	D	KTOM-F
5	KBOQ-F	41 / 4.7	4.2	3.8	3.9	3.5	4.1	521 / 9.5	9.7	9.8	41 / 521	B	KBOQ-F
6	KPIG-F	40 / 4.5	5.0	3.2	5.0	4.4	4.4	544 / 10.0	6.7	9.5	40 / 553	B	KPIG-F
7	KZOL-FF	38 / 4.3	5.1	3.7	3.3	4.1	4.1	417 / 7.6	9.1	6.1	45 / 499	B+	KZOL-FF
8	KLOK-F	31 / 3.5	4.1	4.8	2.7	5.0	3.8	373 / 6.8	7.7	7.7	31 / 373	C	KLOK-F
9	KIDD	29 / 3.3	3.6	3.4	4.2	2.4	3.6	356 / 6.5	5.3	5.7	29 / 368	A	KIDD
9	KCDU-F	29 / 3.3	2.9	3.7	3.8	3.3	3.4	664 / 12.1	13.4	12.7	30 / 708	A	KCDU-F
11	KBTU-F	24 / 2.7	3.6	4.5	2.0	1.8	3.2	568 / 10.4	11.2	4.4	24 / 568	A	KBTU-F
12	KOCN-F	23 / 2.6	3.5	3.5	4.1	4.3	3.4	476 / 8.7	10.5	11.1	23 / 476	C	KOCN-F
13	KBRG-F	21 / 2.4	1.6	1.8	1.4	1.1	1.8	367 / 6.7	3.8	2.5	22 / 411		KBRG-F
13	KTGE	21 / 2.4	1.6	2.2	0.6	1.9	1.7	197 / 3.6	4.1	3.5	21 / 197	B*	KTGE
15	KSCO	20 / 2.3	1.7	2.0	2.7	2.9	2.2	367 / 6.7	4.8	7.5	20 / 367	B	KSCO
16	KRAY-F	19 / 2.2	2.8	3.2	3.6	3.8	2.9	354 / 6.5	8.0	7.3	23 / 381	B*	KRAY-F
17	KCBS	18 / 2.0	1.6	2.0	1.5	1.8	1.8	424 / 7.8	6.4	6.5	20 / 491		KCBS
17	KSJO-F	18 / 2.0	1.2	1.3	1.7	0.8	1.6	321 / 5.9	3.3	3.1	23 / 401		KSJO-F
19	KSES-AF	17 / 1.9	1.6	1.2	1.0	1.7	1.4	287 / 5.3	3.4	3.8	17 / 295		KSES-AF
20	KMBY-F	16 / 1.8	2.5	2.6	2.2	1.7	2.3	398 / 7.3	6.1	5.6	16 / 407	A	KMBY-F
21	KSEA-F	14 / 1.6	3.0	3.0	1.0	1.1	2.2	254 / 4.7	5.5	2.6	14 / 254		KSEA-F
21	KNBR	14 / 1.6	1.8	2.0	1.7	2.1	1.8	260 / 4.8	5.5	6.6	15 / 293		KNBR

12+ FM Share (Metro): 75.30% (564 of 749) (Fall 98: 72.70%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KDON-F >>>	1 KDON-F >	1 KDON-F	1 KPIG-F	1 KWAV-F	1 KGO	1 KZOL-FF <	1 KWAV-F	1 KDON-F	1 KDON-F >	1 KDON-F >
2 KSES-AF	2 KZOL-FF <	2 KPIG-F <	2 KWAV-F <	2 KPIG-F	2 KWAV-F	2 KDON-F	2 KGO <	2 KWAV-F	2 KGO	2 KBOQ-F <
2 KCDU-F >	3 KCDU-F	3 KWAV-F <	3 KZOL-FF <	3 KZOL-FF <	3 KBOQ-F	3 KWAV-F	3 KDON-F <	3 KTOM-F <	3 KWAV-F	3 KTOM-F <
4 KLOK-F	4 KZOL-FF	4 KDON-F	4 KDON-F <	4 KPIG-F <	3 KGO >	4 KTOM-F <	4 KPIG-F	4 KLOK-F	4 KLOK-F	4 KWAV-F <
4 KTOM-F <	5 KTOM-F <	5 KLOK-F <	5 KGO <	5 KTOM-F <	5 KTOM-F <	5 KTOM-F	5 KPIG-F	5 KBOQ-F <	4 KBOQ-F	5 KGO
6 KWAV-F <	6 KLOK-F <	6 KGO	6 KTOM-F	6 KIDD >	6 KPIG-F <	6 KBOQ-F	6 KBOQ-F	6 KLOK-F <	6 KTOM-F	5 KIDD
7 KBTU-F	7 KCDU-F	6 KTOM-F	6 KLOK-F >	7 KOCN-F <	7 KBOQ-F	7 KZOL-FF	7 KCDU-F <	7 KBTU-F <	7 KBTU-F <	7 KPIG-F <
8 KRAY-F	8 KGO	8 KBTU-F	8 KBOQ-F	8 KZOL-FF <	8 KLOK-F <	8 KIDD <	8 KGO	8 KBRG-F <	8 KBRG-F <	8 KZOL-FF <
9 KPIG-F	8 KBTU-F	8 KBOQ-F <	8 KOCN-F	9 KCBS <	9 KCBS	9 KCDU-F <	9 KBTU-F <	9 KBTU-F <	9 KPIG-F	9 KLOK-F
9 KBRG-F <	10 KBOQ-F <		8 KBTU-F			9 KCDU-F <	10 KSCO <	10 KOCN-F <	10 KSES-AF <	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrmite
1 KDON-F >>>	1 KDON-F >	1 KWAV-F >	1 KDON-F	1 KWAV-F	1 KDON-F	1 KDON-F	1 KLOK-F	1 KPIG-F	1 KPIG-F >	1 KGO
2 KBTU-F	2 KWAV-F	2 KZOL-FF	2 KWAV-F <	2 KOCN-F <	2 KCDU-F >	2 KCDU-F <	2 KZOL-FF	2 KDON-F	2 KGO <	2 KDON-F >
2 KTOM-F	3 KZOL-FF	2 KDON-F >	3 KZOL-FF	3 KZOL-FF	3 KTOM-F	3 KZOL-FF	3 KDON-F	3 KTOM-F <	3 KLOK-F	3 KTOM-F >
2 KBRG-F	3 KBTU-F >	4 KTGE	4 KOCN-F	3 KDON-F	4 KWAV-F	3 KLOK-F	4 KSJO-F	4 KLOK-F	3 KZOL-FF	4 KWAV-F
5 KZOL-FF >	5 KCDU-F	4 KBTU-F	4 KBTU-F	5 KTOM-F	4 KRAY-F	5 KTOM-F	4 KCDU-F	4 KZOL-FF	3 KWAV-F <	5 KCBS
	5 KLOK-F	4 KCDU-F	4 KCDU-F <	5 KTGE	4 KPIG-F	6 KPIG-F	6 KPIG-F	6 KWAV-F <	6 KDON-F <	
	5 KTOM-F	4 KLOK-F	7 KTOM-F <	7 KBOQ-F	4 KMBY-F	7 KMBY-F	4 KTOM-F	7 KGO <	7 KTOM-F	
	5 KBRG-F		8 KBOQ-F	7 KGO	4 KSEA-F >	8 KBTU-F	8 KBTU-F	8 KSJO-F	8 KSJO-F	
	9 KRAY-F			7 KCDU-F		8 KSJO-F	8 KMBY-F	8 KCDU-F	9 KBTU-F	
						8 KSEA-F		10 KMBY-F	9 KBOQ-F	
									9 KSCO	

# MONTEREY-SALINAS-SANTA CRUZ

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Format Performance	AM	FM	Total	%	Yr. Ago	
KCTY	SP	98.0	Salinas	0.3	1.1	8	72	AC	0 (0)	94 (4)	94 (4)	12.6 %	8.6 %
KISE-F	CL AOR	103.9	Seaside	1.0	3.7	9	203	AOR/Classic/NR	0 (0)	102 (8)	102 (8)	13.6 %	12.2 %
KKMC	REL	88.0	King City	0.6	1.8	5	96	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.4 %
KLXM-F	SP-C	97.9	Salinas	0.8	2.6	7	145	CHR	0 (0)	96 (2)	96 (2)	12.8 %	11.5 %
KMJO-F	AOR	92.7	Marina	0.8	4.9	7	266	Classical	0 (0)	41 (1)	41 (1)	5.5 %	3.9 %
KRKC	C	149.0	King City	0.3	0.7	3	37	Country	3 (1)	47 (1)	50 (2)	6.7 %	6.4 %
KRML	J	141.0	Carmel	0.3	0.6	3	35	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KTOM	SPRTS	138.0	Salinas	0.5	1.4	4	75	Hispanic	32 (4)	152 (9)	184 (13)	24.6 %	25.7 %
KZSL-F	SP-VA	93.9	King City	0.6	1.9	5	101	Jazz	3 (1)	0 (0)	3 (1)	0.4 %	2.0 %

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume	
KARA-F	AC	105.7	Santa Clara	0.5	1.7	6	112
KBAY-F	SAC	94.5	Gilroy	1.0	3.9	11	286
KEZR-F	AC/CHR	106.5	San Jose	0.6	2.5	5	137
KFOG-FF	AOR-P	104.5	San Francisco	0.5	1.1	4	65
KLOK	SP-R	117.0	San Jose	0.8	1.4	9	124
KSFO	T	56.0	San Francisco	0.7	1.3	7	93
KUFX-F	CL AOR	98.5	San Jose	0.9	3.2	14	195

Consolidation Report	12+	25-54	Revenue
<b>Clear Channel</b>	17.3 %	14.7 %	36.7 %
KDON-FM, KMJO-FM, KOCN-FM, KTOM-AM, KTOM-FM, KTXX-AM			
<b>Entravision, pend.</b>	5.4 %	6.5 %	6.6 %
KLOK-FM, KSES-AF			
<b>New Wave</b>	12.3 %	14.8 %	10.3 %
KBTU-FM, KCDU-FM, KHIP-FM, KMBY-FM, KPIG-FM			
<b>Z-Spanish</b>	6.3 %	7.0 %	10.6 %
KCTY-AM, KLXM-FM, KRAY-FM, KTGE-AM, KZSL-FM			
	<b>41.4 %</b>	<b>43.0 %</b>	<b>64.2 %</b>

### AM Stations

KIDD	630	1 kw (DA-2)	Standards	Westwd, CNN	\$<20.00	D&R	Buckley
KSCO	1080	10 kw/5 kw (DA-N)	Talk	AP	\$<20.00	---	
KSES	700	2.5 kw/0.7 kw	Simul. KSES-F				Soledad
KTGE	1570	5 kw/0.5 kw (DA-2)	Hispanic-Regional		\$<20.00	Lotus	Z-Spanish

### FM Stations

KBOQ	95.5	1.7 kw @ 630	Classical		\$30.00	Mc-Guild		Carmel
KBTU	101.7	2.4 kw @ 528	Dance CHR		\$<20.00	Mc-Guild	New Wave	Carmel
KCDU	93.5	0.11 kw @ 2296	Modern AC		\$ NA	Mc-Guild	New Wave	Hollister
KDON	102.5	18.5 kw @ 2270	CHR		\$40.00	Clr Chnl	Clear Channel	
KLOK	99.5	30 kw @ 640	Hispanic-Regional		\$<20.00	Caballero	Entravision, pend.	Greenfield
KMBY	104.3	6 kw @ 328	AOR-New Rock		\$<20.00	Mc-Guild	New Wave	Gonzales
KOCN	105.1	1.8 kw @ 600	Oldies	Westwd	\$31.00	Clr Chnl	Clear Channel	Pacific Grove
KPIG	107.5	2.85 kw @ 335	Progressive AOR		\$27.00	Mc-Guild	New Wave	Freedom
KRAY	103.5	2.5 kw @ 512	Hispanic-Regional		\$<20.00	Lotus	Z-Spanish	
KSEA	107.9	0.87 @ 1637	Hispanic-Regional		\$ NA	---		Greenfield
KSES	107.1	1.85 kw @ 587	Hispanic-Contemp.		\$ NA	Caballero	Entravision, pend.	Seaside
KTOM	100.7	1.4 kw @ 2385	Country	ABC	\$51.00	Katz	Clear Channel	
KWAV	96.9	18 kw @ 2450	AC	AP	\$47.00	D&R	Buckley	

Notes: Other ranked stations -- See San Francisco . . . \* KRAY-F revenue level includes KCTY and KLXM-F revenue; + KZOL-FF revenue level represents only revenue derived from Monterey-Salinas-Santa Cruz . . . 9/99 KRQC-F changed from locally-originated AOR to simulcasting KSJO-F (San Jose) as KMJO-F . . . 12/99 KTOM (1380) changed from Sports to Classic Country; the sports format moved to KTXX (1460) . . . 1/00 KISE-F (103.9) changed from Classic AOR to Progressive AOR as KTEE-F . . . 1/00 KLOK-F and KSES-AF sold by EXCL to Entravision as part of a \$250,000,000 group transaction . . . 1/00 KIEZ (540) sold to Rodriguez Communications for \$700,000 (Force; Pierce)

# MONTGOMERY

**Arbitron Rank** 142 **Pop (12+)** 266,400  
**MSA Rank:** 152  
**MSA Pop:** 326,000  
**DMA:** 113  
**Average Persons Rating:** 15.9  
**Market TSL in Hours** 21.00

**Stations** 21 / 17  
**Diaries:** 981 / 272:1 / 51.1%  
**Sample Target:** 980  
**% Below Line:** 4.3  
**% Not Listed:** 16.1  
**Pop per Station:** 15,671

**Last Year's Revenue:** \$14,100,000  
**Household Income:** \$39,553  
**Total Retail Sales:** \$3.4 Bil.  
**#1 Biller:** WLWI-F \$3,800,000  
**#1 Billing Portfolio**  
 Cumulus, pend. \$6,890,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	WLWI-F	C	61 / 14.4	13.1	13.1	11.7	761 / 28.8	26.0	26.8	92 / 1272	E	WLWI-F
2	WZHT-F	B	46 / 10.9	14.0	13.8	16.0	645 / 24.2	26.7	26.7	121 / 1302	D	WZHT-F
3	WJWZ-F	B	34 / 8.0	8.2	9.0	9.1	417 / 15.7	18.7	19.4	36 / 458	A	WJWZ-F
4	WHHY-F	CHR	25 / 5.9	5.8	3.1	2.3	526 / 19.7	16.2	12.7	37 / 904	A	WHHY-F
4	WACV	T	25 / 5.9	3.9	4.6	3.0	266 / 10.0	9.5	8.9	26 / 288	B	WACV
6	WMCZ-F	B/AC	22 / 5.2	5.8	6.3	6.6	311 / 11.7	12.7	12.9	24 / 350	C	WMCZ-F
7	WXVI	B/G	20 / 4.7	2.9	4.4	3.0	174 / 6.5	6.4	6.7	20 / 182	A	WXVI
8	WAFX-F	AOR	19 / 4.5	3.9	4.4	4.1	298 / 11.2	12.5	12.5	31 / 549	C	WAFX-F
9	WMXS-F	AC	16 / 3.8	5.3	5.3	4.3	300 / 11.3	14.9	13.3	23 / 536	C	WMXS-F
10	WBAM-F	CHR	14 / 3.3	5.3	7.5	6.9	406 / 15.2	17.8	18.0	19 / 565	C	WBAM-F
11	WQLD-F	O	13 / 3.1	4.6	4.8	6.9	284 / 10.7	12.0	12.5	28 / 482	A	WQLD-F
12	WQKS-F	CL HITS	12 / 2.8	1.9	2.2	3.0	211 / 7.9	8.0	8.1	13 / 235	A	WQKS-F
13	WKXN-FF	B	10 / 2.4	1.9	1.7	0.7	139 / 5.2	6.4	3.7	16 / 220		WKXN-FF
14	WNZZ	ST	9 / 2.1	2.7	1.7	2.5	129 / 4.8	6.7	4.6	9 / 134	A	WNZZ

12+ FM Share (Metro): 78.87% (280 of 355) (Fall 98: 82.91%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJWZ-F >>	1 WZHT-F	1 WZHT-F	1 WLWI-F <	1 WLWI-F <	1 WLWI-F >>	1 WLWI-F >	1 WLWI-F	1 WLWI-F	1 WJWZ-F <	1 WZHT-F
2 WZHT-F >	2 WJWZ-F >	2 WLWI-F >	2 WZHT-F >	2 WZHT-F >	2 WACV	2 WZHT-F	2 WACV >	2 WJWZ-F	2 WZHT-F >>	2 WLWI-F >
3 WHHY-F >>	3 WLWI-F <	3 WJWZ-F	3 WAFX-F	3 WMCZ-F <	2 WXVI	3 WMCZ-F <	3 WZHT-F >	3 WZHT-F	3 WHHY-F	3 WJWZ-F
4 WHHY-F	4 WAFX-F	4 WAFX-F	4 WMCZ-F	4 WAFX-F	4 WZHT-F	4 WAFX-F <	4 WJWZ-F <	4 WHHY-F	4 WMXS-F	4 WHHY-F
5 WAFX-F	5 WHHY-F <	4 WACV <	4 WACV	4 WACV	5 WMCZ-F <	5 WHHY-F <	5 WXVI <	4 WACV <	4 WMCZ-F <	5 WXVI
6 WMCZ-F	6 WMCZ-F <	6 WMXS-F <	6 WMXS-F <	6 WQLD-F	6 WJWZ-F >	6 WJWZ-F >	6 WMCZ-F <	6 WXVI	6 WLWI-F <	6 WMCZ-F
7 WQKS-F	7 WMXS-F	7 WHHY-F <	7 WHHY-F <	7 WMXS-F	7 WMXS-F	7 WMXS-F	7 WAFX-F <	7 WMCZ-F	7 WXVI	7 WKXN-FF <
7 WACV	7 WACV	8 WQKS-F	8 WQLD-F <	7 WAFX-F	7 WACV <	8 WHHY-F	7 WAFX-F <	7 WMCZ-F	8 WACV	8 WBAM-F
9 WBAM-F	9 WBAM-F	9 WXVI	9 WQKS-F	9 WNZZ	9 WBAM-F	9 WBAM-F	9 WMXS-F <	9 WQLD-F <	9 WQLD-F <	8 WAFX-F
9 WQKS-F	9 WQKS-F			10 WHHY-F		10 WQLD-F <	10 WMCZ-F			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrite
1 WZHT-F	1 WJWZ-F	1 WMCZ-F	1 WZHT-F	1 WLWI-F	1 WJWZ-F >>	1 WZHT-F >	1 WZHT-F >	1 WZHT-F	1 WLWI-F	1 WZHT-F
1 WJWZ-F	1 WZHT-F	1 WKXN-FF	2 WLWI-F	2 WZHT-F	2 WZHT-F >	2 WJWZ-F >	2 WAFX-F	2 WLWI-F	1 WZHT-F	2 WLWI-F
3 WHHY-F >>	3 WHHY-F	1 WJWZ-F	3 WMCZ-F	3 WMCZ-F	3 WBAM-F	3 WLWI-F	2 WACV	3 WAFX-F	3 WACV	3 WJWZ-F >
4 WKXN-FF	1 WHHY-F	3 WHHY-F	4 WHHY-F	4 WHHY-F	3 WLWI-F >>	3 WAFX-F	4 WLWI-F	4 WJWZ-F	3 WAFX-F >>	4 WACV
4 WLWI-F	1 WZHT-F	5 WJWZ-F	5 WMXS-F	5 WMXS-F	5 WACV >	5 WQKS-F >	5 WACV >	5 WMXS-F	5 WMCZ-F	4 WHHY-F
6 WMCZ-F	1 WLWI-F	6 WMXS-F	6 WQLD-F	6 WQLD-F	6 WQKS-F		6 WMSP	5 WMCZ-F	6 WBAM-F	
		7 WKXN-FF	6 WQKS-F	6 WQKS-F	6 WXVI			5 WMSP	8 WQKS-F	
				6 WKXN-FF						

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume								
WAPZ	G	1250	Wetumpka	1.4	3.2	6	84	WSTH-F	C	106.1	Alexander City	0.9	2.0	15	308
WLWI	N	1440	Montgomery	0.9	2.1	4	67	WTGZ-F	AOR-NR	95.9	Tuskegee	0.9	3.1	5	150
WMGY	REL	800	Montgomery	0.7	1.7	3	49								
WMSP	SPRTS	740	Montgomery	1.9	6.5	9	210								



# MONTGOMERY

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>AMFM (Pend. to Clear Channel)</b> WMCZ-FM, WQLD-FM, WZHT-FM	19.2 %	22.6 %	30.5 %	AC	0 (0)	16 (1)	16 (1)	4.5 %	8.7 %
<b>Cumulus, pend.</b> WHHY-FM, WLWI-AM, WLWI-FM, WMSP-AM, WMXS-FM, WNZZ-AM, WAFX-FM	33.5 %	32.8 %	48.9 %	AOR/Classic/NR	0 (0)	23 (2)	23 (2)	6.5 %	5.6 %
	<b>52.7 %</b>	<b>55.4 %</b>	<b>79.4 %</b>	Black/Urban	0 (0)	112 (5)	112 (5)	31.5 %	35.6 %
				CHR	0 (0)	39 (2)	39 (2)	11.0 %	8.7 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	65 (2)	65 (2)	18.3 %	19.6 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	29 (2)	0 (0)	29 (2)	8.2 %	5.3 %
				Oldies	0 (0)	25 (2)	25 (2)	7.0 %	5.6 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	29 (3)	0 (0)	29 (3)	8.2 %	7.0 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	8 (1)	0 (0)	8 (1)	2.3 %	2.0 %
				Standards/EZ	9 (1)	0 (0)	9 (1)	2.5 %	2.0 %
				<b>Totals</b>	<b>75 (7)</b>	<b>280 (14)</b>	<b>355 (21)</b>		

### AM Stations

WACV	1170	10 kw/1 kw (DA-2)	Talk	CBS	<20.00	Christal	WQKS-F
WNZZ	950	1 kw/0.044 kw	Standards	CNN	\$ NA	Katz	Cumulus
WXVI	1600	5 kw/1 kw (DA-2)	Black Gospel	ABC, AURN	<20.00	Williams	

### FM Stations

WBAM	98.9	9.9 kw @ 1096	CHR	ABC	\$21.00	Christal	
WHHY	101.9	100 kw @ 1096	CHR		\$23.00	Katz	Cumulus, pend.
WJWZ	97.9	3 kw @ 328	Black		\$ NA	Christal	Wetumpka
WKXX	96.7	9 kw @ 545	Simul. WKXN-F				Pine Hill
WKXN	95.9	5 kw @ 226	Black	AURN	\$ NA	Regional	WKXK-F Greenville
WLWI	92.3	100 kw @ 1096	Country		\$78.00	Katz	Cumulus
WMCZ	97.1	3 kw @ 328	Black AC	ABC	\$21.00	Sentry	AMFM Millbrook
WMXS	103.3	100 kw @ 1096	AC		\$27.00	Katz	Cumulus
WQKS	96.1	0.9 kw @ 820	Classic Hits (80's)	Westwd, ABC	\$20.00	Christal	WACV
WQLD	104.3	13.5 kw @ 1830	Oldies		\$ NA	Sentry	AMFM Luverne
WAFX	95.1	50 kw @ 492	AOR		\$25.00	Eastman	Cumulus, pend. Prattville
WZHT	105.7	100 kw @ 1830	Black	ABC	\$49.00	Mc-Guild	AMFM Troy

Notes: WBAM-F and WJWZ-F (separate owners) are LMA'd to WACV/WQKS-F . . . WKXX-F/WKXN-F is not home to the market but are shown in the station roster as they are not shown elsewhere . . . 9/99 WQKS-F changed from Black AC to Classic Hits (80's) . . . 10/99 AMFM and Clear Channel announced plans to merge . . . 10/99 WHHY (1440) changed from Country to News as WLWI . . . 10/99 AMFM and Clear Channel announced plans to merge

# NASHVILLE

Arbitron Rank 43 Pop (12+) 981,200	Stations 25 / 25	Last Year's Revenue: \$63,200,000
MSA Rank: 48	Diaries: 1,441 / 681:1 / 49.1%	Household Income: \$50,867
MSA Pop: 1,170,000	Sample Target: 1,430	Total Retail Sales: \$13.8 Bil.
DMA: 30	% Below Line: 0.0	#1 Biller: WSIX-F \$13,100,000
Average Persons Rating: 14.4	% Not Listed: 14.2	#1 Billing Portfolio
Market TSL in Hours 19.25	Pop per Station: 39,248	AMFM \$25,200,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	WQK-F	B	119 / 8.4	10.0	7.7	8.5	9.8	8.7	1567 / 16.0	15.5	16.1	129 / 1768	G	WQK-F
2	WJXA-F	SAC	115 / 8.2	6.1	5.4	6.5	5.4	6.5	1537 / 15.7	11.8	10.6	137 / 1978	G	WJXA-F
3	WRVW-F	CHR	109 / 7.7	6.9	5.9	6.4	5.7	6.7	2028 / 20.7	18.7	17.9	140 / 3089	F	WRVW-F
4	WNRQ-F	CL AOR	95 / 6.7	8.1	9.0	7.8	8.2	7.9	1398 / 14.3	18.2	18.5	171 / 2620	E	WNRQ-F
5	WSIX-F	C	87 / 6.2	7.9	8.9	8.7	8.1	7.9	1576 / 16.1	19.3	20.1	121 / 2284	I	WSIX-F
6	WRMX-F	O	84 / 6.0	5.3	5.7	6.3	4.7	5.8	1561 / 15.9	13.8	15.0	126 / 2356	E	WRMX-F
7	WZPC-F	AOR-NR	67 / 4.7	4.0	4.0	1.0	1.3	3.4	1316 / 13.4	12.1	6.0	102 / 2013	A	WZPC-F
7	WWTN-F	T	67 / 4.7	3.5	3.2	4.8	4.8	4.1	1305 / 13.3	11.2	12.5	97 / 1803	F	WWTN-F
9	WKDF-F	C	64 / 4.5	3.4	3.6	3.9	3.4	3.9	1054 / 10.7	11.7	12.6	120 / 1854	F	WKDF-F
10	WSM-F	C	62 / 4.4	6.2	6.5	6.9	8.5	6.0	1220 / 12.4	16.9	17.6	119 / 2102	H	WSM-F
11	WSM	C/F/S	52 / 3.7	3.7	2.7	2.9	3.7	3.2	780 / 7.9	7.3	8.2	91 / 1323	D	WSM
12	WLAC	T	47 / 3.3	3.2	2.5	3.9	4.5	3.2	932 / 9.5	7.6	11.6	54 / 1109	D	WLAC
13	WVOL	B/G	43 / 3.0	2.3	2.7	2.2	1.8	2.6	389 / 4.0	3.5	4.5	43 / 389	A	WVOL
14	WGFX-F	B/O	39 / 2.8	3.5	2.5	3.3	3.6	3.0	1180 / 12.0	11.2	14.1	46 / 1422	F	WGFX-F
15	WNPL-F	B/O	33 / 2.3	2.2	2.6	2.7	0.9	2.5	562 / 5.7	6.2	4.5	38 / 687		WNPL-F
15	WZTO-F	REL-CC	33 / 2.3	1.7	2.3	1.8	3.3	2.0	756 / 7.7	7.2	7.7	49 / 1112		WZTO-F
17	WQZQ-F	CHR/B	29 / 2.1	3.4	3.0	2.7	2.4	2.8	980 / 10.0	10.9	10.1	86 / 1944	B	WQZQ-F
18	WAMB-AF	ST	16 / 1.1	1.0	1.0	0.8	1.0	1.0	268 / 2.7	1.8	2.5	16 / 281		WAMB-AF
19	WRLT-F	AOR-P	14 / 1.0	1.7	1.6	1.6	0.9	1.5	480 / 4.9	4.8	4.1	14 / 511	C	WRLT-F

12+ FM Share (Metro): 86.29% (1045 of 1211) (Fall 98: 83.59%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WQK-F <	1 WRVW-F <	1 WNRQ-F <	1 WJXA-F	1 WJXA-F	1 WJXA-F	1 WSIX-F	1 WJXA-F	1 WQK-F	1 WQK-F >	1 WQK-F
2 WRVW-F >	2 WQK-F <	2 WRVW-F <	2 WRVW-F <	2 WRVW-F <	2 WRMX-F	2 WRVW-F	2 WRVW-F <	2 WJXA-F <	2 WJXA-F	2 WJXA-F
3 WQZQ-F	3 WNRQ-F	3 WQK-F <	3 WNRQ-F	3 WRMX-F <	3 WSIX-F <	3 WJXA-F	3 WNRQ-F	3 WRVW-F <	3 WZPC-F	2 WRVW-F
4 WZPC-F >>	4 WZPC-F >	4 WJXA-F	4 WQK-F <	4 WNRQ-F	4 WWTN-F	3 WQK-F <	4 WRMX-F <	4 WNRQ-F	4 WRVW-F	4 WSM-F
	5 WJXA-F	5 WSIX-F	5 WWTN-F <	5 WQK-F <	5 WSM <	5 WNRQ-F <	5 WLAC <	5 WRMX-F	5 WNRQ-F	4 WRMX-F <
	5 WSIX-F <	6 WZPC-F <	6 WSIX-F <	6 WWTN-F <	6 WQK-F <	6 WWTN-F <	6 WSIX-F <	6 WSIX-F <	6 WQZQ-F <	6 WNRQ-F <
	7 WKDF-F	7 WWTN-F	7 WRMX-F	7 WSIX-F	7 WSM-F <	7 WRMX-F	7 WQK-F <	7 WWTN-F <	7 WSM-F	7 WSIX-F
	8 WSM-F	7 WKDF-F <	8 WKDF-F <	8 WKDF-F	8 WNRQ-F <	8 WZPC-F <	8 WWTN-F <	8 WZPC-F	7 WGFX-F <	8 WZPC-F
		9 WRMX-F	9 WZPC-F	9 WZPC-F <	9 WLAC	9 WKDF-F	9 WKDF-F	9 WKDF-F	9 WRMX-F	8 WSM <
			10 WSM-F	10 WSM-F	10 WKDF-F <	10 WSM-F <	10 WSM-F	10 WSM-F <	9 WWTN-F <	10 WVOL <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WRVW-F	1 WRVW-F	1 WRVW-F	1 WRVW-F	1 WJXA-F	1 WNRQ-F	1 WNRQ-F	1 WZPC-F	1 WNRQ-F >	1 WWTN-F <	1 WQK-F
2 WQK-F >	2 WQK-F	2 WJXA-F	2 WJXA-F <	2 WRVW-F <	2 WQK-F >>	2 WQK-F <	2 WRVW-F <	2 WWTN-F	2 WNRQ-F >	2 WWTN-F
3 WZPC-F	3 WSIX-F <	2 WSIX-F <	3 WQK-F	3 WSIX-F <	3 WRVW-F	3 WZPC-F	3 WNRQ-F	3 WQK-F	3 WKDF-F	3 WJXA-F <
4 WNRQ-F	4 WJXA-F	4 WQK-F >	4 WSIX-F	4 WRMX-F <	4 WZPC-F	4 WRVW-F	4 WKDF-F >	4 WKDF-F <	3 WJXA-F	4 WSM-F
5 WSIX-F	5 WZPC-F	5 WZPC-F	5 WRMX-F	5 WQK-F	5 WKDF-F	5 WKDF-F >>	5 WQK-F	5 WZPC-F <	5 WRMX-F <	5 WNRQ-F
6 WJXA-F	6 WNRQ-F	5 WSM-F	6 WNRQ-F <	6 WSM-F >	6 WSM-F	6 WSM-F	6 WWTN-F	6 WRVW-F	6 WZPC-F <	6 WSM
	7 WSM-F	5 WZTO-F	7 WSM-F <	7 WNPL-F			6 WGFX-F >	6 WJXA-F >	7 WRVW-F	
		8 WGFX-F	8 WZPC-F	7 WNRQ-F <				8 WRMX-F <	8 WQK-F	
		8 WKDF-F	9 WKDF-F <	9 WKDF-F <				9 WLAC	9 WLAC	
		8 WNRQ-F								

Other Rated Stations		Metro Share	Cume Rating	TSA AQH Cume
WANT-F	C	98.9	Lebanon	0.7 1.1 14 141
WBOZ-F	G	104.9	Woodbury	0.6 1.7 14 233
WMDB	B	880	Nashville	0.6 1.5 10 183
WVRY-F	G	105.1	Waverly	0.6 1.2 16 293

# NASHVILLE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>AMFM (Pend. to Clear Channel)</b>	26.2 %	27.5 %	39.9 %	AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WLAC-AM, WNRQ-FM, WRVW-FM, WSIX-FM, WZTO-FM				AOR/Classic/NR	0 (0)	176 (4)	176 (4)	14.5 %	14.4 %
<b>Cromwell</b>	6.8 %	5.7 %	1.9 %	Black/Urban	8 (1)	191 (3)	199 (4)	16.4 %	14.9 %
WQZQ-FM, WZPC-FM				CHR	0 (0)	138 (2)	138 (2)	11.4 %	9.5 %
<b>Dick</b>	7.3 %	9.0 %	13.4 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WGFX-FM, WKDF-FM				Country	0 (0)	223 (4)	223 (4)	18.4 %	21.1 %
<b>Gaylord</b>	12.8 %	11.7 %	21.4 %	Full Service	52 (1)	0 (0)	52 (1)	4.3 %	4.3 %
WSM-AM, WSM-FM, WWTN-FM				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
<b>Midwestern, pend.</b>	10.7 %	9.5 %	7.9 %	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	3.8 %
WNPL-FM, WQZQ-FM, WRQQ-FM				News/Talk	47 (1)	67 (1)	114 (2)	9.4 %	11.2 %
<b>South Central</b>	14.2 %	16.4 %	12.6 %	Oldies	0 (0)	84 (1)	84 (1)	6.9 %	9.6 %
WJXA-FM, WRMX-FM				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	<b>78.0 %</b>	<b>79.8 %</b>	<b>97.1 %</b>	Religion/Gospel	43 (1)	50 (3)	93 (4)	7.7 %	2.3 %
				Soft AC	0 (0)	115 (1)	115 (1)	9.5 %	6.2 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.5 %
				Standards/EZ	16 (1)	1 (1)	17 (2)	1.4 %	1.1 %
				<b>Totals</b>	<b>166 (5)</b>	<b>1045 (20)</b>	<b>1211 (25)</b>		

## AM Stations

Station	Freq	Power	Format	Source	Price	Buyer	Seller	Location
WAMB	1160	50 kw/1 kw (DA-N)	Standards	Westwd, CNN, CBS	\$20.00	Roslin		Donelson
WLAC	1510	50 kw (DA-N)	Talk/Religion	CBS	\$45.00	Sentry	AMFM	
WSM	650	50 kw	Country/Full Svc.	ABC	\$48.00	Christal	Gaylord	
WVOL	1470	5 kw/1 kw (DA-2)	Black Gospel	ABC	\$ NA	Allied	Midwestern	Berry Hill

## FM Stations

Station	Freq	Power	Format	Source	Price	Buyer	Seller	Location
WAMB	98.7	0.075 kw @ 260	Simul. WAMB					
WGFX	104.5	49 kw @ 1312	Black Oldies	Source	\$84.00	Katz	Dick	
WJXA	92.9	100 kw @ 1053	Soft AC	UPI	\$79.00	Eastman	South Central	
WKDF	103.3	100 kw @ 1233	Country	ABC	\$83.00	Katz	Dick	
WNPL	106.7	1.1 kw @ 774	Black Oldies		\$ NA	Allied	Midwestern	Belle Meade
WNRQ	105.9	100 kw @ 1233	Classic AOR		\$80.00	Sentry	AMFM	
WQZQ	92.1	3 kw @ 463	Black	ABC	\$62.00	Allied	Midwestern	Hendersonville
WQZQ	102.5	100 kw @ 856	Dance CHR	ABC	\$ NA	---	Cromwell	Dickson
WRLG	94.1	3.9 kw @ 236	Simul. WRLT-F					Smyrna
WRLT	100.1	0.2 kw @ 1181	Progressive AOR	AP	\$31.00	Roslin		Franklin
WRMX	96.3	100 kw @ 826	Oldies		\$59.00	Eastman	South Central	Murfreesboro
WRVW	107.5	58 kw @ 1235	CHR		\$60.00	Sentry	AMFM	Lebanon
WSIX	97.9	100 kw @ 1145	Country		\$214.00	Mc-Guild	AMFM	
WSM	95.5	100 kw @ 1286	Country		\$160.00	Christal	Gaylord	
WWTN	99.7	100 kw @ 1296	Talk	ABC	\$33.00	Christal	Gaylord	Manchester
WZPC	102.9	100 kw @ 820	New Rock		\$ NA	---	Cromwell	Shelbyville
WZTO	101.1	47 kw @ 1289	Contemp. Christian		\$ NA	Sentry	AMFM	Russelville, KY

Notes: 10/99 AMFM and Clear Channel announced plans to merge . . . 10/99 WJZC-F changed from Jazz to Contemp. Christian as WZTO-F ("The One") . . . 12/99 WRQQ-F (97.1; Goodlettsville) began operation, programming Hot AC (AC/CHR) as "Star 97" . . . 1/00 WBOZ-F/WVRY-F (plus Reach network) sold by Reach to Salem for \$3,100,000 . . . 1/00 WRQQ-F sold to Midwestern for \$11,000,000 plus WVOL . . . 1/00 WGFX-F changed back to Classic Hits from Black Oldies . . . 3/00 WYXE (1130; Gallatin) sold for \$50,000

# NASSAU-SUFFOLK (Long Island)

**Arbitron Rank** 17 Pop (12+): 2,286,500  
**MSA Rank:** 16  
**MSA Pop:** 2,670,000  
**DMA:** New York (#1)  
**Average Persons Rating:** 16.6  
**Market TSL in Hours** 22.00

**Stations** 41 / 16  
**Diaries:** 3,142 / 728:1 / 49.1%  
**Sample Target:** 3,270  
**% Below Line:** NA  
**% Not Listed:** NA  
**Pop per Station:** 142,906

**Last Year's Revenue:** \$41,900,000  
**Household Income:** \$80,097  
**Total Retail Sales:** \$32.05 Bil.  
**#1 Biller:** WALK-AF \$14,000,000  
**#1 Billing Portfolio**  
 AMFM (WALK-AF) \$14,000,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	WALK-F	238 / 6.3	6.9	6.0	5.3	5.8	6.1	2741 / 12.0	12.8	12.7	238 / 2741	I	WALK-F
2	WBLI-F	183 / 4.8	5.3	5.0	4.2	4.2	4.8	3512 / 15.4	14.9	13.3	183 / 3512	G	WBLI-F
3	WHLI-AA	149 / 3.9	4.1	2.6	3.6	2.8	3.6	1202 / 5.3	4.3	3.5	149 / 1202	C	WHLI-AA
4	WBAB-FF	136 / 3.6	4.1	3.8	3.3	2.8	3.7	2162 / 9.5	10.2	9.5	136 / 2162	G	WBAB-FF
5	WBZO-F	113 / 3.0	3.0	2.6	3.4	2.7	3.0	2007 / 8.8	8.7	8.0	113 / 2007	E	WBZO-F
6	WKJY-F	80 / 2.1	2.1	2.1	2.1	2.8	2.1	1330 / 5.8	6.2	6.9	80 / 1330	F	WKJY-F
7	WLIR-FF	54 / 1.4	1.7	1.4	1.5	1.8	1.5	1402 / 6.1	6.7	8.2	54 / 1402	D	WLIR-FF
8	WMJC-F	48 / 1.3	1.6	1.5	1.7	1.6	1.5	844 / 3.7	4.2	3.7	48 / 844	C	WMJC-F
9	WRCN-F	35 / 0.9	0.6	0.8	0.7	0.7	0.8	532 / 2.3	2.8	2.5	35 / 532	C	WRCN-F
10	WLUX	34 / 0.9	1.2	0.9	1.5	1.9	1.1	540 / 2.4	2.5	3.5	34 / 540		WLUX
11	WXXP-F	33 / 0.9	0.6	0.9	0.4	0.9	0.7	393 / 1.7	2.6	2.8	33 / 393		WXXP-F
12	WLNG-F	16 / 0.4		0.4	0.4			143 / 0.6			16 / 143		WLNG-F
13	WLVG-F	14 / 0.4			0.4	0.3		167 / 0.7		1.1	14 / 167		WLVG-F

12+ FM Share (Metro): NA

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WBLI-F >>>	1 WBLI-F <	1 WBAB-FF <	1 WALK-F <	1 WALK-F >	1 WALK-F	1 WALK-F >	1 WALK-F >	1 WALK-F	1 WBLI-F >	1 WALK-F <
2 WALK-F	2 WALK-F	2 WALK-F	2 WBAB-FF <	2 WBAB-FF <	2 WHLI-AA >	2 WBLI-F	2 WBLI-F	2 WBLI-F	2 WBAB-FF <	2 WBLI-F
3 WXXP-F >	3 WBAB-FF >	2 WBLI-F >	3 WBLI-F >	3 WBLI-F >	3 WBZO-F <	3 WBAB-FF >	3 WBAB-FF	3 WBAB-FF <	3 WALK-F	3 WHLI-AA >
4 WLIR-FF	4 WLIR-FF	4 WBZO-F	4 WBZO-F >	4 WBZO-F >	4 WBAB-FF <	4 WHLI-AA <	4 WHLI-AA <	4 WBZO-F	4 WBZO-F <	4 WBZO-F <
4 WBZO-F >	5 WXXP-F	5 WLIR-FF	5 WLIR-FF <	5 WKJY-F	5 WBLI-F >	5 WBZO-F <	5 WBZO-F	5 WHLI-AA >	5 WXXP-F >	5 WBAB-FF
	6 WKJY-F	5 WKJY-F >	6 WKJY-F >	6 WLIR-FF	6 WKJY-F	6 WKJY-F	6 WKJY-F	6 WKJY-F	6 WKJY-F	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WBLI-F	1 WALK-F	1 WALK-F	1 WALK-F <	1 WALK-F	1 WBAB-FF >	1 WBAB-FF	1 WBAB-FF >	1 WBAB-FF >	1 WBAB-FF >	1 WALK-F >
2 WKJY-F	2 WBLI-F >>	2 WBLI-F >	2 WBLI-F >>	2 WBLI-F >	2 WBLI-F	2 WBLI-F	2 WBLI-F	2 WBLI-F	2 WALK-F >	2 WBLI-F <
3 WALK-F	3 WLIR-FF >	3 WLIR-FF >	3 WBAB-FF	3 WBZO-F	3 WXXP-F	3 WALK-F	3 WALK-F >	3 WALK-F	3 WBZO-F >	3 WBAB-FF
3 WXXP-F >>	4 WKJY-F	4 WBAB-FF	4 WBZO-F <	4 WBAB-FF <	4 WLIR-FF	4 WLIR-FF	4 WLIR-FF >	4 WBZO-F	4 WLIR-FF	4 WLIR-FF >
	5 WBAB-FF		5 WKJY-F	5 WKJY-F	5 WBZO-F	5 WXXP-F		5 WLIR-FF >	5 WKJY-F	5 WKJY-F
	5 WXXP-F		6 WLIR-FF	6 WMJC-F <	6 WKJY-F	6 WBZO-F				5 WMJC-F
				7 WLIR-FF	6 WALK-F					

# NASSAU-SUFFOLK (Long Island)

Consolidation Report	12+	25-54	Revenue
<b>Barnstable</b> WBZO-FM, WGSM-AM, WHLI-AM, WKJY-FM, WMJC-FM, WRCN-FM	11.2 %	18.1 %	27.9 %
<b>Cox Radio</b> WBAB-FM, WBLI-FM, WHFM-FM	8.4 %	15.2 %	25.1 %
<b>Jarad</b> WDRE-FM, WLIR-FM, WXXP-FM	2.3 %	2.6 %	6.7 %
	<b>21.9 %</b>	<b>35.9 %</b>	<b>59.7 %</b>

## AM Stations

Station	Freq	Power	Format	Owner	City
WGSM	740	25 kw/0.043 kw (DA-2)	Simul. WHLI		Huntington
WHLI	1100	10 kw (Days, DA)	Standards	\$35.00 D&R	Hempstead
WLUX	540	0.25 kw/0.204 kw	Standards	Jones \$ NA --	Islip

## FM Stations

Station	Freq	Power	Format	Owner	City
WALK	97.5	39 kw @ 554	AC	AMFM \$228.00 Katz	Patchogue
WBAB	102.3	6 kw @ 268	AOR	ABC, Westwd \$115.00 Christal	Babylon
WBLI	106.1	48.5 kw @ 499	AC/CHR	\$110.00 Christal	Patchogue
WBZO	103.1	3 kw @ 285	Oldies	\$57.00 D&R	Bay Shore
WDRE	98.5	6 kw @ 282	Simul. WLIR-F		Westhampton
WHFM	95.3	5 kw @ 400	Simul. WBAB-F		Southampton
WKJY	98.3	3 kw @ 328	AC	\$110.00 Interep	Hempstead
WLIR	92.1	1 kw @ 521	New Rock	ABC \$60.00 Christal	Garden City
WLNG	92.1	5.3 kw @ 350	Oldies	CNN \$ NA --	Sag Harbor
WLVG	96.1	3 kw @ 328	Black AC	\$ NA --	Center Moriches
WMJC	94.3	3 kw @ 300	Country	\$ NA D&R	Smithtown
WRCN	103.9	1.52 kw @ 466	Classic Hits	Westwd \$46.00 D&R	Riverhead
WXXP	105.3	6 kw @ 292	CHR/Urban	\$ NA --	Calverton-Roanoke

Notes: Nassau-Suffolk is a portion of the New York Arbitron metro area. Only stations home to Nassau-Suffolk are ranked here . . . The Metro and Total survey areas are the same . . . 11/99 WBEA-F (104.7; Montauk) and WEHM-F (96.7; Easthampton) sold to Back Bay (price NA) . . . 2/00 Sale of WLVG-F to Beacon Broadcasting cancelled; station sold instead to Arthur Liu for \$3,000,000 (Wm. Schutz)

Los Angeles - Youngstown

# NEW HAVEN

**Arbitron Rank** 102 **Pop (12+)** 393,400  
**MSA Rank:** 71 (w/Waterbury)  
**MSA Pop:** 523,000  
**DMA:** 27 (w/Hartford)  
**Average Persons Rating:** 14.2  
**Market TSL in Hours** 19.00

**Stations** 31 / 6  
**Diaries:** 1,137 / 346:1 / 51.5%  
**Sample Target:** 1,210  
**% Below Line:** 55.3  
**% Not Listed:** 17.5  
**Pop per Station:** 65,567

**Last Year's Revenue:** \$17,500,000  
**Household Income:** \$59,450  
**Total Retail Sales:** \$3.8 Bil.  
**#1 Biller:** WPLR-F \$7,800,000  
**#1 Billing Portfolio**  
 Cox and Clear Channel \$7,800,000 ea.

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	WYBC-F	B/U	37 / 6.6	6.1	6.9	6.3	488 / 12.4	11.5	12.6	42 / 575	C	WYBC-F
2	WVYZ-F	C	36 / 6.4	5.6	5.9	5.4	393 / 10.0	11.1	11.6	78 / 932		WVYZ-F
3	WKCI-F	CHR	33 / 5.9	6.5	6.0	8.5	824 / 20.9	22.6	19.0	80 / 1821	G	WKCI-F
3	WEZN-F	SAC	33 / 5.9	5.2	4.3	4.1	537 / 13.6	14.4	14.2	122 / 1735		WEZN-F
5	WKSS-F	CHR	31 / 5.5	4.0	5.2	5.1	696 / 17.7	17.1	16.2	83 / 1572		WKSS-F
6	WPLR-F	AOR	28 / 5.0	7.1	7.8	8.0	528 / 13.4	16.6	13.0	71 / 1176	H	WPLR-F
6	WELI	FS	28 / 5.0	3.7	4.1	3.9	460 / 11.7	12.1	11.8	36 / 611	C	WELI
8	WDRC-F	O	26 / 4.6	4.2	3.8	4.2	494 / 12.5	11.9	11.1	53 / 942		WDRC-F
9	WEBE-F	AC	23 / 4.1	4.5	3.6	4.7	336 / 8.5	10.9	10.5	88 / 1320		WEBE-F
10	WFAN	SPRST	20 / 3.6	4.5	4.8	4.1	429 / 10.9	11.4	13.2	55 / 1190		WFAN
11	WQUN	ST	17 / 3.0	1.8	2.2	2.4	212 / 5.4	3.8	5.3	18 / 246	A	WQUN
11	WMRQ-F	AOR-NR	17 / 3.0	4.0	3.1	3.4	404 / 10.3	14.2	11.0	44 / 907		WMRQ-F
13	WQHT-F	U/CHR	16 / 2.9	3.5	2.1	2.0	294 / 7.5	7.8	4.9	45 / 768		WQHT-F
14	WZMX-F	B/O	15 / 2.7	2.4	2.9	2.2	308 / 7.8	8.4	11.0	38 / 616		WZMX-F
14	WHCN-F	AOR	15 / 2.7	3.1	2.6	1.7	328 / 8.3	9.4	7.9	28 / 579		WHCN-F
16	WCBS	N	14 / 2.5	1.8	2.4	3.2	406 / 10.3	7.7	9.4	38 / 1000		WCBS
16	WRCH-F	SAC	14 / 2.5	2.7	3.3	2.2	226 / 5.7	5.8	6.9	33 / 497		WRCH-F

12+ FM Share (Metro): 76.14% (351 of 461) (Fall 98: 73.77%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKSS-F	1 WKSS-F <	1 WPLR-F	1 WPLR-F <	1 WPLR-F <	1 WELI <	1 WYBC-F	1 WVYZ-F	1 WVYZ-F <	1 WKSS-F >	1 WYBC-F
2 WYBC-F >	2 WKCI-F	1 WYBC-F <	2 WYBC-F	2 WYBC-F <	2 WEZN-F <	2 WKCI-F <	2 WEZN-F <	2 WEZN-F <	2 WVYZ-F <	2 WKSS-F <
3 WKCI-F	3 WVYZ-F	3 WKSS-F	3 WKCI-F <	3 WVYZ-F <	3 WVYZ-F <	3 WEZN-F <	3 WKCI-F <	3 WKCI-F <	3 WYBC-F <	3 WVYZ-F
3 WQHT-F	4 WQHT-F	3 WKCI-F	4 WVYZ-F	4 WKCI-F <	4 WYBC-F	4 WVYZ-F <	4 WPLR-F	4 WYBC-F <	4 WEZN-F <	4 WKCI-F <
	5 WMRQ-F	5 WVYZ-F <	5 WKSS-F <	5 WEZN-F	4 WDRC-F	5 WELI <	4 WDRC-F <	5 WPLR-F <	5 WQHT-F	5 WEZN-F <
	5 WYBC-F	6 WEZN-F >	6 WEZN-F <	6 WEBE-F	6 WPLR-F	6 WPLR-F <	6 WELI	6 WELI <	5 WMRQ-F	6 WELI
	5 WEZN-F	7 WEBE-F <	7 WEBE-F <	7 WDRC-F	7 WQUN	7 WFAN <	6 WYBC-F <	7 WKSS-F	7 WKCI-F <	7 WPLR-F
	8 WPLR-F	8 WMRQ-F	8 WDRC-F <	7 WKSS-F	7 WFAN <	8 WKSS-F	8 WEBE-F	8 WQHT-F <	8 WDRC-F	7 WDRC-F
	9 WEBE-F	8 WDRC-F <	9 WHCN-F <	9 WFAN <	9 WEBE-F	9 WDRC-F <	9 WKSS-F	9 WDRC-F	9 WEBE-F	9 WFAN <
	9 WHCN-F	10 WQHT-F		10 WZMX-F		10 WEBE-F <	10 WQUN <	9 WMRQ-F <	10 WQCD-F <	10 WQUN <
		10 WHCN-F <		10 WHCN-F <						

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrmite
1 WKSS-F	1 WKCI-F	1 WKCI-F	1 WYBC-F <	1 WEZN-F	1 WKSS-F	1 WKSS-F	1 WVYZ-F >	1 WPLR-F >	1 WPLR-F >	1 WKCI-F
2 WEZN-F	1 WKSS-F	2 WEBE-F	2 WEZN-F	1 WYBC-F <	1 WCCC-AF >	2 WKCI-F	2 WKCI-F	2 WHCN-F	2 WVYZ-F	2 WELI
2 WQHT-F >	3 WEZN-F	3 WVYZ-F	2 WKSS-F <	3 WEBE-F	3 WQHT-F	2 WHCN-F	2 WPLR-F	3 WKSS-F	3 WFAN	2 WYBC-F
4 WYBC-F >	3 WQHT-F	4 WKSS-F	4 WKCI-F	3 WKCI-F	3 WKCI-F	2 WMRQ-F	2 WHCN-F	3 WYBC-F	4 WHCN-F	2 WCBS >
	5 WVYZ-F	5 WQHT-F	5 WEBE-F <	5 WVYZ-F <	3 WMRQ-F >>	2 WVYZ-F	2 WKSS-F	3 WFAN	4 WYBC-F	
	6 WEBE-F	5 WYBC-F	6 WVYZ-F	6 WDRC-F		6 WCCC-AF	2 WMRQ-F >>	3 WMRQ-F	6 WKCI-F	
	6 WYBC-F >	5 WEZN-F >	7 WQHT-F	7 WKSS-F		7 WPLR-F		7 WKCI-F	6 WMRQ-F	
			8 WDRC-F	8 WRCH-F >		8 WYBC-F >		7 WVYZ-F	8 WKSS-F	
			9 WPLR-F	9 WPLR-F					8 WZMX-F	
				9 WZMX-F					10 WDRC-F	

# NEW HAVEN

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WAVZ	ST	1300	New Haven	1.4	3.9	10	232

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WABC	T	770	New York	0.9	2.6	19	344
WADS	E	690	Ansonia	0.7	1.0	4	47
WALK-F	AC	97.5	Patchogue, NY	0.4	2.8	6	266
WCCC-AF	AOR	106.9	Hartford	1.4	4.6	21	428
WICC	FS	600	Bridgeport	1.1	3.4	68	1028
WOR	T	710	New York	0.7	2.2	20	312
WQCD-F	J	101.9	New York	0.9	1.4	16	252
WRKS-F	B/AC	98.7	New York	0.5	1.0	26	319
WSKQ-F	SP-TP	97.9	New York	0.4	0.9	10	179
WTIC	FS	1080	Hartford	0.7	4.0	19	396
WTIC-F	CHR	96.5	Hartford	0.7	4.6	10	419
WXXP-F	CHR/U	105.3	Calverton, NY	0.5	2.4	4	178

Consolidation Report	12+	25-54	Revenue
<b>Clear Channel</b>	12.3 %	9.9 %	44.6 %
WAVZ-AM, WELI-AM, WKCI-FM			
	<b>12.3 %</b>	<b>9.9 %</b>	<b>44.6 %</b>

Format Performance	AM	FM	Total	%	Yr. Ago
AC	0 (0)	25 (2)	25 (2)	5.4 %	4.9 %
AOR/Classic/NR	0 (0)	68 (4)	68 (4)	14.8 %	21.5 %
Black/Urban	0 (0)	71 (4)	71 (4)	15.4 %	11.3 %
CHR	0 (0)	71 (4)	71 (4)	15.4 %	14.3 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	36 (1)	36 (1)	7.8 %	7.0 %
Full Service	38 (3)	0 (0)	38 (3)	8.2 %	8.8 %
Hispanic	0 (0)	2 (1)	2 (1)	0.4 %	1.2 %
Jazz	0 (0)	5 (1)	5 (1)	1.1 %	0.0 %
News/Talk	23 (3)	0 (0)	23 (3)	5.0 %	5.3 %
Oldies	0 (0)	26 (1)	26 (1)	5.6 %	4.5 %
Others/Unknown	4 (1)	0 (0)	4 (1)	0.9 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC	0 (0)	47 (2)	47 (2)	10.2 %	9.0 %
Sports	20 (1)	0 (0)	20 (1)	4.3 %	5.7 %
Standards/EZ	25 (2)	0 (0)	25 (2)	5.4 %	6.4 %
<b>Totals</b>	<b>110 (10)</b>	<b>351 (20)</b>	<b>461 (30)</b>		

### AM Stations

WELI	960	5 kw (DA-N)	Full Service	CBS, ABC	\$44.00	Clr Chnl	Clear Channel	
WQUN	1220	1 kw/0.305 kw (DA-2)	Standards	CBS, Jones	\$ NA	—		Hamden

### FM Stations

WKCI	101.3	15 kw @ 876	CHR		\$90.00	Clear Chann	Clear Channel
WPLR	99.1	14 kw @ 951	AOR		\$155.00	Eastman	Cox Radio
WYBC	94.3	1.7 kw @ 325	Black/Urban	ABC	\$35.00	D&R	

Notes: Other ranked stations -- See Hartford, Bridgeport or New York

# NEW ORLEANS

<b>Arbitron Rank</b> 41 Pop (12+) 1,022,800	<b>Stations</b> 22 / 22	<b>Last Year's Revenue:</b> \$52,800,000
<b>MSA Rank:</b> 44	<b>Diaries:</b> 3,139 / 326:1 / 49.7%	<b>Household Income:</b> \$38,871
<b>MSA Pop:</b> 1,310,000	<b>Sample Target:</b> 2,810	<b>Total Retail Sales:</b> \$12.5 Bil.
<b>DMA:</b> 41	<b>% Below Line:</b> 0.0	<b>#1 Biller:</b> WWL/WSMB \$10,250,000
<b>Average Persons Rating:</b> 16.0	<b>% Not Listed:</b> 13.3	<b>#1 Billing Portfolio</b>
<b>Market TSL in Hours</b> 21.50	<b>Pop per Station:</b> 46,491	Entercom \$22,130,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1 WQUE-F	B	235 / 14.4	15.0	14.6	14.3	13.9	14.6	2433 / 23.8	23.3	23.8	279 / 3311	G	WQUE-F
2 WYLD-F	B/A/C	147 / 9.0	8.9	9.5	8.5	7.8	9.0	1751 / 17.1	17.4	18.1	172 / 2125	G*	WYLD-F
3 WWL	N/T	124 / 7.6	7.8	5.6	7.4	10.5	7.1	2058 / 20.1	15.2	24.0	185 / 2945	I*	WWL
4 WTKL-F	O	96 / 5.9	5.6	4.9	5.7	5.2	5.5	1199 / 11.7	11.3	11.7	124 / 1642	D	WTKL-F
5 WNOE-F	C	93 / 5.7	6.4	6.9	6.1	5.6	6.3	1413 / 13.8	15.4	14.0	123 / 2009	G	WNOE-F
6 KMEZ-F	B/A/C	91 / 5.6	6.3	6.1	4.5	4.2	5.6	1260 / 12.3	13.9	9.7	92 / 1308	C	KMEZ-F
7 WLMG-F	SAC	87 / 5.3	5.1	4.2	4.8	5.9	4.9	1380 / 13.5	11.7	13.7	117 / 1896	E	WLMG-F
8 WLTS-F	AC	85 / 5.2	3.9	4.0	3.2	4.0	4.1	1234 / 12.1	11.6	12.3	101 / 1646	E	WLTS-F
9 KKND-F	AOR-P	73 / 4.5	4.7	4.7	5.1	5.6	4.7	1084 / 10.6	12.4	13.7	96 / 1441	D	KKND-F
10 KUMX-F	CHR	72 / 4.4	4.2	3.8	4.3	3.9	4.2	1606 / 15.7	14.5	14.9	155 / 2943	C	KUMX-F
11 WRNO-F	CL AOR	65 / 4.0	3.8	4.3	4.4	3.3	4.1	1128 / 11.0	12.3	12.2	88 / 1652	D	WRNO-F
12 WEZB-F	AC/CHR	61 / 3.7	3.7	3.7	4.0	3.7	3.8	1634 / 16.0	16.4	15.6	85 / 2239	D	WEZB-F
13 WYLD	B/G	59 / 3.6	3.9	4.4	4.4	3.8	4.1	742 / 7.3	7.7	7.1	70 / 894	*	WYLD
14 WBYU	ST	30 / 1.8	2.0	2.2	2.0	2.0	2.0	462 / 4.5	4.2	4.6	31 / 464	B	WBYU
15 WCKW-F	CL HITS	21 / 1.3	1.3	1.4	1.5	2.1	1.4	597 / 5.8	6.6	9.6	52 / 1277	C	WCKW-F
16 WBOK	B/G	20 / 1.2	1.1	1.4	1.1	1.4	1.2	323 / 3.2	2.8	3.1	20 / 323	A	WBOK

12+ FM Share (Metro): 80.77% (1147 of 1420) (Fall 98: 76.78%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WQUE-F>>>	1 WQUE-F>>	1 WQUE-F	1 WYLD-F<	1 WYLD-F	1 WWL	1 WQUE-F	1 WQUE-F	1 WQUE-F>	1 WQUE-F>>	1 WQUE-F>
2 WEZB-F<	2 WYLD-F	2 WYLD-F>	2 WQUE-F	2 WQUE-F	2 WTKL-F<	2 WYLD-F	2 WWL	2 WYLD-F	2 WYLO-F>	2 WYLD-F
3 KUMX-F>	3 KKND-F	3 WLTS-F<	3 WLTS-F	3 WLTS-F<	3 WYLD-F	3 WWL	3 WYLD-F<	3 WNOE-F<	3 KMEZ-F	3 WWL>
	4 WLTS-F<	4 KMEZ-F<	4 KMEZ-F<	4 KMEZ-F<	4 WTKL-F<	4 WTKL-F<	4 WLTS-F<	4 WWL	4 KKND-F<	4 KMEZ-F<
	5 KUMX-F	5 KKND-F	5 WRNO-F<	5 WTKL-F<	5 WLMG-F<	5 WRNO-F<	5 WLMG-F<	5 WTKL-F<	5 WEZB-F	5 WTKL-F<
	6 WEZB-F	6 WLMG-F	6 WLMG-F	6 WWL<	6 WNOE-F	6 KKND-F	6 WTKL-F	6 KMEZ-F	6 KUMX-F<	6 WNOE-F
	7 WNOE-F	6 WRNO-F	7 WWL	7 WLMG-F<	7 WQUE-F<	7 WLTS-F<	7 KMEZ-F	6 WLTS-F<	7 WNOE-F	6 WYLD
		8 KUMX-F	7 KKND-F<	8 WRNO-F	8 WLTS-F<	8 WNOE-F	7 WNOE-F>	8 WLMG-F<	8 KUMX-F<	8 KUMX-F<
		8 WNOE-F<	9 WTKL-F	9 WNOE-F<	9 WYLD<	9 WLMG-F	9 KUMX-F<	9 KUMX-F	9 WLMG-F<	9 WLMG-F<
					10 WRNO-F>					10 WEZB-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WQUE-F>>>	1 WQUE-F>>	1 WQUE-F	1 WQUE-F	1 WYLD-F	1 WQUE-F>>>	1 WQUE-F>	1 WQUE-F<	1 WQUE-F>	1 WWL	1 WQUE-F<
2 KUMX-F	2 WYLD-F>	2 WYLD-F	2 WYLD-F>	2 WQUE-F<	2 KKND-F>	2 KKND-F>	2 KKND-F	2 KKND-F<	1 WRNO-F<	2 WYLD-F>>
2 WYLD-F	3 WLTS-F<	3 WLTS-F	3 WLTS-F	3 WLTS-F<	3 KUMX-F	3 WYLD-F>	3 WYLD-F>	3 WRNO-F<	3 WQUE-F<	3 WWL
4 WEZB-F	4 KUMX-F	4 KUMX-F<	4 WLMG-F	4 WLMG-F	4 WNOE-F	4 WRNO-F	4 WRNO-F	4 WYLD-F	4 WYLD-F	3 WTKL-F<
5 KKND-F	5 WEZB-F>	5 WEZB-F>	5 KMEZ-F	5 WTKL-F	4 KMEZ-F	5 WNOE-F	5 WLTS-F>	5 WWL<	5 KKND-F<	5 WNOE-F<
			5 KUMX-F<	6 KMEZ-F	4 WYLD-F	5 WLTS-F<	6 WNOE-F	6 KMEZ-F	6 KMEZ-F	6 KMEZ-F
			7 WTKL-F<	7 WNOE-F<		7 KMEZ-F	6 WWL	7 WLTS-F	7 WTKL-F	7 WTKL-F
			8 WNOE-F<	8 WYLD		7 KUMX-F		8 WNOE-F	8 WLTS-F<	8 WLTS-F<
									9 WNOE-F>	9 WNOE-F>

Other Rated Stations		Metro Share	Cume Rating	TSA AQH Cume
WGSO	N 990 New Orleans	0.4	1.5	7 170
WKSJ-F	CL AOR 106.1 Picayune	0.6	2.5	14 358
WODT	B 1280 New Orleans	0.9	2.0	15 222
WSMB	SPRTS 1350 New Orleans	0.6	2.9	12 340
WTIX	T 690 New Orleans	0.5	2.0	12 281
WTIX-F	O 94.3 Galiano	0.7	2.7	16 410



# NEW ORLEANS

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Centennial</b> KMEZ-FM, WBYU-AM, WRNO-FM	11.4 %	13.2 %	10.0 %	AC	0 (0)	146 (2)	146 (2)	10.3 %	8.6 %
<b>Clear Channel</b> KKND-FM, KUMX-FM, WNOE-FM, WODT-AM, WQUE-FM, WYLD-AM, WYLD-FM	42.5 %	38.2 %	39.8 %	AOR/Classic/NR	0 (0)	148 (3)	148 (3)	10.4 %	13.0 %
<b>Entercom</b> WEZB-FM, WLMG-FM, WLTS-FM, WSMB-AM, WTKL-FM, WWL-AM	28.3 %	29.8 %	41.9 %	Black/Urban	14 (1)	473 (3)	487 (4)	34.3 %	29.8 %
	<b>82.2 %</b>	<b>81.2 %</b>	<b>91.7 %</b>	CHR	0 (0)	72 (1)	72 (1)	5.1 %	5.0 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	93 (1)	93 (1)	6.5 %	7.0 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.5 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	140 (3)	0 (0)	140 (3)	9.9 %	14.1 %
				Oldies	0 (0)	128 (3)	128 (3)	9.0 %	6.7 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	79 (2)	0 (0)	79 (2)	5.6 %	5.8 %
				Soft AC	0 (0)	87 (1)	87 (1)	6.1 %	6.6 %
				Sports	10 (1)	0 (0)	10 (1)	0.7 %	0.0 %
				Standards/EZ	30 (1)	0 (0)	30 (1)	2.1 %	2.9 %
				<b>Totals</b>	<b>273 (8)</b>	<b>1147 (14)</b>	<b>1420 (22)</b>		

## AM Stations

Station	Freq	Pwr	Format	Company	Rate	AM	FM
WBOK	1230	1 kw	Black Gospel	AURN, Westwd	\$23.00	--	Willis
WBYU	1450	1 kw	Standards	ABC	\$30.00	--	Centennial
WWL	870	50 kw (DA-1)	News/Talk	CBS	\$150.00	Allied	Entercom
WYLD	940	10 kw/0.5 kw (DA-2)	Black Gospel	ABC, AURN	\$19.00	Clr Chnl	Clear Channel

## FM Stations

Station	Freq	Pwr	Format	Company	Rate	AM	FM	Other
KKND	106.7	100 kw @ 983	Progressive AOR		\$30.00	Clr Chnl	Clear Channel	Port Sulphur
KMEZ	102.9	4.7 kw @ 604	Black AC	ABC	\$40.00	Allied	Centennial	Belle Chasse
KUMX	104.1	100 kw @ 1946	CHR	Westwd	\$40.00	Clr Chnl	Clear Channel	Houma
WCKW	92.3	100 kw @ 1946	Classic Hits		\$44.00	Christal		Laplace
WEZB	97.1	100 kw @ 984	AC/CHR	ABC, CBS	\$85.00	D&R	Entercom	
WLMG	101.9	100 kw @ 984	Soft AC		\$85.00	D&R	Entercom	
WLTS	105.3	100 kw @ 902	AC	ABC	\$64.00	D&R	Entercom	Slidell
WNOE	101.1	100 kw @ 1004	Country	Westwd	\$102.00	Clr Chnl	Clear Channel	
WQUE	93.3	100 kw @ 984	Black		\$112.00	Clr Chnl	Clear Channel	
WRNO	99.5	100 kw @ 1004	Classic Hits	Source	\$87.00	Mc-Guild	Centennial	
WTKL	95.7	100 kw @ 984	Oldies	CBS	\$62.00	Eastman	Entercom	
WYLD	98.5	100 kw @ 902	Black AC	ABC	\$85.00	Clr Chnl	Clear Channel	

Notes: \* WYLD-F revenue level includes revenue of WYLD; ^ WWL revenue level includes revenue of WSMB . . . 9/99 WSMB changed from Talk to Sports . . . 10/99 WYLK-F (104.7; Folsom) changed from simulcasting Country WYLA-F to Jazz as WSJZ-F

# NEW YORK

**Arbitron Rank** 1 Pop (12+): 4,449,700  
**MSA Rank:** 1  
**MSA Pop:** 15,800,000  
**DMA:** 1  
**Average Persons Rating:** 17.2  
**Market TSL In Hours** 23.00

**Stations** 45 / 44  
**Diaries:** 11,484/ 1258:1/ 47.3%  
**Sample Target:** 8,450  
**% Below Line:** 0.8  
**% Not Listed:** 13.3  
**Pop per Station:** 328,402

**Last Year's Revenue:** \$592,600,000  
**Household Income:** \$60,109  
**Total Retail Sales:** \$147.4 Bil.  
**#1 Biller:** WFAN \$54,000,000  
**#1 Billing Portfolio**  
 CBS/Infinity \$221,800,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	WLTW-F	SAC	1416 / 5.7	6.1	5.4	6.1	5.9	5.8	20293 / 14.0	14.5	14.8	1449 / 21099	L	WLTW-F
2	WQHT-F	U/CHR	1304 / 5.2	4.8	5.4	5.7	5.3	5.3	19460 / 13.5	13.7	13.6	1375 / 20963	L	WQHT-F
3	WSKQ-F	SP-TP	1287 / 5.2	5.1	4.8	4.5	5.2	4.9	13144 / 9.1	9.0	8.6	1311 / 13601	K	WSKQ-F
4	WHTZ-F	CHR	1257 / 5.1	4.7	4.6	4.4	4.5	4.7	24512 / 17.0	17.0	16.6	1292 / 25582	K	WHTZ-F
5	WCBS-F	O	1017 / 4.1	4.2	4.2	3.5	4.7	4.0	16133 / 11.2	11.0	12.2	1048 / 16962	L	WCBS-F
6	WXRK-F	T/NR	1010 / 4.1	3.6	3.8	4.4	3.6	4.0	16480 / 11.4	10.6	11.3	1106 / 18156	L	WXRK-F
7	WRKS-F	B/AC	988 / 4.0	3.3	3.3	3.6	3.8	3.5	14733 / 10.2	9.5	10.4	1025 / 15376	K	WRKS-F
8	WKTU-F	CHR/U	953 / 3.8	4.3	4.5	4.0	4.0	4.2	19254 / 13.3	14.3	13.6	994 / 20341	L	WKTU-F
9	WBLS-F	B/AC	867 / 3.5	3.6	3.6	3.3	3.7	3.5	14538 / 10.1	10.6	11.1	879 / 14907	I	WBLS-F
10	WINS	N	830 / 3.3	3.6	3.7	4.1	3.5	3.7	21413 / 14.8	15.5	14.5	841 / 21862	L	WINS
11	WPAT-F	SP-C	780 / 3.1	2.7	3.2	2.9	3.0	3.0	8871 / 6.1	6.5	5.8	791 / 9113	I	WPAT-F
12	WQCD-F	J	757 / 3.0	2.9	2.9	2.7	3.1	2.9	11964 / 8.3	8.1	8.5	799 / 12736	K	WQCD-F
13	WOR	T	751 / 3.0	3.3	2.8	2.6	2.9	2.9	10221 / 7.1	6.7	7.2	860 / 11634	K	WOR
14	WCBS	N	722 / 2.9	3.1	3.0	2.9	3.0	3.0	16441 / 11.4	11.3	12.2	816 / 19015	L	WCBS
15	WFAN	SPRTS	702 / 2.8	2.6	2.7	2.4	2.8	2.6	13787 / 9.5	8.4	9.7	877 / 17101	L	WFAN
16	WTJM-F	B/O	680 / 2.7	2.6	2.6	3.5	1.7	2.9	12392 / 8.6	8.5	8.0	698 / 12779	H	WTJM-F
17	WPLJ-F	CHR/AC	677 / 2.7	2.6	2.9	2.4	2.3	2.7	15045 / 10.4	10.5	10.0	727 / 16414	K	WPLJ-F
18	WABC	T	663 / 2.7	2.7	3.1	3.2	3.0	2.9	11020 / 7.6	8.5	8.5	780 / 12860	J	WABC
19	WQXR-F	CL	639 / 2.6	2.7	2.5	2.5	2.8	2.6	9497 / 6.6	6.1	6.2	666 / 9981	I	WQXR-F
20	WAXQ-F	CL AOR	518 / 2.1	2.0	2.0	1.9	1.7	2.0	9766 / 6.8	6.6	6.8	563 / 10395	I	WAXQ-F
21	WCAA-F	SP-TP	436 / 1.8	1.7	1.5	1.3	1.5	1.6	7098 / 4.9	4.3	4.4	438 / 7188	F	WCAA-F
22	WADO	SP-NT	360 / 1.4	1.6	2.3	1.8	1.6	1.8	3661 / 2.5	3.2	2.8	360 / 3664	G	WADO
23	WNEW-F	T	293 / 1.2	1.5	1.4	1.4	1.5	1.4	6783 / 4.7	6.1	6.7	318 / 7507	I	WNEW-F
24	WALK-F	AC	257 / 1.0	1.1	1.0	1.0	0.9	1.0	3116 / 2.2	2.4	2.3	265 / 3443		WALK-F

12+ FM Share (Metro): 77.47% (16717 of 21580) (Fall 98: 74.90%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WQHT-F	1 WQHT-F	1 WSKQ-F	1 WLTW-F	1 WLTW-F	1 WLTW-F	1 WXRK-F	1 WLTW-F	1 WLTW-F	1 WQHT-F	1 WSKQ-F
2 WHTZ-F	2 WXRK-F	2 WLTW-F	2 WSKQ-F	2 WSKQ-F	2 WCBS-F	2 WSKQ-F	2 WCBS-F	2 WQHT-F	2 WHTZ-F	2 WQHT-F
3 WKTU-F	3 WHTZ-F	3 WQHT-F	3 WXRK-F	3 WRKS-F	3 WINS	3 WINS	3 WSKQ-F	3 WHTZ-F	3 WBLS-F	3 WLTW-F
4 WBLS-F	4 WKTU-F	4 WXRK-F	4 WRKS-F	4 WXRK-F	4 WSKQ-F	4 WHTZ-F	4 WHTZ-F	4 WKTU-F	4 WLTW-F	4 WHTZ-F
	5 WSKQ-F	5 WHTZ-F	5 WKTU-F	5 WCBS-F	4 WOR	5 WCBS	5 WQCD-F	5 WCBS-F	4 WRKS-F	5 WRKS-F
	6 WBLS-F	6 WKTU-F	6 WHTZ-F	6 WKTU-F	6 WCBS	6 WLTW-F	6 WQHT-F	6 WSKQ-F	6 WKTU-F	6 WPAT-F
	7 WLTW-F	7 WRKS-F	7 WBLS-F	7 WHTZ-F	7 WRKS-F	7 WOR	6 WKTU-F	7 WRKS-F	7 WSKQ-F	6 WCBS-F
	8 WPLJ-F	8 WBLS-F	8 WPLJ-F	8 WQCD-F	8 WQCD-F	8 WRKS-F	8 WABC	8 WQCD-F	8 WPAT-F	8 WKTU-F
	9 WRKS-F	9 WPLJ-F	9 WQCD-F	8 WTJM-F	9 WABC	9 WCBS-F	8 WRKS-F	8 WBLS-F	9 WQCD-F	9 WBLS-F
		10 WPAT-F	10 WTJM-F	10 WBLS-F	9 WQXR-F	10 WQHT-F	10 WTJM-F	8 WOR	10 WABC	10 WINS
			10 WQHT-F	10 WPLJ-F				8 WPLJ-F		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WQHT-F	1 WHTZ-F	1 WHTZ-F	1 WLTW-F	1 WLTW-F	1 WQHT-F	1 WXRK-F	1 WXRK-F	1 WXRK-F	1 WXRK-F	1 WBLS-F
2 WHTZ-F	2 WQHT-F	2 WLTW-F	2 WHTZ-F	2 WSKQ-F	2 WXRK-F	2 WQHT-F	2 WQHT-F	2 WSKQ-F	2 WSKQ-F	2 WCBS
3 WKTU-F	3 WKTU-F	3 WBLS-F	3 WSKQ-F	3 WRKS-F	3 WHTZ-F	3 WSKQ-F	3 WSKQ-F	3 WQHT-F	3 WFAN	3 WOR
4 WBLS-F	4 WBLS-F	4 WKTU-F	4 WBLS-F	4 WHTZ-F	4 WSKQ-F	4 WKTU-F	4 WKTU-F	4 WKTU-F	4 WLTW-F	4 WRKS-F
5 WSKQ-F	5 WLTW-F	5 WPLJ-F	5 WKTU-F	5 WBLS-F	5 WKTU-F	5 WHTZ-F	5 WPLJ-F	5 WFAN	5 WAXQ-F	5 WQHT-F
6 WLTW-F	6 WSKQ-F	6 WSKQ-F	6 WQHT-F	5 WPLJ-F	6 WBLS-F	6 WBLS-F	5 WHTZ-F	6 WLTW-F	5 WRKS-F	6 WINS
7 WPLJ-F	7 WPLJ-F	6 WQHT-F	7 WRKS-F	5 WKTU-F	7 WNEW-F	7 WPLJ-F	7 WLTW-F	7 WRKS-F	7 WCBS-F	7 WABC
8 WXRK-F	8 WRKS-F	8 WRKS-F	8 WPLJ-F	8 WTJM-F	8 WPLJ-F	8 WFAN	7 WFAN	7 WHTZ-F	8 WKTU-F	
9 WRKS-F	9 WXRK-F	9 WXRK-F	9 WPAT-F	9 WCBS-F	9 WFAN	8 WNEW-F	9 WNEW-F	9 WAXQ-F	9 WQCD-F	
10 WCAA-F	10 WPAT-F		10 WTJM-F	9 WPAT-F	10 WRKS-F	8 WLTW-F	10 WRKS-F	10 WBLS-F	10 WQHT-F	

# NEW YORK

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	
WBAB-F	AOR	102.3	Babylon	0.6	1.6	141	2415
WBBR	N	1130	New York	0.7	2.7	181	4244
WBLI-F	AC/CHR	106.1	Patchogue	0.9	2.9	236	4506
WBZO-F	O	103.1	Bay Shore	0.5	1.5	120	2118
WDHA-F	AOR	105.5	Dover, NJ	0.4	1.2	102	1867
WEVD	T	1050	New York	0.4	1.5	90	2173
WFME-F	REL	94.7	Newark, NJ	0.7	1.8	194	2759
WHLI-AA	ST	1100	Hempstead	0.7	1.1	179	1647
WHUD-F	AC	100.7	Peekskill	0.5	1.2	193	2678
WKJY-F	AC	98.3	Hempstead	0.4	1.2	99	1698
WLIB	B/T	1190	New York	0.9	1.9	235	2792
WLIR-F	AOR-NR	92.7	Garden City	0.4	2.1	105	3184
WMCA	REL	570	New York	0.4	1.0	90	1581
WMGQ-F	AC	98.3	New Brunswick, NJ	0.3	0.8	79	1305
WNSW	ST	1430	Newark, NJ	0.3	1.0	86	1406
WWZY-F	C	107.1	Long Branch, NJ	0.4	1.0	108	1726
WYNY-F	C	107.1	Briarcliff Manor	0.9	2.5	243	4068

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume	
WKXW-F	T	101.5	Trenton, NJ	0.8	3.2	280	6571

Format Performance	AM	FM	Total	%	Yr. Ago
AC	0 (0)	781 (5)	781 (5)	3.6 %	6.2 %
AOR/Classic/NR	0 (0)	1864 (7)	1864 (7)	8.6 %	8.3 %
Black/Urban	234 (1)	3839 (4)	4073 (5)	18.9 %	15.6 %
CHR	0 (0)	2887 (3)	2887 (3)	13.4 %	12.3 %
Classical	0 (0)	639 (1)	639 (1)	3.0 %	3.2 %
Country	0 (0)	217 (2)	217 (2)	1.0 %	1.0 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	360 (1)	2503 (3)	2863 (4)	13.3 %	13.0 %
Jazz	0 (0)	757 (1)	757 (1)	3.5 %	3.6 %
News/Talk	3225 (6)	491 (2)	3716 (8)	17.2 %	16.1 %
Oldies	0 (0)	1137 (2)	1137 (2)	5.3 %	5.9 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.3 %
Religion/Gospel	88 (1)	186 (1)	274 (2)	1.3 %	1.4 %
Soft AC	0 (0)	1416 (1)	1416 (1)	6.6 %	6.8 %
Sports	702 (1)	0 (0)	702 (1)	3.3 %	3.1 %
Standards/EZ	254 (3)	0 (0)	254 (3)	1.2 %	3.3 %
<b>Totals</b>	<b>4863 (13)</b>	<b>16717 (32)</b>	<b>21580 (45)</b>		

Consolidation Report	12+	25-54	Revenue
<b>AMFM (Pend. to Clear Channel)</b>	19.4 %	21.4 %	20.4 %
WAXQ-FM, WHTZ-FM, WKTU-FM, WLTW-FM, WTJM-FM			
<b>Big City</b>	0.9 %	1.0 %	%
WWXY-FM, WWYY-FM, WWZY-FM, WYNY-FM			
<b>CBS/Infinity</b>	18.4 %	18.5 %	37.4 %
WCBS-AM, WCBS-FM, WFAN-AM, WINS-AM, WNEW-FM, WXRK-FM			
<b>Emmis</b>	12.2 %	12.2 %	13.6 %
WQCD-FM, WQHT-FM, WRKS-FM			
<b>SBS</b>	8.3 %	9.6 %	6.4 %
WPAT-FM, WSKQ-FM			
	<b>59.2 %</b>	<b>62.7 %</b>	<b>77.8 %</b>

### AM Stations

WABC	770	50 kw	Talk	ABC	\$355.00	ABC	ABC
WADO	1280	5 kw (DA-1)	Hispanic News-Talk		\$100.00	Katz Hisp.	Hispanic
WCBS	880	50 kw	News	CBS	\$425.00	CBS	CBS/Infinity
WEVD	1050	50 kw (DA-2)	Talk	Westwd	\$ NA	Groskin	
WFAN	660	50 kw	Sports	Westwd, CBS, ESPN	\$470.00	Infinity	CBS/Infinity
WINS	1010	50 kw (DA-2)	News	ABC, CNN, Westwd	\$445.00	CBS	CBS/Infinity
WOR	710	50 kw (DA-1)	Talk	ABC, Westwd	\$320.00	Mc-Guild	Buckley

# NEW YORK

## FM Stations

Station	Freq	Power	Format	Revenue	Owner	City
WAXQ	104.3	7.8 kw @ 1223	Classic AOR	AMFM \$170.00	Katz	AMFM
WBLS	107.5	4.2 kw @ 1362	Black AC	ABC \$260.00	Mc-Guild	Inner City
WCAA	105.9	0.81 kw @ 1223	Hispanic-Tropical	\$ NA	--	Hispanic Newark, NJ
WCBS	101.1	6.8 kw @ 1325	Oldies	CBS \$560.00	CBS	CBS/Infinity
WHTZ	100.3	6 kw @ 1362	CHR	\$314.00	--	AMFM Newark, NJ
WKTU	103.5	5.4 kw @ 1420	CHR/Urban	Westwd, AMFM \$400.00	Eastman	AMFM Lake Success, NY
WLTW	106.7	6 kw @ 1362	Soft AC	AMFM \$580.00	Katz	AMFM
WNEW	102.7	7.8 kw @ 1223	Talk	Westwd \$305.00	CBS	CBS/Infinity
WPAT	93.1	5.4 kw @ 1420	Hispanic Contemp.	\$125.00	Caballero	SBS Paterson, NJ
WPLJ	95.5	6.7 kw @ 1335	CHR/AC	ABC \$435.00	ABC	ABC
WQCD	101.9	6 kw @ 1362	Jazz	\$358.00	Christal	Emmis
WQHT	97.1	6.7 kw @ 1339	Urban/CHR	\$390.00	Allied	Emmis
WQXR	96.3	6 kw @ 1362	Classical	Westwd \$190.00	Allied	New York Times
WRKS	98.7	6 kw @ 1362	Black AC	Source, Westwd \$475.00	D&R	Emmis
WSKQ	97.9	6 kw @ 1362	Hispanic-Tropical	\$340.00	Caballero	SBS
WTJM	105.1	6 kw @ 1362	Black Oldies	AMFM \$320.00	Sentry	AMFM
WXRK	92.3	6 kw @ 1362	Talk/New Rock	Westwd, Source \$540.00	Infinity	CBS/Infinity

Notes: WALK-F - See Nassau-Suffolk . . . 9/99 WNEW-F changed from AOR to Talk . . . 10/99 AMFM and Clear Channel announced plans to merge. No divestitures in the market are anticipated . . . 11/99 WZZN-F (106.3; Mt. Kisco) changed from Jazz to simulcasting AC WFAS-F (103.9; White Plains) as WFAF-F

### FORMAT CODES

AC	- Adult Contemporary	J	- Jazz and New Adult Contemporary
AC-NR	- Modern AC	KIDS	- Children's
AOR	- Album Oriented Rock	N	- News
AOR-NR	- New Rock	O	- Oldies (50's & 60's)
AOR-P	- Progressive AOR	REL	- Religion, Christian
B	- Black (audience 75%+ Black)	REL-CC	- Contemporary Christian
B/AC	- Black Adult Contemporary	SAC	- Soft Adult Contemporary
B/G	- Black Gospel	SP	- Hispanic/Spanish
B/O	- Black Oldies	SP-C	- Hispanic Contemporary
BIZ	- Business News & Talk	SP-NT	- Hispanic News/Talk/Information
C	- Country	SP-R	- Hispanic-Regional
C/O	- Classic Country	SP-TP	- Hispanic-Tropical
CHR	- Contemporary Hit Radio, Top 40	SP-VA	- Hispanic Variety
CL	- Classical	SP-TJ	- Tejano
CL AOR	- Classic AOR, Classic Rock	SPRTS	- Sports
CL HITS	- Classic Hits/70's Oldies	ST	- Standards, Big Band, Nostalgia
E	- Ethnic (usually Foreign Lang.)	T	- Talk
EZ	- Easy Listening, Beautiful Music	U	- Urban (majority of audience is non-white)
FS	- Full Service	VA	- Variety
G	- Gospel	?	- Others or Unknown

### REVENUE LEVEL CODES

A - Less than \$500,000	E - \$3,000,000 to \$3,999,999	I - \$10,000,000 to \$14,999,999
B - \$500,000 to \$999,999	F - \$4,000,000 to \$4,999,999	J - \$15,000,000 to \$19,999,999
C - \$1,000,000 to \$1,999,999	G - \$5,000,000 to \$6,999,999	K - \$20,000,000 to \$29,999,999
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	L - \$30,000,000+

# NORFOLK

<b>Arbitron Rank</b> 36 Pop (12+) 1,206,800	<b>Stations</b> 26 / 26	<b>Last Year's Revenue:</b> \$45,300,000
<b>MSA Rank:</b> 33	<b>Diaries:</b> 1,774 / 680:1 / 53.1%	<b>Household Income:</b> \$43,721
<b>MSA Pop:</b> 1,570,000	<b>Sample Target:</b> 1,670	<b>Total Retail Sales:</b> \$14.2 Bil.
<b>DMA:</b> 40	<b>% Below Line:</b> 0.0	<b>#1 Biller:</b> WOWI-F \$6,400,000
<b>Average Persons Rating:</b> 14.7	<b>% Not Listed:</b> 13.5	<b>#1 Billing Portfolio</b>
<b>Market TSL In Hours</b> 19.50	<b>Pop per Station:</b> 46,415	Entercom \$12,130,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	WOWI-F	B	188 / 10.6	12.3	12.6	14.0	11.5	12.4	2317 / 19.2	23.5	20.8	206 / 2617	G	WOWI-F
2	WNOR-F	AOR	138 / 7.8	6.1	6.2	5.9	5.1	6.5	1709 / 14.2	13.8	13.8	146 / 1934	F	WNOR-F
3	WVNZ-F	CHR/B	112 / 6.3	5.7	5.1	4.8	4.7	5.5	2410 / 20.0	18.1	18.0	122 / 2791	D	WVNZ-F
4	WWDE-F	AC	100 / 5.6	5.7	5.0	6.7	6.3	5.8	1896 / 15.7	13.4	15.1	108 / 2089	5	WWDE-F
5	WCMS-AF	C	97 / 5.5	5.9	5.2	5.1	6.5	5.4	1551 / 12.9	12.4	15.5	118 / 1854	E	WCMS-AF
6	WWSO-F	B/O	91 / 5.1	3.4	2.7	4.0	4.5	3.8	1150 / 9.5	8.7	9.0	100 / 1301	C	WWSO-F
7	WGH-F	C	90 / 5.1	5.2	5.2	5.9	5.4	5.3	1475 / 12.2	12.1	14.8	102 / 1693	F	WGH-F
8	WAFX-F	CL AOR	88 / 5.0	5.5	5.4	3.7	4.6	4.9	1459 / 12.1	10.6	12.6	105 / 1768	D	WAFX-F
9	WPTE-F	AC-NR	81 / 4.6	6.0	4.4	5.3	4.6	5.1	1744 / 14.5	13.6	14.6	84 / 1885	E	WPTE-F
10	WJCD-F	J	79 / 4.5	4.4	5.0	5.2	4.8	4.8	1146 / 9.5	10.3	11.0	85 / 1251	D	WJCD-F
11	WVKL-F	O	73 / 4.1	3.7	4.3	3.2	3.9	3.8	1425 / 11.8	12.2	10.5	78 / 1604	C	WVKL-F
12	WNIS	N/T	71 / 4.0	3.2	4.0	4.1	4.3	3.8	1073 / 8.9	8.7	10.3	80 / 1148	D	WNIS
13	WSVY-F	B/O	59 / 3.3	5.5	5.1	5.4	5.4	4.8	1155 / 9.6	11.5	11.1	64 / 1287	C	WSVY-F
13	WROX-F	AOR-NR	59 / 3.3	3.2	2.8	2.8	2.5	3.0	1288 / 10.7	11.5	11.7	62 / 1361	C	WROX-F
15	WXEZ-F	EZ	43 / 2.4	2.8	3.2	2.7	2.6	2.8	847 / 7.0	7.1	6.1	49 / 980	C	WXEZ-F
15	WPCE	G	43 / 2.4	1.8	2.5	1.1	1.6	2.0	534 / 4.4	3.6	3.9	43 / 534	B	WPCE
17	WKOC-F	AOR-P	40 / 2.3	2.4	2.7	3.4	3.2	2.7	1106 / 9.2	9.6	11.7	45 / 1269	C	WKOC-F
18	WTAR	T/SPRTS	18 / 1.0	1.3	1.2	1.3	1.4	1.2	578 / 4.8	3.7	4.9	18 / 595	B	WTAR

12+ FM Share (Metro): 88.00% (1349 of 1533) (Fall 98: 86.28%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd	
1	WOWI-F	1	WOWI-F	1	WNOR-F	1	WNOR-F	1	WOWI-F >	1	WOWI-F >>
2	WVNZ-F >>	2	WNOR-F >	2	WOWI-F >	2	WOWI-F <	2	WOWI-F <	2	WVNZ-F <
3	WROX-F	3	WVNZ-F <	3	WWDE-F <	3	WGH-F	3	WCMS-AF <	2	WVNZ-F
4	WPTE-F	4	WAFX-F <	4	WAFX-F <	4	WVKL-F <	3	WVNZ-F <	4	WGH-F <
5	WROX-F <	5	WGH-F <	5	WGH-F <	5	WJCD-F <	5	WWDE-F	5	WAFX-F <
6	WGH-F	6	WWDE-F <	6	WWSO-F	6	WOWI-F <	6	WNIS	6	WCMS-AF
7	WAFX-F <	7	WPTE-F <	7	WVNZ-F <	7	WVKL-F <	7	WAFX-F	7	WNIS
8		8	WWSO-F	8	WJCD-F	8	WVNZ-F <	7	WWSO-F	7	WGH-F <
9		9	WJCD-F	8	WPTE-F	9	WCMS-AF <	8	WGH-F	7	WVNZ-F <
10		10	WVKL-F <	10	WPTE-F <	10	WPCE <	10	WVNZ-F <	8	WWSO-F <
										9	WSVY-F <
										10	WVKL-F
										10	WJCD-F
										10	WROX-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite	
1	WOWI-F >>	1	WOWI-F >	1	WOWI-F	1	WNOR-F	1	WNOR-F >	1	WOWI-F >>
2	WVNZ-F >>	2	WNOR-F >	2	WVNZ-F	2	WOWI-F >>	2	WOWI-F >	2	WVNZ-F
3	WAFX-F	3	WPTE-F	2	WPTE-F	3	WVNZ-F >	3	WAFX-F	3	WVNZ-F <
3	WNOR-F	4	WGH-F	4	WWSO-F <	4	WJCD-F <	4	WROX-F	3	WGH-F <
5	WPTE-F	5	WWDE-F	5	WGH-F	5	WVNZ-F	4	WVNZ-F <	4	WWSO-F <
6	WNOR-F <	6	WWSO-F	5	WPTE-F	5	WGH-F	5	WGH-F <	5	WVNZ-F <
7	WWSO-F	7	WNOR-F	7	WJCD-F <	7	WOWI-F <	6	WCMS-AF	6	WVNZ-F <
		7	WJCD-F	8	WAFX-F	8	WVKL-F	7	WNIS <	7	WNOR-F
				9	WNOR-F <	9	WCMS-AF <	8	WWSO-F <	8	WVNZ-F <
								9	WCMS-AF <	9	WNIS
										10	WJCD-F

Other Rated Stations			Metro Share	Cume Rating	TSA AQH	Cume
WCKO	B/G	1110	Norfolk	0.5	0.8	8 96
WGH	SPRTS	1310	Newport News	0.8	3.3	20 459
WGPL	B/G	1350	Portsmouth	0.7	2.7	12 331
WPMH	REL	1010	Portsmouth	0.5	1.4	8 170
WTJZ	REL	1270	Newport News	0.5	1.7	9 204
WXGM-F	AC	99.1	Gloucester	0.7	1.7	13 268

# NORFOLK

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Barnstable</b> WCMS-AF, WGH-AM, WGH-FM, WWSO-FM	16.5 %	20.1 %	21.3 %	AC	0 (0)	193 (3)	193 (3)	12.6 %	12.4 %
<b>Clear Channel</b> WJCD-FM, WOWI-FM, WSVV-FM, WSVY-FM	18.4 %	14.8 %	20.9 %	AOR/Classic/NR	0 (0)	325 (4)	325 (4)	21.2 %	14.7 %
<b>Entercom</b> WNVZ-FM, WPTE-FM, WVKL-FM, WWDE-FM	20.6 %	22.5 %	26.8 %	Black/Urban	0 (0)	338 (4)	338 (4)	22.0 %	19.5 %
<b>Saga</b> WAFX-FM, WJOI-AM, WNOR-FM	12.8 %	15.0 %	14.0 %	CHR	0 (0)	112 (1)	112 (1)	7.3 %	8.3 %
<b>Sinclair Communications</b> WKOC-FM, WNIS-AM, WROX-FM, WTAR-AM	10.6 %	9.2 %	12.5 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
<b>Willis, pend.</b> WCPK-AM, WGPL-AM, WPCE-AM	3.1 %	2.1 %	2.1 %	Country	1 (1)	186 (2)	187 (3)	12.2 %	13.5 %
	<b>82.1 %</b>	<b>83.7 %</b>	<b>97.6 %</b>	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	79 (1)	79 (1)	5.2 %	5.5 %
				News/Talk	89 (2)	0 (0)	89 (2)	5.8 %	6.5 %
				Oldies	0 (0)	73 (1)	73 (1)	4.8 %	4.5 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	79 (5)	0 (0)	79 (5)	5.2 %	5.3 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	15 (1)	0 (0)	15 (1)	1.0 %	1.2 %
				Standards/EZ	0 (0)	43 (1)	43 (1)	2.8 %	3.6 %
				<b>Totals</b>	<b>184 (9)</b>	<b>1349 (17)</b>	<b>1533 (26)</b>		

## AM Stations

Station	Freq	Pwr	Format	Comments
WCMS	1050	5 kw/0.36 kw	Simul. WCMS-F	
WNIS	790	5 kw (DA-1)	News/Talk	Westwd, CBS \$27.00 Allied Sinclair Commun.
WPCE	1400	1 kw	Religion	AURN, Westwd \$24.00 Mc-Guild Willis
WTAR	850	50 kw/25 kw (DA-2)	Talk/Sports	Westwd, 1-On-1 \$53.00 Allied Sinclair Commun.

## FM Stations

Station	Freq	Pwr	Format	Comments
WAFX	106.9	100 kw @ 984	Classic AOR	\$61.00 CBS Saga
WCMS	100.5	50 kw @ 500	Country	ABC \$82.00 Allied Barnstable
WGH	97.3	74 kw @ 400	Country	\$83.00 Eastman Barnstable
WJCD	105.3	50 kw @ 500	Jazz	ABC \$62.00 Ctr Chnl Clear Channel
WKOC	93.7	100 kw @ 935	Progressive AOR	\$45.00 Mc-Guild Sinclair Commun. Elizabeth City, NC
WNOR	98.7	46 kw @ 520	AOR	\$98.00 Mc-Guild Saga
WNVZ	104.5	50 kw @ 479	Dance CHR	\$49.00 D&R Entercom
WOWI	102.9	50 kw @ 472	Black	AURN \$103.00 Ctr Chnl Clear Channel
WPTE	94.9	50 kw @ 500	AC/CHR	\$43.00 D&R Entercom
WROX	96.1	23 kw @ 722	New Rock	\$43.00 Mc-Guild Sinclair Commun. Cape Charles
WSVV	92.1	3.7 kw @ 420	Simul. WSVY-F	
WSVY	107.7	5.2 kw @ 351	Black Oldies	ABC \$33.00 Ctr Chnl Clear Channel Windsor
WVKL	95.7	40 kw @ 880	Oldies	\$54.00 D&R Entercom
WWDE	101.3	50 kw @ 500	AC	\$92.00 D&R Entercom
WWSO	92.9	50 kw @ 484	Black Oldies	\$58.00 D&R Barnstable Suffolk
WXEZ	94.1	40 kw @ 531	Easy Listening	\$29.00 --- Eure Yorktown

Notes: 9/99 WVNS (670) changed from News to Black Gospel as WRJR ("Rejoice") . . . 9/99 WJOI (1230) changed from simulcasting WNOR-F to Standards . . . 10/99 WCMS-AF sold to Barnstable for \$15,500,000 (Kalil) . . . 11/99 WFOG-F changed calls to WWSO-F; remains Black Oldies . . . 3/00 WCPK (1600) traded by WPMH to Willis for WPOL Winston Salem

# OKLAHOMA CITY

**Arbitron Rank** 54 **Pop (12+)** 861,400  
**MSA Rank:** 57  
**MSA Pop:** 1,040,000  
**DMA:** 45  
**Average Persons Rating:** 14.1  
**Market TSL in Hours** 19.00

**Stations** 22 / 21  
**Diaries:** 2,201 / 391:1 / 49.4%  
**Sample Target:** 2,130  
**% Below Line:** 0.5  
**% Not Listed:** 14.6  
**Pop per Station:** 41,019

**Last Year's Revenue:** \$41,800,000  
**Household Income:** \$37,881  
**Total Retail Sales:** \$9.9 Bil.  
**#1 Biller:** KXXY-F \$6,700,000  
**#1 Billing Portfolio**  
 Clear Channel \$18,950,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	KJYO-F	CHR	130 / 10.7	10.3	11.0	11.6	9.9	10.9	2166 / 25.1	27.7	25.4	163 / 2755	F	KJYO-F
2	KXXY-F	C	99 / 6.2	6.9	7.9	7.4	7.6	7.6	1459 / 16.9	16.5	17.4	119 / 1821	G	KXXY-F
3	KTOK	N/T	83 / 6.8	6.2	6.6	6.3	6.8	6.5	1123 / 13.0	14.8	14.4	92 / 1280	E	KTOK
3	KATT-F	AOR	83 / 6.8	9.6	8.0	8.4	8.8	8.2	1285 / 14.9	17.9	16.8	127 / 1987	F	KATT-F
5	KRXO-F	CL AOR	79 / 6.5	6.9	5.9	6.8	6.8	6.5	1251 / 14.5	12.9	14.1	100 / 1612	E	KRXO-F
6	KTST-F	C	74 / 6.1	5.3	7.0	5.9	5.1	6.1	1275 / 14.8	15.5	13.8	102 / 1673	E	KTST-F
7	KOMA-F	O	71 / 5.8	6.5	5.4	5.3	5.3	5.8	1154 / 13.4	13.0	13.8	98 / 1593	F*	KOMA-F
8	KYIS-F	AC-NR	69 / 5.7	5.1	6.1	5.3	4.3	5.5	1358 / 15.8	17.2	14.7	86 / 1693	D	KYIS-F
9	KMGL-F	AC	58 / 4.8	5.5	5.9	5.3	7.6	5.4	1033 / 12.0	12.8	14.8	73 / 1371	E	KMGL-F
10	KKNG-F	C/O	52 / 4.3	4.8	3.7	4.6	3.8	4.3	802 / 9.3	7.4	8.0	72 / 1162	C	KKNG-F
11	KQSR-F	SAC	45 / 3.7	3.7	3.9	4.3	5.7	3.9	836 / 9.7	11.7	12.9	56 / 1077	C	KQSR-F
12	KVSP	B	44 / 3.6	4.9	3.2	2.9	3.7	3.7	517 / 6.0	6.3	5.9	44 / 534	B	KVSP
13	KNTL-F	SPRTS	30 / 2.5	1.6	1.1	1.5	2.9	1.7	467 / 5.4	3.7	5.1	31 / 490		KNTL-F
14	KCYI-F	J	29 / 2.4	2.2	1.9	2.5	2.7	2.2	476 / 5.5	5.3	6.2	29 / 498	C	KCYI-F
15	WWLS	SPRTS	21 / 1.7	1.3	1.2	1.9	1.4	1.5	430 / 5.0	4.0	4.2	32 / 581	A	WWLS
16	KOMA	O	19 / 1.6	1.3	1.3	1.3	1.4	1.4	499 / 5.8	3.1	5.3	27 / 633	*	KOMA
17	WKY	T	13 / 1.1	1.3	1.1	0.9	1.0	1.1	387 / 4.5	4.5	3.9	18 / 509	A	WKY
18	KEBC	VA	12 / 1.0	1.3	1.7	1.0	1.0	1.2	268 / 3.1	4.4	3.6	12 / 272	A	KEBC

12+ FM Share (Metro): 80.62% (836 of 1037) (Fall 98: 81.53%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KJYO-F>>>	1 KATT-F<	1 KJYO-F	1 KRXO-F	1 KRXO-F	1 KXXY-F	1 KXXY-F<	1 KTOK<	1 KJYO-F>	1 KJYO-F>	1 KJYO-F
2 KTST-F	2 KJYO-F>	2 KATT-F<	2 KJYO-F<	2 KXXY-F<	2 KTOK	2 KJYO-F	2 KJYO-F	2 KATT-F<	2 KATT-F	2 KXXY-F
2 KATT-F	3 KYIS-F	3 KRXO-F	3 KATT-F	3 KJYO-F<	3 KOMA-F<	3 KTOK	3 KXXY-F<	3 KXXY-F<	3 KMGL-F	3 KRXO-F<
4 KYIS-F>	4 KTST-F	4 KTST-F<	4 KXXY-F<	4 KATT-F<	4 KRXO-F	4 KRXO-F<	4 KRXO-F	4 KTST-F<	3 KTST-F	4 KOMA-F<
5 KMGL-F	5 KYIS-F<	5 KTST-F<	5 KOMA-F<	5 KATT-F<	5 KKNG-F	5 KYIS-F	5 KTST-F<	5 KTOK<	5 KTOK	5 KATT-F
6 KRXO-F<	6 KXXY-F	6 KYIS-F<	6 KTST-F<	6 KRXO-F	6 KQSR-F	6 KTST-F<	6 KATT-F<	6 KYIS-F	6 KXXY-F	6 KTST-F<
7 KXXY-F	7 KMGL-F	7 KMGL-F	7 KMGL-F<	7 KTST-F<	7 KTST-F<	7 KOMA-F	7 KOMA-F<	6 KRXO-F<	7 KYIS-F<	7 KKNG-F
7 KVSP	8 KOMA-F<	8 KOMA-F	8 KYIS-F>	8 KMGL-F<	8 KTST-F<	8 KYIS-F	8 KOMA-F	8 KOMA-F	8 KVSP<	7 KYIS-F
	9 KVSP	9 KVSP	9 KTOK<	9 KJYO-F	9 KMGL-F	9 KMGL-F<	9 KMGL-F<	9 KKNG-F<	9 KQSR-F<	9 KVSP<
			10 KVSP	10 KYIS-F<	10 KKNG-F	10 KKNG-F	10 KKNG-F<	10 KMGL-F		10 KMGL-F
			10 KQSR-F<							

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KJYO-F>>	1 KJYO-F>	1 KJYO-F	1 KJYO-F>	1 KJYO-F<	1 KATT-F>>	1 KATT-F>>	1 KATT-F>>	1 KATT-F	1 KRXO-F<	1 KXXY-F
2 KYIS-F	2 KYIS-F	2 KMGL-F<	2 KXXY-F	2 KXXY-F	2 KJYO-F>	2 KJYO-F	2 KYIS-F<	2 KRXO-F>	2 KATT-F>	2 KJYO-F>
3 KTST-F	3 KTST-F	3 KYIS-F	2 KTST-F<	3 KMGL-F	3 KTST-F	3 KYIS-F	3 KNTL-F<	3 KJYO-F<	3 KOMA-F<	3 KATT-F
4 KATT-F	4 KXXY-F	4 KTST-F<	4 KYIS-F	4 KTST-F<	4 KVSP	4 KNTL-F	4 KJYO-F	4 KTST-F<	4 KXXY-F<	4 KTOK
5 KXXY-F>	4 KMGL-F<	5 KXXY-F	5 KMGL-F	5 KQSR-F	5 KTOK	5 KTST-F	5 KRXO-F	5 KYIS-F<	5 KTST-F	5 KEBC<
	6 KATT-F	6 KVSP	6 KRXO-F	5 KRXO-F	5 KSPI-F	6 KRXO-F	6 KMGL-F	6 KNTL-F<	5 KNTL-F<	6 KTST-F
	7 KVSP	6 KATT-F	7 KVSP<	5 KOMA-F<	5 KYIS-F>	7 KMGL-F	7 KTST-F	7 KXXY-F	7 KYIS-F	6 KOMA-F
			8 KQSR-F	8 KYIS-F	8 KTOK		7 KOMA-F	7 KJYO-F<	7 KJYO-F<	6 KRXO-F>
			9 KVSP>	9 KVSP>			9 KTOK<	9 KTOK		9 KTOK

Other Rated Stations		Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market			Metro Share	Cume Rating	TSA AQH Cume					
KIRC-F	C	105.9	Seminole	0.5	0.8	7	102	KSPI-F	AOR-P	93.7	Stillwater	0.5	1.0	10	232
KQCV	REL	800	Oklahoma City	0.7	2.5	10	254								
KQCV-F	REL	95.1	Shawnee	0.4	1.4	6	139								

# OKLAHOMA CITY

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Citadel</b>	19.1 %	21.6 %	19.0 %	AC	0 (0)	127 (2)	127 (2)	12.2 %	13.6 %
KATT-FM, KCYI-FM, KNTL-FM, KYIS-FM, WWLS-AM				AOR/Classic/NR	0 (0)	168 (3)	168 (3)	16.2 %	18.7 %
<b>Clear Channel</b>	36.5 %	30.9 %	45.3 %	Black/Urban	44 (1)	0 (0)	44 (1)	4.2 %	4.2 %
KEBC-AM, KJYO-FM, KQSR-FM, KTOK-AM, KTST-FM, KXXY-FM				CHR	0 (0)	130 (1)	130 (1)	12.5 %	11.4 %
<b>Renda</b>	18.7 %	23.1 %	28.5 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KMGL-FM, KOMA-AM, KOMA-FM, KR XO-FM				Country	0 (0)	231 (4)	231 (4)	22.3 %	18.9 %
	<b>74.3 %</b>	<b>75.6 %</b>	<b>92.8 %</b>	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	29 (1)	29 (1)	2.8 %	3.1 %
				News/Talk	96 (2)	0 (0)	96 (2)	9.3 %	8.9 %
				Oldies	19 (1)	71 (1)	90 (2)	8.7 %	7.7 %
				Others/Unknown	12 (1)	0 (0)	12 (1)	1.2 %	1.1 %
				Religion/Gospel	9 (1)	5 (1)	14 (2)	1.4 %	1.0 %
				Soft AC	0 (0)	45 (1)	45 (1)	4.3 %	6.5 %
				Sports	21 (1)	30 (1)	51 (2)	4.9 %	5.0 %
				Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				<b>Totals</b>	<b>201 (7)</b>	<b>836 (15)</b>	<b>1037 (22)</b>		

### AM Stations

Station	Power	Time	Format	Source	Rate	Advertiser	Agency
KEBC	1340	1 kw	Hispanic-Contemp.		\$ NA	Banner	Clear Channel
KOMA	1520	50 kw (DA-N)	Oldies	CBS	\$ NA	Katz	Renda
KTOK	1000	5 kw (DA-2)	News/Talk	ABC	\$67.00	Clr Chnl	Clear Channel
KVSP	1140	1 kw (Days)	Black	AURN, ABC, WW1	\$25.00	---	Perry
WKY	930	5 kw (DA-N)	Talk		\$30.00	---	
WWLS	640	1 kw (DA-N)	Sports	CBS, 1-on-1, ESPN	\$21.00	---	Citadel Moore

### FM Stations

Station	Frequency	Power	Time	Format	Source	Rate	Advertiser	Agency
KATT	100.5	100 kw @ 1191		AOR		\$71.00	Banner	Citadel
KCYI	97.7	6 kw @ 315		Jazz		\$37.00	Mc-Guild	Citadel Edmond
KJYO	102.7	100 kw @ 985		CHR		\$66.00	Clr Chnl	Clear Channel
KKNG	93.3	100 kw @ 797		Classic Country		\$ NA	---	KKNG/KTUZ-F Newcastle
KMGL	104.1	100 kw @ 1362		AC		\$79.00	Eastman	Renda
KNTL	104.9	6 kw @ 300		Sports	1-on-1, ESPN, CBS	\$ NA	---	Citadel Bethany
KOMA	92.5	100 kw @ 984		Oldies	CBS	\$74.00	Katz	Renda
KQSR	94.7	100 kw @ 1389		Soft AC		\$ NA	Clr Chnl	Clear Channel
KRXO	107.7	100 kw @ 990		Classic AOR		\$82.00	---	Renda
KTST	101.9	100 kw @ 1389		Country		\$40.00	Clr Chnl	Clear Channel
KXXY	96.1	100 kw @ 1171		Country		\$125.00	Clr Chnl	Clear Channel
KYIS	98.9	100 kw @ 1100		AC-NR	AP	\$32.00	D&R	Citadel

Notes: \* KOMA-F revenue level includes KOMA revenue . . . WKY is LMA'd to Clear Channel . . . 1/00 KCYI-F changed from Jazz to Dance CHR (CHR/B) as KKWD-F



# OMAHA

**Arbitron Rank** 73 Pop (12+) 548,700  
**MSA Rank:** 77  
**MSA Pop:** 696,000  
**DMA:** 73  
**Average Persons Rating:** 14.3  
**Market TSL in Hours** 19.00

**Stations** 19 / 19  
**Diaries:** 1,816 / 302:1 / 55.8%  
**Sample Target:** 1,670  
**% Below Line:** 0.0  
**% Not Listed:** 13.8  
**Pop per Station:** 28,879

**Last Year's Revenue:** \$35,200,000  
**Household Income:** \$56,763  
**Total Retail Sales:** \$8.1 Bil.  
**#1 Biller:** KEZO-F \$4,800,000  
**#1 Billing Portfolio**  
 Journal Broadcast Group \$14,239,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	KXKT-F	C	83 / 10.6	7.7	10.2	9.0	8.3	9.4	1114 / 20.3	18.7	18.6	108 / 1467	E	KXKT-F
2	KGOR-F	O	61 / 7.8	8.2	7.8	6.5	6.3	7.6	962 / 17.5	18.1	17.0	88 / 1404	D	KGOR-F
3	KFAB	FS/T	58 / 7.4	8.3	7.4	7.4	7.9	7.6	949 / 17.3	17.0	18.4	89 / 1602	E	KFAB
4	KEZO-F	AOR	57 / 7.3	7.2	8.3	10.5	11.3	8.3	885 / 16.1	16.7	19.3	85 / 1457	F	KEZO-F
5	KQKQ-F	CHR	54 / 6.9	7.0	9.3	7.9	7.5	7.8	1200 / 21.9	23.5	22.6	72 / 1716	D	KQKQ-F
6	KQCH-F	CHR/U	46 / 5.9	6.6	2.7	2.2	2.0	4.3	1004 / 18.3	9.7	7.3	74 / 1611	B	KQCH-F
7	WOW-F	C	41 / 5.2	4.1	4.6	6.7	4.8	5.2	666 / 12.1	10.8	10.9	72 / 1112	F*	WOW-F
7	KKAR	N/T	41 / 5.2	3.8	4.9	5.2	6.7	4.8	776 / 14.1	10.1	17.7	46 / 922	D	KKAR
9	KEFM-F	AC/CHR	40 / 5.1	5.7	6.9	6.1	4.7	6.0	717 / 13.1	15.7	14.0	58 / 1062	E	KEFM-F
10	KSRZ-F	CHR/AC	32 / 4.1	5.3	6.8	6.3	7.4	5.6	769 / 14.0	21.4	20.2	43 / 1217	C	KSRZ-F
11	KTNP-F	AOR	29 / 3.7	2.6	1.8	1.4	1.8	2.4	618 / 11.3	9.7	10.2	34 / 702	B	KTNP-F
11	KKCD-F	CL AOR	29 / 3.7	3.2	3.7	3.8	4.1	3.6	540 / 9.8	10.4	11.9	31 / 602	E	KKCD-F
13	KOMJ	ST	28 / 3.6	2.1	1.7	2.2	3.3	0.9	358 / 6.5	4.6	6.3	49 / 745	*	KOMJ
14	KZFX-F	CL HITS	21 / 2.7	3.1	2.4	3.6	2.9	2.9	495 / 9.0	7.7	12.8	44 / 1021	B	KZFX-F
15	KOSR	SPRTS	16 / 2.0	1.5	1.0	1.8	1.9	1.6	348 / 6.3	3.4	4.8	17 / 376	A	KOSR

12+ FM Share (Metro): 75.07% (506 of 674) (Fall 98: 73.74%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd	
1	KQCH-F	1 KEZO-F	1 KXKT-F	1 KXKT-F	1 KXKT-F	1 KFAB <	1 KEZO-F <	1 KXKT-F	1 KXKT-F >	1 KQKQ-F <	1 KXKT-F
2	KQKQ-F >>	2 KXKT-F <	2 KEZO-F	2 KEZO-F	2 KGOR-F <	2 KGOR-F <	2 KXKT-F <	2 KGOR-F	2 KQKQ-F <	2 KQCH-F >	2 KQKQ-F <
3	KTNP-F	3 KQKQ-F	3 KQKQ-F	3 KEFM-F <	3 KEZO-F	3 KXKT-F >	3 KFAB	3 KKAR	3 KGOR-F	3 KXKT-F <	3 KGOR-F <
4	KTNP-F	4 KTNP-F	4 KGOR-F <	4 KGOR-F	4 KEFM-F	4 KKAR <	4 KGOR-F	4 KEZO-F	4 KQCH-F <	4 KEFM-F	4 KQCH-F
5	KQCH-F	5 KQCH-F	5 KEFM-F	5 KSRZ-F	5 KQKQ-F <	5 WOW-F	5 WOW-F <	4 KFAB	5 KEZO-F	5 KFAB	5 KKAR <
6	KEFM-F <	6 KSRZ-F <	5 KQKQ-F	6 KSRZ-F <	6 KOMJ <	6 KQKQ-F <	6 WOW-F <	5 KFAB	5 KTNP-F	5 KTNP-F	6 KFAB
7	KKCD-F	7 KQCH-F <	5 KKCD-F	7 KKCD-F	7 KEFM-F	7 KEFM-F	7 KQKQ-F <	7 WOW-F	5 KGOR-F	7 WOW-F	7 WOW-F
7	KSRZ-F	8 KKCD-F	8 KQCH-F <	8 KKAR	8 KEZO-F	8 KQCH-F	8 KEFM-F	8 KTNP-F	8 KOMJ <	7 KOMJ	7 KOMJ
		9 KTNP-F	9 KKAR <	8 KFAB <	9 KSRZ-F		9 KSRZ-F	9 KSRZ-F	9 KSRZ-F	9 KEZO-F	
							9 KKCD-F <	9 KEFM-F <	9 WOW-F		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrmite
1	KXKT-F	1 KXKT-F >	1 KXKT-F >	1 KXKT-F >	1 KTNP-F	1 KEZO-F >	1 KEZO-F >>	1 KEZO-F >>	1 KEZO-F >	1 KXKT-F
2	KQKQ-F	2 KQKQ-F	2 KQKQ-F	2 KQKQ-F	1 KEZO-F >	2 KTNP-F >	2 KTNP-F	2 KXKT-F	2 KXKT-F	2 KQCH-F <
2	KQCH-F >>>	3 KQCH-F >	3 KEFM-F	3 KEFM-F	3 KQKQ-F >>>	3 KQKQ-F	2 KKCD-F	3 KTNP-F <	3 KKAR	3 KEFM-F
		4 KEZO-F	3 KEZO-F	3 KGOR-F <	4 KSRZ-F	4 KKCD-F	4 KEFM-F	4 KKCD-F <	3 KGOR-F	3 KFAB <
		5 KSRZ-F	5 KSRZ-F	5 KSRZ-F	4 KQKQ-F	5 KXKT-F	4 KZFX-F	5 KQKQ-F <	5 KKCD-F	5 KQKQ-F
		5 KEFM-F >	5 KQCH-F	5 KQCH-F >	6 KQCH-F <	6 KEFM-F	4 KXKT-F	6 KKAR <	6 KEFM-F	
			7 KKCD-F	7 WOW-F <	7 WOW-F <	6 KZFX-F	4 KKAR	7 KGOR-F <	7 KZFX-F	
						6 KKAR	4 KQKQ-F	8 KEFM-F	7 KOSR <	
						6 KOSR	4 KOSR	8 KOSR	9 KFAB	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
KAZP	SPRTS	1620	Omaha	1.7	4.2	14 252
KCTY-F	AOR-P	106.9	Plattsmouth	1.7	4.0	15 251
KOIL	KIDS	1180	Bellevue	0.4	1.5	3 98
KOTD	ST	1020	Plattsmouth	1.2	2.2	18 215

# OMAHA

Consolidation Report			12+	25-54	Revenue	Format Performance		AM	FM	Total	%	Yr. Ago		
<b>AMFM (Pend. to Clear Channel)</b>			29.5 %	29.3 %	32.1 %	AC	0	(0)	40	(1)	40	(1)	5.9 %	7.5 %
KFAB-AM, KGOR-FM, KTNP-FM, KXKT-FM						AOR/Classic/NR	0	(0)	128	(4)	128	(4)	19.0 %	18.0 %
<b>Journal Broadcast Group</b>			31.8 %	32.5 %	40.6 %	Black/Urban	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
KBBX-AM, KEZO-FM, KKCD-FM, KOMJ-AM, KOSR-AM, KQCH-FM, KSRZ-FM, WOW-FM						CHR	0	(0)	132	(3)	132	(3)	19.6 %	17.3 %
<b>Local</b>			16.8 %	17.0 %	17.1 %	Classical	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
KAZP-AM, KKAR-AM, KOIL-AM, KQKQ-FM, KZFX-FM						Country	0	(0)	124	(2)	124	(2)	18.4 %	19.0 %
			<b>78.1 %</b>	<b>78.8 %</b>	<b>89.8 %</b>	Full Service	58	(1)	0	(0)	58	(1)	8.6 %	9.8 %
						Hispanic	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Jazz	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						News/Talk	41	(1)	0	(0)	41	(1)	6.1 %	7.8 %
						Oldies	0	(0)	82	(2)	82	(2)	12.2 %	10.7 %
						Others/Unknown	3	(1)	0	(0)	3	(1)	0.4 %	0.0 %
						Religion/Gospel	0	(0)	0	(0)	0	(0)	0.0 %	0.7 %
						Soft AC	0	(0)	0	(0)	0	(0)	0.0 %	2.3 %
						Sports	29	(2)	0	(0)	29	(2)	4.3 %	3.3 %
						Standards/EZ	37	(2)	0	(0)	37	(2)	5.5 %	3.7 %
<b>Totals</b>							<b>168</b>	<b>(7)</b>	<b>506</b>	<b>(12)</b>	<b>674</b>	<b>(19)</b>		

## AM Stations

Station	Freq	Power	Format	Network	Revenue	Agency	Advertiser
KFAB	1110	50 kw (DA-N)	Full Service/Talk	CBS	\$ 72.00	Christal	AMFM
KKAR	1290	5 kw (DA-N)	News/Talk	CNN, Westwd, ABC	\$35.00	Sentry	KOIL/KQKQ-F
KOMJ	590	5 kw	Standards	ABC	\$ NA	Allied	Journal Bcst Gp
KOSR	1490	1 kw	Sports	USA, 1-On-1	\$ NA	Eastman	Journal Bcst Gp

## FM Stations

Station	Freq	Power	Format	Network	Revenue	Agency	Advertiser
KEFM	96.1	100 kw @1414	AC/CHR		\$57.00	Mc-Guild	
KEZO	92.3	100 kw @ 1212	AOR		\$70.00	Eastman	Journal Bcst Gp
KGOR	99.9	115 kw @ 1230	Oldies	Westwd	\$62.00	Christal	AMFM
KKCD	105.9	50 kw @ 479	Classic AOR		\$42.00	Eastman	Journal Bcst Gp
KQCH	97.7	100 kw @ 981	Dance CHR		\$31.00	Eastman	Journal Bcst Gp
KQKQ	98.5	100 kw @ 1175	CHR		\$ 64.00	Sentry	KKAR/KOIL
KSRZ	104.5	100 kw @ 1086	CHR/AC		\$40.00	Eastman	Journal Bcst Gp
KTNP	93.3	3.6 kw @ 427	AC/CHR		\$ NA	Katz	AMFM
KXKT	103.7	100 kw @ 1014	Country		\$63.00	Christal	AMFM
KZFX	101.9	100 kw @ 1132	Classic Hits		\$30.00	Sentry	KKAR/KQKQ
WOW	94.1	100 kw @ 1184	Country	ABC	\$91.00	Allied	Journal Bcst Gp

Notes: \* KOMJ revenue included in WOW-F revenue level . . . 10/99 AMFM and Clear Channel announced plans to merge . . . 11/99 WOW (590) changed from Country to Standards as KOMJ ("Majic 590") . . . Mitchell Broadcasting (KAZP, KKAR, KOIL, KQKQ-F and KZFX-F, plus 11 other stations in NE) signed a long-term LMA with Waitt Radio (KCTY-F) for Waitt to operate the Mitchell stations (with option to purchase)

# ORLANDO

**Arbitron Rank** 39 Pop (12+) 1,141,300  
**MSA Rank:** 37  
**MSA Pop:** 1,530,000  
**DMA:** 22 (w/Daytona, Melbourne)  
**Average Persons Rating:** 15.1  
**Market TSL in Hours** 20.25

**Stations** 28 / 25  
**Diaries:** 2,095 / 545:1 / 47.4%  
**Sample Target:** 2,150  
**% Below Line:** 2.2  
**% Not Listed:** 13.7  
**Pop per Station:** 45,652

**Last Year's Revenue:** \$92,500,000  
**Household Income:** \$45,558  
**Total Retail Sales:** \$17.3 Btl.  
**#1 Biller:** WWKA-F \$10,000,000  
**#1 Billing Portfolio**  
 Clear Channel, pend. \$33,035,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	WXXL-F	CHR	141 / 8.2	7.3	5.6	7.6	7.1	7.2	2450 / 21.5	20.6	21.1	194 / 3667	H	WXXL-F
2	WWKA-F	C	110 / 6.4	7.4	7.1	6.5	9.4	6.8	1567 / 13.7	16.2	16.9	196 / 2950	I	WWKA-F
3	WDBO	FS	105 / 6.1	6.9	6.4	6.3	7.5	6.4	1543 / 13.5	15.3	16.0	144 / 2147	G	WDBO
4	WTKS-F	T	103 / 6.0	7.7	6.7	7.0	6.0	6.8	1502 / 13.2	13.7	14.1	195 / 2876	H	WTKS-F
5	WLOQ-F	J	100 / 5.8	3.8	4.1	3.9	4.8	4.4	1281 / 11.2	11.8	11.6	119 / 1676	F	WLOQ-F
6	WMGF-F	SAC	94 / 5.4	6.3	5.3	6.8	5.7	6.0	1476 / 12.9	14.8	13.7	190 / 3044	G	WMGF-F
7	WJHM-F	B	91 / 5.3	4.9	5.3	5.9	6.0	5.3	1466 / 12.8	15.8	13.8	168 / 2710	G	WJHM-F
8	WSHE-F	O	89 / 5.1	5.6	5.7	3.6	3.5	5.0	1287 / 11.3	14.2	13.5	146 / 2441	F	WSHE-F
9	WOMX-F	AC	84 / 4.9	5.1	6.0	5.5	5.6	5.4	1772 / 15.5	17.2	17.1	139 / 3055	H	WOMX-F
10	WJRR-F	AOR	78 / 4.5	4.6	5.3	4.4	4.3	4.7	1427 / 12.5	13.5	11.4	160 / 2609	F	WJRR-F
11	WCFB-F	B/AC	76 / 4.4	3.9	3.4	4.3	4.9	4.0	1079 / 9.5	7.9	8.1	126 / 1730	E	WCFB-F
12	WMMO-F	CL HITS	75 / 4.3	4.3	5.3	5.5	4.6	4.9	1272 / 11.1	13.6	11.1	96 / 1757	F	WMMO-F
13	WHTQ-F	CL AOR	70 / 4.0	4.2	3.9	3.6	3.2	3.9	1140 / 10.0	10.4	9.3	142 / 2304	E	WHTQ-F
14	WOCL-F	B/O	51 / 2.9	2.9	4.8	4.0	5.0	3.7	1147 / 10.0	13.0	14.7	101 / 2149	H	WOCL-F
15	WPYO-F	CHR/U	33 / 1.9	2.3	2.4	1.9	1.0	2.1	961 / 8.4	8.0	3.1	35 / 1053	B	WPYO-F
16	WHOO	ST	32 / 1.9	2.0	2.2	2.6	2.2	2.2	591 / 5.2	5.6	5.9	45 / 727	B	WHOO
17	WQTM	SPRST	22 / 1.3	1.4	1.2	1.2	1.8	1.3	536 / 4.7	4.3	5.3	32 / 799	C	WQTM
18	WOKB	B/G	21 / 1.2	1.1	1.9	1.0	0.6	1.3	257 / 2.3	2.6	1.7	23 / 273		WOKB
19	WONQ	SP	20 / 1.2	1.0	0.8	0.9	0.8	1.0	231 / 2.0	2.0	2.1	21 / 263	B	WONQ
20	WGNE-F	C	17 / 1.0	0.4	0.8	0.5	0.4	0.7	384 / 3.4	3.6	2.6	65 / 1191		WGNE-F

12+ FM Share (Metro): 82.64% (1233 of 1492) (Fall 98: 83.12%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJHM-F <	1 WXXL-F	1 WXXL-F	1 WXXL-F <	1 WTKS-F <	1 WDBO	1 WXXL-F <	1 WDBO <	1 WXXL-F	1 WXXL-F	1 WXXL-F
2 WXXL-F >>	2 WJRR-F	2 WTKS-F	2 WOMX-F	2 WOMX-F	2 WLOQ-F	2 WTKS-F <	2 WTKS-F <	2 WWKA-F <	2 WJHM-F >	2 WJHM-F <
3 WJRR-F	3 WJHM-F <	3 WOMX-F <	2 WTKS-F	2 WXXL-F <	2 WSHE-F <	3 WDBO <	3 WXXL-F <	3 WLOQ-F <	3 WJRR-F	3 WWKA-F <
3 WPYO-F >	4 WTKS-F >	4 WWKA-F <	4 WMMO-F <	4 WSHE-F <	4 WWKA-F	4 WWKA-F	4 WWKA-F	4 WJHM-F	3 WLOQ-F <	4 WLOQ-F <
	5 WOMX-F	5 WJRR-F <	5 WWKA-F <	5 WLOQ-F	4 WMGF-F	5 WOMX-F	5 WMGF-F <	4 WTKS-F <	5 WTKS-F	5 WSHE-F
	5 WCFB-F <	6 WMMO-F <	6 WHTQ-F <	5 WMMO-F <	6 WMMO-F <	5 WCFB-F	6 WLOQ-F <	6 WMGF-F <	6 WMGF-F	6 WCFB-F <
	7 WWKA-F <	7 WCFB-F <	7 WLOQ-F <	7 WMGF-F <	7 WTKS-F <	7 WMGF-F <	7 WMMO-F <	7 WDBO <	7 WDBO	7 WJRR-F <
	8 WHTQ-F >	8 WLOQ-F <	8 WCFB-F <	8 WHTQ-F <	8 WOMX-F	8 WSHE-F <	8 WSHE-F	8 WJRR-F <	7 WCFB-F	8 WMGF-F <
		9 WHTQ-F <	9 WMGF-F <	9 WWKA-F <	9 WCFB-F <	9 WHTQ-F <	9 WOMX-F	9 WSHE-F	9 WWKA-F	9 WOMX-F
		10 WJHM-F <	10 WSHE-F	10 WCFB-F	10 WHTQ-F <	10 WLOQ-F <	10 WHTQ-F <	9 WOMX-F	10 WPYO-F <	10 WHTQ-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WXXL-F >>	1 WXXL-F >>	1 WXXL-F >	1 WXXL-F >	1 WXXL-F <	1 WJRR-F	1 WJRR-F	1 WJRR-F <	1 WTKS-F	1 WTKS-F <	1 WDBO >
2 WJHM-F	2 WOMX-F	2 WOMX-F	2 WOMX-F	2 WOMX-F	2 WJHM-F	2 WTKS-F <	2 WHTQ-F <	2 WHTQ-F <	2 WHTQ-F	2 WXXL-F
3 WJRR-F >	3 WJRR-F	3 WCFB-F	3 WWKA-F <	3 WMGF-F <	3 WTKS-F >	3 WJHM-F	3 WTKS-F	3 WJRR-F	3 WLOQ-F <	2 WJHM-F
4 WTKS-F	3 WCFB-F <	4 WLOQ-F	4 WMGF-F <	4 WMMO-F	4 WXXL-F	4 WXXL-F	4 WJHM-F	4 WJHM-F <	4 WSHE-F <	2 WLOQ-F >
5 WWKA-F	5 WJHM-F <	4 WMMO-F	5 WMMO-F	5 WWKA-F	5 WWKA-F	4 WHTQ-F	5 WXXL-F	5 WWKA-F <	5 WDBO	5 WWKA-F <
5 WPYO-F	6 WTKS-F <	6 WTKS-F	5 WCFB-F	5 WSHE-F	5 WPYO-F >>	6 WWKA-F	6 WWKA-F	6 WLOQ-F	6 WMMO-F	6 WMGF-F <
	7 WWKA-F	7 WWKA-F	7 WTKS-F	7 WLOQ-F	7 WCFB-F	6 WWKA-F	6 WWKA-F	6 WXXL-F	6 WJRR-F	
	8 WLOQ-F	7 WJRR-F	7 WLOQ-F	7 WCFB-F	8 WOMX-F	8 WOMX-F	8 WDBO	6 WOMX-F		
		9 WMMO-F	9 WJHM-F	9 WOCL-F	8 WPYO-F	8 WMGF-F	8 WMMO-F <	6 WWKA-F <		
			9 WJRR-F	10 WTKS-F >		8 WMMO-F	10 WCFB-F <	10 WCFB-F <		
			9 WOCL-F <							

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WFIV	SP	1080	Kissimmee	0.4	0.6	7 69	WKRO-F	AOR-NR	93.1	Edgewater	0.5	3.3	24 791
WPRD	SP-NT	1440	Winter Park	0.5	0.7	8 77	WPCV-F	C	97.5	Winter Haven	0.8	3.6	95 1688
WRLZ	SP-C	1270	Eatonville	0.5	1.0	10 127							
WRMQ	SP	1140	Orlando	0.9	1.2	15 147							
WTLN	REL	950	Orlando	0.7	1.9	13 248							
WWNZ	N	740	Orlando	0.5	2.7	10 383							

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>CBS/Infinity, pend.</b> WJHM-FM, WOCL-FM, WOMX-FM	13.1 %	13.8 %	25.7 %	AC	0 (0)	84 (1)	84 (1)	5.6 %	6.3 %
<b>Clear Channel, pend.</b> WJRR-FM, WMGF-FM, WQTM-AM, WSHE-FM, WTKS-FM, WWNZ-AM, WXXL-FM	31.0 %	31.8 %	35.7 %	AOR/Classic/NR	0 (0)	156 (3)	156 (3)	10.5 %	14.3 %
<b>Cox Radio</b> WCFB-FM, WDBO-AM, WHOO-AM, WHTQ-FM, WMMO-FM, WPYO-FM, WWKA-FM	29.0 %	28.5 %	31.4 %	Black/Urban	0 (0)	218 (3)	218 (3)	14.6 %	12.3 %
	<b>73.1 %</b>	<b>74.1 %</b>	<b>92.8 %</b>	CHR	0 (0)	174 (2)	174 (2)	11.7 %	12.3 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	140 (3)	140 (3)	9.4 %	11.8 %
				Full Service	105 (1)	0 (0)	105 (1)	7.0 %	8.5 %
				Hispanic	59 (5)	0 (0)	59 (5)	4.0 %	2.7 %
				Jazz	0 (0)	100 (1)	100 (1)	6.7 %	5.4 %
				News/Talk	8 (1)	103 (1)	111 (2)	7.4 %	7.3 %
				Oldies	0 (0)	164 (2)	164 (2)	11.0 %	5.6 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.7 %
				Religion/Gospel	33 (2)	0 (0)	33 (2)	2.2 %	1.1 %
				Soft AC	0 (0)	94 (1)	94 (1)	6.3 %	6.4 %
				Sports	22 (1)	0 (0)	22 (1)	1.5 %	2.0 %
				Standards/EZ	32 (1)	0 (0)	32 (1)	2.1 %	3.1 %
				<b>Totals</b>	<b>259 (11)</b>	<b>1233 (17)</b>	<b>1492 (28)</b>		

**AM Stations**

WDBO	580	5 kw (DA-N)	Full Service	ABC	\$79.00	Katz	Cox Radio	
WHOO	990	50 kw/5 kw (DA-2)	Standards	ABC, Jones	\$21.00	Christal	Cox Radio	
WOKB	1600	5 kw (DA-2)	Black Gosp./Ethnic		\$ NA	—		Winter Garden
WONQ	1030	10 kw/0.5 kw (DA-2)	Spanish	CNN	\$<20.00	Caballero	WRMQ	
WQTM	540	50 kw (DA-2)	Sports	1-on-1, CBS, ESPN	\$20.00	Clr Chnl	Clear Channel	Pine Hills

**FM Stations**

WCFB	94.5	100 kw @ 1470	Black AC	ABC	\$53.00	Katz	Cox Radio	Daytona Beach
WHTQ	96.5	100 kw @ 1598	Classic AOR		\$64.00	Christal	Cox Radio	
WJHM	101.9	28 kw @ 1585	Black		\$95.00	Sentry	CBS/Infinity, pend.	Daytona Beach
WJRR	101.1	100 kw @ 1598	AOR		\$90.00	Clr Chnl	Clear Channel	Cocoa
WLOQ	103.1	14 kw @ 440	Jazz		\$64.00	Allied		Winter Park
WMGF	107.7	100 kw @ 1585	Soft AC		\$132.00	Clr Chnl	Clear Channel	Mt. Dora
WMMO	98.9	38 kw @ 440	Classic Hits		\$81.00	Christal	Cox Radio	
WOCL	105.9	100 kw @ 1585	Black Oldies		\$144.00	Eastman	CBS/Infinity, pend.	Deland
WOMX	105.1	100 kw @ 1598	AC	AMFM	\$155.00	Eastman	CBS/Infinity, pend.	
WPYO	95.3	6 kw @ 315	Dance CHR	Westwd	\$ NA	Christal	Cox Radio	Apopka
WSHE	100.3	100 kw @ 1188	Oldies		\$54.00	Clr Chnl	Clear Channel	
WTKS	104.1	100 kw @ 1598	Talk	Westwd	\$105.00	Clr Chnl	Clear Channel	Cocoa Beach
WWKA	92.3	100 kw @ 1341	Country		\$160.00	Katz	Cox Radio	
WXXL	106.7	100 kw @ 824	CHR	AMFM	\$110.00	Sentry	Clr Chnl, pend.	Leesburg

Notes: WGNE-F – See Melbourne-Titusville-Cocoa . . . 10/99 AMFM sold WJHM-F, WOCL-F, WOMX-F and WXXL-F to Clear Channel in a group transaction. Divestitures in the market will be necessary . . . 12/99 WAJL (1190; Pine Castle) sold to Genesis for \$2,100,000 (Blackburn) . . . 3/00 In divestitures resulting from the AMFM/Clear Channel merger, AMFM sold WJHM-F, WOCL-F and WOMX-F to CBS/Infinity as part of a \$1,400,000,000 multi-market transaction

# OXNARD-VENTURA

**Arbitron Rank** 108 **Pop (12+)** 382,800  
**MSA Rank:** 74  
**MSA Pop:** 743,000  
**DMA:** Los Angeles (#2)  
**Average Persons Rating:** 14.8  
**Market TSL in Hours** 20.00

**Stations** 48 / 15  
**Diaries:** 1,051 / 364:1 / 46.8%  
**Sample Target:** 1,120  
**% Below Line:** 38.3  
**% Not Listed:** 9.7  
**Pop per Station:** 25,520

**Last Year's Revenue:** \$10,900,000  
**Household Income:** \$51,345  
**Total Retail Sales:** \$3.9 Bil.  
**#1 Biller:** KHAY-F \$2,500,000  
**#1 Billing Portfolio**  
 Cumulus, pend. \$5,650,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	KCAQ-F	CHR/U	47 / 8.3	7.0	6.1	6.4	5.7	698 / 18.2	17.2	17.3	64 / 1071	C	KCAQ-F
2	KHAY-F	C	37 / 6.5	3.2	7.1	6.1	6.2	431 / 11.3	9.3	13.6	61 / 764	D	KHAY-F
3	KXLM-F	SP-C	34 / 6.0	9.7	6.3	3.4	6.2	433 / 11.3	13.0	11.8	37 / 477	C	KXLM-F
4	KKZZ	ST	25 / 4.4	3.7	4.8	3.2	4.4	290 / 7.6	6.0	8.5	29 / 376		KKZZ
5	KCZN-F	SP-C	21 / 3.7	3.7	2.7	1.2	4.0	324 / 8.5	6.4	6.8	21 / 347		KCZN-F
6	KBBY-F	AC	19 / 3.4	3.5	4.3	4.4	4.7	388 / 10.1	11.9	11.5	20 / 437	D	KBBY-F
7	KRTH-F	O	18 / 3.2	3.3	4.7	3.9	4.5	503 / 13.2	12.5	13.4	35 / 768		KRTH-F
7	KMLA-F	SP	18 / 3.2	4.0	4.0	3.2	3.2	229 / 6.0	6.9	9.3	18 / 239		KMLA-F
9	KVYY-F	AOR-P	17 / 3.0	2.7	2.6	3.2	2.5	341 / 8.9	10.5	7.6	17 / 354		KVYY-F
9	KOCP-F	CL AOR	17 / 3.0	3.0	3.4	3.0	3.4	320 / 8.4	9.5	7.5	22 / 438		KOCP-F
11	KRUZ-F	AC	16 / 2.8	2.5	3.2	1.9	2.0	347 / 9.1	10.3	11.1	47 / 1018		KRUZ-F
12	KUNX	SP-NT	15 / 2.6	0.5	0.3		0.3	179 / 4.7	1.5	1.1	20 / 245		KUNX
12	KFI	T	15 / 2.6	2.7	2.9	3.4	3.4	253 / 6.6	7.0	7.6	41 / 768		KFI
14	KLVE-F	SP	14 / 2.5	2.5	1.8	2.2	3.0	236 / 6.2	6.8	6.2	16 / 276		KLVE-F
14	KKBE-F	SAC	14 / 2.5	1.7	1.3	1.9	0.5	201 / 5.2	5.4	5.5	14 / 242		KKBE-F

12+ FM Share (Metro): 79.06% (404 of 511) (Fall 98: 78.93%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KCAQ-F >>>	1 KCAQ-F	1 KXLM-F <	1 KXLM-F <	1 KHAY-F <	1 KHAY-F	1 KCAQ-F	1 KHAY-F <	1 KCAQ-F	1 KCAQ-F >>	1 KCAQ-F
2 KPWR-F >	2 KXLM-F >	2 KCAQ-F >	2 KHAY-F	2 KXLM-F	2 KKZZ >	2 KHAY-F	2 KCAQ-F <	2 KHAY-F	2 KXLM-F <	2 KXLM-F <
3 KKBT-F >	3 KMLA-F <	3 KHAY-F	3 KCAQ-F <	3 KCAQ-F	3 KXLM-F	3 KXLM-F	3 KXLM-F	3 KXLM-F	3 KNX <	3 KHAY-F
	4 KCZN-F	4 KCZN-F	4 KCZN-F <	4 KCZN-F <	3 KRTH-F	4 KKZZ	4 KFI	4 KKZZ	4 KMLA-F	3 KKZZ
	4 KVYY-F <	5 KBBY-F <	5 KOCP-F <	5 KBBY-F	5 KOCP-F <	4 KLOS-F	5 KBBY-F <	4 KBBY-F <	4 KCZN-F	5 KCZN-F
	6 KHAY-F	6 KOCP-F <	6 KBBY-F	5 KOCP-F <	6 KNX	6 KCZN-F <	6 KKZZ <	6 KRTH-F <	4 KVYY-F	6 KOCP-F <
	7 KBBY-F	7 KVYY-F	6 KRUZ-F	7 KRUZ-F	6 KFI <	7 KUNX	7 KCZN-F <	7 KMLA-F <	4 KPWR-F <	7 KRTH-F <
	7 KUNX >>	7 KRUZ-F <	8 KRTH-F <	7 KRTH-F	8 KMGQ-F	7 KVTA <	8 KRTH-F <	8 KCZN-F	8 KUNX	8 KMLA-F
		9 KMLA-F <	9 KVYY-F	9 KLOS-F	8 KKBE-F	9 KNX <	9 KMLA-F <	8 KRUZ-F	9 KNX	9 KNX
		10 KRTH-F	9 KUNX <	9 KUNX <		10 KBBY-F	10 KOCP-F	8 KKBE-F <	9 KVYY-F	9 KVYY-F
									9 KRUZ-F <	9 KRUZ-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KCAQ-F	1 KCAQ-F	1 KBBY-F	1 KXLM-F	1 KHAY-F	1 KCAQ-F	1 KCAQ-F >	1 KCAQ-F	1 KCAQ-F	1 KXLM-F	1 KXLM-F
1 KXLM-F >>	1 KXLM-F >	1 KHAY-F	2 KCAQ-F	2 KBBY-F	2 KMLA-F	2 KUNX	2 KUNX	1 KXLM-F	1 KOCP-F <	2 KHAY-F
3 KMLA-F >	3 KBBY-F	3 KXLM-F	2 KHAY-F	3 KKBE-F	2 KXLM-F >	2 KXLM-F	3 KCZN-F	3 KOCP-F	3 KCAQ-F	3 KCAQ-F >
4 KPWR-F	3 KHAY-F	4 KCAQ-F	4 KBBY-F	3 KRUZ-F	4 KVYY-F	4 KVYY-F	4 KCZN-F	4 KCZN-F	4 KHAY-F	4 KMLA-F
4 KCZN-F	5 KMLA-F	4 KCZN-F	5 KRUZ-F	3 KXLM-F	4 KPWR-F >>	4 KMLA-F	4 KXLM-F	5 KVYY-F	5 KCZN-F	5 KCZN-F
4 KHAY-F	5 KCZN-F	4 KVYY-F	5 KCZN-F	6 KCZN-F		4 KCZN-F	6 KMLA-F	6 KHAY-F	6 KUNX	6 KUNX
4 KBBY-F >	5 KVYY-F	4 KLVE-F >	7 KKBE-F	6 KRTH-F		7 KLSX-F	6 KHAY-F	6 KLOS-F	6 KLOS-F	6 KLOS-F
	8 KLVE-F			8 KCAQ-F			6 KMLA-F	6 KMLA-F	8 KLSX-F	8 KLSX-F
				8 KLVE-F			6 KUNX	8 KRTH-F	8 KRTH-F	8 KRTH-F
				10 KCMG-F				8 KVYY-F	8 KVYY-F	8 KVYY-F

Consolidation Report	12+	25-54	Revenue
<b>Cumulus, pend.</b> KBBY-FM, KHAY-FM, KVEN-AM	11.5 %	12.2 %	51.8 %
<b>Gold Coast</b> KCAQ-FM, KKBE-FM, KKZZ-AM, KOCP-FM, KVTA-AM	19.4 %	13.8 %	12.8 %
<b>Lazer</b> KCZN-FM, KOXR-AM, KXLM-FM	10.9 %	12.0 %	17.4 %
	<b>41.9 %</b>	<b>38.0 %</b>	<b>82.0 %</b>

# OXNARD-VENTURA

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume		
KDAR-F	REL	98.3	Oxnard	1.2	4.0	9	217	KABC	T	790	Los Angeles	0.4	1.3	12	275
KOXR	SP	910	Oxnard	1.2	3.2	8	124	KBIG-F	AC/CHR	104.3	Los Angeles	2.3	7.4	21	608
KVEN	N/T	1450	Ventura	1.6	6.5	10	268	KCBS-F	CL AOR	93.1	Los Angeles	1.4	7.4	18	576
KVTA	T	1520	Port Hueneme	1.2	3.9	11	204	KCMG-F	B/O	100.3	Los Angeles	1.6	5.1	12	359
								KDB-F	CL	93.7	Santa Barbara	0.4	1.1	28	353
								KDIS	KIDS	710	Los Angeles	0.4	2.0	7	221
								KIST-F	O	107.7	Santa Barbara	0.7	1.8	14	284
								KJEE-F	AOR-NR	92.9	Montecito	0.4	1.5	16	421
								KKBT-F	B	92.3	Los Angeles	1.1	6.6	8	391
								KKGO-F	CL	105.1	Los Angeles	0.7	2.3	6	154
								KLOS-F	AOR	95.5	Los Angeles	2.1	8.8	27	714
								KLSX-F	T	97.1	Los Angeles	1.4	4.7	20	351
								KMGQ-F	J	97.5	Santa Barbara	1.8	3.0	22	301
								KMLT-F	SAC	92.7	Thousand Oaks	0.5	2.3	11	231
								KNX	N	1070	Los Angeles	2.3	9.0	33	871
								KOGO	NT	600	San Diego	0.4	0.9	2	43
								KOST-F	AC	103.5	Los Angeles	0.4	1.4	5	187
								KPWR-F	U/CHR	105.9	Los Angeles	1.9	9.3	15	578
								KROQ-F	AOR-NR	106.7	Pasadena	0.7	4.0	18	465
								KSBL-F	SAC	101.7	Carpenteria	0.4	1.4	24	335
								KSCA-F	SP	101.9	Glendale	1.2	3.2	7	121
								KTWV-F	J	94.7	Los Angeles	1.1	4.9	17	378
								KTYD-F	AOR	99.9	Santa Barbara	1.1	4.9	29	630
								KXTA-AA	SPRTS	1150	Los Angeles	0.5	1.8	7	213
								KYSR-F	AC/CHR	98.7	Los Angeles	0.7	3.7	15	519
								KZLA-F	C	93.9	Los Angeles	0.4	2.0	28	294
								XPRS	SP	1090	Rosarito, MX	0.4	1.3	5	78
								XTRA	SPRTS	690	Tijuana, MX	0.7	2.0	9	192
<b>Format Performance</b>				<b>AM</b>	<b>FM</b>	<b>Total</b>	<b>%</b>	<b>Yr. Ago</b>							
AC		0	(0)	54	(5)	54	(5)	10.6 %	11.3 %						
AOR/Classic/NR		0	(0)	66	(7)	66	(7)	12.9 %	14.1 %						
Black/Urban		0	(0)	26	(3)	26	(3)	5.1 %	6.6 %						
CHR		0	(0)	47	(1)	47	(1)	9.2 %	6.8 %						
Classical		0	(0)	6	(2)	6	(2)	1.2 %	1.1 %						
Country		0	(0)	39	(2)	39	(2)	7.6 %	8.6 %						
Full Service		0	(0)	0	(0)	0	(0)	0.0 %	0.0 %						
Hispanic		24	(3)	94	(5)	118	(8)	23.1 %	21.1 %						
Jazz		0	(0)	16	(2)	16	(2)	3.1 %	2.3 %						
News/Talk		48	(6)	8	(1)	56	(7)	11.0 %	13.4 %						
Oldies		0	(0)	22	(2)	22	(2)	4.3 %	5.2 %						
Others/Unknown		2	(1)	0	(0)	2	(1)	0.4 %	0.4 %						
Religion/Gospel		0	(0)	7	(1)	7	(1)	1.4 %	0.9 %						
Soft AC		0	(0)	19	(3)	19	(3)	3.7 %	2.0 %						
Sports		8	(3)	0	(0)	8	(3)	1.6 %	1.1 %						
Standards/EZ		25	(1)	0	(0)	25	(1)	4.9 %	5.4 %						
<b>Totals</b>		<b>107</b>	<b>(14)</b>	<b>404</b>	<b>(34)</b>	<b>511</b>	<b>(48)</b>								

### AM Stations

KKZZ	1400	1 kw	Standards	Westwd, CNN	\$20.00	Katz	Gold Coast	Santa Paula
KUNX	1590	5 kw (DA-2)	Hispanic News/Talk	Unica	\$ NA	--	Unica	
KVEN	1450	1 kw	News/Talk	ABC, Talknt, AP	\$25.00	--	Cumulus, pend.	

### FM Stations

KBBY	95.1	12.5 kw @ 876	AC	Westwd	\$40.00	D&R	Cumulus, pend.	
KCAQ	104.7	2.85 kw @ 1581	CHR/Urban		\$38.00	--	Gold Coast	
KCZN	96.7	0.087 kw @ 1500	Hispanic Contemp.		\$ NA	Lotus	Lazer	Santa Paula
KHAY	100.7	39 kw @ 1204	Country		\$54.00	--	Cumulus, pend.	
KKBE	105.5	0.1 kw @ 1358	Soft AC	Westwd	\$ NA	Katz	Gold Coast	Ojai
KMLA	103.7	0.48 kw @ 807	Hispanic		\$ NA	Katz Hisp.		El Rio
KOCP	95.9	0.98 kw @ 1555	Classic AOR	Westwd	\$ NA	--	Gold Coast	Camarillo
KVYY	107.1	0.8 kw @ 872	Progressive AOR		\$ NA	--	Big City	
KXLM	102.9	5.5 kw @ 112	Hispanic Contemp.		\$40.00	Lotus	Lazer	

Notes: Other ranked stations -- See Los Angeles or, in the Fall 1999 American Radio Small Market edition, Santa Barbara . . . 12/99 KVYY-F changed from Progressive AOR to Hispanic CHR as "Viva 107" . . . 12/99 KVEN, KBBY-F, KHAY-F sold by McDonald to Cumulus as part of a \$41,000,000 multi-market transaction . . . 1/00 KMLT-F (92.7) changed from Soft AC to AC

# PENSACOLA

**Arbitron Rank** 121 **Pop (12+)** 347,300  
**MSA Rank:** 122  
**MSA Pop:** 414,000  
**DMA:** 62 (w/Mobile)  
**Average Persons Rating:** 15.4  
**Market TSL in Hours** 20.75

**Stations** 22 / 10  
**Diaries:** 1,271 / 273:1 / 52.9%  
**Sample Target:** 1,070  
**% Below Line:** 35.0  
**% Not Listed:** 15.1  
**Pop per Station:** 34,730

**Last Year's Revenue:** \$11,800,000  
**Household Income:** \$35,841  
**Total Retail Sales:** \$4.2 Bil.  
**#1 Biller:** WXB-F \$4,400,000  
**#1 Billing Portfolio**  
 Urban Radio, pend. \$5,950,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	WBLX-F	B	65 / 12.1	8.0	9.7	12.9	10.1	601 / 17.3	17.3	17.8	103 / 1144	WBLX-F	
2	WTKX-F	AOR	58 / 10.8	10.7	8.3	5.5	9.9	586 / 16.9	17.6	16.5	83 / 844	C	WTKX-F
3	WXB-F	C	55 / 10.3	12.5	11.9	16.0	16.3	700 / 20.2	25.9	22.9	73 / 1070	F	WXB-F
4	WMEZ-F	SAC	45 / 8.4	8.4	8.3	8.7	8.4	617 / 17.8	17.1	15.4	61 / 811	C	WMEZ-F
5	WABB-F	CHR	37 / 6.9	7.8	8.7	6.1	6.6	675 / 19.4	22.2	21.1	64 / 1152		WABB-F
6	WCOA	FS/T	33 / 6.2	4.9	7.0	6.3	6.2	454 / 13.1	9.0	11.0	35 / 476	C	WCOA
7	WYCL-F	O	29 / 5.4	5.7	4.2	6.3	5.8	438 / 12.6	11.9	11.3	42 / 693	B	WYCL-F
8	WRNE	B/O	19 / 3.5	3.9	3.4	3.4	2.2	179 / 5.2	4.9	6.3	19 / 179	A	WRNE
9	WWRO-F	CL AOR	17 / 3.2	3.7	5.0	5.3	7.0	356 / 10.3	10.1	13.7	25 / 524	C	WWRO-F
9	WRKH-F	CL AOR	17 / 3.2	2.7	3.2	2.6	2.8	320 / 9.2	6.8	7.1	26 / 511		WRKH-F
9	WMXC-F	AC	17 / 3.2	2.3	1.6	3.4	2.0	281 / 8.1	7.9	7.9	32 / 504		WMXC-F
12	WKSJ-F	C	16 / 3.0	3.3	1.2	1.6	1.4	281 / 8.1	7.5	4.1	42 / 639		WKSJ-F
13	WZNS-F	CHR	11 / 2.1	1.8	1.8	2.4	3.2	351 / 10.1	9.6	9.1	42 / 786		WZNS-F

12+ FM Share (Metro): 85.93% (391 of 455) (Fall 98: 83.49%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WBLX-F >	1 WTKX-F >	1 WTKX-F	1 WTKX-F	1 WTKX-F <	1 WMEZ-F	1 WXB-F	1 WTKX-F	1 WTKX-F <	1 WBLX-F >	1 WBLX-F
2 WABB-F >	2 WBLX-F >	2 WBLX-F	2 WXB-F	2 WXB-F	1 WXB-F	2 WBLX-F <	2 WMEZ-F <	2 WBLX-F	2 WTKX-F	2 WXB-F
3 WTKX-F >>	3 WABB-F <	3 WXB-F <	3 WBLX-F <	3 WBLX-F <	3 WCOA	3 WTKX-F	3 WBLX-F	3 WXB-F <	3 WMEZ-F	3 WTKX-F
	4 WXB-F >	4 WABB-F	4 WMEZ-F	4 WMEZ-F	4 WYCL-F	4 WCOA	4 WXB-F	4 WMEZ-F	3 WXB-F <	4 WABB-F
	5 WMEZ-F >	5 WMEZ-F >	4 WABB-F >	5 WABB-F	5 WBLX-F	5 WMEZ-F	5 WCOA <	5 WCOA <	5 WABB-F	5 WMEZ-F >
		6 WRKH-F <	6 WRKH-F <	6 WYCL-F	6 WRNE	5 WABB-F	6 WYCL-F	6 WABB-F	6 WMXC-F >	6 WYCL-F <
		7 WWRO-F <	7 WWRO-F	7 WRKH-F <	7 WWRO-F	7 WYCL-F	7 WABB-F	7 WYCL-F >	7 WYCL-F >	7 WMXC-F
			7 WMXC-F <	8 WWRO-F	7 WMXC-F <	8 WRKH-F	8 WRNE	8 WWRO-F		7 WRNE
			9 WYCL-F	9 WCOA <	9 WKSJ-F	9 WRKH-F	9 WWRO-F <			
					9 WRKH-F					
					9 WABB-F					

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovmit
1 WBLX-F >	1 WBLX-F	1 WXB-F	1 WBLX-F <	1 WXB-F <	1 WTKX-F >	1 WTKX-F >>>	1 WTKX-F >>>	1 WTKX-F >	1 WTKX-F >	1 WBLX-F
2 WTKX-F	2 WABB-F	2 WBLX-F	2 WXB-F	2 WMEZ-F	2 WBLX-F >>>	2 WBLX-F >>	2 WBLX-F	2 WBLX-F >	2 WBLX-F	2 WXB-F >
2 WABB-F >>	3 WXB-F	2 WABB-F	2 WABB-F <	3 WABB-F		3 WXB-F	3 WXB-F	3 WXB-F <	3 WXB-F	3 WTKX-F >
4 WXB-F	3 WTKX-F >	4 WTKX-F	4 WMEZ-F >	4 WBLX-F >		4 WABB-F >	4 WABB-F >	4 WABB-F	4 WYCL-F <	4 WABB-F >
4 WMEZ-F >>	5 WMEZ-F >>	5 WMEZ-F >>	5 WTKX-F >	5 WYCL-F				5 WMEZ-F	5 WMEZ-F	
	6 WZNS-F >		6 WMXC-F	6 WMXC-F				5 WRKH-F	5 WRKH-F	
			7 WYCL-F	6 WTKX-F >				7 WWRO-F	7 WCOA	
				8 WWRO-F				7 WABB-F <	7 WABB-F <	
				8 WNVY				9 WWRO-F >	9 WWRO-F >	
				8 WRNE						

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WNVY	B/G	1090	Cantonment	1.5	1.9	8	66	WDLT-F	B/AC	98.3	Chickasaw, AL	0.4	1.6	7	155
WSWL	N	790	Pensacola	0.4	2.6	2	97	WKSM-F	AOR	98.5	FL Walton Beach	0.7	4.2	19	368
WVTJ	G	610	Pensacola	0.4	1.3	2	47	WMXZ-F	AC/CHR	99.9	Mobile	0.4	1.3	10	276
								WTKF-F	SPRTS	98.1	Andalusia, AL	1.5	4.5	13	287
								WYOK-F	AC/CHR	104.1	Atmore, AL	1.1	6.5	14	440
								WYZB-F	C	105.5	Mary Esther	0.4	0.8	19	260

# PENSACOLA

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
Urban Radio, pend. WMEZ-FM, WXBM-FM	18.7 %	18.5 %	50.4 %	AC	0 (0)	25 (3)	25 (3)	5.5 %	1.9 %
				AOR/Classic/NR	0 (0)	96 (4)	96 (4)	21.1 %	20.7 %
				Black/Urban	19 (1)	67 (2)	86 (3)	18.9 %	15.8 %
				CHR	0 (0)	48 (2)	48 (2)	10.5 %	11.5 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	73 (3)	73 (3)	16.0 %	19.3 %
				Full Service	33 (1)	0 (0)	33 (1)	7.3 %	5.9 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	2 (1)	0 (0)	2 (1)	0.4 %	0.7 %
				Oldies	0 (0)	29 (1)	29 (1)	6.4 %	7.3 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	10 (2)	0 (0)	10 (2)	2.2 %	1.4 %
				Soft AC	0 (0)	45 (1)	45 (1)	9.9 %	10.5 %
				Sports	0 (0)	8 (1)	8 (1)	1.8 %	1.2 %
				Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				<b>Totals</b>	<b>64 (5)</b>	<b>391 (17)</b>	<b>455 (22)</b>		

### AM Stations

WCOA	1370	5 kw (DA-N)	Full Svc/Talk	Westwd, ABC	\$22.00	Katz	Cumulus	
WRNE	980	2.5 kw/1 kw (DA-2)	Black Oldies	ABC, AURN	\$<20.00	Roslin		Gulf Breeze

### FM Stations

WMEZ	94.1	100 kw @ 1328	Soft AC	Westwd, AMFM	\$38.00	Katz	Urban Radio, pend.	
WTKX	101.5	100 kw @ 1328	AOR		\$22.00	D&R	Clear Channel	
WWRO	100.7	100 kw @ 1555	Classic AOR	ABC	\$40.00	Katz	Cumulus	
WXBM	102.7	100 kw @ 1328	Country	Westwd, AMFM	\$82.00	Katz	Urban Radio, pend.	Milton
WYCL	107.3	100 kw @ 1407	Oldies		\$21.00	Mc-Guild	Concord	

Notes: Other ranked stations -- See Mobile, or in the American Radio Small Market edition, Fort Walton Beach . . . WYCL-F is LMA'd to Clear Channel . . . 3/00 As part of the divestitures associated with the AMFM/Clear Channel merger, WMEZ-F and WXBM-F were sold by AMFM to Urban Radio Broadcasting (price NA)



# PEORIA

**Arbitron Rank** 135 **Pop (12+)** 289,200  
**MSA Rank:** 142  
**MSA Pop:** 351,000  
**DMA:** 110 (w/Bloomington)  
**Average Persons Rating:** 13.5  
**Market TSL in Hours** 18.25

**Stations** 24 / 18  
**Diaries:** 1,087 / 266:1 / 58.6%  
**Sample Target:** 1,080  
**% Below Line:** 6.9  
**% Not Listed:** 15.9  
**Pop per Station:** 16,067

**Last Year's Revenue:** \$14,300,000  
**Household Income:** \$47,770  
**Total Retail Sales:** \$3.8 Bil.  
**#1 Biller:** WXCL-F \$2,200,000  
**#1 Billing Portfolio**  
 JMP Media \$6,020,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	WPBG-F	O	44 / 11.3	11.3	10.4	10.0	548 / 18.9	19.1	21.6	60 / 877	C	WPBG-F
2	WSWT-F	SAC	37 / 9.5	7.4	9.9	9.0	464 / 16.0	14.9	15.6	46 / 637	D	WSWT-F
3	WXCL-F	C	30 / 7.7	7.9	12.5	8.2	504 / 17.4	17.2	20.8	34 / 568	D	WXCL-F
3	WGLO-F	AOR	30 / 7.7	7.1	8.3	5.7	490 / 16.9	20.7	23.6	45 / 789	C	WGLO-F
5	WWCT-F	AOR	27 / 6.9	5.9	4.3	5.9	401 / 13.9	15.0	14.1	47 / 691	C	WWCT-F
6	WMBD	FS	23 / 5.9	4.7	7.2	5.7	446 / 15.4	12.0	15.6	25 / 522	C	WMBD
7	WPPY-F	CHR	20 / 5.1	3.4	2.1	2.8	483 / 16.7	13.3	10.2	29 / 741		WPPY-F
8	WFYR-F	C	19 / 4.9	5.7	4.8	3.9	344 / 11.9	13.4	12.0	34 / 492	B	WFYR-F
9	WIXO-F	AOR-NR	17 / 4.4	6.9	5.9	6.7	417 / 14.4	20.2	19.1	22 / 626	B	WIXO-F
10	WIRL	ST/FS	16 / 4.1	3.0	1.6	2.6	282 / 9.7	8.0	7.0	19 / 323	A	WIRL
11	WBGE-F	B	10 / 2.6	2.0	3.2	3.6	106 / 3.7	4.8	5.0	11 / 129	A	WBGE-F
12	WLS	T	8 / 2.0	2.0	1.6	1.3	127 / 4.4	5.3	3.8	26 / 343		WLS

12+ FM Share (Metro): 80.49% (264 of 328) (Fall 98: 83.49%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WPPY-F>>>	1 WGLO-F<	1 WSWT-F<	1 WSWT-F	1 WPBG-F<	1 WPBG-F>	1 WGLO-F<	1 WPBG-F	1 WPBG-F>	1 WSWT-F	1 WPBG-F<
2 WIXO-F>>	2 WWCT-F	2 WGLO-F	2 WPBG-F	2 WSWT-F>	2 WSWT-F	2 WPBG-F	2 WSWT-F	2 WSWT-F	2 WPPY-F	2 WXCL-F
3 WGLO-F	2 WSWT-F	2 WPBG-F<	3 WGLO-F	3 WGLO-F	3 WXCL-F	3 WXCL-F<	3 WWCT-F	3 WWCT-F	3 WXCL-F	3 WGLO-F
3 WPBG-F	4 WIXO-F	4 WWCT-F	4 WWCT-F	4 WWCT-F	3 WMBD	4 WSWT-F	4 WGLO-F<	4 WGLO-F	3 WPBG-F<	3 WSWT-F
3 WWCT-F>	5 WPPY-F	5 WXCL-F	5 WXCL-F	5 WXCL-F	5 WIRL	5 WMBD	5 WXCL-F	4 WXCL-F<	5 WWCT-F	5 WPPY-F
	6 WFYR-F	6 WFYR-F	6 WFYR-F	6 WFYR-F	6 WGLO-F	6 WWCT-F	6 WMBD	6 WPPY-F	6 WIXO-F	6 WIRL
	6 WXCL-F>	7 WIXO-F	7 WIXO-F	7 WMBD	7 WWCT-F<	7 WFYR-F	7 WFYR-F<	7 WMBD<	7 WGLO-F	6 WIXO-F
		8 WPPY-F	7 WBGE-F	8 WIXO-F	8 WFYR-F	8 WIRL<	8 WIRL	8 WFYR-F	7 WMBD	6 WWCT-F
				8 WBGE-F>		9 WPPY-F	9 WIXO-F	8 WIXO-F>	9 WFYR-F	6 WMBD<
									9 WIRL>	10 WFYR-F>>

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WPPY-F>	1 WSWT-F>	1 WSWT-F>>>	1 WSWT-F	1 WSWT-F<	1 WGLO-F	1 WGLO-F	1 WGLO-F	1 WWCT-F	1 WWCT-F<	1 WMBD
2 WPBG-F>	2 WPPY-F	2 WIXO-F>	2 WPBG-F>	2 WPBG-F>>	1 WWCT-F>	1 WWCT-F>	1 WWCT-F>	2 WGLO-F>	2 WGLO-F	2 WSWT-F
3 WFYR-F	3 WFYR-F		3 WFYR-F	3 WXCL-F	3 WIXO-F>	3 WIXO-F>	3 WIXO-F	3 WSWT-F	3 WPBG-F	3 WPBG-F
3 WGLO-F>>	4 WGLO-F		3 WXCL-F	4 WGLO-F	4 WXCL-F>	4 WXCL-F	3 WSWT-F>	3 WPBG-F	3 WSWT-F>	3 WXCL-F
	4 WIXO-F		5 WPPY-F	5 WFYR-F		5 WPPY-F	5 WPPY-F	5 WXCL-F	5 WFYR-F	5 WGLO-F
	4 WPBG-F>>		6 WGLO-F	5 WBGE-F		5 WSWT-F>	5 WFYR-F	6 WFYR-F	5 WXCL-F	
			6 WBGE-F	7 WIXO-F			5 WXCL-F>	7 WIXO-F	7 WMBD>	
			8 WIXO-F>							

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WFX-F	CL AOR	102.3	Morton	1.3	4.2	6	156	WAAG-F	C	94.9	Galesburg	0.8	2.2	28	328
WJPL-F	J	96.5	Farmington	1.0	3.4	4	112	WBNQ-F	CHR	101.5	Bloomington	1.3	6.3	36	766
WKSO-F	AC	94.3	Chillicothe	1.3	4.4	5	133	WBWN-F	C	104.1	Leroy	0.8	2.1	31	520
WPEO	REL	1020	Peoria	0.8	2.6	6	108	WGN	FS/T	720	Chicago	1.5	4.2	16	305
WRVP-F	AC	101.1	Glasford	1.3	6.0	7	205	WJBC	FS	1230	Bloomington	0.5	0.9	29	415
WTAZ	T/SPRTS	1350	Peoria	1.0	3.9	4	112								
WVEL	REL	1140	Pekin	0.5	0.9	2	28								

# PEORIA

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>AAA Entertainment, pend.</b> WJPL-FM, WWCT-FM	7.9 %	9.3 %	12.1 %	AC	0 (0)	10 (2)	10 (2)	3.0 %	3.5 %
<b>Cromwell</b> WFYR-FM, WGLO-FM, WIXO-FM, WPPY-FM, WRVP-FM, WVLEL-AM	23.9 %	22.8 %	18.2 %	AOR/Classic/NR	0 (0)	79 (4)	79 (4)	24.1 %	21.9 %
<b>JMP Media</b> WIRL-AM, WMBD-AM, WPBG-FM, WSWT-FM	30.8 %	31.8 %	42.1 %	Black/Urban	0 (0)	10 (1)	10 (1)	3.0 %	3.8 %
<b>Kelly Communications</b> WFXF-FM, WKSO-FM, WTAZ-AM, WXCL-FM	11.3 %	11.7 %	21.6 %	CHR	0 (0)	25 (2)	25 (2)	7.6 %	1.9 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	55 (4)	55 (4)	16.8 %	21.9 %
				Full Service	47 (4)	0 (0)	47 (4)	14.3 %	12.1 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	4 (1)	4 (1)	1.2 %	2.5 %
				News/Talk	12 (2)	0 (0)	12 (2)	3.7 %	5.7 %
				Oldies	0 (0)	44 (1)	44 (1)	13.4 %	12.4 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	5 (2)	0 (0)	5 (2)	1.5 %	1.9 %
				Soft AC	0 (0)	37 (1)	37 (1)	11.3 %	11.7 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.6 %
				Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	<b>73.9 %</b>	<b>75.6 %</b>	<b>94.0 %</b>	<b>Totals</b>	<b>64 (8)</b>	<b>264 (16)</b>	<b>328 (24)</b>		

### AM Stations

WIRL	1290	5 kw (DA-2)	Sds./Full Service	ABC, Jones	\$<20.00	Christal	JMP Media
WMBD	1470	5 kw (DA-2)	Full Service	CBS, Westwd	\$37.00	Katz	JMP Media

### FM Stations

WBGE	92.3	6 kw @ 148	Black	ABC	\$<20.00	Allied	
WFYR	97.3	23.5 kw @ 338	Country		\$<20.00	---	Cromwell Elmwood
WGLO	95.5	7 kw @ 620	AOR		\$22.00	---	Cromwell Pekin
WIXO	99.9	1.5 kw @ 584	New Rock		\$ NA	---	Cromwell Bartonville
WPBG	93.3	41 kw @ 551	Oldies		\$26.00	Katz	JMP Media
WPPY	98.5	6 kw @ 328	CHR		\$ NA		Cromwell Eureka
WSWT	106.9	50 kw @ 479	Soft AC		\$43.00	Christal	JMP Media
WWCT	105.7	33 kw @ 591	AOR		\$52.00	Christal	AAA, pend.
WXCL	104.9	3 kw @ 328	Country	Westwd	\$53.00	Mc-Guild	Kelly Pekin

Notes: WLS - See Chicago ... 6/99 WEEK-F changed calls to WPPY-F ("The Party"); remains CHR ... 2/00 WWCT-F sold to AAA Entertainment for \$7,750,000 (Media Svcs; Kempff) ... 2/00 WJPL-F (+ LMA of WBGE-F) sold to AAA Entertainment (price NA) (Media Svcs)

# PHILADELPHIA

<b>Arbitron Rank</b> 5 Pop (12+) 4,063,000	<b>Stations</b> 31 / 25	<b>Last Year's Revenue:</b> \$251,900,000
<b>MSA Rank:</b> 4	<b>Diaries:</b> 4,488 / 905:1 / 50.0%	<b>Household Income:</b> \$57,114
<b>MSA Pop:</b> 4,950,000	<b>Sample Target:</b> 4,630	<b>Total Retail Sales:</b> \$50.0 Bil.
<b>DMA:</b> 4	<b>% Below Line:</b> 4.5	<b>#1 Biller:</b> KYW \$35,000,000
<b>Average Persons Rating:</b> 16.4	<b>% Not Listed:</b> 12.5	<b>#1 Billing Portfolio</b>
<b>Market TSL in Hours</b> 21.30	<b>Pop per Station:</b> 162,520	CBS/Infinity \$101,000,000

12+ Metro	Format	Fall 99		Sum 99	Spq 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spq 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
		1/4	Share											
1	WBEB-F	AC	450 / 6.8	5.7	7.0	6.3	5.9	6.4	6559 / 16.1	17.1	15.4	506 / 7727	J	WBEB-F
2	WYSP-F	T/CL AOR	436 / 6.6	5.8	6.0	5.9	5.6	6.1	7880 / 19.4	15.5	17.0	593 / 10666	K	WYSP-F
3	KYW	N	421 / 6.3	6.8	5.9	7.8	6.4	6.7	10689 / 26.3	26.3	25.6	464 / 11822	L	KYW
4	WDAS-F	B/AC	359 / 5.4	5.5	5.5	5.8	5.9	5.5	4336 / 10.7	10.8	10.7	422 / 5171	J	WDAS-F
5	WUSL-F	B	357 / 5.4	5.0	4.6	5.0	5.3	5.0	5583 / 13.7	13.5	14.6	462 / 7626	I	WUSL-F
6	WIOQ-F	CHR	348 / 5.2	4.2	4.6	3.7	4.1	4.4	7015 / 17.3	18.1	14.8	424 / 9403	I	WIOQ-F
7	WPEN	ST	303 / 4.6	4.1	4.0	3.6	4.0	4.1	3130 / 7.7	7.6	6.9	315 / 3368	G	WPEN
8	WJZ-F	J	284 / 4.3	4.4	5.4	4.9	4.2	4.7	4029 / 9.9	11.3	11.1	353 / 5305	H	WJZ-F
9	WOGL-F	O	282 / 4.2	3.8	4.4	4.7	5.5	4.3	5514 / 13.6	14.4	15.8	376 / 7430	J	WOGL-F
10	WWDB-F	T	276 / 4.1	3.6	3.3	4.6	4.4	3.9	4351 / 10.7	9.0	10.8	333 / 5409	H	WWDB-F
11	WMGK-F	CL HITS	232 / 3.5	3.5	3.8	3.2	3.9	3.5	4512 / 11.1	11.4	11.7	305 / 6240	I	WMGK-F
11	WXTU-F	C	232 / 3.5	3.2	3.5	3.4	4.2	3.4	3289 / 8.1	8.4	9.8	309 / 4558	H	WXTU-F
13	WEJM-F	B/O	230 / 3.5	3.8	2.2	2.2	2.1	2.9	4179 / 10.3	9.7	9.9	270 / 5002	E	WEJM-F
14	WPLY-F	CHR-NR	228 / 3.4	3.5	3.1	2.5	2.1	3.1	5269 / 13.0	12.9	10.9	276 / 6373	H	WPLY-F
15	WMMR-F	AOR	196 / 2.9	3.4	3.4	3.0	3.6	3.2	4408 / 10.8	11.3	11.3	269 / 6203	I	WMMR-F
16	WLCE-F	CL HITS	187 / 2.8	2.5	2.7	3.1	3.1	2.8	4216 / 10.4	10.7	11.9	220 / 5273		WLCE-F
17	WIP	SPRTS	186 / 2.8	2.5	3.0	3.5	2.9	2.9	3600 / 8.9	9.4	9.5	227 / 4462	J	WIP
18	WPHI-F	B	171 / 2.6	2.6	3.0	3.0	3.3	2.8	3691 / 9.1	10.8	9.9	187 / 4144	F	WPHI-F
19	WPST-F	CHR	108 / 1.6	1.8	1.4	1.3	1.4	1.5	3556 / 8.8	8.3	7.6	173 / 5005		WPST-F
20	WHAT	B/T	84 / 1.3	1.0	1.0	1.6	0.8	1.2	899 / 2.2	1.6	1.7	84 / 903	B	WHAT
21	WDAS	B/G	78 / 1.2	1.4	1.3	1.1	1.2	1.2	1375 / 3.4	3.0	2.6	79 / 1413	C	WDAS
22	WKXW-F	T	64 / 1.0	1.0	1.0	1.1	1.3	1.0	1447 / 3.6	3.3	4.2	158 / 3687		WKXW-F

12+ FM Share (Metro): 79.02% (4600 of 5821) (Fall 98: 79.41%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WIOQ-F	1 WYSP-F <	1 WYSP-F >	1 WYSP-F	1 WYSP-F <	1 KYW	1 WYSP-F	1 WBEB-F >	1 WBEB-F	1 WUSL-F	1 WUSL-F <
1 WUSL-F >	2 WUSL-F	2 WDAS-F	2 WDAS-F <	2 WBEB-F <	2 WBEB-F	2 KYW >	2 WPEN <	2 WIOQ-F	2 WDAS-F	2 WDAS-F
3 WPHI-F <	3 WIOQ-F	3 WIOQ-F <	3 WBEB-F	3 WDAS-F >	3 WPEN	3 WBEB-F <	3 WYSP-F	3 WUSL-F <	3 WIOQ-F	2 KYW <
4 WPLY-F >	4 WPLY-F	4 WUSL-F <	4 WEJM-F <	4 WMGK-F <	4 WWDB-F <	4 WDAS-F	3 WJZ-F <	4 WDAS-F	4 WBEB-F	4 WYSP-F <
5 WYSP-F	5 WDAS-F <	5 WBEB-F	5 WMGK-F <	5 WEJM-F	5 WOGL-F <	5 WUSL-F <	5 WWDB-F <	4 KYW <	5 WJZ-F <	5 WIOQ-F
6 WBEB-F <	6 WMGK-F <	6 WIOQ-F <	6 WIOQ-F <	5 KYW <	6 WDAS-F	6 WPEN	6 WOGL-F	6 WJZ-F <	6 KYW	6 WOGL-F
7 WPHI-F <	7 WEJM-F <	7 KYW <	7 WJZ-F <	6 WJZ-F <	6 WJZ-F	6 WIOQ-F	6 WMGK-F <	7 WPEN <	7 WPHI-F <	6 WBEB-F <
8 WLCE-F <	8 WPLY-F <	8 WMMR-F	8 WOGL-F	8 WOGL-F	8 WYSP-F <	8 WIP <	8 KYW	8 WOGL-F <	8 WOGL-F <	8 WWDB-F
9 WMMR-F	9 WMMR-F <	8 WJZ-F <	8 WIOQ-F <	9 WXTU-F	9 WXTU-F	9 WOGL-F <	8 WIOQ-F <	9 WWDB-F <	9 WWDB-F	8 WPEN
10 WEJM-F <	10 WLCE-F <	10 WUSL-F	10 WMMR-F <	10 WMGK-F <	10 WXTU-F <	10 WXTU-F <	10 WDAS-F <	10 WPLY-F	9 WPLY-F	10 WJZ-F
			10 WLCE-F					10 WMGK-F <		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrmte
1 WUSL-F	1 WIOQ-F	1 WIOQ-F <	1 WBEB-F <	1 WBEB-F	1 WYSP-F	1 WYSP-F >	1 WYSP-F >>	1 WYSP-F >>	1 WYSP-F >>	1 KYW
2 WIOQ-F >	1 WUSL-F >	2 WDAS-F	2 WIOQ-F <	2 WDAS-F >	2 WUSL-F	2 WUSL-F	2 WPLY-F	2 WMMR-F	2 WMMR-F <	2 WUSL-F <
3 WPHI-F	3 WDAS-F <	3 WUSL-F	3 WDAS-F	3 WIOQ-F	3 WIOQ-F	3 WPLY-F	2 WMMR-F	3 WUSL-F <	3 WIP	3 WDAS-F <
4 WPLY-F	4 WBEB-F	3 WBEB-F	4 WUSL-F	4 WJZ-F <	4 WPHI-F <	4 WMMR-F <	4 WUSL-F <	4 WIP <	4 WDAS-F	4 WWDB-F >
5 WBEB-F <	5 WPLY-F <	5 WEJM-F <	5 WEJM-F <	5 WEJM-F <	5 WPLY-F >	5 WIOQ-F	5 WIP	5 WMGK-F <	4 WMGK-F	5 WJZ-F <
6 WPST-F <	6 WEJM-F	6 WLCE-F	6 WLCE-F <	6 KYW	6 WMMR-F	6 WPHI-F <	6 WLCE-F	6 WPLY-F <	6 KYW <	6 WBEB-F
7 WDAS-F <	6 WPHI-F <	7 WMGK-F <	7 WMGK-F <	6 WLCE-F <	7 WLCE-F	7 WIP <	7 WBEB-F	7 WDAS-F	7 WEJM-F <	
8 WYSP-F <	8 WLCE-F	8 WPLY-F	8 WJZ-F <	8 WMGK-F <	7 WMGK-F	8 WLCE-F	8 WEJM-F <	8 WIOQ-F <	8 WBEB-F <	
9 WEJM-F	9 WMGK-F <	9 WPHI-F <	9 WPLY-F <	9 WOGL-F <	9 WDAS-F	9 WBEB-F <	9 WIOQ-F	9 WEJM-F <	9 WOGL-F <	
10 WLCE-F	10 WYSP-F <		10 WYSP-F <	10 WUSL-F				10 KYW	10 WJZ-F	
								10 WBEB-F		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WEMG-AF	SP-TP	104.9	Egg Harbor, NJ	0.9	1.7	90 1087	WJBR-F	AC	99.5	Wilmington, DE	0.6	2.1	128 2188
WNAP	B/G	1110	Norristown	0.6	0.8	42 349	WLEV-F	AC	100.7	Allentown	0.3	0.9	134 1935
WPHT	T	1210	Philadelphia	0.8	3.8	63 1824	WNJO-F	O	94.5	Trenton, NJ	0.6	2.8	71 1765
WSSJ	SP-C	1310	Camden, NJ	0.5	0.7	31 302	WSTW-F	CHR/AC	93.7	Wilmington, DE	0.4	3.0	105 2517

# PHILADELPHIA

Consolidation Report				Format Performance						
	12+	25-54	Revenue	AM	FM	Total	%	Yr. Ago		
<b>AMFM (Pend. to Clear Channel)</b>	24.3 %	24.9 %	23.5 %	AC	0 (0)	514 (3)	514 (3)	8.8 %	13.6 %	
WDAS-AM, WDAS-FM, WIOQ-FM, WJJZ-FM, WLCE-FM, WUSL-FM				AOR/Classic/NR	0 (0)	632 (2)	632 (2)	10.9 %	10.7 %	
<b>Beasley</b>	7.6 %	6.0 %	7.9 %	Black/Urban	84 (1)	1117 (4)	1201 (5)	20.6 %	17.8 %	
WTMR-AM, WWDB-AM, WWDB-FM, WXTU-FM				CHR	0 (0)	711 (4)	711 (4)	12.2 %	8.8 %	
<b>CBS/Infinity</b>	20.7 %	21.3 %	40.1 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	
KYW-AM, WIP-AM, WOGL-FM, WPHT-AM, WYSP-FM				Country	0 (0)	232 (1)	232 (1)	4.0 %	5.3 %	
<b>Greater Media</b>	14.5 %	14.8 %	14.6 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	
WEJM-FM, WMGK-FM, WMMR-FM, WPEN-AM				Hispanic	59 (2)	32 (1)	91 (3)	1.6 %	0.6 %	
<b>Mega</b>	1.4 %	1.9 %	%	Jazz	0 (0)	284 (1)	284 (1)	4.9 %	4.9 %	
WEMG-AF, WSSJ-AM				News/Talk	472 (2)	340 (2)	812 (4)	13.9 %	15.9 %	
<b>Radio One</b>	6.0 %	4.9 %	5.1 %	Oldies	0 (0)	738 (4)	738 (4)	12.7 %	11.7 %	
WPHI-FM, WPLY-FM				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	
				Religion/Gospel	117 (2)	0 (0)	117 (2)	2.0 %	1.7 %	
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	
				Sports	186 (1)	0 (0)	186 (1)	3.2 %	3.4 %	
				Standards/EZ	303 (1)	0 (0)	303 (1)	5.2 %	5.6 %	
				<b>Totals</b>	<b>1221 (9)</b>	<b>4600 (22)</b>	<b>5821 (31)</b>			

### AM Stations

Station	Freq	Power	Format	Advertiser	Agency	Buyer
KYW	1060	50 kw (DA-1)	News	CBS, ABC, CNN	\$420.00	CBS CBS/Infinity
WDAS	1480	5 kw/1 kw (DA-2)	Black Gospel	AURN, AMFM	\$50.00	Eastman AMFM
WHAT	1340	1 kw	Black Talk		\$ NA	--
WIP	610	5 kw (DA-1)	Sports	Westwd, CBS	\$170.00	Interep CBS/Infinity
WPEN	950	5 kw (DA-N)	Standards	Westwd	\$95.00	Mc-Guild Greater Media

### FM Stations

Station	Freq	Power	Format	Advertiser	Agency	Buyer
WBEB	101.1	14 kw @ 940	AC		\$405.00	Mc-Guild
WDAS	105.3	16.5 kw @ 873	Black AC	ABC	\$253.00	Eastman AMFM
WEJM	95.7	50 kw @ 500	Black Oldies		\$ NA	Mc-Guild Greater Media
WIOQ	102.1	27 kw @ 670	CHR		\$171.00	Eastman AMFM
WJJZ	106.1	22.5 kw @ 740	Jazz	AMFM	\$120.00	Christal AMFM
WLCE	104.5	16.5 kw @ 873	80's Hits		\$185.00	Katz AMFM
WMGK	102.9	8.5 kw @ 1180	Classic Hits		\$180.00	Mc-Guild Greater Media
WMMR	93.3	18 kw @ 827	AOR		\$250.00	Mc-Guild Greater Media
WOGL	98.1	12.5 kw @ 1000	Oldies	CBS	\$254.00	CBS CBS/Infinity
WPHI	103.9	0.34 kw @ 1000	Black		\$75.00	Mc-Guild Radio One Jenkintown
WPLY	100.3	35 kw @ 600	CHR-New Rock		\$165.00	Allied Radio One (pend.) Media, PA
WUSL	98.9	18 kw @ 830	Black	AMFM	\$210.00	Katz AMFM
WWDB	96.5	17 kw @ 865	Talk	ABC, CNN	\$175.00	D&R Beasley
WXTU	92.5	15.5 kw @ 900	Country		\$195.00	D&R Beasley
WYSP	94.1	16 kw @ 900	Talk/Classic AOR	Source, Westwd	\$390.00	Interep CBS

Notes: WKXW-F, WPST-F -- See Trenton, NJ in the Fall 1999 American Radio Small Market edition . . . 9/99 WWJZ (640; Mt. Holly, NJ) changed from Standards to Children's . . . 9/99 A 55% interest in WHAT and sister WCXJ (Pittsburgh) sold to Inner City for \$1,500,000 . . . 11/99 WYXR-F changed from AC/CHR to 80's Hits (we classify it as Classic Hits) as WLCE-F ("Alice @ 104.5") . . . 12/99 WPLY-F sold to Radio One for \$80,000,000

# PHOENIX

<b>Arbitron Rank</b> 16 Pop (12+)	2,390,800	<b>Stations</b>	33 / 32	<b>Last Year's Revenue:</b>	\$147,300,000
<b>MSA Rank:</b>	12	<b>Diaries:</b>	2,999 / 797:1 / 50.4%	<b>Household Income:</b>	\$41,801
<b>MSA Pop:</b>	2,990,000	<b>Sample Target:</b>	3,030	<b>Total Retail Sales:</b>	\$32.0 Bil.
<b>DMA:</b>	17	<b>% Below Line:</b>	0.6	<b>#1 Biller:</b>	KMLE-F \$13,900,000
<b>Average Persons Rating:</b>	15.2	<b>% Not Listed:</b>	16.4	<b>#1 Billing Portfolio</b>	
<b>Market TSL in Hours</b>	20.25	<b>Pop per Station:</b>	74,712	<b>Clear Channel, pend.</b>	\$63,000,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	KNIX-F	C	234 / 6.4	6.5	6.0	6.0	5.7	6.2	3772 / 15.8	15.9	15.3	262 / 4305	I KNIX-F
2	KTAR	N/T	213 / 5.8	6.0	5.9	5.2	4.5	5.7	3889 / 16.3	15.6	14.3	220 / 4097	I KTAR
3	KMLE-F	C	197 / 5.4	5.7	5.5	4.7	5.9	5.3	3218 / 13.5	13.9	14.9	220 / 3725	I KMLE-F
4	KYOT-F	J	191 / 5.2	5.2	4.9	3.6	4.1	4.7	2425 / 10.1	10.6	8.5	199 / 2591	G KYOT-F
5	KESZ-F	AC	187 / 5.1	4.5	4.7	5.4	6.7	4.9	3341 / 14.0	12.6	14.2	195 / 3572	I KESZ-F
6	KOOL-F	O	181 / 5.0	5.2	5.5	4.2	4.3	5.0	3404 / 14.2	14.1	14.0	193 / 3649	I KOOL-F
7	KKFR-F	CHR/U	170 / 4.7	4.7	5.4	5.5	5.7	5.1	2805 / 11.7	13.4	13.3	187 / 3067	H KKFR-F
8	KFYI	T	169 / 4.6	4.4	4.8	5.6	5.3	4.9	1930 / 8.1	10.2	11.1	181 / 2099	H KFYI
9	KUPD-F	AOR	163 / 4.5	3.8	3.9	5.4	4.4	4.4	2156 / 9.0	9.2	10.3	172 / 2292	H KUPD-F
10	KZZP-F	CHR	153 / 4.2	4.6	4.4	4.1	4.6	4.3	3641 / 15.2	16.6	15.9	159 / 3688	I KZZP-F
11	KZON-F	AC-NR	140 / 3.8	4.6	3.1	3.3	3.6	3.7	3010 / 12.6	11.3	11.2	142 / 3075	G KZON-F
12	KOY	ST	123 / 3.4	2.3	3.4	4.2	3.6	3.3	1614 / 6.7	6.1	9.0	124 / 1674	D KOY
13	KKLT-F	SAC	121 / 3.3	3.3	3.9	3.9	3.0	3.6	2389 / 10.0	10.0	9.5	125 / 2505	G KKLT-F
14	KDKB-F	AOR	114 / 3.1	2.5	2.1	2.7	2.1	2.6	1942 / 8.1	7.3	7.1	118 / 2039	H KDKB-F
15	KSLX-AF	CL AOR	102 / 2.8	2.8	3.0	2.4	2.5	2.8	2226 / 9.3	8.0	9.4	116 / 2362	KSLX-AF
16	KMXP-F	AC/CHR	98 / 2.7	3.5	3.7	2.8	3.0	3.2	2148 / 9.0	10.7	8.3	102 / 2259	E KMXP-F
17	KEDJ-F	AOR-NR	88 / 2.4	3.3	2.9	3.0	3.9	2.9	2368 / 9.9	11.5	12.4	96 / 2501	F KEDJ-F
18	KHOT-F	SP-R	76 / 2.1	1.3	1.6	2.2	1.7	1.8	936 / 3.9	4.0	5.5	82 / 1035	C KHOT-F
19	KLNZ-F	SP-R	73 / 2.0	2.6	2.2	1.6	1.2	2.1	997 / 4.2	4.0	5.0	81 / 1130	KLNZ-F
20	KPTY-F	AOR-NR	45 / 1.2	1.7	1.8	1.9	2.2	1.7	1683 / 7.0	8.7	9.1	50 / 1849	D KPTY-F
21	KGME	SPRTS	43 / 1.2	1.2	0.8	1.3	1.0	1.1	983 / 4.1	2.9	3.7	45 / 1010	B KGME

12+ FM Share (Metro): 78.56% (2393 of 3046) (Fall 98: 71.39%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	KKFR-F	1 KUPD-F	1 KNIX-F <	1 KNIX-F	1 KNIX-F	1 KTAR	1 KNIX-F	1 KNIX-F	1 KKFR-F	1 KMLE-F <
2	KZZP-F >>	2 KKFR-F <	2 KUPD-F <	2 KYOT-F <	2 KYOT-F <	2 KNIX-F	2 KFYI <	2 KMLE-F <	2 KTAR	2 KTAR <
3	KUPD-F >	3 KZON-F	3 KMLE-F <	3 KMLE-F <	3 KOOL-F <	3 KZON-F	3 KYOT-F <	3 KOOL-F	3 KZZP-F	3 KNIX-F <
4	KEDJ-F <	4 KMLE-F <	4 KZON-F	4 KESZ-F <	4 KMLE-F	4 KFYI <	4 KMLE-F <	4 KOOL-F <	3 KYOT-F <	4 KFYI <
5	KPTY-F <	5 KZZP-F <	4 KESZ-F <	5 KDKB-F <	4 KESZ-F	5 KOOL-F	5 KKFR-F	5 KESZ-F	5 KZZP-F <	5 KMLE-F
6	KZON-F	6 KNIX-F	6 KYOT-F <	6 KZON-F <	6 KDKB-F	6 KESZ-F <	5 KUPD-F <	6 KMLE-F <	6 KUPD-F <	6 KUPD-F <
7	KEDJ-F <	7 KEDJ-F <	7 KOOL-F <	7 KOOL-F <	7 KOOL-F <	7 KOY <	7 KOOL-F <	7 KKFR-F <	7 KESZ-F <	6 KOOL-F <
8	KMXP-F <	8 KKFR-F <	8 KSLX-AF <	8 KKLT-F <	8 KMLE-F	8 KEDJ-F	8 KZON-F <	8 KTAR <	8 KYOT-F	8 KZZP-F <
9	KLNZ-F	9 KOOL-F <	9 KUPD-F <	9 KSLX-AF <	9 KKLT-F <	8 KFYI <	9 KUPD-F <	9 KZON-F	9 KKLT-F	9 KESZ-F <
9	KESZ-F <	10 KZZP-F	10 KMXP-F <	10 KMXP-F <	10 KSLX-AF <	10 KYOT-F <	10 KOY <	9 KUPD-F <	10 KOY	10 KOY

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovmitte
1	KKFR-F	1 KZON-F	1 KESZ-F <	1 KESZ-F	1 KUPD-F >>	1 KUPD-F >>	1 KUPD-F >	1 KUPD-F	1 KDKB-F	1 KFYI
2	KUPD-F	2 KMLE-F <	2 KMLE-F <	2 KNIX-F <	2 KKFR-F >	2 KKFR-F	2 KEDJ-F <	2 KDKB-F <	2 KNIX-F	2 KTAR >
3	KZON-F <	3 KKFR-F	2 KZZP-F	3 KNIX-F	3 KYOT-F <	3 KZZP-F	3 KEDJ-F	3 KMXP-F <	3 KNIX-F	3 KUPD-F <
4	KMLE-F	4 KZZP-F	2 KNIX-F	4 KZON-F <	4 KOOL-F <	4 KMLE-F	4 KZON-F	4 KDKB-F <	4 KSLX-AF	4 KYOT-F <
5	KESZ-F	5 KNIX-F <	5 KMXP-F <	5 KYOT-F	5 KMLE-F <	4 KZON-F	5 KMXP-F	5 KNIX-F <	5 KMLE-F <	5 KSLX-AF <
5	KZZP-F	6 KESZ-F <	6 KESZ-F	6 KKLT-F <	6 KKLT-F	4 KEDJ-F	5 KZZP-F	6 KKFR-F	6 KMXP-F <	6 KMLE-F
5	KHOT-F	7 KUPD-F	7 KKLT-F <	7 KZZP-F <	7 KZON-F	4 KLNZ-F	5 KLNZ-F <	6 KLNZ-F <	7 KKFR-F <	6 KOOL-F
8	KNIX-F	8 KHOT-F	8 KOOL-F	8 KOOL-F <	8 KZZP-F	8 KOOL-F	8 KNIX-F <	8 KZON-F <	8 KZON-F <	8 KMXP-F <
9	KMXP-F <	8 KKFR-F	9 KKFR-F	9 KMXP-F	9 KNIX-F	9 KDKB-F <	9 KZZP-F <	9 KEDJ-F	9 KTAR	9 KTAR
10	KKLT-F <	8 KHOT-F	10 KUPD-F	10 KSLX-AF	10 KMLE-F	10 KMLE-F	9 KEDJ-F <	9 KYOT-F <	10 KFYI <	10 KFYI <

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KDUS	SPRTS	1060	Tempe	0.5	2.5	18	632	KBZG-F	O	104.3	Payson	0.6	2.7	29	753
KFNN	T	1510	Mesa	0.4	1.4	14	333								
KIDR	SP-NT	740	Phoenix	0.4	1.0	16	259								
KMIK	KIDS	1580	Tempe	0.3	1.6	12	391								
KMJK-F	B/AC	106.9	Buckeye	0.5	1.8	18	465								
KMVP	SPRTS	860	Phoenix	0.6	3.2	21	780								
KMYL-AF	ST	1190	Tolleson	0.8	1.9	36	652								
KVVA-F	SP-C	107.1	Apache Junction	0.5	1.7	21	424								

# PHOENIX

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Big City</b> KBZR-FM, KDDJ-FM, KEDJ-FM, KMYL-FM	2.4 %	2.7 %	3.1 %	AC	0 (0)	425 (3)	425 (3)	14.0 %	11.3 %
<b>CBS/Infinity, pend.</b> KMLE-FM, KOOL-FM, KZON-FM	14.2 %	16.7 %	21.6 %	AOR/Classic/NR	1 (1)	511 (6)	512 (7)	16.8 %	19.4 %
<b>Clear Channel, pend.</b> KESZ-FM, KFYI-AM, KGME-AM, KMXP-FM, KNIX-FM, KOY-AM, KYOT-FM, KZZP-FM	32.8 %	32.2 %	37.7 %	Black/Urban	0 (0)	17 (1)	17 (1)	0.6 %	2.6 %
<b>Hearst-Argyle</b> KKLT-FM, KMVP-AM, KTAR-AM	9.7 %	8.3 %	13.0 %	CHR	0 (0)	323 (2)	323 (2)	10.6 %	14.6 %
<b>Hispanic, pend.</b> KHOT-FM, KKFR-FM	6.8 %	4.8 %	5.4 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
<b>Sandusky</b> KDKB-FM, KDUS-AM, KSLX-AF, KUPD-FM	10.9 %	13.7 %	15.3 %	Country	0 (0)	431 (2)	431 (2)	14.1 %	16.1 %
<b>Z-Spanish</b> KLNZ-FM, KVVA-FM	2.5 %	3.0 %	0.9 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	<b>79.3 %</b>	<b>81.4 %</b>	<b>97.0 %</b>	Hispanic	13 (1)	169 (3)	182 (4)	6.0 %	1.4 %
				Jazz	0 (0)	191 (1)	191 (1)	6.3 %	4.7 %
				News/Talk	396 (3)	0 (0)	396 (3)	13.0 %	12.3 %
				Oldies	0 (0)	204 (2)	204 (2)	6.7 %	5.6 %
				Others/Unknown	12 (1)	0 (0)	12 (1)	0.4 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.9 %
				Soft AC	0 (0)	121 (1)	121 (1)	4.0 %	3.5 %
				Sports	81 (3)	0 (0)	81 (3)	2.7 %	1.9 %
				Standards/EZ	150 (2)	1 (1)	151 (3)	5.0 %	5.6 %
				<b>Totals</b>	<b>653 (11)</b>	<b>2393 (22)</b>	<b>3046 (33)</b>		

### AM Stations

KFYI	910	5 kw (DA-N)	Talk	CBS, Westwd, AMFM	\$88.00	Sentry	Cir Chnl, pend.	
KGME	550	5 kw/1 kw	Sports	WW1, 1/1, ESPN	\$55.00	Katz	Cir Chnl, pend.	
KOY	1230	1 kw	Standards	Westwd, CNN	\$ NA	Sentry	Cir Chnl, pend.	
KSLX	1440	5 kw/0.052 kw	Simul. KSLX-F					Scottsdale
KTAR	620	5 kw (DA-N)	News/Talk	ABC	\$174.00	Christal	Hearst-Argyle	

### FM Stations

KDDJ	100.3	90 kw @ 2047	Simul. KEDJ-F					Globe
KDKB	93.3	100 kw @ 1540	AOR		\$141.00	Eastman	Sandusky	
KEDJ	106.3	23 kw @ 725	AOR-New Rock		\$84.00	Allied	Big City	Sun City
KESZ	99.9	100 kw @ 1702	AC	AP	\$101.00	Katz	Clear Channel	
KHOT	105.9	36 kw @ 574	Hispanic-Regional		\$ NA	Katz Hispani	Hispanic	Paradise Valley
KKFR	92.3	100 kw @ 1647	CHR/Urban		\$100.00	D&R	Hispanic, pend.	
KKLT	98.7	100 kw @ 1788	Soft AC		\$114.00	Christal	Hearst-Argyle	
KLNZ	103.5	62 kw @ 2428	Hispanic-Regional		\$ NA	Cabellero	Z-Spanish	Glendale
KMLE	107.9	100 kw @ 1736	Country		\$214.00	Sentry	CBS/Infinity, pend.	Chandler
KMXP	96.9	100 kw @ 1560	AC/CHR		\$77.00	Eastman	Clear Channel	
KNIX	102.5	100 kw @ 1620	Country		\$214.00	Katz	Clear Channel	
KOOL	94.5	100 kw @ 1655	Oldies		\$145.00	Christal	CBS/Infinity, pend.	
KPTY	103.9	1.4 kw @ 1345	AOR-New Rock		\$ NA	Mc-Guild	New Planet	Gilbert
KSLX	100.7	100 kw @ 1840	Classic AOR		\$110.00	Eastman	Sandusky	Scottsdale
KUPD	97.9	100 kw @ 1620	AOR		\$160.00	Eastman	Sandusky	Tempe
KYOT	96.5	100 kw @ 1570	Jazz	AMFM	\$80.00	Sentry	Cir Chnl, pend.	
KZON	101.5	100 kw @ 1740	Modern AC		\$70.00	Sentry	CBS/Infinity, pend.	
KZZP	104.7	100 kw @ 1550	CHR		\$85.00	Eastman	Clear Channel	

Notes: 9/99 KPXQ (960) & KCTK (1360) swapped formats and call letters . . . 12/99 KBZR-F changed from simulcasting KESP-F to simulcasting KEDJ-F . . . 12/99 KPTY-F changed from New Rock back to Dance CHR . . . 12/99 KMYL-F (105.3; Wickenburg) changed from simulcasting Standards KMYL to Hispanic as KSSL-F . . . 3/00 In divestitures resulting from the AMFM/Clear Channel merger, AMFM sold KKFR-F to Hispanic as part of a \$127,000,000 multi-market transaction, and KMLE-F, KOOL-F and KZON-F to CBS/Infinity as part of a \$1,400,000,000 multi-market transaction . . . 3/00 Swap of KDDJ-F for KLVA-F by Big City cancelled

# PITTSBURGH

**Arbitron Rank** 22 **Pop (12+)** 1,999,100  
**MSA Rank:** 19  
**MSA Pop:** 2,350,000  
**DMA:** 19  
**Average Persons Rating:** 15.6  
**Market TSL in Hours** 20.75

**Stations** 32 / 28  
**Diaries:** 3,259 / 613:1 / 57.8%  
**Sample Target:** 3,300  
**% Below Line:** 1.6  
**% Not Listed:** 12.9  
**Pop per Station:** 71,396

**Last Year's Revenue:** \$92,000,000  
**Household Income:** \$41,403  
**Total Retail Sales:** \$23.6 Bil.  
**#1 Biller:** KDKA \$14,500,000  
**#1 Billing Portfolio** AMFM \$33,850,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	KDKA	N/T	335 / 10.7	12.1	11.2	13.7	11.9	11.9	4449 / 22.3	23.6	24.1	373 / 5143	I	KDKA
2	WDSY-F	C	275 / 8.8	8.1	8.3	7.1	8.2	8.1	3435 / 17.2	15.8	16.2	314 / 3895	H	WDSY-F
3	WDVE-F	AOR	266 / 8.5	7.9	8.2	8.3	7.3	8.2	4025 / 20.1	19.0	17.6	346 / 5100	I	WDVE-F
4	WBZZ-F	CHR	213 / 6.8	7.2	5.7	5.9	5.4	6.4	4269 / 21.4	21.0	20.1	253 / 5220	H	WBZZ-F
5	WXDX-F	AOR-NR	189 / 6.0	5.9	5.7	5.1	5.6	5.7	3082 / 15.4	14.9	14.5	210 / 3466	F	WXDX-F
6	WJAS	ST	179 / 5.7	5.4	4.9	4.1	6.0	5.0	1938 / 9.7	9.0	10.2	182 / 1971	C	WJAS
7	WSHH-F	SAC	171 / 5.5	4.7	4.4	5.7	5.1	5.1	2709 / 13.6	12.4	12.5	189 / 3041	F	WSHH-F
8	WWSW-F	O	152 / 4.9	5.4	5.2	4.4	4.4	5.0	3002 / 15.0	16.1	14.7	177 / 3600	H+	WWSW-F
9	WJJJ-F	B/O	128 / 4.1	5.2	4.0	3.5	3.8	4.2	1999 / 10.0	9.7	10.1	132 / 2069	E	WJJJ-F
10	WAMO-FF	B	126 / 4.0	4.2	4.3	4.4	3.6	4.2	1827 / 9.1	9.7	10.1	134 / 2075	E*	WAMO-FF
11	WRRK-F	CL AOR	95 / 3.0	3.4	3.3	3.6	3.2	3.3	1987 / 9.9	11.2	10.1	118 / 2400	D	WRRK-F
12	WLTJ-F	SAC	91 / 2.9	3.8	3.9	4.1	3.7	3.7	1886 / 9.4	10.8	10.8	103 / 2226	E	WLTJ-F
13	WZPT-F	AC/CHR	82 / 2.6	2.6	3.0	3.1	2.9	2.8	1846 / 9.2	10.3	11.0	99 / 2101	D	WZPT-F
14	WPHH-F	AC/CHR	62 / 2.0	2.2	2.8	2.9	3.5	2.5	1847 / 9.2	12.5	15.2	68 / 2045	F	WPHH-F
15	WORD-F	REL	49 / 1.6	1.1	1.0	1.3	0.9	1.2	819 / 4.1	3.3	3.8	59 / 1032	C^	WORD-F
15	WEAE	SPRTS	49 / 1.6	1.1	1.6	1.6	2.2	1.5	1247 / 6.2	5.0	9.2	50 / 1279	G	WEAE
17	KQV	N	44 / 1.4	1.1	1.2	1.1	1.3	1.2	1264 / 6.3	4.4	5.5	44 / 1273	C	KQV
18	WPTT	T	36 / 1.2	1.5	1.3	1.3	1.2	1.3	734 / 3.7	4.3	4.1	36 / 753		WPTT
19	WASP-F	C	35 / 1.1	1.4	1.5	1.2	1.5	1.3	566 / 2.8	2.9	3.1	38 / 663		WASP-F

12+ FM Share (Metro): 73.66% (2005 of 2722) (Fall 98: 71.39%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	WBZZ-F	1 WXDX-F	1 WDVE-F>	1 WDVE-F>	1 KDKA >	1 KDKA >	1 KDKA	1 WDSY-F <	1 KDKA <	1 KDKA <
2	WAMO-FF	2 WDVE-F	2 WXDX-F <	2 WDSY-F <	2 WDSY-F	2 WDVE-F	2 WDSY-F	2 WDVE-F	2 WAMO-FF <	2 WDSY-F
3	WXDX-F>>	3 WBZZ-F>	3 WBZZ-F <	3 WBZZ-F	3 WJAS	3 WDSY-F <	3 WDVE-F	3 KDKA	3 WDSY-F <	3 WDVE-F
4	WDSY-F	4 WAMO-FF	4 WDSY-F>	4 WXDX-F	4 WWSW-F <	4 WDVE-F <	4 WXDX-F <	4 WJAS	4 WBZZ-F	4 WBZZ-F
5	WDSY-F	5 WAMO-FF	5 WWSW-F <	5 WXDX-F	5 WSHH-F <	5 WBZZ-F >	5 WBZZ-F	4 WJAS	5 WBZZ-F	5 WJAS
6	WZPT-F <	6 WWSW-F <	6 WJJJ-F <	6 WJJJ-F <	6 WWSW-F	6 WSHH-F	6 WSHH-F <	6 WXDX-F	6 WSHH-F <	6 WWSW-F
7	WPHH-F <	7 WJJJ-F <	7 WZPT-F <	7 KDKA <	7 WJJJ-F	7 WRRK-F	7 WXDX-F	7 WWSW-F <	7 WXDX-F	6 WSHH-F <
		8 WRRK-F <	8 WRRK-F <	8 WSHH-F	8 WBZZ-F <	8 WWSW-F <	7 WWSW-F	8 WSHH-F	8 WWSW-F	8 WXDX-F
		9 WZPT-F	9 WSHH-F <	9 WRRK-F	9 WLTJ-F	9 WJAS <	9 WJJJ-F	9 WJJJ-F	9 WJJJ-F	9 WAMO-FF
			10 KDKA	9 WZPT-F	10 WRRK-F >	10 WJJJ-F	10 WLTJ-F	10 WAMO-FF	10 WJAS	10 WJJJ-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1	WBZZ-F <	1 WBZZ-F >	1 WBZZ-F >	1 WBZZ-F	1 WXDX-F >>	1 WXDX-F	1 WDVE-F >	1 WDVE-F >	1 WDVE-F >>	1 KDKA >>>
2	WAMO-FF	2 WXDX-F	2 WDSY-F	2 WDSY-F	2 WDVE-F	2 WDVE-F >>	2 WXDX-F >>	2 WXDX-F >	2 WDSY-F	2 WDSY-F
3	WXDX-F	3 WAMO-FF <	3 WDSY-F	3 WDVE-F	3 WSHH-F <	3 WAMO-FF	3 WDSY-F	3 WDSY-F	3 WXDX-F	3 WSHH-F
4	WDSY-F >>	4 WDSY-F	3 WZPT-F	4 WAMO-FF	4 WJJJ-F <	4 WBZZ-F >	4 WBZZ-F	4 WZPT-F	4 WRRK-F	4 WDVE-F <
5	WDVE-F	5 WDVE-F <	5 WDVE-F	4 WXDX-F <	5 WDVE-F <	5 WRRK-F	4 WRRK-F <	5 WBZZ-F	5 KDKA <	5 WAMO-FF <
5	WPHH-F >	6 WJJJ-F	5 WJJJ-F	6 WJJJ-F <	6 WWSW-F <	6 WDSY-F	6 WBZZ-F <	6 KDKA <	6 WWSW-F	6 WBZZ-F <
		6 WPHH-F <	7 WPHH-F <	7 WSHH-F	7 WLTJ-F	7 WAMO-FF	7 WWSW-F <	7 WBZZ-F	7 WBZZ-F	7 WJAS
				8 WWSW-F <	8 WZPT-F <		8 WAMO-FF	8 WZPT-F	8 WZPT-F	
				9 WLTJ-F <	9 KDKA <			9 WJJJ-F <	9 WJJJ-F <	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBUT	AC	1050	Butler 0.4 1.0 13 231
WBVP	ST	1230	Beaver Falls 0.5 1.3 17 263
WISR	ST	680	Butler 0.4 1.3 11 272
WJPA	O	1450	Washington 0.1 0.4 2 86
WJPA-F	O	95.3	Washington 0.4 1.2 11 264
WKHB	VA	620	Greensburg 0.4 1.2 11 262
WMB	FS	590	Uniontown 0.7 1.5 24 346
WZKT-F	CHR	98.3	Charleroi 0.3 2.0 10 427

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WHOT-F	CHR	101.1	Youngstown, OH 0.4 2.0 72 1429
WICT-F	C	95.1	Grove City 0.3 1.0 45 572
WQXK-F	C	105.1	Salem, OH 0.4 1.0 68 898
WRKY-F	C	103.5	Stuebenville, OH 0.5 2.0 51 1033

# PITTSBURGH

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>AMFM (Pend. to Clear Channel)</b> WDVE-FM, WJJJ-FM, WPHH-FM, WWSW-AM, WWSW-FM, WXDX-FM	25.5 %	33.8 %	36.8 %	AC	12 (1)	144 (2)	156 (3)	5.7 %	4.5 %
<b>CBS/Infinity</b> KDKA-AM, WBZZ-FM, WDSY-FM, WZPT-FM	28.9 %	26.6 %	36.3 %	AOR/Classic/NR	0 (0)	550 (3)	550 (3)	20.2 %	18.7 %
<b>Frischling</b> WLTJ-FM, WRRK-FM	5.9 %	8.2 %	6.5 %	Black/Urban	0 (0)	254 (3)	254 (3)	9.3 %	4.9 %
<b>Renda</b> WJAS-AM, WPTT-AM, WSHH-FM	12.4 %	6.9 %	6.7 %	CHR	0 (0)	234 (3)	234 (3)	8.6 %	7.9 %
<b>Sheridan</b> WAMO-AM, WAMO-FM, WSSZ-FM	4.0 %	3.2 %	3.6 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	<b>76.7 %</b>	<b>78.7 %</b>	<b>89.9 %</b>	Country	0 (0)	349 (5)	349 (5)	12.8 %	11.8 %
				Full Service	21 (1)	0 (0)	21 (1)	0.8 %	0.8 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	4.5 %
				News/Talk	415 (3)	0 (0)	415 (3)	15.2 %	16.7 %
				Oldies	2 (1)	163 (2)	165 (3)	6.1 %	9.4 %
				Others/Unknown	11 (1)	0 (0)	11 (1)	0.4 %	0.0 %
				Religion/Gospel	0 (0)	49 (1)	49 (1)	1.8 %	1.1 %
				Soft AC	0 (0)	262 (2)	262 (2)	9.6 %	10.3 %
				Sports	49 (1)	0 (0)	49 (1)	1.8 %	2.6 %
				Standards/EZ	207 (3)	0 (0)	207 (3)	7.6 %	6.9 %
				<b>Totals</b>	<b>717 (11)</b>	<b>2005 (21)</b>	<b>2722 (32)</b>		

### AM Stations

Station	Power	Frequency	Format	AM	FM	Other
KDKA	1020	50 kw	News/Talk	WW1, CNN, AP	\$180.00	CBS CBS/Infinity
KQV	1410	5 kw (DA-2)	News	CBS, CNN, WW1	\$35.00	---
WEAE	1250	5 kw (DA-N)	Sports	ESPN	\$88.00	ABC ABC
WJAS	1320	5 kw (DA-N)	Standards	CNN, Westwd	\$34.00	Katz Renda
WPTT	1360	5 kw/1 kw (DA-N)	Talk	ABC	\$ NA	--- Renda McKeesport

### FM Stations

Station	Power	Frequency	Format	AM	FM	Other	
WAMO	106.7	47 kw @ 518	Black	AURN	\$ 70.00	D&R Sheridan Beaver Falls	
WASP	94.9	0.2 kw @ 1240	Country		\$ <20.00	Dome Forever Oliver	
WBZZ	93.7	41 kw @ 547	CHR		\$155.00	Eastman CBS/Infinity	
WDSY	107.9	50 kw @ 500	Country	Westwd	\$130.00	Eastman CBS/Infinity	
WDVE	102.5	55 kw @ 820	AOR		\$200.00	Christal AMFM	
WJJJ	104.7	20 kw @ 781	Black Oldies	AMFM, ABC	\$45.00	D&R AMFM	
WLTJ	92.9	47 kw @ 894	Soft AC		\$58.00	K&P WRRK-F	
WORD	101.5	48 kw @ 505	Religion	SRN	\$38.00	Salem Salem	
WPHH	96.1	44 kw @ 522	AC/CHR		\$110.00	Sentry AMFM	
WRRK	96.9	45 kw @ 530	Classic AOR		\$53.00	Mc-Guild WLTJ-F Braddock	
WSHH	99.7	10.6 kw @ 928	Soft AC		\$80.00	Katz Renda	
WSSZ	107.1	1.6 kw @ 449	Simul. WAMO-F				Greensburg
WWSW	94.5	50 kw @ 810	Oldies	ABC, AMFM	\$160.00	Sentry AMFM	
WXDX	105.9	72 kw @ 440	AOR-New Rock	Westwd, AMFM	\$ 50.00	Christal AMFM	
WZPT	100.7	17 kw @ 850	AC/CHR		\$59.00	Eastman CBS/Infinity New Kensington	

Notes: Combined revenue stations: \* WAMO-FF includes WAMO & WSSP-F; ^ WORD-F includes WPIT; + WWSW-F includes WWSW . . . 9/99 WCXJ (1550) - 55% interest sold to Inner City (with 55% of WHAT, Philadelphia) for \$1,500,000 . . . 10/99 WZPT-F changed from Classic Hits to Hot AC . . . 11/99 WESA/WZKT-F (940 & 98.3; Charleroi) sold to Keymarket for \$3,500,000 (Bergner) . . . 2/00 WASP-F changed calls to WOGG-F ("Froggy 94.9") . . . 2/00 WZKT-F changed from CHR to Country as WOGI-F, simulcasting WOGG-F



# PORTLAND, ME

**Arbitron Rank** 160 Pop (12+) 217,100  
**MSA Rank:** 172  
**MSA Pop:** 258,000  
**DMA:** 80  
**Average Persons Rating:** 14.3  
**Market TSL in Hours** 19.00

**Stations** 24 / 20  
**Diaries:** 913 / 238:1 / 49.8%  
**Sample Target:** 870  
**% Below Line:** 2.9  
**% Not Listed:** 16.1  
**Pop per Station:** 10,855

**Last Year's Revenue:** \$17,800,000  
**Household Income:** \$49,513  
**Total Retail Sales:** \$3.3 Bil.  
**#1 Biller:** WBLM-F \$3,200,000  
**#1 Billing Portfolio**  
 Saga \$8,400,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	WPOR-F	29 / 9.3	10.0	9.0	8.9	9.1	402 / 18.5	19.7	18.0	58 / 1013	D	WPOR-F
1	WJBQ-F	29 / 9.3	9.7	7.4	9.2	8.4	543 / 25.0	24.9	22.1	56 / 1281	B	WJBQ-F
3	WBLM-F	27 / 8.7	13.0	6.4	9.8	10.7	424 / 19.5	21.4	21.7	124 / 1532	E	WBLM-F
4	WGAN	20 / 6.4	7.2	9.3	7.9	6.5	296 / 13.6	17.4	17.5	35 / 595	C	WGAN
5	WLAM-AF	18 / 5.8	4.8	4.8	6.7	5.1	206 / 9.5	8.8	8.9	38 / 371	A	WLAM-AF
5	WCYY-FF	18 / 5.8	7.2	6.7	5.4	7.8	339 / 15.6	18.2	19.3	45 / 957	B	WCYY-FF
7	WMGX-F	17 / 5.5	6.3	8.0	8.3	8.4	370 / 17.0	19.3	23.2	33 / 704	D	WMGX-F
8	WYNZ-F	14 / 4.5	4.8	6.1	6.0	5.2	310 / 14.3	16.5	15.1	23 / 588	B	WYNZ-F
8	WHOM-F	14 / 4.5	4.8	6.4	4.4	4.5	260 / 12.0	15.1	15.2	61 / 1126	D	WHOM-F
10	WZAN	11 / 3.5	1.2	2.6	2.5	2.3	155 / 7.1	5.2	7.3	15 / 289	B	WZAN
10	WTHT-F	11 / 3.5	2.4	2.2	3.5	3.2	169 / 7.8	6.9	6.9	47 / 653	B	WTHT-F
10	WMWX-F	11 / 3.5	1.2	2.2	2.2	2.3	179 / 8.2	8.2	10.2	23 / 505	B	WMWX-F
13	WRED-F	9 / 2.9	1.5	2.6	1.3	1.9	252 / 11.6	10.8	8.7	17 / 431		WRED-F
13	WCLZ-F	9 / 2.9	2.4	2.6	3.2	2.6	189 / 8.7	7.3	9.5	24 / 435	B	WCLZ-F
15	WBQW-FF	8 / 2.6	3.0	2.2	2.6	2.6	152 / 7.0	5.4	8.7	17 / 308	A	WBQW-FF

12+ FM Share (Metro): 83.08% (216 of 260) (Fall 98: 78.95%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJBQ-F >>>	1 WJBQ-F	1 WBLM-F <	1 WBLM-F	1 WBLM-F	1 WPOR-F <	1 WPOR-F	1 WPOR-F <	1 WJBQ-F	1 WJBQ-F >	1 WJBQ-F
2 WCYY-FF >	2 WCYY-FF	2 WJBQ-F	2 WMGX-F	2 WMGX-F	2 WLAM-AF	2 WBLM-F	2 WBLM-F	2 WPOR-F	2 WCYY-FF >	2 WBLM-F
3 WBLM-F	3 WBLM-F	3 WPOR-F <	3 WPOR-F <	3 WPOR-F <	3 WGAN <	3 WMGX-F <	3 WGAN	3 WBLM-F	3 WYNZ-F	3 WPOR-F
3 WRED-F >>	3 WPOR-F >	4 WCYY-FF	4 WJBQ-F <	4 WJBQ-F	4 WBLM-F	4 WJBQ-F <	4 WJBQ-F	4 WCYY-FF <	3 WRED-F	4 WCYY-FF <
	5 WRED-F	4 WMGX-F >	5 WCYY-FF	5 WCYY-FF	5 WLAM-AF	5 WGAN	5 WLAM-AF	5 WZAN	3 WPOR-F	5 WLAM-AF
	6 WMGX-F	6 WHOM-F	6 WZAN	6 WGAN	6 WYNZ-F	6 WLAM-AF	6 WHOM-F	6 WLAM-AF	3 WHOM-F	6 WYNZ-F
	7 WTHT-F	6 WMWX-F	7 WGAN	6 WZAN	6 WMGX-F <	7 WZAN <	7 WMWX-F	6 WMGX-F	7 WBLM-F	7 WGAN
	7 WMWX-F	6 WZAN	8 WCLZ-F	8 WCLZ-F	8 WHOM-F >	8 WCYY-FF <	7 WMGX-F <	7 WMGX-F <	7 WGAN	7 WCLZ-F
	7 WHOM-F		8 WYNZ-F	8 WYNZ-F		9 WYNZ-F <	9 WCYY-FF <	8 WYNZ-F <		7 WMGX-F
										7 WRED-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WJBQ-F >	1 WJBQ-F >>	1 WJBQ-F >	1 WJBQ-F >	1 WJBQ-F	1 WCYY-FF	1 WCYY-FF >	1 WCYY-FF	1 WBLM-F	1 WBLM-F >	1 WGAN
2 WRED-F	2 WPOR-F	2 WBLM-F >	2 WPOR-F	2 WMGX-F	2 WPOR-F >	2 WPOR-F	2 WBLM-F	2 WCYY-FF >	2 WCYY-FF	2 WJBQ-F
3 WMWX-F	3 WHOM-F	3 WTHT-F	2 WMGX-F	3 WPOR-F	3 WJBQ-F	2 WBLM-F >>	3 WPOR-F	3 WPOR-F	3 WZAN	2 WCYY-FF
3 WHOM-F >	3 WRED-F	3 WPOR-F	4 WHOM-F	4 WBLM-F	3 WBLM-F >>	4 WJBQ-F	3 WZAN >	4 WZAN	3 WMGX-F	4 WYNZ-F >
5 WPOR-F >>	3 WBLM-F	3 WMGX-F >	4 WBLM-F	4 WHOM-F		4 WMGX-F	5 WTHT-F	4 WMGX-F >	5 WPOR-F >	
	6 WCYY-FF		6 WMWX-F	8 WGAN		4 WZAN >	5 WMGX-F	6 WJBQ-F	6 WCLZ-F	
	6 WMWX-F >		7 WRED-F	7 WCLZ-F			5 WGAN >>	7 WYNZ-F	6 WYNZ-F	
			7 WCLZ-F	7 WMWX-F				7 WTHT-F	6 WTHT-F	
			7 WYNZ-F	7 WYNZ-F				7 WGAN	6 WGAN	

Other Rated Stations				Metro Cume				TSA			
				Share	Rating	AQH	Cume				
WBCI-F	REL	105.9	Bath	0.6	2.9	8	201				
WJAE	SPRTS	1440	Westbrook	1.0	4.9	3	123				

Other Rated Stations--Outside Market				Metro Cume				TSA			
				Share	Rating	AQH	Cume				
WBZ	N/T	1030	Boston	1.0	3.7	15	408				
WEEI	SPRTS	850	Boston	0.6	1.2	6	106				
WOKQ-F	C	97.5	Dover, NH	0.6	1.3	20	315				
WTOS-F	AOR	105.1	Skowhegan	0.6	2.0	26	473				

# PORTLAND, ME

Consolidation Report			12+	25-54	Revenue	Format Performance					
						AM	FM	Total	%	Yr. Ago	
<b>Citadel</b>			31.5 %	33.2 %	39.2 %	AC	0 (0)	28 (2)	28 (2)	10.8 %	12.0 %
WBLM-FM, WCLZ-FM, WCYI-FM, WCYY-FM, WHOM-FM, WJBQ-FM						AOR/Classic/NR	0 (0)	57 (5)	57 (5)	21.9 %	21.1 %
<b>Harron, pend.</b>			12.8 %	9.4 %	11.0 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WLAM-AM, WLAM-FM, WMWX-FM, WTHT-FM, WZOU-AM						CHR	0 (0)	38 (2)	38 (2)	14.6 %	11.7 %
<b>Saga</b>			29.2 %	31.4 %	47.2 %	Classical	0 (0)	8 (2)	8 (2)	3.1 %	2.6 %
WBAE-AM, WGAN-AM, WMGX-FM, WPOR-FM, WYNZ-FM, WZAN-AM						Country	0 (0)	42 (3)	42 (3)	16.2 %	14.3 %
			<b>73.5 %</b>	<b>74.0 %</b>	<b>97.4 %</b>	Full Service	20 (1)	0 (0)	20 (1)	7.7 %	10.9 %
						Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
						Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
						News/Talk	14 (2)	0 (0)	14 (2)	5.4 %	4.9 %
						Oldies	0 (0)	14 (1)	14 (1)	5.4 %	7.1 %
						Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
						Religion/Gospel	0 (0)	2 (1)	2 (1)	0.8 %	0.0 %
						Soft AC	0 (0)	14 (1)	14 (1)	5.4 %	6.0 %
						Sports	5 (2)	0 (0)	5 (2)	1.9 %	1.5 %
						Standards/EZ	5 (1)	13 (1)	18 (2)	6.9 %	5.6 %
<b>Totals</b>						<b>44 (6)</b>	<b>216 (18)</b>	<b>260 (24)</b>			

### AM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Advertiser	Agency	Advertiser
WGAN	560	5 kw (DA-2)	Full Service/Talk	CBS, Talknt	\$27.00	Mc-Guild	Saga	
WLAM	870	10 kw/1 kw (DA-2)	Standards	ABC, Westwd	\$<20.00	Allied	Harron, pend.	Gorham
WZAN	970	5 kw (DA-N)	Talk	Westwd, ESPN	\$<20.00	Mc-Guild	Saga	

### FM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Advertiser	Agency	Advertiser
WBLM	102.9	100 kw @ 1460	Classic AOR	\$66.00	Katz	Citadel		
WBQQ	99.3	3 kw @ 328	Simul. WBQW-F					Kennebunk
WBQW	106.3	3 kw @ 300	Classical	\$17.00	Allied	Mariner		Scarborough
WCLZ	98.9	48 kw @ 400	Progressive AOR	\$<20.00	Katz	Citadel		Brunswick
WCYI	93.9	27.5 kw @ 640	See WCYY-F					Lewiston
WCYY	94.3	11.5 kw @ 482	New Rock	\$22.00	Katz	Citadel		Biddeford
WHOM	94.9	50 kw @ 3743	Soft AC	\$50.00	Katz	Citadel		Mt. Washington
WJBQ	97.9	16 kw @ 889	CHR	\$26.00	Katz	Citadel		
WLAM	106.7	0.81 kw @ 623	See WLAM					N. Windham
WMGX	93.1	50 kw @ 443	AC	\$54.00	Mc-Guild	Saga		
WMWX	99.9	50 kw @ 493	AC/CHR	\$<20.00	D&R	Harron, pend.		Auburn
WPOR	101.9	50 kw @ 500	Country	ABC \$64.00	Mc-Guild	Saga		
WRED	95.9	3 kw @ 300	CHR	\$<20.00	Roslin			Saco
WTHT	107.5	35 kw @ 610	Country	\$20.00	D&R	Harron, pend.		Lewiston
WYNZ	100.9	25 kw @ 328	Oldies	Westwd \$<20.00	Mc-Guild	Saga		Westbrook

Notes: 11/99 Great Downeast Wireless (Lerner & Frizzell) sold WLAM-AM, WMWX-F and WTHT-F to Harron Communications (WMTW-TV) for \$12,000,000 . . . 12/99 WCLZ-F changed from Progressive AOR to Hot AC (AC/CHR) as WTPN-F ("The Point") . . . 1/00 Sale of WLOB by Carter to Catholic Family cancelled

# PORTLAND, OR

**Arbitron Rank** 25 **Pop (12+)** 1,737,500  
**MSA Rank:** 27  
**MSA Pop:** 1,850,000  
**DMA:** 23  
**Average Persons Rating:** 14.1  
**Market TSL in Hours** 19.00

**Stations** 28 / 27  
**Diaries:** 2,787 / 623:1 / 53.7%  
**Sample Target:** 2,690  
**% Below Line:** 0.4  
**% Not Listed:** 17.0  
**Pop per Station:** 64,352

**Last Year's Revenue:** \$107,500,000  
**Household Income:** \$50,507  
**Total Retail Sales:** \$24.7 Bil.  
**#1 Biller:** KKCW-F \$11,400,000  
**#1 Billing Portfolio**  
 Clear Channel \$31,850,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	KKRZ-F	CHR	172 / 7.0	6.7	8.0	9.7	9.3	7.9	3318 / 19.1	21.8	23.7	185 / 3597	I	KKRZ-F
2	KKCW-F	AC	161 / 6.6	6.4	7.4	6.3	6.0	6.7	2229 / 12.8	14.5	13.7	173 / 2433	I	KKCW-F
3	KEX	FS	160 / 6.5	4.5	5.5	5.1	4.6	5.4	2927 / 16.8	14.8	11.8	177 / 3201	G	KEX
4	KUPL-F	C	152 / 6.2	5.4	5.7	5.0	6.4	5.6	2508 / 14.4	12.6	12.6	177 / 2894	H	KUPL-F
5	KKSN-F	O	145 / 5.9	5.2	5.0	3.9	5.8	5.0	2737 / 15.8	15.2	15.4	157 / 2993	H	KKSN-F
6	KXJM-F	CHR/U	141 / 5.7	5.9	5.9	1.6	1.2	4.8	2181 / 12.6	14.2	5.5	161 / 2512	D	KXJM-F
7	KINK-F	AOR-P	133 / 5.4	4.7	3.9	4.2	3.5	4.6	1806 / 10.4	9.5	9.2	139 / 1948	G	KINK-F
8	KGON-F	CL AOR	111 / 4.5	5.0	5.2	5.1	5.1	5.0	2237 / 12.9	13.7	14.0	141 / 2615	I	KGON-F
9	KWJJ-F	C	106 / 4.3	4.4	4.7	4.9	4.3	4.6	2216 / 12.8	12.2	11.8	115 / 2452	G	KWJJ-F
10	KUFO-F	AOR	100 / 4.1	5.1	4.7	5.3	4.4	4.8	1962 / 11.3	11.8	12.9	125 / 2351	G	KUFO-F
11	KNRK-F	AOR-NR	91 / 3.7	3.3	2.9	4.2	3.8	3.5	1922 / 11.1	10.2	11.8	94 / 2055	E	KNRK-F
12	KXL	N/T	89 / 3.6	3.5	3.4	3.7	3.7	3.6	1798 / 10.3	10.3	11.0	97 / 1973	G	KXL
13	KRSK-F	AC/CHR	84 / 3.4	3.3	2.9	3.4	3.9	3.3	2054 / 11.8	11.3	14.6	102 / 2556	E	KRSK-F
14	KKJZ-F	J	70 / 2.9	3.2	3.5	2.7	3.2	3.1	1256 / 7.2	8.0	7.3	79 / 1402	F	KKJZ-F
15	KBBT-F	AC-NR	62 / 2.5	3.1	2.4	2.8	2.6	2.7	1636 / 9.4	9.6	11.7	65 / 1705	F	KBBT-F
16	KKSN	ST	59 / 2.4	2.2	2.2	2.1	2.4	2.2	867 / 5.0	4.7	4.2	65 / 940	B	KKSN
17	KFXX-AA	SPRTS	38 / 1.5	1.4	1.2	1.8	1.2	1.5	787 / 4.5	3.9	4.7	41 / 846	D	KFXX-AA
18	KEWS	N/T	29 / 1.2	3.7	3.4	3.8	4.3	3.0	987 / 5.7	9.0	9.9	33 / 1101	D	KEWS
19	KOTK	T	26 / 1.1	2.1	1.0	1.6	1.5	1.4	590 / 3.4	3.6	4.1	28 / 654	B	KOTK

12+ FM Share (Metro): 76.44% (1557 of 2037) (Fall 98: 73.54%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	KXJM-F	1 KKRZ-F	1 KKRZ-F	1 KINK-F	1 KINK-F	1 KEX	1 KEX	1 KKCW-F	1 KKRZ-F	1 KXJM-F
2	KKRZ-F >>	2 KUFO-F	2 KINK-F	2 KKCW-F	2 KKCW-F	2 KKCW-F	2 KKRZ-F	2 KEX	2 KKSN-F	2 KKRZ-F
3	KNRK-F >	3 KXJM-F	3 KKCW-F	3 KGON-F	3 KUPL-F	3 KKSN-F	2 KKCW-F	3 KKSN-F	3 KUPL-F	3 KEX
4	KUFO-F <	4 KUPL-F	4 KGON-F	4 KKRZ-F	4 KKSN-F	4 KINK-F	4 KUPL-F	4 KUPL-F	4 KKCW-F	4 KNRK-F
5	KNRK-F	5 KUPL-F	5 KUPL-F	5 KGON-F	5 KUPL-F	5 KGON-F	5 KKRZ-F	5 KINK-F	5 KINK-F	5 KWJJ-F
6	KGON-F	6 KKSN-F	6 KKSN-F	6 KKRZ-F	6 KXL	6 KINK-F	6 KINK-F	6 KXJM-F	6 KWJJ-F	6 KXJM-F
7	KWJJ-F	7 KUFO-F	7 KRSK-F	7 KEX	7 KGON-F	7 KKSN-F	7 KGON-F	7 KUFO-F	7 KKSJ-F	7 KINK-F
7	KRSK-F	8 KXJM-F	8 KUFO-F	7 KRSK-F	8 KKJZ-F	8 KXJM-F	8 KXJM-F	8 KEX	8 KUPL-F	8 KNRK-F
7	KKCW-F	9 KRSK-F	9 KEX	9 KUFO-F	9 KWJJ-F	9 KUFO-F	8 KWJJ-F	9 KWJJ-F	9 KUFO-F	9 KEX
10	KBBT-F >	10 KNRK-F	10 KWJJ-F	10 KWJJ-F	10 KKSJ	10 KXL	10 KUFO-F	10 KXL	10 KGON-F	10 KKCW-F
							10 KUFO-F		10 KRSK-F	10 KRSK-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1	KKRZ-F	1 KKRZ-F	1 KKCW-F	1 KKCW-F	1 KUFO-F	1 KUFO-F	1 KUFO-F	1 KGON-F	1 KGON-F	1 KXJM-F
2	KXJM-F	2 KXJM-F	2 KUPL-F	2 KKRZ-F	2 KINK-F	2 KXJM-F	2 KKRZ-F	2 KUFO-F	2 KINK-F	2 KEX
3	KKCW-F	3 KUPL-F	3 KRSK-F	3 KINK-F	3 KKRZ-F	3 KNRK-F	3 KGON-F	3 KINK-F	3 KUPL-F	3 KKRZ-F
4	KNRK-F	3 KKCW-F	4 KKCW-F	4 KXJM-F	3 KUPL-F	4 KKRZ-F	3 KXJM-F	4 KUPL-F	4 KKSJ-F	4 KWJJ-F
5	KWJJ-F	5 KRSK-F	5 KXJM-F	4 KKSN-F	3 KKSN-F	5 KUPL-F	5 KGON-F	5 KNRK-F	5 KKRZ-F	4 KUPL-F
6	KUFO-F	6 KBBT-F	6 KBBT-F	6 KUPL-F	6 KRSK-F	6 KFXX-AA	6 KUPL-F	6 KXJM-F	6 KNRK-F	6 KKRZ-F
6	KBBT-F	7 KNRK-F	7 KNRK-F	7 KRSK-F	7 KWJJ-F	6 KKSN-F	7 KWJJ-F	6 KRSK-F	7 KKSN-F	7 KEX
		8 KWJJ-F	7 KWJJ-F	8 KWJJ-F	8 KEX	8 KFXX-AA	8 KWJJ-F	8 KXJM-F	8 KNRK-F	8 KNRK-F
		9 KINK-F	9 KINK-F	9 KBBT-F	9 KBBT-F	8 KRSK-F	8 KRSK-F	9 KEX	9 KKCW-F	9 KKCW-F
			10 KGON-F	9 KXJM-F	8 KBBT-F	10 KKCW-F	10 KKCW-F	10 KWJJ-F	10 KRSK-F	10 KRSK-F
				9 KKJZ-F				10 KRSK-F	10 KXL	10 KXL

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KMUZ	SP-R	1230	Gresham 0.7 0.9 16 153
KPDQ	REL	800	Portland 0.4 1.7 10 300
KPDQ-F	REL	93.7	Portland 0.8 3.7 26 779
KUIK	T/SPRTS	1360	Hillsboro 0.4 1.1 9 194
KUPL	C/O	970	Portland 0.9 2.9 23 523
KWBY	SP-C	940	Woodburn 0.4 1.0 10 177
KWIP	SP-VA	880	Dallas 0.5 0.7 22 176

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KRKT-F	C	99.9	Albany 0.4 1.4 31 586

# PORTLAND, OR

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>CBS/Infinity</b>	22.0 %	25.8 %	28.4 %	AC	0 (0)	307 (3)	307 (3)	15.1 %	15.1 %
KBBT-FM, KINK-FM, KKJZ-FM, KUFO-FM, KUPL-AM, KUPL-FM				AOR/Classic/NR	0 (0)	435 (4)	435 (4)	21.4 %	21.7 %
<b>Clear Channel</b>	21.3 %	19.9 %	29.6 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KEWS-AM, KEX-AM, KKCW-FM, KKRZ-FM				CHR	0 (0)	313 (2)	313 (2)	15.4 %	11.3 %
<b>Entercom</b>	21.4 %	23.3 %	26.5 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KFXX-AA, KGON-FM, KKSJ-AM, KKSJ-FM, KNRK-FM, KRSK-FM				Country	22 (1)	268 (3)	290 (4)	14.2 %	14.1 %
	<b>64.7 %</b>	<b>69.0 %</b>	<b>84.5 %</b>	Full Service	160 (1)	0 (0)	160 (1)	7.9 %	5.5 %
				Hispanic	38 (3)	0 (0)	38 (3)	1.9 %	1.7 %
				Jazz	0 (0)	70 (1)	70 (1)	3.4 %	3.8 %
				News/Talk	153 (4)	0 (0)	153 (4)	7.5 %	12.5 %
				Oldies	0 (0)	145 (1)	145 (1)	7.1 %	7.0 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	10 (1)	19 (1)	29 (2)	1.4 %	3.0 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	38 (2)	0 (0)	38 (2)	1.9 %	1.4 %
				Standards/EZ	59 (1)	0 (0)	59 (1)	2.9 %	2.8 %
				<b>Totals</b>	<b>480 (13)</b>	<b>1557 (15)</b>	<b>2037 (28)</b>		

## AM Stations

Station	Freq	Power	Time	Format	Advertiser	Agency	Station	City
KEWS	620	5 kw	(DA-N)	News/Talk	ABC, AP	\$27.00	Katz	Clear Channel
KEX	1190	50 kw	(DA-N)	Full Service	ABC, ESPN	\$110.00	Katz	Clear Channel
KFXX	910	5 kw	(DA-2)	Sports	1/1, CBS, Westwd	\$35.00	D&R	Entercom Vancouver, WA
KKSJ	1520	50 kw/15 kw	(DA-2)	Standards	Westwd	\$34.00	D&R	Entercom Oregon City
KOTK	1080	50 kw/10 kw	(DA-2)	Talk	CNN, Westwd	\$ NA	Sentry	Fisher
KSLM	1390	5 kw/0.69 kw		Simul. KFXX				Salem
KXL	750	50 kw/20 kw	(DA-2)	News/Talk	CBS	\$101.00	Mc-Guild	KXJM-F

## FM Stations

Station	Freq	Power	Time	Format	Advertiser	Agency	Station	City
KBBT	107.5	6.3 kw	@ 1332	Modern AC	Westwd	\$50.00	Christal	CBS/Infinity Banks
KGON	92.3	100 kw	@ 1268	Classic AOR		\$140.00	D&R	Entercom
KINK	101.9	100 kw	@ 1674	Progressive AOR		\$117.00	Katz	CBS/Infinity
KKCW	103.3	100 kw	@ 1674	AC		\$148.00	Katz	Clear Channel Beaverton
KKJZ	106.7	100 kw	@ 880	Jazz		\$75.00	Katz	CBS/Infinity Lake Oswego
KKRZ	100.3	100 kw	@ 1434	CHR		\$120.00	Katz	Clear Channel
KKSJ	97.1	100 kw	@ 1268	Oldies	ABC	\$118.00	D&R	Entercom
KNRK	94.7	3.7 kw	@ 850	AOR-New Rock		\$68.00	D&R	Entercom Camas, WA
KRSK	105.1	100 kw	@ 1840	AC/CHR		\$77.00	D&R	Entercom Salem
KUFO	101.1	100 kw	@ 1640	AOR	Westwd	\$110.00	Christal	CBS/Infinity
KUPL	98.7	37 kw	@ 1443	Country	AP	\$155.00	Katz	CBS/Infinity
KWJJ	99.5	52 kw	@ 1268	Country		\$155.00	Sentry	Fisher
KXJM	95.5	100 kw	@ 990	Dance CHR		\$60.00	Mc-Guild	KXL

Notes: 9/99 Rush Limbaugh & Dr. Laura moved from KEWS to KEX . . . 2/00 KGUY (1010; Milwaukie) sold for \$600,000

# PORTSMOUTH-DOVER-ROCHESTER

Arbitron Rank 117 Pop (12+) 356,900	Stations 41 / 12	Last Year's Revenue: \$14,100,000
MSA Rank: 133	Diaries: 932 / 383:1 / 55.8%	Household Income: \$58,529
MSA Pop: 384,000	Sample Target: 790	Total Retail Sales: \$5.5 Bil.
DMA: Boston (#6)	% Below Line: 55.0	#1 Biller: WHEB-F \$4,400,000
Average Persons Rating: 15.0	% Not Listed: 11.2	#1 Billing Portfolio
Market TSL in Hours 20.00	Pop per Station: 29,742	AMFM \$8,300,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	WOKQ-F	C	38 / 7.1	10.3	11.5	8.2	8.9	715 / 20.0	21.0	22.4	58 / 1055	E	WOKQ-F
2	WHEB-F	AOR	36 / 6.7	8.9	7.7	8.2	8.6	568 / 15.9	18.8	15.0	42 / 672	F	WHEB-F
2	WERZ-F	CHR	36 / 6.7	6.5	7.7	9.3	6.1	677 / 19.0	17.6	17.5	37 / 727	D	WERZ-F
4	WZID-F	AC	28 / 5.2	4.7	3.9	5.0	4.0	382 / 10.7	8.8	7.8	39 / 560		WZID-F
5	WGIR-F	AOR	23 / 4.3	3.5	1.7	2.5	2.8	376 / 10.5	10.3	7.6	47 / 693		WGIR-F
5	WBZ	N/T	23 / 4.3	3.9	5.1	3.0	3.3	476 / 13.3	12.7	14.3	27 / 647		WBZ
7	WHOM-F	SAC	22 / 4.1	2.5	3.6	3.0	3.1	356 / 10.0	7.8	10.0	46 / 735		WHOM-F
7	WBYY-F	SAC	22 / 4.1	2.5	1.5	1.8	2.1	285 / 8.0	6.1	5.8	23 / 313	B	WBYY-F
9	WXKS-F	CHR	17 / 3.2	2.6	2.1	2.0	2.1	422 / 11.8	13.0	9.8	18 / 454		WXKS-F
10	WBCN-F	AOR	16 / 3.0	3.5	4.3	3.8	4.5	413 / 11.6	10.6	14.9	18 / 502		WBCN-F
11	WXBB-F	CL HITS	15 / 2.8	3.7	4.8	3.4	3.5	306 / 8.6	8.7	12.1	15 / 312	B	WXBB-F
12	WODS-F	O	14 / 2.6	2.6	2.2	1.8	2.6	230 / 6.5	7.7	7.3	15 / 289		WODS-F
13	WXR-V	AOR-P	13 / 2.4	3.9	2.7	2.3	2.1	275 / 7.7	9.0	7.2	19 / 350		WXR-V
13	WTSN	T	13 / 2.4	1.2	1.9	2.7	3.8	342 / 9.6	5.5	5.9	14 / 363	B	WTSN
15	WQSO-F	O	12 / 2.2	1.6	2.4	2.5	2.1	229 / 6.4	6.7	6.0	20 / 321	B	WQSO-F

12+ FM Share (Metro): 84.28% (402 of 477) (Fall 98: 78.39%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WERZ-F >	1 WHEB-F	1 WHEB-F	1 WHEB-F >	1 WHEB-F	1 WOKQ-F	1 WOKQ-F	1 WHEB-F <	1 WHEB-F <	1 WBYY-F >	1 WOKQ-F
2 WJMN-F >	2 WERZ-F	2 WERZ-F >	2 WERZ-F	2 WOKQ-F	2 WBZ <	2 WHEB-F	2 WERZ-F	2 WERZ-F	2 WOKQ-F <	2 WERZ-F >
3 WXKS-F >	3 WGIR-F >	3 WOKQ-F	3 WOKQ-F	3 WERZ-F <	3 WZID-F	3 WERZ-F	3 WOKQ-F <	3 WRKO <	3 WBZ <	3 WZID-F <
	4 WXKS-F	3 WGIR-F	4 WZID-F	4 WZID-F	4 WRKO <	4 WZID-F <	4 WZID-F <	4 WGIR-F <	4 WERZ-F	4 WHEB-F
	5 WXR-V	5 WZID-F <	4 WGIR-F <	5 WGIR-F	5 WHEB-F	5 WBCN-F	5 WGIR-F <	5 WOKQ-F <	5 WHEB-F	4 WHOM-F
	5 WOKQ-F	6 WBYY-F <	6 WXBB-F	6 WXBB-F	5 WHOM-F	6 WBZ <	6 WHOM-F	6 WZID-F <	6 WZID-F	4 WBYY-F
	5 WBYY-F	7 WXBB-F	7 WXR-V <	6 WBYY-F <	7 WERZ-F	7 WTSN	7 WBZ	7 WBZ	6 WGIR-F	7 WXKS-F <
	8 WBCN-F	8 WBCN-F	8 WBCN-F	8 WXR-V <	7 WTSN	8 WQSO-F <	8 WXBB-F <	8 WXKS-F <	8 WODS-F	8 WGIR-F
	9 WZID-F	8 WXR-V <	9 WBYY-F <	9 WHOM-F <	7 WODS-F <	9 WHOM-F	9 WXR-V <	9 WHOM-F <	9 WHOM-F	9 WBCN-F
	9 WAAF-F	10 WXKS-F <	10 WBCN-F	10 WBYY-F <	9 WGIR-F <	9 WGIR-F <	10 WBYY-F	10 WBYY-F	9 WJMN-F	9 WXBB-F
	9 WHOM-F						10 WRKO <			9 WKLB-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WERZ-F >	1 WERZ-F >	1 WZID-F	1 WERZ-F >>	1 WERZ-F	1 WHEB-F >	1 WHEB-F >	1 WHEB-F >	1 WHEB-F >	1 WHEB-F >	1 WBZ >
2 WBYY-F >	2 WXKS-F	2 WXR-V	2 WOKQ-F	2 WZID-F <	2 WERZ-F >	2 WGIR-F >	2 WGIR-F >	2 WGIR-F	2 WGIR-F	2 WOKQ-F >
3 WXKS-F	2 WOKQ-F	2 WERZ-F	2 WZID-F	3 WOKQ-F >	3 WGIR-F >>	3 WBCN-F	3 WZLX-F	3 WBCN-F	3 WBYY-F	3 WHEB-F >
3 WHOM-F	4 WZID-F	2 WOKQ-F	4 WXR-V	4 WXR-V	4 WAAF-F	4 WBCN-F	4 WEEI	3 WBCN-F		
5 WGIR-F	4 WXR-V	5 WXBB-F	4 WHEB-F <	4 WHEB-F	4 WERZ-F	4 WAAF-F	4 WOKQ-F	5 WOKQ-F		
5 WOKQ-F >>	4 WBYY-F	5 WXKS-F	6 WXKS-F	4 WXBB-F	4 WZLX-F >	6 WBYY-F >	4 WZLX-F	6 WZLX-F		
	7 WHOM-F	5 WBMX-F	6 WXBB-F	7 WHOM-F			4 WAAF-F >	6 WBZ		
	8 WXBB-F	8 WHEB-F >	8 WHOM-F	8 WKLB-F			8 WERZ-F	6 WEEI		
	8 WBMX-F	9 WKLB-F >	8 WBYY-F	9 WXKS-F			8 WBYY-F	9 WAAF-F		
			10 WKLB-F	9 WBMX-F				10 WQSO-F		

Consolidation Report	12+	25-54	Revenue
<b>AMFM (Pend. to Clear Channel)</b>	17.5 %	17.5 %	58.9 %
WERZ-FM, WGIN-AM, WGIP-AM, WHEB-FM, WMYF-AM, WQSO-FM, WUBB-FM			
<b>Citadel</b>	9.9 %	10.3 %	29.4 %
WOKQ-FM, WXBB-FM, WXBP-FM			
	<b>27.4 %</b>	<b>27.8 %</b>	<b>88.3 %</b>

# PORTSMOUTH-DOVER-ROCHESTER

Consolidation Report				Format Performance					
	12+	25-54	Revenue		AM	FM	Total	%	Yr. Ago
<b>AMFM (Pend. to Clear Channel)</b>	17.5 %	17.5 %	58.9 %	AC	0 (0)	45 (5)	45 (5)	9.4 %	9.0 %
WERZ-FM, WGIN-AM, WGIP-AM, WHEB-FM, WMYF-AM, WQSO-FM, WUBB-FM				AOR/Classic/NR	0 (0)	122 (9)	122 (9)	25.6 %	29.1 %
<b>Citadel</b>	9.9 %	10.3 %	29.4 %	Black/Urban	0 (0)	6 (1)	6 (1)	1.3 %	0.0 %
WOKQ-FM, WXBB-FM, WXPB-FM				CHR	0 (0)	70 (5)	70 (5)	14.7 %	16.5 %
	<b>27.4 %</b>	<b>27.8 %</b>	<b>88.3 %</b>	Classical	0 (0)	18 (3)	18 (3)	3.8 %	1.9 %
				Country	0 (0)	52 (3)	52 (3)	10.9 %	14.2 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	1.0 %
				News/Talk	60 (6)	0 (0)	60 (6)	12.6 %	12.8 %
				Oldies	0 (0)	45 (5)	45 (5)	9.4 %	8.0 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Soft AC	0 (0)	44 (2)	44 (2)	9.2 %	5.7 %
				Sports	10 (1)	0 (0)	10 (1)	2.1 %	1.7 %
				Standards/EZ	5 (1)	0 (0)	5 (1)	1.0 %	0.0 %
				<b>Totals</b>	<b>75 (8)</b>	<b>402 (33)</b>	<b>477 (41)</b>		

### AM Stations

WTSN	1270	5 kw (DA-2)	Talk	ABC, Talknt, Westwd	\$20.00	—	WBYY-F
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### FM Stations

WBYY	98.7	6 kw @ 315	Soft AC		\$ NA	Mc-Guild	WTSN	Somersworth
WERZ	107.1	5.2 kw @ 351	CHR		\$40.00	Sentry	AMFM	Exeter
WHEB	100.3	50 kw @ 459	AOR		\$42.00	Sentry	AMFM	
WOKQ	97.5	50 kw @ 492	Country		\$66.00	Mc-Guild	Citadel	
WQSO	96.7	3 kw @ 328	Oldies		\$ NA	Sentry	Citadel	Rochester
WXBB	105.3	2.2 kw @ 371	Classic Hits		\$12.00	Mc-Guild	Citadel	Kittery
WXPB	102.1	3 kw @ 328	See WXBB-F					Hampton
WXRV	92.5	25.1 kw @ 711	Progressive AOR	Westwd, CBS	\$ NA	—		Haverhill, MA

Notes: Other ranked stations – See Boston, Manchester or Portland, ME . . . 10/99 AMFM and Clear Channel announced plans to merge . . . 2/00 WXBB-F and WXPB-F changed from Classic Hits to Classic AOR as "The Shark" under the respective calls of WSHK-F and WSAK-F

# PROVIDENCE

**Arbitron Rank** 33 Pop (12+): 1,272,900  
**MSA Rank:** 64  
**MSA Pop:** 904,000  
**DMA:** 50  
**Average Persons Rating:** 15.5  
**Market TSL in Hours** 20.75

**Stations** 43 / 25  
**Diaries:** 1,895/ 672:1/ 46.8%  
**Sample Target:** 1,760  
**% Below Line:** 20.5  
**% Not Listed:** 9.4  
**Pop per Station:** 50,916

**Last Year's Revenue:** \$43,700,000  
**Household Income:** \$45,203  
**Total Retail Sales:** \$13.5 Bil.  
**#1 Biller:** WHJY-F \$6,400,000  
**#1 Billing Portfolio**  
 Clear Channel, pend. \$16,900,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	WWLI-F	SAC	195 / 9.9	8.3	7.4	7.4	8.1	8.3	2237 / 17.6	17.0	17.0	206 / 2457	G	WWLI-F
2	WPRO-F	CHR	167 / 8.5	7.3	6.8	6.8	6.9	7.3	2876 / 22.6	22.5	19.9	174 / 3166	G	WPRO-F
3	WSNE-F	AC	121 / 6.1	4.7	5.7	4.7	4.7	5.3	2005 / 15.8	15.6	13.2	127 / 2250	F	WSNE-F
4	WCTK-F	C	120 / 6.1	6.3	5.1	4.8	4.4	5.6	1599 / 12.6	11.4	10.5	139 / 1908	D	WCTK-F
5	WHJY-F	AOR	118 / 6.0	7.2	7.2	6.1	6.6	6.6	1894 / 14.9	16.5	16.0	144 / 2285	G	WHJY-F
6	WWBB-F	O	109 / 5.5	5.7	6.0	7.3	6.3	6.1	2129 / 16.7	15.8	16.2	115 / 2326	F	WWBB-F
7	WWKX-F	CHR	85 / 4.3	4.5	4.9	4.8	5.7	4.6	1714 / 13.5	15.4	14.8	88 / 1852	C	WWKX-F
8	WBRU-F	AOR-NR	78 / 4.0	5.1	4.5	4.8	3.9	4.6	1811 / 14.2	16.2	14.1	88 / 2168	C	WBRU-F
9	WPRO	T	75 / 3.8	4.8	4.2	4.5	4.0	4.3	1251 / 9.8	11.1	11.5	76 / 1299	D	WPRO
10	WHJJ	N/T	58 / 2.9	2.5	2.8	1.9	2.8	2.5	984 / 7.7	7.4	8.1	58 / 994	C	WHJJ
11	WPLM-F	SAC	46 / 2.3	2.0	1.9	1.9	0.8	2.0	745 / 5.9	4.3	2.9	99 / 1412		WPLM-F
11	WJMN-F	CHR	46 / 2.3	2.3	2.3	2.5	2.8	2.4	1240 / 9.7	10.4	11.6	87 / 1949		WJMN-F
13	WFHN-F	CHR	45 / 2.3	1.9	1.9	1.6	2.1	1.9	877 / 6.9	6.1	5.2	50 / 1041		WFHN-F
14	WWRX-F	CL AOR	40 / 2.0	2.6	2.9	3.5	3.3	2.8	1002 / 7.9	11.7	13.1	70 / 1648	E	WWRX-F
15	WAAF-F	AOR-NR	39 / 2.0	1.6	1.8	1.9	1.6	1.8	504 / 4.0	4.8	4.2	58 / 907		WAAF-F
16	WSKO	SPRTS	37 / 1.9	1.2	0.6	1.0	0.9	1.2	612 / 4.8	2.5	4.1	37 / 621	B	WSKO
17	WBZ	N/T	33 / 1.7	1.4	1.6	1.2	1.3	1.5	670 / 5.3	6.1	5.4	90 / 1569		WBZ
18	WODS-F	O	30 / 1.5	0.7	1.0	1.2	1.1	1.1	683 / 5.4	3.9	4.1	52 / 1207		WODS-F
19	WCRB-F	CL	29 / 1.5	1.3	1.2	1.2	2.1	1.3	586 / 4.6	5.2	5.9	50 / 937		WCRB-F

12+ FM Share (Metro): 81.05% (1446 of 1784) (Fall 98: 78.39%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WWKX-F >	1 WPRO-F	1 WPRO-F	1 WPRO-F	1 WWLI-F <	1 WWLI-F >>	1 WWLI-F	1 WWLI-F	1 WWLI-F	1 WWKX-F	1 WWLI-F <
2 WBRU-F <	2 WHJY-F	2 WHJY-F	2 WWLI-F <	2 WPRO-F	2 WWBB-F <	2 WPRO-F	2 WPRO-F	2 WPRO-F	2 WWLI-F	2 WPRO-F >
3 WPRO-F	3 WWKX-F <	3 WWLI-F	3 WHJY-F	3 WSNE-F	3 WCTK-F	3 WSNE-F <	3 WSNE-F	3 WCTK-F <	3 WPRO-F	3 WCTK-F <
4 WJMN-F >	4 WSNE-F <	4 WSNE-F	4 WSNE-F	3 WHJY-F	4 WPRO-F <	4 WHJY-F <	4 WCTK-F	4 WHJY-F <	4 WBRU-F	4 WWBB-F <
5 WFHN-F >	5 WBRU-F	5 WCTK-F <	5 WCTK-F	5 WCTK-F <	5 WPRO <	5 WPRO	4 WHJY-F	5 WSNE-F	5 WSNE-F	5 WHJY-F
	6 WWLI-F	6 WWKX-F <	6 WWBB-F	6 WWBB-F >	6 WSNE-F	5 WWBB-F <	6 WWBB-F	6 WWBB-F	6 WCTK-F	6 WWKX-F <
	7 WAAF-F	7 WBRU-F	7 WBRU-F <	7 WWRX-F <	7 WHJJ <	7 WCTK-F	7 WPRO	7 WBRU-F	7 WHJY-F <	7 WBRU-F <
	8 WCTK-F <	8 WWBB-F >	8 WWRX-F <	8 WBRU-F	8 WHJY-F	8 WWKX-F >>	8 WBRU-F	7 WHJJ <	8 WJMN-F <	8 WSNE-F
		9 WFHN-F	9 WWKX-F	9 WWKX-F <	9 WPLM-F >	9 WBCN-F	9 WHJJ	9 WWKX-F >	9 WWBB-F <	9 WPLM-F
			10 WFHN-F <	10 WSKO <		9 WBRU-F	10 WWKX-F <	10 WJMN-F <	10 W8Z	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WPRO-F >	1 WPRO-F	1 WSNE-F	1 WPRO-F	1 WPRO-F <	1 WWKX-F >	1 WHJY-F	1 WHJY-F >>	1 WHJY-F >>	1 WHJY-F >	1 WBZ
2 WBRU-F	2 WSNE-F >	1 WPRO-F >	2 WSNE-F <	2 WWLI-F <	2 WBRU-F	2 WWKX-F	2 WBRU-F <	2 WWKX-F	2 WWBB-F <	2 WPRO <
3 WWKX-F	3 WWLI-F	3 WWLI-F >>	3 WWLI-F >>	3 WSNE-F >>	2 WHJY-F	3 WBRU-F	3 WCTK-F	2 WBRU-F <	3 WCTK-F	3 WHJJ <
3 WSNE-F	4 WWKX-F	4 WWKX-F	4 WCTK-F <	4 WCTK-F	4 WJMN-F <	4 WPRO-F <	4 WPRO-F	4 WCTK-F	4 WWLI-F	4 WHJY-F
5 WFHN-F	5 WBRU-F <	5 WHJY-F	5 WHJY-F	5 WWBB-F >	5 WAAF-F	5 WAAF-F	4 WWLI-F <	4 WPRO-F	5 WPRO-F <	5 WWLI-F
5 WHJY-F	6 WHJY-F	6 WCTK-F	6 WWKX-F <	6 WHJY-F	6 WPRO-F >	6 WCTK-F	6 WWKX-F	6 WWLI-F <	6 WSKO	6 WWKX-F
5 WAAF-F	7 WFHN-F <	7 WBRU-F	7 WFHN-F	7 WFHN-F		6 WJMN-F	6 WZLX-F	7 WWBB-F	7 WBRU-F	
8 WJMN-F	8 WCTK-F <	7 WWRX-F	7 WBRU-F	8 WWKX-F		8 WWLI-F	6 WBCN-F	8 WSKO	7 WWRX-F <	
	9 WAAF-F		9 WWBB-F	8 WWKX-F <		8 WBCN-F		8 WAAF-F <	9 WZLX-F	
			10 WBMX-F	10 WBMX-F					10 WSNE-F	

# PROVIDENCE

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	
WADK	VA	1540	Newport	0.6	0.7	11	92
WARV	REL	1590	Warwick	0.4	1.0	7	139
WBSM	T	1420	New Bedford	1.3	2.2	27	298
WHKK-F	CL HITS	100.3	Middletown	1.0	5.0	24	726
WJFD-F	E	97.3	New Bedford	0.5	1.0	10	130
WLKW	T	550	Pawtucket	0.8	3.3	15	416
WNBH	B/O	1340	New Bedford	0.4	0.6	7	80
WOON	FS	1240	Woonsocket	0.4	0.9	8	121
WPMZ	SP-C	1110	East Providence	0.5	0.6	10	80
WSAR	T	1480	Fall River	0.9	1.9	18	236

Consolidation Report	12+	25-54	Revenue
<b>AAA Entertainment</b> WAKX-FM, WLKW-AM, WWKX-FM	5.1 %	12.3 %	5.5 %
<b>Citadel, pend.</b> WBSM-AM, WFHN-FM, WHCK-FM, WHKK-FM, WPRO-AM, WPRO-FM, WSKO-AM, WWLI-FM	28.7 %	28.8 %	36.5 %
<b>Clear Channel, pend.</b> WHJJ-AM, WHJY-FM, WSNE-FM, WWBB-FM	20.5 %	23.8 %	38.7 %
	<b>54.3 %</b>	<b>64.9 %</b>	<b>80.7 %</b>

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume	
WBCN-F	AOR	104.1	Boston	1.3	4.2	76	1402
WBMX-F	AC-NR	98.5	Boston	1.3	5.8	50	1345
WBOS-F	AOR-P	92.9	Brookline, MA	0.6	3.4	27	797
WCBS	N	101.1	New York	0.4	1.5	12	354
WCIB-F	CL AOR	101.9	Falmouth, MA	0.8	2.1	34	557
WEEI	SPRTS	850	Boston	0.9	2.7	58	937
WFAN	SPRTS	660	New York	0.5	1.5	20	401
WMJX-F	AC	106.7	Boston	0.7	2.1	48	898
WNLC-F	ST	98.7	East Lyme, CT	0.4	0.7	31	483
WROR-F	CL HITS	105.7	Frammingham, MA	0.6	2.3	38	753
WXKS-F	CHR/AC	107.9	Medford, MA	0.6	2.6	57	1214
WZLX-F	CL AOR	100.7	Boston	1.3	2.9	69	884

Format Performance	AM	FM	Total	%	Yr. Ago
AC	0 (0)	159 (3)	159 (3)	8.9 %	8.4 %
AOR/Classic/NR	0 (0)	355 (8)	355 (8)	19.9 %	22.3 %
Black/Urban	7 (1)	0 (0)	7 (1)	0.4 %	0.0 %
CHR	0 (0)	355 (6)	355 (6)	19.9 %	19.6 %
Classical	0 (0)	29 (1)	29 (1)	1.6 %	2.3 %
Country	0 (0)	120 (1)	120 (1)	6.7 %	4.9 %
Full Service	8 (1)	0 (0)	8 (1)	0.4 %	0.0 %
Hispanic	10 (1)	0 (0)	10 (1)	0.6 %	2.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	1.2 %
News/Talk	232 (7)	0 (0)	232 (7)	13.0 %	12.4 %
Oldies	0 (0)	170 (5)	170 (5)	9.5 %	9.7 %
Others/Unknown	11 (1)	10 (1)	21 (2)	1.2 %	0.6 %
Religion/Gospel	7 (1)	0 (0)	7 (1)	0.4 %	0.7 %
Soft AC	0 (0)	241 (2)	241 (2)	13.5 %	9.4 %
Sports	63 (3)	0 (0)	63 (3)	3.5 %	2.8 %
Standards/EZ	0 (0)	7 (1)	7 (1)	0.4 %	3.7 %
<b>Totals</b>	<b>338 (15)</b>	<b>1446 (28)</b>	<b>1784 (43)</b>		

### AM Stations

Station	Power	Frequency	Format	Company	Notes
WHJJ	920	5 kw (DA-N)	News/Talk	CBS, Talknt	\$50.00 Katz Ctr Chnl, pend.
WPRO	630	5 kw (DA-N)	Talk/Sports	ABC, SBUSA, 1/1	\$67.00 Mc-Guild Citadel
WSKO	790	5 kw (DA-N)	Sports	\$ NA	Mc-Guild Citadel

### FM Stations

Station	Power	Frequency	Format	Company	Notes
WAKX	102.7	1.95 kw @ 226	Simul. WWKX-F		Nargansett Pier
WBRU	95.5	20 kw @ 440	New Rock	\$45.00 D&R	
WCTK	98.1	47 kw @ 510	Country	\$50.00 D&R	Hall New Bedford
WFHN	107.1	2.4 kw @ 348	CHR	\$ NA	Mc-Guild Citadel, pend. Fairhaven, MA
WHCK	99.7	2.3 kw @ 535	Simul. WHKK-F		Wakefield-Peacedale
WHJY	94.1	50 kw @ 440	AOR	AMFM \$114.00	D&R Ctr Chnl, pend.
WHKK	100.3	3.9 kw @ 236	Classic Hits	\$ NA	Mc-Guild Citadel Middletown
WPRO	92.3	39 kw @ 551	CHR	\$80.00	Mc-Guild Citadel
WSNE	93.3	29.8 kw @ 619	AC	\$75.00	D&R Ctr Chnl, pend. Taunton
WWBB	101.5	13.5 kw @ 950	Oldies	\$79.00	Ctr Chnl Clear Channel
WWKX	106.3	1.15 kw @ 518	CHR	Westwd \$45.00	Allied AAA Woonsocket
WWLI	105.1	50 kw @ 500	Soft AC	\$85.00	Mc-Guild Citadel
WWRX	103.7	37 kw @ 568	Classic AOR	Source \$65.00	Ctr Chnl Clear Channel Westerly

Notes: Other ranked stations -- See Boston ... 9/99 WLKW changed from Standards to Talk ... 9/99 WOON (1240; Woonsocket) sold for \$380,000 ... 10/99 AMFM and Clear Channel announced plans to merge ... 10/99 WBSM and WFHN-F sold by Spring (Bcstg. Partners) to Citadel as part of a \$190,000,000 multi-market transaction ... 11/99 Back Bay sold WLKW, WAKX-F & WWKX-F to AAA Entertainment (price NA). The two companies have many of the same principals ... 1/00 Sale of WRIB (plus 5 other stations) by Carter to Catholic cancelled ... 3/00 WWRX-F sold by Clear Channel to MCC Broadcasting (WFNX-F Boston) (price NA)



# PUEBLO

**Arbitron Rank** 241 **Pop (12+)** 114,800  
**MSA Rank:** NA  
**MSA Pop:** NA  
**DMA:** Colorado Springs (#94)  
**Average Persons Rating:** 14.6  
**Market TSL in Hours** 19.50

**Stations** 23 / 8  
**Diaries:** 615 / 187:1 / 49.6%  
**Sample Target:** 610  
**% Below Line:** 41.3  
**% Not Listed:** 20.2  
**Pop per Station:** 14,350

**Last Year's Revenue:** NA  
**Household Income:** \$31,136  
**Total Retail Sales:** \$1.62 Bil.  
**#1 Biller:** NA  
**#1 Billing Portfolio** NA

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	KCCY-F	C	20 / 11.9	17.8	15.0	14.7	13.3	298 / 25.9	28.6	27.8	63 / 982	KCCY-F
2	KKMG-F	CHR	15 / 9.0	9.2	12.7	15.8	13.3	271 / 23.6	24.9	26.7	114 / 1670	KKMG-F
3	KDZA-F	O	13 / 7.8	7.5	7.5	8.5	10.1	258 / 22.4	18.6	20.6	24 / 440	KDZA-F
4	KKFM-F	AOR/CL	11 / 6.6	6.9	8.7	6.8	9.5	143 / 12.5	17.0	15.2	51 / 920	KKFM-F
5	KGHF	ST/FS	10 / 6.0	5.2	5.2	5.6	5.7	151 / 13.2	11.4	11.0	14 / 214	KGHF
6	KCSJ	T	9 / 5.4	4.6	4.6	4.5	5.7	170 / 14.8	9.3	12.7	10 / 193	KCSJ
7	KILO-F	AOR	8 / 4.8	7.5	3.5	6.2	4.4	124 / 10.8	13.1	15.2	56 / 834	KILO-F
8	KYZX-F	CL AOR	6 / 3.6	0.6	0.6		1.9	78 / 6.8	2.5	3.5	31 / 612	KYZX-F
8	KKLI-F	AC	6 / 3.6	2.9	3.5	3.4	2.5	104 / 9.1	7.1	9.2	37 / 638	KKLI-F
10	KVUU-F	AC/CHR	5 / 3.0	2.9	3.5	2.8	3.2	112 / 9.8	11.8	10.9	34 / 988	KVUU-F
10	KSKX-F	J	5 / 3.0	2.9	1.2	1.7	1.9	53 / 4.7	7.1	4.6	26 / 386	KSKX-F
10	KNKN-F	SP-C	5 / 3.0	3.5	2.3	3.4	3.2	90 / 7.9	7.0	5.3	5 / 100	KNKN-F

12+ FM Share (Metro): 79.85% (107 of 134) (Fall 98: 82.39%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	KKMG-F >>	1 KCCY-F <	1 KCCY-F <	1 KCCY-F	1 KCCY-F	1 KCCY-F >	1 KCCY-F	1 KCCY-F >	1 KKMG-F	1 KCCY-F <
2	KILO-F	2 KKFM-F	2 KKMG-F <	2 KKFM-F	2 KDZA-F	2 KKMG-F <	2 KKFM-F	2 KKMG-F	2 KCCY-F >	2 KKMG-F <
2	KDZA-F	3 KCCY-F	3 KKFM-F >	3 KKMG-F	3 KKMG-F	3 KGHF	3 KDZA-F <	3 KCSJ	3 KDZA-F	3 KDZA-F >
2	KVUU-F	4 KILO-F	4 KILO-F	4 KDZA-F	3 KDZA-F >	4 KCSJ >	4 KKFM-F	3 KDZA-F <	3 KKFM-F >	4 KGHF
2	KCCY-F	5 KVUU-F	5 KDZA-F	5 KYZX-F	5 KYZX-F	5 KKFM-F	5 KCSJ <	5 KKMG-F	5 KILO-F	5 KKFM-F
		5 KYZX-F >	5 KYZX-F >	6 KILO-F	5 KGHF	5 KSKX-F	6 KGHF	5 KGHF >	6 KGHF	5 KKFM-F
		7 KDZA-F >>	7 KKLI-F	6 KKLI-F	7 KILO-F	7 KNKN-F	7 KILO-F >	7 KILO-F >	6 KYZX-F	7 KCSJ
			7 KVUU-F	8 KKLI-F	7 KILO-F	7 KKMG-F	8 KVUU-F	8 KOA	8 KCSJ	7 KNKN-F
				8 KVUU-F >	7 KKLI-F	7 KOA	8 KYZX-F	8 KLI-F	8 KSKX-F	7 KKLI-F
					7 KOA	8 KYZX-F	8 KLI-F	8 KSKX-F	7 KVUU-F >	8 KCSJ
					7 KKLI-F	8 KYZX-F	8 KLI-F	8 KLI-F	7 KVUU-F >	8 KLI-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1	KKMG-F	1 KKMG-F >	1 KCCY-F	1 KCCY-F	1 KILO-F	1 KKFM-F	1 KKFM-F >>	1 KKFM-F	1 KKFM-F	1 KCSJ
1	KCCY-F >>	2 KCCY-F >>>	1 KCCY-F >>	2 KKMG-F >	2 KDZA-F	2 KILO-F	2 KKMG-F	2 KCCY-F	2 KCCY-F >	1 KCCY-F
3	KILO-F	3 KILO-F	3 KILO-F	3 KDZA-F	3 KKMG-F	2 KKMG-F >	2 KYZX-F >>	3 KKMG-F	3 KYZX-F	3 KKMG-F
		3 KDZA-F	3 KDZA-F	4 KKLI-F	4 KKLI-F >	4 KVUU-F	3 KILO-F	3 KILO-F	3 KKMG-F	4 KDZA-F >
		3 KRDO-F	3 KNKN-F	4 KKFM-F >	5 KSPZ-F	4 KYZX-F	5 KYZX-F	5 KYZX-F	5 KGHF	
		3 KNKN-F	3 KKLI-F	6 KILO-F	5 KGHF	4 KCCY-F >>	6 KDZA-F >	6 KDZA-F >	5 KDZA-F	
		3 KKLI-F	3 KKFM-F	6 KSPZ-F	5 KNKN-F				5 KILO-F >	
		3 KKFM-F	3 KVUU-F	6 KVUU-F >>	5 KKFM-F					
				5 KVUU-F >						

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KRMX	SP	690	Pueblo	0.6	3.1	2	49	KBIQ-F	REL	102.7	Manitou Springs	1.2	2.1	18	269
KSTY-F	C	104.5	Canon City	0.6	2.0	15	183	KGFT-F	REL	100.7	Pueblo	1.2	4.0	12	283
								KHOW	T	630	Denver	1.2	1.7	5	122
								KKCS-F	C	101.9	Colorado Springs	0.6	4.2	54	782
								KOA	T/FS	850	Denver	2.4	9.8	44	796
								KPRZ-F	REL	96.1	Fountain	0.6	2.6	8	161
								KRDO-F	SAC	95.1	Colorado Springs	1.8	5.0	19	470
								KSPZ-F	O	92.9	Colorado Springs	1.8	6.8	39	723
								KVOR	T/N	1300	Colorado Springs	0.6	1.8	39	656

# PUEBLO

Consolidation Report			12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>McCoy, pend.</b>			25.1 %	24.2 %	%	<b>AC</b>	0 (0)	11 (2)	11 (2)	8.2 %	8.5 %
KCCY-FM, KCSJ-AM, KDZA-FM, KGHF-AM						<b>AOR/Classic/NR</b>	0 (0)	25 (3)	25 (3)	18.7 %	15.5 %
			<b>25.1 %</b>	<b>24.2 %</b>	<b>%</b>	<b>Black/Urban</b>	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
						<b>CHR</b>	0 (0)	15 (1)	15 (1)	11.2 %	15.5 %
						<b>Classical</b>	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
						<b>Country</b>	0 (0)	22 (3)	22 (3)	16.4 %	21.1 %
						<b>Full Service</b>	14 (2)	0 (0)	14 (2)	10.4 %	9.2 %
						<b>Hispanic</b>	1 (1)	5 (1)	6 (2)	4.5 %	3.5 %
						<b>Jazz</b>	0 (0)	5 (1)	5 (1)	3.7 %	1.4 %
						<b>News/Talk</b>	12 (3)	0 (0)	12 (3)	9.0 %	7.7 %
						<b>Oldies</b>	0 (0)	16 (2)	16 (2)	11.9 %	12.0 %
						<b>Others/Unknown</b>	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
						<b>Religion/Gospel</b>	0 (0)	5 (3)	5 (3)	3.7 %	2.1 %
						<b>Soft AC</b>	0 (0)	3 (1)	3 (1)	2.2 %	3.5 %
						<b>Sports</b>	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
						<b>Standards/EZ</b>	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
						<b>Totals</b>	<b>27 (6)</b>	<b>107 (17)</b>	<b>134 (23)</b>		

### AM Stations

KCSJ	590	1 kw (DA-2)	Talk	CBS, Westwd, ESPN	Christal	McCoy, pend.
KGHF	1350	5 kw/1 kw (DA-N)	Standards/Full Svc.	Westwd, ABC	Christal	McCoy, pend.

### FM Stations

KCCY	96.9	72 kw @ 2280	Country		Christal	McCoy
KDZA	107.9	100 kw @ 240	Oldies	Westwd	Eastman	McCoy
KNKN	107.1	3 kw @ 312	Hispanic-Contemp.	\$ NA	--	Metropolitan
KYZX	103.9	1.75 kw @ 2158	Classic AOR	\$ NA	Eastman	Bahakel
						Pueblo West

Notes: Other ranked stations -- See Colorado Springs . . . Revenue data are not available for the market . . . 11/99 KCSJ/KGHF sold by Bahakel to McCoy for \$912,000

# PUERTO RICO

**Arbitron Rank** 13 Pop (12+) 3,122,300  
**MSA Rank:** NA  
**MSA Pop:** NA  
**DMA:** NA  
**Average Persons Rating:** 19.5  
**Market TSL in Hours** 25.50

**Stations** 59 / 59  
**Diaries:** 2,373 / 1316:1 / 52.5%  
**Sample Target:** 2,400  
**% Below Line:** 0.0  
**% Not Listed:** 10.5  
**Pop per Station:** 52,920

**Last Year's Revenue:** NA  
**Household Income:** \$8,895  
**Total Retail Sales:** \$11.7 Bil.  
**#1 Biller:** NA  
**#1 Billing Portfolio** NA

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4 Book Avg	12+ Metro Cume / Rtq	Spg 99	Fall 98	12+ TSA AQH / Cume	Network Code	
1	WPRM-F	TP	650 / 10.7	10.2	9.1	10.0		8061 / 25.8	22.8	25.0	650 / 8061	9	WPRM-F
2	WKAQ-F	CHR	340 / 5.6	5.4	5.4	6.2		6755 / 21.6	22.0	25.3	340 / 6755	5	WKAQ-F
3	WKAQ	N/T	311 / 5.1	5.1	5.6	5.9		4071 / 13.0	16.2	17.6	311 / 4071		WKAQ
4	WZNT-F	TP	247 / 4.1	4.0	4.2	4.7		3723 / 11.9	12.9	12.7	247 / 3723	12	WZNT-F
5	WMEG-F	CHR	234 / 3.8	3.7	3.8	4.6		4354 / 13.9	14.2	14.7	234 / 4354	6	WMEG-F
6	WCMA-F	CHR	227 / 3.7	3.4	2.3	3.6		4032 / 12.9	9.4	10.7	227 / 4032		WCMA-F
7	WFID-F	AC	225 / 3.7	4.1	5.1	3.9		3979 / 12.7	14.6	12.8	225 / 3979	4	WFID-F
8	WIAC-F	AC	199 / 3.3	3.9	3.9	3.8		4066 / 13.0	13.9	15.0	199 / 4066	10	WIAC-F
9	WXYX-F	CHR	188 / 3.1	3.0	2.7	2.8		3898 / 12.5	13.4	14.1	188 / 3898	8	WXYX-F
10	WIOA-F	SAC	159 / 2.6	2.0	3.1	2.5		3107 / 10.0	10.9	10.8	159 / 3107	3	WIOA-F
11	WCOM-F	CHR	147 / 2.4	2.5	2.5	2.5		3405 / 10.9	12.9	14.4	147 / 3405	1	WCOM-F
12	WOYE-F	CHR	141 / 2.3	2.6	2.2	1.4		3235 / 10.4	7.8	6.1	141 / 3235	1	WOYE-F
13	WORO-F	EZ	137 / 2.3	2.5	2.1	2.1		2638 / 8.5	7.8	7.4	137 / 2638		WORO-F
14	WAPA	N/T	126 / 2.1	1.4	1.8	2.3		1763 / 5.6	6.2	7.0	126 / 1763	7	WAPA
15	WIVA-F	TP	114 / 1.9	2.0	1.4	1.0		1755 / 5.6	5.1	4.2	114 / 1755	9	WIVA-F
16	WCMN-F	CHR	106 / 1.7	1.8	1.4	1.9		1495 / 4.8	4.8	6.4	106 / 1495		WCMN-F
17	WZAR-F	TP	102 / 1.7	2.0	1.1	1.3		1620 / 5.2	3.9	4.2	102 / 1620		WZAR-F
18	WUKQ-F	CHR	98 / 1.6	2.0	1.6	1.8		1920 / 6.1	6.1	7.2	98 / 1920	5	WUKQ-F
19	WVJP-F	SAC	97 / 1.6	2.0	1.6	1.2		1803 / 5.8	6.0	5.5	97 / 1803		WVJP-F
20	WCAD-F	AOR-P	96 / 1.6	1.3	1.4	1.0		1778 / 5.7	5.7	5.4	96 / 1778		WCAD-F
21	WKSA-F	AC	90 / 1.5	1.4	1.6	0.6		893 / 2.9	3.4	2.7	90 / 893	10	WKSA-F
22	WUNO	N/T	87 / 1.4	0.9	1.2	1.1		1419 / 4.5	3.4	3.9	87 / 1419		WUNO
23	WCTA-F	TP	76 / 1.2	0.9	0.7	1.1		1322 / 4.2	3.1	3.4	76 / 1322	12	WCTA-F
24	WPAB	N/T	74 / 1.2	0.8	1.1	0.9		941 / 3.0	3.1	3.6	74 / 941		WPAB
25	WIOC-F	SAC	70 / 1.2	0.7	1.0	1.2		1011 / 3.2	2.6	3.7	70 / 1011	3	WIOC-F
25	WIOB-F	SAC	70 / 1.2	0.8	1.1	1.0		1307 / 4.2	4.1	3.7	70 / 1307	3	WIOB-F
27	WNRT-F	REL	66 / 1.1	1.4	1.4	1.5		1068 / 3.4	4.5	5.0	66 / 1068		WNRT-F
28	WRIO-F	TP	64 / 1.1	1.3	1.1	1.1		1059 / 3.4	3.4	3.5	64 / 1059	9	WRIO-F
29	WCMN	N/T	63 / 1.0	1.1	0.8	1.0		731 / 2.3	4.8	6.4	63 / 731		WCMN
30	WIAC	N/T	59 / 1.0	1.0	1.7	1.7		1053 / 3.4	3.7	4.8	59 / 1053		WIAC
31	WAEF-F	AC	58 / 1.0	1.2	0.9	0.9		1433 / 4.6	3.4	3.5	58 / 1433		WAEF-F

12+ FM Share (Metro): 73.86% (3021 of 4090) (Fall 98: 71.69%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKAQ-F	1 WPRM-F >	1 WPRM-F >>	1 WPRM-F >>	1 WPRM-F >>	1 WPRM-F <	1 WPRM-F >>>	1 WPRM-F <	1 WPRM-F >>	1 WKAQ	1 WPRM-F
2 WMEG-F	2 WKAQ-F	2 WKAQ-F	2 WZNT-F <	2 WFID-F	2 WKAQ >	2 WKAQ	2 WKAQ-F >	2 WKAQ >	2 WKAQ-F <	2 WKAQ-F <
3 WPRM-F	3 WMEG-F	3 WZNT-F <	3 WFID-F <	2 WZNT-F <	3 WZNT-F	3 WKAQ-F <	3 WKAQ <	3 WKAQ-F	3 WMEG-F	3 WZNT-F
3 WCOM-F	4 WFID-F	4 WFID-F <	4 WKAQ-F <	4 WKAQ-F <	4 WAPA <	4 WXYX-F <	4 WCMA-F <	3 WMEG-F	4 WPRM-F <	4 WMEG-F
5 WXYX-F <	5 WXYX-F <	5 WMEG-F <	5 WIAC-F	5 WIAC-F <	5 WORO-F <	5 WIAC-F	5 WFID-F	5 WZNT-F <	5 WFID-F	5 WCMA-F
6 WCMA-F <	6 WCMA-F	6 WCMA-F <	6 WCMA-F	6 WCMA-F <	6 WKAQ-F <	6 WIVA-F	5 WZNT-F <	6 WCMA-F	6 WCMA-F <	6 WFID-F <
7 WOYE-F >	6 WIAC-F	7 WIAC-F	7 WIOA-F <	7 WIOA-F	7 WCMA-F	7 WCOM-F	7 WIAC-F	7 WFID-F <	7 WXYX-F <	7 WORO-F
	8 WOYE-F <	8 WXYX-F <	8 WMEG-F	8 WMEG-F <	7 WFID-F	7 WFID-F	8 WIOA-F	8 WXYX-F	8 WCOM-F <	8 WKAQ <
	9 WCOM-F <	9 WIOA-F	9 WXYX-F <	9 WKAQ	7 WIOA-F	7 WAPA	9 WXYX-F <	9 WIAC-F	9 WZNT-F	9 WIAC-F <
	10 WZNT-F <	10 WOYE-F	10 WIVA-F <	9 WXYX-F	10 WIAC-F	7 WMEG-F <		10 WIOA-F		10 WCOM-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WPRM-F <	1 WPRM-F	1 WPRM-F	1 WPRM-F >	1 WPRM-F >	1 WPRM-F >>	1 WPRM-F >>	1 WPRM-F >>	1 WPRM-F >>	1 WPRM-F >>	1 WPRM-F
2 WKAQ-F >	2 WKAQ-F	2 WIAC-F	2 WKAQ-F	2 WFID-F <	2 WXYX-F <	2 WMEG-F	2 WMEG-F >	2 WZNT-F >	2 WZNT-F >	2 WKAQ-F <
3 WCMA-F <	3 WIAC-F <	3 WKAQ-F	3 WIAC-F	3 WIAC-F	3 WMEG-F	3 WXYX-F	3 WXYX-F	3 WMEG-F <	3 WFID-F	3 WKAQ
4 WMEG-F	4 WCMA-F <	3 WFID-F >	3 WCMA-F <	4 WKAQ-F <	4 WKAQ-F	4 WKAQ-F	4 WCAD-F	4 WKAQ-F <	3 WKAQ-F <	4 WFID-F <
5 WCOM-F	5 WFID-F	5 WCMA-F	5 WFID-F	5 WCMA-F	5 WCOM-F	5 WZNT-F	4 WKAQ-F <	5 WXYX-F	5 WMEG-F <	5 WCMN <
6 WFID-F	6 WMEG-F >	6 WMEG-F <	6 WIOA-F	5 WIOA-F >	5 WOYE-F	6 WOYE-F <	6 WFID-F <	6 WFID-F	6 WXYX-F	6 WUNO
6 WIAC-F <	7 WZAR-F <	7 WKAQ-F <	7 WMEG-F	7 WZNT-F <	7 WZNT-F <	7 WFID-F	7 WZNT-F >	7 WOYE-F <	7 WKAQ <	
8 WZAR-F	8 WIOA-F <	8 WIVA-F	8 WZNT-F	8 WKAQ <	8 WUKQ-F >	7 WCAD-F	8 WOYE-F	8 WCAD-F <	8 WIVA-F	
9 WIOA-F	9 WCOM-F	8 WZAR-F	9 WZAR-F <	9 WORO-F		9 WCOM-F	9 WIVA-F	9 WIVA-F	9 WCAD-F	
	10 WOYE-F <	10 WOYE-F	10 WCMN-F <			10 WUKQ-F	10 WCMA-F		9 WCMA-F	

# PUERTO RICO

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume		Island Network Report	12+	25-54
WABA	SAC	850	0.6	1.8	35	572	<b>Cosmos - 1</b> WCOM-FM, WOQI-FM, WOYE-FM	5.6 %	3.9 %
WAEI	O	600	0.3	1.0	16	327	<b>Dimension - 2</b> WAHQ-FM, WDIN-FM, WVOZ-FM	0.6 %	0.7 %
WALO	TP	1240	0.3	1.1	18	353	<b>Estereotempo - 3</b> WIOA-FM, WIOB-FM, WIOC-FM	5.0 %	6.5 %
WDIN-F	TP	102.9	0.3	1.2	16	376	<b>Fidelity - 4</b> WFID-FM, WMIO-FM	4.0 %	5.5 %
WEGM-F	CHR	92.1	0.8	2.3	49	713	<b>KQ-105 - 5</b> WKAQ-FM, WUKQ-FM	7.2 %	6.0 %
WERR-F	SP	104.1	0.6	2.7	38	843	<b>Mega Estacion - 6</b> WEGM-FM, WMEG-FM	4.6 %	3.7 %
WISA	T	1390	0.3	1.0	20	309	<b>Notiradio - 7</b> WAPA-AM, WISO-AM	2.1 %	1.0 %
WKJB	N/T	710	0.3	1.7	20	520	<b>Nueva X - 8</b> WCFI-FM, WXYX-FM	3.1 %	2.9 %
WKVM	REL	810	0.4	2.4	22	745	<b>Salsoul - 9</b> WIVA-FM, WPRM-FM, WRIO-FM	13.7 %	17.1 %
WLEO	N/T	1490	0.4	1.4	22	428	<b>Sistema 102 - 10</b> WIAC-FM, WKSA-FM	4.8 %	5.6 %
WLEY	VA	1080	0.3	0.8	19	252	<b>Super Kadena - 11</b> WORA-AM, WPRP-AM, WSKN-AM	0.9 %	0.6 %
WLRP	VA	1460	0.4	0.8	23	242	<b>Zeta - 12</b> WCTA-FM, WZMT-FM, WZNT-FM	6.0 %	7.7 %
WLUZ	ST	1600	0.5	1.2	29	386			
WNEL	ST	1430	0.4	1.2	23	362			
WNIK-F	AC	106.5	0.4	1.3	24	402			
WNNV-F	REL-CC	105.5	0.5	1.3	31	412			
WQOZ-F	O	98.3	0.4	1.2	25	374			
WRRH-F	REL-CC	106.1	0.4	0.9	26	275			
WSAN-F	EZ	98.9	0.4	1.1	27	353			
WSKN	N/T	630	0.4	1.9	22	598			
WTPM-F	REL	92.9	0.5	1.3	30	392			
WUPR	VA	1530	0.5	0.5	30	162			
WXEW	FS	840	0.3	1.6	19	499			
WXZX-F	REL-CC	106.5	0.4	0.8	23	240			
WYKO	SP	880	0.4	0.7	25	215			
WYQE-F	TP	92.9	0.5	1.6	32	491			
WZMT-F	TP	93.3	0.7	1.7	40	542			
WZNA	ST	1040	0.4	0.9	24	271			
								<b>57.6 %</b>	<b>61.2 %</b>

## AM Stations

Station	Power	Program	City
WAPA	680 10 kw	News/Talk	San Juan
WCMN	1280 5 kw/1 kw	News/Talk	Arecibo
WIAC	740 10 kw (DA-1)	Variety	San Juan
WKAQ	580 10 kw (DA-1)	News/Talk	San Juan
WPAB	550 5 kw	News/Talk	Ponce
WUNO	1320 5 kw/2.3 kw	News/Talk	San Juan

# PUERTO RICO

## FM Stations

WAEI	96.1	24 kw @ 2011	AC		--	Lopez	Maricao
WCAD	105.7	50 kw @ 1099	Progressive AOR		--		San Juan
WCMA	96.5	11.5 kw @ 2795	Tropical		---	SBS	Fajardo
WCMN	107.3	50 kw @ 1027	CHR	Noti-Uno	--		Arecibo
WCOM	94.7	32 kw @ 1778	CHR	Cosmos	--	SBS	Bayamon
WCTA	95.1	25 kw @ 1969	Simul. WZNT-F	Zeta	--	SBS	San German
WFID	95.7	50 kw @ 942	AC			Caballero Arso	Rio Piedras
WIAC	102.5	50 kw @ 1138	AC	Sistema 102	---	Bestov	San Juan
WIOA	99.9	50 kw @ 978	Soft AC	Estereotempo	--	SBS	San Juan
WIOB	97.5	50 kw @ 991	Simul. WIOA-F	Estereotempo	--	SBS	Mayaguez
WIOC	105.1	50 kw @ -180	Simul. WIOA-F	Estereotempo	--	SBS	Ponce
WIVA	100.3	22 kw @ 2014	Simul. WPRM-F	Salsoul	Caballero	Arso	Aguadilla
WKAQ	104.7	50 kw @ 1220	CHR	KQ-105	--	El Mundo	San Juan
WKSA	101.5	42 kw @ -26	Simul. WIAC-F	Sistema 102	--	Bestov	Isabela
WMEG	106.9	21.5 kw @ 1949	CHR	Mega	---	SBS	Guayama
WNRT	96.9	50 kw @ 951	Religion	Kadena	--		Manati
WORO	92.5	50 kw @ 1198	Easy Listening		--	WKVM	Corozal
WOYE	94.1	25 kw @ 1959	Simul. WCOM-F	Cosmos	---	SBS	Mayaguez
WPRM	98.5	25 kw @ 1909	Tropical	Salsoul	Caballero	Arso	San Juan
WRIO	101.1	50 kw @ -46	Simul. WPRM-F	Salsoul	Caballero	Arso	Ponce
WUKQ	99.1	50 kw @ 1972	Simul. WKAQ-F	KQ-105	--	El Mundo	Mayaguez
WVJP	103.3	28 kw @ 1906	Soft AC		--		Caguas
WXYX	100.7	50 kw @ 781	CHR	Nueva X	--	RAAD	Bayamon
WZAR	101.9	14 kw @ 2589	Tropical	Noti-Uno	--	Uno	Ponce
WZNT	93.7	50 kw @ 259	Tropical	Zeta	--	SBS	San Juan

Notes: Unless specifically noted with an (E), all stations listed program in Spanish . . . The Metro and Total Survey areas are the same . . . 9/99 WIAC changed from Tropical to News/Talk . . . 9/99 AMFM sold these stations to Spanish Broadcasting System for \$90,000,000: WCOM-F; WCTA-F; WIOA-F; WIOB-F; WIOC-F; WOYE-F; WZMT-F; WZNT-F . . . 1/00 WEUC (1420; Ponce) sold to El Mundo (price NA) . . . 1/00 WBRQ-F (97.7; Cidra) sold to Arso Radio for \$3,600,000

### FORMAT CODES

AC	- Adult Contemporary	J	- Jazz and New Adult Contemporary
AC-NR	- Modern AC	KIDS	- Children's
AOR	- Album Oriented Rock	N	- News
AOR-NR	- New Rock	O	- Oldies (50's & 60's)
AOR-P	- Progressive AOR	REL	- Religion, Christian
B	- Black (audience 75%+ Black)	REL-CC	- Contemporary Christian
B/AC	- Black Adult Contemporary	SAC	- Soft Adult Contemporary
B/G	- Black Gospel	SP	- Hispanic/Spanish
B/O	- Black Oldies	SP-C	- Hispanic Contemporary
BIZ	- Business News & Talk	SP-NT	- Hispanic News/Talk/Information
C	- Country	SP-R	- Hispanic-Regional
C/O	- Classic Country	SP-TP	- Hispanic-Tropical
CHR	- Contemporary Hit Radio, Top 40	SP-VA	- Hispanic Variety
CL	- Classical	SP-TJ	- Tejano
CL AOR	- Classic AOR, Classic Rock	SPRTS	- Sports
CL HITS	- Classic Hits/70's Oldies	ST	- Standards, Big Band, Nostalgia
E	- Ethnic (usually Foreign Lang.)	T	- Talk
EZ	- Easy Listening, Beautiful Music	U	- Urban (majority of audience is non-white)
FS	- Full Service	VA	- Variety
G	- Gospel	?	- Others or Unknown

### REVENUE LEVEL CODES

A - Less than \$500,000	E - \$3,000,000 to \$3,999,999	I - \$10,000,000 to \$14,999,999
B - \$500,000 to \$999,999	F - \$4,000,000 to \$4,999,999	J - \$15,000,000 to \$19,999,999
C - \$1,000,000 to \$1,999,999	G - \$5,000,000 to \$6,999,999	K - \$20,000,000 to \$29,999,999
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	L - \$30,000,000+

# RALEIGH-DURHAM

**Arbitron Rank** 48 **Pop (12+)** 941,800  
**MSA Rank:** 55  
**MSA Pop:** 1,090,000  
**DMA:** 29  
**Average Persons Rating:** 14.3  
**Market TSL In Hours** 19.00

**Stations** 28 / 23  
**Diaries:** 2,141 / 440:1 / 52.0%  
**Sample Target:** 2,060  
**% Below Line:** 5.2  
**% Not Listed:** 21.1  
**Pop per Station:** 40,948

**Last Year's Revenue:** \$66,700,000  
**Household Income:** \$50,814  
**Total Retail Sales:** \$13.9 Bil.  
**#1 Biller:** WDCG-F \$10,200,000  
**#1 Billing Portfolio**  
 Clear Channel, pend. \$25,170,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	WDCG-F	CHR	103 / 7.7	8.4	6.4	7.5	8.7	7.5	2156 / 22.9	22.3	21.4	157 / 3242	I	WDCG-F
2	WQOK-F	B	99 / 7.4	7.7	7.5	7.3	8.1	7.5	1443 / 15.3	16.4	16.4	157 / 2529	H	WQOK-F
3	WQDR-F	C	96 / 7.1	6.0	5.5	6.3	5.7	6.2	1455 / 15.4	14.8	13.9	178 / 2897	F	WQDR-F
4	WNNL-AF	B/G	93 / 6.9	6.3	8.5	5.5	5.1	6.8	1025 / 10.9	11.9	8.6	130 / 1436	B	WNNL-AF
5	WPTF	FS/T	77 / 5.7	6.8	5.6	6.1	5.4	6.1	1234 / 13.1	12.0	13.8	108 / 1754	H	WPTF
6	WRAL-F	AC/CHR	76 / 5.6	5.7	5.3	6.2	5.7	5.7	1855 / 19.7	20.0	21.6	139 / 3244	H	WRAL-F
6	WRDU-F	AOR	76 / 5.6	5.2	5.9	5.2	5.1	5.5	1331 / 14.1	15.8	14.9	148 / 2342	F	WRDU-F
8	WRSN-F	AC	61 / 4.5	4.6	5.0	4.4	4.5	4.6	1335 / 14.2	12.8	13.0	93 / 1843	E	WRSN-F
9	WTRG-F	O	59 / 4.4	5.7	5.5	5.3	5.0	5.2	1217 / 12.9	15.2	15.0	145 / 2474	G	WTRG-F
10	WFXC-FF	B/AC	56 / 4.2	5.0	4.8	5.1	4.2	4.8	830 / 8.8	9.1	8.6	110 / 1568	E	WFXC-FF
11	WBBB-F	AOR	53 / 3.9	4.1	4.7	3.5	4.5	4.1	1103 / 11.7	13.3	13.5	94 / 2033	D	WBBB-F
12	WKIX-FF	C	42 / 3.1	2.9	2.8	3.3	4.0	3.0	904 / 9.6	10.9	12.7	97 / 2133	F	WKIX-FF
13	WJMH-F	B	34 / 2.5	1.9	2.2	2.4	2.3	2.3	661 / 7.0	6.3	7.4	69 / 1181		WJMH-F
14	WWND-F	J	31 / 2.3	2.4	2.5	2.3	2.3	2.4	609 / 6.5	6.5	4.7	34 / 639	A	WWND-F
15	WRBZ	T/SPRTS	21 / 1.6	0.8	1.8	1.8	1.3	1.5	483 / 4.9	4.5	3.2	22 / 502	B	WRBZ
16	WQMG-F	B/AC	14 / 1.0	0.5	0.4	0.9	0.5	0.7	226 / 2.4	1.8	2.5	43 / 526		WQMG-F
16	WMPM	C	14 / 1.0	0.6	0.9	0.6	1.2	0.8	90 / 1.0	1.2	0.9	14 / 99		WMPM
16	WDNC	N/T	14 / 1.0	0.7	0.4	1.0	0.7	0.8	360 / 3.6	2.8	4.0	15 / 397		WDNC

12+ FM Share (Metro): 86.71% (920 of 1061) (Fall 98: 86.81%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WQOK-F >>	1 WDCG-F	1 WDCG-F	1 WDCG-F <	1 WQDR-F <	1 WPTF <	1 WDCG-F	1 WPTF	1 WDCG-F	1 WQOK-F >>	1 WQOK-F
2 WDCG-F <	2 WQOK-F	2 WQOK-F <	2 WRDU-F <	2 WNNL-AF	2 WNNL-AF <	2 WQDR-F <	2 WDCG-F <	2 WQOK-F <	2 WNNL-AF <	2 WNNL-AF <
3 WJMH-F >	3 WBBB-F	3 WRDU-F <	3 WNNL-AF <	2 WRDU-F <	3 WQDR-F	3 WNNL-AF <	3 WQDR-F <	3 WQDR-F	3 WRSN-F	3 WQDR-F
4 WBBB-F	4 WRDU-F	4 WQDR-F <	4 WQDR-F <	4 WDCG-F <	4 WTRG-F	4 WRDU-F <	4 WRDU-F <	4 WRDU-F <	4 WRAL-F <	4 WDCG-F >
4 WRAL-F	5 WQDR-F	5 WRAL-F <	5 WRAL-F	5 WRAL-F	5 WRAL-F	5 WPTF <	5 WNNL-AF <	5 WNNL-AF <	5 WDCG-F	5 WRAL-F <
	6 WRAL-F	6 WNNL-AF	6 WFXC-FF <	6 WFXC-FF	6 WRDU-F <	6 WRAL-F	6 WRAL-F	6 WRAL-F	5 WQDR-F <	6 WPTF <
	7 WNNL-AF	7 WFXC-FF <	7 WQOK-F <	6 WRSN-F <	7 WRSN-F <	7 WQOK-F	7 WTRG-F	7 WTRG-F <	7 WBBB-F <	7 WTRG-F
	8 WJMH-F	8 WBBB-F <	8 WRSN-F	8 WQOK-F <	8 WFXC-FF	8 WFXC-FF <	8 WQOK-F	8 WBBB-F <	8 WJMH-F	7 WRSN-F
	8 WRSN-F <	9 WRSN-F >	9 WTRG-F	9 WTRG-F	9 WDCG-F	9 WTRG-F	8 WRSN-F <	9 WRSN-F <	9 WFXC-FF	7 WRDU-F <
		10 WTRG-F	10 WBBB-F	10 WPTF <	10 WKIX-FF	9 WRSN-F	10 WFXC-FF <	10 WFXC-FF	10 WRDU-F <	10 WFXC-FF <
					10 WQOK-F					

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WDCG-F >	1 WDCG-F >	1 WDCG-F	1 WDCG-F >	1 WNNL-AF	1 WQOK-F	1 WRDU-F <	1 WRDU-F <	1 WRDU-F >	1 WRDU-F	1 WQOK-F
2 WQOK-F >	2 WQOK-F >	2 WRAL-F	2 WNNL-AF <	2 WRSN-F <	2 WBBB-F	2 WBBB-F <	2 WDCG-F <	2 WQOK-F	2 WQDR-F	2 WNNL-AF
3 WBBB-F >>	3 WRAL-F	3 WQOK-F	3 WQOK-F	3 WDCG-F	3 WDCG-F	3 WQOK-F	3 WBBB-F <	2 WQDR-F <	3 WFXC-FF <	3 WJMH-F <
4 WJMH-F	4 WRSN-F	4 WNNL-AF	3 WRAL-F <	3 WRAL-F	3 WRDU-F >	3 WDCG-F	4 WQDR-F >	4 WDCG-F <	4 WDCG-F	4 WPTF
4 WFXC-FF	5 WBBB-F <	4 WRSN-F	5 WRSN-F	5 WQDR-F	5 WQDR-F	5 WQDR-F >	5 WFXC-FF	5 WBBB-F	5 WRAL-F <	5 WRAL-F
4 WRSN-F	6 WNNL-AF	6 WQDR-F	6 WQDR-F	6 WTRG-F <	6 WRAL-F	6 WJMH-F	5 WQOK-F	6 WFXC-FF	6 WBBB-F <	
	6 WQDR-F	7 WRDU-F >	7 WFXC-FF	7 WQOK-F	6 WJMH-F >	6 WFXC-FF	5 WRBZ	7 WRAL-F	7 WQOK-F <	
	8 WJMH-F	8 WFXC-FF	8 WTRG-F <	8 WFXC-FF	6 WNNL-AF	6 WNNL-AF	8 WNNL-AF	8 WNNL-AF	8 WNNL-AF <	
	9 WFXC-FF		9 WRDU-F	9 WRDU-F		9 WJMH-F	9 WRBZ <	9 WRBZ <	9 WTRG-F	
	10 WRDU-F			10 WPTF			10 WTRG-F <	10 WRBZ	10 WRBZ	
								10 WPTF >		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WCHL	ST	1360	Chapel	0.4	1.3	5	127	WHSL-F	C	100.3	High Point	0.6	1.7	23	440
WHLQ-AF	C	102.5	Louisburg	0.7	1.1	10	133	WRQC-F	AOR	103.5	Dunn	0.5	2.5	42	919
WTIK	REL	1310	Durham	0.4	0.9	5	84	WZFX-F	B	99.1	Whiteville	0.6	2.0	76	1325

# RALEIGH-DURHAM

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Clear Channel, pend.</b>	22.3 %	25.4 %	37.7 %	AC	0 (0)	137 (2)	137 (2)	12.9 %	13.5 %
WDCG-FM, WDUR-AM, WRDU-FM, WRSN-FM, WTRG-FM				AOR/Classic/NR	0 (0)	136 (3)	136 (3)	12.8 %	13.7 %
<b>Curtis</b>	22.5 %	20.0 %	28.5 %	Black/Urban	0 (0)	211 (6)	211 (6)	19.9 %	19.8 %
WBBB-FM, WCHL-AM, WCLY-AM, WKIX-FM, WKXU-FM, WPTF-AM, WQDR-FM, WRDT-AM, WWND-FM				CHR	0 (0)	103 (1)	103 (1)	9.7 %	11.0 %
<b>Radio One, pend.</b>	18.3 %	18.0 %	17.0 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WFXC-FM, WFXK-FM, WNNL-FM, WQOK-FM				Country	17 (2)	152 (5)	169 (7)	15.9 %	14.9 %
	<b>63.2 %</b>	<b>63.4 %</b>	<b>83.2 %</b>	Full Service	77 (1)	0 (0)	77 (1)	7.3 %	6.8 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.5 %
				Jazz	0 (0)	31 (1)	31 (1)	2.9 %	3.0 %
				News/Talk	35 (2)	0 (0)	35 (2)	3.3 %	2.6 %
				Oldies	0 (0)	59 (1)	59 (1)	5.6 %	6.9 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	7 (2)	91 (1)	98 (3)	9.2 %	7.4 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	5 (1)	0 (0)	5 (1)	0.5 %	0.0 %
				<b>Totals</b>	<b>141 (8)</b>	<b>920 (20)</b>	<b>1061 (28)</b>		

## AM Stations

Station	Freq	Power	Format	Company	Agency	City
WDNC	620	5 kw/1 kw (DA-2)	News/Talk	CNN, Westwd	Mc-Guild	Durham Herald
WDUR	1490	1 kw	Simul. WNNL-F			Durham
WMPM	1270	5 kw (Days)	Country	\$ NA	---	Smithfield
WPTF	680	50 kw (DA-N)	Full Service/Talk	CBS	\$76.00	Mc-Guild
WRBZ	850	10 kw/5 kw (DA-N)	Talk/Sports	Westwd, ESPN	\$ NA	Reg'l. Reps

## FM Stations

Station	Freq	Power	Format	Company	Agency	City
WBBB	96.1	100 kw @ 985	AOR	\$ NA	Mc-Guild	Curtis
WDCG	105.1	100 kw @ 1040	CHR	AMFM	\$125.00	Christal
WFXC	107.1	2.6 kw @ 500	Black AC	ABC	\$64.00	Cir Chnl
WFXK	104.3	100 kw @ 981	Simul. WFXC-F			Radio One, pend.
WKIX	96.9	100 kw @ 984	Country	\$26.00	Mc-Guild	Curtis
WKXU	101.1	100 kw @ 1190	Country	\$ NA	Mc-Guild	Curtis
WNNL	103.9	7.9 kw @ 577	Black Gospel	ABC	\$ NA	Cir Chnl
WQDR	94.7	100 kw @ 1680	Country	Westwd	\$83.00	Mc-Guild
WQOK	97.5	100 kw @ 981	Black	ABC	\$75.00	Cir Chnl
WRAL	101.5	100 kw @ 1821	AC/CHR	\$150.00	Katz	Capitol
WRDU	106.1	100 kw @ 1350	AOR	AMFM	\$101.00	Allied
WRSN	93.9	100 kw @ 1270	AC	\$55.00	Christal	Cir Chnl, pend.
WTRG	100.7	100 kw @ 1968	Oldies	ABC, AMFM	\$100.00	Eastman
WWND	102.9	1.7 kw @ 620	Jazz	\$ NA	Mc-Guild	Curtis

Notes: Other ranked stations – See Greensboro-Winston Salem . . . WDNC is LMA'd to Curtis . . . 10/99 AMFM and Clear Channel announced plans to merge. Divestitures in the market will be necessary . . . 3/00 In divestitures resulting from the AMFM/Clear Channel merger, Clear Channel sold WFXC-F, WFXK-F, WNNL-F and WQOK-F to Radio One in a multi-market transaction (price NA)

# RENO

<b>Arbitron Rank</b> 128 Pop (12+) 312,100	<b>Stations</b> 24 / 24	<b>Last Year's Revenue:</b> \$17,800,000
<b>MSA Rank:</b> 156	<b>Diaries:</b> 1,071 / 291:1 / 47.9%	<b>Household Income:</b> \$51,233
<b>MSA Pop:</b> 319,000	<b>Sample Target:</b> 970	<b>Total Retail Sales:</b> \$5.1 Bil.
<b>DMA:</b> 108	<b>% Below Line:</b> 0.0	<b>#1 Biller:</b> KBUL-F \$3,450,000
<b>Average Persons Rating:</b> 15.5	<b>% Not Listed:</b> 8.5	<b>#1 Billing Portfolio</b>
<b>Market TSL In Hours</b> 21.25	<b>Pop per Station:</b> 13,004	Citadel \$7,680,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	KBUL-F	C	55 / 11.3	7.9	10.4	11.2	626 / 20.1	19.1	21.1	82 / 1035	E	KBUL-F
2	KKOH	N/T	44 / 9.1	8.3	9.2	7.9	472 / 15.1	14.1	16.6	70 / 765	D	KKOH
3	KDOT-F	AOR	36 / 7.4	7.5	8.4	5.8	508 / 16.3	14.2	14.4	59 / 894	C	KDOT-F
4	KRNO-F	AC	30 / 6.2	7.5	6.0	6.7	419 / 13.4	18.1	15.0	44 / 626	C	KRNO-F
5	KWNZ-F	CHR	28 / 5.8	6.0	8.6	6.7	539 / 17.3	17.9	18.2	48 / 839	B	KWNZ-F
6	KRZQ-F	AOR-NR	27 / 5.6	7.2	4.2	6.0	541 / 17.3	16.0	12.5	30 / 621	B	KRZQ-F
7	KNHK-F	CL HITS	23 / 4.7	4.6	3.0	4.8	267 / 8.6	11.6	10.0	44 / 486	C	KNHK-F
7	KLCA-F	AC-NR	23 / 4.7	7.0	5.6	4.6	557 / 17.9	20.1	16.7	30 / 754	B	KLCA-F
9	KTHX-F	AOR-P	22 / 4.5	2.9	3.8	3.1	223 / 7.2	5.6	6.6	30 / 341	B	KTHX-F
10	KODS-F	O	21 / 4.3	4.8	4.0	6.5	366 / 11.7	13.8	11.8	32 / 550	C	KODS-F
11	KOZZ-F	CL AOR	18 / 3.7	6.2	7.6	5.8	462 / 14.8	12.3	13.0	46 / 723	C	KOZZ-F
12	KNEV-F	AC/CHR	17 / 3.5	5.6	4.4	5.8	437 / 14.0	17.6	12.2	30 / 699	C	KNEV-F
12	KPLY	SPRTS	17 / 3.5	2.7	1.8	3.5	236 / 7.6	5.7	5.7	19 / 286	A	KPLY
14	KRNV-F	N/T	16 / 3.3	2.9	2.8	1.9	223 / 7.2	9.5	8.4	17 / 273	A	KRNV-F
14	KSRN-F	ST	16 / 3.3	4.1	2.4	2.9	204 / 6.5	8.1	6.5	19 / 241	A	KSRN-F
16	KHWG-F	C	10 / 2.1	0.6	1.6	0.8	134 / 4.3	2.5	4.3	17 / 180		KHWG-F

12+ FM Share (Metro): 80.86% (359 of 444) (Fall 98: 80.97%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KWNZ-F >>>	1 KDOT-F >	1 KBUL-F	1 KBUL-F	1 KBUL-F >	1 KBUL-F	1 KBUL-F	1 KBUL-F	1 KBUL-F >	1 KKOH >	1 KBUL-F >
2 KRZQ-F	2 KRZQ-F	2 KDOT-F	2 KDOT-F	2 KDOT-F <	1 KKOH >	2 KKOH <	2 KKOH	2 KDOT-F <	2 KWNZ-F	2 KKOH
2 KDOT-F >>	3 KWNZ-F	3 KRZQ-F <	3 KNHK-F	3 KRNO-F <	3 KRNO-F	3 KDOT-F <	3 KRNO-F	3 KRNO-F	2 KDOT-F	3 KWNZ-F
	3 KBUL-F	4 KNHK-F <	4 KTHX-F	4 KTHX-F <	4 KODS-F	4 KRZQ-F >	4 KDOT-F	4 KKOH <	4 KBUL-F	4 KODS-F
	3 KLCA-F >	5 KLCA-F <	4 KRNO-F	5 KNHK-F <	4 KTHX-F	5 KRNO-F <	5 KNHK-F <	5 KWNZ-F	5 KRZQ-F	4 KTHX-F
	6 KNEV-F	6 KRNO-F <	6 KRZQ-F	6 KKOH	6 KSRN-F	6 KWNZ-F <	6 KPLY <	5 KNHK-F <	5 KRNO-F >	4 KDOT-F
		7 KWNZ-F	6 KLCA-F <	7 KRZQ-F	6 KNHK-F	7 KNHK-F	7 KTHX-F <	7 KLCA-F <	7 KSRN-F	7 KRZQ-F
		7 KTHX-F	8 KOZZ-F	7 KLCA-F <	8 KRNV-F <	8 KLCA-F	8 KWNZ-F <	8 KRZQ-F <	7 KLCA-F	7 KLCA-F <
		9 KOZZ-F	8 KKOH	9 KOZZ-F	9 KOZZ-F	9 KODS-F <	9 KLCA-F <	9 KTHX-F <	9 KODS-F	9 KRNO-F <
				9 KODS-F <		10 KTHX-F <	10 KODS-F <			10 KOZZ-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KWNZ-F	1 KBUL-F	1 KBUL-F >	1 KBUL-F >	1 KBUL-F	1 KDOT-F	1 KDOT-F >	1 KDOT-F >>	1 KDOT-F	1 KDOT-F	1 KKOH >>
2 KLCA-F >>	2 KWNZ-F	2 KDOT-F	2 KRNO-F	2 KRNO-F >	1 KRZQ-F >	2 KRZQ-F >>	2 KRZQ-F >	2 KNHK-F	2 KNHK-F <	2 KBUL-F >
3 KBUL-F	2 KLCA-F >	2 KLCA-F	3 KWNZ-F	3 KTHX-F	3 KWNZ-F >	3 KPLY	3 KPLY	3 KRZQ-F	3 KBUL-F	3 KDOT-F >
3 KRZQ-F	4 KRZQ-F	2 KNEV-F	3 KLCA-F	4 KNEV-F	4 KPLY	3 KWNZ-F	3 KLCA-F	4 KBUL-F	4 KKOH	4 KWNZ-F
3 KDOT-F	4 KDOT-F	5 KWNZ-F >	5 KTHX-F	5 KKOH	4 KOZZ-F >>	3 KLCA-F	3 KNHK-F	5 KPLY	5 KPLY	
3 KNEV-F >>	4 KNEV-F		6 KNEV-F	5 KLCA-F		3 KNHK-F	6 KBUL-F >	5 KOZZ-F	5 KTHX-F	
			7 KDOT-F					7 KLCA-F	5 KRZQ-F	
								7 KKOH		
								7 KRNV-F		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KATG-F	C	93.7 Sun Valley	1.4 4.2 7 136
KCBN	ST	1230 Reno	1.2 3.6 6 115
KHIT	SPRTS	1450 Reno	0.6 2.4 4 87
KHXR-F	C	94.5 Sun Valley	1.6 4.3 10 151
KPTL-AF	O	1300 Carson City	0.8 3.0 7 163
KPTT	T	630 Reno	1.2 3.7 8 156
KXEQ	SP	1340 Reno	1.2 1.6 6 51



# RENO

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Americom</b>	25.7 %	25.6 %	24.7 %	AC	0 (0)	70 (3)	70 (3)	15.8 %	18.1 %
KCBN-AM, KLCA-FM, KODS-FM, KPLY-AM, KRNO-FM, KWNZ-FM				AOR/Classic/NR	0 (0)	103 (4)	103 (4)	23.2 %	26.5 %
<b>Citadel</b>	28.6 %	29.6 %	43.1 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KBUL-FM, KKOH-AM, KNEV-FM, KNHK-FM				CHR	0 (0)	28 (1)	28 (1)	6.3 %	9.5 %
<b>Lotus</b>	13.0 %	14.5 %	15.6 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KDOT-FM, KHIT-AM, KOZZ-FM, KPTT-AM				Country	0 (0)	80 (4)	80 (4)	18.0 %	13.3 %
<b>NextMedia, pend.</b>	15.5 %	13.9 %	7.7 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KHWG-FM, KRZQ-FM, KSRN-FM, KTHX-FM				Hispanic	6 (1)	0 (0)	6 (1)	1.4 %	2.9 %
	<b>82.8 %</b>	<b>83.6 %</b>	<b>91.1 %</b>	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	50 (2)	16 (1)	66 (3)	14.9 %	13.9 %
				Oldies	3 (1)	46 (3)	49 (4)	11.0 %	7.7 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	20 (2)	0 (0)	20 (2)	4.5 %	2.0 %
				Standards/EZ	6 (1)	16 (1)	22 (2)	5.0 %	6.0 %
				<b>Totals</b>	<b>85 (7)</b>	<b>359 (17)</b>	<b>444 (24)</b>		

### AM Stations

Station	Power	Frequency	Format	Service	Rate	Company	City
KKOH	780	50 kw (DA-N)	News/Talk	ABC	\$36.00	Mc-Guild	Citadel
KPLY	1270	5 kw (DA-2)	Sports	CBS, Westwd	\$<20.00	Allied	Americom Sparks

### FM Stations

Station	Power	Frequency	Format	Service	Rate	Company	City
KBUL	98.1	76 kw @ 2273	Country	ABC	\$53.00	Mc-Guild	Citadel Carson City
KDOT	104.5	25 kw @ 2929	AOR	---	\$<20.00	D&R	Lotus
KHWG	107.7	0.23 kw @ 2867	Country	---	\$ NA	---	NextMedia, pend. Kings Beach, CA
KLCA	96.5	4 kw @ 2965	Modern AC	ABC	\$<20.00	Allied	Americom Sparks
KNEV	95.5	60 kw @ 2270	AC/CHR	Westwd	\$24.00	Mc-Guild	Citadel
KNHK	92.9	45 kw @ 2654	Classic Hits	---	\$ NA	---	Citadel
KODS	103.7	6.3 kw @ 2985	Oldies	ABC	\$33.00	Allied	Americom Camelion Bay, CA
KOZZ	105.7	75 kw @ 2178	Classic AOR	Source	\$45.00	D&R	Lotus
KRNO	106.9	37 kw @ 2988	AC	ABC	\$29.00	Allied	Americom
KRNV	101.7	11 kw @ 492	News/Talk	AP, CNN	\$<20.00	Katz	
KRZQ	100.9	6 kw @ 203	AOR-New Rock	Westwd, CBS	\$<20.00	Allied	NextMedia, pend. Tahoe City
KSRN	92.1	4.1 kw @ 390	Standards	CNN	\$20.00	---	NextMedia, pend. Sparks
KTHX	100.1	0.76 kw @ 2955	Progressive AOR	---	\$<20.00	Allied	NextMedia, pend. Incline Village
KWNZ	97.3	87 kw @ 2112	CHR	---	\$32.00	Allied	Americom Carson City

Notes: 8/99 KHR-F (94.5; Sun Valley) signed on, programming Country. It is LMA'd to Lotus . . . 12/99 KRZQ-F & KTHX-F sold by Scott Seidenstricker to NextMedia for \$7,000,000 . . . 12/99 KRN-F sold by Sunbelt Communications to EXCL for \$14,250,000 . . . 1/00 KRN-F sold by EXCL to Entravision Holdings as part of a \$250,000,000 group transaction . . . 1/00 KRN-F changed to Hispanic . . . 2/00 KHWG-F sold by Hilltop Church to NextMedia for \$1,300,000 (Mahlman; CIB) . . . 2/00 KSRN-F sold by Comstock Media to NextMedia for \$1,175,000 (Mahlman; CIB) . . . 3/00 KSRN-F and KHWG-F swapped facilities: KSRN-F moved from 92.1 to 107.7; KHWG-F moved from 107.7 to 92.1 and changed from Country to Jazz . . . 3/00 KPTL (1300; Carson City)/KZZF-F (102.9; S. Lake Tahoe) sold to Moon Broadcasting for \$3,000,100

# RICHMOND

**Arbitron Rank** 57 **Pop (12+)** 803,000  
**MSA Rank:** 61  
**MSA Pop:** 950,000  
**DMA:** 61  
**Average Persons Rating:** 14.7  
**Market TSL in Hours** 19.50

**Stations** 25 / 24  
**Diaries:** 1,959 / 410:1 / 50.4%  
**Sample Target:** 1,980  
**% Below Line:** 0.5  
**% Not Listed:** 14.4  
**Pop per Station:** 33,458

**Last Year's Revenue:** \$44,400,000  
**Household Income:** \$50,186  
**Total Retail Sales:** \$10.3 Bil.  
**#1 Biller:** WTVR-F \$6,400,000  
**#1 Billing Portfolio**  
 Clear Channel \$20,680,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	WCDX-F	B	133 / 11.2	9.3	9.4	8.4	8.8	9.6	1449 / 18.0	18.2	17.9	146 / 1630	G	WCDX-F
2	WTVR-F	SAC	105 / 8.9	8.8	9.1	8.7	9.5	8.9	1569 / 19.5	19.0	19.5	114 / 1735	G	WTVR-F
3	WRVA	FS	83 / 7.0	7.9	7.2	6.7	7.3	7.2	1268 / 15.8	16.0	16.5	92 / 1414	F	WRVA
4	WRVQ-F	CHR	82 / 6.9	8.4	7.8	6.7	6.5	7.5	1755 / 21.9	22.8	19.5	97 / 2065	F	WRVQ-F
4	WKJS-F	BIAC	82 / 6.9	6.2	5.2	4.6	8.2	5.7	912 / 11.4	10.7	12.3	121 / 1313	C	WKJS-F
6	WKHK-F	C	66 / 5.6	5.6	7.4	8.7	8.8	6.8	1240 / 15.4	15.8	19.3	78 / 1433	G	WKHK-F
7	WMXB-F	AC/CHR	63 / 5.3	6.4	5.0	6.1	4.4	5.7	1375 / 17.1	16.7	14.9	81 / 1622	F	WMXB-F
7	WKLR-F	CL AOR	63 / 5.3	4.4	4.9	4.7	4.6	4.8	1179 / 14.7	13.0	12.5	66 / 1280	D	WKLR-F
9	WRCL-F	O	52 / 4.4	5.2	4.6	4.9	5.4	4.8	1033 / 12.9	12.9	14.9	59 / 1171	C	WRCL-F
9	WRXL-F	AOR	52 / 4.4	5.2	5.5	5.4	5.8	5.1	1051 / 13.1	13.7	12.8	71 / 1367	E	WRXL-F
11	WPLZ-F	B/O	40 / 3.4	4.6	4.0	4.6	4.8	4.1	674 / 8.4	9.7	11.8	44 / 743	C	WPLZ-F
12	WBBT-F	B/O	36 / 3.0	2.7					630 / 7.8			39 / 671		WBBT-F
13	WTVR	ST	27 / 2.3	1.5	1.7	1.7	0.8	1.8	294 / 3.7	3.8	2.9	27 / 294	A	WTVR
14	WJRV-FF	C	24 / 2.0	3.3	2.2	2.1	1.5	2.4	552 / 6.9	6.5	4.7	24 / 586		WJRV-FF
15	WDYL-F	AOR-NR	23 / 1.9		0.8	0.6	0.9		461 / 5.7	3.2	4.1	23 / 464		WDYL-F
16	WRNL	SPRTS	17 / 1.4	1.2	1.1	1.3	1.6	1.3	406 / 5.1	3.7	4.8	17 / 420	B	WRNL
17	WREJ	B/G	14 / 1.2	0.9	1.2	1.4	1.2	1.2	176 / 2.2	2.7	2.4	14 / 176		WREJ
17	WGCV	B/G	14 / 1.2	0.9	1.2	1.4	1.2	1.2	163 / 2.0	2.5	1.9	14 / 165		WGCV

12+ FM Share (Metro): 81.64% (827 of 1013) (Fall 98: 82.42%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WCDX-F >>	1 WCDX-F >	1 WCDX-F >	1 WCDX-F	1 WTVR-F <	1 WTVR-F <	1 WCDX-F <	1 WTVR-F	1 WCDX-F	1 WCDX-F >>	1 WCDX-F >
2 WRVQ-F >>>	2 WRVQ-F	2 WTVR-F <	2 WKLR-F	2 WCDX-F <	2 WRVA	2 WTVR-F <	2 WRVA <	2 WTVR-F	2 WKJS-F	2 WKJS-F <
	3 WMXB-F <	3 WKLR-F	2 WTVR-F <	3 WKJS-F	3 WKJS-F	3 WRVA	3 WCDX-F >	3 WRVQ-F <	3 WRVQ-F >	3 WTVR-F <
	4 WRXL-F <	3 WRVQ-F <	4 WKJS-F	4 WKLR-F	4 WKHK-F	4 WKLR-F <	4 WKLR-F	4 WKJS-F <	4 WTVR-F <	4 WRVQ-F
	5 WKLR-F	5 WMXB-F <	5 WRVQ-F <	5 WRVQ-F <	5 WRCL-F	5 WRVQ-F <	4 WRVQ-F <	5 WMXB-F	5 WRVA	5 WKHK-F
	6 WTVR-F	6 WKJS-F	6 WMXB-F	6 WMXB-F <	6 WKLR-F <	6 WKJS-F <	6 WKJS-F <	6 WKHK-F <	5 WPLZ-F	6 WRVA
		7 WRXL-F <	7 WKHK-F	7 WKHK-F	7 WCDX-F	7 WKJS-F	7 WKJS-F <	7 WKLR-F	7 WRXL-F	6 WPLZ-F <
		8 WKHK-F	8 WRXL-F <	8 WRCL-F	8 WPLZ-F <	8 WMXB-F	8 WKHK-F	8 WRXL-F <	8 WKHK-F	8 WRCL-F
		9 WPLZ-F	9 WPLZ-F <	9 WRXL-F	9 WTVR	9 WRXL-F	9 WRCL-F	9 WRCL-F	8 WRCL-F	9 WRXL-F
				9 WPLZ-F	9 WMBX-F	10 WRCL-F	10 WRXL-F	10 WRVA		10 WMXB-F <
				9 WBBT-F	9 WBBT-F					

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrmite
1 WCDX-F >>>	1 WCDX-F >>	1 WCDX-F >>	1 WCDX-F	1 WTVR-F	1 WCDX-F >	1 WCDX-F	1 WRVQ-F	1 WKLR-F	1 WKLR-F >	1 WCDX-F
2 WMXB-F	2 WMXB-F	2 WRVQ-F <	2 WTVR-F	2 WCDX-F <	2 WRXL-F >	2 WRXL-F <	2 WKLR-F	2 WCDX-F	2 WRVQ-F <	2 WRVA
3 WRVQ-F >	2 WRVQ-F	3 WTVR-F	3 WMXB-F <	3 WKJS-F >	3 WDYL-F >	3 WRVQ-F	3 WCDX-F	3 WRXL-F	3 WCDX-F	3 WTVR-F
4 WTVR-F	4 WTVR-F >	4 WMXB-F	4 WKJS-F <	4 WMXB-F <	4 WKLR-F	4 WKLR-F	3 WRXL-F <	4 WRVQ-F	3 WKJS-F	4 WPLZ-F >
	5 WKHK-F <	5 WKHK-F	5 WRVQ-F	5 WRVQ-F <	4 WRVQ-F	5 WDYL-F	5 WMXB-F >	5 WKJS-F <	3 WRCL-F	5 WKJS-F
	6 WKJS-F	6 WKLR-F	6 WKHK-F	6 WKHK-F	6 WKHK-F	5 WMXB-F >	6 WKJS-F	6 WMXB-F	3 WRXL-F <	
		6 WKJS-F >	7 WPLZ-F	7 WBBT-F <				7 WRVA	7 WKHK-F <	
				8 WPLZ-F <				7 WKHK-F <	8 WTVR-F	
								9 WTVR-F <	8 WMXB-F	
									10 WRVA	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WCLM	B/O	1450	Highland Springs	0.6	1.0	7	82
WFTH	B/G	1590	Richmond	0.8	1.6	9	129
WLEE-AA	T/SPRTS	990	Richmond	0.4	1.8	5	152
WXGI	C	950	Richmond	0.8	2.2	12	214

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WAFX-F	CLAOR	106.9	Suffolk	0.5	2.3	12	361

# RICHMOND

Consolidation Report				Format Performance	AM	FM	Total	%	Yr. Ago
	12+	25-54	Revenue						
<b>Clear Channel, pend.</b>	33.0 %	31.3 %	46.6 %	AC	0 (0)	63 (1)	63 (1)	6.2 %	5.0 %
WRCL-FM, WRNL-AM, WRVA-AM, WRVQ-FM, WRXL-FM, WTVR-FM				AOR/Classic/NR	0 (0)	144 (4)	144 (4)	14.2 %	12.4 %
<b>Cox Radio, pend.</b>	18.5 %	20.6 %	29.0 %	Black/Urban	7 (1)	291 (4)	298 (5)	29.4 %	29.2 %
WKHK-FM, WKLR-FM, WMXB-FM, WTVR-AM				CHR	0 (0)	82 (1)	82 (1)	8.1 %	7.3 %
<b>Radio One</b>	26.6 %	25.8 %	22.4 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WARV-FM, WCDX-FM, WDYL-FM, WGCV-AM, WJRV-FM, WKJS-FM, WPLZ-FM				Country	10 (1)	90 (3)	100 (4)	9.9 %	13.4 %
	<b>78.1 %</b>	<b>77.7 %</b>	<b>98.0 %</b>	Full Service	83 (1)	0 (0)	83 (1)	8.2 %	8.2 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	5 (2)	0 (0)	5 (2)	0.5 %	0.4 %
				Oldies	0 (0)	52 (1)	52 (1)	5.1 %	6.1 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	37 (3)	0 (0)	37 (3)	3.7 %	4.6 %
				Soft AC	0 (0)	105 (1)	105 (1)	10.4 %	10.7 %
				Sports	17 (1)	0 (0)	17 (1)	1.7 %	1.8 %
				Standards/EZ	27 (1)	0 (0)	27 (1)	2.7 %	0.9 %
				<b>Totals</b>	<b>186 (10)</b>	<b>827 (15)</b>	<b>1013 (25)</b>		

### AM Stations

Station	Freq	Power	Format	Ownership	Comments
WGCV	1240	1 kw	Black Gospel	Westwd	\$ NA Mc-Guild Radio One Petersburg
WREJ	1540	10 kw (Days, DA)	Black Gospel	ABC, AURN	\$ <20.00 Sentry 4M Tidewater
WRNL	910	5 kw/1.5 kw (DA-N)	Sports	Westwd, CBS, 1/1	\$ 21.00 Cir Chnl Clear Channel
WRVA	1140	50 kw (DA-1)	Full Service	ABC	\$ 80.00 Mc-Guild Clear Channel
WTVR	1380	5 kw (DA-2)	Standards	Jones	\$ <20.00 Cir Chnl Cox Radio, pend.

### FM Stations

Station	Freq	Power	Format	Ownership	Comments
WARV	100.3	4.7 kw @ 371	Simul. WJRV-F		Petersburg
WBBT	107.3	1.4 kw @ 679	Black Oldies		\$ NA -- Powhatan
WCDX	92.1	4.5 kw @ 771	Black		\$ 95.00 Mc-Guild Radio One Mechanicsville
WDYL	101.1	6 kw @ 328	New Rock	UPI	\$ NA Mc-Guild Radio One Chester
WJRV	105.7	2.3 kw @ 531	Country		\$ NA Mc-Guild Radio One
WKHK	95.3	17.5 kw @ 394	Country		\$ 125.00 Mc-Guild Cox Radio, pend. Colonial Heights
WKJS	104.7	100 kw @ 981	Black AC	ABC	\$ NA Sentry Radio One Crewe
WKLR	96.5	50 kw @ 492	Classic AOR		\$ 45.00 Katz Cox Radio, pend. Williamsburg
WMXB	103.7	20 kw @ 840	AC/CHR	AP	\$ 81.00 Mc-Guild Cox Radio, pend.
WPLZ	99.3	6 kw @ 328	Black Oldies		\$ 46.00 -- Radio One Petersburg
WRCL	106.5	7.6 kw @ 1234	Oldies		\$ NA Banner Cir Chnl, pend.
WRVQ	94.5	200 kw @ 350	CHR		\$ 75.00 Cir Chnl Clear Channel
WRXL	102.1	20 kw @ 791	AOR		\$ 73.00 Cir Chnl Clear Channel
WTVR	98.1	50 kw @ 840	Soft AC		\$ 85.00 Cir Chnl Clear Channel

Notes: 9/99 WREJ sold to 4M Radio (WLEE, WVNZ) for \$600,000 . . . 9/99 WSOJ-F changed from Black to simulcasting WJRV-F . . . 10/99 WSOJ-F changed calls to WARV-F . . . 10/99 The WVNZ calls and News format moved from 990 to 1320; the WLEE calls and Talk/Sports format moved from 1320 to 990 . . . 10/99 WHAP (1340; Hopewell) changed from simulcasting News WVNZ to simulcasting Talk/Sports WLEE . . . 10/99 WDYL-F returned to the air, programming New Rock . . . 10/99 AMFM and Clear Channel announced plans to merge. Divestitures in the market will be necessary . . . 3/00 in divestitures resulting from the AMFM/Clear Channel merger, AMFM sold WKHK-F, WKLR-F and WMXB-F, and Clear Channel sold WTVR (AM) to Cox Radio as part of a \$380,000,000 multi-market transaction

# RIVERSIDE-SAN BERNARDINO

**Arbitron Rank** 28 Pop (12+): 1,443,100  
**MSA Rank:** 11  
**MSA Pop:** 3,110,000  
**DMA:** Los Angeles (#2)  
**Average Persons Rating:** 15.9  
**Market TSL in Hours** 21.50

**Stations** 45 / 13  
**Diaries:** 2,316/ 623:1/ 46.9%  
**Sample Target:** 2,420  
**% Below Line:** 52.3  
**% Not Listed:** 12.6  
**Pop per Station:** 111,008

**Last Year's Revenue:** \$29,300,000  
**Household Income:** \$39,869  
**Total Retail Sales:** \$13.2 Bil.  
**#1 Biller:** KFRG-FF \$11,100,000  
**#1 Billing Portfolio**  
 CBS/Infinity \$11,100,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	KFRG-F	C	221 / 9.6	8.7	8.9	9.5	9.9	9.2	2470 / 17.1	17.9	18.0	301 / 3542	I	KFRG-F
2	KFI	T	131 / 5.7	5.9	5.9	7.3	6.6	6.2	1982 / 13.7	13.1	13.6	217 / 3286		KFI
3	KOLA-F	O	120 / 5.2	5.5	5.2	5.1	4.7	5.3	1841 / 12.8	13.5	12.0	147 / 2576	F	KOLA-F
4	KGGI-F	CHR/U	118 / 5.1	6.0	5.9	6.1	7.0	5.8	2477 / 17.2	17.3	20.0	189 / 3760	G	KGGI-F
5	KSCA-F	SP-R	76 / 3.3	3.2	2.4	3.1	3.7	3.0	972 / 6.7	4.4	5.7	95 / 1183		KSCA-F
6	KCAL-F	AOR	75 / 3.3	4.5	3.1	2.8	3.2	3.4	1254 / 8.7	9.1	8.5	99 / 1671	E	KCAL-F
7	KIIS-F	CHR	71 / 3.1	3.8	3.3	3.3	3.3	3.4	1827 / 12.7	12.5	13.3	135 / 2974		KIIS-F
8	KWRP-F	ST	67 / 2.9	2.7	3.0	3.0	3.2	2.9	549 / 3.8	4.3	4.9	69 / 657	C	KWRP-F
9	KKBT-F	B	66 / 2.8	2.7	4.5	3.1	3.1	3.3	1291 / 8.9	10.3	8.7	74 / 1582		KKBT-F
10	KOST-F	AC	64 / 2.8	2.7	3.5	2.7	3.1	2.9	1305 / 9.0	10.5	9.7	90 / 1971		KOST-F
11	KCXX-F	AOR-P	63 / 2.7	2.5	2.1	2.6	2.4	2.5	1152 / 8.0	8.8	8.7	85 / 1684	D	KCXX-F
12	KSSE-F	SP-C	62 / 2.7	2.2	2.5	1.8	2.1	2.3	1023 / 7.1	6.9	5.3	67 / 1224		KSSE-F
13	KXSB-FF	SP-C	61 / 2.7	1.7	1.8	1.7	1.4	2.0	807 / 5.6	3.5	3.4	62 / 894	B	KXSB-FF
14	KLOS-F	AOR	56 / 2.4	3.3	2.7	3.5	3.0	3.0	1086 / 7.5	7.9	8.3	101 / 1732		KLOS-F
15	KPWR-F	U/CHR	53 / 2.3	2.0	1.8	1.7	2.0	2.0	1218 / 8.4	7.6	8.1	72 / 1592		KPWR-F
16	KCBS-F	CL AOR	49 / 2.1	2.0	2.4	2.4	2.0	2.2	1057 / 7.3	8.1	7.8	69 / 1616		KCBS-F
17	KTWW-F	J	47 / 2.1	1.8	1.9	1.8	2.5	1.9	825 / 5.7	5.1	5.7	85 / 1363		KTWW-F
18	KLVE-F	SP	45 / 2.0	2.7	2.7	1.7	2.8	2.3	820 / 5.7	5.6	6.0	58 / 1053		KLVE-F
18	KRTH-F	O	45 / 2.0	1.4	1.5	1.7	1.7	1.6	945 / 6.5	5.5	6.3	63 / 1647		KRTH-F
20	KROQ-F	AOR-NR	44 / 1.9	2.5	1.8	1.7	2.5	2.0	1059 / 7.3	7.7	8.6	61 / 1644		KROQ-F
21	KLSX-F	T	40 / 1.7	1.8	2.1	1.3	1.2	1.7	603 / 4.2	4.4	3.8	54 / 886		KLSX-F
22	KBIG-F	AC	37 / 1.6	2.2	1.5	2.2	2.0	1.9	932 / 6.5	6.2	6.1	68 / 1453		KBIG-F
23	KNX	N	36 / 1.6	1.6	1.5	1.5	2.1	1.5	1085 / 7.5	7.6	7.2	74 / 1610		KNX
24	KCMG-F	B/O	33 / 1.4	1.3	1.5	1.3	1.3	1.4	678 / 4.7	5.3	4.3	63 / 1033		KCMG-F
25	KELT-F	SAC	26 / 1.1	0.9	1.2	1.3	0.9	1.1	477 / 3.3	3.6	2.4	26 / 491		KELT-F
25	KACE-FF	B/O	26 / 1.1	0.9	0.7	0.7	0.6	0.9	375 / 2.6	2.0	2.0	50 / 741		KACE-FF
25	KLAC	ST	26 / 1.1	0.9	1.0	1.7	1.0	1.2	415 / 2.9	2.8	2.8	30 / 571		KLAC
28	KKGO-F	CL	25 / 1.1	0.8	1.4	1.2	0.8	1.1	344 / 2.4	3.1	2.6	43 / 556		KKGO-F

12+ FM Share (Metro): 85.22% (1707 of 2003) (Fall 98: 84.79%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KGGI-F >>	1 KGGI-F <	1 KFRG-F >	1 KFRG-F >	1 KFRG-F >	1 KFRG-F >	1 KFRG-F >	1 KFRG-F	1 KFRG-F >	1 KGGI-F	1 KFRG-F >
2 KIIS-F >	2 KCAL-F <	2 KGGI-F	2 KOLA-F	2 KOLA-F	2 KFI	2 KFI	2 KFI	2 KGGI-F	2 KFRG-F <	2 KGGI-F >
3 KKBT-F <	3 KSCA-F <	2 KOLA-F	3 KCAL-F <	3 KCAL-F	3 KOLA-F >	3 KSCA-F <	3 KOLA-F >	3 KOLA-F	3 KKBT-F	3 KOLA-F >
4 KPWR-F	4 KFRG-F <	4 KCAL-F <	4 KSCA-F <	3 KFI	4 KWRP-F >	4 KGGI-F <	4 KCAL-F <	4 KFI <	4 KIIS-F <	4 KIIS-F
5 KCXX-F	5 KCXX-F <	5 KSCA-F	5 KGGI-F <	5 KSCA-F	5 KOST-F	5 KOLA-F	5 KGGI-F	5 KCAL-F	5 KCXX-F <	4 KFI <
5 KXSB-FF	6 KKBT-F	6 KLOS-F	6 KLOS-F	5 KGGI-F <	6 KLOS-F	6 KLOS-F	6 KWRP-F	5 KLSX-F <	6 KPWR-F <	6 KSSE-F <
5 KROQ-F >	7 KPWR-F <	6 KCXX-F	7 KFI	7 KLOS-F <	6 KRTH-F	7 KIIS-F <	7 KSCA-F	7 KKBT-F <	7 KFI <	7 KWRP-F <
	8 KSSE-F <	6 KSSE-F <	8 KOST-F <	8 KOST-F <	6 KTWW-F	8 KWRP-F	7 KOST-F <	8 KIIS-F	8 KCAL-F	
	9 KROQ-F	9 KKBT-F	9 KCBS-F <	9 KCBS-F	9 KCBS-F	9 KSSE-F	9 KCXX-F <	9 KCXX-F <	8 KXSB-FF	
	10 KIIS-F <	9 KIIS-F <	10 KCXX-F	10 KXSB-FF <	9 KNX <	9 KCAL-F <		8 KOLA-F <		
			10 KIIS-F <							

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KFRG-F	1 KGGI-F <	1 KGGI-F	1 KFRG-F >	1 KFRG-F >	1 KGGI-F	1 KCAL-F	1 KCAL-F	1 KFRG-F <	1 KFRG-F	1 KFRG-F <
2 KKBT-F	2 KFRG-F >	2 KFRG-F	2 KGGI-F <	2 KOLA-F	1 KPWR-F <	2 KCXX-F <	2 KSCA-F	2 KCAL-F	2 KCAL-F	2 KOLA-F
2 KGGI-F	3 KSCA-F <	3 KSCA-F	3 KOLA-F	3 KGGI-F >	3 KCXX-F	3 KSCA-F <	3 KKBT-F <	3 KLOS-F	3 KLOS-F	3 KGGI-F
4 KSSE-F	4 KIIS-F <	4 KIIS-F	4 KIIS-F	4 KFI	3 KROQ-F	4 KKBT-F	4 KLSX-F <	4 KSCA-F	4 KOLA-F <	4 KFI <
5 KPWR-F	5 KCXX-F	4 KCXX-F <	5 KSCA-F <	4 KOST-F <	5 KSSE-F >	5 KROQ-F <	5 KCXX-F	5 KOLA-F	5 KFI	5 KKBT-F
5 KROQ-F	5 KSSE-F <	6 KCAL-F	6 KOST-F	6 KIIS-F	6 KKBT-F	6 KPWR-F	6 KROQ-F	5 KLSX-F <	5 KSCA-F <	5 KIIS-F <
7 KIIS-F	7 KKBT-F <	6 KXSB-FF	6 KSSE-F <	7 KSCA-F <	6 KCAL-F	7 KGGI-F	6 KFRG-F	7 KCXX-F	7 KCBS-F <	7 KCXX-F <
7 KSCA-F >	8 KXSB-FF	8 KSSE-F	8 KCXX-F <	8 KXSB-FF	6 KXSB-FF	7 KLSX-F	8 KLOS-F	7 KCBS-F <	8 KLSX-F	8 KSCA-F <
9 KCXX-F			9 KKBT-F <	8 KCXX-F <	9 KIIS-F >	9 KSSE-F	8 KPWR-F	9 KSSE-F	9 KKBT-F <	9 KXSB-FF <
			10 KFI <	10 KLVE-F		10 KFRG-F <		9 KKBT-F <	10 KXSB-FF	10 KCAL-F

# RIVERSIDE-SAN BERNARDINO

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KATY-F	AC	101.3	Idyllwild	0.6	1.5	22	364
KCAL	SP	1410	Redlands	0.4	1.0	10	150
KDIF	SP-C	1440	Riverside	0.7	1.8	17	255
KSZZ	SP	590	San Bernardino	0.5	0.8	11	114

Format Performance	AM	FM	Total	%	Yr. Ago
AC	0 (0)	132 (4)	132 (4)	6.6 %	7.4 %
AOR/Classic/NR	0 (0)	298 (6)	298 (6)	14.9 %	15.9 %
Black/Urban	0 (0)	178 (5)	178 (5)	8.9 %	7.9 %
CHR	0 (0)	189 (2)	189 (2)	9.4 %	11.6 %
Classical	0 (0)	25 (1)	25 (1)	1.2 %	1.0 %
Country	0 (0)	245 (2)	245 (2)	12.2 %	12.2 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	56 (4)	252 (6)	308 (10)	15.4 %	13.9 %
Jazz	0 (0)	47 (1)	47 (1)	2.3 %	2.9 %
News/Talk	201 (4)	40 (1)	241 (5)	12.0 %	12.4 %
Oldies	0 (0)	165 (2)	165 (2)	8.2 %	7.3 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	31 (2)	31 (2)	1.5 %	0.9 %
Soft AC	0 (0)	26 (1)	26 (1)	1.3 %	1.0 %
Sports	13 (1)	0 (0)	13 (1)	0.6 %	0.9 %
Standards/EZ	26 (1)	79 (2)	105 (3)	5.2 %	4.8 %
<b>Totals</b>	<b>296 (10)</b>	<b>1707 (35)</b>	<b>2003 (45)</b>		

### FM Stations

KCAL	96.7	1.75 kw @ 376	AOR	\$81.00	D&R	SBR	Redlands
KCXX	103.9	0.19 kw @ 1751	Progressive AOR	\$ NA	Mc-Guild	All-Pro	Lake Arrowhead
KELT	92.7	6 kw @ 328	Soft AC	\$ NA	--	Amaturo	
KFRG	95.1	50 kw @ 490	Country	\$175.00	Allied	CBS/Infinity	
KGGI	99.1	2.5 kw @ 1844	CHR/Urban	\$102.00	Sentry	Chase, pend.	
KOLA	99.9	29.5 kw @ 1663	Oldies	\$85.00	D&R	SBR	
KWRP	96.1	0.25 kw @ 1565	Standards	USA, Jones	\$35.00	--	San Jacinto
KXFG	92.9	6 kw @ 328	Simul. KFRG-F				Sun City
KXRS	105.7	0.17 kw @ 1023	Simul. KXSB-F				Hemet
KXSB	101.7	0.27 kw @ 1414	Hispanic-Contemp.	\$ NA	Lotus	Lazer	Big Bear Lake

Notes: Other ranked stations -- See Los Angeles . . . 10/99 AMFM and Clear Channel announced plans to merge . . . 12/99 KCAL (AM)/KSZZ sold by EXCL to Entravision as part of a \$250,000,000 sale of EXCL's parent, Latin Communications . . . 3/00 In the divestitures resulting from the AMFM/Clear Channel merger, AMFM sold KGGI-F to Chase Radio Partners as part of multi-market transaction (price NA)

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KABC	T	790	Los Angeles	0.8	2.2	30	557
KFWB	N	980	Los Angeles	0.7	2.4	26	795
KKLA-F	REL	99.5	Los Angeles	0.5	1.8	13	322
KLAX-F	SP-R	97.9	E. Los Angeles	0.3	1.8	18	441
KLYY-F	AOR-NR	107.1	Arcadia	0.5	2.6	18	680
KTNQ	SP-NT	1020	Los Angeles	0.8	1.3	22	217
KWVE-F	REL	107.9	San Clemente	0.8	1.7	37	400
KWXY-F	EZ	98.5	Cathedral City	0.5	0.8	14	137
KYSR-F	AC/CHR	98.7	Los Angeles	0.7	3.4	24	898
KZLA-F	C	93.9	Los Angeles	1.0	3.4	39	962
XTRA	SPRTS	690	Tijuana, MX	0.6	2.1	19	556

Consolidation Report	12+	25-54	Revenue
<b>CBS/Infinity</b>	9.6 %	10.4 %	37.9 %
KFRG-FM, KXFG-FM			
<b>Clear Channel, pend.</b>	0.7 %	0.8 %	1.7 %
KCKC-AM, KDIF-AM, KKDD-AM			
<b>Entravision, pend.</b>	0.9 %	0.9 %	2.7 %
KCAL-AM, KSZZ-AM			
<b>SBR</b>	8.5 %	10.7 %	24.6 %
KCAL-FM, KOLA-FM			
<b>Totals</b>	<b>19.8 %</b>	<b>22.8 %</b>	<b>66.9 %</b>

# ROANOKE-LYNCHBURG

**Arbitron Rank** 105 **Pop (12+)** 387,400  
**MSA Rank:** 187-Roan.; 197-Lynchbg.  
**MSA Pop:** 438,000  
**DMA:** 68  
**Average Persons Rating:** 16.0  
**Market TSL in Hours** 21.25

**Stations** 27 / 22  
**Diaries:** 911 / 425:1 / 58.2%  
**Sample Target:** 850  
**% Below Line:** 5.5  
**% Not Listed:** 17.4  
**Pop per Station:** 17,609

**Last Year's Revenue:** \$19,200,000  
**Household Income:** \$42,106  
**Total Retail Sales:** \$5.9 Bil.  
**#1 Biller:** WYYD-F \$4,000,000  
**#1 Billing Portfolio** AMFM \$9,900,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	WYYD-F	C	61 / 9.8	10.3	11.0	11.0	808 / 20.9	19.3	20.8	80 / 1070	F	WYYD-F
1	WROV-F	AOR	61 / 9.8	7.0	9.8	8.2	722 / 18.6	16.2	17.8	98 / 1381	D	WROV-F
3	WSLQ-F	AC	53 / 8.5	9.1	9.9	8.6	654 / 16.9	15.8	16.5	116 / 1627	D	WSLQ-F
4	WXLK-F	CHR	49 / 7.9	6.8	6.7	6.6	874 / 22.6	18.5	18.1	127 / 2088	D	WXLK-F
5	WJJS-F	B	32 / 5.2	4.1	3.9	3.9	576 / 14.9	11.5	16.0	33 / 649	C*	WJJS-F
6	WFIR	T/N	31 / 5.0	3.1	4.2	4.0	389 / 10.0	7.1	9.8	34 / 460	C	WFIR
7	WPVR-F	CL AOR	21 / 3.4	2.7	3.4	5.2	409 / 10.6	8.7	10.1	50 / 1061	C	WPVR-F
7	WLLL	B/G	21 / 3.4	5.5	2.9	2.6	132 / 3.4	3.4	3.6	24 / 189	A	WLLL
9	WJLM-F	C	19 / 3.1	4.0	4.0	4.4	300 / 7.7	9.7	8.3	21 / 353	B	WJLM-F
10	WLQE-F	ST	18 / 2.9	4.0	2.7	4.7	239 / 6.2	7.0	8.1	18 / 246	A	WLQE-F
10	WSLC	C/FS	18 / 2.9	2.7	2.2	2.4	205 / 5.3	5.9	5.8	20 / 270	A	WSLC
12	WZZI-F	AOR-NR	16 / 2.6	1.3	0.5	1.0	222 / 5.7	5.0	2.4	16 / 235		WZZI-F
13	WRVX-F	AC	15 / 2.4	2.2	2.4	1.5	189 / 4.9	4.1	5.2	16 / 212	A	WRVX-F
13	WRDJ-F	O	15 / 2.4	3.3	3.0	3.2	246 / 6.4	7.7	7.7	18 / 336	C^	WRDJ-F
15	WLNI-F	T	12 / 1.9	1.7	1.0	1.0	148 / 3.8	4.0	3.5	12 / 202	A	WLNI-F
16	WJMH-F	B	10 / 1.6	2.0	1.7	1.8	180 / 4.7	4.4	5.1	44 / 547		WJMH-F
16	WJXX-F	B	10 / 1.6	2.3	2.0	3.7	227 / 5.9	6.6	6.4	12 / 286	*	WJXX-F

12+ FM Share (Metro): 83.40% (427 of 512) (Fall 98: 84.91%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WXLK-F	1 WXLK-F	1 WROV-F >	1 WROV-F	1 WROV-F	1 WROV-F	1 WROV-F >	1 WROV-F <	1 WYYD-F <	1 WXLK-F >	1 WYYD-F
2 WJJS-F >>	2 WROV-F	2 WSLQ-F <	2 WSLQ-F >	2 WSLQ-F	1 WYYD-F <	2 WSLQ-F <	2 WYYD-F	2 WROV-F <	2 WJJS-F	2 WXLK-F
3 WJMH-F	3 WYYD-F	3 WXLK-F	3 WYYD-F <	3 WYYD-F	3 WSLQ-F	3 WYYD-F	3 WSLQ-F	3 WXLK-F <	3 WSLQ-F	3 WROV-F
3 WJXX-F >	4 WJJS-F	4 WYYD-F >	4 WXLK-F >	4 WXLK-F >	4 WFIR >	4 WXLK-F >	4 WFIR >	4 WSLQ-F	4 WFIR <	4 WSLQ-F <
	5 WSLQ-F <	5 WJJS-F	5 WPVR-F	5 WPVR-F	5 WXLK-F	5 WFIR	5 WXLK-F	5 WJJS-F >	5 WLLL	5 WJJS-F
	6 WZZI-F	6 WPVR-F	6 WJJS-F	6 WJJS-F	5 WSLC <	6 WJJS-F	6 WPVR-F	6 WFIR <	5 WYYD-F	6 WLLL
	7 WPVR-F	7 WZZI-F	7 WLLL <	7 WLLL	7 WLQE-F	7 WPVR-F <	7 WJJS-F	7 WPVR-F <	7 WROV-F	7 WLQE-F
			8 WJLM-F	8 WJLM-F	8 WJLM-F	8 WJLM-F	7 WRVX-F	8 WJLM-F	8 WJMH-F	8 WSLC
					8 WLLL <	8 WSLC	8 WZZI-F	9 WJXX-F	9 WJLM-F	9 WJLM-F
					10 WRDJ-F <					9 WROJ-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WXLK-F >	1 WXLK-F >	1 WXLK-F	1 WSLQ-F	1 WSLQ-F >	1 WROV-F	1 WROV-F >	1 WROV-F >	1 WROV-F >>>	1 WROV-F >>>	1 WYYD-F
2 WJJS-F >	2 WJJS-F	2 WSLQ-F	2 WXLK-F	2 WYYD-F	1 WYYD-F	2 WYYD-F	2 WPVR-F	2 WYYD-F	2 WPVR-F	2 WXLK-F >
3 WJMH-F >	3 WYYD-F	3 WYYD-F	3 WYYD-F	3 WXLK-F >	3 WZZI-F	2 WZZI-F	3 WZZI-F	3 WPVR-F	2 WYYD-F	3 WFIR
4 WYYD-F	3 WSLQ-F >	4 WJJS-F	4 WJJS-F >	4 WJJS-F <	4 WXLK-F >	4 WPVR-F	4 WYYD-F	3 WXLK-F <	4 WSLQ-F	4 WJJS-F
4 WROV-F	5 WROV-F	5 WROV-F >	5 WROV-F	5 WJLM-F	5 WJMH-F	5 WXLK-F >	4 WSLQ-F	5 WSLQ-F	5 WXLK-F >	5 WQMG-F
4 WSLQ-F	6 WJMH-F	6 WJLM-F	5 WJLM-F	6 WLLL	5 WJXX-F >	6 WJJS-F	6 WJJS-F	6 WZZI-F >	6 WZZI-F	6 WZZI-F
4 WJXX-F >>>		6 WLLL	7 WLLL >	7 WROV-F >		6 WLLL	6 WLLL >	7 WJJS-F	6 WLLL	6 WFIR
		6 WPVR-F >>				6 WSLQ-F >>				

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WGMN-AA	SPRTS	1240	Roanoke 0.8 3.0 5 125
WKDE-F	C	105.5	Altavista 0.3 1.9 3 100
WLDJ-F	O	102.7	Appamattox 1.5 4.7 11 237
WTOY	B/A/C	1480	Salem 0.8 1.5 6 63
WWWR	G	910	Roanoke 0.8 1.7 6 72

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WAKG-F	C	103.3	Danville, VA 0.3 1.7 64 747
WKJS-F	B/A/C	104.7	Crewe, VA 1.5 4.3 28 330
WQMG-F	B/A/C	97.1	Greensboro, NC 0.6 2.1 11 313
WQOK-F	B	97.5	S. Boston, VA 1.5 3.3 29 457

# ROANOKE-LYNCHBURG

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>AMFM (Pend. to Clear Channel)</b>	34.2 %	38.6 %	51.6 %	AC	0 (0)	68 (2)	68 (2)	13.3 %	15.3 %
WGMN-AM, WJJS-FM, WJXX-FM, WJLM-FM, WLDJ-FM, WRDJ-FM, WROV-FM, WVGM-AM, WYYD-FM				AOR/Classic/NR	0 (0)	98 (3)	98 (3)	19.1 %	16.4 %
<b>Local</b>	5.0 %	4.8 %	1.6 %	Black/Urban	5 (1)	74 (6)	79 (7)	15.4 %	10.1 %
WRVX-FM, WZZI-FM				CHR	0 (0)	49 (1)	49 (1)	9.6 %	8.6 %
<b>Mel Wheeler</b>	27.7 %	28.1 %	40.6 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WFIR-AM, WLYK-FM, WPVR-FM, WSLC-AM, WSLQ-FM, WXLK-FM				Country	0 (0)	84 (4)	84 (4)	16.4 %	21.0 %
	<b>66.9 %</b>	<b>71.5 %</b>	<b>93.8 %</b>	Full Service	18 (1)	0 (0)	18 (1)	3.5 %	2.7 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	31 (1)	12 (1)	43 (2)	8.4 %	6.5 %
				Oldies	0 (0)	24 (2)	24 (2)	4.7 %	8.0 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	26 (2)	0 (0)	26 (2)	5.1 %	5.9 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	5 (2)	0 (0)	5 (2)	1.0 %	1.0 %
				Standards/EZ	0 (0)	18 (1)	18 (1)	3.5 %	4.6 %
				<b>Totals</b>	<b>85 (7)</b>	<b>427 (20)</b>	<b>512 (27)</b>		

## AM Stations

Station	Freq	Power	Day	Format	Advertiser	Agency	Station
WFIR	960	5 kw	(DA-N)	Talk/News	CBS, Talknt	\$19.00	Christal Wheeler
WLL	930	5 kw	(Days)	Black Gospel	ABC	\$ NA	Allied
WVGM	610	5 kw/1 kw	(DA-2)	Country/Full Svc.	Westwd	\$15.00	Katz Wheeler

## FM Stations

Station	Freq	Power	Day	Format	Advertiser	Agency	Station
WJJS	106.1	0.73 kw	@ 909	Black/CHR		\$35.00	Eastman
WJXX	101.7	3.4 kw	@ 289	Simul. WJJS-F			
WJLM	93.5	5.8 kw	@ 98	Country	Westwd, ABC, AMFM	\$<20.00	---
WLNI	105.9	6 kw	@ 266	Talk	Westwd, CNN	\$ NA	---
WLQE	106.9	0.29 kw	@ 1276	Standards	Westwd, CNN	\$ NA	---
WPVR	94.9	100 kw	@ 1980	Classic AOR		\$40.00	Christal Wheeler
WRDJ	104.9	3.1 kw	@ 925	Simul. WLDJ-F			
WROV	96.3	14 kw	@ 2076	AOR	ABC, AMFM	\$47.00	Christal
WRVX	97.9	0.57 kw	@ 1925	AC	ABC	\$ NA	---
WVGM	99.1	200 kw	@ 1990	AC		\$42.00	Katz Wheeler
WXLK	92.3	93 kw	@ 2050	CHR		\$54.00	Katz Wheeler
WYYD	107.9	20.5 kw	@ 1768	Country	ABC, AMFM	\$84.00	Mc-Guild
WZZI	101.5	0.63 kw	@ 706	New Rock		\$ NA	---

Notes: WJMH-F -- See Greensboro-Winston Salem . . . \* WJJS-F revenue level includes WJXX-F revenue; ^ WRDJ-F revenue level includes WLDJ-F revenue . . . To the best of our knowledge, WJJS-F/WJXX-F and WLDJ-F/WRDJ-F remain simulcast combos, although they are not so designated in the Arbitron . . . 2/99 Sale of WFIR/WPVR-F to AMFM cancelled . . . 9/99 WFIR/WPVR-F sold by Jim Gibbons to Mel Wheeler for \$6,500,000 . . . 10/99 AMFM and Clear Channel announced plans to merge. No divestitures in the market are anticipated . . . 1/00 WZZI-F sold to Travis Media (who has been LMA'ing the station) for \$1,300,000 (Blackburn) . . . 2/00 LMA of WLVA (590; Lynchburg) by WLQE-F ended; WLVA changed from simulcasting WLQE-F to Talk

# ROCHESTER, NY

<b>Arbitron Rank</b> 52	<b>Pop (12+)</b> 896,000	<b>Stations</b> 27 / 19	<b>Last Year's Revenue:</b> \$36,900,000
<b>MSA Rank:</b>	52	<b>Diaries:</b> 2,547 / 352:1 / 56.5%	<b>Household Income:</b> \$50,793
<b>MSA Pop:</b>	1,090,000	<b>Sample Target:</b> 2,200	<b>Total Retail Sales:</b> \$10.6 Bil.
<b>DMA:</b>	77	<b>% Below Line:</b> 4.5	<b>#1 Biller:</b> WHAM \$6,000,000
<b>Average Persons Rating:</b>	15.3	<b>% Not Listed:</b> 17.9	<b>#1 Billing Portfolio</b>
<b>Market TSL in Hours</b>	20.00	<b>Pop per Station:</b> 47,158	CBS/Infinity \$15,100,000

12+ Metro	Format	Fall 99		Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA		Revenue Level
		1/4	Share									AQH	Cume	
1	WHAM	FS	160 / 11.7	10.3	10.5	12.8	13.1	11.3	2340 / 26.1	24.2	28.1	169 / 2511	G	WHAM
2	WRMM-F	SAC	112 / 8.2	6.8	6.8	6.5	7.3	7.1	1702 / 19.0	17.0	18.5	114 / 1799	F	WRMM-F
3	WBEE-F	C	109 / 7.9	7.1	8.5	9.4	12.0	8.2	1619 / 18.1	17.6	19.7	118 / 1815	G	WBEE-F
4	WCMF-F	AOR	88 / 6.4	6.4	5.5	5.6	5.7	6.0	1360 / 15.2	15.4	15.4	98 / 1516	G	WCMF-F
5	WDKX-F	B	87 / 6.3	6.5	6.6	5.8	6.0	6.3	844 / 9.4	9.9	10.5	87 / 844	C	WDKX-F
6	WVOR-F	AC/CHR	79 / 5.8	5.7	6.4	5.9	5.2	5.9	1269 / 14.2	16.4	16.1	85 / 1406	D	WVOR-F
7	WPXY-F	CHR	77 / 5.6	6.8	5.6	5.0	4.5	5.8	1946 / 21.7	20.1	20.3	82 / 2065	F	WPXY-F
8	WNVE-F	AOR-NR	60 / 4.4	4.8	4.8	5.1	3.9	4.8	1301 / 14.5	14.7	14.9	79 / 1732	D	WNVE-F
9	WBBF-F	O	57 / 4.2	5.2	5.3	4.8	4.6	4.9	1248 / 13.9	15.8	14.6	60 / 1312	C	WBBF-F
10	WKGS-F	CHR/B	49 / 3.6	3.7	2.5	0.9	1.3	2.7	1132 / 12.6	9.0	3.9	49 / 1132	B	WKGS-F
11	WZNE-F	AC-NR	41 / 3.0	3.4	2.7	3.8	3.3	3.2	1161 / 13.0	12.7	13.3	43 / 1186	C	WZNE-F
12	WEZO	ST	34 / 2.5	3.2	3.4	2.6	2.5	2.9	509 / 5.7	6.9	5.4	34 / 513	A	WEZO
13	WJZR-F	J	24 / 1.7	1.3	1.5	1.7	1.4	1.6	411 / 4.6	4.0	4.3	24 / 411	A	WJZR-F
14	WHTK	SPRTS	23 / 1.7	1.2	1.3	1.6	1.5	1.4	432 / 4.8	4.3	5.2	23 / 442	A	WHTK
15	WQRV-F	CL AOR	21 / 1.5	2.4	2.3	1.3	2.5	1.9	669 / 7.5	8.8	8.8	23 / 715	B	WQRV-F
16	WLCL-F	B/O	15 / 1.1	1.7	1.2	2.7	2.7	1.7	337 / 3.8	5.4	10.0	16 / 348		WLCL-F

12+ FM Share (Metro): 80.20% (903 of 1126) (Fall 98: 77.62%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKGS-F	1 WNVE-F <	1 WCMF-F <	1 WCMF-F <	1 WRMM-F <	1 WHAM >	1 WHAM	1 WHAM	1 WHAM	1 WDKX-F	1 WHAM
2 WPXY-F >	2 WCMF-F <	2 WVOR-F <	2 WVOR-F <	2 WCMF-F <	2 WRMM-F <	2 WCMF-F	2 WRMM-F	2 WBEE-F	2 WHAM	2 WBEE-F
3 WDKX-F	3 WDKX-F	3 WRMM-F <	3 WRMM-F <	2 WHAM <	3 WBEE-F >	3 WRMM-F	3 WBEE-F <	3 WRMM-F	3 WPXY-F	3 WDKX-F <
4 WNVE-F >>	3 WPXY-F <	4 WBEE-F <	4 WBEE-F <	4 WBEE-F <	4 WCMF-F <	3 WBEE-F	4 WCMF-F	4 WDKX-F <	4 WRMM-F <	4 WRMM-F
	5 WVOR-F	5 WDKX-F <	5 WHAM	5 WVOR-F >	5 WBBF-F <	5 WVOR-F <	4 WVOR-F >	5 WPXY-F	5 WBEE-F	5 WPXY-F <
	6 WBEE-F <	6 WPXY-F <	6 WPXY-F <	6 WPXY-F <	6 WVOR-F <	6 WPXY-F	6 WPXY-F	6 WVOR-F	6 WNVE-F <	6 WVOR-F
	7 WRMM-F	7 WHAM <	7 WDKX-F	6 WDKX-F <	7 WDKX-F	6 WDKX-F	6 WDKX-F <	7 WNVE-F <	7 WKGS-F	7 WBBF-F
	8 WKGS-F <	8 WNVE-F	8 WNVE-F <	8 WBBF-F	8 WEZO	6 WNVE-F >	8 WBBF-F	8 WCMF-F <	8 WVOR-F	8 WKGS-F <
	9 WZNE-F	9 WZNE-F <	9 WBBF-F	9 WNVE-F	9 WPXY-F	9 WBBF-F	9 WNVE-F	9 WBBF-F <	9 WCMF-F	9 WCMF-F <
		10 WBBF-F	10 WZNE-F >	10 WZNE-F >				10 WKGS-F	10 WZNE-F <	10 WNVE-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WPXY-F	1 WPXY-F <	1 WVOR-F	1 WRMM-F	1 WRMM-F	1 WNVE-F >	1 WNVE-F	1 WCMF-F	1 WCMF-F >	1 WCMF-F	1 WHAM >
1 WDKX-F	2 WVOR-F <	2 WPXY-F	2 WPXY-F	2 WVOR-F <	2 WDKX-F	2 WCMF-F >	2 WNVE-F >	2 WNVE-F	2 WHAM	2 WDKX-F >
3 WKGS-F	3 WRMM-F <	2 WRMM-F	2 WVOR-F	3 WBEE-F <	3 WCMF-F	3 WDKX-F	3 WHAM	3 WHAM	3 WBEE-F	3 WRMM-F
4 WRMM-F	4 WDKX-F	4 WBEE-F	4 WBEE-F <	4 WPXY-F	4 WKGS-F	4 WBEE-F	4 WBEE-F >	4 WVOR-F <	4 WVOR-F <	4 WBEE-F >>
5 WBEE-F	5 WBEE-F	5 WDKX-F >	5 WDKX-F >	5 WDKX-F <	4 WPXY-F >	4 WHAM <	5 WHTK	5 WBEE-F	5 WNVE-F	
5 WVOR-F	6 WKGS-F	6 WKGS-F	6 WBBF-F <	6 WBBF-F <	6 WZNE-F	6 WPXY-F	5 WVOR-F	6 WDKX-F	6 WRMM-F	
7 WZNE-F	7 WZNE-F	6 WZNE-F	7 WCMF-F <	7 WHAM >	6 WVOR-F	6 WVOR-F	7 WDKX-F	7 WHTK	7 WDKX-F	
			8 WKGS-F	8 WCMF-F	8 WHTK	8 WZNE-F	7 WZNE-F	7 WPXY-F	8 WHTK	
			8 WZNE-F <	9 WZNE-F	8 WBBF-F >	8 WHTK <	7 WZNE-F	7 WRMM-F	8 WBBF-F <	
						10 WKGS-F		7 WZNE-F	10 WZNE-F <	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WDCZ-F	REL	102.7	Webster	0.5	1.6	7	146
WISY-F	SAC	102.3	Canandaigua	0.5	1.3	10	178
WZXF-F	REL	99.7	Palmyra	0.9	2.2	13	206

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
CFMX-F	CL	103.1	Coburg, ON	0.4	1.8	6	160
WBBS-F	C	104.7	Fulton	0.4	0.7	23	324
WGRF-F	AOR	96.9	Buffalo	0.6	1.6	14	225
WKSE-F	CHR	98.5	Niagara Falls	0.5	1.4	8	157
WMJQ-F	AC/CHR	102.5	Buffalo	0.9	1.9	19	311
WNUC-F	C	107.7	Wethersfield	0.9	3.2	28	547
WWHT-F	CHR	107.9	Syracuse	0.4	1.6	15	364
WYLF	ST	850	Penn Yan	0.4	1.0	13	172



# ROCHESTER, NY

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>CBS/Infinity</b> WCMF-FM, WPXY-FM, WRMM-FM, WZNE-FM	23.2 %	27.6 %	40.9 %	AC	0 (0)	132 (3)	132 (3)	11.7 %	10.9 %
<b>Clear Channel</b> WHAM-AM, WHTK-AM, WISY-FM, WKGS-FM, WLCL-FM, WNVE-FM, WVOR-FM	28.9 %	27.7 %	31.7 %	AOR/Classic/NR	0 (0)	177 (4)	177 (4)	15.7 %	14.6 %
<b>Entercom</b> WBBF-FM, WBEE-FM, WEZO-AM, WQRV-FM	16.1 %	16.4 %	21.4 %	Black/Urban	0 (0)	102 (2)	102 (2)	9.1 %	7.3 %
	<b>68.2 %</b>	<b>71.7 %</b>	<b>94.0 %</b>	CHR	0 (0)	138 (4)	138 (4)	12.3 %	11.3 %
				Classical	0 (0)	6 (1)	6 (1)	0.5 %	0.0 %
				Country	0 (0)	127 (3)	127 (3)	11.3 %	16.1 %
				Full Service	160 (1)	0 (0)	160 (1)	14.2 %	15.8 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	24 (1)	24 (1)	2.1 %	1.7 %
				News/Talk	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Oldies	0 (0)	57 (1)	57 (1)	5.1 %	5.6 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	20 (2)	20 (2)	1.8 %	1.8 %
				Soft AC	0 (0)	120 (2)	120 (2)	10.7 %	9.4 %
				Sports	23 (1)	0 (0)	23 (1)	2.0 %	1.8 %
				Standards/EZ	40 (2)	0 (0)	40 (2)	3.6 %	3.8 %
				<b>Totals</b>	<b>223 (4)</b>	<b>903 (23)</b>	<b>1126 (27)</b>		

## AM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Buyer	Product
WEZO	950	1 kw (DA-2)	Standards	CNN	\$25.00	Katz	Entercom
WHAM	1180	50 kw	Full Service	CBS, Talknt, ABC	\$79.00	Eastman	Clear Channel
WHTK	1280	5 kw (DA-N)	Sports	CNN, ESPN	\$ NA	Eastman	Clear Channel

## FM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Buyer	Product
WBBF	98.9	37 kw @ 564	Oldies	Westwd	\$52.00	Katz	Entercom
WBEE	92.5	50 kw @ 500	Country	Westwd	\$92.00	Katz	Entercom
WCMF	96.5	50 kw @ 450	AOR	Westwd	\$109.00	Sentry	CBS/Infinity
WDKX	103.9	0.8 kw @ 540	Black		\$34.00	Allied	
WJZR	105.9	3 kw @ 180	Jazz	AP	\$<20.00	---	
WKGS	106.7	3.5 kw @ 266	Dance CHR		\$ NA	Eastman	Clear Channel Irondequoit
WLCL	107.3	0.65 kw @ 994	Black Oldies		\$<20.00	Eastman	Clear Channel South Bristol
WNVE	95.1	50 kw @ 417	New Rock		\$45.00	Eastman	Clear Channel Honeoye Falls
WPXY	97.9	50 kw @ 400	CHR		\$78.00	Eastman	CBS/Infinity
WQRV	93.3	4 kw @ 390	Classic AOR	Westwd	\$<20.00	Katz	Entercom Avon
WRMM	101.3	27 kw @ 640	Soft AC		\$82.00	Allied	CBS/Infinity
WVOR	100.5	50 kw @ 480	AC		\$46.00	Eastman	Clear Channel
WZNE	94.1	3.1 kw @ 328	Modern AC		\$ NA	---	CBS/Infinity Brighton

Notes: 10/99 WYSL (1040; Avon) changed from News/Talk to News . . . 11/99 WNNR-F (103.5; Sodus) changed from Classic AOR to Country . . . 12/99 WDCZ (990) changed from Religion to Standards as WLGZ

# ROCKFORD

**Arbitron Rank** 148 **Pop (12+):** 257,800  
**MSA Rank:** 141  
**MSA Pop:** 356,000  
**DMA:** 134  
**Average Persons Rating:** 15.4  
**Market TSL in Hours** 20.75

**Stations** 20 / 8  
**Diaries:** 908 / 284:1 / 58.2%  
**Sample Target:** 960  
**% Below Line:** 20.3  
**% Not Listed:** 18.1  
**Pop per Station:** 32,225

**Last Year's Revenue:** \$12,300,000  
**Household Income:** \$47,576  
**Total Retail Sales:** \$3.0 Bil.  
**#1 Biller:** WXRX-F \$2,850,000  
**#1 Billing Portfolio**  
 Radio Works \$6,700,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1 WZOK-F	CHR	64 / 16.1	14.2	12.9	11.3	13.0	951 / 36.9	32.5	33.8	92 / 1512	D	WZOK-F
2 WXRX-F	AOR	44 / 11.1	10.4	11.3	13.9	11.8	587 / 22.8	22.9	20.4	53 / 847	D	WXRX-F
3 WXXQ-F	C	41 / 10.3	9.6	9.0	7.1	11.8	530 / 20.5	18.4	17.6	70 / 1054	C	WXXQ-F
4 WRWC-F	AC	32 / 8.0	8.0	9.5	10.5	9.2	468 / 18.2	18.9	19.1	42 / 650	C	WRWC-F
5 WKMQ-F	O	23 / 5.8	6.5	6.6	6.0	8.4	458 / 17.8	18.8	16.7	35 / 710	C	WKMQ-F
6 WROK	FS	21 / 5.3	4.1	5.0	5.3	5.2	355 / 13.8	12.9	13.9	21 / 378	B	WROK
7 WNTA	ST/T	14 / 3.5	4.3	5.8	5.8	3.5	168 / 6.5	8.6	8.5	16 / 202	A	WNTA
8 WLS	T	12 / 3.0	2.7	2.1	1.8	1.2	182 / 6.3	6.0	4.9	23 / 441		WLS
8 WGN	FS/T	12 / 3.0	6.5	4.7	5.3	2.9	199 / 7.7	14.4	11.8	40 / 612		WGN
10 WJJO-F	CL AOR	10 / 2.5	2.7	2.4	2.4	1.2	161 / 6.2	8.2	6.1	23 / 356		WJJO-F

12+ FM Share (Metro): 79.81% (249 of 312) (Fall 98: 72.67%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WZOK-F >>>	1 WZOK-F >	1 WZOK-F >	1 WZOK-F <	1 WZOK-F <	1 WXXQ-F <	1 WZOK-F >	1 WZOK-F >	1 WZOK-F	1 WZOK-F >	1 WZOK-F
2 WDEK-F >	2 WXRX-F >	2 WXRX-F >	2 WXRX-F >	2 WXRX-F >	2 WZOK-F <	2 WXRX-F	2 WXRX-F <	2 WXRX-F	2 WXRX-F >	2 WXXQ-F
3 WKPO-F	3 WXXQ-F >	3 WXXQ-F	3 WXXQ-F	3 WXXQ-F <	3 WRWC-F <	3 WXXQ-F	3 WRWC-F <	3 WXXQ-F	3 WXXQ-F <	3 WXRX-F >
3 WJJO-F	4 WRWC-F	4 WRWC-F >	4 WRWC-F >	4 WRWC-F >	4 WROK	4 WRWC-F	4 WXXQ-F >	4 WRWC-F	4 WRWC-F <	4 WRWC-F <
3 WXRX-F >>	4 WJJO-F >>	5 WKMQ-F >	5 WKMQ-F	5 WKMQ-F >>	5 WKMQ-F	5 WROK <	5 WROK	5 WKMQ-F	5 WROK	5 WKMQ-F >
		6 WJJO-F >	6 WLS	6 WROK	6 WXRX-F	6 WKMQ-F	5 WKMQ-F	6 WROK	6 WJJO-F	6 WROK
			6 WROK		7 WNTA	7 WNTA	7 WNTA	7 WJJO-F	6 WGN	7 WNTA
					8 WGN	8 WGN	7 WGN <	6 WKMQ-F >		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrrte
1 WZOK-F >>>	1 WZOK-F >>	1 WZOK-F >	1 WZOK-F >	1 WZOK-F	1 WXRX-F	1 WXRX-F >>	1 WXRX-F >>>	1 WXRX-F >	1 WXRX-F >	1 WZOK-F
2 WXRX-F	2 WXXQ-F	2 WXXQ-F >	2 WXXQ-F	2 WRWC-F	2 WJJO-F	2 WZOK-F >	2 WZOK-F >	2 WZOK-F >	2 WZOK-F >	2 WXXQ-F
2 WXXQ-F >	3 WRWC-F	3 WRWC-F	3 WRWC-F >	2 WXXQ-F >	3 WZOK-F >	3 WJJO-F	3 WXXQ-F >	3 WXXQ-F >	3 WXXQ-F	3 WXRX-F
4 WRWC-F >>	3 WXRX-F >>	4 WXRX-F >	4 WXRX-F	4 WKMQ-F	4 WXXQ-F >>	4 WXXQ-F >>>	4 WJJO-F >>	4 WRWC-F	4 WRWC-F	4 WROK
				5 WKMQ-F >>	5 WXRX-F >			4 WJJO-F >	4 WKMQ-F >	5 WGN >
				6 WROK						

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WQFL-F REL-CC 100.9 Rockford	1.5	4.7	14 239

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WAIT ST 850 Crystal Lake, IL	1.5	1.2	10 81
WBBM N 780 Chicago	2.0	7.0	15 382
WDEK-F CHR 92.5 De Kalb, IL	1.8	9.7	25 623
WGCI-F B 107.5 Chicago	0.8	1.9	4 94
WJVL-F C 99.9 Janesville, WI	1.5	4.7	47 611
WKPO-F CHR 105.9 Evansville, WI	1.0	3.6	15 255
WLEY-F SP 107.9 Aurora, IL	0.5	1.0	2 60
WMAQ N 670 Chicago	1.0	4.7	11 357
WSJY-F SAC 107.3 Ft. Atkinson, WI	1.8	5.6	22 298

Consolidation Report	12+	25-54	Revenue
<b>Cumulus, pend.</b>	31.7 %	30.8 %	43.0 %
WLUV-FM, WROK-AM, WXXQ-FM, WZOK-FM			
<b>Radio Works</b>	28.4 %	34.5 %	54.5 %
WKMQ-FM, WNTA-AM, WRWC-FM, WXRX-FM			
	<b>60.1 %</b>	<b>65.3 %</b>	<b>97.5 %</b>

Format Performance	AM	FM	Total	%	Yr. Ago
AC	0 (0)	32 (1)	32 (1)	10.3 %	10.8 %
AOR/Classic/NR	0 (0)	54 (2)	54 (2)	17.3 %	16.8 %
Black/Urban	0 (0)	3 (1)	3 (1)	1.0 %	0.0 %
CHR	0 (0)	75 (3)	75 (3)	24.0 %	18.3 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	47 (2)	47 (2)	15.1 %	11.7 %
Full Service	33 (2)	0 (0)	33 (2)	10.6 %	11.1 %
Hispanic	0 (0)	2 (1)	2 (1)	0.6 %	1.2 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	24 (3)	0 (0)	24 (3)	7.7 %	12.3 %
Oldies	0 (0)	23 (1)	23 (1)	7.4 %	7.5 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	6 (1)	6 (1)	1.9 %	3.6 %
Soft AC	0 (0)	7 (1)	7 (1)	2.2 %	2.7 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	1.8 %
Standards/EZ	6 (1)	0 (0)	6 (1)	1.9 %	2.1 %
<b>Totals</b>	<b>63 (6)</b>	<b>249 (13)</b>	<b>312 (19)</b>		

# ROCKFORD

## AM Stations

WNTA	1330	1 kw/0.091 kw (DA-1)	Standards/Talk	ABC, UPI	\$<20.00	Katz	Radio Works
WROK	1440	5 kw/0.27 kw (DA-D)	Full Service	ABC	\$26.00	Allied	Cumulus, pend.

## FM Stations

WKMQ	95.3	1.25 kw @ 512	Oldies		\$30.00	Katz	Radio Works	Winnebago
WRWC	103.1	1.2 kw @ 525	AC	Westwd	\$24.00	Mc-Guild	Radio Works	Rockton
WXRX	104.9	4 kw @ 400	AOR		\$50.00	Katz	Radio Works	Belvidere
WXXQ	98.5	50 kw @ 400	Country		\$31.00	Allied	Cumulus, pend.	Freeport
WZOK	97.5	50 kw @ 430	CHR	Westwd	\$45.00	Allied	Cumulus, pend.	

Notes: Other ranked stations -- See Chicago or Madison . . . 11/99 WLUV-F, WROK, WXXQ-F and WZOK-F sold by Connoisseur to Cumulus as part of a \$242,000,000 group transaction

### FORMAT CODES

AC - Adult Contemporary	J - Jazz and New Adult Contemporary
AC-NR - Modern AC	KIDS - Children's
AOR - Album Oriented Rock	N - News
AOR-NR - New Rock	O - Oldies (50's & 60's)
AOR-P - Progressive AOR	REL - Religion, Christian
B - Black (audience 75%+ Black)	REL-CC - Contemporary Christian
B/AC - Black Adult Contemporary	SAC - Soft Adult Contemporary
B/G - Black Gospel	SP - Hispanic/Spanish
B/O - Black Oldies	SP-C - Hispanic Contemporary
BIZ - Business News & Talk	SP-NT - Hispanic News/Talk/Information
C - Country	SP-R - Hispanic-Regional
C/O - Classic Country	SP-TP - Hispanic-Tropical
CHR - Contemporary Hit Radio, Top 40	SP-VA - Hispanic Variety
CL - Classical	SP-TJ - Tejano
CL AOR - Classic AOR, Classic Rock	SPRTS - Sports
CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia
E - Ethnic (usually Foreign Lang.)	T - Talk
EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)
FS - Full Service	VA - Variety
G - Gospel	? - Others or Unknown

### REVENUE LEVEL CODES

A - Less than \$500,000	E - \$3,000,000 to \$3,999,999	I - \$10,000,000 to \$14,999,999
B - \$500,000 to \$999,999	F - \$4,000,000 to \$4,999,999	J - \$15,000,000 to \$19,999,999
C - \$1,000,000 to \$1,999,999	G - \$5,000,000 to \$6,999,999	K - \$20,000,000 to \$29,999,999
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	L - \$30,000,000+

# SACRAMENTO

**Arbitron Rank** 29 **Pop (12+)** 1,434,000  
**MSA Rank:** 34  
**MSA Pop:** 1,730,000  
**DMA:** 20 (w/Stockton, Modesto)  
**Average Persons Rating:** 14.7  
**Market TSL In Hours** 19.75

**Stations** 30 / 26  
**Diaries:** 2,899 / 495:1 / 51.8%  
**Sample Target:** 2,790  
**% Below Line:** 2.4  
**% Not Listed:** 17.0  
**Pop per Station:** 55,154

**Last Year's Revenue:** \$81,800,000  
**Household Income:** \$45,424  
**Total Retail Sales:** \$16.0 Bil.  
**#1 Biller:** KFBK \$12,304,000  
**#1 Billing Portfolio**  
 CBS/Infinity \$30,740,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spq 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spq 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	KFBK	N/T	170 / 8.0	9.3	8.1	10.1	10.3	8.9	2571 / 17.9	18.8	21.0	216 / 3280	I	KFBK
2	KSEG-F	CL AOR	117 / 5.5	5.4	4.8	4.6	4.9	5.1	1857 / 12.9	12.4	12.5	151 / 2332	F	KSEG-F
3	KNCI-F	C	115 / 5.4	5.8	5.2	4.8	5.8	5.3	1709 / 11.9	11.7	11.7	146 / 2290	H	KNCI-F
4	KDND-F	CHR	112 / 5.3	5.5	4.8	4.2	4.4	5.0	2321 / 16.2	16.5	15.3	133 / 2886	E	KDND-F
5	KRXQ-F	AOR	111 / 5.3	4.4	5.1	4.6	4.0	4.8	1514 / 10.6	11.4	10.1	131 / 1901	F	KRXQ-F
6	KSSJ-F	J	104 / 4.9	4.7	5.1	4.6	4.0	4.8	1540 / 10.7	8.9	8.7	112 / 1697	D	KSSJ-F
7	KBMB-F	CHR/U	96 / 4.5	4.3	4.6	3.8	3.8	4.3	1580 / 11.0	11.3	9.7	100 / 1667	B	KBMB-F
8	KYMX-F	SAC	92 / 4.4	4.1	4.7	4.0	4.3	4.3	1649 / 11.5	13.0	12.3	102 / 2014	F	KYMX-F
9	KSFM-F	CHR/U	85 / 4.0	3.6	5.0	5.6	5.6	4.6	2334 / 16.3	17.9	18.5	141 / 3595	G	KSFM-F
10	KHYL-F	B/O	78 / 3.7	3.4	3.6	4.0	4.0	3.7	1689 / 11.8	11.8	12.5	98 / 2116	F	KHYL-F
10	KCTC	ST	78 / 3.7	4.0	3.9	3.8	4.3	3.8	1053 / 7.3	7.8	8.2	98 / 1410	B	KCTC
10	KWOD-F	AOR-NR	78 / 3.7	3.9	3.1	2.8	3.4	3.4	1724 / 12.0	12.5	11.9	97 / 2317	E	KWOD-F
13	KZZO-F	AC-NR	70 / 3.3	4.0	3.6	4.3	4.6	3.8	1742 / 12.2	14.0	16.5	84 / 2271	H	KZZO-F
14	KHTK	SPRTS	69 / 3.3	2.9	3.6	3.4	3.2	3.3	1150 / 8.0	8.8	7.0	97 / 1535	D	KHTK
15	KSTE	T	66 / 3.1	2.7	2.5	2.5	3.3	2.7	1142 / 8.0	7.5	8.6	88 / 1618	D	KSTE
16	KGBY-F	AC	57 / 2.7	2.9	3.9	3.3	4.0	3.2	1310 / 9.1	10.5	11.9	64 / 1453	H	KGBY-F
17	KXOA-F	CL HITS	42 / 2.0	2.8	2.5	3.5	2.4	2.7	1074 / 7.5	7.0	7.1	54 / 1298	D	KXOA-F
18	KHZZ-F	B/O	31 / 1.5	2.2	2.9	2.2	2.5	2.2	753 / 5.3	6.4	5.5	35 / 799	B	KHZZ-F
19	KRCX-F	SP-R	26 / 1.2	0.6	0.7	1.1	1.0	0.9	352 / 2.5	2.0	2.1	33 / 449	D	KRCX-F
20	KRAK	C/O	23 / 1.1	1.0	0.6	0.8	0.8	0.9	365 / 2.5	1.9	2.5	28 / 436		KRAK
21	KRRE-F	SP-C	22 / 1.0	0.6	0.7	1.3	0.7	0.9	331 / 2.3	2.2	1.5	35 / 501		KRRE-F

12+ FM Share (Metro): 73.06% (1280 of 1752) (Fall 98: 70.03%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KDND-F	1 KRXQ-F >	1 KSEG-F <	1 KSEG-F	1 KSEG-F	1 KFBK >	1 KFBK >	1 KFBK >	1 KFBK	1 KBMB-F <	1 KDND-F
2 KBMB-F	2 KBMB-F <	2 KRXQ-F	2 KNCI-F <	2 KNCI-F <	2 KSSJ-F <	2 KNCI-F <	2 KSEG-F <	2 KDND-F <	2 KDND-F	2 KNCI-F <
3 KSFM-F	3 KDND-F	3 KNCI-F <	3 KRXQ-F <	3 KFBK <	3 KSEG-F <	3 KSEG-F	3 KSSJ-F <	3 KSEG-F <	3 KRXQ-F	3 KFBK <
4 KWOD-F >>	4 KSFM-F <	4 KDND-F <	4 KSSJ-F <	4 KSSJ-F	4 KCTC	4 KRXQ-F <	4 KHTK <	4 KSSJ-F	4 KWOD-F <	4 KRXQ-F <
	5 KWOD-F <	5 KYMX-F	5 KFBK	5 KRXQ-F <	4 KNCI-F	5 KDND-F	5 KYMX-F	4 KRXQ-F <	5 KSFM-F <	5 KSFM-F <
	6 KNCI-F <	5 KFBK	6 KHYL-F	6 KHYL-F <	6 KHYL-F <	6 KSSJ-F <	5 KRXQ-F <	6 KNCI-F <	6 KNCI-F	6 KBMB-F
	7 KSEG-F <	5 KSSJ-F <	6 KZZO-F <	7 KYMX-F <	7 KYMX-F <	7 KYMX-F	7 KNCI-F <	7 KBMB-F <	7 KSTE	6 KSSJ-F <
	8 KYMX-F <	8 KZZO-F <	8 KYMX-F <	8 KZZO-F <	8 KSTE	7 KBMB-F <	8 KHYL-F	8 KWOD-F	8 KYMX-F <	8 KSEG-F <
	9 KHTK <	9 KHYL-F	9 KDND-F <	9 KHTK <	9 KGBY-F <	9 KSFM-F <	8 KCTC <	8 KSFM-F <	9 KSEG-F <	9 KYMX-F <
	10 KZZO-F >	9 KBMB-F <	10 KHTK	10 KDND-F		10 KWOD-F	10 KSTE	10 KHTK <	10 KFBK <	10 KCTC <
						10 KHYL-F <				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KBMB-F <	1 KDND-F <	1 KDND-F <	1 KYMX-F	1 KYMX-F <	1 KRXQ-F >	1 KRXQ-F >>	1 KRXQ-F >	1 KRXQ-F	1 KSEG-F	1 KDND-F
2 KDND-F	2 KBMB-F <	2 KYMX-F <	2 KNCI-F	2 KNCI-F	2 KBMB-F >	2 KHTK	2 KHTK	2 KSEG-F	2 KRXQ-F <	2 KSSJ-F <
2 KSFM-F >	3 KSFM-F	3 KNCI-F <	2 KDND-F	3 KSSJ-F <	3 KSFM-F	3 KWOD-F <	3 KSEG-F	3 KHTK	3 KFBK	3 KSTE
4 KWOD-F	4 KYMX-F	4 KBMB-F <	4 KZZO-F	4 KHYL-F	4 KHTK	4 KBMB-F	4 KNCI-F	4 KFBK	3 KHTK	3 KFBK <
4 KRXQ-F	5 KNCI-F <	5 KZZO-F	4 KSEG-F	4 KSEG-F <	4 KWOD-F >	5 KSEG-F	4 KWOD-F <	5 KWOD-F	5 KSSJ-F	5 KBMB-F <
6 KYMX-F	6 KZZO-F	5 KSFM-F <	4 KSFM-F <	6 KDND-F <	6 KDND-F	6 KDND-F <	6 KDND-F	5 KSSJ-F <	6 KNCI-F	6 KSFM-F
7 KZZO-F	7 KWOD-F	7 KSEG-F	7 KHYL-F <	7 KGBY-F <		7 KNCI-F	7 KSSJ-F	7 KNCI-F	7 KHYL-F	6 KNCI-F <
8 KNCI-F	7 KRXQ-F <	8 KHYL-F >	8 KSSJ-F <	8 KFBK		7 KSFM-F	8 KZZO-F	8 KZZO-F	8 KZZO-F <	
	9 KSEG-F		9 KBMB-F <	8 KZZO-F		9 KRCX-F	9 KRCX-F	8 KBMB-F <	9 KWOD-F	
	10 KHYL-F		10 KGBY-F	10 KSTE		9 KSSJ-F <		10 KHYL-F <	10 KDND-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KFIA	REL	710 Carmichael	0.5 2.1 14 437
KLNA-F	CHR/U	105.5 Dunnigan	0.4 1.4 13 312
KNCO	N/T	830 Grass Valley	0.6 1.7 13 259
KTTA-F	SP-R	97.9 Esparto	0.8 1.8 19 313
KZSA-F	SP-C	92.1 Placerville	0.6 1.3 13 235

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KGO	T	810 San Francisco	0.8 2.6 49 962
KNBR	SPRTS	680 San Francisco	0.8 2.6 56 1079
KSFO	T	560 San Francisco	0.5 1.4 51 623
KSTN-F	SP	107.3 Stockton	0.4 1.2 33 581

# SACRAMENTO

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>AMFM (Pend. to Clear Channel)</b> KFBK-AM, KGBY-FM, KHYL-FM, KSTE-AM	17.5 %	18.0 %	32.1 %	AC	0 (0)	127 (2)	127 (2)	7.2 %	10.1 %
<b>CBS/Infinity</b> KHTK-AM, KNCI-FM, KRAK-AM, KSFM-FM, KXOA-FM, KYMX-FM, KZZO-FM	23.5 %	26.7 %	37.6 %	AOR/Classic/NR	0 (0)	306 (3)	306 (3)	17.5 %	14.3 %
<b>Entercom</b> KCTC-AM, KDND-FM, KRXQ-FM, KSEG-FM, KSSJ-FM	24.7 %	24.4 %	18.1 %	Black/Urban	0 (0)	109 (2)	109 (2)	6.2 %	2.9 %
<b>Entravision, pend.</b> KRCX-FM, KRRE-FM	2.2 %	2.6 %	2.7 %	CHR	0 (0)	301 (4)	301 (4)	17.2 %	16.0 %
<b>Z-Spanish</b> KHZZ-FM, KSQR-AM, KZSA-FM	2.1 %	2.5 %	1.3 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	<b>70.0 %</b>	<b>74.2 %</b>	<b>91.8 %</b>	Country	23 (1)	115 (1)	138 (2)	7.9 %	9.6 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	84 (5)	84 (5)	4.8 %	3.1 %
				Jazz	0 (0)	104 (1)	104 (1)	5.9 %	4.7 %
				News/Talk	276 (5)	0 (0)	276 (5)	15.8 %	18.8 %
				Oldies	0 (0)	42 (1)	42 (1)	2.4 %	5.4 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	10 (1)	0 (0)	10 (1)	0.6 %	0.6 %
				Soft AC	0 (0)	92 (1)	92 (1)	5.3 %	5.0 %
				Sports	85 (2)	0 (0)	85 (2)	4.9 %	4.6 %
				Standards/EZ	78 (1)	0 (0)	78 (1)	4.5 %	5.0 %
				<b>Totals</b>	<b>472 (10)</b>	<b>1280 (20)</b>	<b>1752 (30)</b>		

## AM Stations

Station	Freq	Power	Format	Service	Rate	Agency	Comments
KCTC	1320	5 kw (DA-2)	Standards	Westwd, ABC	\$29.00	D&R	Entercom
KFBK	1530	50 kw (DA-2)	News/Talk	ABC, CNN	\$180.00	Sentry	AMFM
KHTK	1140	50 kw (DA-2)	Sports	CBS, ESPN	\$30.00	Katz	CBS/Infinity
KRAK	1470	5 kw/1 kw (DA-2)	Classic Country		\$ NA	Katz	CBS/Infinity
KSTE	650	21.4 kw/0.92 kw (DA-2)	Talk	ABC, Westwd	\$40.00	Christal	AMFM Rancho Cordova

## FM Stations

Station	Freq	Power	Format	Service	Rate	Agency	Comments
KBMB	103.5	3 kw @ 295	CHR/Urban	ABC	\$ NA	Allied	
KDND	107.9	50 kw @ 404	CHR		\$100.00	D&R	Entercom
KGBY	92.5	50 kw @ 450	AC	AMFM	\$145.00	Sentry	AMFM
KHYL	101.1	36.3 kw @ 577	Black Oldies	AMFM	\$106.00	Sentry	AMFM Auburn
KHZZ	104.3	2.95 kw @ 463	Black Oldies	Jones	\$ NA	Allied	Z-Spanish Davis
KNCI	105.1	50 kw @ 500	Country	CBS	\$95.00	Katz	CBS/Infinity
KRCX	99.9	1.75 kw @ 2182	Hispanic-Regional		\$ NA	Caballero	Entravision, pend. Marysville
KRRE	101.9	47 kw @ 505	Hispanic-Contemp		\$ NA	Caballero	Entravision, pend. Shingle Springs
KRXQ	98.5	50 kw @ 500	AOR		\$85.00	D&R	Entercom Roseville
KSEG	96.9	50 kw @ 500	Classic AOR		\$99.00	D&R	Entercom
KSFM	102.5	50 kw @ 500	CHR/Urban	Westwd	\$147.00	Eastman	CBS/Infinity Woodland
KSSJ	94.7	25 kw @ 325	Jazz		\$45.00	D&R	Entercom Fair Oaks
KWOD	106.5	50 kw @ 410	AOR-New Rock	CBS, ABC	\$70.00	D&R	
KXOA	93.7	25 kw @ 328	Classic Hits		\$ NA	Katz	CBS/Infinity Roseville
KYMX	96.1	50 kw @ 476	Soft AC		\$76.00	Eastman	CBS/Infinity
KZZO	100.5	115 kw @ 328	Modern AC		\$80.00	Eastman	CBS/Infinity

Notes: 10/99 AMFM and Clear Channel announced plans to merge . . . 12/99 EXCL sold KRCX-F and KRRE-F to Entravision as part of a \$250,000,000 group transaction

# SAGINAW-BAY CITY-MIDLAND

**Arbitron Rank** 125 **Pop (12+)** 329,900  
**MSA Rank:** 125  
**MSA Pop:** 402,000  
**DMA:** 64 (w/Flint)  
**Average Persons Rating:** 14.7  
**Market TSL in Hours** 19.50

**Stations** 24 / 17  
**Diaries:** 968 / 341:1 / 55.1%  
**Sample Target:** 950  
**% Below Line:** 6.4  
**% Not Listed:** 13.4  
**Pop per Station:** 19,406

**Last Year's Revenue:** \$17,300,000  
**Household Income:** \$44,186  
**Total Retail Sales:** \$4.5 Bil.  
**#1 Biller:** WKQC-F \$3,100,000  
**#1 Billing Portfolio**  
 Citadel \$8,240,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spq 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spq 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	WHNN-F	O	54 / 11.2	8.2	9.8	8.6	9.3	707 / 21.4	19.7	21.1	140 / 2058	D	WHNN-F
2	WSGW	FS/T	44 / 9.1	7.8	10.2	10.0	8.8	640 / 19.4	19.2	18.7	54 / 806	C	WSGW
3	WKQZ-F	AOR	41 / 8.5	9.7	9.4	7.3	8.2	583 / 17.7	21.3	19.6	95 / 1313	D	WKQZ-F
4	WKQC-F	C	40 / 8.3	13.0	13.3	10.0	12.7	665 / 20.1	24.5	25.9	99 / 1723	E	WKQC-F
5	WIOG-F	AC/CHR	36 / 7.4	9.9	6.3	7.5	7.7	785 / 23.8	21.2	21.6	97 / 2196	D	WIOG-F
6	WTCF-F	CHR/B	32 / 6.6	6.6	6.1	6.5	7.1	678 / 20.5	21.2	22.0	42 / 997	C	WTCF-F
7	WTLZ-F	B	28 / 5.8	5.0	4.3	6.1	4.9	320 / 9.7	9.7	10.7	31 / 435	B	WTLZ-F
8	WGER-F	SAC	26 / 5.4	5.4	5.5	4.8	6.2	429 / 13.0	12.6	14.6	31 / 499	C	WGER-F
9	WSAM	ST	21 / 4.3	3.7	3.7	4.8	4.3	313 / 9.5	8.2	10.0	23 / 370	A	WSAM
10	WILZ-F	CL AOR	18 / 3.7	2.9	4.1	3.4	2.4	390 / 11.8	11.7	8.2	25 / 590	B	WILZ-F
10	WCEN-F	C	18 / 3.7	4.3	3.5	2.9	4.7	288 / 8.7	10.1	10.7	63 / 758	C	WCEN-F
12	WEEG-F	CL AOR	16 / 3.3	3.1	2.7	3.4	3.5	264 / 8.0	9.3	10.8	26 / 428	A	WEEG-F

12+ FM Share (Metro): 79.24% (332 of 419) (Fall 98: 80.67%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WTCF-F >>>	1 WKQZ-F >>	1 WKQZ-F	1 WHNN-F	1 WHNN-F >	1 WHNN-F	1 WSGW <	1 WHNN-F	1 WHNN-F	1 WTLZ-F	1 WKQC-F
2 WIOG-F >	2 WIOG-F <	2 WHNN-F	2 WKQZ-F	2 WKQZ-F	2 WSGW	2 WHNN-F >	2 WSGW	2 WKQZ-F	2 WTCF-F	1 WTCF-F <
3 WKQZ-F >	3 WTLZ-F	3 WIOG-F	3 WIOG-F <	3 WKQC-F	3 WKQC-F	3 WKQC-F <	3 WKQC-F <	3 WKQC-F <	3 WKQC-F	3 WSGW
	4 WTCF-F	4 WKQC-F <	4 WKQC-F	4 WGER-F	4 WGER-F <	4 WKQZ-F <	4 WKQZ-F	4 WTCF-F	4 WIOG-F	3 WHNN-F <
	5 WKQC-F	5 WTLZ-F	5 WGER-F	4 WIOG-F	5 WSAM >	5 WIOG-F	5 WIOG-F	4 WIOG-F	4 WGER-F	5 WKQZ-F <
	6 WILZ-F	6 WTCF-F <	5 WILZ-F <	6 WSGW	6 WIOG-F <	6 WILZ-F	6 WGER-F	6 WGER-F <	6 WHNN-F	6 WTLZ-F <
		7 WILZ-F	7 WTCF-F	7 WILZ-F <	7 WCEN-F	7 WTLZ-F	7 WSAM	7 WSGW <	7 WKQC-F	7 WIOG-F
			7 WSGW	8 WTLZ-F <	8 WTLZ-F	8 WTCF-F	8 WTCF-F >	8 WTLZ-F	8 WEEG-F <	8 WSAM
			7 WEEG-F <						9 WCEN-F	8 WGER-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WTLZ-F	1 WIOG-F <	1 WIOG-F	1 WHNN-F	1 WHNN-F >	1 WKQZ-F >>>	1 WKQZ-F >>>	1 WKQZ-F >>>	1 WKQZ-F >>	1 WKQZ-F	1 WSGW >
2 WIOG-F	2 WTLZ-F	2 WTCF-F	1 WIOG-F	2 WGER-F	2 WTLZ-F	2 WILZ-F >	2 WILZ-F	2 WILZ-F	2 WHNN-F	2 WHNN-F
3 WTCF-F	3 WTCF-F	3 WKQC-F	3 WTLZ-F <	2 WKQC-F	2 WIOG-F >>	3 WWBN-F	3 WKQC-F	2 WHNN-F	3 WILZ-F	3 WGER-F
3 WKQZ-F >>>	4 WKQZ-F >	3 WKQZ-F	4 WKQC-F	2 WIOG-F >	3 WKQC-F >	3 WKQC-F >	4 WSGW	4 WEEG-F	4 WSGW	3 WTCF-F
		3 WTLZ-F	4 WTCF-F	5 WTCF-F	5 WTLZ-F	4 WWBN-F >	5 WIOG-F	5 WIOG-F	4 WCEN-F	3 WSAM
			6 WKQC-F	6 WTLZ-F	5 WIOG-F	5 WTLZ-F	6 WSGW	6 WSGW	6 WKQC-F	3 WKQC-F
			6 WGER-F >		5 WSGW >		6 WKQC-F	6 WKQC-F	6 WEEG-F	
							8 WTLZ-F	8 WTLZ-F	8 WIOG-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WKNX	ST	1250	Frankenmuth	0.8	3.4	4 147
WMAX	SPRTS	1440	Bay City	1.0	4.3	6 203
WMPX-AF	ST	1490	Midland	1.2	3.1	26 226

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WCRZ-F	AC	107.9	Flint	0.8	2.0	69 963
WFDF	T	910	Flint	0.8	3.6	24 468
WJR	FS/T	760	Detroit	1.2	3.9	37 868
WOWE-F	B	98.9	Vassar	1.0	2.4	25 387
WUPS-F	AC	98.5	Houghton Lake	0.8	3.0	24 482
WWBN-F	AOR	101.5	Tuscola	1.2	4.2	37 648
WWCK-F	CHR	105.5	Flint	0.4	3.1	66 1311

# SAGINAW-BAY CITY-MIDLAND

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Citadel</b>	33.9 %	35.6 %	47.6 %	AC	0 (0)	44 (3)	44 (3)	10.5 %	9.9 %
WGER-FM, WILZ-FM, WIOG-FM, WKQZ-FM, WSGW-AM, WYLZ-FM				AOR/Classic/NR	0 (0)	80 (5)	80 (5)	19.1 %	14.7 %
<b>Citadel, pend. (See notes)</b>	17.8 %	19.0 %	23.1 %	Black/Urban	0 (0)	33 (2)	33 (2)	7.9 %	6.5 %
WHNN-FM, WTCF-FM				CHR	0 (0)	34 (2)	34 (2)	8.1 %	8.6 %
	<b>51.7 %</b>	<b>54.6 %</b>	<b>70.7 %</b>	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	58 (2)	58 (2)	13.8 %	20.2 %
				Full Service	50 (2)	0 (0)	50 (2)	11.9 %	11.1 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	4 (1)	0 (0)	4 (1)	1.0 %	0.4 %
				Oldies	0 (0)	54 (1)	54 (1)	12.9 %	13.2 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Soft AC	0 (0)	26 (1)	26 (1)	6.2 %	6.9 %
				Sports	5 (1)	0 (0)	5 (1)	1.2 %	0.8 %
				Standards/EZ	28 (3)	3 (1)	31 (4)	7.4 %	7.6 %
				<b>Totals</b>	<b>87 (7)</b>	<b>332 (17)</b>	<b>419 (24)</b>		

## AM Stations

WSAM	1400	1 kw	Standards	ABC, CNN, Westwd	\$<20.00	---	MacDonald
WSGW	790	5 kw/1 kw (DA-2)	Full Service/Talk	CBS, Westwd, AP	\$48.00	Mc-Guild	Citadel

## FM Stations

WCEN	94.5	100 kw @ 981	Country	Westwd	\$29.00	Christal	Mt. Pleasant
WEEG	97.3	3 kw @ 328	Classic AOR		\$<20.00	---	Mid-West Family
WGER	106.3	2.05 kw @ 380	Soft AC		\$30.00	Katz	Citadel
WHNN	96.1	100 kw @ 1020	Oldies	Westwd, ABC	\$60.00	Eastman	Citadel, pend.
WILZ	104.5	2.9 kw @ 413	Classic AOR	ABC	\$<20.00	Mc-Guild	Citadel
WIOG	102.5	86 kw @ 800	AC/CHR	ABC	\$48.00	Mc-Guild	Citadel
WKCQ	98.1	50 kw @ 493	Country	ABC	\$66.00	---	MacDonald
WKQZ	93.3	39.2 kw @ 554	AOR	Westwd, ABC	\$40.00	Mc-Guild	Citadel
WTCF	100.5	3 kw @ 328	CHR		\$21.00	Eastman	Citadel, pend.
WTLZ	107.1	4.9 kw @ 397	Black	ABC	\$10.00	Allied	Cumulus, pend.
WYLZ	100.9	2.6 kw @ 500	Simul. WILZ-F				Pinconning

Notes: Other ranked stations -- See Flint . . . 11/99 WTLZ-F sold by Connoisseur to Cumulus as part of a \$242,000,000 group transaction . . . 12/99 WHNN-F and WTCF-F sold by Liggett to Citadel as part of a \$120,500,000 group transaction. Some divestitures in the market may be necessary

# ST. LOUIS

**Arbitron Rank** 19 **Pop (12+)** 2,116,700  
**MSA Rank:** 17  
**MSA Pop:** 2,580,000  
**DMA:** 21  
**Average Persons Rating:** 15.8  
**Market TSL in Hours** 20.75

**Stations** 24 / 24  
**Diaries:** 3,393 / 624:1 / 53.7%  
**Sample Target:** 3,340  
**% Below Line:** 0.0  
**% Not Listed:** 12.4  
**Pop per Station:** 88,196

**Last Year's Revenue:** \$117,200,000  
**Household Income:** \$50,611  
**Total Retail Sales:** \$25.7 Bil.  
**#1 Biller:** KMOX \$23,700,000  
**#1 Billing Portfolio**  
 CBS/Infinity \$45,400,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level
1	KMOX	FS/T	351 / 10.5	12.6	13.1	11.1	11.0	5024 / 23.7	30.7	26.5	378 / 5514	K KMOX
2	WIL-F	C	239 / 7.2	6.9	7.1	6.7	6.8	3412 / 16.1	16.5	16.8	272 / 3922	I WIL-F
3	KEZK-F	SAC	216 / 6.5	7.1	7.3	7.1	6.5	3609 / 17.0	17.3	16.0	243 / 3980	I KEZK-F
4	KMJM-F	B/AC	184 / 5.5	5.2	6.0	6.2	6.7	2037 / 9.6	10.9	12.7	184 / 2067	H KMJM-F
5	KATZ-F	B	175 / 5.2	3.9	4.5	3.6	3.7	2224 / 10.5	9.2	7.0	176 / 2253	C KATZ-F
6	KYKY-F	AC/CHR	164 / 4.9	4.5	4.4	4.2	5.0	3129 / 14.8	14.2	14.2	175 / 3388	I KYKY-F
7	WKXX-F	C	153 / 4.6	4.1	4.5	4.1	3.8	2431 / 11.5	12.5	11.0	172 / 2781	G WKXX-F
7	KSLZ-F	CHR	153 / 4.6	5.8	4.6	5.4	4.3	3488 / 16.5	15.8	15.4	189 / 4255	D KSLZ-F
9	KTRS	T	141 / 4.2	3.5	3.6	3.8	4.0	2247 / 10.6	9.2	11.5	150 / 2374	E KTRS
10	KLOU-F	O	134 / 4.0	3.9	4.5	4.3	4.8	3026 / 14.3	13.6	14.5	148 / 3400	G KLOU-F
11	KIHT-F	CL HITS	115 / 3.4	2.7	3.3	2.9	2.6	2080 / 9.8	10.6	10.4	129 / 2363	E KIHT-F
12	KFUO-F	CL	110 / 3.3	2.5	2.4	3.3	3.2	1879 / 8.9	6.9	8.2	116 / 2053	C KFUO-F
13	KPNT-F	AOR-NR	106 / 3.2	3.4	3.1	2.9	3.3	2461 / 11.6	11.5	11.5	131 / 2960	F KPNT-F
14	WXTM-F	AOR-NR	99 / 3.0	2.6	2.2	2.1	2.9	1912 / 9.0	8.0	9.2	103 / 2010	D WXTM-F
15	KSHE-F	AOR	98 / 2.9	3.8	3.0	3.2	3.6	2007 / 9.5	10.0	11.5	118 / 2421	H KSHE-F
16	KSD-F	AC/CHR	88 / 2.6	2.5	2.3	2.3	2.7	2752 / 13.0	9.1	10.2	97 / 3045	F KSD-F
17	WRTH	ST	80 / 2.4	1.5	2.4	2.3	2.0	1045 / 4.9	5.0	5.2	81 / 1068	B WRTH
18	KXOK-F	CL AOR	78 / 2.3	2.8	2.9	4.2	3.7	1533 / 7.2	8.4	9.1	86 / 1807	C KXOK-F
19	KATZ	B/G	76 / 2.3	2.4	2.1	2.4	2.3	1031 / 4.9	5.0	4.3	76 / 1043	B KATZ
19	WVRV-F	AC-NR	76 / 2.3	3.5	2.9	3.0	3.2	2357 / 11.1	11.3	10.9	77 / 2422	F WVRV-F

12+ FM Share (Metro): 74.97% (2189 of 2920) (Fall 98: 74.53%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KSLZ-F	1 KATZ-F	1 KMJM-F <	1 KMJM-F <	1 KEZK-F <	1 KMOX >	1 KMOX >>	1 KMOX	1 WIL-F <	1 KMOX <	1 KMOX
2 KATZ-F >>	2 WKXX-F <	2 KYKY-F <	2 KEZK-F <	2 KMJM-F <	2 WIL-F <	2 WIL-F <	2 KEZK-F <	2 KMOX <	2 KMJM-F	2 WIL-F
3 KPNT-F	3 KMJM-F <	3 KEZK-F <	3 WIL-F <	3 WIL-F	3 KEZK-F	3 WKXX-F <	3 WIL-F	3 KEZK-F <	2 KATZ-F	3 KATZ-F <
4 WXTM-F >>	4 KPNT-F <	4 WIL-F <	4 KYKY-F	4 KYKY-F <	4 KTRS	4 KEZK-F	4 KYKY-F	4 KTRS <	4 KSLZ-F	4 KSLZ-F <
5 KYKY-F <	5 WKXX-F	5 WKXX-F	5 WKXX-F	5 KMOX <	5 KLOU-F <	5 KTRS	5 KMJM-F <	5 KYKY-F	5 KEZK-F	5 KMJM-F
6 WXTM-F <	6 KATZ-F	6 KIHT-F <	6 KIHT-F <	6 WKXX-F	6 KMJM-F <	5 KMJM-F <	6 WKXX-F	5 KATZ-F <	6 KPNT-F	6 KEZK-F
7 WIL-F <	7 KIHT-F	7 KMOX	7 KIHT-F	7 KIHT-F	7 KFUO-F <	7 KYKY-F <	6 KIHT-F <	7 KSLZ-F <	7 WIL-F <	7 KLOU-F <
8 KSLZ-F	8 KSHE-F <	8 KSHE-F <	8 KSHE-F <	8 KLOU-F <	8 KYKY-F <	8 WXTM-F <	8 KLOU-F	8 KMJM-F	8 KTRS	8 KSD-F <
9 KEZK-F	9 KMOX	9 KATZ-F <	9 KSHE-F <	9 WRTH <	9 WRTH <	9 KSHE-F <	9 KATZ-F	9 KLOU-F	8 KFUO-F <	9 WKXX-F <
	9 KPNT-F <	10 KSD-F	10 KSD-F	10 KATZ-F <	10 KIHT-F	10 KATZ-F <	9 KFUO-F <	9 WKXX-F	10 KLOU-F <	10 KATZ <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrite
1 KATZ-F	1 KMJM-F <	1 KMJM-F	1 KEZK-F <	1 KEZK-F	1 WXTM-F	1 WXTM-F <	1 KATZ-F	1 KSHE-F <	1 KMOX	1 KMOX >
1 KSLZ-F	2 KYKY-F <	2 WIL-F <	2 KYKY-F <	2 KYKY-F	2 KATZ-F	2 KATZ-F	1 WXTM-F	2 WKXX-F <	2 WIL-F <	2 KMJM-F
3 KYKY-F >	3 WKXX-F <	3 WKXX-F <	3 KMJM-F	2 KMJM-F	3 KPNT-F	3 KPNT-F	3 KPNT-F <	3 KATZ-F <	3 KSHE-F	3 KTRS
4 WKXX-F <	4 KATZ-F <	4 KEZK-F <	4 WIL-F	4 WIL-F	4 WKXX-F <	4 WKXX-F	4 WKXX-F <	4 WXTM-F <	4 KMJM-F <	4 KATZ-F
5 KMJM-F	5 WIL-F <	5 KYKY-F <	5 WKXX-F	5 WKXX-F	5 KSLZ-F	5 KSHE-F	5 KSHE-F	5 WIL-F <	5 WKXX-F <	4 WIL-F
6 WIL-F	6 KSLZ-F <	6 WVRV-F	6 KSLZ-F <	6 KIHT-F	6 KSHE-F	5 KXOK-F	5 KXOK-F	6 KMJM-F	6 KXOK-F	6 KIHT-F
	7 KEZK-F	7 KPNT-F	7 KATZ-F <	7 KLOU-F	6 KXOK-F >	7 KMJM-F	7 KMJM-F <	6 KMOX <	7 KATZ-F	7 KATZ-F
	8 KPNT-F	8 KATZ-F	8 KIHT-F	8 WVRV-F <	7 KYKY-F	8 KYKY-F	8 KYKY-F	8 KXOK-F	7 KXOK-F <	9 KLOU-F
	8 WVRV-F >	9 WVRV-F	9 WVRV-F	9 KATZ <	9 KSD-F	9 KSD-F	9 KSD-F <	9 KIHT-F	9 KLOU-F	9 KSD-F
				10 KSLZ-F <	10 WIL-F <	10 KMOX <	9 KPNT-F <	9 KPNT-F <	9 KYKY-F <	

Other Rated Stations				Metro	Cume	TSA
				Share	Rating	AQH Cume
KFNS-AF	SPRTS	590	Wood River, IL	1.5	4.7	51 1059
WESL	B/AC	1490	E. St. Louis, IL	0.5	1.1	17 237
WGNU	T	920	Granite City, IL	0.5	1.1	17 247



# ST. LOUIS

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>CBS/Infinity</b> KEZK-FM, KMOX-AM, KYKY-FM	21.9 %	20.3 %	38.7 %	AC	0 (0)	328 (3)	328 (3)	11.2 %	5.5 %
<b>Clear Channel</b> KATZ-AM, KATZ-FM, KLOU-FM, KMJM-FM, KSD-FM, KSLZ-FM	24.2 %	24.7 %	17.5 %	AOR/Classic/NR	0 (0)	381 (4)	381 (4)	13.0 %	21.5 %
<b>Emmis</b> KSHE-FM, WKXX-FM, WXTM-FM	10.5 %	12.9 %	15.0 %	Black/Urban	17 (1)	359 (2)	376 (3)	12.9 %	12.0 %
<b>Emmis, pend.</b> KIHT-FM, KPNT-FM, KXOK-FM, WIL-FM, WRTH-AM, WVRV-FM	20.8 %	22.1 %	22.4 %	CHR	0 (0)	153 (1)	153 (1)	5.2 %	4.8 %
				Classical	0 (0)	110 (1)	110 (1)	3.8 %	3.6 %
				Country	0 (0)	392 (2)	392 (2)	13.4 %	12.3 %
				Full Service	351 (1)	0 (0)	351 (1)	12.0 %	12.3 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	158 (2)	0 (0)	158 (2)	5.4 %	5.2 %
				Oldies	0 (0)	249 (2)	249 (2)	8.5 %	8.2 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	76 (1)	0 (0)	76 (1)	2.6 %	2.5 %
				Soft AC	0 (0)	216 (1)	216 (1)	7.4 %	7.3 %
				Sports	49 (1)	1 (1)	50 (2)	1.7 %	1.5 %
				Standards/EZ	80 (1)	0 (0)	80 (1)	2.7 %	3.2 %
				<b>Totals</b>	<b>731 (7)</b>	<b>2189 (17)</b>	<b>2920 (24)</b>		

### AM Stations

Station	Power	Frequency	Format	Company	Parent	Other
KATZ	1600	5 kw (DA-N)	Black Gospel	AURN	\$ NA	Eastman Clear Channel
KMOX	1120	50 kw	Talk/Full Svc.	CBS, AP	\$300.00	CBS CBS/Infinity
KTRS	550	5 kw (DA-N)	Talk	ABC	\$32.00	Mc-Guild
WRTH	1430	5 kw (DA-2)	Standards	Westwd	\$36.00	Christal Emmis, pend.

### FM Stations

Station	Power	Frequency	Format	Company	Parent	Other
KATZ	100.3	50 kw @ 492	Black		\$36.00	Eastman Clear Channel Alton, IL
KEZK	102.5	100 kw @ 1026	Soft AC	CBS	\$165.00	Katz CBS/Infinity
KFUO	99.1	100 kw @ 1026	Classical	CNN	\$56.00	Allied
KIHT	96.3	80 kw @ 1026	Classic Hits		\$73.00	Allied Emmis, pend.
KLOU	103.3	100 kw @ 920	Oldies	CBS	\$81.00	Eastman Clear Channel
KMJM	104.9	7.8 kw @ 575	Black AC		\$150.00	Eastman Clear Channel Columbia, IL
KPNT	105.7	100 kw @ 1375	AOR-New Rock		\$88.00	Mc-Guild Emmis, pend. Ste. Genevieve
KSD	93.7	100 kw @ 860	AC/CHR		\$104.00	Katz Clear Channel
KSHE	94.7	100 kw @ 1026	AOR		\$160.00	D&R Emmis Crestwood
KSLZ	107.7	100 kw @ 1026	CHR		\$ NA	Eastman Clear Channel
KXOK	97.1	100 kw @ 560	Classic AOR	ABC	\$50.00	Allied Emmis, pend. Florissant
KYKY	98.1	90 kw @ 1026	AC/CHR	CBS	\$180.00	Katz CBS/Infinity
WIL	92.3	100 kw @ 984	Country	ABC	\$160.00	Allied Emmis, pend.
WKXX	106.5	90 kw @ 1026	Country		\$65.00	D&R Emmis Granite City, IL
WVRV	101.1	44 kw @ 525	Modern AC		\$60.00	Mc-Guild Emmis, pend. E. St. Louis, IL
WXTM	104.1	39 kw @ 550	New Rock		\$71.00	D&R Emmis Jerseyville, IL

Notes: 9/99 Emmis acquired and exercised an option to purchase Sinclair Broadcast Group's St. Louis portfolio (plus KDNL-TV). Sinclair has fought the sale and the matter is now the subject of lawsuits. The Sinclair portfolio is shown in the Consolidation Report as "Emmis, pend."

# SALISBURY-OCEAN CITY

**Arbitron Rank** 150 **Pop (12+)** 244,800  
**MSA Rank:** NA  
**MSA Pop:** 272,000  
**DMA:** 163  
**Average Persons Rating:** 14.9  
**Market TSL in Hours** 20.00

**Stations** 31 / 27  
**Diaries:** 853 / 287:1 / 47.8%  
**Sample Target:** 900  
**% Below Line:** 2.5  
**% Not Listed:** 17.9  
**Pop per Station:** 9,067

**Last Year's Revenue:** \$12,500,000  
**Household Income:** \$37,386  
**Total Retail Sales:** \$4.0 Bil.  
**#1 Biller:** WQHQ-F \$1,500,000  
**#1 Billing Portfolio**  
 Cumulus \$4,780,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	WOCQ-F	U/CHR	52 / 14.3	11.3	12.6	12.2	8.4	573 / 23.4	24.8	21.0	57 / 627	C	WOCQ-F
2	WWFG-F	C	32 / 8.8	9.4	9.3	8.8	9.5	492 / 20.1	18.0	19.0	35 / 567	C	WWFG-F
3	WQHQ-F	AC	30 / 8.2	7.2	6.5	9.1	8.1	377 / 15.4	16.9	14.3	31 / 393	C	WQHQ-F
4	WZBH-F	AOR	23 / 6.3	6.4	7.3	6.5	5.9	340 / 13.9	14.1	15.0	29 / 488	B	WZBH-F
5	WGBG-FF	CL HITS	18 / 4.9	3.8	3.6	2.8	5.3	304 / 12.4	11.3	11.1	20 / 351		WGBG-FF
6	WLVW-FF	O	17 / 4.7	4.3	5.3	4.8	6.2	290 / 11.8	12.4	13.4	17 / 304	B	WLVW-FF
7	WICO-F	C	14 / 3.8	3.2	3.9	4.3	3.9	200 / 8.2	8.5	8.4	14 / 215	C*	WICO-F
8	WXJN-F	C	13 / 3.6	3.5	2.8	3.4	2.5	163 / 6.7	8.1	5.8	13 / 163	*	WXJN-F
8	WOSC-FF	AOR	13 / 3.6	2.9	3.9	3.7	3.6	285 / 11.6	11.1	12.3	14 / 321	B	WOSC-FF
10	WOLC-F	REL	11 / 3.0	2.4	2.2	4.0	4.5	180 / 7.3	8.1	4.9	19 / 299		WOLC-F
10	WJNE-FF	AC-NR	11 / 3.0	2.4	3.0	3.9	2.8	282 / 11.5	10.0	10.4	13 / 357		WJNE-FF
12	WGMD-F	T	10 / 2.7	2.9	3.9	2.6	4.5	159 / 6.5	6.5	7.0	11 / 185	A	WGMD-F
13	WQJZ-F	J	9 / 2.5	2.4	2.0	2.6	2.2	142 / 5.8	5.7	6.1	9 / 142		WQJZ-F
13	WJWL-AA	ST	9 / 2.5	2.9	1.4	2.0	0.8	108 / 4.4	4.9	3.2	11 / 120		WJWL-AA

12+ FM Share (Metro): 91.30% (273 of 299) (Fall 98: 93.71%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WOCQ-F >>>	1 WOCQ-F >	1 WOCQ-F >	1 WOCQ-F	1 WOCQ-F <	1 WQHQ-F	1 WOCQ-F <	1 WWFG-F <	1 WOCQ-F >>>	1 WOCQ-F >>>	1 WOCQ-F >
2 WOSC-FF >	2 WZBH-F <	2 WWFG-F <	2 WWFG-F	2 WWFG-F	2 WWFG-F	2 WQHQ-F <	2 WOCQ-F <	2 WQHQ-F <	2 WZBH-F >	2 WWFG-F
3 WJNE-FF >>	3 WWFG-F >>	3 WZBH-F <	3 WQHQ-F	3 WQHQ-F	3 WOCQ-F	3 WWFG-F	3 WQHQ-F >	3 WWFG-F	3 WJNE-FF	3 WZBH-F
4 WJNE-FF	4 WQHQ-F	4 WZBH-F	4 WZBH-F	4 WLVW-FF	4 WLVW-FF	4 WGBG-FF	4 WZBH-F <	4 WZBH-F >	3 WOSC-FF	4 WQHQ-F >
4 WGBG-FF	5 WGBG-FF	5 WGBG-FF	5 WGBG-FF	5 WGBG-FF	5 WICO-F <	5 WLVW-FF	5 WLVW-FF <	5 WLVW-FF <	3 WQHQ-F	5 WJNE-FF
4 WXJN-F	6 WLVW-FF	6 WLVW-FF >	6 WLVW-FF >	5 WICO-F	6 WZBH-F <	6 WXJN-F <	6 WGBG-FF	6 WGBG-FF	6 WWFG-F	5 WGBG-FF
4 WOSC-FF	7 WXJN-F	7 WICO-F	7 WICO-F	7 WZBH-F	7 WLVW-FF	7 WGBG-FF	7 WOSC-FF	7 WLVW-FF	7 WLVW-FF	7 WICO-F
4 WQHQ-F >	7 WJNE-FF	7 WXJN-F		7 WOLC-F <	8 WOLC-F	8 WJWL-AA	8 WJNE-FF	7 WGBG-FF	7 WJNE-FF	7 WXJN-F
	7 WOSC-FF				9 WGMD-F	9 WGMD-F	8 WICO-F	7 WQJZ-F	7 WQJZ-F	7 WLVW-FF
					10 WJWL-AA	9 WXJN-F	8 WGMD-F			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WOCQ-F >>>	1 WOCQ-F >>>	1 WOCQ-F >>	1 WOCQ-F	1 WQHQ-F	1 WOCQ-F >>>	1 WOCQ-F	1 WZBH-F	1 WOCQ-F	1 WZBH-F <	1 WOCQ-F >>
2 WQHQ-F	2 WWFG-F	2 WQHQ-F	2 WQHQ-F	2 WOCQ-F	2 WXJN-F	2 WZBH-F	2 WWFG-F	2 WZBH-F >	2 WOCQ-F	2 WZBH-F
2 WJNE-FF	2 WQHQ-F >	3 WWFG-F >	3 WWFG-F >	2 WWFG-F >	2 WZBH-F >	3 WWFG-F >	3 WOCQ-F >	3 WGBG-FF	3 WGBG-FF	3 WGMD-F
2 WZBH-F >>	4 WZBH-F	4 WLVW-FF	4 WLVW-FF	4 WLVW-FF >	4 WQJZ-F	4 WXJN-F	4 WOSC-FF	3 WWFG-F >	3 WWFG-F >	4 WJNE-FF
	4 WJNE-FF >	4 WGBG-FF	5 WZBH-F	5 WGBG-FF	4 WOSC-FF	4 WOSC-FF	4 WGBG-FF >>>	5 WOSC-FF	5 WLVW-FF	4 WWFG-F
				5 WICO-F	4 WWFG-F >>			6 WXJN-F	6 WOSC-FF	6 WQHQ-F >
				7 WZBH-F				7 WLVW-FF	7 WICO-F	
				7 WXJN-F >				7 WJNE-FF	7 WJNE-FF	
								7 WQHQ-F		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WAFI-F	AC/CHR	97.7	Milford, DE 1.6 4.1 32 344
WDMV	B/G	540	Pocomoke City 1.4 3.3 7 100
WICO	T/N	1320	Salisbury 1.1 2.1 4 53
WKHW-F	O	106.5	Pocomoke City, MD 0.8 1.7 4 61
WRXS-F	CHR	106.9	Ocean City, MD 1.1 4.6 4 112
WTDK-F	O	107.1	Federalburg, MD 0.5 3.1 7 190
WTGM	SPRTS	960	Salisbury 0.8 2.3 3 56
WXPZ-F	REL-CC	101.3	Milford, DE 0.8 2.7 13 217

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WBAL	N/T	1090	Baltimore 0.5 1.6 3 91
WCAO	B/G	600	Baltimore 0.5 2.7 9 154
WMID	ST	1340	Atlantic City, NJ 0.5 1.0 2 25
WRDX-F	AOR	94.7	Dover, DE 0.8 4.5 19 360

# SALISBURY-OCEAN CITY

Consolidation Report			12+	25-54	Revenue	Format Performance					
						AM	FM	Total	%	Yr. Ago	
<b>Cumulus</b>			25.0 %	30.9 %	38.2 %	AC	0 (0)	47 (4)	47 (4)	15.7 %	14.0 %
WJDY-AM, WLBW-FM, WLVW-FM, WOSC-FM, WQHQ-FM, WSBY-FM, WWFG-FM											
<b>Delmarva</b>			12.6 %	11.1 %	21.6 %	AOR/Classic/NR	0 (0)	38 (4)	38 (4)	12.7 %	15.4 %
WAFL-FM, WICO-AM, WICO-FM, WQJZ-FM, WXJN-FM											
<b>Great Scott</b>			31.6 %	31.9 %	15.6 %	Black/Urban	0 (0)	52 (1)	52 (1)	17.4 %	15.7 %
WGBG-FM, WJNE-FM, WJWK-AM, WJWL-AM, WJYN-FM, WKHW-FM, WOCQ-FM, WRBG-FM, WZBH-FM											
			<b>69.2 %</b>	<b>73.9 %</b>	<b>75.4 %</b>	CHR	0 (0)	4 (1)	4 (1)	1.3 %	1.0 %
Country											
Classical											
Full Service											
Hispanic											
Jazz											
News/Talk											
Oldies											
Others/Unknown											
Religion/Gospel											
Soft AC											
Sports											
Standards/EZ											
						<b>Totals</b>	<b>26 (8)</b>	<b>273 (23)</b>	<b>299 (31)</b>		

### AM Stations

WJWK	1280	0.84 kw/0.211 kw	Simul. WJWL				Seaford, DE
WJWL	900	10.5 kw/1.08 kw (DA-2)	Standards	Jones	--	Great Scott	Georgetown, DE

### FM Stations

WGBG	98.5	6 kw @ 322	Simul. WRBG-F				Seaford, DE
WGMD	92.7	3 kw @ 300	Talk	ABC, AP, BNN	Interep		Rehoboth Beach, DE
WICO	94.3	3 kw @ 300	Country		Eastman	Delmarva	
WJNE	95.3	6 kw @ 328	Modern AC	Jones	--	Great Scott	Laurel, DE
WJYN	103.5	1.45 kw @ 479	See WJNE-F			Great Scott	Bethany Beach, DE
WLBW	92.1	6 kw @ 308	Simul. WLVW-F				Fenwick Island, DE
WLVW	105.5	2.1 kw @ 390	Oldies		Banner	Cumulus	
WOCQ	103.9	6 kw @ 328	Urban/CHR	ABC, Westwd	Allied	Great Scott	Berlin
WOLC	102.5	50 kw @ 500	Religion	USA	--		Princess Anne
WOSC	95.9	6 kw @ 299	AOR-NR		Katz	Cumulus	Bethany Beach, DE
WQHQ	104.7	33 kw @ 610	AC	Westwd	Banner	Cumulus	
WQJZ	97.1	4.6 kw @ 375	Jazz	Jones	Eastman	Delmarva	Ocean Pines, MD
WRBG	101.7	3 kw @ 300	Classic Hits		--	Great Scott	Ocean View, DE
WSBY	98.9	6 kw @ 328	Simul. WOSC-F			Cumulus	
WWFG	99.9	50 kw @ 315	Country	ABC	Mc-Guild	Cumulus	
WXJN	105.9	6 kw @ 341	Country		Eastman	Delmarva	Lewes, DE
WZBH	93.5	11 kw @ 485	AOR		--	Great Scott	Georgetown, DE

Notes: \* WICO-F revenue level includes WXJN-F revenue . . . 10/99 WOSC-F/WSBY-F changed from New Rock to AOR . . . 12/99 WSBY-F changed from simulcasting WOSC-F to Black AC

# SALT LAKE CITY

**Arbitron Rank** 35 Pop (12+) 1,256,700  
**MSA Rank:** 45  
**MSA Pop:** 1,620,000  
**DMA:** 36  
**Average Persons Rating:** 13.3  
**Market TSL in Hours** 17.75

**Stations** 32 / 32  
**Diaries:** 2,848 / 441:1 / 53.8%  
**Sample Target:** 2,350  
**% Below Line:** 0.0  
**% Not Listed:** 10.1  
**Pop per Station:** 39,272

**Last Year's Revenue:** \$74,400,000  
**Household Income:** \$49,622  
**Total Retail Sales:** \$15.2 Bil.  
**#1 Biller:** KSL \$9,525,000  
**#1 Billing Portfolio**  
 Simmons \$17,800,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	KSL	FS	118 / 7.1	6.1	5.1	5.6	6.5	6.0	2369 / 18.9	16.7	20.9	134 / 2736	H	KSL
2	KSFI-F	SAC	114 / 6.8	7.2	5.8	6.4	8.0	6.6	2290 / 18.2	15.3	20.2	137 / 2758	H	KSFI-F
3	KZHT-F	CHR	96 / 5.8	5.3	6.0	6.4	6.4	5.9	2405 / 19.1	19.2	21.2	104 / 2622	D	KZHT-F
4	KUBL-F	C	75 / 4.5	5.1	4.7	3.7	4.8	4.5	1572 / 12.5	12.7	12.9	79 / 1718	E	KUBL-F
5	KISN-F	CHR/AC	73 / 4.4	2.8	3.6	3.2	3.6	3.5	1637 / 13.0	13.1	14.5	85 / 1985	F	KISN-F
6	KBER-F	AOR	69 / 4.1	4.0	3.4	4.2	4.0	3.9	1434 / 11.4	11.1	12.1	77 / 1626	D	KBER-F
7	KODJ-F	O	68 / 4.1	4.1	4.1	4.3	4.7	4.1	1332 / 10.6	11.9	14.6	81 / 1501	F	KODJ-F
8	KRSP-F	CL AOR	66 / 4.0	3.6	2.9	4.4	4.1	3.7	1367 / 10.9	11.9	12.0	76 / 1491	F	KRSP-F
9	KXRF-F	AOR-NR	65 / 3.9	4.0	4.8	4.9	5.4	4.4	1648 / 13.1	14.1	14.5	69 / 1824	E	KXRF-F
10	KOSY-F	SAC	64 / 3.8	2.4	2.9	3.0	2.5	3.0	1414 / 11.2	8.9	10.7	66 / 1546	KOSY-F	FF
11	KENZ-F	AOR-NR	59 / 3.5	4.4	4.6	4.1	4.7	4.2	1393 / 11.1	12.3	12.0	63 / 1535	E	KENZ-F
12	KKAT-F	C	58 / 3.5	3.6	4.3	4.1	3.4	3.9	1185 / 9.4	11.2	11.1	65 / 1374	D	KKAT-F
13	KQMB-F	AC-NR	57 / 3.4	4.2	3.1	3.7	4.3	3.6	1813 / 14.4	15.4	16.7	61 / 2045	C	KQMB-F
13	KSOP-AF	C	57 / 3.4	4.1	3.7	4.7	3.9	4.0	1214 / 9.7	10.2	11.0	66 / 1392	F	KSOP-AF
15	KDYL	ST	53 / 3.2	2.6	2.4	3.1	2.5	2.8	673 / 5.4	5.8	5.4	59 / 724	B	KDYL
16	KURR-F	CL AOR	52 / 3.1	3.4	3.1	3.6	2.1	3.3	920 / 7.3	7.0	6.2	58 / 1060	C	KURR-F
17	KUUU-F	CHR/U	51 / 3.1	3.3	3.9	1.0		2.8	1153 / 9.2	10.1		52 / 1162		KUUU-F
18	KBZN-F	J	46 / 2.8	2.1	2.0	2.3	2.1	2.3	791 / 6.3	6.4	6.1	53 / 932	C	KBZN-F
19	KBEE-F	AC/CHR	45 / 2.7	3.0	3.0	3.6	2.7	3.1	1431 / 11.4	12.2	11.3	54 / 1660	E	KBEE-F
19	KNRS	N/T	45 / 2.7	3.3	3.4	2.8	3.3	3.0	862 / 6.9	7.0	8.8	49 / 943	C	KNRS
21	KALL	T	37 / 2.2	2.3	2.3	2.2	2.0	2.3	746 / 5.9	6.6	6.2	39 / 775	D	KALL
22	KCPX-F	CL HITS	34 / 2.0	3.0	3.3	1.4	1.6	2.4	804 / 6.4	8.2	6.3	40 / 894	C	KCPX-F
23	KFNZ	SPRTS	31 / 1.9	1.4	2.7	2.0	1.9	2.0	848 / 6.7	10.5	5.6	33 / 907	D	KFNZ
24	KWLW	C/O	21 / 1.3	1.5	1.3	1.3		1.3	333 / 2.7	3.6		22 / 382		KWLW

12+ FM Share (Metro): 76.42% (1147 of 1501) (Fall 98: 78.05%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KZHT-F >	1 KENZ-F	1 KSFI-F	1 KSFI-F	1 KSFI-F	1 KSL	1 KSL >	1 KSFI-F	1 KSFI-F	1 KZHT-F >	1 KSL
2 KUUU-F	2 KXRF-F <	2 KISN-F <	2 KISN-F	2 KSL <	2 KSFI-F >	2 KSFI-F <	2 KSL <	2 KZHT-F <	2 KBER-F <	2 KZHT-F
3 KUUU-F	3 KBER-F	3 KBER-F	3 KRSP-F	3 KISN-F <	3 KODJ-F <	3 KZHT-F <	3 KNRS <	3 KSL	3 KUUU-F <	3 KSFI-F
4 KQMB-F	4 KZHT-F <	3 KRSP-F <	3 KSL	4 KRSP-F	4 KDYL	4 KISN-F	4 KRSP-F <	4 KRSP-F	4 KXRF-F <	4 KUBL-F
5 KXRF-F >>	5 KUBL-F	5 KUBL-F <	5 KUBL-F	5 KUBL-F <	5 KOSY-F <	5 KBER-F <	5 KISN-F	4 KUBL-F <	5 KSFI-F <	5 KOSY-F <
	6 KURR-F	6 KENZ-F <	5 KBER-F <	6 KBER-F <	6 KBZN-F <	6 KUBL-F	5 KOSY-F <	6 KBER-F <	6 KSL	6 KSOP-AF <
	6 KISN-F	7 KZHT-F <	7 KURR-F	7 KODJ-F <	7 KSOP-AF <	6 KODJ-F	5 KUBL-F <	7 KODJ-F	7 KQMB-F	7 KQMB-F
	8 KSFI-F <	8 KURR-F	7 KENZ-F	8 KENZ-F	8 KRSP-F <	8 KSOP-AF <	8 KODJ-F	7 KISN-F	8 KUBL-F	7 KXRF-F <
	9 KBEE-F <	8 KSL <	9 KZHT-F	8 KURR-F <	9 KISN-F <		9 KENZ-F <	7 KXRF-F <	9 KODJ-F	9 KDYL
		10 KXRF-F	9 KOSY-F <	10 KOSY-F <	10 KNRS <		10 KDYL <		9 KFNZ <	9 KKAT-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KZHT-F	1 KENZ-F <	1 KENZ-F	1 KSFI-F	1 KSFI-F	1 KBER-F	1 KBER-F <	1 KXRF-F <	1 KBER-F	1 KSFI-F	1 KSL
2 KUBL-F	2 KZHT-F <	2 KISN-F	2 KISN-F	2 KISN-F	2 KXRF-F >	2 KXRF-F	2 KBER-F <	2 KURR-F <	1 KSL <	2 KNRS
3 KBEE-F	3 KUBL-F <	3 KUBL-F	3 KUBL-F	3 KOSY-F <	3 KENZ-F >	3 KENZ-F <	3 KENZ-F <	3 KRSP-F	3 KBER-F	3 KBER-F
4 KQMB-F	4 KISN-F	3 KZHT-F	3 KZHT-F	4 KUBL-F	3 KUUU-F	4 KURR-F >	4 KURR-F >	3 KXRF-F	3 KURR-F <	4 KXRF-F
5 KENZ-F	5 KBEE-F <	5 KSFI-F	5 KBEE-F <	4 KSL	5 KRSP-F	5 KRSP-F <	5 KALL	5 KSFI-F <	5 KRSP-F	4 KISN-F
5 KISN-F	6 KSFI-F	5 KKAT-F	6 KENZ-F	6 KODJ-F	5 KUBL-F	6 KZHT-F <	6 KRSP-F	6 KENZ-F <	6 KISN-F	4 KZHT-F
5 KSFI-F	7 KKAT-F	7 KBEE-F	6 KOSY-F <	6 KZHT-F <	7 KURR-F	7 KUBL-F	7 KFNZ	7 KSL <	6 KXRF-F <	4 KSOP-AF <
8 KUUU-F	7 KQMB-F	8 KQMB-F	8 KKAT-F	8 KKAT-F <	7 KZHT-F	7 KUUU-F	7 KZHT-F	8 KUBL-F	8 KALL	8 KALL
9 KXRF-F	9 KXRF-F		9 KSL	9 KENZ-F <			7 KSL	9 KISN-F	8 KENZ-F <	
9 KRSP-F	9 KRSP-F									

Other Rated Stations		Metro Share	Cume Rating	TSA AQH Cume
KLO	ST 1430 Ogden	0.4	1.7	11 258
KSGO	SP-R 1600 Centerville	0.8	1.1	14 142
KSRR	SAC 1400 Provo	0.5	3.0	9 386
KSVN	SP 730 Ogden	0.6	0.8	10 117
KTKK	T 630 Sandy	0.4	1.0	8 136

## SALT LAKE CITY

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Citadel</b>	16.7 %	18.2 %	21.5 %	AC	0 (0)	102 (2)	102 (2)	6.8 %	7.8 %
KBEE-FM, KBER-FM, KCNR-AM, KENZ-FM, KFNZ-AM, KUBL-FM, KWUN-AM				AOR/Classic/NR	0 (0)	311 (5)	311 (5)	20.7 %	24.5 %
<b>Clear Channel</b>	22.7 %	22.3 %	21.0 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KALL-AM, KKAT-FM, KNRS-AM, KODJ-FM, KURR-FM, KWLW-AM, KZHT-FM				CHR	0 (0)	220 (4)	220 (4)	14.7 %	11.1 %
<b>Simmons</b>	21.3 %	19.8 %	23.9 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KDYL-AM, KQMB-FM, KRSP-FM, KSFI-FM, KXRK-FM				Country	23 (2)	188 (3)	211 (5)	14.1 %	13.5 %
<b>Trumper</b>	10.2 %	12.8 %	9.1 %	Full Service	118 (1)	0 (0)	118 (1)	7.9 %	7.2 %
KCPX-FM, KISN-FM, KOSY-FM, KRAR-FM				Hispanic	24 (2)	0 (0)	24 (2)	1.6 %	1.8 %
	<b>70.9 %</b>	<b>73.1 %</b>	<b>75.5 %</b>	Jazz	0 (0)	46 (1)	46 (1)	3.1 %	2.4 %
				News/Talk	89 (3)	0 (0)	89 (3)	5.9 %	6.5 %
				Oldies	0 (0)	102 (2)	102 (2)	6.8 %	7.1 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Soft AC	9 (1)	178 (3)	187 (4)	12.5 %	12.1 %
				Sports	31 (1)	0 (0)	31 (1)	2.1 %	2.1 %
				Standards/EZ	60 (2)	0 (0)	60 (2)	4.0 %	3.8 %
				<b>Totals</b>	<b>354 (12)</b>	<b>1147 (20)</b>	<b>1501 (32)</b>		

### AM Stations

Station	Freq	Power	Format	Station	Rate	Station	Station	City
KALL	910	5 kw/1 kw (DA-2)	Talk	Westwd, ABC	\$49.00	Eastman	Clear Channel	
KDYL	1280	10 kw/0.6 kw (DA-2)	Standards	CNN, Westwd	\$27.00	Katz	Simmons	
KFNZ	1320	5 kw (DA-1)	Sports	1-On-1, CNN, WW1	\$ NA	Mc-Guild	Citadel	
KNRS	570	5 kw (DA-1)	News/Talk	ABC	\$ NA	Eastman	Clear Channel	
KSL	1160	50 kw	Full Service	CBS, ABC	\$121.00	Sentry	Bonneville	
KSOP	1370	5 kw/0.5 kw (DA-N)	Simul. KSOP-F					S. Salt Lake City
KWLW	700	50 kw/1 kw (DA-2)	Classic Country		\$ NA	Eastman	Clear Channel	N. Salt Lake City

### FM Stations

Station	Freq	Power	Format	Station	Rate	Station	Station	City
KBEE	98.7	40 kw @ 2933	AC/CHR		\$60.00	Mc-Guild	Citadel	
KBER	101.1	26.3 kw @ 3740	AOR	ABC	\$51.00	Mc-Guild	Citadel	Ogden
KBZN	97.9	26.3 kw @ 3740	Jazz		\$35.00	D&R	KLO	Ogden
KCPX	105.7	7.3 kw @ 3661	Classic Hits		\$40.00	Christal	Trumper	Centerville
KENZ	107.5	45 kw @ 2850	AOR-New Rock		\$30.00	Allied	Citadel	Orem
KISN	97.1	30 kw @ 3652	CHR/AC		\$71.00	Christal	Trumper	
KKAT	101.9	26.3 kw @ 3740	Country		\$86.00	Eastman	Clear Channel	Ogden
KODJ	94.1	40 kw @ 3063	Oldies		\$65.00	Eastman	Clear Channel	
KOSY	106.5	7.5 kw @ 2709	Soft AC		\$ NA	Christal	Trumper	Spanish Fork
KQMB	102.7	47 kw @ 2699	Modern AC		\$<20.00	Katz	Simmons	Midvale
KRAR	106.9	67.5 kw @ 2369	Simul. KOSY-F					Brigham City
KRSP	103.5	27.5 kw @ 3630	Classic AOR		\$95.00	Katz	Simmons	
KSFI	100.3	26.3 kw @ 3740	Soft AC		\$155.00	Katz	Simmons	
KSOP	104.3	25.1 kw @ 3640	Country		\$78.00	Allied		
KTCE	92.3	0.58 kw @ 2162	Simul. KUJU-F					Payson
KUBL	93.3	26.3 kw @ 3740	Country	ABC	\$60.00	Mc-Guild	Citadel	
KURR	99.5	40 kw @ 2953	Classic AOR		\$36.00	Eastman	Clear Channel	Bountiful
KUUU	92.1	6.5 kw @ 653	Dance CHR	CNN, Westwd	\$ NA	Allied	Mag Mile	Tooele
KXRK	96.3	38 kw @ 2952	AOR-New Rock		\$50.00	Katz	Simmons	Provo
KZHT	94.9	48 kw @ 2799	CHR		\$34.00	Eastman	Clear Channel	Provo

Notes: 10/99 AMFM and Clear Channel announced plans to merge . . . 11/99 KWUN (1230; Murray) sold to Citadel for \$603,202 . . . 1/00 KWKD-F (107.9; Roy) changed from simulcasting KUJU-F to Black Oldies as KSNU-F

# SAN ANTONIO

**Arbitron Rank** 32 Pop (12+) 1,352,400  
**MSA Rank:** 35  
**MSA Pop:** 1,550,000  
**DMA:** 37  
**Average Persons Rating:** 16.2  
**Market TSL in Hours** 21.50

**Stations** 32 / 30  
**Diaries:** 2,858 / 473:1 / 45.1%  
**Sample Target:** 2,680  
**% Below Line:** 1.0  
**% Not Listed:** 11.4  
**Pop per Station:** 45,080

**Last Year's Revenue:** \$73,600,000  
**Household Income:** \$38,829  
**Total Retail Sales:** \$15.6 Bil.  
**#1 Biller:** KXTN-AF \$8,900,000  
**#1 Billing Portfolio**  
 Cox Radio \$23,545,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	KTFM-F	215 / 9.8	9.7	11.3	9.4	9.2	10.1	3222 / 23.8	27.3	24.2	226 / 3449	H	KTFM-F
2	KISS-F	178 / 8.1	7.6	7.5	5.8	5.2	7.3	2517 / 18.6	17.7	15.7	189 / 2787	G	KISS-F
3	KXXM-F	166 / 7.6	6.8	7.6	8.4	7.4	7.6	3131 / 23.1	22.1	18.6	177 / 3356	F	KXXM-F
4	KXTN-AF	150 / 6.8	5.7	6.4	4.7	5.3	5.9	1884 / 13.9	14.4	13.4	183 / 2229	H	KXTN-AF
5	KZEP-F	147 / 6.7	5.9	6.3	7.0	7.4	6.5	2023 / 15.0	13.9	15.7	152 / 2094	G	KZEP-F
6	KONO-AF	110 / 5.0	5.4	5.5	6.3	5.3	5.6	1817 / 13.4	15.1	15.3	115 / 1946	E	KONO-AF
7	KCYF-F	101 / 4.6	5.2	4.4	4.0	4.0	4.6	1780 / 13.2	12.7	12.6	112 / 1997	G	KCYF-F
8	KAJA-F	97 / 4.4	5.3	3.9	4.2	5.3	4.5	1665 / 12.3	12.1	13.4	105 / 1887	G	KAJA-F
9	KSMG-F	94 / 4.3	3.7	4.6	4.3	5.5	4.2	1850 / 13.7	15.2	17.1	104 / 2090	G	KSMG-F
10	KQXT-F	81 / 3.7	4.2	3.2	4.2	3.5	3.8	1320 / 9.8	8.5	10.7	82 / 1366	E	KQXT-F
11	WOAI	80 / 3.7	3.6	3.9	3.4	2.7	3.6	1520 / 11.2	13.0	10.5	99 / 1858	F	WOAI
12	KCJZ-F	78 / 3.6	4.7	2.2	2.6	3.1	3.3	1277 / 9.4	6.6	7.8	79 / 1300	C	KCJZ-F
13	KTSA	72 / 3.3	3.5	3.7	5.7	4.7	4.0	1015 / 7.5	7.5	10.6	94 / 1258	F	KTSA
14	KROM-F	67 / 3.1	3.7	2.8	4.0	2.7	3.4	961 / 7.1	6.6	6.8	71 / 1027	F	KROM-F
15	KLEY-F	56 / 2.6	1.9	2.5	3.5	3.2	2.6	825 / 6.1	6.9	7.4	56 / 833	C	KLEY-F
16	KSJL-AF	40 / 1.8	1.6	2.1	1.6	2.7	1.8	443 / 3.3	3.5	4.8	40 / 444	C	KSJL-AF
17	KLUP	36 / 1.6	2.4	2.6	2.1	2.2	2.2	542 / 4.0	5.0	4.9	37 / 582	B	KLUP
17	KKYX	36 / 1.6	2.0	1.6	1.8	2.0	1.8	528 / 3.9	3.8	4.9	58 / 848	B	KKYX

12+ FM Share (Metro): 81.46% (1582 of 1942) (Fall 98: 76.94%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KTFM-F	1 KISS-F	1 KTFM-F <	1 KZEP-F	1 KZEP-F	1 KXTN-AF	1 KTFM-F	1 KZEP-F	1 KTFM-F	1 KTFM-F >	1 KTFM-F
2 KXXM-F	2 KTFM-F	2 KISS-F <	2 KTFM-F <	2 KTFM-F <	2 KZEP-F <	2 KISS-F <	2 KISS-F	2 KISS-F <	2 KISS-F <	2 KXXM-F <
3 KISS-F >>>	3 KXXM-F >	3 KZEP-F	3 KISS-F <	3 KXTN-AF <	3 KONO-AF	3 KZEP-F <	3 KXTN-AF <	3 KXXM-F	3 KXXM-F >	3 KXTN-AF <
4 KZEP-F	4 KXXM-F	4 KXTN-AF <	4 KISS-F <	4 WOAIF	4 KXXM-F	4 WOAIF	4 KZEP-F	4 KXTN-AF >	4 KISS-F >	4 KISS-F >
5 KSMG-F <	5 KXTN-AF	5 KXXM-F	5 KXXM-F	5 KTSA	4 KXTN-AF	5 KTFM-F	5 KXTN-AF <	5 KXTN-AF <	5 KZEP-F	5 KLEY-F
6 KXTN-AF <	6 KSMG-F <	6 KSMG-F <	6 KONO-AF <	5 KCYY-F	6 KAJA-F	6 KONO-AF <	6 KONO-AF <	6 KONO-AF <	6 KQXT-F <	5 KONO-AF
7 KAJA-F	7 KAJA-F <	7 KONO-AF <	7 KSMG-F <	7 KAJA-F <	7 KCYY-F <	7 KXXM-F	7 KCYY-F <	7 KCYY-F <	7 KONO-AF <	7 KCYY-F
8 KONO-AF <	8 KCJZ-F <	8 KAJA-F	8 KAJA-F	8 KQXT-F	8 KSMG-F <	8 KCYY-F	8 KSMG-F <	8 KSMG-F <	8 KTSA	7 KROM-F
9 KCJZ-F <	9 KAJA-F	9 KCJZ-F	9 KCJZ-F	9 KCJZ-F <	9 KONO-AF	9 KAJA-F	8 KSMG-F <	9 KAJA-F	9 KCYY-F <	9 KLEY-F <
			10 KCYY-F <	10 KTFM-F <	10 KTSA	10 KAJA-F	10 KCJZ-F			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrite
1 KTFM-F	1 KTFM-F	1 KXXM-F	1 KTFM-F	1 KXXM-F <	1 KISS-F >>>	1 KISS-F >>>	1 KISS-F >>>	1 KISS-F <	1 KZEP-F	1 KTFM-F >
2 KXXM-F >	2 KTFM-F >	2 KTFM-F	2 KXXM-F	2 KTFM-F <	2 KTFM-F >	2 KTFM-F	2 KZEP-F <	2 KZEP-F >	2 KISS-F	2 KXTN-AF
3 KISS-F >	3 KSMG-F <	3 KSMG-F >	3 KSMG-F	3 KSMG-F <	3 KZEP-F	3 KZEP-F	3 KZEP-F	3 KTFM-F	3 KXTN-AF	2 KISS-F
4 KSMG-F	4 KISS-F	4 KCJZ-F	4 KAJA-F <	4 KONO-AF	4 KXXM-F >	4 KXXM-F	4 KXXM-F	4 KXTN-AF	4 KTFM-F	4 KXXM-F
5 KLEY-F	5 KAJA-F	4 KAJA-F	5 KCJZ-F <	5 KCJZ-F	5 KXTN-AF <	5 KXTN-AF <	5 KXTN-AF <	5 KXXM-F	5 KONO-AF	5 KONO-AF
5 KAJA-F >	6 KCJZ-F <	6 KISS-F	6 KONO-AF <	5 KQXT-F <	6 KCYY-F	6 KCYY-F	6 KCYY-F	6 KCYY-F <	6 WOAIF	6 WOAIF
	7 KXTN-AF	6 KXTN-AF	7 KZEP-F	7 KAJA-F <	7 KROM-F	6 KROM-F >	7 KAJA-F <	7 KCYY-F <	7 KAJA-F <	7 KCYY-F <
			7 KXTN-AF <	8 KXTN-AF <			8 KONO-AF <	8 KXXM-F	8 KROM-F	8 KROM-F
			9 KQXT-F <	9 KZEP-F			9 KROM-F <	8 KROM-F	9 KROM-F <	8 KROM-F
				10 KCYY-F >			10 WOAIF <	8 KAJA-F <		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KBUC-F	C	98.3	Pleasanton 0.5 1.6 10 217
KCHL	B/G	1480	San Antonio 0.5 1.1 12 155
KCOR	SP	1350	San Antonio 0.8 3.1 18 423
KDRY	REL	1100	Alamo Heights 0.4 1.5 9 203
KEDA	SP	1540	San Antonio 0.9 2.4 21 334
KSAH	SP-C	720	Universal City 0.4 1.3 9 205
KSLR	REL	630	San Antonio 0.6 1.6 15 268
KTKR	SPRTS	760	San Antonio 0.5 2.0 13 333
KZDC	SP-NT	1250	San Antonio 0.7 1.9 16 251

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KEYI-F	O	103.5	San Marcos 0.5 2.1 18 444
KROX-F	AOR-NR	101.5	Giddings 0.5 2.4 28 512

# SAN ANTONIO

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Clear Channel</b>	21.3 %	21.8 %	20.8 %	AC	0 (0)	94 (1)	94 (1)	4.8 %	6.5 %
KAJA-FM, KQXT-FM, KSJL-FM, KTKR-AM, KXXM-FM, WOAI-AM				AOR/Classic/NR	0 (0)	336 (3)	336 (3)	17.3 %	14.5 %
<b>Cox Radio</b>	28.8 %	29.9 %	32.0 %	Black/Urban	10 (1)	108 (2)	118 (3)	6.1 %	3.0 %
KCJZ-FM, KCYY-FM, KISS-FM, KKYX-AM, KLUP-AM, KONO-AF, KSMG-FM				CHR	0 (0)	381 (2)	381 (2)	19.6 %	18.5 %
<b>Hispanic</b>	10.7 %	11.0 %	19.5 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KCOR-AM, KROM-FM, KXTN-AF				Country	36 (1)	208 (3)	244 (4)	12.6 %	12.9 %
	<b>60.8 %</b>	<b>62.7 %</b>	<b>72.3 %</b>	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	64 (5)	271 (3)	335 (8)	17.3 %	18.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	3.4 %
				News/Talk	152 (2)	0 (0)	152 (2)	7.8 %	8.2 %
				Oldies	17 (1)	103 (2)	120 (3)	6.2 %	6.4 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	34 (3)	0 (0)	34 (3)	1.8 %	1.2 %
				Soft AC	0 (0)	81 (1)	81 (1)	4.2 %	3.9 %
				Sports	11 (1)	0 (0)	11 (1)	0.6 %	0.9 %
				Standards/EZ	36 (1)	0 (0)	36 (1)	1.9 %	2.5 %
				<b>Totals</b>	<b>360 (15)</b>	<b>1582 (17)</b>	<b>1942 (32)</b>		

## AM Stations

KKYX	680	50 kw/10 kw (DA-N)	Classic Country	Westwd	\$30.00	Katz	Cox Radio	
KLUP	930	5 kw/1 kw (DA-N)	Standards		\$24.00	CBS	Cox Radio	
KONO	860	5 kw/0.9 kw (DA-N)	Simul. KONO-F					
KSJL	810	0.25 kw (DA-2)	Simul. KSJL-F					Somerset
KTSA	550	5 kw (DA-N)	Talk	ABC	\$61.00	Eastman	KTFM-F	
KXTN	1310	5 kw/0.28 kw (DA-1)	Simul. KXTN-F					
WOAI	1200	50 kw	News/Talk	ABC, ESPN	\$87.00	Cir Chnl	Clear Channel	

## FM Stations

KAJA	97.3	100 kw @ 984	Country		\$85.00	Cir Chnl	Clear Channel	
KCJZ	106.7	100 kw @ 1016	Black Oldies		\$45.00	Katz	Cox Radio	Terrell Hills
KCYY	100.3	100 kw @ 984	Country		\$131.00	Katz	Cox Radio	
KISS	99.5	100 kw @ 1111	AOR		\$110.00	Christal	Cox Radio	
KLEY	94.1	22 kw @ 696	Hispanic		\$34.00	Caballero	SBS	Floresville
KONO	101.1	100 kw @ 1368	Oldies	Westwd	\$54.00	Katz	Cox Radio	Helotes
KQXT	101.9	100 kw @ 672	Soft AC		\$87.00	Cir Chnl	Clear Channel	
KROM	92.9	100 kw @ 1016	Hispanic		\$39.00	Katz Hisp.	Hispanic	
KSJL	92.5	50 kw @ 492	Urban	ABC	\$35.00	Cir Chnl	Clear Channel	Devine
KSMG	105.3	100 kw @ 1250	AC		\$83.00	Christal	Cox Radio	Seguin
KTFM	102.7	100 kw @ 672	CHR/Urban		\$105.00	Christal	KTSA	
KXTN	107.5	100 kw @ 1470	Hispanic-Tejano		\$156.00	Katz Hisp.	Hispanic	
KXXM	96.1	100 kw @ 597	CHR		\$ NA	Cir Chnl	Clear Channel	
KZEP	104.5	100 kw @ 660	Classic AOR		\$71.00	D&R	Lotus	

Notes: KSJL (AM) is LMA'd to Clear Channel . . . 10/99 AMFM and Clear Channel announced plans to merge . . . 1/00 KSAH (720) sold to Rodriguez for \$5,000,000 . . . 3/00 KFNI (1380; Pleasanton) sold by Freedom Network to Multicultural as part of a \$12,000,000 multi-market transaction

# SAN DIEGO

**Arbitron Rank** 15 Pop (12+): 2,399,600  
**MSA Rank:** 14  
**MSA Pop:** 2,790,000  
**DMA:** 26  
**Average Persons Rating:** 14.6  
**Market TSL in Hours** 19.75

**Stations** 37 / 30  
**Diaries:** 3,264 / 735:1 / 52.0%  
**Sample Target:** 3,270  
**% Below Line:** 5.3  
**% Not Listed:** 12.4  
**Pop per Station:** 79,987

**Last Year's Revenue:** \$139,900,000  
**Household Income:** \$47,242  
**Total Retail Sales:** \$26.9 Bil.  
**#1 Biller:** KFMB \$15,413,000  
**#1 Billing Portfolio**  
 Clear Channel \$54,210,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	KSON-F	C	201 / 5.7	5.9	5.3	5.5	6.2	5.6	3049 / 12.7	12.2	12.7	201 / 3049	I*	KSON-F
2	KOGO	NT	193 / 5.5	5.3	5.0	5.4	4.5	5.3	2692 / 11.2	10.5	9.6	193 / 2692	G	KOGO
3	KHTS-F	CHR	178 / 5.1	5.7	4.6	4.6	5.2	5.0	4170 / 17.4	18.2	17.5	178 / 4170	G	KHTS-F
4	KYXY-F	AC	175 / 5.0	5.0	4.5	5.6	5.6	5.0	2988 / 12.5	12.5	14.5	175 / 2988	I	KYXY-F
5	KIFM-F	J	162 / 4.6	3.6	3.7	3.6	3.8	3.9	2657 / 11.1	9.0	9.8	162 / 2657	G	KIFM-F
5	XTRA-F	AOR-NR	162 / 4.6	5.1	4.8	4.6	4.5	4.8	3638 / 15.2	14.7	14.0	162 / 3638	F	XTRA-F
7	KGB-F	CL AOR	156 / 4.4	3.8	3.7	4.0	4.4	4.0	2671 / 11.1	11.0	11.1	156 / 2671	H	KGB-F
8	KFMB-F	AC/CHR	154 / 4.4	4.8	4.9	5.1	4.9	4.8	3441 / 14.3	16.0	16.3	154 / 3441	I	KFMB-F
9	XHTZ-F	CHR/U	153 / 4.4	4.9	4.2	5.0	5.0	4.6	3044 / 12.7	13.5	15.0	153 / 3044	G	XHTZ-F
10	KIOZ-F	AOR	136 / 3.9	4.1	4.7	4.1	4.0	4.2	2571 / 10.7	10.4	10.5	136 / 2571	H	KIOZ-F
11	XHRM-F	B/AC	115 / 3.3	3.9	4.2	4.3	2.7	3.9	2363 / 9.8	11.3	8.6	115 / 2363	F	XHRM-F
12	KFMB	FS/T	103 / 2.9	4.1	4.4	2.5	4.4	3.5	2386 / 9.9	11.8	12.4	103 / 2386	J	KFMB
13	KLNV-F	SP-R	99 / 2.8	3.3	3.4	3.7	2.5	3.3	1424 / 5.9	6.7	6.6	99 / 1424	C^	KLNV-F
14	KJQY-F	SAC	93 / 2.6	2.8	2.7	2.6	2.8	2.7	1772 / 7.4	8.2	9.6	93 / 1772	D	KJQY-F
15	KPOP	ST	89 / 2.5	3.4	2.9	3.6	2.5	3.1	1024 / 4.3	5.4	4.4	89 / 1024	D	KPOP
16	KPLN-F	CL HITS	87 / 2.5	2.2	2.1	1.9	2.6	2.2	1830 / 7.6	6.5	8.5	87 / 1830	E	KPLN-F
17	XTRA	SPRTS	80 / 2.3	1.6	1.8	2.0	2.6	1.9	1527 / 6.4	6.2	8.3	80 / 1527	H	XTRA
18	KXST-F	AOR-P	75 / 2.1	1.5	1.8	1.4	1.3	1.7	1270 / 5.3	4.6	4.3	75 / 1270	D	KXST-F
19	KMSX-F	AC/CHR	73 / 2.1	2.7	2.8	2.7	1.6	2.6	1901 / 7.9	8.4	5.8	73 / 1901	D	KMSX-F
20	KBZT-F	O	72 / 2.0	2.3	2.7	2.7	2.6	2.4	1895 / 7.9	9.3	9.6	72 / 1895	G	KBZT-F
21	KFI	T	67 / 1.9	1.2	1.7	1.6	2.1	1.6	1272 / 5.3	5.0	5.8	67 / 1272	I	KFI
22	KLQV-F	SP-C	53 / 1.5	1.4	1.5	1.7	1.4	1.5	816 / 3.4	3.8	3.3	53 / 816	A	KLQV-F
23	KFSD-F	CL	52 / 1.5	1.2	1.4	1.3	1.3	1.3	1042 / 4.3	4.1	4.5	52 / 1042	C	KFSD-F
24	KSPA	ST	48 / 1.4	1.1	1.2	0.8	0.7	1.1	491 / 2.0	1.8	2.0	48 / 491	X	KSPA
25	XHCR-F	C	35 / 1.0	1.2	0.9	1.1	0.7	1.0	983 / 4.1	2.4	2.5	35 / 983	H	XHCR-F
25	XLTN-F	SP-C	35 / 1.0	1.0	1.3	1.1	0.6	1.1	774 / 3.2	3.6	2.3	35 / 774	C	XLTN-F

12+ FM Share (Metro): 76.14% (2342 of 3076) (Fall 98: 73.80%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KHTS-F >>	1 XTRA-F	1 KSON-F	1 KGB-F	1 KSON-F <	1 KOGO	1 KGB-F	1 KOGO	1 KHTS-F <	1 KHTS-F <	1 KHTS-F <
2 XHTZ-F >	2 KIOZ-F	1 XTRA-F <	1 KSON-F	2 KGB-F	2 KIFM-F <	2 KOGO <	2 KYXY-F	2 KSON-F <	2 XHTZ-F	2 KSON-F
3 XTRA-F >	2 XHTZ-F <	3 KGB-F <	3 KFMB-F	3 KIFM-F	3 KSON-F <	3 KFMB-F <	2 KSON-F	3 KOGO <	3 XTRA-F	3 XTRA-F <
4 KFMB-F	4 KHTS-F	4 KFMB-F <	3 KYXY-F <	3 KYXY-F	4 KYXY-F	4 KSON-F <	4 KIFM-F	4 KYXY-F	4 KOGO <	4 XHTZ-F <
5 KLVN-F	5 KFMB-F	5 KIOZ-F <	5 KIFM-F	5 KFMB-F	5 KFMB	5 KIOZ-F	5 KGB-F	4 KFMB-F <	5 KIFM-F	5 KIFM-F <
5 KIOZ-F	6 KSON-F <	6 KHTS-F	6 XTRA-F <	6 XTRA-F	5 KGB-F <	6 KYXY-F	5 XTRA-F	6 KIFM-F <	5 KSON-F <	6 KYXY-F
7 KGB-F	7 KGB-F	6 KYXY-F <	7 KIOZ-F	6 KOGO <	7 KPOP	7 XTRA-F <	7 KFMB-F <	7 XHTZ-F	7 KYXY-F	6 XHRM-F
8 KYXY-F <	8 XHTZ-F	8 KLVN-F	8 KPLN-F	8 XHRM-F	8 KHTS-F <	8 KHTS-F <	7 XTRA-F	8 KIOZ-F <	8 KFMB-F	8 KFMB-F
9 KLVN-F	9 KIFM-F	8 XHRM-F	8 KIOZ-F	8 KJQY-F	9 KIFM-F	9 XHTZ-F <	9 XHRM-F <	9 XHRM-F <	9 XHRM-F <	8 KFMB
10 KMSX-F	10 XHRM-F <	8 KPLN-F <	8 XHRM-F <	8 KFMB-F <	10 XHTZ-F	10 KIOZ-F <	10 KIOZ-F <	10 KIOZ-F <	10 KFMB-F	8 KLVN-F <
10 KPLN-F <										

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 XHTZ-F	1 KFMB-F <	1 KFMB-F >	1 KYXY-F	1 KYXY-F	1 KIOZ-F <	1 KIOZ-F	1 KGB-F <	1 KIOZ-F <	1 KGB-F	1 KOGO >
2 KHTS-F	2 KHTS-F	2 KHTS-F	2 KFMB-F <	2 KSON-F	2 XHTZ-F <	2 XTRA-F	2 KIOZ-F	2 XTRA-F <	2 KIFM-F <	2 KSON-F >
3 XTRA-F	3 XHTZ-F	2 KYXY-F <	3 KSON-F	3 KFMB-F	3 XTRA-F	3 XHTZ-F	3 XTRA-F	3 KGB-F >	3 KSON-F <	3 XTRA-F <
4 KFMB-F >	4 XTRA-F <	4 KSON-F <	4 KHTS-F	4 KIFM-F	4 KHTS-F >>	4 KGB-F <	4 KSON-F	4 KSON-F <	4 XTRA-F <	4 KYXY-F <
5 KYXY-F	5 KYXY-F <	5 KLVN-F <	5 XHRM-F <	5 XHRM-F <	5 KFMB-F >	5 KHTS-F	5 KPLN-F	5 XHTZ-F <	5 KIOZ-F <	5 KPOP
5 KSON-F	6 KSON-F	6 KMSX-F	6 XHTZ-F	6 KHTS-F <	6 XHTY-F	6 KSON-F	6 KLVN-F	6 KIFM-F <	6 XTRA	5 KHTS-F <
7 XHRM-F	7 KMSX-F <	7 XTRA-F <	7 XTRA-F	7 KMSX-F	6 XHRM-F <	7 KPLN-F <	6 XTRA <	7 XTRA <	7 KOGO	
8 KMSX-F	8 KLVN-F <	8 KJQY-F	7 KMSX-F	7 KJQY-F <	8 KLVN-F	8 KFMB-F <	8 KYXY-F	8 KFMB-F	8 KPLN-F	
	9 XHRM-F	8 XHRM-F <	7 KLVN-F <	9 KGB-F		9 KLVN-F <	8 XHTZ-F	8 KHTS-F	9 KFMB-F	
	10 KLQV-F <	10 KIFM-F <	10 KGB-F <	9 KLVN-F		10 XTRA		10 KPLN-F	10 KXST-F <	



# SAN DIEGO

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
KPRZ	REL	1210	San Marcos	0.6	1.8	22 432
KSDO	T	1130	San Diego	0.8	2.7	29 658
KURS	SP-R	1040	San Diego	0.5	1.0	16 242
XBAC	CL	540	Tijuana, MX	0.9	2.1	30 496
XTIM-F	SP-R	91.7	Tijuana	0.4	1.1	15 263

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KBRT	REL	740	Avalon	0.6	0.9	22 209
KNX	N	1070	Los Angeles	0.6	3.2	21 778
KWVE-F	REL	107.9	San Clemente	0.5	1.3	17 311
XHTY-F	C	99.7	Tijuana, MX	0.7	1.8	23 439
XKAM	SP-NT	950	Tijuana, MX	0.4	0.7	14 158
XMOR-F	SP-C	98.9	Tijuana, MX	0.6	1.4	21 326

Consolidation Report				12+	25-54	Revenue
<b>Astor</b>				2.9 %	1.0 %	1.1 %
KCEO-AM, KFSD-FM, KSPA-AM						
<b>CBS/Infinity, pend.</b>				7.5 %	9.5 %	11.3 %
KPLN-FM, KYXY-FM						
<b>Clear Channel</b>				36.3 %	34.4 %	40.5 %
KGB-FM, KHTS-FM, KIOZ-FM, KJQY-FM, KMSX-FM, KOGO-AM, KPOP-AM, XHRM-FM, XTRA-AM, XTRA-FM						
<b>Hispanic</b>				4.3 %	5.4 %	0.9 %
KLNv-FM, KLQV-FM						
<b>Jefferson-Pilot</b>				12.3 %	14.9 %	18.9 %
KBZT-FM, KIFM-FM, KSON-AM, KSON-FM						
				<b>63.3 %</b>	<b>65.2 %</b>	<b>72.7 %</b>

Format Performance	AM	FM	Total	%	Yr. Ago
AC	0 (0)	402 (3)	402 (3)	13.1 %	13.5 %
AOR/Classic/NR	0 (0)	529 (4)	529 (4)	17.2 %	16.0 %
Black/Urban	0 (0)	115 (1)	115 (1)	3.7 %	3.4 %
CHR	0 (0)	331 (2)	331 (2)	10.8 %	11.4 %
Classical	30 (1)	52 (1)	82 (2)	2.7 %	3.0 %
Country	0 (0)	259 (3)	259 (3)	8.4 %	7.0 %
Full Service	103 (1)	0 (0)	103 (1)	3.3 %	4.9 %
Hispanic	30 (2)	223 (5)	253 (7)	8.2 %	8.8 %
Jazz	0 (0)	162 (1)	162 (1)	5.3 %	4.3 %
News/Talk	310 (4)	0 (0)	310 (4)	10.1 %	10.4 %
Oldies	0 (0)	159 (2)	159 (2)	5.2 %	5.9 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	44 (2)	17 (1)	61 (3)	2.0 %	1.7 %
Soft AC	0 (0)	93 (1)	93 (1)	3.0 %	3.1 %
Sports	80 (1)	0 (0)	80 (1)	2.6 %	2.9 %
Standards/EZ	137 (2)	0 (0)	137 (2)	4.5 %	3.6 %
<b>Totals</b>	<b>734 (13)</b>	<b>2342 (24)</b>	<b>3076 (37)</b>		

### AM Stations

KFMB	760	5 kw/50 kw (DA-N)	Full Service/Talk	CBS	\$141.00	Mc-Guild	Midwest TV
KOGO	600	5 kw (DA-1)	News/Talk	CNN, ABC, WW1	\$38.00	Katz	Clear Channel
KPOP	1360	5 kw/1 kw	Standards	Westwd, JRN, CNN	\$44.00	Katz	Clear Channel
KSPA	1450	1 kw	Standards		\$ NA	---	Astor
XTRA	690	77 kw/50 kw (DA-2)	Sports	CBS, ESPN	\$151.00	Katz	Clr Chnl (LMA) Escondido Tijuana, MX

# SAN DIEGO

## FM Stations

Station	Freq	Power	Genre	Company	City
KBZT	94.9	22 kw @ 702	Oldies	Banner	Jefferson-Pilot
KFMB	100.7	30 kw @ 620	AC/CHR	\$94.00 Mc-Guild	Midwest TV
KFSD	92.1	0.58 kw @ 1024	Classical	Westwd \$ NA	Astor Escondido
KGB	101.5	50 kw @ 500	Classic AOR	\$110.00 Eastman	Clear Channel
KHTS	93.3	1.8 kw @ 1886	CHR	\$ NA Eastman	Clear Channel El Cajon
KIFM	98.1	28 kw @ 640	Jazz	\$120.00 CBS	Jefferson-Pilot
KIOZ	105.3	29 kw @ 620	AOR	\$107.00 Eastman	Clear Channel
KJQY	94.1	100 kw @ 640	Soft AC	\$ 55.00 Eastman	Clear Channel
KLNV	106.5	50 kw @ 440	Hispanic Regional	\$ NA Katz Hisp.	Hispanic
KLQV	102.9	32 kw @ 617	Hispanic-Contemp.	\$ NA Katz Hisp.	Hispanic
KMSX	95.7	29 kw @ 640	AC/CHR	\$ NA Katz	Clear Channel Carlsbad
KPLN	103.7	36 kw @ 578	Classic Hits	AMFM \$60.00 Christal	AMFM
KSON	97.3	50 kw @ 440	Country	\$230.00 Banner	Jefferson-Pilot
KXST	102.1	14.5 kw @ 817	Progressive AOR	\$77.00 Christal	Compass Oceanside
KYXY	96.5	41 kw @ 540	AC	AMFM \$214.00 Christal	AMFM
XHCR	99.3	25 kw @ 328	Country	\$50.00 Sentry	XHTZ-F/XLTN-F Tijuana
XHRM	92.5	50 kw @ 650	Black AC	\$65.00 Katz	Clr Chnl (LMA) Tijuana
XHTZ	90.3	93 kw @ 840	CHR/Urban	\$125.00 Sentry	XHKY-F/XLTN-F Tijuana
XLTN	104.5	57 kw @ 721	Hispanic-Contemp.	\$ NA Katz Hisp.	XHKY-F/XHTZ-F Tijuana
XTRA	91.1	100 kw @ 791	New Rock	\$130.00 Eastman	Clr Chnl (LMA) Tijuana

Notes: KFI - See Los Angeles . . . Combined revenue stations: KSON-F includes KSON; KLNV-F includes KLQV-F . . . 12/99 KSYY-F (107.1; Fallbrook) changed from New Rock to Hispanic Contemp. as "Viva 107" . . . 1/00 KURS (1040) sold by Central Coast to Radio Unica for \$10,000,000 . . . 1/00 KURS changed from Hispanic Regional to Unica's Hispanic News/Talk . . . 3/00 In divestitures resulting from the AMFM/Clear Channel merger, AMFM sold KPLN-F and KYXY-F to CBS/Infinity as part of a \$1,400,000,000 multi-market transaction and Clear Channel sold KSDO to Chase Radio Partners as part of a multi-market transaction (price NA)

### FORMAT CODES

AC - Adult Contemporary	J - Jazz and New Adult Contemporary
AC-NR - Modern AC	KIDS - Children's
AOR - Album Oriented Rock	N - News
AOR-NR - New Rock	O - Oldies (50's & 60's)
AOR-P - Progressive AOR	REL - Religion, Christian
B - Black (audience 75%+ Black)	REL-CC - Contemporary Christian
B/AC - Black Adult Contemporary	SAC - Soft Adult Contemporary
B/G - Black Gospel	SP - Hispanic/Spanish
B/O - Black Oldies	SP-C - Hispanic Contemporary
BIZ - Business News & Talk	SP-NT - Hispanic News/Talk/Information
C - Country	SP-R - Hispanic-Regional
C/O - Classic Country	SP-TP - Hispanic-Tropical
CHR - Contemporary Hit Radio, Top 40	SP-VA - Hispanic Variety
CL - Classical	SP-TJ - Tejano
CL AOR - Classic AOR, Classic Rock	SPRTS - Sports
CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia
E - Ethnic (usually Foreign Lang.)	T - Talk
EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)
FS - Full Service	VA - Variety
G - Gospel	? - Others or Unknown

### REVENUE LEVEL CODES

A - Less than \$500,000	E - \$3,000,000 to \$3,999,999	I - \$10,000,000 to \$14,999,999
B - \$500,000 to \$999,999	F - \$4,000,000 to \$4,999,999	J - \$15,000,000 to \$19,999,999
C - \$1,000,000 to \$1,999,999	G - \$5,000,000 to \$6,999,999	K - \$20,000,000 to \$29,999,999
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	L - \$30,000,000+

# SAN FRANCISCO

**Arbitron Rank** 4 Pop (12+): 5,812,200  
**MSA Rank:** 28-SF; 20-Oakland  
**MSA Pop:** 5,240,000  
**DMA:** 5  
**Average Persons Rating:** 15.0  
**Market TSL in Hours** 20.00

**Stations** 42 / 41  
**Diaries:** 7,156/ 812:1/ 48.9%  
**Sample Target:** 5,100  
**% Below Line:** 0.4  
**% Not Listed:** 19.2  
**Pop per Station:** 141,761

**Last Year's Revenue:** \$308,700,000  
**Household Income:** \$63,060  
**Total Retail Sales:** \$69.9 Bil.  
**#1 Biller:** KGO \$36,000,000  
**#1 Billing Portfolio** AMFM \$80,800,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	KGO	T	525 / 6.0	6.2	6.7	6.4	7.3	6.3	9250 / 15.9	14.7	17.4	609 / 10722	L	KGO
2	KDFC-F	CL	393 / 4.5	3.2	3.4	3.3	3.5	3.6	5617 / 9.7	7.8	8.4	397 / 5732	G	KDFC-F
3	KOIT-AF	SAC	388 / 4.5	4.1	4.2	4.7	4.9	4.4	6670 / 11.5	11.9	11.5	398 / 6939	J	KOIT-AF
4	KCBS	N/T	376 / 4.3	4.4	4.2	4.3	4.4	4.3	9081 / 15.6	14.6	15.1	432 / 10414	K	KCBS
5	KYLD-F	U/CHR	319 / 3.7	3.9	4.0	4.0	3.9	3.9	6711 / 11.5	12.5	11.7	330 / 7025	I	KYLD-F
5	KKSF-F	J	319 / 3.7	3.2	3.3	3.3	3.6	3.4	4854 / 8.4	7.6	8.2	323 / 4913	J	KKSF-F
7	KSFO	T	286 / 3.3	2.8	3.1	2.6	3.1	2.9	3157 / 5.4	5.2	5.7	334 / 3730	H	KSFO
8	KMEL-F	CHR/U	285 / 3.3	3.5	3.3	3.4	3.6	3.4	5301 / 9.1	10.9	10.8	295 / 5593	J	KMEL-F
8	KBLX-F	B/AC	285 / 3.3	2.9	2.8	2.9	2.7	3.0	4041 / 7.0	6.1	5.9	288 / 4126	I	KBLX-F
10	KISQ-F	B/O	268 / 3.1	2.9	2.4	3.4	3.4	2.9	5301 / 9.1	7.8	9.2	274 / 5452	I	KISQ-F
11	KNBR	SPRTS/FS	259 / 3.0	4.0	2.9	3.3	2.8	3.3	5130 / 8.8	8.7	9.2	314 / 6200	L	KNBR
12	KIOI-AF	AC/CHR	250 / 2.9	2.6	2.8	2.9	3.1	2.8	4898 / 8.4	10.0	9.9	256 / 5043	J	KIOI-AF
13	KFRC-AF	O	248 / 2.9	3.4	3.8	3.3	3.2	3.3	4907 / 8.4	9.2	9.5	263 / 5279	J	KFRC-AF
14	KFOG-F	AOR-P	230 / 2.6	3.2	2.6	2.9	2.7	2.8	4358 / 7.5	8.2	8.6	238 / 4532	K	KFOG-F
14	KZQZ-F	CHR	230 / 2.6	3.1	3.0	2.9	2.5	2.9	6200 / 10.7	11.6	9.2	233 / 6266	G	KZQZ-F
16	KSOL-F	SP-R	220 / 2.5	2.2	2.0	2.3	1.8	2.3	2993 / 5.1	4.2	4.0	266 / 3535	G	KSOL-F
17	KITS-F	AOR-NR	214 / 2.5	2.6	2.9	2.9	2.7	2.7	5117 / 8.8	9.6	9.0	221 / 5313	H	KITS-F
18	KLLC-F	AC-NR	208 / 2.4	2.9	2.9	2.7	2.6	2.7	5310 / 9.1	9.4	9.7	212 / 5491	I	KLLC-F
19	KSJO-F	AOR	181 / 2.1	2.1	2.4	2.1	1.7	2.2	3491 / 6.0	5.5	5.4	212 / 4030	I	KSJO-F
20	KBRG-F	SP-C	175 / 2.0	1.5	1.7	1.7	1.6	1.7	2237 / 3.8	3.7	3.1	201 / 2715	I	KBRG-F
21	KABL	ST	169 / 1.9	2.4	2.2	3.1	2.4	2.4	2741 / 4.7	5.0	5.2	171 / 2811	D	KABL
22	KYCY-F	C	167 / 1.9	1.2	1.4	1.7	1.1	1.6	2723 / 4.7	4.1	3.9	170 / 2815	G	KYCY-F
23	KLOK	SP-R	109 / 1.3	1.2	1.2	1.4	1.6	1.3	1248 / 2.1	2.2	2.6	120 / 1400	I	KLOK
24	KSAN-F	CL AOR	105 / 1.2	1.3	1.5	1.2	1.5	1.3	2939 / 5.1	4.8	5.3	108 / 3018	F	KSAN-F
25	KEZR-F	AC/CHR	100 / 1.1	1.0	1.0	1.0	1.0	1.0	2270 / 3.9	3.9	3.6	106 / 2414	I	KEZR-F
26	KTCT	SPRTS	93 / 1.1	0.6	0.4	0.5	0.7	0.7	2217 / 3.8	1.4	2.9	100 / 2447	F	KTCT
27	KUFX-F	CL AOR	86 / 1.0	1.2	1.2	1.2	1.0	1.1	2263 / 3.9	4.0	3.6	105 / 2516	I	KUFX-F

12+ FM Share (Metro): 70.19% (4932 of 7027) (Fall 98: 69.49%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KYLD-F	1 KYLD-F <	1 KOIT-AF	1 KOIT-AF	1 KOIT-AF <	1 KGO	1 KCBS <	1 KGO <	1 KOIT-AF <	1 KGO >	1 KGO
2 KZQZ-F <	2 KMEL-F	2 KYLD-F	2 KKSF-F <	2 KGO <	2 KDFC-F <	2 KGO >	2 KOIT-AF	2 KDFC-F <	2 KDFC-F <	2 KDFC-F
3 KMEL-F >	3 KLLC-F	2 KISQ-F <	3 KBLX-F	3 KKSF-F <	3 KCBS	3 KYLD-F	3 KDFC-F <	3 KSFO <	3 KYLD-F	3 KOIT-AF <
4 KITS-F >>	4 KSOL-F <	4 KBLX-F	3 KFOG-F <	4 KBLX-F <	4 KKSF-F	3 KITS-F	4 KNBR <	4 KGO <	4 KMEL-F <	4 KMEL-F
	5 KITS-F <	4 KMEL-F	5 KISQ-F <	5 KFOG-F <	4 KOIT-AF <	5 KOIT-AF	5 KKSF-F	5 KYLD-F <	5 KOIT-AF <	5 KCBS <
	6 KSJO-F <	4 KKSF-F <	6 KGO <	6 KISQ-F <	6 KSFO	5 KNBR	6 KISQ-F <	6 KCBS <	6 KBLX-F <	6 KKSF-F <
	7 KOIT-AF <	7 KFOG-F <	7 KIOI-AF	7 KIOI-AF <	7 KFRC-AF <	5 KSFO <	7 KBLX-F <	7 KKSF-F	7 KZQZ-F <	7 KYLD-F
	8 KBRG-F <	8 KGO	8 KLLC-F <	8 KFRC-AF <	8 KNBR <	8 KKSF-F	8 KFOG-F <	7 KMEL-F	8 KKSF-F <	8 KBLX-F <
	9 KZQZ-F <	8 KLLC-F	9 KNBR	9 KDFC-F <	9 KBLX-F <	8 KSOL-F <	9 KFRC-AF <	9 KZQZ-F <	9 KSFO	9 KZQZ-F <
	10 KBLX-F <	8 KIOI-AF <		10 KNBR	10 KISQ-F <	10 KDFC-F <	10 KIOI-AF	10 KISQ-F <	9 KISQ-F <	10 KSOL-F <
				10 KCBS <			10 KCBS <			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrrite
1 KYLD-F <	1 KYLD-F <	1 KLLC-F	1 KOIT-AF >	1 KOIT-AF >	1 KYLD-F	1 KYLD-F <	1 KSJO-F <	1 KSJO-F <	1 KNBR <	1 KGO >
2 KMEL-F >	2 KLLC-F <	2 KOIT-AF	2 KIOI-AF <	2 KBLX-F <	2 KMEL-F >	2 KMEL-F	2 KMEL-F <	2 KNBR <	2 KFOG-F <	2 KCBS
3 KLLC-F	3 KMEL-F	3 KIOI-AF <	3 KBLX-F <	3 KIOI-AF <	3 KSJO-F	3 KSJO-F <	3 KITS-F	3 KFOG-F <	3 KGO	3 KSFO
4 KOIT-AF <	4 KOIT-AF	4 KBLX-F	4 KISQ-F <	4 KKSF-F <	4 KITS-F <	4 KITS-F	4 KYLD-F <	4 KITS-F	4 KKSF-F <	4 KKSF-F <
5 KZQZ-F	5 KSOL-F	5 KZQZ-F	5 KLLC-F <	5 KISQ-F <	5 KSOL-F >	5 KSOL-F	5 KBRG-F <	4 KYLD-F	5 KSJO-F <	5 KBLX-F <
5 KSOL-F	5 KZQZ-F <	5 KSOL-F <	6 KKSF-F <	6 KGO <	6 KZQZ-F	6 KLLC-F <	6 KLLC-F <	4 KMEL-F <	6 KCBS	6 KMEL-F <
7 KITS-F	7 KIOI-AF	7 KYLD-F <	7 KYLD-F <	7 KDFC-F <	6 KOIT-AF <	7 KBRG-F <	7 KSOL-F <	7 KGO <	7 KSFO <	7 KYLD-F
8 KBRG-F	8 KBRG-F	8 KMEL-F	8 KMEL-F <	8 KFRC-AF	8 KLLC-F	8 KFOG-F <	8 KFOG-F	8 KKSF-F <	8 KBLX-F	8 KDFC-F <
9 KIOI-AF	8 KBLX-F <	9 KBRG-F	9 KSOL-F <	9 KLLC-F <		9 KOIT-AF	9 KNBR	9 KSOL-F <	9 KISQ-F	
9 KISQ-F <	10 KISQ-F <	9 KISQ-F <	10 KZQZ-F	10 KFOG-F <		9 KBLX-F <	10 KBLX-F	10 KISQ-F <	9 KITS-F	
			10 KGO <						9 KFRC-AF <	

# SAN FRANCISCO

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
KARA-F	O	105.7	Santa Clara	0.9	2.7	84 1708
KBAY-F	SAC	94.5	Gilroy	0.7	3.0	77 2089
KCNL-F	AOR-P	104.9	Fremont	0.7	3.3	62 1943
KDYA	B/G	1190	Vallejo	0.4	0.5	40 303
KFAX	REL	1100	San Francisco	0.5	1.8	47 1081
KIQI	SP-NT	1010		0.9	2.0	81 1223
KKIQ-F	AC	101.7	Livermore	0.4	1.0	41 721
KRTY-F	C	95.3	Los Gatos	0.8	2.4	76 1464
KZST-F	AC	100.1	Santa Rosa	0.4	1.0	35 575

Consolidation Report	12+	25-54	Revenue
<b>ABC</b>	9.3 %	6.9 %	13.8 %
KGO-AM, KMKY-AM, KSFO-AM			
<b>Bonneville</b>	11.6 %	10.2 %	10.2 %
KDFC-FM, KOIT-AF, KZQZ-FM			
<b>CBS/Infinity</b>	14.0 %	13.8 %	24.3 %
KCBS-AM, KFRC-AF, KITS-FM, KLLC-FM, KYCY-AM, KYCY-FM			
<b>Clear Channel, pend.</b>	18.6 %	16.6 %	26.2 %
KABL-AM, KIOI-FM, KISQ-FM, KKSF-FM, KMEL-FM, KNEW-AM, KYLD-FM			
<b>Hispanic</b>	2.5 %	2.8 %	2.1 %
KSOL-FM, KZOL-FM			
<b>Susquehanna</b>	7.9 %	10.2 %	18.8 %
KFFG-FM, KFOG-FM, KNBR-AM, KSAN-FM, KTCT-AM			
	<b>64.0 %</b>	<b>60.5 %</b>	<b>95.4 %</b>

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KATM-F	C	103.3	Modesto	0.4	1.3	176 2820

Format Performance	AM	FM	Total	%	Yr. Ago
AC	14 (1)	614 (5)	628 (6)	8.9 %	9.0 %
AOR/Classic/NR	0 (0)	876 (7)	876 (7)	12.5 %	11.0 %
Black/Urban	0 (0)	872 (3)	872 (3)	12.4 %	8.9 %
CHR	0 (0)	515 (2)	515 (2)	7.3 %	7.8 %
Classical	0 (0)	393 (1)	393 (1)	5.6 %	4.2 %
Country	0 (0)	274 (3)	274 (3)	3.9 %	3.5 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	188 (2)	395 (3)	583 (5)	8.3 %	7.4 %
Jazz	0 (0)	319 (1)	319 (1)	4.5 %	7.7 %
News/Talk	1187 (3)	0 (0)	1187 (3)	16.9 %	18.0 %
Oldies	79 (1)	246 (2)	325 (3)	4.6 %	6.6 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	82 (2)	0 (0)	82 (2)	1.2 %	0.9 %
Soft AC	24 (1)	428 (2)	452 (3)	6.4 %	7.2 %
Sports	352 (2)	0 (0)	352 (2)	5.0 %	4.2 %
Standards/EZ	169 (1)	0 (0)	169 (1)	2.4 %	3.6 %
<b>Totals</b>	<b>2095 (13)</b>	<b>4932 (29)</b>	<b>7027 (42)</b>		

## AM Stations

Station	Power	Class	Format	AM/FM	Revenue	Notes
KABL	960	5 kw (DA-1)	Standards	AMFM	\$70.00	Sentry AMFM Oakland
KCBS	740	50 kw (DA-2)	News/Talk	CBS	\$355.00	CBS CBS/Infinity
KFRC	610	5 kw	Simul. KFRC-F			
KGO	810	50 kw (DA-1)	Talk	ABC	\$440.00	ABC ABC
KNBR	680	50 kw	Sports/Full Svc.	ABC	\$335.00	Mc-Guild Susquehanna
KNEW	910	5 kw (DA-N)	Simul. KIOI-F			
KOIT	1260	5 kw/1 kw	Simul. KOIT-F			
KSFO	560	5 kw (DA-N)	Talk	ABC	\$55.00	ABC ABC
KTCT	1050	50 kw/10 kw (DA-2)	Sports	CBS, Westwd, ESPN	\$ NA	-- Susquehanna San Mateo

# SAN FRANCISCO

## FM Stations

KBLX	102.9	6.6 kw @ 1290	Black AC	\$168.00	D&R	Inner City	Berkeley
KDFC	102.1	33 kw @ 1047	Classical	\$105.00	Katz	Bonneville	
KFFG	97.7	1.6 kw @ 449	Simul. KFOG-F				Los Altos
KFOG	104.5	7.1 kw @ 1506	Progressive AOR	\$240.00	Mc-Guild	Susquehanna	
KFRC	99.7	40 kw @ 1299	Oldies	Westwd \$285.00	CBS	CBS	
KIOI	101.3	125 kw @ 1162	AC/CHR	AMFM \$300.00	Christal	AMFM	
KISQ	98.1	100 kw @ 960	Black Oldies	\$95.00	Eastman	AMFM	
KITS	105.3	15 kw @ 1200	AOR-New Rock	\$205.00	D&R	CBS/Infinity	
KKSF	103.7	7.8 kw @ 1470	Jazz	AMFM \$234.00	Eastman	AMFM	
KLLC	97.3	82 kw @ 1014	Modern AC	CBS \$105.00	CBS	CBS/Infinity	
KMEL	106.1	69 kw @ 1290	CHR/Urban	\$263.00	Christal	AMFM	
KOIT	96.5	33 kw @ 1410	Soft AC	\$275.00	Katz	Bonneville	
KSAN	107.7	8.9 kw @ 1161	Classic AOR	\$145.00	Mc-Guild	Susquehanna	
KSOL	98.9	6 kw @ 1355	Hispanic-Regional	\$67.00	Katz Hisp.	Hispanic	
KYCY	93.3	50 kw @ 492	Country	Westwd \$105.00	CBS	CBS/Infinity	
KYLD	94.9	30 kw @ 1210	Urban/CHR	AP, AMFM \$163.00	Katz	AMFM	San Mateo
KZOL	99.1	1.1 kw @ 2608	Simul. KSOL-F				Santa Cruz
KZQZ	95.7	6.9 kw @ 1290	CHR	\$100.00	Sentry	Bonneville	

Notes: Other ranked stations -- See San Jose . . . 9/99 KYCY (1550) changed from Country to Talk . . . 10/99 KJQI-F (100.7; San Rafael) sold by Mt. Wilson to Salem for \$8,000,000 . . . 1/00 KNEW (910) changed from simulcasting KIOI-F to News/Talk (Technology-oriented) as "C-NET Radio" . . . 3/00 In divestitures resulting from the AMFM/Clear Channel merger, KFJO-F (92.1; Walnut Creek) was sold to Chase Radio Partners in a multi-market transaction (price NA) and KXJO-F (92.7; Alameda) was sold to Rodriguez Communications (price NA)

# SAN JOSE

**Arbitron Rank** 27 **Pop (12+):** 1,459,400  
**MSA Rank:** 27  
**MSA Pop:** 1,720,000  
**DMA:** San Francisco (#5)  
**Average Persons Rating:** 14.4  
**Market TSL in Hours** 19.00

**Stations** 45 / 14  
**Diaries:** 2,614 / 558:1 / 46.9%  
**Sample Target:** 2,620  
**% Below Line:** NA  
**% Not Listed:** NA  
**Pop per Station:** 104,243

**Last Year's Revenue:** \$43,700,000  
**Household Income:** \$79,143  
**Total Retail Sales:** \$19.2 Bil.  
**#1 Biller:** KSJO-F \$7,200,000  
**#1 Billing Portfolio**  
 CBS/Infinity \$12,900,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	KEZR-F	AC/CHR	87 / 4.1	3.7	3.6	3.8	3.9	3.8	1832 / 12.6	6.5	4.7	99 / 2215	G	KEZR-F
2	KBRG-F	SP-C	74 / 3.5	3.1	3.3	3.4	3.0	3.3	936 / 6.4	6.5	4.7	135 / 1925	D	KBRG-F
3	KSJO-F	AOR	73 / 3.5	3.6	4.1	3.9	3.1	3.8	1432 / 9.8	8.3	9.0	128 / 2482	H	KSJO-F
4	KARA-F	AC	66 / 3.1	3.0	3.8	3.0	2.7	3.2	1284 / 8.8	7.7	6.8	75 / 1529	E	KARA-F
5	KLOK	SP-R	65 / 3.1	2.6	3.1	2.7	3.1	2.9	700 / 4.8	5.2	5.0	111 / 1184	F	KLOK
6	KRTY-F	C	61 / 2.9	2.5	4.1	2.2	2.9	2.9	1104 / 7.6	8.4	7.3	75 / 1443	E	KRTY-F
7	KUFX-F	CL AOR	59 / 2.8	3.1	3.3	3.3	2.4	3.1	1323 / 9.1	9.5	7.9	93 / 2153	F	KUFX-F
8	KBAY-F	SAC	53 / 2.5	3.4	3.4	3.0	3.6	3.1	1300 / 8.9	8.8	9.0	72 / 1904	G	KBAY-F
9	KCNL-F	AOR-P	34 / 1.6	1.8	2.0	2.1	2.1	1.9	954 / 6.5	7.2	4.9	50 / 1508	A	KCNL-F
10	KAZA	SP	27 / 1.3	0.6	1.5	0.6	1.3	1.0	219 / 1.5	1.4	2.0	28 / 247	A	KAZA
11	KLIV	N	14 / 0.7	0.6	0.7	0.5	0.8	0.6	527 / 3.6	3.2	3.4	16 / 601	B	KLIV
12	KVVN	E	13 / 0.6		0.6				215 / 1.5	1.5		14 / 255		KVVN
12	KSJX	E	13 / 0.6	0.5	0.6				269 / 1.8	1.6		21 / 357		KSJX
14	KSQQ-F	E	12 / 0.6		0.4				186 / 1.3	1.2		12 / 193		KSQQ-F
15	KZSF	SP-R	8 / 0.4	0.8	0.4		0.5		154 / 1.1	1.0	1.1	18 / 313		KZSF

12+ FM Share (Metro): NA

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KSJO-F	1 KBRG-F <	1 KEZR-F	1 KEZR-F	1 KEZR-F	1 KRTY-F	1 KEZR-F	1 KEZR-F	1 KEZR-F	1 KBRG-F	1 KBRG-F
1 KEZR-F >	2 KSJO-F	2 KBRG-F	2 KBRG-F	2 KBRG-F <	1 KEZR-F <	1 KSJO-F <	2 KARA-F <	2 KSJO-F	2 KSJO-F	2 KLOK
3 KARA-F >	3 KEZR-F	2 KSJO-F	3 KSJO-F <	3 KUFX-F <	3 KARA-F <	3 KARA-F	3 KBRG-F	3 KRTY-F	3 KEZR-F <	3 KRTY-F
	4 KITS-F	4 KLOK <	4 KUFX-F <	4 KARA-F <	4 KUFX-F	4 KLOK <	4 KUFX-F <	3 KUFX-F	4 KLOK <	4 KEZR-F <
	5 KLOK	5 KUFX-F <	5 KLOK <	5 KSJO-F <	5 KBAY-F <	5 KBRG-F <	5 KSJO-F <	5 KARA-F	5 KBAY-F	5 KSJO-F
	6 KCNL-F	6 KARA-F <	6 KARA-F	6 KLOK <	6 KLOK	6 KRTY-F	6 KLOK	6 KLOK <	5 KARA-F	6 KUFX-F
		7 KRTY-F	7 KRTY-F	7 KRTY-F		7 KUFX-F <	7 KBAY-F	7 KBAY-F		
								7 KBRG-F		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KEZR-F	1 KEZR-F	1 KARA-F	1 KEZR-F	1 KEZR-F	1 KSJO-F	1 KSJO-F	1 KSJO-F	1 KSJO-F	1 KSJO-F	1 KBRG-F <
2 KSJO-F	2 KBRG-F	1 KEZR-F <	2 KBRG-F	2 KARA-F <	2 KLOK	2 KBRG-F <	2 KBRG-F <	2 KBRG-F	2 KLOK <	2 KSJO-F <
3 KBRG-F >	3 KARA-F	3 KBRG-F	2 KRTY-F <	3 KRTY-F	3 KBRG-F >	3 KLOK >	3 KLOK >	2 KLOK	3 KUFX-F <	3 KLOK
4 KRTY-F	4 KCNL-F <	4 KCNL-F <	4 KARA-F	4 KBRG-F	4 KCNL-F	4 KEZR-F	4 KAZA	4 KEZR-F	4 KBRG-F	
4 KCNL-F >>	5 KRTY-F	5 KRTY-F >	4 KYLD-F	5 KUFX-F	4 KEZR-F	5 KAZA	4 KEZR-F	4 KUFX-F >	5 KEZR-F >	
	5 KBAY-F	6 KUFX-F	6 KBAY-F	6 KBAY-F	5 KUFX-F	6 KUFX-F				
	7 KSJO-F >									

# SAN JOSE

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KABL	ST	960	Oakland	0.9	2.4	80	1337
KBLX-F	B/A/C	102.9	Berkeley	1.4	4.3	202	2749
KCBS	N/T	740	San Francisco	3.6	14.4	199	5124
KDFC-F	CL	102.1	San Francisco	3.0	7.6	182	2865
KDON-F	CHR	102.5	Salinas	1.0	3.5	48	1048
KFAX	REL	1100	San Francisco	0.7	2.3	33	698
KFOG-F	AOR-P	104.5	San Francisco	2.0	7.1	131	2242
KFRC-AF	O	99.7	San Francisco	2.8	8.6	145	2873
KGO	T	810	San Francisco	6.6	16.5	325	5328
KIOI-AF	AC/CHR	101.3	San Francisco	3.0	8.5	162	3168
KIQI	SP-NT	1010	San Francisco	1.0	2.0	52	647
KISQ-F	B/A/C	98.1	San Francisco	2.0	6.4	136	2936
KITS-F	AOR-NR	105.3	San Francisco	3.1	9.7	131	2814
KKSF-F	J	103.7	San Francisco	3.0	6.7	168	2743
KLLC-F	AC-NR	97.3	San Francisco	1.0	5.4	81	2082
KMEL-F	CHR/U	106.1	San Francisco	1.7	6.8	147	2967
KNBR	PRTS/FS	680	San Francisco	2.6	7.6	133	2713
KOIT-AF	SAC	96.5	San Francisco	2.6	9.9	231	3905
KSAN-F	CL AOR	107.7	San Mateo	0.6	2.9	50	1370
KSFO	T	560	San Francisco	2.1	4.4	131	1526
KSOL-F	SP	99.1	Santa Cruz	3.3	6.5	184	2431
KTCT	SPRTS	1050	San Mateo	1.0	3.9	59	1327
KYCY-F	C	93.3	San Francisco	1.1	3.8	109	1475
KYLD-F	U/CHR	94.9	San Francisco	4.9	13.6	226	4438
KZQZ-F	CHR	95.7	San Francisco	2.9	11.5	155	3918

### Consolidation Report

	12+	25-54	Revenue
<b>CBS/Infinity</b> KBAY-FM, KEZR-FM	6.6 %	7.6 %	29.5 %
<b>Chase Radio, pend.</b> KCNL-FM, KSJO-FM, KUFX-FM	7.9 %	9.8 %	27.3 %
<b>Kieve</b> KARA-FM, KLIV-AM, KRTY-FM	6.7 %	8.1 %	18.1 %
	<b>21.2 %</b>	<b>25.5 %</b>	<b>74.9 %</b>

### AM Stations

Station	Power	Time	Market	Advertiser	Agency	Product	Comments
KAZA	1290	5 kw/0.088 kw (DA-2)	Hispanic	\$ NA	Lotus		Gilroy
KLIV	1590	5 kw (DA-N)	News	CNN	\$18.00	Allied	Kieve
KLOK	1170	50 kw/5 kw (DA-2)	Hispanic-Regional	\$74.00	Caballero		Entravision, pend.
KSJX	1500	10 kw/5 kw (DA-2)	Ethnic	\$ NA	--		Multicultural
KVVN	1430	1 kw/2.5 kw (DA-2)	Ethnic	\$ NA	--		Inner City
KZSF	1370	5 kw (DA-2)	Hispanic-Regional	\$ NA	--		Z-Spanish

### FM Stations

Station	Power	Time	Market	Advertiser	Agency	Product	Comments
KARA	105.7	50 kw @ 500	AC	\$78.00	Allied		Kieve
KBAY	94.5	34 kw @ 587	Soft AC	UPI, AP	\$100.00	Christal	CBS/Infinity
KBRG	100.3	14.5 kw @ 2580	Hispanic Contemp.	\$ NA	Caballero		Entravision, pend.
KEZR	106.5	50 kw @ 430	AC/CHR	\$107.00	Christal		CBS/Infinity
KRTY	95.3	0.9 kw @ 860	Country	\$89.00	Allied		Kieve
KSJO	92.3	50 kw @ 466	AOR	\$145.00	Eastman		Chase, pend.
KSQQ	96.1	4.7 kw @ 161	Ethnic	\$ NA	--		Morgan Hill
KUFX	98.5	12.5 kw @ 880	Classic AOR	ABC	\$55.00	Eastman	Chase, pend.

Notes: San Jose is a portion of the San Francisco metro survey area. Only stations home to the San Jose market are included in these rankings . . . 12/99 EXCL sold KLOK & KBRG-F to Entravision as part of a \$250,000,000 group transaction . . . 3/00 In divestitures resulting from the AMFM/Clear Channel merger, Clear Channel sold KCNL-F, KSJO-F and KUFX-F to Chase Radio Partners in a multi-market transaction (price NA)

# SANTA ROSA

**Arbitron Rank** 113 **Pop (12+)** 375,700  
**MSA Rank:** 116  
**MSA Pop:** 444,000  
**DMA:** San Fran. (#5)  
**Average Persons Rating:** 14.3  
**Market TSL In Hours** 19.25

**Stations** 41 / 13  
**Diaries:** 1,009 / 372:1 / 54.5%  
**Sample Target:** 1,030  
**% Below Line:** 46.4  
**% Not Listed:** 11.7  
**Pop per Station:** 28,900

**Last Year's Revenue:** \$10,700,000  
**Household Income:** \$51,405  
**Total Retail Sales:** \$4.9 Bil.  
**#1 Biller:** NA  
**#1 Billing Portfolio** NA

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level
1	KGO	T	37 / 6.9	8.1	7.1	6.7	604 / 16.1	17.4	17.6	37 / 604	KGO
2	KZST-F	AC	34 / 6.3	9.1	7.8	6.5	533 / 14.2	17.7	17.8	34 / 533	KZST-F
3	KRPQ-F	C	27 / 5.0	4.2	4.8	3.1	369 / 9.8	9.9	11.1	27 / 369	KRPQ-F
4	KCBS	N/T	25 / 4.7	3.3	5.0	3.4	536 / 14.3	13.9	14.8	25 / 536	KCBS
4	KXFX-F	AOR	25 / 4.7	5.8	4.3	6.9	462 / 12.3	15.4	11.2	25 / 462	KXFX-F
6	KSRO	N/T	23 / 4.3	3.7	4.0	2.2	349 / 9.3	9.7	9.0	23 / 349	KSRO
7	KJZY-F	J	22 / 4.1	3.2	4.3	2.8	359 / 9.6	10.1	9.8	22 / 359	KJZY-F
8	KNBR	SPRTS	19 / 3.5	4.3	2.9	5.0	362 / 9.6	11.8	10.2	19 / 362	KNBR
8	KFGY-F	C	19 / 3.5	4.2	3.1	4.1	394 / 10.5	10.8	10.0	19 / 394	KFGY-F
8	KMHX-F	AC-NR	19 / 3.5	2.8	3.6	3.1	462 / 12.3	12.8	13.0	19 / 462	KMHX-F
11	KLLC-F	AC-NR	18 / 3.4	2.0	2.6	3.1	296 / 7.9	8.6	8.3	18 / 296	KLLC-F
12	KSJO-F	AOR	17 / 3.2	2.0	0.7	0.9	178 / 4.7	3.8	2.3	17 / 176	KSJO-F
13	KSXY-F	CHR	16 / 3.0	3.0	0.7	1.2	405 / 10.8	7.7	2.0	16 / 405	KSXY-F
13	KDFC-F	CL	16 / 3.0	2.7	2.9	1.7	256 / 6.8	5.2	5.7	16 / 256	KDFC-F
15	KSFO	T	15 / 2.8	3.0	2.6	3.6	184 / 4.9	7.0	4.6	15 / 184	KSFO
16	KRSH-F	AOR-P	14 / 2.6	1.8	1.7	1.9	233 / 6.2	5.6	5.8	14 / 233	KRSH-F
16	KMGG-F	O	14 / 2.6	3.8	4.2	3.1	418 / 11.1	13.0	12.8	14 / 418	KMGG-F
18	KABL	ST	12 / 2.2	3.0	3.3	5.8	220 / 5.9	7.4	8.3	12 / 220	KABL
19	KYLD-F	B/CHR	10 / 1.9	1.3	3.1	1.2	240 / 6.4	5.6	9.2	10 / 240	KYLD-F
20	KITS-F	AOR-NR	9 / 1.7	2.5	1.9	1.7	223 / 5.9	6.1	5.5	9 / 223	KITS-F
20	KISQ-F	B/O	9 / 1.7	1.0	1.0	0.7	192 / 5.1	3.3	4.4	9 / 192	KISQ-F

12+ FM Share (Metro): 66.67% (316 of 474) (Fall 98: 64.44%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KSXY-F >>	1 KXFX-F	1 KZST-F	1 KZST-F	1 KZST-F	1 KGO	1 KZST-F	1 KZST-F	1 KRPQ-F <	1 KGO >>	1 KGO >
2 KYLD-F	2 KSJO-F	1 KXFX-F	2 KXFX-F	2 KJZY-F <	2 KZST-F	2 KGO	2 KZST-F <	2 KXFX-F	2 KXFX-F	2 KZST-F
2 KITS-F	2 KMHX-F	3 KMHX-F	2 KSJO-F	3 KGO <	2 KCBS	2 KCBS <	3 KXFX-F <	3 KJZY-F <	2 KSRO	2 KRPQ-F
2 KMHX-F >	4 KLLC-F	3 KSJO-F	4 KJZY-F <	4 KXFX-F <	4 KSRO <	4 KSRO <	4 KSRO <	4 KGO <	2 KMHX-F <	2 KDFC-F
	5 KZST-F	3 KRPQ-F	5 KRPQ-F	5 KSJO-F <	5 KJZY-F <	5 KRPQ-F	5 KRPQ-F <	5 KXFX-F <	5 KYLD-F <	5 KFGY-F
	5 KRPQ-F	6 KJZY-F	5 KRSH-F	6 KRPQ-F	6 KNBR	6 KXFX-F <	6 KJZY-F	6 KCBS	6 KZST-F	5 KRSH-F
	7 KYLD-F	6 KLLC-F <	5 KGO <	7 KLLC-F	6 KRPQ-F	7 KLLC-F <	6 KNBR <	7 KMHX-F	6 KSXY-F	5 KCBS <
	7 KSXY-F	8 KRSH-F <	8 KMHX-F	7 KRSH-F	8 KDFC-F	8 KSFO <	8 KSJO-F <	7 KFGY-F	8 KRPQ-F	8 KJZY-F
	9 KISQ-F	9 KFGY-F	8 KLLC-F		8 KSFO <	9 KSJO-F	9 KCBS	8 KCBS	8 KLLC-F	8 KLLC-F
		9 KGO			10 KFGY-F	9 KNBR <	10 KFGY-F	8 KJZY-F	8 KJZY-F	8 KSXY-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrite
1 KSXY-F	1 KZST-F	1 KZST-F	1 KZST-F >	1 KZST-F >	1 KMHX-F	1 KXFX-F	1 KXFX-F	1 KXFX-F	1 KXFX-F	1 KGO
1 KXFX-F	1 KLLC-F >	2 KLLC-F	2 KRPQ-F	2 KJZY-F	1 KXFX-F >	2 KSJO-F	2 KSJO-F >	2 KSJO-F >	2 KSJO-F	2 KCBS
3 KYLD-F	3 KXFX-F	3 KSJO-F >	3 KLLC-F	3 KRPQ-F	3 KSXY-F	2 KMHX-F >	3 KMHX-F	3 KMHX-F	3 KNBR	3 KSRO
3 KRPQ-F >	3 KSXY-F	4 KZQZ-F	4 KJZY-F	3 KGO	3 KYLD-F	4 KISQ-F	3 KGO >	3 KRSH-F	3 KGO	4 KSJO-F
5 KFGY-F	5 KMHX-F	4 KIQI	4 KMHX-F	5 KLLC-F	3 KISQ-F	4 KRPQ-F		5 KRPQ-F	5 KRSH-F	5 KMHX-F
5 KLLC-F	5 KYLD-F	4 KMHX-F	6 KXFX-F	6 KSRO	3 KITS-F	6 KYLD-F		5 KGO	6 KJZY-F	
5 KZST-F >>	5 KSJO-F	4 KRRS	6 KSXY-F	6 KMHX-F	3 KRPQ-F >>	6 KLLC-F		5 KNBR	6 KCBS	
	5 KRPQ-F >>	4 KGO >>	6 KFGY-F	6 KFGY-F		6 KGO >		8 KFGY-F	8 KLLC-F	
				9 KIQI-AF				8 KCBS	8 KZST-F	
								8 KSRO	8 KRPQ-F	



# SANTA ROSA

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KGRP-F	SAC	100.9	Calistoga	0.6	2.7	3	102
KRRS	SP	1460	Santa Rosa	1.3	2.1	7	80
KTOB	SP-C	1490	Petaluma	0.6	2.0	3	74

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KBLX-F	J	102.9	Berkeley	0.9	1.6	5	59
KFAX	REL	1100	San Francisco	0.4	1.4	2	53
KFOG-F	AOR-P	104.5	San Francisco	0.7	2.8	4	104
KFRC-AF	O	99.7	San Francisco	1.3	5.7	7	213
KIOL-AF	AC	101.3	San Francisco	1.5	3.1	8	116
KIQI	SP-NT	1010	San Francisco	0.9	2.4	5	91
KMEL-F	CHR	106.1	San Francisco	0.9	4.1	5	153
KMKY	KIDS	1310	Oakland	0.4	2.1	2	78
KOIT-F	SAC	96.5	San Francisco	1.1	3.6	6	137
KSAN-F	CL AOR	107.7	San Mateo	0.7	1.9	4	72
KSOL-F	SP	98.9	San Francisco	0.6	1.8	3	68
KTCT	SPRTS	1050	San Mateo	0.4	2.2	2	81
KYCY-F	C	93.3	San Francisco	0.4	2.1	2	80
KZQZ-F	CHR	95.7	San Francisco	1.1	3.4	6	129

Format Performance	AM	FM	Total	%	Yr. Ago
AC	0 (0)	76 (4)	76 (4)	16.0 %	17.7 %
AOR/Classic/NR	0 (0)	73 (6)	73 (6)	15.4 %	10.6 %
Black/Urban	0 (0)	19 (2)	19 (2)	4.0 %	4.7 %
CHR	0 (0)	27 (3)	27 (3)	5.7 %	3.1 %
Classical	0 (0)	16 (1)	16 (1)	3.4 %	3.3 %
Country	3 (1)	48 (3)	51 (4)	10.8 %	9.2 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	15 (3)	3 (1)	18 (4)	3.8 %	4.5 %
Jazz	0 (0)	27 (2)	27 (2)	5.7 %	5.7 %
News/Talk	100 (4)	0 (0)	100 (4)	21.1 %	21.2 %
Oldies	3 (1)	18 (2)	21 (3)	4.4 %	9.2 %
Others/Unknown	2 (1)	0 (0)	2 (1)	0.4 %	0.0 %
Religion/Gospel	2 (1)	0 (0)	2 (1)	0.4 %	0.4 %
Soft AC	0 (0)	9 (2)	9 (2)	1.9 %	1.2 %
Sports	21 (2)	0 (0)	21 (2)	4.4 %	4.1 %
Standards/EZ	12 (1)	0 (0)	12 (1)	2.5 %	4.9 %
<b>Totals</b>	<b>158 (14)</b>	<b>316 (26)</b>	<b>474 (40)</b>		

Consolidation Report	12+	25-54	Revenue
<b>Constant</b> KGRP-FM, KRSH-FM, KSXY-FM	6.2 %	5.4 %	%
<b>Emerald, pend.</b> KFGY-FM, KMGG-FM, KSRO-AM, KXFX-FM	15.1 %	15.0 %	%
<b>KZST</b> KJZY-FM, KZST-FM	10.4 %	13.3 %	%
<b>Results Radio</b> KMHX-FM, KRPQ-FM	8.5 %	7.9 %	%
	<b>40.2 %</b>	<b>41.6 %</b>	<b>%</b>

### AM Stations

KSRO	1350	5 kw (DA-N)	News/Talk	Westwd, CNN	\$21.00	Eastman	Emerald, pend.
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### FM Stations

KFGY	92.9	2.3 kw @ 1948	Country	\$<20.00	Allied	Emerald, pend.	Healdsburg
KJZY	93.7	1.1 kw @ 780	Jazz	ABC \$<20.00	Mc-Guild	KZST-F	Sebastapol
KMGG	97.7	2.05 kw @ 1122	Oldies	Westwd \$24.00	Allied	Emerald, pend.	Monte Rio
KMHX	104.1	0.25 kw @ 1106	Modern AC	\$ NA	--	KRPQ-F	Windsor
KRPQ	104.9	0.34 kw @ 915	Country	\$39.00	Christal	KMHX-F	Rohnert Park
KRSH	98.7	0.34 kw @ 1378	Progressive AOR	\$<20.00	--	Constant	Middletown
KSXY	95.9	0.34 kw @ 394	CHR	\$ NA	--	Constant	Healdsburg
KXFX	101.7	2.2 kw @ 1089	AOR	\$34.00	Allied	Emerald, pend.	
KZST	100.1	6 kw @ 239	AC	ABC \$65.00	Mc-Guild	KJZY-F	

Notes: Other ranked stations -- See San Francisco or San Jose . . . The market's Metro and Total survey areas are the same . . . No station revenues are available . . .  
3/00 KSRO, KFGY-F, KMGG-F and KXFX-F sold by Amaturo to Emerald City (Paul Robinson) for an estimated \$15,000,000-\$18,000,000

# SARASOTA-BRADENTON

**Arbitron Rank** 78 Pop (12+) 510,800  
**MSA Rank:** NA  
**MSA Pop:** NA  
**DMA:** Tampa (#15)  
**Average Persons Rating:** 13.9  
**Market TSL in Hours** 19.00

**Stations** 31 / 7  
**Diaries:** 911 / 561:1 / 54.5%  
**Sample Target:** 880  
**% Below Line:** 56.0  
**% Not Listed:** 21.1  
**Pop per Station:** 72,971

**Last Year's Revenue:** NA  
**Household Income:** \$40,182  
**Total Retail Sales:** \$6.6 Bil.  
**#1 Biller:** NA  
**#1 Billing Portfolio** NA

12+ Metro	Format	Fall 99 1/4 Share	Spq 99	Fall 98	Spq 98	Fall 97	12+ Metro Cume / Rtg	Spq 99	Fall 98	12+ TSA AQH / Cume	Revenue Level
1 WDDV-F	EZ/ST	88 / 12.4	9.9				837 / 16.4	17.9		95 / 929	WDDV-F
2 WFLA	T	44 / 6.2	4.6	6.4	6.6	6.1	614 / 12.0	12.3	12.5	45 / 632	WFLA
3 WFLZ-F	CHR	41 / 5.8	6.2	5.9	6.3	7.2	911 / 17.8	17.8	18.0	62 / 1314	WFLZ-F
4 WHPT-F	CL AOR	36 / 5.1	6.2	6.8	4.8	4.5	622 / 12.2	12.4	14.5	55 / 796	WHPT-F
5 WSRZ-F	O	29 / 4.1	5.3	4.0	5.2	4.5	511 / 10.0	13.0	10.3	32 / 540	WSRZ-F
6 WCTQ-F	C	28 / 3.9	5.6	6.2	7.8	4.1	409 / 8.0	13.3	13.7	30 / 438	WCTQ-F
7 WXTB-F	AOR	27 / 3.8	3.8	2.7	3.2	2.5	387 / 7.6	7.2	5.9	27 / 390	WXTB-F
8 WSJT-F	J	25 / 3.5	3.5	2.7	3.5	4.1	385 / 7.5	8.5	7.8	36 / 556	WSJT-F
9 WWRM-F	SAC	22 / 3.1	3.9	4.6	3.7	4.8	443 / 8.7	9.6	9.5	24 / 514	WWRM-F
9 WGUL-AF	ST	22 / 3.1	1.5	2.3	1.9	1.2	209 / 4.1	3.6	5.0	22 / 209	WGUL-AF
11 WDUV-F	EZ/ST	20 / 2.8	5.8	11.9	14.5	14.4	318 / 6.2	13.0	22.4	29 / 368	WDUV-F
11 WLLD-F	CHR/U	20 / 2.8	3.2	2.8	1.9		416 / 8.1	8.4	6.6	20 / 436	WLLD-F
13 WFJO-F	B/O	19 / 2.7	1.6	3.7	1.0	1.1	326 / 6.4	5.0	7.2	28 / 433	WFJO-F
13 WKII	ST	19 / 2.7	2.3	4.2	2.8	2.7	199 / 3.9	4.0	5.2	46 / 459	WKII
15 WMTX-F	AC/CHR	16 / 2.3	1.3	1.2	1.6	1.5	314 / 6.1	4.4	5.4	17 / 359	WMTX-F
16 WRBQ-F	C	14 / 2.0	2.2	2.5	2.3	2.5	309 / 6.0	5.0	5.5	14 / 309	WRBQ-F
16 WSSR-F	AC-NR	14 / 2.0	1.8	2.2	1.1	2.0	430 / 8.4	7.3	8.2	14 / 430	WSSR-F
16 WTBT-F	CL AOR	14 / 2.0	2.8	0.9	0.9	0.9	356 / 7.0	6.5	3.0	16 / 403	WTBT-F

12+ FM Share (Metro): 81.79% (458 of 560) (Fall 98: 81.01%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WLLD-F	1 WXTB-F	1 WHPT-F <	1 WHPT-F <	1 WHPT-F <	1 WDDV-F >>	1 WDDV-F >	1 WDDV-F >	1 WDDV-F >>	1 WDDV-F	1 WDDV-F >>
2 WFLZ-F >>>	2 WHPT-F	2 WFLZ-F	2 WFLZ-F >	2 WFLZ-F >	2 WFLA >	2 WFLZ-F	2 WFLA	2 WHPT-F	2 WLLD-F	2 WFLZ-F
	3 WFLZ-F >	3 WXTB-F	3 WXTB-F <	3 WFJO-F	3 WSRZ-F	3 WFLA	3 WHPT-F	2 WFLA	3 WFLZ-F	3 WHPT-F
	4 WCTQ-F >	4 WCTQ-F <	4 WFJO-F <	3 WXTB-F <	4 WSJT-F <	4 WHPT-F <	4 WCTQ-F <	2 WFLZ-F	4 WFLA	3 WSRZ-F <
	5 WFJO-F	5 WFJO-F	5 WFLA	5 WSRZ-F	5 WGUL-AF	5 WXTB-F	5 WFLZ-F <	5 WSRZ-F	4 WSSR-F <	5 WCTQ-F
	5 WLLD-F	6 WFLA	6 WCTQ-F <	5 WFLA <	6 WKII <	6 WSRZ-F	6 WSRZ-F <	6 WCTQ-F	6 WCTQ-F	5 WSJT-F
	7 WSSR-F	7 WMTX-F <	7 WSJT-F <	7 WCTQ-F	7 WDUV-F <	7 WKII <	7 WXTB-F	6 WXTB-F	6 WSJT-F	7 WFLA
	7 WMTX-F >	8 WWRM-F	8 WWRM-F	7 WSJT-F <	8 WWRM-F	8 WWRM-F <	7 WDUV-F	6 WGUL-AF	8 WFJO-F <	8 WXTB-F
		8 WSJT-F <	8 WSSR-F	9 WWRM-F	8 WCTQ-F	8 WCTQ-F	9 WSJT-F	7 WGUL-AF	6 WSJT-F <	8 WWRM-F <
					8 WHPT-F <	10 WCTQ-F <	10 WWRM-F <	10 WLLD-F <		10 WLLD-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WMTX-F	1 WHPT-F	1 WHPT-F	1 WFLZ-F	1 WSRZ-F <	1 WXTB-F >>	1 WXTB-F	1 WXTB-F	1 WHPT-F	1 WHPT-F	1 WFLA >>
2 WCTQ-F	1 WFLZ-F	2 WFLZ-F	2 WMTX-F	2 WFLZ-F <	2 WHPT-F >	2 WHPT-F	2 WHPT-F	2 WXTB-F <	2 WFLZ-F	2 WLLD-F
2 WLLD-F >	3 WCTQ-F	3 WINK-F	2 WHPT-F	3 WWRM-F	3 WCTQ-F	3 WFLZ-F >>	3 WFLZ-F >>	3 WFLZ-F >	3 WFLA	3 WWRM-F
4 WXTB-F	3 WXTB-F	3 WXTB-F	4 WCTQ-F	4 WHPT-F	3 WFLZ-F	4 WCTQ-F	4 WFJO-F	4 WFLA	3 WXTB-F >	
4 WFLZ-F >>	5 WMTX-F	3 WFJO-F	4 WFJO-F	4 WFJO-F	3 WLLD-F >>	5 WFJO-F	4 WSSR-F	5 WCTQ-F	5 WCTQ-F	
	5 WLLD-F	6 WCTQ-F	6 WSRZ-F	4 WSJT-F		5 WLLD-F	6 WCTQ-F	6 WFJO-F	6 WFJO-F	
	7 WINK-F	6 WWRM-F	6 WXTB-F	7 WCTQ-F		5 WSSR-F	6 WAMR >	6 WAMR	6 WSJT-F	
	7 WFJO-F	6 WSSR-F >	6 WWRM-F	7 WMTX-F		8 WAMR >		6 WSJT-F >	8 WAMR	
			6 WRBQ-F	7 WRBQ-F				9 WTBT-F		
				7 WINK-F						

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WAMR	SPRTS	1320	Venice	1.1	2.6	8 132	WBBY-F	CL HITS	107.3	St. Petersburg	0.8	4.0	6 210
WSPB	T	1450	Sarasota	0.6	2.2	4 121	WIKX-F	C	92.9	Punta Gorda	0.4	1.4	34 353
WUGL	ST	930	Sarasota	0.4	2.1	3 109	WINK-F	AC	96.9	Fort Myers	1.4	3.6	25 392
WYNF-F	AOR/CL	105.9	Englewood	0.6	4.4	4 243	WOST-F	AC-NR	100.1	Port Charlotte	0.6	3.4	6 253
							WPCV-F	C	97.5	Winter Haven	0.4	1.3	10 193
							WQYK-F	C	99.5	Tampa	0.8	3.3	7 211
							WSAA	N	620	St. Petersburg	0.7	3.0	6 211
							WYUU-F	O	92.5	Safety Harbor	0.8	3.5	7 182

## SARASOTA-BRADENTON

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Clear Channel</b>	22.7 %	14.6 %	%	AC	0 (0)	44 (4)	44 (4)	7.9 %	5.8 %
WAMR-AM, WCTQ-FM, WDDV-FM, WSPB-AM, WSRZ-FM, WYNF-FM				AOR/Classic/NR	0 (0)	81 (4)	81 (4)	14.5 %	17.2 %
	<b>22.7 %</b>	<b>14.6 %</b>	<b>%</b>	Black/Urban	0 (0)	19 (1)	19 (1)	3.4 %	4.5 %
				CHR	0 (0)	61 (2)	61 (2)	10.9 %	11.4 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	54 (5)	54 (5)	9.6 %	11.3 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	25 (1)	25 (1)	4.5 %	3.3 %
				News/Talk	53 (3)	0 (0)	53 (3)	9.5 %	9.8 %
				Oldies	0 (0)	41 (3)	41 (3)	7.3 %	6.7 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Soft AC	0 (0)	22 (1)	22 (1)	3.9 %	5.5 %
				Sports	8 (1)	0 (0)	8 (1)	1.4 %	1.8 %
				Standards/EZ	41 (3)	111 (3)	152 (6)	27.1 %	22.8 %
				<b>Totals</b>	<b>102 (7)</b>	<b>458 (24)</b>	<b>560 (31)</b>		

### FM Stations

Station	Freq	Power	Format	Company	City
WCTQ	106.5	25 kw @ 259	Country	Westwd \$45.00 Eastman	Sarasota
WDDV	92.1	22 kw @ 328	Standards/EZ List	Westwd \$ NA Eastman	Venice
WSRZ	107.9	45.8 kw @ 515	Oldies	\$47.00 Eastman	Coral Cove

Notes: Other ranked stations – See Tampa-Saint Petersburg or Fort Myers-Naples . . . 10/99 WKXY (930) changed from Talk to Standards as WUGL

# SAVANNAH

**Arbitron Rank** 154 **Pop (12+)** 236,300  
**MSA Rank:** 163  
**MSA Pop:** 290,000  
**DMA:** 100  
**Average Persons Rating:** 15.0  
**Market TSL in Hours** 20.25

**Stations** 20 / 18  
**Diaries:** 961 / 246:1 / 46.1%  
**Sample Target:** 900  
**% Below Line:** 1.1  
**% Not Listed:** 11.3  
**Pop per Station:** 13,128

**Last Year's Revenue:** \$15,000,000  
**Household Income:** \$37,480  
**Total Retail Sales:** \$2.9 Bil.  
**#1 Biller:** WAEV-F \$1,900,000  
**#1 Billing Portfolio**  
 AMFM \$5,725,000

12+ Metro	Format	Fall 99 1/4 Share	Spq 99	Fall 98	Spq 98	Fall 97	12+ Metro Cume / Rtg	Spq 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	WEAS-F	B	61 / 17.2	15.6	12.9	12.1	655 / 27.7	23.9	26.0	111 / 1292	C	WEAS-F
2	WLWH-F	B/AC	30 / 8.5	8.1	9.4	8.5	417 / 17.7	18.2	17.6	42 / 617	C	WLWH-F
3	WAEV-F	AC	24 / 6.8	6.4	5.9	7.1	437 / 18.5	19.5	22.3	40 / 905	C	WAEV-F
4	WSOK	B/G	23 / 6.5	7.8	11.3	10.4	282 / 11.9	11.0	16.0	30 / 314	A	WSOK
5	WSCA-F	C	22 / 6.2	4.3	5.7	4.7	283 / 11.1	12.7	12.9	44 / 725	C*	WSCA-F
6	WYKZ-F	SAC	19 / 5.4	5.2	4.8	6.3	261 / 11.0	12.7	10.3	37 / 540	B	WYKZ-F
7	WZAT-F	CHR	17 / 4.6	5.5	4.8	3.8	420 / 17.6	17.9	14.9	48 / 1030	B	WZAT-F
8	WJCL-F	C	16 / 4.5	8.4	5.7	8.5	302 / 12.8	16.5	15.4	36 / 711	C	WJCL-F
8	WIXV-F	CL AOR	16 / 4.5	3.2	4.0	3.8	218 / 9.2	10.6	11.9	40 / 658	B	WIXV-F
10	WGCO-F	O	15 / 4.2	3.5	3.2	4.9	243 / 10.3	10.8	9.3	35 / 601	B	WGCO-F
10	WBMQ	T	15 / 4.2	4.9	6.2	2.5	231 / 9.8	9.6	9.1	35 / 450	B	WBMQ
12	WLOW-F	ST	12 / 3.4	4.6	3.8	3.3	204 / 8.6	8.5	8.2	52 / 501	A	WLOW-F
13	WVVV-F	AC-NR	11 / 3.1	2.0	0.8	1.1	162 / 7.7	7.6	5.9	29 / 435	A	WVVV-F

12+ FM Share (Metro): 83.76% (263 of 314) (Fall 98: 78.88%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WEAS-F >>>	1 WEAS-F >>>	1 WEAS-F >	1 WEAS-F	1 WEAS-F	1 WLWH-F <	1 WEAS-F	1 WEAS-F	1 WEAS-F >	1 WEAS-F >>>	1 WEAS-F >>>
2 WZAT-F >>>	2 WAEV-F	2 WLWH-F <	2 WLWH-F	2 WLWH-F	2 WSOK	2 WLWH-F	2 WSCA-F <	2 WAEV-F <	2 WLWH-F >	2 WSOK
	3 WIXV-F	3 WAEV-F	3 WAEV-F	3 WAEV-F	3 WEAS-F	3 WSOK >	3 WAEV-F	3 WLWH-F	3 WYKZ-F	3 WLWH-F
	4 WLWH-F	4 WIXV-F	4 WIXV-F <	4 WYKZ-F	3 WYKZ-F	4 WAEV-F <	4 WLWH-F <	4 WSCA-F <	3 WSOK <	4 WZAT-F
	4 WZAT-F	5 WZAT-F	5 WYKZ-F <	5 WSCA-F	3 WSCA-F	5 WFXH-F	5 WBMQ <	5 WYKZ-F	5 WZAT-F <	4 WSCA-F <
	6 WVVV-F	5 WSCA-F <	6 WJCL-F	5 WJCL-F	6 WBMQ	6 WSCA-F <	6 WYKZ-F <	6 WIXV-F <	6 WIXV-F	6 WAEV-F <
	6 WSCA-F >	7 WYKZ-F	7 WSCA-F	5 WIXV-F <	6 WGCO-F <	7 WZAT-F	7 WGCO-F	7 WZAT-F <	7 WJCL-F	7 WYKZ-F
		8 WJCL-F	8 WZAT-F	8 WGCO-F	8 WLOW-F	7 WJCL-F <	8 WIXV-F	8 WJCL-F <	7 WJCL-F	7 WJCL-F
			8 WGCO-F	9 WZAT-F	9 WJCL-F		9 WJCL-F <	9 WSOK		9 WGCO-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WEAS-F >>	1 WEAS-F >>>	1 WEAS-F >	1 WEAS-F >	1 WLWH-F <	1 WEAS-F >>>	1 WEAS-F >>>	1 WEAS-F >	1 WEAS-F >	1 WEAS-F	1 WLWH-F <
2 WZAT-F	2 WAEV-F	2 WAEV-F >	2 WAEV-F	2 WEAS-F	2 WVVV-F	2 WIXV-F >	2 WIXV-F >	2 WIXV-F	2 WLWH-F	2 WEAS-F >>>
3 WAEV-F >>>	3 WZAT-F >	3 WLWH-F	3 WLWH-F	2 WAEV-F	2 WSCA-F	3 WLWH-F	3 WLWH-F	3 WLWH-F >	3 WIXV-F >	3 WSOK >>>
	4 WSCA-F	3 WZAT-F	4 WZAT-F	4 WYKZ-F	2 WIXV-F	3 WAEV-F	3 WAEV-F >>	4 WAEV-F	4 WYKZ-F	4 WJCL-F
	4 WLWH-F	3 WVVV-F	5 WSCA-F	5 WSOK	2 WAEV-F >>	5 WVVV-F		5 WYKZ-F	4 WSCA-F	
		3 WSCA-F >	5 WJCL-F	5 WJCL-F				5 WSCA-F	4 WGCO-F	
			7 WYKZ-F	7 WSCA-F				5 WFXH-F	4 WAEV-F	
			7 WSOK >	8 WZAT-F						

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume		Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume	
WFXH-F	CL AOR	106.1	Hilton Head	2.3	7.2	15	345	WFXH	SPRTS	1130	Hilton Head, SC	0.6	1.2	3	52
WHGM	B/G	1400	Savannah	1.4	4.1	5	109	WSEG-F	B	104.1	Brunswick, GA	0.6	1.3	4	44
WJLG	B/G	900	Savannah	1.7	4.5	10	115								
WRHQ-F	AOR-P	105.3	Richmond Hill	2.0	6.7	7	164								
WSIS-F	B/O	103.9	Springfield	0.8	3.0	3	112								

# SAVANNAH

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Adventure</b>	13.5 %	13.6 %	14.7 %	AC	0 (0)	35 (2)	35 (2)	11.1 %	12.6 %
WFXH-AM, WFXH-FM, WGCO-FM, WGZO-FM, WLOW-FM, WWWV-FM				AOR/Classic/NR	0 (0)	31 (3)	31 (3)	9.9 %	6.6 %
<b>AMFM (Pend. to Clear Channel)</b>	33.4 %	36.0 %	38.2 %	Black/Urban	0 (0)	96 (4)	96 (4)	30.6 %	27.8 %
WAEV-FM, WCHY-AM, WL VH-FM, WSCA-FM, WSOK-AM, WYKZ-FM				CHR	0 (0)	17 (1)	17 (1)	5.4 %	6.3 %
<b>Cumulus</b>	37.7 %	35.4 %	36.2 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WBMQ-AM, WEAS-FM, WIXV-FM, WJCL-FM, WJLG-AM, WSIS-FM, WZAT-FM				Country	0 (0)	38 (2)	38 (2)	12.1 %	14.6 %
	<b>84.7 %</b>	<b>85.0 %</b>	<b>89.1 %</b>	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	15 (1)	0 (0)	15 (1)	4.8 %	5.6 %
				Oldies	0 (0)	15 (1)	15 (1)	4.8 %	4.0 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	34 (3)	0 (0)	34 (3)	10.8 %	11.3 %
				Soft AC	0 (0)	19 (1)	19 (1)	6.1 %	6.0 %
				Sports	2 (1)	0 (0)	2 (1)	0.6 %	0.0 %
				Standards/EZ	0 (0)	12 (1)	12 (1)	3.8 %	5.3 %
				<b>Totals</b>	<b>51 (5)</b>	<b>263 (15)</b>	<b>314 (20)</b>		

## AM Stations

WBMQ	630	5 kw (DA-N)	Talk	CBS, Westwd, CNN	\$<20.00	Katz	Cumulus
WSOK	1230	1 kw	Black Gospel	AURN, WW1, AMFM	\$17.00	Katz	AMFM

## FM Stations

WAEV	97.3	100 kw @ 991	AC	Westwd, AMFM	\$38.00	Katz	AMFM
WEAS	93.1	100 kw @ 981	Black	ABC, Westwd	\$25.00	D&R	Cumulus
WGCO	98.3	100 kw @ 981	Oldies		\$20.00	Eastman	Adventure Midway
WIXV	95.5	100 kw @ 856	Classic AOR		\$30.00	Mc-Guild	Cumulus
WJCL	96.5	100 kw @ 1161	Country	Westwd	\$35.00	—	Cumulus
WLOW	107.9	41 kw @ 538	Standards	Westwd	\$<20.00	D&R	Adventure Bluffton, SC
WL VH	101.1	50 kw @ 476	Black AC	AMFM, ABC	\$29.00	Katz	AMFM Hardeeville, SC
WSCA	94.1	100 kw @ 1320	Country	AMFM	\$40.00	Katz	AMFM
WWWV	106.9	100 kw @ 801	Modern AC	CNN	\$ NA	D&R	Adventure Bluffton, SC
WYKZ	98.7	100 kw @ 710	Soft AC	AMFM	\$ NA	Katz	AMFM Beaufort, SC
WZAT	102.1	100 kw @ 1322	CHR		\$20.00	K&P	Cumulus

Notes: \* WSCA-F revenue level includes WCHY (AM) revenue . . . 10/99 AMFM and Clear Channel announced plans to merge. No divestitures in the market are anticipated . . . 2/00 WSKX-F (92.3; Hinesville) changed from Country to Classic Country

# SEATTLE-TACOMA

**Arbitron Rank** 14 Pop (12+): 2,910,100  
**MSA Rank:** 21-Seattle; 79-Tacoma  
**MSA Pop:** 3,450,000  
**DMA:** 12  
**Average Persons Rating:** 14.2  
**Market TSL in Hours** 19.00

**Stations** 31 / 30  
**Diaries:** 3,717/ 783:1/ 53.6%  
**Sample Target:** 3,690  
**% Below Line:** 0.6  
**% Not Listed:** 13.6  
**Pop per Station:** 97,003

**Last Year's Revenue:** \$178,000,000  
**Household Income:** \$57,462  
**Total Retail Sales:** \$36.2 Bil.  
**#1 Biller:** KIRO \$23,900,000  
**#1 Billing Portfolio**  
 Entercom \$64,850,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	KIRO	270 / 6.6	7.7	6.6	5.6	4.9	6.6	5025 / 17.3	17.7	17.3	292 / 5417	K	KIRO
2	KBSG-AF	232 / 5.6	4.3	3.7	5.1	4.6	4.7	3896 / 13.4	12.4	14.9	252 / 4184	I	KBSG-AF
3	KUBE-F	228 / 5.5	6.3	5.5	5.5	6.0	5.7	4642 / 16.0	15.5	16.9	246 / 5164	I	KUBE-F
4	KVI	192 / 4.7	3.5	4.5	3.6	4.3	4.1	2085 / 7.2	7.2	8.2	209 / 2280	I	KVI
5	KMPS-F	188 / 4.6	4.9	5.0	4.6	5.5	4.8	3221 / 11.1	12.4	11.4	207 / 3519	I	KMPS-F
6	KLSY-F	184 / 4.5	4.4	4.0	3.2	4.7	4.0	3406 / 11.7	11.1	13.7	193 / 3575	H	KLSY-F
7	KNDD-F	179 / 4.3	4.7	4.8	4.4	3.6	4.6	3710 / 12.7	14.6	12.2	195 / 3931	H	KNDD-F
8	KBKS-F	177 / 4.3	4.9	4.9	4.4	4.9	4.6	4596 / 15.8	17.1	17.7	183 / 4855	G	KBKS-F
9	KRWM-F	175 / 4.2	2.7	3.5	3.8	3.1	3.6	2640 / 9.1	8.3	7.3	181 / 2727	G	KRWM-F
10	KPLZ-F	153 / 3.7	4.0	3.9	4.1	3.5	3.9	3620 / 12.4	12.7	12.9	168 / 3924	I	KPLZ-F
11	KOMO	153 / 3.7	2.9	3.7	3.3	4.1	3.4	4209 / 14.6	10.2	14.3	168 / 4531	G	KOMO
12	KING-F	147 / 3.6	3.3	3.0	3.5	3.8	3.3	2617 / 9.0	8.1	9.8	156 / 2815	G	KING-F
13	KWJZ-F	145 / 3.6	4.6	3.4	3.3	3.8	3.7	2447 / 8.4	8.0	8.2	149 / 2520	G	KWJZ-F
14	KISW-F	137 / 3.3	3.1	3.5	4.1	3.5	3.5	2434 / 8.4	9.0	8.4	154 / 2645	H	KISW-F
15	KMTT-F	127 / 3.1	2.7	2.9	2.8	3.0	2.9	2314 / 8.0	7.8	7.9	134 / 2477	H	KMTT-F
16	KIXI	123 / 3.0	3.2	3.7	4.0	3.8	3.5	1683 / 5.8	6.8	7.7	137 / 1945	D	KIXI
17	KZOK-F	108 / 2.6	3.3	3.1	2.9	3.4	3.0	2313 / 7.9	9.2	8.9	115 / 2510	I	KZOK-F
18	KJR-AA	95 / 2.3	1.4	2.1	3.5	2.1	2.3	2028 / 7.0	7.2	7.0	102 / 2133	G	KJR-AA
19	KJR-F	94 / 2.3	2.8	3.9	2.9	3.4	3.0	2225 / 7.6	8.9	10.7	109 / 2482	H	KJR-F
20	KQBZ-F	80 / 1.9	2.1	2.0	3.0	2.6	2.3	1883 / 6.5	6.7	6.8	89 / 2123	F	KQBZ-F
21	KYCW-F	80 / 1.9	2.5	2.4	2.5	2.1	2.3	1505 / 5.2	5.8	5.1	92 / 1639	G	KYCW-F
22	KCMS-F	66 / 1.6	1.4	1.8	1.8	1.5	1.7	1468 / 5.0	5.1	4.9	71 / 1554		KCMS-F
23	KFNK-F	65 / 1.6	0.9	0.8	0.6	1.0	0.6	1142 / 3.9	2.1	2.1	66 / 1177		KFNK-F
24	KNWX	57 / 1.4	1.6	1.4	1.9	1.6	1.6	1443 / 5.0	5.8	6.5	60 / 1521	C	KNWX

12+ FM Share (Metro): 73.50% (2616 of 3559) (Fall 98: 74.95%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KUBE-F	1 KUBE-F	1 KUBE-F <	1 KLSY-F <	1 KBSG-AF	1 KIRO	1 KIRO >	1 KVI <	1 KUBE-F <	1 KUBE-F >	1 KIRO
2 KBKS-F	2 KNDD-F <	2 KLSY-F <	2 KPLZ-F <	2 KLSY-F <	2 KBSG-AF <	2 KUBE-F <	2 KBSG-AF <	2 KBSG-AF <	2 KNDD-F	2 KUBE-F <
3 KNDD-F >>>	3 KLSY-F <	3 KPLZ-F <	3 KBSG-AF <	3 KIRO <	3 KVI	3 KVI	3 KIRO >	3 KBKS-F	3 KLSY-F <	3 KBSG-AF
4 KPLZ-F	4 KBSG-AF <	4 KISW-F <	4 KPLZ-F <	4 KING-F <	4 KBSG-AF <	4 KRWM-F <	4 KRWM-F <	3 KIRO <	4 KBKS-F <	4 KMPS-F <
5 KBKS-F <	5 KISW-F <	5 KMTT-F <	5 KRWM-F <	5 KOMO <	5 KMPS-F	5 KMPS-F	5 KMPS-F <	5 KNDD-F <	5 KBSG-AF <	5 KBKS-F <
6 KISW-F	6 KNDD-F <	6 KIRO <	6 KMPS-F	6 KRWM-F <	5 KLSY-F <	6 KLSY-F <	6 KLSY-F <	6 KRWM-F	6 KRWM-F	6 KOMO
7 KMPS-F <	7 KMTT-F	7 KMPS-F <	6 KMTT-F <	7 KMPS-F	7 KOMO <	7 KPLZ-F <	7 KMPS-F <	7 KMPS-F <	7 KIRO <	6 KNDD-F <
8 KRWM-F	7 KBKS-F <	8 KBKS-F <	8 KISW-F <	7 KWJZ-F	8 KISW-F <	8 KISW-F	8 KVI <	8 KING-F <	8 KING-F	8 KING-F
9 KFNK-F	9 KMPS-F <	9 KRWM-F <	9 KWJZ-F <	7 KIXI	9 KNDD-F	8 KBKS-F	9 KQBZ-F <	9 KPLZ-F <	9 KLSY-F	9 KLSY-F
10 KQBZ-F <	10 KRWM-F <	10 KVI <	10 KMTT-F <	10 KIRO	9 KRWM-F	8 KMTT-F <	10 KRWM-F <	10 KMPS-F <	9 KRWM-F	9 KRWM-F
						9 KPLZ-F				9 KWJZ-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KUBE-F >	1 KLSY-F <	1 KLSY-F >	1 KLSY-F	1 KBSG-AF <	1 KUBE-F	1 KUBE-F	1 KISW-F	1 KISW-F	1 KISW-F	1 KOMO
2 KLSY-F	2 KUBE-F	1 KPLZ-F	2 KPLZ-F <	2 KLSY-F	2 KNDD-F >	2 KNDD-F <	2 KUBE-F <	2 KUBE-F <	2 KIRO <	2 KUBE-F
2 KBKS-F	3 KPLZ-F	3 KBKS-F <	3 KBSG-AF <	3 KRWM-F <	3 KFNK-F	3 KISW-F >	3 KNDD-F	3 KNDD-F <	3 KBSG-AF	3 KIRO
4 KNDD-F >	4 KBKS-F	4 KRWM-F	4 KBKS-F	4 KPLZ-F	4 KISW-F	4 KPLZ-F <	4 KPLZ-F	4 KZOK-F <	3 KVI <	4 KLSY-F <
5 KRWM-F	5 KRWM-F <	4 KUBE-F	4 KRWM-F <	5 KMPS-F	5 KQBZ-F	5 KFNK-F	5 KLSY-F <	5 KIRO	5 KZOK-F <	5 KNDD-F
6 KFNK-F	6 KNDD-F	6 KMPS-F	6 KUBE-F <	6 KBKS-F <	6 KPLZ-F	6 KQBZ-F <	6 KJR-AA	6 KMTT-F <	6 KJR-AA	6 KBSG-AF <
6 KPLZ-F	7 KMPS-F	7 KNDD-F	7 KMPS-F	7 KMTT-F <	7 KZOK-F	7 KMPS-F <	6 KMPS-F	7 KVI	7 KMTT-F <	
8 KBSG-AF	8 KMTT-F	8 KMTT-F	8 KMTT-F	8 KOMO <	7 KBSG-AF	8 KLSY-F <	8 KBKS-F <	7 KJR-AA	8 KWJZ-F <	
8 KMPS-F	9 KBSG-AF >	9 KNDD-F	9 KWJZ-F <	9 KWJZ-F <	9 KBKS-F	9 KQBZ-F	9 KQBZ-F	9 KBSG-AF <	9 KNDD-F	
		10 KWJZ-F	10 KIRO		10 KJR-AA	9 KFNK-F	10 KPLZ-F <	10 KUBE-F <		

# SEATTLE-TACOMA

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Format Performance	AM	FM	Total	%	Yr. Ago
KGNW	REL	820	Burien	0.4	1.8	19	584	AC	0 (0)	213 (2)	213 (2)	6.0 %	6.3 %
KMPS	C/O	1090	Seattle	0.4	1.4	18	487	AOR/Classic/NR	0 (0)	616 (5)	616 (5)	17.3 %	15.8 %
KSRB	B/O	1150	Seattle	0.4	0.7	15	207	Black/Urban	15 (1)	0 (0)	15 (1)	0.4 %	1.2 %
KXXO-F	AC	96.1	Olympia	0.7	1.4	38	580	CHR	0 (0)	558 (3)	558 (3)	15.7 %	16.8 %
Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume	Classical	0 (0)	147 (1)	147 (1)	4.1 %	4.4 %
KWPZ-F	REL	106.5	Lynden	0.6	1.5	50	786	Country	15 (1)	268 (2)	283 (3)	8.0 %	8.8 %
Consolidation Report				12+	25-54	Revenue		Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Ackerley				10.1 %	9.5 %	14.9 %		Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KHHO-AM, KJR-AM, KJR-FM, KUBE-FM								Jazz	0 (0)	145 (1)	145 (1)	4.1 %	4.4 %
CBS/Infinity				13.8 %	14.4 %	19.3 %		News/Talk	672 (4)	80 (1)	752 (5)	21.1 %	20.3 %
KBKS-FM, KMPS-AM, KMPS-FM, KYCW-FM, KZOK-FM								Oldies	5 (1)	322 (2)	327 (3)	9.2 %	9.3 %
Entercom				26.2 %	27.5 %	32.1 %		Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KBSG-AM, KIRO-AM, KISW-FM, KMTT-FM, KNDD-FM, KNWX-AM, KQBZ-FM								Religion/Gospel	18 (1)	92 (2)	110 (3)	3.1 %	2.2 %
Fisher				12.1 %	12.0 %	14.6 %		Soft AC	0 (0)	175 (1)	175 (1)	4.9 %	3.6 %
KOMO-AM, KPLZ-FM, KVI-AM								Sports	95 (2)	0 (0)	95 (2)	2.7 %	2.5 %
Sandusky				15.6 %	15.4 %	13.1 %		Standards/EZ	123 (1)	0 (0)	123 (1)	3.5 %	4.4 %
KIXI-AM, KLSY-FM, KRWM-FM, KSRB-AM, KWJZ-FM								<b>Totals</b>	<b>943 (11)</b>	<b>2616 (20)</b>	<b>3559 (31)</b>		
				<b>77.7 %</b>	<b>78.8 %</b>	<b>94.0 %</b>							

## AM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Station
KBSG	1210	27.5 kw/10 kw (DA-2)	Simul. KBSG-F			Auburn
KHHO	850	10 kw/1 kw (DA-2)	Simul. KJR			Tacoma
KIRO	710	50 kw (DA-N)	News/Talk	CBS, AP	\$291.00	Katz
KIXI	880	50 kw/10 kw (DA-2)	Standards	Westwd	\$50.00	Christal
KJR	950	50 kw (DA-N)	Sports	ESPN, CBS, WW1	\$54.00	---
KNWX	770	50 kw/5 kw (DA-2)	News	AP	\$25.00	Katz
KOMO	1000	50 kw (DA-N)	Talk	ABC	\$85.00	Sentry
KVI	570	5 kw	Talk	ABC	\$117.00	Sentry

## FM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Station
KBKS	106.1	58 kw @ 2343	CHR/AC	\$58.00	Eastman	CBS/Infinity
KBSG	97.3	55 kw @ 2393	Oldies	\$225.00	D&R	Entercom
KCMS	105.3	115 kw @ 722	Contemp. Christian	UPI	\$44.00	---
KFNK	104.9	2.5 kw @ 495	New Rock	\$ NA	Allied	
KING	98.1	58 kw @ 2343	Classical	\$95.00	Sentry	
KISW	99.9	100 kw @ 1148	AOR	\$138.00	D&R	Entercom
KJR	95.7	100 kw @ 1180	Classic Hits	\$110.00	Allied	Ackerley
KLSY	92.5	58 kw @ 2343	AC	AP	\$145.00	Christal
KMPS	94.1	58 kw @ 2343	Country	AP	\$185.00	Eastman
KMTT	103.7	58 kw @ 2343	Progressive AOR	\$125.00	D&R	Entercom
KNDD	107.7	100 kw @ 1194	AOR-New Rock	\$140.00	D&R	Entercom
KPLZ	101.5	100 kw @ 1200	CHR/AC	\$120.00	Sentry	Fisher
KQBZ	100.7	100 kw @ 736	Talk	AP	\$ NA	Katz
KRWM	106.9	100 kw @ 819	Soft AC	\$71.00	Christal	Sandusky
KUBE	93.3	100 kw @ 1290	CHR	\$145.00	Allied	Ackerley
KWJZ	98.9	100 kw @ 1110	Jazz	\$65.00	Christal	Sandusky
KYCW	96.5	100 kw @ 1223	Country	\$105.00	Eastman	CBS/Infinity
KZOK	102.5	100 kw @ 1194	Classic AOR	\$180.00	Eastman	CBS/Infinity

Notes: 10/99 KKBV-F (104.9; Eatonville) changed from Black to New Rock as KFNK-F ("The Funky Monkey") . . . 12/99 KYCW-F changed from Country to Classic Hits as KYPT-F ("The Point") . . . 12/99 KMPS (1090) changed calls to KYCW; remains Classic Country

# SHREVEPORT

**Arbitron Rank** 130 **Pop (12+)** 305,400  
**MSA Rank:** 131  
**MSA Pop:** 382,000  
**DMA:** 75  
**Average Persons Rating:** 14.3  
**Market TSL In Hours** 19.50

**Stations** 17 / 16  
**Diaries:** 982 / 311:1 / 47.8%  
**Sample Target:** 940  
**% Below Line:** 1.8  
**% Not Listed:** 10.7  
**Pop per Station:** 19,088

**Last Year's Revenue:** \$15,000,000  
**Household Income:** \$36,699  
**Total Retail Sales:** \$4.1 Bil.  
**#1 Biller:** KRMD-F \$4,000,000  
**#1 Billing Portfolio**  
 Clear Channel, pend. \$6,270,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	KMJJ-F	B	56 / 12.8	15.3	16.1	13.6	11.6	14.4	754 / 24.7	26.3	23.8	90 / 1228	C	KMJJ-F
2	KDKS-F	B	51 / 11.6	11.1	12.0	10.9	10.6	11.4	710 / 23.3	19.0	21.0	54 / 806	C	KDKS-F
3	KRMD-F	C	45 / 10.3	8.0	8.1	13.0	7.6	9.8	520 / 17.0	18.6	19.5	64 / 843	F	KRMD-F
4	KVKI-F	AC	29 / 6.6	6.9	5.7	6.8	8.2	6.5	402 / 13.2	15.0	17.5	41 / 582	D	KVKI-F
5	KRUF-F	CHR	28 / 6.4	10.4	9.1	8.9	7.4	8.7	571 / 18.7	21.4	19.7	62 / 1191	B	KRUF-F
5	KOKA	G/B	28 / 6.4	6.0	6.8	5.5	7.0	6.2	276 / 9.0	8.2	8.6	29 / 302	A	KOKA
7	KEEL	T	25 / 5.7	5.3	6.3	4.5	7.2	5.5	374 / 12.2	11.4	13.2	37 / 524	B	KEEL
8	KRVQ-F	O	23 / 5.3	2.7	5.2	4.1	1.5	4.3	341 / 11.2	10.7	3.0	29 / 439	C	KRVQ-F
9	KITT-F	C	19 / 4.3	4.0	4.1	3.9	3.4	4.1	296 / 9.7	11.0	10.9	30 / 532	C	KITT-F
10	KTAL-F	AOR	17 / 3.9	2.4	3.0	3.4	3.4	3.2	231 / 7.6	8.8	9.9	32 / 595	B	KTAL-F
11	KTUX-F	AOR-NR	14 / 3.2	5.8	3.3	4.1	4.6	4.1	196 / 6.4	8.3	8.3	28 / 497	B	KTUX-F
11	KLKL-F	O	14 / 3.2	2.9	2.8	2.3	3.8	2.8	300 / 9.8	8.5	11.5	15 / 317	B	KLKL-F
13	KSYR-F	AC	12 / 2.7	2.9	2.0	2.7	5.3	2.6	262 / 8.6	7.7	12.2	15 / 318	A	KSYR-F
14	KWKH	C/O	11 / 2.5	3.3	1.7	2.3	2.1	2.5	193 / 6.3	6.3	6.6	14 / 273	A	KWKH

12+ FM Share (Metro): 80.82% (316 of 391) (Fall 98: 77.54%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KMJJ-F >	1 KMJJ-F >	1 KDKS-F	1 KDKS-F	1 KDKS-F	1 KDKS-F <	1 KRMD-F <	1 KEEL <	1 KMJJ-F	1 KMJJ-F	1 KMJJ-F
2 KRUF-F >>	2 KDKS-F <	1 KMJJ-F	2 KMJJ-F <	2 KRMD-F	2 KRMD-F	2 KDKS-F <	2 KRMD-F	2 KRMD-F	2 KDKS-F >	2 KDKS-F >
3 KDKS-F >	3 KRMD-F	3 KRMD-F	3 KRMD-F	2 KMJJ-F	3 KOKA	3 KMJJ-F	3 KVKI-F <	2 KDKS-F	3 KRUF-F	3 KRMD-F
4 KVKI-F	4 KVKI-F >	4 KVKI-F	4 KVKI-F	4 KVKI-F	4 KEEL <	4 KOKA	4 KDKS-F	4 KRUF-F	4 KRMD-F	4 KOKA
5 KRUF-F	5 KRUF-F	5 KRUF-F	5 KRUF-F	5 KRVQ-F	5 KRVQ-F	5 KRUF-F	5 KMJJ-F	5 KVKI-F <	5 KOKA	5 KRUF-F >
6 KTUX-F >	5 KTAL-F	5 KTAL-F	6 KRUF-F	6 KVKI-F <	6 KRVQ-F	6 KVKI-F	6 KRVQ-F	6 KRVQ-F >	6 KVKI-F	6 KRVQ-F
		7 KSYR-F	6 KTAL-F	7 KMJJ-F	7 KITT-F <	7 KITT-F <	7 KTAL-F <	7 KOKA <		6 KITT-F
		7 KRVQ-F <	8 KITT-F	8 KLKL-F <	8 KLKL-F	8 KITT-F	8 KITT-F <	8 KITT-F <		8 KITT-F
						8 KOKA				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KMJJ-F >>	1 KMJJ-F >	1 KMJJ-F	1 KOKS-F <	1 KDKS-F	1 KMJJ-F >>	1 KMJJ-F	1 KRMD-F	1 KMJJ-F <	1 KDKS-F	1 KDKS-F >
2 KRMD-F	2 KVKI-F	2 KRUF-F	2 KMJJ-F	2 KRMD-F <	2 KDKS-F >	2 KRMD-F	2 KMJJ-F >	2 KDKS-F	2 KMJJ-F <	2 KRUF-F
2 KTUX-F >	3 KRUF-F	2 KDKS-F	3 KRMD-F <	3 KMJJ-F <	3 KTUX-F >>	3 KOKS-F	3 KDKS-F	3 KTAL-F	3 KRMD-F <	2 KMJJ-F <
4 KDKS-F	3 KDKS-F	2 KVKI-F >	4 KVKI-F	4 KVKI-F	4 KTUX-F >	4 KRMD	4 KRMD-F	4 KTAL-F	4 KTAL-F	4 KOKA
4 KITT-F	5 KRMD-F	5 KSYR-F	5 KRUF-F >	5 KRUF-F >	5 KRMD	4 KTUX-F	5 KVKI-F <	5 KVKI-F	5 KVKI-F	5 KRMD-F
4 KRUF-F		6 KSYR-F	6 KSYR-F	6 KSYR-F		6 KITT-F	6 KTUX-F	6 KTUX-F	5 KRVQ-F	
4 KVKI-F >>						6 KWKH	7 KEEL	7 KEEL	7 KEEL	
							7 KRMD			

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KASO	ST	1240	Minden	0.7	2.2	3 71	KYLA-F	C	106.7	Horner	1.8	4.3	11 170
KRMD	SPRTS	1340	Shreveport	1.8	4.2	8 129							



# SHREVEPORT

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Clear Channel</b>	28.7 %	27.8 %	41.8 %	AC	0 (0)	41 (2)	41 (2)	10.5 %	15.1 %
KEEL-AM, KITT-FM, KRUF-FM, KTUX-FM, KVKI-FM, KWKH-AM				AOR/Classic/NR	0 (0)	31 (2)	31 (2)	7.9 %	9.0 %
<b>Cumulus, pend.</b>	24.9 %	25.3 %	38.0 %	Black/Urban	0 (0)	107 (2)	107 (2)	27.4 %	24.8 %
KMJJ-FM, KRMD-AM, KRMD-FM				CHR	0 (0)	28 (1)	28 (1)	7.2 %	8.3 %
<b>Local - 1</b>	21.2 %	20.7 %	13.7 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KDKS-FM, KLKL-FM, KOKA-AM				Country	11 (1)	72 (3)	83 (4)	21.2 %	13.9 %
<b>Local - 2</b>	8.7 %	10.9 %	1.2 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KASO-AM, KRVQ-FM, KSYR-FM				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	<b>83.5 %</b>	<b>84.7 %</b>	<b>94.7 %</b>	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	25 (1)	0 (0)	25 (1)	6.4 %	8.0 %
				Oldies	0 (0)	37 (2)	37 (2)	9.5 %	5.9 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	28 (1)	0 (0)	28 (1)	7.2 %	11.3 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	8 (1)	0 (0)	8 (1)	2.0 %	3.1 %
				Standards/EZ	3 (1)	0 (0)	3 (1)	0.8 %	0.5 %
				<b>Totals</b>	<b>75 (5)</b>	<b>316 (12)</b>	<b>391 (17)</b>		

## AM Stations

Station	Freq	Pwr	Format	Parent	Rate	Class	Network
KEEL	710	50 kw/5 kw (DA-2)	Talk	CNN, TARN, ABC	\$24.00	Clr Chnl	Clear Channel
KOKA	980	5 kw/0.08 kw	Gospel/Black	AURN, WW1, ABC	\$20.00	Allied	KDKS-F/KLKL-F
KWKH	1130	50 kw (DA-N)	Talk/Sports	ABC	\$ NA	Clr Chnl	Clear Channel

## FM Stations

Station	Freq	Pwr	Format	Parent	Rate	Class	Network
KDKS	103.7	6 kw @ 328	Black	ABC	\$22.00	Allied	KOKA/KLKL-F Haughton
KITT	93.7	100 kw @ 1010	Country	ABC	\$30.00	Clr Chnl	Clear Channel
KLKL	92.1	6 kw @ 325	Oldies	ABC	\$<20.00	Allied	KOKA/KDKS-F Benton
KMJJ	99.7	50 kw @ 462	Black	Westwd, ABC	\$36.00	Eastman	AMFM
KRMD	101.1	100 kw @ 1118	Country		\$68.00	Eastman	AMFM
KRUF	94.5	100 kw @ 1296	CHR	Westwd	\$ NA	Clr Chnl	Clear Channel
KRVQ	102.1	14 kw @ 440	Oldies		\$ NA	---	KASO/KSYR-F Blanchard
KSYR	95.7	50 kw @ 469	AC		\$ NA	---	KASO/KRVQ-F Minden
KTAL	98.1	100 kw @ 1361	AOR		\$25.00	Banner	Texarkana
KTUX	98.9	100 kw @ 718	AOR-New Rock		\$<20.00	Banner	Clr Chnl, pend. Carthage, TX
KVKI	96.5	100 kw @ 797	AC		\$46.00	Clr Chnl	Clear Channel

Notes: 9/99 KWKH changed from Talk/Sports to Classic Country . . . 10/99 AMFM and Clear Channel announced plans to merge. Divestitures in the market will be necessary . . . 10/99 KTUX-F sold to Clear Channel for \$5,500,000 . . . 2/00 KSYR-F changed from AC to Dance CHR (CHR/B) . . . 3/00 In divestitures resulting from the AMFM/Clear Channel merger, AMFM sold KMJJ-F and KRMD-AM to Cumulus as part of a \$159,000,000 (+ station swaps) multi-market transaction

# SIOUX FALLS

**Arbitron Rank 210 Pop (12+)** 141,800  
**MSA Rank:** 229  
**MSA Pop:** 161,000  
**DMA:** 105  
**Average Persons Rating:** 16.1  
**Market TSL in Hours** 21.25

**Stations** 20 / 14  
**Diaries:** 613 / 231:1 / 60.1%  
**Sample Target:** 610  
**% Below Line:** 7.9  
**% Not Listed:** 14.0  
**Pop per Station:** 10,129

**Last Year's Revenue:** \$8,900,000  
**Household Income:** \$52,051  
**Total Retail Sales:** \$2.6 Bil.  
**#1 Biller:** KELO \$1,250,000  
**#1 Billing Portfolio**  
 Midcontinent \$4,400,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	KKLS-F	CHR	21 / 9.2	10.7	10.4	12.0	3.4	425 / 30.0	32.6	29.4	42 / 905	B	KKLS-F
1	KELO-F	SAC	21 / 9.2	9.6	10.9	10.7	10.8	262 / 18.5	20.8	22.3	36 / 496	C	KELO-F
3	KRRO-F	AOR	19 / 8.3	8.0	6.1	8.9	9.9	237 / 16.7	19.0	17.2	24 / 397	C	KRRO-F
3	KELO	FS	19 / 8.3	7.3	5.6	8.0	7.3	213 / 15.0	12.9	11.5	21 / 255	C	KELO
5	KXRB	C	17 / 7.4	4.6	5.2	4.9	6.0	143 / 10.1	8.6	7.0	28 / 266	B	KXRB
6	KYBB-F	CL AOR	15 / 6.6	5.0	5.2	7.6	6.5	217 / 15.3	18.1	16.9	17 / 292	B	KYBB-F
6	KIKN-F	C	15 / 6.6	7.3	6.5	5.3	5.6	203 / 14.3	14.7	14.8	41 / 565	B	KIKN-F
8	KTWB-F	C	12 / 5.2	8.4	8.7	7.1	6.5	194 / 13.7	15.9	15.1	18 / 295	B	KTWB-F
9	KSOO	T/SPRTS	10 / 4.4	4.6	4.8	4.5	3.4	194 / 13.7	12.7	15.0	13 / 248	A	KSOO
9	KMXC-F	AC/CHR	10 / 4.4	7.3	7.8	6.7	15.1	234 / 16.5	17.8	19.4	12 / 289	C	KMXC-F
11	KWSN	T/SPRTS	8 / 3.5	4.2	4.8	4.5	4.3	150 / 10.6	9.6	14.4	9 / 194	A	KWSN
11	KISD-F	O	8 / 3.5	3.8	1.7	2.7	1.7	103 / 7.3	10.7	6.7	19 / 287		KISD-F

12+ FM Share (Metro): 69.54% (137 of 197) (Fall 98: 72.91%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KKLS-F >>>	1 KRRO-F >	1 KRRO-F <	1 KELO-F <	1 KELO-F	1 KELO	1 KELO	1 KELO-F >	1 KKLS-F	1 KKLS-F	1 KKLS-F <
2 KRRO-F >>>	2 KKLS-F	2 KELO-F	2 KYBB-F <	1 KYBB-F	2 KXRB	2 KYBB-F	2 KELO <	2 KRRO-F	2 KRRO-F	2 KXRB
	3 KELO-F	3 KYBB-F	3 KRRO-F	3 KRRO-F	3 KELO-F >	3 KELO-F	3 KRRO-F	3 KELO-F	3 KTWB-F	3 KRRO-F
	3 KYBB-F	4 KKLS-F	4 KTWB-F	3 KELO	4 KTWB-F	4 KKLS-F	4 KYBB-F <	4 KTWB-F	4 KIKN-F	4 KIKN-F
	5 KIKN-F	5 KIKN-F	4 KIKN-F	5 KTWB-F	4 KSOO	5 KRRO-F <	5 KKLS-F <	4 KIKN-F <	5 KSOO	4 KELO
	5 KMXC-F >	6 KTWB-F	6 KELO	6 KIKN-F	6 KIKN-F	6 KSOO	6 KIKN-F	6 KELO <	6 KELO-F	6 KELO-F
	6 KMXC-F	7 KKLS-F	7 KKLS-F	7 KKLS-F	6 KYBB-F	6 KIKN-F	6 KXRB	7 KMXC-F	6 KISD-F	7 KTWB-F
		7 KMXC-F	7 KMXC-F	7 KMXC-F	6 KISD-F	8 KXRB <	8 KTWB-F	7 KYBB-F <	8 KYBB-F	8 KYBB-F
						9 KMXC-F <	8 KMXC-F	9 KXRB	8 KELO	9 KSOO >
							10 KWSN			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrite
1 KELO-F	1 KELO-F	1 KELO-F	1 KELO-F >	1 KELO-F >	1 KRRO-F >>	1 KRRO-F >	1 KRRO-F	1 KRRO-F	1 KYBB-F	1 KKLS-F
1 KKLS-F >	2 KIKN-F	1 KIKN-F >>	2 KIKN-F	2 KIKN-F	2 KKLS-F >>	2 KYBB-F >>	2 KYBB-F >	2 KYBB-F >	2 KRRO-F >	1 KYBB-F
3 KMXC-F >>	2 KKLS-F >	3 KTWB-F	2 KKLS-F >	2 KELO		3 KKLS-F	3 KMXC-F	3 KSOB-F	3 KTWB-F	1 KELO >
	4 KMXC-F	3 KKLS-F	4 KMXC-F	4 KTWB-F		3 KMXC-F	3 KSOB-F >	4 KTWB-F	3 KSOB-F	4 KTWB-F
		3 KMXC-F	4 KELO	4 KKLS-F		3 KSOB-F >		5 KELO-F	5 KELO-F	4 KIKN-F >>
		3 KRRO-F >>	6 KTWB-F	6 KMXC-F				5 KKLS-F	5 KWSN	
			6 KRRO-F	6 KISD-F >>				5 KMXC-F		
								5 KELO		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KLQL-F	C	101.1	Luverne, MN 1.7 6.6 23 350
KSFS	SPRTS	1520	Sioux Falls 0.4 0.9 1 13
KSOB-F	CL AOR	95.7	Dell Rapids 3.1 6.6 10 166

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KIHK-F	C	106.9	Rock Valley, IA 0.9 2.2 4 79
KIWA-AF	C	105.3	Sheldon, IA 1.3 2.1 7 120
KKCK-F	CHR	99.7	Marshall, MN 0.4 2.8 9 177
WNAX	C/F/S	570	Yankton, SD 1.7 6.0 28 517

# SIOUX FALLS

Consolidation Report			12+	25-54	Revenue	Format Performance		AM	FM	Total	%	Yr. Ago		
<b>Midcontinent</b>			34.5 %	38.1 %	49.4 %	AC	0	(0)	10	(1)	10	(1)	5.1 %	8.9 %
KELO-AM, KELO-FM, KRRO-FM, KTWB-FM, KWSN-AM						AOR/Classic/NR	0	(0)	41	(3)	41	(3)	20.8 %	15.8 %
<b>Southern Minnesota</b>			47.8 %	38.8 %	47.1 %	Black/Urban	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
KIKN-FM, KKLS-FM, KMXC-FM, KSOO-AM, KXRB-AM, KYBB-FM						CHR	0	(0)	22	(2)	22	(2)	11.2 %	12.3 %
			<b>82.3 %</b>	<b>76.9 %</b>	<b>96.5 %</b>	Classical	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Country	18	(2)	35	(5)	53	(7)	26.9 %	27.3 %
						Full Service	23	(2)	0	(0)	23	(2)	11.7 %	9.4 %
						Hispanic	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Jazz	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						News/Talk	18	(2)	0	(0)	18	(2)	9.1 %	10.8 %
						Oldies	0	(0)	8	(1)	8	(1)	4.1 %	2.5 %
						Others/Unknown	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Religion/Gospel	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Soft AC	0	(0)	21	(1)	21	(1)	10.7 %	12.3 %
						Sports	1	(1)	0	(0)	1	(1)	0.5 %	0.5 %
						Standards/EZ	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						<b>Totals</b>	<b>60</b>	<b>(7)</b>	<b>137</b>	<b>(13)</b>	<b>197</b>	<b>(20)</b>		

### AM Stations

Station	Freq	Power	Format	Comments	Advertiser	Agency	Market
KELO	1320	5 kw (DA-N)	Full Service	AP	\$26.00	Katz	Midcontinent
KSOO	1140	10 kw/5 kw (DA-N)	Talk/Sports	ABC, Westwd, SBSUS	\$<20.00	Christal	So. Minnesota
KWSN	1230	0.81 kw	Talk/Sports	CBS, Westwd, ESPN	\$<20.00	Katz	Midcontinent
KXRB	1000	10 kw (Days, DA)	Country	Westwd, CNN	\$<20.00	Christal	So. Minnesota

### FM Stations

Station	Freq	Power	Format	Comments	Advertiser	Agency	Market
KELO	92.5	100 kw @ 1850	Soft AC	AP	\$21.00	Banner	Midcontinent
KIKN	100.5	100 kw @ 942	Country		\$<20.00	Mc-Guild	So. Minnesota Salem
KKLS	104.7	100 kw @ 705	CHR	Westwd	\$<20.00	Mc-Guild	So. Minnesota
KMXC	97.3	60 kw @ 220	AC/CHR	ABC	\$20.00	Christal	So. Minnesota
KRRO	103.7	50 kw @ 187	AOR	Westwd	\$30.00	Katz	Midcontinent
KTWB	101.9	34 kw @ 577	Country		\$27.00	Banner	Midcontinent
KYBB	102.7	50 kw @ 200	Classic AOR		\$<20.00	Christal	So. Minnesota Canton

Notes: 11/99 KJAM-AF (1390, 103.1; Madison, SD) sold to Three Eagles for \$1,200,000

# SOUTH BEND

**Arbitron Rank** 163 **Pop (12+):** 214,700  
**MSA Rank:** 171  
**MSA Pop:** 262,000  
**DMA:** 85 (w/Elkhart)  
**Average Persons Rating:** 14.1  
**Market TSL in Hours** 19.00

**Stations** 19 / 16  
**Diaries:** 952 / 226:1 / 53.1%  
**Sample Target:** 960  
**% Below Line:** 3.3  
**% Not Listed:** 13.6  
**Pop per Station:** 13,419

**Last Year's Revenue:** \$15,000,000  
**Household Income:** \$42,289  
**Total Retail Sales:** \$2.9 Bil.  
**#1 Biller:** NA  
**#1 Billing Portfolio** NA

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	WBYT-F	C	42 / 13.9	11.9	13.0	11.5	14.4	454 / 21.2	20.2	23.4	125 / 1489	WBYT-F
2	WNDV-AF	CHR	41 / 13.6	12.5	9.6	11.1	5.5	740 / 34.5	31.6	29.0	148 / 2281	WNDV-AF
3	WNSN-F	AC	32 / 10.6	10.0	8.7	10.5	10.9	394 / 18.4	22.2	22.3	88 / 1380	WNSN-F
4	WSBT	FS	24 / 7.9	7.2	9.6	9.0	8.0	361 / 16.8	18.5	18.6	40 / 600	WSBT
5	WRBR-F	AOR	22 / 7.3	6.2	6.8	9.3	10.9	395 / 18.4	18.7	18.7	89 / 1152	WRBR-F
6	WAOR-F	CL AOR	17 / 5.6	7.5	5.9	5.3	8.0	332 / 15.5	15.7	14.3	48 / 864	WAOR-F
7	WZOC-F	O	14 / 4.6	6.2	5.3	6.8	4.8	240 / 11.2	14.5	11.4	45 / 769	WZOC-F
8	WUBU-F	B	13 / 4.3	5.0	7.7	6.5	4.8	171 / 8.0	9.0	10.2	21 / 328	WUBU-F
9	WHLY	ST	12 / 4.0	5.6	5.6	5.3	7.1	127 / 5.9	8.7	10.1	14 / 181	WHLY
10	WSMK-F	CHR/B	9 / 3.0	3.4	3.7	3.4	1.0	157 / 7.3	11.0	11.9	26 / 484	WSMK-F
10	WFRN-F	REL-CC	9 / 3.0	1.2	2.5	2.8	3.9	126 / 5.8	5.3	6.1	44 / 618	WFRN-F

12+ FM Share (Metro): 82.38% (215 of 261) (Fall 98: 76.73%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd	
1	WNDV-AF >>	1	WBYT-F	1	WBYT-F	1	WBYT-F	1	WBYT-F <	1	WBYT-F <
2	WSMK-F >>	2	WBYT-F	2	WBYT-F	2	WBYT-F	2	WBYT-F	2	WBYT-F >
3	WRBR-F >>	3	WNSN-F	3	WNSN-F	3	WNSN-F >	3	WNSN-F >	3	WNSN-F
4	WNSN-F >>	4	WRBR-F	4	WRBR-F	4	WRBR-F <	4	WRBR-F >	4	WRBR-F
5	WAOR-F >>	5	WAOR-F >>	5	WAOR-F >	5	WZOC-F <	5	WAOR-F	5	WAOR-F
6		6	WZOC-F	6	WZOC-F	6	WHLY	6	WRBR-F <	6	WZOC-F
7		7	WUBU-F	7	WUBU-F >	7	WUBU-F	7	WHLY	7	WHLY

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite	
1	WNDV-AF >>>	1	WBYT-F >	1	WNSN-F	1	WRBR-F	1	WRBR-F <	1	WBYT-F
2	WBYT-F	2	WBYT-F >	2	WBYT-F	2	WBYT-F >	2	WBYT-F	2	WRBR-F
3	WRBR-F >>	3	WNSN-F >	3	WNSN-F >>	3	WNSN-F	3	WAOR-F	3	WAOR-F
4		4	WRBR-F >>	4	WZOC-F >	4	WAOR-F	4	WNSN-F	4	WNSN-F
5		5	WRBR-F	5	WAOR-F	5	WUBU-F	5	WZOW-F >	5	WZOW-F
6		6	WRBR-F	6	WRBR-F	6	WRBR-F	6	WUBU-F	6	WUBU-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume	Format	AM	FM	Total	%	Yr. Ago				
WGTC-FF	REL-CC	102.3	New Carlisle	1.3	2.8	15	282	AC	0 (0)	32 (1)	32 (1)	12.3 %	10.9 %
WJVA	C/O	1580	South Bend	1.7	3.1	5	97	AOR/Classic/NR	0 (0)	46 (3)	46 (3)	17.6 %	16.7 %
WZOW-F	CL AOR	97.7	Goshen	2.3	7.0	38	601	Black/Urban	0 (0)	13 (1)	13 (1)	5.0 %	9.1 %
								CHR	0 (0)	50 (2)	50 (2)	19.2 %	15.6 %
								Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Country	5 (1)	47 (2)	52 (3)	19.9 %	15.3 %
								Full Service	27 (2)	0 (0)	27 (2)	10.3 %	13.1 %
								Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								News/Talk	2 (1)	0 (0)	2 (1)	0.8 %	1.8 %
								Oldies	0 (0)	14 (1)	14 (1)	5.4 %	6.9 %
								Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Religion/Gospel	0 (0)	13 (3)	13 (3)	5.0 %	2.9 %
								Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Standards/EZ	12 (1)	0 (0)	12 (1)	4.6 %	7.6 %
								<b>Totals</b>	<b>46 (5)</b>	<b>215 (13)</b>	<b>261 (18)</b>		

# SOUTH BEND

## AM Stations

WHLY	1620	10 kw/1 kw	Standards	ABC	Unirep	Artistic, pend.
WJVA	1580	1 kw/0.5 kw (DA-N)	Classic Country	ABC	Unirep	Artistic, pend.
WNDV	1490	1 kw	Simul. WNDV-F			
WSBT	960	5 kw (DA-2)	Full Service	CBS, Westwd	Katz	Schurz

## FM Stations

WAOR	95.3	3.3 kw @ 298	AOR		Eastman	Federated, pend.	Niles
WBYT	100.7	15 kw @ 910	Country		Christal	Federated	Elkhart
WFRN	104.7	50 kw @ 488	Contemp. Christian	USA	---		Elkhart
WNDV	92.9	12.5 kw @ 879	CHR		Mc-Guild	Artistic	
WNSN	101.5	13 kw @ 970	AC	Westwd	Katz	Schurz	
WRBR	103.9	3 kw @ 328	AOR		Christal	Federated	
WSMK	99.1	3 kw @ 328	Dance CHR		---		Buchanan, MI
WUBU	106.3	3 kw @ 292	Black	ABC, AURN	Allied		
WZOC	94.3	11.5 kw @ 492	Oldies		Katz		Plymouth

Notes: No station revenue estimates are available . . . WGTC-F is LMA'd to LeSea (WHME-F/WHPZ-F) . . . 1/99 WHLY/WJVA sold to Artistic Media Partners for \$250,000 . . . 12/99 WHPZ-F (96.9; Bremen) sold to LeSea for \$280,296.

### FORMAT CODES

AC	- Adult Contemporary	J	- Jazz and New Adult Contemporary
AC-NR	- Modern AC	KIDS	- Children's
AOR	- Album Oriented Rock	N	- News
AOR-NR	- New Rock	O	- Oldies (50's & 60's)
AOR-P	- Progressive AOR	REL	- Religion, Christian
B	- Black (audience 75%+ Black)	REL-CC	- Contemporary Christian
B/AC	- Black Adult Contemporary	SAC	- Soft Adult Contemporary
B/G	- Black Gospel	SP	- Hispanic/Spanish
B/O	- Black Oldies	SP-C	- Hispanic Contemporary
BIZ	- Business News & Talk	SP-NT	- Hispanic News/Talk/Information
C	- Country	SP-R	- Hispanic-Regional
C/O	- Classic Country	SP-TP	- Hispanic-Tropical
CHR	- Contemporary Hit Radio, Top 40	SP-VA	- Hispanic Variety
CL	- Classical	SP-TJ	- Tejano
CL AOR	- Classic AOR, Classic Rock	SPRTS	- Sports
CL HITS	- Classic Hits/70's Oldies	ST	- Standards, Big Band, Nostalgia
E	- Ethnic (usually Foreign Lang.)	T	- Talk
EZ	- Easy Listening, Beautiful Music	U	- Urban (majority of audience is non-white)
FS	- Full Service	VA	- Variety
G	- Gospel	?	- Others or Unknown

### REVENUE LEVEL CODES

A - Less than \$500,000	E - \$3,000,000 to \$3,999,999	I - \$10,000,000 to \$14,999,999
B - \$500,000 to \$999,999	F - \$4,000,000 to \$4,999,999	J - \$15,000,000 to \$19,999,999
C - \$1,000,000 to \$1,999,999	G - \$5,000,000 to \$6,999,999	K - \$20,000,000 to \$29,999,999
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	L - \$30,000,000+

# SPOKANE

**Arbitron Rank** 91 **Pop (12+)** 430,000  
**MSA Rank:** 121  
**MSA Pop:** 416,000  
**DMA:** 72  
**Average Persons Rating:** 14.9  
**Market TSL in Hours** 20.00

**Stations** 22 / 22  
**Diaries:** 1,430 / 301:1 / 54.5%  
**Sample Target:** 1,420  
**% Below Line:** 0.0  
**% Not Listed:** 12.1  
**Pop per Station:** 19,545

**Last Year's Revenue:** \$17,700,000  
**Household Income:** \$40,542  
**Total Retail Sales:** \$5.8 Bil.  
**#1 Biller:** KKZX-F \$2,400,000  
**#1 Billing Portfolio** AMFM \$6,310,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	KZZU-F	CHR	59 / 9.2	10.7	9.4	10.2	11.1	9.9	921 / 21.4	23.0	23.8	72 / 1132	C	KZZU-F
2	KKZX-F	CL AOR	55 / 8.6	9.3	8.9	7.8	7.9	8.7	749 / 17.4	18.6	17.4	74 / 1007	D	KKZX-F
3	KDRK-F	C	46 / 7.2	8.0	8.9	8.5	8.8	8.1	628 / 14.6	17.4	19.6	63 / 886	D	KDRK-F
4	KNFR-F	C	41 / 6.4	3.1	2.7	4.3	4.9	4.1	614 / 14.3	8.7	11.9	50 / 782	C	KNFR-F
4	KGA	N/T+	41 / 6.4	3.7	5.1	5.4	5.8	5.2	456 / 10.6	9.9	11.7	52 / 607	B*	KGA
6	KXLY-F	SAC	40 / 6.3	6.0	6.5	7.3	7.0	6.5	614 / 14.3	14.6	16.8	49 / 825	C	KXLY-F
6	KAEP-F	AOR-NR	40 / 6.3	7.6	4.5	5.2	5.3	5.9	639 / 14.9	14.7	14.5	49 / 811	C	KAEP-F
8	KISC-F	SAC	39 / 6.1	5.1	4.5	6.4	5.5	5.5	526 / 12.2	11.3	12.3	44 / 672	C	KISC-F
9	KXLY	N/T	35 / 5.5	6.2	5.1	5.5	5.8	5.6	609 / 14.2	11.4	14.6	41 / 702	B	KXLY
10	KEYF-AF	O	29 / 4.5	4.9	6.5	4.9	5.8	5.2	624 / 14.5	16.0	14.8	43 / 850	C	KEYF-AF
11	KAQQ	ST	24 / 3.8	4.3	5.9	4.6	5.2	4.6	235 / 5.5	9.1	8.9	28 / 309	A	KAQQ
11	KHTQ-F	AOR	24 / 3.8	4.5	4.7	4.2	4.3	4.3	410 / 9.5	12.1	12.6	32 / 506	B	KHTQ-F
13	KEZE-F	AC/CHR	18 / 2.8	3.2	4.5	0.7		2.8	406 / 9.5	10.1		19 / 425		KEZE-F
13	KJRB	SPRTS	18 / 2.8	1.5	1.4	1.3	0.5	1.8	245 / 5.7	2.9	2.2	20 / 282	*	KJRB
15	KWHK-F	CL AOR	15 / 2.3	2.6	2.0	3.4	3.2	2.6	321 / 7.5	5.4	8.0	16 / 358	A	KWHK-F
16	KTSL-F	REL-CC	13 / 2.0	2.2	1.2	1.2	1.5	1.7	236 / 5.5	3.5	4.6	18 / 315		KTSL-F

12+ FM Share (Metro): 77.40% (435 of 562) (Fall 98: 77.57%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KZZU-F >>>	1 KAEP-F	1 KKZX-F	1 KKZX-F >	1 KKZX-F >	1 KGA <	1 KKZX-F	1 KGA <	1 KZZU-F	1 KZZU-F >>	1 KZZU-F >
2 KAEP-F >	2 KZZU-F	2 KDRK-F <	2 KDRK-F <	2 KDRK-F	2 KKZX-F <	2 KZZU-F	2 KKZX-F	2 KAEP-F <	2 KKZX-F <	2 KDRK-F
	3 KKZX-F <	3 KAEP-F <	3 KISC-F <	3 KISC-F	3 KXLY <	3 KDRK-F <	3 KISC-F	3 KKZX-F <	3 KGA <	3 KNFR-F
	4 KDRK-F <	4 KZZU-F	4 KAEP-F	4 KAEP-F <	4 KXLY-F	4 KXLY <	3 KNFR-F <	4 KDRK-F	4 KAEP-F	3 KKZX-F <
	5 KHTQ-F	5 KISC-F <	5 KZZU-F	5 KNFR-F	5 KISC-F <	5 KGA	5 KDRK-F <	5 KXLY-F	5 KISC-F	5 KXLY-F <
	6 KNFR-F	6 KNFR-F	6 KNFR-F <	6 KGA	6 KNFR-F <	6 KISC-F <	6 KXLY-F	5 KNFR-F <	6 KDRK-F	6 KAEP-F <
	7 KISC-F	7 KHTQ-F <	7 KGA	6 KZZU-F	7 KDRK-F <	7 KXLY-F	7 KAEP-F <	7 KISC-F <	6 KHTQ-F <	7 KXLY <
		8 KXLY-F	8 KXLY-F <	8 KXLY-F	8 KAQQ	7 KNFR-F	8 KZZU-F <	8 KGA <	8 KXLY-F <	8 KAQQ <
			9 KEZE-F	8 KEYF-AF	8 KEYF-AF >	9 KAEP-F <	9 KEYF-AF <	9 KEYF-AF <	9 KNFR-F	9 KEYF-AF <
			9 KHTQ-F <			10 KAQQ	10 KXLY	10 KHTQ-F	10 KAQQ <	10 KISC-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrite
1 KZZU-F	1 KDRK-F <	1 KDRK-F	1 KDRK-F <	1 KISC-F <	1 KZZU-F >	1 KKZX-F	1 KKZX-F	1 KKZX-F	1 KKZX-F	1 KZZU-F >
2 KDRK-F	2 KZZU-F	2 KAEP-F	2 KISC-F <	2 KDRK-F	2 KHTQ-F	2 KAEP-F	2 KAEP-F	2 KAEP-F >	2 KAEP-F	2 KAQQ
3 KAEP-F	3 KAEP-F >	3 KZZU-F	3 KZZU-F	3 KZZU-F <	2 KAEP-F	3 KHTQ-F <	3 KHTQ-F	3 KHTQ-F	3 KJRB	2 KDRK-F
3 KNFR-F	4 KISC-F	4 KISC-F	4 KXLY-F	4 KXLY-F <	2 KNFR-F	4 KZZU-F	4 KJRB >	3 KDRK-F <	3 KDRK-F	4 KXLY
5 KHTQ-F	4 KNFR-F	5 KXLY-F	4 KAEP-F <	5 KKZX-F	2 KKZX-F	5 KJRB	5 KGA	5 KJRB <	3 KGA <	5 KISC-F
5 KXLY-F >	6 KHTQ-F	5 KEZE-F	6 KNFR-F	6 KNFR-F	6 KDRK-F >	6 KDRK-F	5 KZZU-F >	6 KGA	6 KNFR-F	
	6 KXLY-F	5 KTSL-F	7 KEZE-F	7 KAEP-F				6 KZZU-F	7 KHTQ-F <	
		5 KNFR-F	7 KKZX-F >	8 KEYF-AF				6 KNFR-F >	8 KEYF-AF	
				8 KEZE-F						

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KAZZ-F	.ST	107.1	Deer Park 0.8 2.0 8 130
KCDA-F	AC/CHR	103.1	Coeur d'Alene, ID 1.4 5.8 12 296
KSBN	T	1230	Spokane 0.8 1.2 6 57
KSPO-F	REL	106.5	Dishman 0.5 1.2 4 57
KXLI	T/N	630	Opportunity 0.5 2.7 4 126

# SPOKANE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>AMFM (Pend. to Clear Channel)</b> KAQQ-AM, KISC-FM, KKZX-FM, KNFR-FM	24.9 %	26.9 %	35.6 %	AC	0 (0)	27 (2)	27 (2)	4.8 %	6.2 %
<b>Citadel</b> KAEP-FM, KDRK-FM, KEYF-AF, KGA-AM, KJRB-AM, KWHK-FM	29.5 %	33.2 %	32.6 %	AOR/Classic/NR	0 (0)	134 (4)	134 (4)	23.8 %	23.3 %
<b>Morgan Murphy</b> KEZE-FM, KHTQ-FM, KVNI-AM, KXLI-AM, KXLY-AM, KXLY-FM, KZZU-FM	28.1 %	22.6 %	24.7 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				CHR	0 (0)	59 (1)	59 (1)	10.5 %	12.5 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	87 (2)	87 (2)	15.5 %	18.5 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	84 (4)	0 (0)	84 (4)	14.9 %	13.0 %
				Oldies	1 (1)	28 (1)	29 (2)	5.2 %	6.5 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	16 (2)	16 (2)	2.8 %	2.2 %
				Soft AC	0 (0)	79 (2)	79 (2)	14.1 %	7.9 %
				Sports	18 (1)	0 (0)	18 (1)	3.2 %	2.4 %
				Standards/EZ	24 (1)	5 (1)	29 (2)	5.2 %	7.5 %
	<b>82.5 %</b>	<b>82.7 %</b>	<b>92.9 %</b>	<b>Totals</b>	<b>127 (7)</b>	<b>435 (15)</b>	<b>562 (22)</b>		

## AM Stations

KAQQ	590	5 kw	Standards	Westwd, CNN	\$<20.00	Katz	AMFM	
KEYF	1050	5 kw/0.355 kw	Simul. KEYF-F					Dishman
KGA	1510	50 kw (DA-N)	News/Talk	Westwd	\$20.00	Mc-Guild	Citadel	
KJRB	790	5 kw (DA-N)	Sports	Westwd	\$<20.00	Mc-Guild	Citadel	
KXLY	920	5 kw	News/Talk	ABC	\$22.00	Eastman	Morgan Murphy	

## FM Stations

KAEP	105.7	100 kw @ 1910	AOR-New Rock		\$28.00	Mc-Guild	Citadel	
KDRK	93.7	56 kw @ 2380	Country		\$57.00	Mc-Guild	Citadel	
KEYF	101.1	100 kw @ 1965	Oldies		\$38.00	Mc-Guild	Citadel	Cheney
KEZE	96.9	9.8 kw @ 531	AC/CHR	ABC	\$ NA	Eastman	Morgan Murphy	
KHTQ	94.5	100 kw @ 1883	AOR	ABC	\$<20.00	Eastman	Morgan Murphy	Hayden, ID
KISC	98.1	94 kw @ 2031	Soft AC		\$44.00	Allied	AMFM	
KKZX	98.9	100 kw @ 1614	Classic AOR		\$41.00	Mc-Guild	AMFM	
KNFR	96.1	56 kw @ 2380	Country		\$22.00	Allied	AMFM	Opportunity
KTSL	101.9	12 kw @ 495	Contemp. Christian		\$ NA	Salem		Medical Lake
KWHK	103.9	5.5 kw @ 303	Classic AOR	ABC	\$<20.00	Mc-Guild	Citadel	
KXLY	99.9	37 kw @ 3000	Soft AC		\$23.00	Allied	Morgan Murphy	
KZZU	92.9	85 kw @ 2080	CHR		\$32.00	Eastman	Morgan Murphy	

Notes: + KGA was cited by Arbitron for a "Special Station Activity" (a personality "extensively discussed various aspects of rating survey methodology" on the air). However, KGA was not placed "below the line" . . . \* KGA revenue level includes KJRB revenue . . . 9/99 KCDA-F changed from Country to Hot AC (AC/CHR) . . . 9/99 KISC-F changed from AC to Soft AC . . . 10/99 KKPL (630) changed from Standards to Talk/News as KXLI . . . 10/99 AMFM and Clear Channel announced plans to merge

# SPRINGFIELD, MA

**Arbitron Rank** 80 **Pop (12+)** 492,800  
**MSA Rank:** 89  
**MSA Pop:** 590,000  
**DMA:** 104  
**Average Persons Rating:** 15.1  
**Market TSL in Hours** 20.25

**Stations** 31 / 16  
**Diaries:** 1,665 / 296:1 / 48.6%  
**Sample Target:** 1,670  
**% Below Line:** 29.7  
**% Not Listed:** 17.2  
**Pop per Station:** 30,800

**Last Year's Revenue:** \$17,800,000  
**Household Income:** \$44,372  
**Total Retail Sales:** \$4.5 Bil.  
**#1 Biller:** WAQY-AF \$4,100,000  
**#1 Billing Portfolio**  
 Clear Channel, pend. \$7,675,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level
1	WMAS-F	71 / 9.5	9.6	8.4	9.1	10.2	9.2	1004 / 20.4	19.9	21.4	74 / 1021	D
2	WAQY-F	62 / 8.3	7.9	7.8	5.7	8.7	7.4	776 / 15.7	19.6	17.7	67 / 850	F
3	WHYN-F	60 / 8.1	6.6	7.2	6.4	5.6	7.1	964 / 19.6	16.3	15.2	64 / 1033	D
3	WPKX-F	60 / 8.1	7.5	7.6	7.6	7.9	7.7	781 / 15.8	17.2	14.2	60 / 786	E
5	WKSS-F	51 / 6.8	6.2	6.1	5.1	5.2	6.1	877 / 17.8	18.0	17.1	51 / 892	WKSS-F
6	WHYN	38 / 5.1	5.3	5.2	4.7	5.3	5.1	636 / 12.9	14.3	13.9	38 / 641	C
7	WTIC-F	31 / 4.2	3.9	4.6	4.3	4.4	4.2	721 / 14.6	15.9	18.2	31 / 729	WTIC-F
8	WMAS	28 / 3.5	2.6	3.7	4.5	4.0	3.6	305 / 6.2	6.9	6.7	26 / 305	B
9	WAAF-F	AOR-NR	24 / 3.2	3.2	3.3	2.6	3.0	458 / 9.3	9.5	7.8	26 / 495	WAAF-F
10	WCCC-F	AOR	23 / 3.1	2.5	2.5	3.3	3.6	479 / 9.7	9.0	10.3	24 / 484	WCCC-F
11	WRCH-F	SAC	22 / 3.0	2.7	2.5	2.0	2.3	367 / 7.5	6.8	6.9	22 / 367	WRCH-F
12	WNNZ	T/N	19 / 2.6	3.0	4.7	3.6	2.2	328 / 6.6	10.4	7.9	20 / 357	B
12	WDRG-F	O	19 / 2.6	2.9	2.7	2.9	3.2	417 / 8.5	10.3	9.3	20 / 437	WDRG-F
14	WRNX-F	AOR-P	13 / 1.7	2.1	2.0	2.9	2.7	297 / 6.0	6.3	6.7	14 / 317	C
15	WHMP-F	AOR-NR	12 / 1.6	2.7	2.6	2.0	2.2	386 / 7.8	9.5	10.7	17 / 489	C
16	WSPR	SP-TP	9 / 1.2	2.1	0.7	1.7	1.7	126 / 2.6	1.4	2.7	9 / 126	A

12+ FM Share (Metro): 80.55% (497 of 617) (Fall 98: 79.58%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	WKSS-F>>>	1 WAQY-F	1 WAQY-F	1 WAQY-F	1 WAQY-F	1 WMAS-F<	1 WAQY-F<	1 WMAS-F	1 WKSS-F>	1 WPKX-F
2	WAAF-F	2 WKSS-F<	2 WMAS-F<	2 WHYN-F	2 WHYN-F<	2 WPKX-F	2 WHYN-F<	2 WHYN-F<	1 WPKX-F	2 WMAS-F
3	WMAS-F>	3 WHYN-F	3 WHYN-F	3 WMAS-F	3 WMAS-F	3 WHYN<	3 WMAS-F	3 WAQY-F	3 WAQY-F<	3 WMAS-F<
4	WMAS-F	4 WKSS-F<	4 WPKX-F	4 WPKX-F>	4 WHYN-F<	4 WPKX-F	4 WPKX-F>	4 WKSS-F<	4 WPKX-F	4 WHYN-F
5	WAAF-F<	5 WPKX-F	5 WTIC-F	5 WTIC-F	5 WAQY-F	5 WHYN	5 WHYN<	5 WHYN-F>	4 WAAF-F	5 WAQY-F
6	WTIC-F<	6 WTIC-F	6 WKSS-F	6 WKSS-F<	6 WMAS	6 WKSS-F	6 WKSS-F	6 WTIC-F	4 WHYN-F<	6 WMAS<
7	WCCC-F	7 WCCC-F<	6 WCCC-F	7 WCCC-F	7 WRCH-F	7 WTIC-F<	7 WMAS	7 WHYN	7 WTIC-F	7 WHYN
8	WPKX-F>>	8 WAAF-F>	8 WAAF-F	8 WHYN	8 WHYN	8 WNNZ	8 WNNZ	7 WTIC-F	7 WAAF-F	8 WHYN
9		8 WHYN<	8 WHYN<	8 WDRG-F	8 WDRG-F	8 WCCC-F>	9 WDRG-F<	7 WNNZ	9 WRCH-F	9 WAAF-F<
10							10 WCCC-F<	10 WMAS	9 WCCC-F	10 WTIC-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1	WKSS-F>	1 WHYN-F	1 WHYN-F>>	1 WHYN-F<	1 WHYN-F	1 WAAF-F	1 WAQY-F>	1 WAQY-F>>	1 WAQY-F>>	1 WHYN
2	WTIC-F	2 WKSS-F	2 WMAS-F	2 WMAS-F>	2 WMAS-F>	1 WMAS-F	2 WAAF-F	2 WCCC-F	2 WCCC-F	2 WPKX-F<
2	WMAS-F>	3 WMAS-F	3 WTIC-F	3 WKSS-F<	3 WPKX-F>	1 WKSS-F>>	2 WCCC-F>	3 WAAF-F>>	3 WMAS-F<	3 WHYN-F
4	WHYN-F	4 WTIC-F>	4 WPKX-F	4 WTIC-F<	4 WTIC-F	4 WCCC-F>	4 WKSS-F	4 WHYN-F	4 WPKX-F	3 WCCC-F<
4	WAQY-F	5 WPKX-F	4 WKSS-F	5 WPKX-F	5 WAQY-F<	5 WMAS-F>	5 WMAS-F>	4 WPKX-F	4 WAAF-F<	5 WMAS-F
6	WPKX-F>	5 WAQY-F>>	6 WAQY-F>>	6 WKSS-F>	6 WKSS-F>	6 WPKX-F	4 WKSS-F	6 WKSS-F<	6 WAAF-F	6 WAQY-F
7								7 WHYN-F>		6 WMAS-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume				
WACE	REL	730	Chicopee	0.5	1.4	4	70
WACM	SP-TP	1490	W. Springfield	0.7	1.2	5	57
WEIB-F	VA	106.3	Northampton	0.8	2.3	6	113
WHMP	T	1400	Northampton	0.9	3.4	7	169
WPVQ-F	C	93.9	Turners Falls	0.5	1.6	20	182

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume				
WBZ	N/T	1030	Boston	0.5	1.9	6	116
WFAN	SPRTR	660	New York	0.4	1.4	3	71
WHCN-F	CL AOR	105.9	Hartford	1.1	3.7	8	181
WMRQ-F	AOR-NR	104.1	Waterbury, CT	0.9	5.3	7	262
WRSI-F	AOR-P	95.3	Greenfield	0.4	1.1	7	133
WSRS-F	AC	96.1	Worcester	0.9	4.5	9	230
WTIC	FS	1080	Hartford	0.7	2.7	5	147
WVYZ-F	C	92.5	Waterbury, CT	0.9	2.7	7	135
WZMX-F	B/O	93.7	Hartford	0.9	4.3	7	214



# SPRINGFIELD, MA

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Clear Channel, pend.</b> WHYN-AM, WHYN-FM, WNNZ-AM, WPKX-FM	23.9 %	25.6 %	43.1 %	AC	0 (0)	169 (4)	169 (4)	27.4 %	25.9 %
<b>Saga, pend.</b> WAQY-FM, WHMP-AM, WHMP-FM, WPNT-AM	10.8 %	15.1 %	37.1 %	AOR/Classic/NR	0 (0)	152 (8)	152 (8)	24.6 %	27.7 %
				Black/Urban	0 (0)	7 (1)	7 (1)	1.1 %	0.0 %
				CHR	0 (0)	51 (1)	51 (1)	8.3 %	6.5 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	71 (3)	71 (3)	11.5 %	11.5 %
				Full Service	5 (1)	0 (0)	5 (1)	0.8 %	0.6 %
				Hispanic	14 (2)	0 (0)	14 (2)	2.3 %	2.6 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	68 (4)	0 (0)	68 (4)	11.0 %	10.2 %
				Oldies	0 (0)	19 (1)	19 (1)	3.1 %	5.2 %
				Others/Unknown	0 (0)	6 (1)	6 (1)	1.0 %	0.0 %
				Religion/Gospel	4 (1)	0 (0)	4 (1)	0.6 %	0.0 %
				Soft AC	0 (0)	22 (1)	22 (1)	3.6 %	2.9 %
				Sports	3 (1)	0 (0)	3 (1)	0.5 %	0.5 %
				Standards/EZ	26 (1)	0 (0)	26 (1)	4.2 %	6.3 %
	<b>34.7 %</b>	<b>40.7 %</b>	<b>80.2 %</b>	<b>Totals</b>	<b>120 (10)</b>	<b>497 (20)</b>	<b>617 (30)</b>		

### AM Stations

WHYN	560	5 kw/1 kw (DA-2)	Talk	ABC, CNN, ESPN	\$39.00	Clr Chnl	Clear Channel	
WMAS	1450	1 kw	Standards	Westwd, Jones	\$25.00	Mc-Guild		
WNNZ	640	50 kw/1 kw (DA-2)	Talk/News	CBS, ABC, Westwd	\$25.00	Clr Chnl	Clear Channel	Westfield
WSPR	1270	5 kw/1 kw (DA-2)	Hispanic	CAR, Unica	\$ NA	Roslin		

### FM Stations

WAQY	102.1	17 kw @ 780	Classic AOR		\$75.00	Katz	Saga	
WHMP	99.3	6 kw @ 325	New Rock	Jones	\$30.00	Sentry	Saga, pend.	Northampton
WHYN	93.1	8.9 kw @ 1000	AC		\$56.00	Clr Chnl	Clear Channel	
WMAS	94.7	50 kw @ 195	AC		\$50.00	Mc-Guild		
WPKX	97.9	2.2 kw @ 528	Country		\$70.00	D&R	Clr Chnl, pend.	Enfield, CT
WRNX	100.9	1.35 kw @ 692	Progressive AOR		\$25.00	Allied		Amherst

Notes: Other ranked stations -- See Hartford or Boston . . . 1/00 Sale of WACE (plus five other stations) by Carter to Catholic Radio was cancelled . . . 3/00 In divestitures resulting from the AMFM/Clear Channel merger, AMFM sold WHMP-AF to Saga for \$12,000,000

# SPRINGFIELD, MO

**Arbitron Rank** 146 **Pop (12+)** 260,900  
**MSA Rank:** 159  
**MSA Pop:** 305,000  
**DMA:** 79  
**Average Persons Rating:** 14.1  
**Market TSL in Hours** 19.25

**Stations** 17 / 17  
**Diaries:** 713 / 366:1 / 54.5%  
**Sample Target:** 680  
**% Below Line:** 0.0  
**% Not Listed:** 15.2  
**Pop per Station:** 15,347

**Last Year's Revenue:** \$17,500,000  
**Household Income:** \$39,201  
**Total Retail Sales:** \$4.8 Bil.  
**#1 Biller:** KTTS-F \$3,600,000  
**#1 Billing Portfolio**  
 Sunburst \$6,780,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	KGBX-F	AC	39 / 10.6	9.1	9.8	12.1	565 / 21.7	19.0	19.5	46 / 738	E	KGBX-F
2	KTTS-F	C	38 / 10.3	12.5	14.4	14.9	518 / 19.9	25.9	20.9	90 / 1182	E	KTTS-F
3	KHTO-F	CHR	27 / 7.3	9.1	7.3	5.4	483 / 18.5	21.5	20.0	36 / 736	C	KHTO-F
3	KGMV-F	C	27 / 7.3	8.0	5.2	7.5	366 / 14.0	14.8	11.8	33 / 594	C	KGMV-F
5	KTOZ-F	AC-NR	26 / 7.1	7.8	5.8	4.4	483 / 18.5	18.9	16.1	37 / 789	B	KTOZ-F
6	KXUS-F	AOR/CL	20 / 5.4	3.9	3.7	6.7	325 / 12.5	10.4	10.9	41 / 630	C	KXUS-F
7	KTXR-F	SAC	18 / 4.9	4.4	5.8	4.4	257 / 9.9	11.4	13.0	36 / 543	B	KTXR-F
7	KTTS	C	18 / 4.9	3.9	2.8	3.6	180 / 6.9	6.6	5.0	19 / 215	C	KTTS
9	KZRQ-F	AOR	17 / 4.6	3.9	4.0	3.1	290 / 11.1	8.9	8.7	22 / 423	A	KZRQ-F
10	KKLH-F	CL HITS	16 / 4.4	4.7	4.0	3.9	261 / 10.0	11.7	13.3	22 / 436	B	KKLH-F
11	KWTO	T	15 / 4.1	4.7	5.5	4.9	264 / 10.1	10.2	12.7	26 / 475	B	KWTO
12	KMXH-F	C	14 / 3.8	1.8	4.0	3.9	204 / 7.8	7.5	9.7	18 / 272		KMXH-F
13	KWTO-F	CL AOR	11 / 3.0	1.6	2.8	4.1	205 / 7.8	6.7	9.0	15 / 375	B	KWTO-F
13	KOSP-F	O	11 / 3.0	4.2	5.2	4.6	245 / 9.4	14.0	14.4	21 / 442	C	KOSP-F

12+ FM Share (Metro): 87.50% (273 of 312) (Fall 98: 87.96%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KHTO-F >>>	1 KTOZ-F	1 KGBX-F	1 KGBX-F >	1 KGBX-F >	1 KTTS-F >	1 KTTS-F <	1 KGBX-F	1 KTOZ-F	1 KHTO-F	1 KTTS-F <
2 KTOZ-F >>	2 KHTO-F	2 KGMV-F <	2 KGMV-F	2 KGMV-F	2 KGBX-F >	2 KGBX-F <	1 KTTS-F <	2 KGBX-F	2 KGBX-F >	2 KGBX-F <
	3 KGMV-F	3 KTOZ-F <	3 KTTS-F <	3 KTTS-F	3 KTTS	3 KGMV-F <	3 KGMV-F	2 KHTO-F <	3 KTTS-F	3 KHTO-F <
	3 KZRQ-F <	4 KXUS-F	4 KXUS-F <	4 KXUS-F <	4 KTXR-F <	4 KXUS-F	4 KWTO <	4 KTTS-F	4 KZRQ-F	4 KTOZ-F
	5 KXUS-F	5 KHTO-F	5 KTOZ-F <	5 KKLH-F <	5 KWTO	5 KWTO-F <	5 KTOZ-F <	5 KGMV-F	5 KTOZ-F <	5 KGMV-F
	5 KGBX-F	6 KZRQ-F <	6 KKLH-F	6 KTOZ-F	5 KGMV-F	6 KTTS	6 KTXR-F	6 KXUS-F <	6 KWTO	5 KTTS
		7 KTTS-F <	7 KZRQ-F	7 KMXH-F	7 KOSP-F	7 KTOZ-F	7 KKLH-F <	7 KZRQ-F <	7 KGMV-F	7 KTXR-F
		8 KMXH-F <	7 KMXH-F	7 KOSP-F	8 KXUS-F	7 KHTO-F	8 KXUS-F <	8 KKLH-F <	7 KTTS	8 KZRQ-F
				7 KZRQ-F	8 KKLH-F		9 KHTO-F <	9 KWTO <	9 KKLH-F	9 KMXH-F <
				7 KWTO						

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrrite
1 KHTO-F	1 KTOZ-F	1 KGBX-F >	1 KGBX-F >	1 KGBX-F >>	1 KXUS-F	1 KTOZ-F	1 KTOZ-F	1 KXUS-F	1 KGMV-F <	1 KTTS-F >>
2 KTOZ-F >	1 KHTO-F	2 KGMV-F	2 KTOZ-F	2 KGMV-F	1 KHTO-F >	1 KXUS-F >	2 KGMV-F	2 KGMV-F <	2 KGBX-F	2 KWTO
3 KZRQ-F	3 KGBX-F	3 KTOZ-F	2 KHTO-F	3 KTTS-F	3 KTOZ-F	3 KGMV-F	3 KXUS-F	3 KGBX-F	3 KXUS-F	2 KZRQ-F
4 KGMV-F >	4 KGMV-F	3 KZRQ-F	4 KGMV-F	4 KTOZ-F	3 KMXH-F >	3 KHTO-F	3 KGBX-F	4 KTOZ-F	4 KTTS-F	4 KGBX-F
	5 KZRQ-F	3 KADI-F	5 KMXH-F	4 KKLH-F		3 KZRQ-F >	3 KZRQ-F	5 KTTS-F	5 KTOZ-F	4 KHTO-F
	6 KMXH-F	3 KMXH-F >	5 KZRQ-F	4 KMXH-F				6 KZRQ-F	5 KKLH-F	
			7 KADI-F	4 KADI-F				7 KKLH-F	7 KWTO	
			8 KTTS-F	4 KOSP-F				7 KMXH-F	7 KZRQ-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KADI-F	REL-CC	99.5	Republic	2.4	6.5	10	206
KGMV	ST	1400	Springfield	1.1	2.8	6	114
KTOZ	ST	1060	Springfield	0.5	1.3	2	35

# SPRINGFIELD, MO

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Journal Broadcast Group</b> KMXH-FM, KTTS-AM, KTTS-FM	19.0 %	14.6 %	28.7 %	AC	0 (0)	65 (2)	65 (2)	20.8 %	11.7 %
<b>Meyer</b> KTXR-FM, KWTO-AM, KWTO-FM	12.0 %	11.5 %	14.0 %	AOR/Classic/NR	0 (0)	48 (3)	48 (3)	15.4 %	19.3 %
<b>Mid-West Family</b> KKLH-FM, KOSP-FM	7.4 %	11.1 %	10.6 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
<b>Radio 2000</b> KHTO-FM, KZRQ-FM	11.9 %	6.5 %	6.0 %	CHR	0 (0)	27 (1)	27 (1)	8.7 %	8.8 %
<b>Sunburst</b> KGBX-FM, KGMV-AM, KGMV-FM, KTOZ-FM, KXUS-FM	31.5 %	39.0 %	38.7 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	<b>31.8 %</b>	<b>32.7 %</b>	<b>38.0 %</b>	Country	18 (1)	79 (3)	97 (4)	31.1 %	31.4 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	15 (1)	0 (0)	15 (1)	4.9 %	8.0 %
				Oldies	0 (0)	27 (2)	27 (2)	8.7 %	10.9 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	9 (1)	9 (1)	2.9 %	2.2 %
				Soft AC	0 (0)	18 (1)	18 (1)	5.8 %	6.9 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	6 (2)	0 (0)	6 (2)	1.9 %	0.7 %
				<b>Totals</b>	<b>39 (4)</b>	<b>273 (13)</b>	<b>312 (17)</b>		

### AM Stations

KTTS	1260	5 kw (DA-N)	Country	ABC	\$ NA	Allied	Journal Bcst Gp
KWTO	560	5 kw/4 kw (DA-2)	Talk	ABC, ESPN	\$ <20.00	Mc-Guild	Meyer

### FM Stations

KGBX	105.9	38 kw @ 558	AC	\$51.00	Katz	Sunburst	Nixa	
KGMV	100.5	33 kw @ 600	Country	\$45.00	Katz	Sunburst	Aurora	
KHTO	106.7	25 kw @ 328	CHR	\$ <20.00	--	Radio 2000	Mt. Vernon	
KKLH	104.7	35.3 kw @ 581	Classic Hits	AP	\$ <20.00	--	Mid-West Family	
KMXH	96.5	50 kw @ 492	Country	\$ <20.00	--	Journal Bcst Gp	Sparta	
KOSP	105.1	50 kw @ 492	Oldies	\$22.00	--	Mid-West Family	Willard	
KTOZ	95.5	50 kw @ 492	New Rock	\$10.00	Katz	Sunburst	Pleasant Hope	
KTTS	94.7	100 kw @ 1102	Country	ABC	\$75.00	Allied	Journal Bcst Gp	
KTXR	101.3	100 kw @ 1181	Soft AC	Westwd	\$22.00	Mc-Guild	Meyer	
KWTO	98.7	100 kw @ 551	Classic AOR	Westwd	\$ <20.00	Mc-Guild	Meyer	
KXUS	97.3	100 kw @ 581	AOR/Classic AOR	\$25.00	Katz	Sunburst		
KZRQ	104.1	21.5 kw @ 354	AOR	ABC	\$ NA	--	Radio 2000	Ash Grove

Notes: 9/99 KCYO-F (92.9; Ozark, MO) sold to Mid-West Family for \$3,000,000 (Fischer) . . . 10/99 KCYO-F changed from Country to AC . . . 10/99 KIDS (1340) sold (price NA) . . . 2/00 KGMV changed from Standards to Sports . . . 3/00 Sale of KIDS announced 10/99 cancelled; KIDS sold for \$149,089.08

# STOCKTON

**Arbitron Rank** 85 **Pop (12+)** 445,800  
**MSA Rank:** 96  
**MSA Pop:** 548,000  
**DMA:** Sacramento (#20)  
**Average Persons Rating:** 13.5  
**Market TSL in Hours** 18.25

**Stations** 41 / 7  
**Diaries:** 865 / 515:1 / 44.5%  
**Sample Target:** 860  
**% Below Line:** 53.9  
**% Not Listed:** 17.4  
**Pop per Station:** 63,686

**Last Year's Revenue:** \$9,100,000  
**Household Income:** \$41,947  
**Total Retail Sales:** \$4.3 Bil.  
**#1 Biller:** NA  
**#1 Billing Portfolio** NA

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level
1	KWIN-F	62 / 10.3	9.6	11.4	10.4	7.2	1129 / 25.3	24.3	24.2	62 / 1133	KWIN-F
2	KATM-F	56 / 9.3	9.3	10.3	11.3	10.8	806 / 18.1	22.6	19.8	60 / 874	KATM-F
3	KQOD-F	39 / 6.5	4.6	6.6	6.8	6.0	552 / 12.4	15.4	16.7	40 / 578	KQOD-F
4	KOSO-F	32 / 5.3	5.3	4.0	3.8	5.0	574 / 12.9	13.3	12.4	37 / 618	KOSO-F
4	KHKK-FF	32 / 5.3	5.3	5.6	5.6	5.2	561 / 12.6	13.6	15.1	34 / 630	KHKK-FF
6	KJOY-F	28 / 4.6	4.0	4.3	1.2	1.6	503 / 11.3	10.7	8.5	28 / 507	KJOY-F
7	KMIX-F	22 / 3.6	2.0	5.6	5.1	4.7	380 / 8.5	4.8	8.9	22 / 380	KMIX-F
8	KSFO	16 / 2.7	1.2	0.5		1.7	150 / 3.4	2.2	1.9	16 / 158	KSFO
8	KSFM-F	16 / 2.7	1.7	1.7	1.4	1.1	379 / 8.5	7.6	9.0	16 / 382	KSFM-F
10	KCBS	15 / 2.5	2.6	2.6	1.2	2.5	288 / 6.5	7.1	9.2	17 / 327	KCBS
11	KNBR	14 / 2.3	2.8	2.9	4.5	1.9	209 / 4.7	6.9	7.6	15 / 252	KNBR
12	KHOP-F	13 / 2.2	3.1	2.6	3.3	2.4	237 / 5.3	6.9	7.0	14 / 314	KHOP-F
13	KSTN-F	12 / 2.0	2.2	1.1		1.6	232 / 5.2	4.5	4.6	12 / 232	KSTN-F
14	KHTK	10 / 1.7	2.3	1.4	2.1	2.2	142 / 3.2	4.3	3.2	10 / 159	KHTK

12+ FM Share (Metro): 81.12% (404 of 498) (Fall 98: 80.19%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KWIN-F >>>	1 KWIN-F <	1 KWIN-F	1 KHKK-FF	1 KATM-F	1 KATM-F	1 KWIN-F <	1 KATM-F	1 KWIN-F	1 KWIN-F >>	1 KWIN-F
2 KOSO-F	2 KATM-F <	2 KQOD-F	1 KWIN-F <	2 KHKK-FF	2 KQOD-F	2 KATM-F >	2 KQOD-F	2 KATM-F	2 KATM-F	2 KATM-F
3 KATM-F	3 KOSO-F >	2 KATM-F	3 KATM-F <	2 KWIN-F	3 KJOY-F <	3 KOSO-F	3 KWIN-F	3 KHKK-FF	3 KOSO-F	3 KQOD-F
4 KJOY-F	4 KHKK-FF	4 KHKK-FF	4 KQOD-F	4 KQOD-F	4 KHKK-FF	4 KCBS	4 KJOY-F <	4 KQOD-F	4 KSFM-F <	4 KHKK-FF
4 KSFM-F >	4 KQOD-F	4 KOSO-F >	5 KOSO-F <	5 KOSO-F	4 KWIN-F >	4 KQOD-F <	5 KOSO-F <	5 KOSO-F <	5 KQOD-F	5 KOSO-F >
	6 KMIX-F	6 KJOY-F	6 KJOY-F	6 KJOY-F	6 KCBS	6 KJOY-F <	6 KHKK-FF	6 KMIX-F <	6 KJOY-F	6 KSFM-F <
	7 KTDO-F	7 KMIX-F	7 KMIX-F	7 KMIX-F	6 KSFO	7 KHKK-FF	7 KMIX-F	7 KJOY-F	7 KTDO-F	7 KJOY-F <
		8 KSFM-F	8 KHOP-F	8 KHOP-F	6 KNBR	8 KNBR <	7 KSFO >	8 KSFO >	7 KZMS-F	8 KSTN-F
		8 KHOP-F >	9 KSFM-F	9 KSFM-F	9 KMIX-F <	9 KMIX-F <	9 KHTK		7 KHKK-FF	8 KMIX-F
					10 KOSO-F	10 KHOP-F	9 KNBR			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KWIN-F	1 KWIN-F	1 KWIN-F	1 KWIN-F <	1 KATM-F	1 KQOD-F	1 KOSO-F	1 KHKK-FF	1 KHKK-FF	1 KHKK-FF >	1 KATM-F
1 KATM-F	2 KATM-F	1 KATM-F >	2 KATM-F >	2 KWIN-F	2 KWIN-F >>	2 KHKK-FF	1 KOSO-F >	2 KQOD-F	2 KOSO-F <	2 KWIN-F
1 KOSO-F >>	3 KOSO-F >	3 KMIX-F	3 KJOY-F	3 KJOY-F <	3 KRXQ-F	3 KQOD-F	3 KATM-F	3 KOSO-F	3 KQOD-F <	3 KOSO-F
4 KQOD-F	4 KMIX-F	4 KQOD-F	3 KQOD-F <	4 KQOD-F	3 KSFM-F	3 KWIN-F	4 KTDO-F	3 KWIN-F	4 KWIN-F <	4 KZMS-F
4 KKME-F >>	4 KQOD-F	4 KTDO-F	5 KOSO-F >	5 KHKK-FF	3 KHTK	3 KATM-F	4 KHOP-F	5 KATM-F	5 KATM-F	5 KMIX-F
	6 KTDO-F	4 KOSO-F >	6 KMIX-F	6 KOSO-F	3 KHOP-F >>	6 KZMS-F	4 KZMS-F	5 KHOP-F	6 KHOP-F	5 KHKK-FF
	7 KKME-F >		7 KHKK-FF >	6 KMIX-F >		6 KHOP-F	4 KSTN-F	7 KMIX-F	7 KNBR	
							8 KKIQ-F	7 KSFM-F	8 KMIX-F	
							8 KMIX-F >		8 KSFM-F	

# STOCKTON

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	
KCVR	SP	1570	Lodi	0.8	2.1	5	95
KJAX	T	1280	Stockton	1.0	2.7	6	122

Consolidation Report	12+	25-54	Revenue
<b>Silverado</b>	14.9 %	12.8 %	%
KJOY-FM, KWIN-FM			
	14.9 %	12.8 %	%

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume	
KCTC	ST	1320	Sacramento	1.2	3.9	8	182
KDND-F	CHR	107.9	Sacramento	0.7	2.2	4	118
KEJC-F	C/O	93.9	Modesto	0.8	2.1	8	109
KFBK	N/T	1530	Sacramento	1.0	2.3	8	113
KFRC-AF	O	99.7	San Francisco	1.0	3.3	6	148
KGO	T	810	San Francisco	0.8	2.5	5	128
KHYL-F	B/O	101.1	Auburn	1.2	3.3	7	160
KITS-F	AOR-NR	105.3	San Francisco	0.5	1.2	3	52
KJSN-F	AC	102.3	Modesto	0.8	2.3	5	104
KKIQ-F	AC	101.7	Livermore	0.8	2.0	5	87
KKME-F	B/O	96.7	Manteca	0.8	2.6	5	117
KMEL-F	CHR/U	106.1	San Francisco	0.5	1.5	3	68
KNCI-F	C	105.1	Sacramento	1.0	3.2	7	171
KOIT-AF	SAC	96.5	San Francisco	0.5	1.8	4	86
KRVR-F	J	105.5	Copperopolis	1.0	3.0	6	143
KRXQ-F	AOR	93.7	Roseville	0.8	2.6	6	155
KSTE	T	650	Rancho Cordova	0.8	1.7	5	90
KTDO-F	SP-C	98.9	Columbia	1.5	2.3	9	101
KWOD-F	AOR-NR	106.5	Sacramento	1.0	3.9	7	216
KYLD-F	B	94.9	San Francisco	0.8	2.5	5	114
KZMS-F	SP	97.1	Patterson	1.5	3.6	10	163
KZZO-F	AC-NR	100.5	Sacramento	0.7	2.6	4	136

Format Performance	AM	FM	Total	%	Yr. Ago
AC	0 (0)	74 (5)	74 (5)	14.9 %	13.2 %
AOR/Classic/NR	0 (0)	59 (6)	59 (6)	11.8 %	13.0 %
Black/Urban	0 (0)	56 (4)	56 (4)	11.2 %	1.7 %
CHR	0 (0)	85 (4)	85 (4)	17.1 %	18.5 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	67 (3)	67 (3)	13.5 %	14.1 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	5 (1)	52 (4)	57 (5)	11.4 %	10.7 %
Jazz	0 (0)	6 (1)	6 (1)	1.2 %	1.1 %
News/Talk	53 (6)	0 (0)	53 (6)	10.6 %	10.9 %
Oldies	3 (1)	3 (1)	6 (2)	1.2 %	10.6 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC	2 (1)	2 (1)	4 (2)	0.8 %	0.0 %
Sports	24 (2)	0 (0)	24 (2)	4.8 %	5.2 %
Standards/EZ	7 (1)	0 (0)	7 (1)	1.4 %	1.1 %
<b>Totals</b>	<b>94 (12)</b>	<b>404 (29)</b>	<b>498 (41)</b>		

### FM Stations

KJOY	99.3	2.35 kw @ 330	SAC	\$ NA	Christal	Silverado	
KMIX	100.9	6 kw @ 328	Hispanic Contemp.		Katz	Z-Spanish	Tracy
KQOD	100.1	6 kw @ 285	Black Oldies	\$33.00	Eastman	AMFM	
KSTN	107.3	8.1 kw @ 1610	Hispanic	ABC	\$ NA	---	KSTN
KWIN	97.7	3 kw @ 300	CHR	\$38.00	Allied	Silverado	Lodi

Notes: Other ranked stations -- See Modesto, Sacramento or San Francisco . . . No station revenue estimates are available . . . 9/99 KWG (1230) changed from simulcasting KQOD-F to Religion . . . 9/99 KQOD-F sold to AMFM for \$5,140,000 . . . 9/99 KQOD-F changed from Oldies to Rhythmic (Black) Oldies . . . 10/99 AMFM and Clear Channel announced plans to merge . . . 12/99 KJAX changed from Talk (simulcasting KFIV, Modesto) to Oldies as KUYL ("Kool 1280")

# SYRACUSE

**Arbitron Rank** 75 Pop (12+) 535,600  
**MSA Rank:** 73  
**MSA Pop:** 739,000  
**DMA:** 74  
**Average Persons Rating:** 14.9  
**Market TSL in Hours** 19.75

**Stations** 29 / 23  
**Diaries:** 1,885 / 284:1 / 54.7%  
**Sample Target:** 1,740  
**% Below Line:** 3.1  
**% Not Listed:** 14.7  
**Pop per Station:** 23,287

**Last Year's Revenue:** \$28,900,000  
**Household Income:** \$45,334  
**Total Retail Sales:** \$5.7 Bil.  
**#1 Billing:** WBBS-F \$4,335,000  
**#1 Billing Portfolio**  
 Clear Channel, pend. \$14,155,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	WBBS-F	C 90 / 11.3	8.1	10.7	10.1	10.4	10.0	1161 / 21.7	20.3	19.7	121 / 1581	F	WBBS-F
2	WSYR	FS 83 / 10.4	8.1	7.9	8.9	9.9	8.8	1110 / 20.7	19.4	22.3	88 / 1241	E	WSYR
3	WNTQ-F	CHR 59 / 7.4	8.3	8.2	7.2	6.2	7.8	1341 / 25.0	26.2	24.7	74 / 1768	E	WNTQ-F
4	WWHT-F	CHR 47 / 5.9	5.6	6.8	6.6	6.1	6.2	1103 / 20.6	20.9	19.8	65 / 1530	C	WWHT-F
4	WSEN-F	O 47 / 5.9	6.2	5.9	5.5	5.9	5.9	842 / 15.7	16.5	17.0	60 / 981	C	WSEN-F
6	WYYY-F	AC 44 / 5.5	6.1	6.1	7.1	7.0	6.2	852 / 15.9	17.7	18.7	56 / 1072	F	WYYY-F
7	WLTI-F	SAC 43 / 5.4	4.8	4.8	4.2	5.6	4.8	646 / 12.1	11.4	13.2	44 / 683	B	WLTI-F
8	WAQX-F	AOR 42 / 5.3	6.7	6.8	7.5	7.0	6.6	1027 / 19.2	18.8	20.2	48 / 1197	E	WAQX-F
9	WTKW-F	CL AOR 40 / 5.0	4.5	4.8	4.9	5.6	1.3	640 / 12.0	13.1	13.4	46 / 757	C	WTKW-F
10	WKRL-F	AOR-NR 39 / 4.9	6.6	5.3	4.6	5.9	5.3	715 / 13.3	14.2	15.0	44 / 804	C	WKRL-F
11	WRDS-F	BAC 31 / 3.9	3.1	3.0	1.1	1.5	2.8	385 / 7.2	6.8	4.0	33 / 429	A	WRDS-F
12	WHEN	SPRTS 22 / 2.8	2.0	2.0	2.5	2.0	2.3	414 / 7.7	5.6	6.7	25 / 500	A	WHEN
13	WFBL	ST 19 / 2.4	2.0	2.2	2.5	2.6	2.3	304 / 5.7	5.4	6.6	20 / 336	A	WFBL
14	WTLA-AA	ST 16 / 2.0	1.6	3.1	3.4	2.1	2.5	228 / 4.3	5.7	4.7	16 / 232	A	WTLA-AA
15	WSCP-F	C 13 / 1.6	1.0	0.9	1.3	1.6	1.2	95 / 1.8	2.1	3.1	14 / 114		WSCP-F

12+ FM Share (Metro): 77.39% (527 of 681) (Fall 98: 78.63%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd	
1	WWHT-F >>>	1 WBBS-F	1 WBBS-F	1 WBBS-F	1 WBBS-F >	1 WSYR	1 WSYR	1 WBBS-F	1 WBBS-F	1 WWHT-F <	1 WBBS-F <
2	WKRL-F	2 WKRL-F	2 WNTQ-F	2 WNTQ-F	2 WNTQ-F	2 WBBS-F >	2 WSYR >	2 WSYR	2 WBBS-F	2 WBBS-F	2 WSYR
2	WNTQ-F	3 WNTQ-F	3 WAQX-F <	3 WTKW-F <	3 WLTI-F	3 WSEN-F	3 WNTQ-F	3 WNTQ-F <	3 WNTQ-F <	3 WRDS-F <	3 WSEN-F
4	WRDS-F >>	3 WAQX-F	4 WYYY-F <	4 WYYY-F <	3 WTKW-F <	4 WLTI-F <	4 WAQX-F >	4 WLTI-F	4 WWHT-F <	4 WSYR <	3 WWHT-F <
5	WWHT-F	5 WTKW-F <	5 WLTI-F	5 WYYY-F <	5 WNTQ-F	5 WYYY-F <	4 WYYY-F	5 WSEN-F	5 WKRL-F	5 WKRL-F	5 WNTQ-F
6	WRDS-F <	6 WKRL-F <	5 WAQX-F	6 WSEN-F <	5 WYYY-F	6 WSEN-F	6 WSEN-F	5 WYYY-F <	6 WLTI-F	6 WLTI-F	6 WRDS-F
7	WTKW-F	7 WLTI-F	7 WSEN-F	7 WTKW-F	7 WTKW-F	7 WWHT-F	7 WTKW-F	7 WTKW-F	7 WTKW-F <	7 WTKW-F <	6 WTKW-F <
8		8 WSEN-F	8 WKRL-F	8 WSYR	8 WFBL	8 WLTI-F	8 WKRL-F <	8 WKRL-F	8 WKRL-F	8 WAQX-F	8 WKRL-F
8		8 WWHT-F <	8 WSYR		8 WHEN <	9 WTKW-F	9 WAQX-F	9 WLTI-F	9 WSEN-F	8 WLTI-F	
										10 WRDS-F <	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite	
1	WNTQ-F	1 WNTQ-F	1 WNTQ-F	1 WNTQ-F	1 WKRL-F	1 WAQX-F	1 WBBS-F	1 WAQX-F	1 WBBS-F <	1 WSYR >	
2	WWHT-F	2 WBBS-F	1 WBBS-F >	2 WBBS-F	2 WNTQ-F <	2 WAQX-F	2 WKRL-F	1 WAQX-F	2 WBBS-F	2 WAQX-F <	2 WBBS-F <
3	WRDS-F	3 WWHT-F	3 WWHT-F	3 WYYY-F	3 WLTI-F	3 WRDS-F	3 WBBS-F >	3 WKRL-F	3 WKRL-F	3 WTKW-F	3 WWHT-F <
4	WBBS-F	4 WRDS-F	3 WLTI-F	4 WLTI-F	4 WYYY-F >	4 WWHT-F >>	4 WTKW-F >	4 WTKW-F >	3 WTKW-F >	4 WSEN-F <	4 WYYY-F
5	WKRL-F	4 WKRL-F	5 WTKW-F	5 WWHT-F	5 WSEN-F	5 WRDS-F	5 WNTQ-F	5 WNTQ-F	5 WSYR	5 WKRL-F	5 WKRL-F
6	WYYY-F	5 WYYY-F	6 WROS-F	6 WTKW-F	6 WTKW-F	5 WWHT-F	6 WLTI-F	5 WSYR <	6 WKRL-F <	6 WKRL-F <	5 WLTI-F
		7 WKRL-F	7 WSEN-F <	7 WSYR	7 WWHT-F		6 WSYR >	7 WSEN-F	7 WNTQ-F <	7 WNTQ-F <	5 WNTQ-F
								7 WYYY-F	8 WYYY-F		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WDCW	REL	1390	Syracuse	0.4	0.9	3 51	WFRG-F	C	104.3	Utica	1.4	5.0	44 620
WHCD-F	J	106.9	Auburn	0.6	2.7	12 242	WFRY-F	C	97.5	Watertown	0.4	0.6	42 438
WMCR-AF	AC	106.3	Oneida	0.4	1.2	7 86	WKLL-F	AOR-NR	94.9	Frankfort	0.4	1.1	10 205
WNSS	N	1260	Syracuse	1.3	5.3	11 290	WOUR-F	AOR	96.9	Utica	0.6	3.1	17 353
							WSKS-F	CHR	102.5	Rome	0.4	2.6	10 272

# SYRACUSE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Citadel</b>	19.4 %	24.4 %	28.3 %	AC	1 (1)	46 (2)	47 (3)	6.9 %	9.5 %
WAQX-FM, WLTI-FM, WNSS-AM, WNTQ-FM				AOR/Classic/NR	0 (0)	129 (7)	129 (7)	18.9 %	23.3 %
<b>Clear Channel</b>	36.5 %	33.0 %	48.9 %	Black/Urban	0 (0)	31 (1)	31 (1)	4.6 %	1.7 %
WBBS-FM, WHCD-FM, WHEN-AM, WSYR-AM, WWHT-FM, WYYY-FM				CHR	0 (0)	109 (3)	109 (3)	16.0 %	14.6 %
<b>Radio Corp.</b>	11.9 %	12.6 %	9.9 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WKRH-FM, WKRL-FM, WSGO-AM, WTKV-FM, WTKW-FM, WTLA-AM				Country	0 (0)	117 (4)	117 (4)	17.2 %	16.0 %
	<b>67.8 %</b>	<b>70.0 %</b>	<b>87.1 %</b>	Full Service	83 (1)	0 (0)	83 (1)	12.2 %	11.3 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	5 (1)	5 (1)	0.7 %	1.1 %
				News/Talk	10 (1)	0 (0)	10 (1)	1.5 %	1.7 %
				Oldies	0 (0)	47 (1)	47 (1)	6.9 %	6.7 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	3 (1)	0 (0)	3 (1)	0.4 %	0.0 %
				Soft AC	0 (0)	43 (1)	43 (1)	6.3 %	6.5 %
				Sports	22 (1)	0 (0)	22 (1)	3.2 %	2.3 %
				Standards/EZ	35 (3)	0 (0)	35 (3)	5.1 %	5.4 %
				<b>Totals</b>	<b>154 (8)</b>	<b>527 (20)</b>	<b>681 (28)</b>		

## AM Stations

Station	Freq	Pwr	Format	Parent	AM	FM	Other	City
WFBL	1050	2.5 kw/0.019 kw (DA-2)	Standards	CNN, Westwd	\$<20.00	Mc-Guild	Buckley	Baldwinsville
WHEN	620	5 kw/1 kw (DA-N)	Sports	ABC, 1-On-1, Westwd	\$22.00	Clr Chnl	Clear Channel	
WSGO	1440	1 kw/0.045 kw	Simul. WTLA					Oswego
WSYR	570	5 kw (DA-2)	Full Service	Westwd, ABC, CNN	\$66.00	Clr Chnl	Clear Channel	
WTLA	1200	1 kw (DA-N)	Standards	ABC	\$<20.00	Allied	Radio Corp.	N. Syracuse

## FM Stations

Station	Freq	Pwr	Format	Parent	AM	FM	Other	City
WAQX	95.7	25 kw @ 298	AOR	CBS	\$75.00	D&R	Citadel	Manlius
WBBS	104.7	50 kw @ 492	Country		\$54.00	Clr Chnl	Clear Channel	Fulton
WKRH	106.5	5 kw @ 328	Simul. WKRL-F					Minetto
WKRL	100.9	6 kw @ 165	AOR-New Rock	ABC	\$25.00	Allied	Radio Corp.	N. Syracuse
WLTI	105.9	1.25 kw @ 200	Soft AC	CBS	\$ NA	Katz	Citadel	
WNTQ	93.1	97 kw @ 660	CHR		\$75.00	Katz	Citadel	
WRDS	102.1	6 kw @ 220	Black AC	ABC, AURN	\$ NA	Roslin		Phoenix
WSCP	101.7	2.5 kw @ 364	Country	Jones	\$ NA	---		Pulaski
WSEN	92.1	25 kw @ 300	Oldies	CBS, Westwd	\$38.00	Mc-Guild	Buckley	Baldwinsville
WTKV	105.5	1.8 kw @ 417	Simul. WTKW-F					Oswego
WTKW	99.5	6 kw @ 328	Classic AOR	AP	\$30.00	Allied	Radio Corp.	Bridgeport
WWHT	107.9	50 kw @ 500	CHR		\$<20.00	Clr Chnl	Clear Channel	
WYYY	94.5	100 kw @ 650	AC		\$93.00	Clr Chnl	Clear Channel	

Notes: 10/99 WAQX-F, WLTI-F, WNSS and WNTQ-F sold by Pilot (Broadcasting Partners) to Citadel as part of a \$190,000,000 group transaction

# TALLAHASSEE

**Arbitron Rank** 159 **Pop (12+)** 218,600  
**MSA Rank:** 167  
**MSA Pop:** 285,000  
**DMA:** 114  
**Average Persons Rating:** 13.0  
**Market TSL in Hours** 17.45

**Stations** 19 / 16  
**Diaries:** 607 / 360:1 / 50.2%  
**Sample Target:** 610  
**% Below Line:** 5.3  
**% Not Listed:** 18.9  
**Pop per Station:** 13,662

**Last Year's Revenue:** \$11,000,000  
**Household Income:** \$41,261  
**Total Retail Sales:** \$2.6 Bil.  
**#1 Biller:** WHBX-F \$2,000,000  
**#1 Billing Portfolio**  
 Cumulus \$4,970,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	WHBX-F	B/A/C	30 / 10.5	15.2	17.0	13.8	474 / 21.7	26.9	23.4	65 / 893	D	WHBX-F
2	WTNT-F	C	21 / 7.4	6.8	7.3	7.8	377 / 17.2	16.3	17.8	45 / 880	C	WTNT-F
3	WHTF-F	CHR/B	18 / 6.3	4.5	3.1	3.4	392 / 17.9	14.3	13.2	27 / 546	A	WHTF-F
3	WGLF-F	CL AOR	18 / 6.3	8.4	4.9	5.7	314 / 14.4	18.3	15.0	49 / 669	B	WGLF-F
3	WBZE-F	AC	18 / 6.3	9.1	6.6	6.0	402 / 18.4	21.0	18.1	25 / 559	C	WBZE-F
6	WOKL-F	O	16 / 5.6	3.6	6.2	6.6	231 / 10.5	13.8	14.8	18 / 312	B	WOKL-F
7	WWFO-F	CL AOR	14 / 4.9	4.9	3.5	4.7	309 / 14.1	11.6	12.6	21 / 440	B	WWFO-F
8	WTLY-F	AC/CHR	13 / 4.6				303 / 13.9			18 / 415		WTLY-F
9	WTAL	T	12 / 4.2	0.6	2.1	1.3	118 / 5.4	2.2	6.1	12 / 129	A	WTAL
10	WHBT	B/G	11 / 3.9	1.3			111 / 5.1	2.2		11 / 144		WHBT
10	WAIB-F	C	11 / 3.9	4.9	3.5	6.0	238 / 10.9	14.3	11.9	15 / 336	B	WAIB-F
12	WWLD-F	B/O	10 / 3.5	4.2	3.8	4.4	228 / 10.5	10.6	17.0	11 / 289	B	WWLD-F
13	WXSR-F	AOR-NR	9 / 3.2	5.8	5.9	6.3	323 / 14.8	17.7	18.7	14 / 433	B	WXSR-F

12+ FM Share (Metro): 85.28% (197 of 231) (Fall 98: 91.96%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WHBX-F>	1 WHTF-F	1 WHBX-F	1 WGLF-F	1 WHBX-F<	1 WHBX-F<	1 WHBX-F>	1 WTAL<	1 WHBX-F	1 WHBX-F	1 WHBX-F>
2 WHTF-F	1 WHBX-F>	2 WGLF-F<	1 WHBX-F	2 WTNT-F<	2 WTNT-F<	2 WTNT-F<	2 WTNT-F<	2 WHTF-F<	2 WHTF-F	2 WTNT-F
2 WAIB-F>>	3 WTNT-F	3 WTNT-F	3 WTNT-F	3 WGLF-F	3 WOKL-F	3 WGLF-F	3 WHBX-F<	3 WBZE-F	3 WBZE-F>	3 WHTF-F
	3 WTLY-F	3 WHTF-F	4 WWFO-F	4 WWFO-F<	4 WBZE-F	4 WBZE-F	4 WOKL-F<	3 WTNT-F	4 WXSR-F	4 WBZE-F
	5 WBZE-F	5 WBZE-F	5 WBZE-F	5 WBZE-F	4 WGLF-F	5 WOKL-F<	5 WGLF-F	5 WGLF-F	4 WTLY-F>	4 WGLF-F
	5 WXSR-F	5 WWFO-F	5 WTLY-F	6 WTLY-F	4 WTAL	6 WWFO-F	6 WWFO-F<	5 WWFO-F<		4 WTLY-F
	5 WGLF-F	5 WTLY-F	7 WHTF-F	7 WTAL	4 WWFO-F>	6 WHTF-F<	7 WHTF-F<	7 WOKL-F<		7 WAIB-F
	5 WHBT	8 WHBT	8 WTAL	7 WHTF-F	8 WWLD-F	8 WAIB-F	8 WBZE-F	8 WTLY-F<		8 WOKL-F
		9 WXSR-F	8 WHBT>	9 WHBT	9 WHBT	9 WTLY-F	9 WWLD-F	9 WHBT		8 WXSR-F
				9 WOKL-F	9 WNLS	10 WTLY-F	9 WHBT			10 WHBT
										10 WWFO-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrite
1 WHTF-F>	1 WHTF-F	1 WBZE-F	1 WHBX-F>	1 WHBX-F	1 WXSR-F>	1 WHBX-F	1 WTNT-F	1 WGLF-F	1 WGLF-F	1 WHBX-F
2 WHBX-F>	2 WHBX-F	1 WHBT>	2 WHTF-F	2 WTNT-F	2 WHBT	2 WGLF-F	1 WTLY-F	2 WWFO-F	2 WWFO-F	2 WHTF-F>
3 WBZE-F	3 WBZE-F	3 WOKL-F	3 WTNT-F	3 WBZE-F	2 WHBX-F	2 WTLY-F	1 WGLF-F>	3 WHBX-F	3 WTAL	3 WXSR-F>
3 WHTF-F>>	4 WTNT-F	3 WXSR-F	4 WBZE-F	3 WHBT>	2 WHTF-F>>	4 WXSR-F	4 WAIB-F	4 WTAL	4 WHBX-F	4 WAKU-F
	4 WTLY-F	3 WTNT-F	4 WHBT	5 WOKL-F		4 WTNT-F	4 WHITE-F	4 WTNT-F	4 WTLY-F	4 WTNT-F>>
	4 WHBT	3 WTLY-F	6 WTLY-F	5 WGLF-F		4 WHTF-F	4 WHBX-F>>	4 WTLY-F	4 WTNT-F	
	7 WXSR-F	3 WAIB-F	6 WGLF-F	5 WTLY-F		7 WWFO-F		7 WHTF-F	7 WNLS	
	7 WAIB-F>	3 WHBX-F>>	8 WAIB-F	5 WHTF-F		7 WHBT		8 WBZE-F	8 WHTF-F	
			9 WWFO-F			7 WAIB-F>		8 WNLS	8 WBZE-F	
								8 WXSR-F		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WAKU-F	REL-CC	94.1	Crawfordville	1.4	3.0	5 106	WAFB-F	REL	101.1	Valdosta, GA	1.1	2.3	13 189
WFRF	REL	1070	Tallahassee	1.4	3.8	4 100	WGWD-F	C	93.3	Gretna	2.1	5.7	10 189
WNLS	SPRTS	1270	Tallahassee	2.5	6.4	7 144	WVHT-F	B	105.7	Monticello	2.1	7.8	18 283



# TALLAHASSEE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Clear Channel</b>	25.0 %	27.7 %	34.9 %	AC	0 (0)	31 (2)	31 (2)	13.4 %	11.6 %
WNLS-FM, WOKL-FM, WTLY-FM, WTNT-FM, WXSR-FM				AOR/Classic/NR	0 (0)	41 (3)	41 (3)	17.7 %	24.5 %
<b>Cumulus</b>	30.5 %	31.8 %	45.2 %	Black/Urban	0 (0)	46 (3)	46 (3)	19.9 %	19.5 %
WBZE-FM, WGLF-FM, WHBT-AM, WHBX-FM, WWLD-FM				CHR	0 (0)	18 (1)	18 (1)	7.8 %	11.2 %
<b>Mike Schwartz</b>	15.1 %	15.0 %	18.5 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WAIB-FM, WHTF-FM, WWFO-FM				Country	0 (0)	38 (3)	38 (3)	16.5 %	16.2 %
	<b>70.6 %</b>	<b>74.5 %</b>	<b>98.6 %</b>	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	6.2 %
				News/Talk	12 (1)	0 (0)	12 (1)	5.2 %	0.8 %
				Oldies	0 (0)	16 (1)	16 (1)	6.9 %	4.6 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	15 (2)	7 (2)	22 (4)	9.5 %	3.3 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	7 (1)	0 (0)	7 (1)	3.0 %	2.1 %
				Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				<b>Totals</b>	<b>34 (4)</b>	<b>197 (15)</b>	<b>231 (19)</b>		

## AM Stations

Station	Freq	Power	Format	Parent	City
WHBT	1410	5 kw/0.0018 w	Black Gospel	ABC, Westwd	Tallahassee
WTAL	1450	1 kw	Talk	CBS \$ NA	Roslin

## FM Stations

Station	Freq	Power	Format	Parent	City
WAIB	103.1	50 kw @ 295	Country	\$<20.00 Mc-Guild	Mike Schwartz
WBZE	98.9	100 kw @ 390	AC	Westwd \$30.00 Katz	Cumulus
WGLF	104.1	100 kw @ 1394	AOR	\$23.00 Allied	Cumulus
WHBX	96.1	37 kw @ 479	Black AC	ABC, Westwd \$21.00 Katz	Cumulus
WHTF	104.9	47 kw @ 505	Dance CHR	\$ NA Mc-Guild	Mike Schwartz
WOKL	100.7	11.3 kw @ 489	Oldies	\$22.00 Cir Chnl	Clear Channel
WTLY	107.1	68.2 kw @ 823	AC/CHR	\$ NA Cir Chnl	Clear Channel
WTNT	94.9	100 kw @ 840	Country	\$45.00 Cir Chnl	Clear Channel
WVHT	105.7	16 kw @ 410	Black	AURN, Westwd \$ NA Katz	Monticello
WWFO	99.9	50 kw @ 492	Classic AOR	\$<20.00 Mc-Guild	Mike Schwartz
WWLD	106.1	6 kw @ 328	CHR	\$<20.00 Katz	Cumulus
WXSR	101.5	50 kw @ 476	New Rock	\$<20.00 Cir Chnl	Clear Channel
					Quincy

Notes: 8/99 WOKL-F moved from 107.1 to 100.7; WJZT-F moved from 100.7 to 107.1 and changed from Jazz to AC/CHR as WTLY-F ("Mix 107.1")

# TAMPA-ST. PETERSBURG

Arbitron Rank 21 Pop (12+): 2,003,100  
 MSA Rank: 22  
 MSA Pop: 2,290,000  
 DMA: 14  
 Average Persons Rating: 15.7  
 Market TSL in Hours 21.25

Stations 33 / 32  
 Diaries: 3,123/ 641:1/ 49.7%  
 Sample Target: 3,080  
 % Below Line: 0.3  
 % Not Listed: 12.0  
 Pop per Station: 62,597

Last Year's Revenue: \$106,900,000  
 Household Income: \$37,864  
 Total Retail Sales: \$27.9 Bil.  
 #1 Biller: WQYK-F \$14,360,000  
 #1 Billing Portfolio  
 Clear Channel \$50,755,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	WDUV-F	EZ/ST	331 / 10.5	9.4	8.2	8.9	8.5	9.2	3093 / 15.4	14.1	13.6	405 / 4008	E	WDUV-F
2	WFLZ-F	CHR	236 / 7.5	6.5	5.9	6.2	6.5	6.5	3959 / 19.8	19.7	20.1	353 / 6250	I	WFLZ-F
3	WLLD-F	CHRU	195 / 6.2	5.8	6.1	4.9	5.6	5.7	2675 / 13.4	14.0	13.3	216 / 3137	B	WLLD-F
4	WFLA	T	194 / 6.2	5.6	6.1	5.9	6.6	5.9	2130 / 10.6	13.0	12.7	243 / 2878	H	WFLA
5	WQYK-F	C	172 / 5.5	6.7	6.6	6.5	5.6	6.3	2641 / 13.2	14.1	14.7	192 / 3089	I	WQYK-F
6	WXTB-F	AOR	170 / 5.4	6.0	6.5	5.2	5.6	5.8	1975 / 9.9	13.5	11.5	220 / 2721	G	WXTB-F
7	WRBQ-F	C	133 / 4.2	4.6	4.5	4.7	4.2	4.5	1980 / 9.9	10.5	9.2	155 / 2487	H	WRBQ-F
8	WSJT-F	J	122 / 3.9	3.0	3.4	3.5	3.0	3.4	1706 / 8.5	8.1	7.7	184 / 2609	F	WSJT-F
9	WSSR-F	AC-NR	121 / 3.8	3.6	3.8	3.9	3.3	3.8	2277 / 11.4	12.4	11.2	140 / 2843	H	WSSR-F
10	WGUL-AF	ST	108 / 3.4	4.0	4.1	4.8	3.9	4.1	1001 / 5.0	5.6	6.9	141 / 1392	C	WGUL-AF
11	WWRM-F	SAC	103 / 3.3	4.2	3.5	5.2	4.1	4.0	1723 / 8.6	10.1	11.0	146 / 2600	H	WWRM-F
12	WMTX-F	AC/CHR	99 / 3.1	3.2	2.7	3.2	2.9	3.1	1860 / 9.3	9.2	8.8	135 / 2486	G	WMTX-F
13	WTBT-F	CL AOR	96 / 3.0	4.8	6.3	4.2	5.2	4.6	1614 / 8.1	12.4	11.5	129 / 2352	H	WTBT-F
14	WBBY-F	AC-AOR	95 / 3.0	2.3	2.4	3.1	2.3	2.7	1386 / 6.9	7.0	8.0	104 / 1738	F	WBBY-F
15	WFJO-F	B/O	86 / 2.7	2.9	2.5	2.9	3.9	2.8	1596 / 8.0	7.1	8.8	129 / 2301	B	WFJO-F
16	WHPT-F	CL AOR	80 / 2.5	3.4	2.0	2.0	2.2	2.5	1529 / 7.6	7.4	7.9	155 / 2645	E	WHPT-F
17	WSUN-F	O	72 / 2.3	2.3	2.8	2.7	2.6	2.5	1295 / 6.5	8.8	8.2	77 / 1469		WSUN-F
18	WYUU-F	O	62 / 2.0	2.3	2.5	2.3	2.6	2.3	1375 / 6.9	7.0	8.6	70 / 1599	E	WYUU-F
19	WTMP	B	57 / 1.8	1.6	1.3	0.9	1.0	1.4	670 / 3.3	3.3	2.6	58 / 688	A	WTMP
20	WDAE	SPRTS	45 / 1.4	0.9	1.1	0.7	0.7	1.0	769 / 3.8	2.8	2.9	48 / 856	A	WDAE
21	WQYK	SPRTS	34 / 1.1	1.1	0.7	0.5	0.9	0.8	859 / 4.3	3.4	2.9	44 / 1037	A	WQYK

12+ FM Share (Metro): 80.94% (2247 of 2776) (Fall 98: 79.09%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WLLD-F >>>	1 WFLZ-F	1 WFLZ-F	1 WFLZ-F <	1 WFLZ-F <	1 WDUV-F >	1 WFLZ-F	1 WDUV-F >	1 WDUV-F	1 WLLD-F >	1 WDUV-F >
2 WFLZ-F >>>	2 WLLD-F <	2 WXTB-F	2 WXTB-F	2 WXTB-F	2 WFLA >	2 WDUV-F	2 WFLA >	2 WFLZ-F	2 WFLZ-F	2 WLLD-F
3 WXTB-F >	3 WXTB-F >	3 WLLD-F	3 WSSR-F	3 WSSR-F <	3 WQYK-F	3 WFLA	3 WQYK-F	3 WLLD-F	3 WDUV-F	3 WFLZ-F <
4 WSSR-F	4 WSSR-F	4 WTBT-F <	4 WQYK-F <	4 WGUL-AF	4 WXTB-F	3 WFLZ-F <	4 WQYK-F	4 WXTB-F	4 WXTB-F	4 WQYK-F >
5 WQYK-F >	5 WQYK-F	5 WRBQ-F <	5 WTBT-F <	4 WSJT-F	5 WQYK-F	5 WXTB-F	5 WXTB-F <	5 WSJT-F <	5 WSJT-F <	5 WSJT-F <
6 WRBQ-F <	5 WTBT-F <	6 WBBY-F	6 WRBQ-F <	6 WRBQ-F	6 WRBQ-F	6 WRBQ-F	6 WGUL-AF <	6 WFLA <	6 WFLA	6 WRBQ-F
7 WWRM-F	7 WRBQ-F	6 WHPT-F	7 WBBY-F	7 WBBY-F <	6 WLLD-F <	7 WLLD-F <	7 WRBQ-F <	6 WWRM-F	7 WFLA <	7 WFLA <
	8 WBBY-F	6 WQYK-F	7 WFLA <	8 WFLZ-F <	8 WSSR-F	8 WSJT-F	8 WSJT-F	8 WSSR-F <	8 WXTB-F <	8 WXTB-F <
	8 WHPT-F	9 WWRM-F <	9 WHPT-F	9 WTBT-F <	9 WGUL-AF	8 WRBQ-F	8 WRBQ-F	8 WSSR-F	9 WRBQ-F	9 WGUL-AF
	8 WWRM-F	10 WLLD-F <	9 WSJT-F <	10 WSUN-F	9 WMTX-F <	8 WSSR-F <	10 WMTX-F <	10 WTBT-F <	10 WTBT-F <	10 WSSR-F
				10 WMTX-F <						

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WLLD-F <	1 WFLZ-F	1 WFLZ-F >	1 WFLZ-F >	1 WFLZ-F	1 WLLD-F	1 WXTB-F >	1 WXTB-F >>	1 WXTB-F >	1 WXTB-F >	1 WFLA >
2 WFLZ-F >>>	2 WLLD-F >	2 WSSR-F	2 WLLD-F	2 WSSR-F	2 WFLZ-F	2 WLLD-F	2 WFLZ-F <	2 WFLZ-F	2 WFLA	2 WLLD-F
3 WQYK-F	3 WSSR-F	3 WLLD-F	3 WSSR-F	3 WMTX-F <	3 WXTB-F >>>	3 WFLZ-F >>	3 WLLD-F <	3 WLLD-F	2 WFLZ-F	3 WFLZ-F
3 WXTB-F	4 WQYK-F	4 WQYK-F	4 WMTX-F <	4 WQYK-F <	4 WTBT-F	4 WSSR-F	4 WHPT-F	3 WTBT-F	2 WTBT-F	4 WQYK-F <
	5 WMTX-F	5 WMTX-F	5 WQYK-F <	5 WWRM-F <	5 WQYK-F	5 WQYK-F	4 WSSR-F	5 WHPT-F	5 WHPT-F	5 WDUV-F
	5 WRBQ-F <	6 WRBQ-F <	6 WWRM-F <	6 WRBQ-F <	5 WSSR-F	5 WHPT-F	6 WQYK-F	6 WFLA <	6 WQYK-F	
	7 WWRM-F <	7 WWRM-F <	7 WRBQ-F <	7 WFJO-F <	7 WTBT-F	7 WBBY-F <	7 WBBY-F <	7 WRBQ-F <	6 WBBY-F	
		8 WFJO-F	8 WFJO-F	8 WSJT-F		8 WWRM-F <	8 WSSR-F <	8 WSSR-F <	8 WRBQ-F	
		9 WSJT-F <	9 WSJT-F <	9 WBBY-F <		9 WTBT-F	9 WTBT-F	9 WBBY-F	8 WSSR-F <	
		10 WBBY-F	10 WLLD-F	10 WLLD-F				9 WQYK-F >	10 WSJT-F	

# TAMPA-ST. PETERSBURG

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WAMA	SP-C	1550	Tampa	0.4	1.1	15 224
WHNZ	N/T	570	Pinellas Park	0.4	1.7	16 421
WLCC	SP-VA	760	Brandon	0.3	0.6	19 192
WMGG-AF	SP-TP	96.1	Dade City	0.9	2.0	30 451
WQBN	SP-VA	1300	Temple Terrace	0.6	0.8	18 153
WRMD	SP-TP	680	St. Petersburg	0.6	1.4	18 276
WRXB	B	1590	St. Pete. Beach	0.5	1.0	17 229
WSAA	N	620	St. Petersburg	0.8	3.5	32 989
WTIS	REL	1110	Tampa	0.4	0.9	15 235

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WPCV-F	C	97.5	Winter Haven	0.3	1.3	90 1448

Consolidation Report	12+	25-54	Revenue
<b>CBS/Infinity</b>	22.9 %	22.7 %	29.0 %
WLLD-FM, WQYK-AM, WQYK-FM, WRBQ-FM, WSJT-FM, WYUU-FM			
<b>Clear Channel</b>	30.4 %	37.2 %	47.5 %
WDAE-AM, WFLA-AM, WFLZ-FM, WHNZ-FM, WMTX-FM, WSSR-FM, WTBT-FM, WXTB-FM			
<b>Cox Radio</b>	24.3 %	21.9 %	18.0 %
WBBY-FM, WDUV-FM, WFJO-FM, WHPT-FM, WSUN-AM, WSUN-FM, WWRM-FM			
<b>Mega</b>	1.2 %	1.4 %	1.4 %
WLCC-AM, WMGG-FM, WZTM-AM			
<b>Totals</b>	<b>78.8 %</b>	<b>83.2 %</b>	<b>95.9 %</b>

Format Performance	AM	FM	Total	%	Yr. Ago
AC	0 (0)	220 (2)	220 (2)	7.9 %	7.1 %
AOR/Classic/NR	0 (0)	441 (4)	441 (4)	15.9 %	14.7 %
Black/Urban	72 (2)	86 (1)	158 (3)	5.7 %	7.5 %
CHR	0 (0)	431 (2)	431 (2)	15.5 %	13.8 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	316 (3)	316 (3)	11.4 %	11.1 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	71 (5)	18 (1)	89 (6)	3.2 %	2.6 %
Jazz	0 (0)	122 (1)	122 (1)	4.4 %	3.4 %
News/Talk	231 (3)	0 (0)	231 (3)	8.3 %	9.9 %
Oldies	0 (0)	134 (2)	134 (2)	4.8 %	8.5 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	13 (1)	0 (0)	13 (1)	0.5 %	0.4 %
Soft AC	0 (0)	103 (1)	103 (1)	3.7 %	4.7 %
Sports	79 (2)	0 (0)	79 (2)	2.8 %	2.2 %
Standards/EZ	63 (1)	376 (2)	439 (3)	15.8 %	14.0 %
<b>Totals</b>	<b>529 (14)</b>	<b>2247 (19)</b>	<b>2776 (33)</b>		

### AM Stations

WDAE	1250	5 kw (DA-1)	Sports	ESPN	\$ NA	Eastman	Clear Channel	
WFLA	970	5 kw (DA-2)	Talk	ABC	\$109.00	Eastman	Clear Channel	
WGUL	860	2 kw/1.5 kw (DA-2)	Standards	UPI, Jones	\$47.00	Allied		Dunedin
WQYK	1010	50 kw/5 kw (DA-2)	Sports	WW1, 1-on-1, CBS	\$ NA	Katz	CBS/Infinity	Seffner
WTMP	1150	5 kw/2.5 kw(DA-2)	Black	AURN, Westwd	\$29.00	Allied		

### FM Stations

WBBY	107.3	100 kw @ 620	Classic Hits		\$75.00	Christal	Cox Radio	
WDUV	105.5	46 kw @ 1345	EZ LisL/Standards	Westwd	\$70.00	Eastman	Cox Radio	Bradenton
WFJO	101.5	100 kw @ 1358	Black Oldies		\$ NA	Katz	Cox Radio	
WFLZ	93.3	100 kw @ 1358	CHR	ABC	\$165.00	Eastman	Clear Channel	
WGUL	106.3	12 kw @ 469	Simul. WGUL					Beverly Hills
WHPT	102.5	100 kw @ 1663	Classic AOR		\$140.00	Katz	Cox Radio	Sarasota
WLLD	98.7	50 kw @ 489	CHR/Urban		\$ NA	CBS	CBS/Infinity	Holmes Beach
WMTX	100.7	100 kw @ 1358	AC/CHR		\$115.00	Eastman	Clear Channel	
WQYK	99.5	100 kw @ 550	Country		\$215.00	CBS	CBS/Infinity	
WRBQ	104.7	100 kw @ 555	Country	ABC	\$118.00	CBS	CBS/Infinity	
WSJT	94.1	100 kw @ 1493	Jazz		\$79.00	CBS	CBS/Infinity	Lakeland
WSSR	95.7	100 kw @ 606	Modern AC		\$195.00	Clr Chnl	Clear Channel	
WSUN	97.1	11.5 kw @ 735	Oldies		\$30.00	Christal	Cox Radio	Holiday
WTBT	103.5	100 kw @ 1358	Classic AOR	ABC	\$50.00	Eastman	Clear Channel	New Port Richey
WWRM	94.9	100 kw @ 1290	Soft AC		\$110.00	Christal	Cox Radio	
WXTB	97.9	100 kw @ 1345	AOR		\$148.00	Eastman	Clear Channel	Clearwater
WYUU	92.5	50 kw @ 488	Oldies		\$85.00	D&R	CBS/Infinity	Safety Harbor

Notes: 11/99 WSAA (620) sold by Concord Media to Clear Channel for \$1,000,000 plus WHNZ (570) . . . 1/00 The WDAE calls and Sports format moved from 1250 to 620; the WHNZ calls and News format moved from 570 to 1250; the News format of the 620 moved to 570 as WTBN . . . 2/00 WLJU (1470) changed from Black Gospel to Contemporary Christian

# TERRE HAUTE

**Arbitron Rank** 192 **Pop (12+):** 172,200  
**MSA Rank:** 239  
**MSA Pop:** 148,000  
**DMA:** 139  
**Average Persons Rating:** 13.9  
**Market TSL in Hours** 19.25

**Stations** 20 / 17  
**Diaries:** 609 / 283:1 / 58.6%  
**Sample Target:** 610  
**% Below Line:** 2.5  
**% Not Listed:** 20.5  
**Pop per Station:** 10,129

**Last Year's Revenue:** \$5,900,000  
**Household Income:** \$35,909  
**Total Retail Sales:** \$3.2 Bil.  
**#1 Biller:** WTHI-F \$1,500,000  
**#1 Billing Portfolio**  
Emmis \$2,040,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	WTHI-F	C 41 / 17.1	20.4	19.3	21.1	21.7	565 / 32.8	38.6	36.2	66 / 987	C	WTHI-F
2	WMGI-F	CHR 31 / 12.9	15.4	13.4	12.3	11.6	510 / 29.6	28.6	26.5	44 / 779	C	WMGI-F
3	WZZQ-AF	AOR 25 / 10.4	8.7	9.6	12.7	11.6	287 / 16.6	15.8	20.3	45 / 577	B	WZZQ-AF
4	WWVR-F	CL AOR 19 / 7.9	7.1	12.1	4.4	3.0	329 / 19.1	18.7	21.3	20 / 371	A	WWVR-F
5	WLEZ-F	SAC 14 / 5.8	3.7	4.6	4.4	6.7	223 / 13.0	10.0	9.0	15 / 245	A	WLEZ-F
6	WAXI-F	ST 12 / 5.0	5.0	3.4	2.0	1.5	121 / 7.0	7.9	6.4	19 / 179	A	WAXI-F
7	WACF-F	C 8 / 3.3	4.2	3.8	3.2	2.2	116 / 6.7	10.3	9.1	10 / 177		WACF-F
8	WSDM-F	O 7 / 2.9	5.0	4.6	6.4	7.5	181 / 10.5	12.8	13.4	13 / 261	B	WSDM-F
9	WWSY-F	AC 6 / 2.5	2.1	0.8	2.0	2.2	115 / 6.7	5.9	3.0	7 / 154		WWSY-F
10	WQTY-F	ST 5 / 2.1	0.4	0.8		1.1	36 / 2.1	2.1	2.7	10 / 115		WQTY-F

12+ FM Share (Metro): 93.68% (178 of 190) (Fall 98: 94.33%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WMGI-F >>>	1 WZZQ-AF >	1 WZZQ-AF <	1 WTHI-F	1 WTHI-F	1 WTHI-F >>	1 WTHI-F	1 WTHI-F >	1 WMGI-F <	1 WZZQ-AF	1 WTHI-F
2 WMGI-F	2 WTHI-F	2 WTHI-F	2 WMGI-F <	2 WMGI-F <	2 WLEZ-F <	2 WWVR-F	2 WMGI-F	2 WTHI-F >	2 WMGI-F >	2 WMGI-F
2 WTHI-F	2 WMGI-F	3 WZZQ-AF	3 WZZQ-AF	3 WWVR-F <	3 WMGI-F <	3 WMGI-F >	3 WZZQ-AF	3 WZZQ-AF >	3 WTHI-F >>	3 WZZQ-AF >
4 WWVR-F >>>	4 WWVR-F >>	3 WWVR-F >>>	4 WZZQ-AF >	4 WAXI-F	4 WAXI-F	4 WZZQ-AF	4 WLEZ-F <	4 WWVR-F <	4 WWVR-F <	4 WAXI-F
	5 WSDM-F	5 WSDM-F	5 WLEZ-F >	5 WWVR-F	5 WWVR-F	5 WAXI-F	5 WWVR-F >	5 WLEZ-F >	5 WQTY-F	5 WLEZ-F
	5 WLEZ-F	5 WLEZ-F	6 WSDM-F >	6 WZZQ-AF	6 WZZQ-AF	6 WLEZ-F >	6 WAXI-F	6 WAXI-F	5 WACF-F	6 WWVR-F >
				7 WSDM-F	7 WSDM-F		7 WACF-F <	7 WACF-F <		
							8 WSDM-F	8 WSDM-F		
							8 WWSY-F			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WMGI-F >	1 WMGI-F	1 WTHI-F	1 WTHI-F	1 WTHI-F	1 WZZQ-AF >>>	1 WZZQ-AF >>	1 WZZQ-AF	1 WZZQ-AF >	1 WZZQ-AF <	1 WACF-F
2 WTHI-F >>	2 WTHI-F >>	2 WMGI-F	1 WMGI-F >>>	2 WMGI-F >>	2 WMGI-F >>	2 WWVR-F >>	1 WWVR-F >>>	2 WWVR-F >	2 WWVR-F >	2 WTHI-F
	3 WZZQ-AF >	3 WZZQ-AF >>>	3 WWVR-F	3 WLEZ-F		3 WTHI-F	3 WTHI-F >>	3 WMGI-F	3 WTHI-F >	3 WQTY-F
			4 WZZQ-AF	4 WWVR-F		3 WMGI-F >>		3 WTHI-F >>>	4 WLEZ-F >>>	3 WZZQ-AF >
			5 WSDM-F	5 WSDM-F					4 WLEZ-F	
			5 WLEZ-F	5 WZZQ-AF >					4 WMGI-F >	
			5 WACF-F >							

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Format Performance				AM	FM	Total	%	Yr. Ago
WBOW	T	640	Terre Haute	1.7	6.0	5	118	AC	0	(0)	12	(4)	12	(4)	6.3 %	2.6 %
WCBH-F	AC/CHR	104.3	Casey, IL	0.8	3.9	7	186	AOR/Classic/NR	1	(1)	43	(2)	44	(3)	23.2 %	26.8 %
WMMC-F	AC	105.9	Marshall, IL	1.3	3.4	3	59	Black/Urban	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
WNDI-F	C	95.3	Sullivan, IN	0.8	1.4	2	24	CHR	0	(0)	31	(1)	31	(1)	16.3 %	16.5 %
WPRS	O	1440	Paris, IL	0.4	2.1	1	42	Classical	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
WTHI	T	1480	Terre Haute	1.7	5.2	4	100	Country	0	(0)	54	(4)	54	(4)	28.4 %	32.0 %
								Full Service	2	(1)	0	(0)	2	(1)	1.1 %	0.0 %
								Hispanic	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
								Jazz	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
								News/Talk	8	(2)	0	(0)	8	(2)	4.2 %	4.1 %
								Oldies	1	(1)	7	(1)	8	(2)	4.2 %	6.2 %
								Others/Unknown	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
								Religion/Gospel	0	(0)	0	(0)	0	(0)	0.0 %	1.0 %
								Soft AC	0	(0)	14	(1)	14	(1)	7.4 %	5.7 %
								Sports	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
								Standards/EZ	0	(0)	17	(2)	17	(2)	8.9 %	5.2 %
								<b>Totals</b>	<b>12</b>	<b>(5)</b>	<b>178</b>	<b>(15)</b>	<b>190</b>	<b>(20)</b>		

# TERRE HAUTE

Consolidation Report	12+	25-54	Revenue
<b>Bright Tower</b> WMGI-FM, WWSY-FM	15.4 %	16.3 %	16.9 %
<b>Contemporary Media</b> WBOW-AM, WZZQ-AM, WZZQ-FM	12.1 %	12.4 %	13.7 %
<b>Crossroads</b> WAXI-FM, WJSH-AM, WSDM-AM, WSDM-FM	7.9 %	4.7 %	13.1 %
<b>Emmis</b> WTHI-FM, WWVR-FM	25.0 %	29.5 %	34.6 %
	<b>60.4 %</b>	<b>62.9 %</b>	<b>78.3 %</b>

## AM Stations

WZZQ	1230	1 kw	Simul. WZZQ-F	Terre Haute
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## FM Stations

Station	Freq	Pwr	Format	Comments	City
WACF	98.5	50 kw @ 500	Country	Westwd	Paris, IL
WAXI	104.9	1.2 kw @ 440	Standards	ABC	Rockville
WLEZ	102.7	28 kw @ 659	EZ Listening	CNN	Bomarr
WMGI	100.7	50 kw @ 500	CHR	Unirep	WWSY-F
WQTY	95.3	12 kw @ 476	Standards	Jones, AP \$ NA	Regional
WSDM	97.7	3 kw @ 300	Oldies	ABC	Roslin
WTHI	99.9	50 kw @ 490	Country	ABC	Katz
WWSY	95.9	4.1 kw @ 397	AC	Roslin	WWSY-F
WWVR	105.5	3.3 kw @ 875	Classic AOR	Katz	Emmis
WZZQ	107.5	27.5 kw @ 670	AOR	ABC, Westwd	Allied

Notes: 9/99 WTHC-F changed from Country to AC as "Sunny 95.9" . . . 10/99 WTHI (AM) donated by Emmis to Word Power, Inc. . . . 2/00 WJSH (1300) changed from Gospel to Sports as WSJX; simulcast partner WSDM (1130) also changed to Sports, as WSDX

### FORMAT CODES

AC - Adult Contemporary	J - Jazz and New Adult Contemporary
AC-NR - Modern AC	KIDS - Children's
AOR - Album Oriented Rock	N - News
AOR-NR - New Rock	O - Oldies (50's & 60's)
AOR-P - Progressive AOR	REL - Religion, Christian
B - Black (audience 75%+ Black)	REL-CC - Contemporary Christian
B/AC - Black Adult Contemporary	SAC - Soft Adult Contemporary
B/G - Black Gospel	SP - Hispanic/Spanish
B/O - Black Oldies	SP-C - Hispanic Contemporary
BIZ - Business News & Talk	SP-NT - Hispanic News/Talk/Information
C - Country	SP-R - Hispanic-Regional
C/O - Classic Country	SP-TP - Hispanic-Tropical
CHR - Contemporary Hit Radio, Top 40	SP-VA - Hispanic Variety
CL - Classical	SP-TJ - Tejano
CL AOR - Classic AOR, Classic Rock	SPRTS - Sports
CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia
E - Ethnic (usually Foreign Lang.)	T - Talk
EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)
FS - Full Service	VA - Variety
G - Gospel	? - Others or Unknown

### REVENUE LEVEL CODES

A - Less than \$500,000	E - \$3,000,000 to \$3,999,999	I - \$10,000,000 to \$14,999,999
B - \$500,000 to \$999,999	F - \$4,000,000 to \$4,999,999	J - \$15,000,000 to \$19,999,999
C - \$1,000,000 to \$1,999,999	G - \$5,000,000 to \$6,999,999	K - \$20,000,000 to \$29,999,999
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	L - \$30,000,000+

# TOLEDO

<b>Arbitron Rank</b> 79	<b>Pop (12+)</b> 501,800	<b>Stations</b> 26 / 19	<b>Last Year's Revenue:</b> \$27,200,000
<b>MSA Rank:</b>	87	<b>Diaries:</b> 2,007 / 250:1 / 55.4%	<b>Household Income:</b> \$45,221
<b>MSA Pop:</b>	607,000	<b>Sample Target:</b> 1,910	<b>Total Retail Sales:</b> \$7.3 Bil.
<b>DMA:</b>	66	<b>% Below Line:</b> 7.4	<b>#1 Biller:</b> WTOD/WKCO-F \$6,500,000
<b>Average Persons Rating:</b>	15.1	<b>% Not Listed:</b> 15.5	<b>#1 Billing Portfolio</b>
<b>Market TSL in Hours</b>	20.00	<b>Pop per Station:</b> 26,411	Cumulus \$13,590,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	WKCO-F	90 / 11.9	12.8	13.2	13.7	13.0	12.9	1097 / 21.9	23.6	24.3	124 / 1678	G*	WKCO-F
2	WVKS-F	88 / 11.6	10.9	9.7	11.1	9.2	10.8	1540 / 30.7	26.5	27.7	134 / 2606	F	WVKS-F
3	WRVF-F	67 / 8.9	7.4	8.6	7.2	9.1	8.0	995 / 19.8	18.1	19.1	114 / 1707	E	WRVF-F
4	WSPD	57 / 7.5	5.0	7.4	6.8	6.3	6.7	783 / 15.6	14.8	14.8	65 / 968	C	WSPD
5	WWWFM-F	44 / 5.8	6.3	7.1	5.2	6.2	6.1	808 / 16.1	16.6	16.2	49 / 954	E	WWWFM-F
6	WIOT-F	39 / 5.2	6.7	5.8	5.5	6.6	5.8	768 / 15.3	16.6	15.6	76 / 1478	E	WIOT-F
7	WXKR-F	37 / 4.9	5.0	5.5	4.8	3.8	5.0	684 / 13.6	13.4	10.6	66 / 1081	B	WXKR-F
8	WJUC-F	32 / 4.2	4.0	5.0	4.5	4.3	4.4	458 / 9.1	9.7	8.3	34 / 494	B	WJUC-F
9	WRQN-F	31 / 4.1	5.2	5.5	5.3	5.5	5.0	612 / 12.2	15.0	15.0	39 / 832	C	WRQN-F
10	WIMX-F	25 / 3.3	3.6	3.0	2.4	1.8	3.1	320 / 6.4	6.3	4.6	26 / 329	A	WIMX-F
11	WBUZ-F	21 / 2.8	2.7	3.0	2.9	3.0	2.8	491 / 9.8	11.1	8.7	27 / 639	B	WBUZ-F
12	WJR	17 / 2.2	2.2	2.9	2.0	2.8	2.3	440 / 8.8	9.1	8.8	60 / 1130		WJR
12	WCWA	17 / 2.2	3.1	2.6	3.2	2.8	2.8	227 / 4.5	5.3	7.2	20 / 266	A	WCWA
14	CIMX-F	14 / 1.8	1.9	1.6	1.3	1.6	1.7	315 / 6.3	6.0	6.7	36 / 719		CIMX-F
15	WTWR-F	11 / 1.5	1.7	1.5	1.7	1.6	1.6	447 / 8.9	8.9	8.3	28 / 836		WTWR-F

12+ FM Share (Metro): 82.50% (528 of 640) (Fall 98: 82.31%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd	
1	WVKS-F >>	1	WVKS-F >	1	WVKS-F <	1	WKCO-F	1	WVKS-F <	1	WKCO-F <
2	WJUC-F >>	2	WKCO-F	2	WKCO-F <	2	WRVF-F <	2	WKCO-F	2	WJUC-F
3	CIMX-F	3	WWWFM-F <	3	WRVF-F	3	WSPD >	3	WRVF-F >	3	WRVF-F >
3	WTWR-F	4	WIOT-F	4	WWWFM-F <	4	WRQN-F <	4	WVKS-F	4	WKCO-F >
3	WBUZ-F >	5	WRVF-F <	5	WIOT-F <	5	WVKS-F	5	WIOT-F <	5	WWWFM-F
		6	WJUC-F <	6	WXKR-F >	6	WWWFM-F	6	WWWFM-F	6	WXKR-F <
		7	WXKR-F <	7	WSPD	7	WSPD <	7	WXKR-F <	7	WIOT-F
		8	WBUZ-F	8	WJUC-F <	8	WRQN-F	8	WVKS-F <	8	WRQN-F >
		9	WRQN-F <			9	WIMX-F <	9	WRQN-F >	9	WXKR-F
						10	WCWA			10	WRQN-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite	
1	WVKS-F >>	1	WVKS-F >	1	WRVF-F	1	WVKS-F >>	1	WIOT-F	1	WKCO-F
2	WKCO-F >	2	WWWFM-F	2	WRVF-F	2	WIOT-F	2	WVKS-F	1	WVKS-F <
3	WJUC-F	3	WRVF-F <	3	WKCO-F	3	WKCO-F <	3	WBUZ-F	3	WXKR-F <
4	WWWFM-F	4	WRVF-F >>	4	WWWFM-F >>	4	WJUC-F	4	WKCO-F >	4	WVKS-F <
5	WRVF-F	5	WJUC-F >>	5	WJUC-F	5	WRQN-F	5	WVKS-F >	5	WSPD >
5	WJLB-F >	5	WSPD >	6	WIOT-F	6	WIMX-F	5	WKCO-F	6	WRQN-F
				6	WSPD	5	WXKR-F >	6	CIMX-F	6	CIMX-F
								6	WWWFM-F	8	WRQN-F
								8	WRVF-F	9	WBUZ-F

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WDMN	REL	1520	Toledo	1.2	1.5	11	82	WCKY-F	C	103.7	Tiffin, OH	0.9	3.7	45	699
WFOB	T	1430	Fostoria, OH	0.4	1.0	7	110	WJLB-F	B	97.9	Detroit	1.1	3.8	13	314
WLQR	SPRTS	1470	Toledo	0.8	3.4	6	194	WQTE-F	C	95.3	Adrian, MI	0.5	1.4	13	230
WMTR-F	CL HITS	96.1	Archbold, OH	0.4	1.4	5	113	WRIF-F	AOR	101.1	Detroit	0.4	1.4	13	323
WTOD	C	1560	Toledo	0.4	1.5	3	85	WVMV-F	J	98.7	Detroit	0.5	1.7	10	196

# TOLEDO

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Clear Channel</b>	35.4 %	33.8 %	45.3 %	AC	0 (0)	111 (2)	111 (2)	17.3 %	18.3 %
WCWA-AM, WIOT-FM, WRVF-FM, WSPD-AM, WVKS-FM				AOR/Classic/NR	0 (0)	114 (6)	114 (6)	17.8 %	19.0 %
<b>Cumulus</b>	31.9 %	36.8 %	50.0 %	Black/Urban	0 (0)	65 (3)	65 (3)	10.2 %	8.4 %
WBUZ-FM, WKKO-FM, WLQR-AM, WRQN-FM, WTOD-AM, WTWR-FM, WWWM-FM, WXKR-FM				CHR	0 (0)	99 (2)	99 (2)	15.5 %	13.0 %
	67.3 %	70.6 %	95.3 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	3 (1)	101 (3)	104 (4)	16.3 %	17.1 %
				Full Service	74 (2)	0 (0)	74 (2)	11.6 %	10.9 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	4 (1)	4 (1)	0.6 %	0.0 %
				News/Talk	3 (1)	0 (0)	3 (1)	0.5 %	0.6 %
				Oldies	0 (0)	34 (2)	34 (2)	5.3 %	7.3 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	9 (1)	0 (0)	9 (1)	1.4 %	0.5 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	6 (1)	0 (0)	6 (1)	0.9 %	1.1 %
				Standards/EZ	17 (1)	0 (0)	17 (1)	2.7 %	3.9 %
				<b>Totals</b>	<b>112 (7)</b>	<b>528 (19)</b>	<b>640 (26)</b>		

## AM Stations

WCWA	1230	1 kw	Standards	CBS	\$<20.00	Eastman	Clear Channel
WSPD	1370	5 kw (DA-N)	Full Service	ABC	\$38.00	Mc-Guild	Clear Channel

## FM Stations

WBUZ	106.5	3 kw @ 328	AOR	\$20.00	Allied	Cumulus	Delta, OH
WIMX	95.7	3.5 kw @ 433	Black AC	\$20.00	Interep		Gibsonburg, OH
WIOT	104.7	50 kw @ 540	AOR	Source \$61.00	Eastman	Clear Channel	
WJUC	107.3	3 kw @ 328	Black	\$ NA	Allied		Swanton
WJZE	97.3	1.6 kw @ 408	Simul. WBUZ-F				Oak Harbor, OH
WKKO	99.9	50 kw @ 500	Country	ABC \$94.00	Katz	Cumulus	
WRQN	93.5	4.1 kw @ 397	Oldies	ABC \$30.00	Katz	Cumulus	Bowling Green
WRVF	101.5	19 kw @ 807	AC	\$54.00	Mc-Guild	Clear Channel	
WTWR	98.3	1.4 kw @ 466	CHR	AP \$ NA	---	Cumulus	Monroe
WVKS	92.5	50 kw @ 480	CHR	\$67.00	Mc-Guild	Clear Channel	
WWWM	105.5	4.3 kw @ 390	AC	\$52.00	D&R	Cumulus	Sylvania
WXKR	94.5	30 kw @ 630	Classic AOR	\$29.00	D&R	Cumulus	Port Clinton

Notes: \* WKKO-F revenue level includes WTOD revenue . . . Other ranked stations - See Detroit

# TOPEKA

**Arbitron Rank** 181 **Pop (12+)** 182,600  
**MSA Rank:** 224  
**MSA Pop:** 166,000  
**DMA:** 140  
**Average Persons Rating:** 13.7  
**Market TSL in Hours** 18.50

**Stations** 23 / 22  
**Diaries:** 921 / 198:1 / 58.3%  
**Sample Target:** 860  
**% Below Line:** 0.4  
**% Not Listed:** 18.2  
**Pop per Station:** 14,177

**Last Year's Revenue:** \$8,500,000  
**Household Income:** \$42,499  
**Total Retail Sales:** \$2.1 Bil.  
**#1 Biller:** WIBW-F \$2,000,000  
**#1 Billing Portfolio**  
 Morris (WIBW-AF) \$3,300,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	WIBW-F	46 / 18.3	16.5	22.1	18.8	18.9	539 / 29.5	26.2	29.5	84 / 1056	D	WIBW-F
2	KMAJ-F	23 / 9.2	13.7	9.2	11.7	12.4	328 / 18.0	23.5	19.7	30 / 520	C	KMAJ-F
3	KDVF-F	17 / 6.8	5.5	5.2	8.6	4.5	268 / 14.7	15.5	13.0	23 / 498	B	KDVF-F
4	KTPK-F	15 / 6.0	5.8	4.4	4.7	7.6	202 / 11.0	13.4	11.5	20 / 414	C	KTPK-F
5	WIBW	12 / 4.8	4.8	5.2	4.3	5.8	222 / 12.2	10.1	16.1	26 / 405	C	WIBW
6	KWIC-F	10 / 4.0	5.8	4.4	3.1	3.1	203 / 11.1	12.0	12.1	10 / 209	A	KWIC-F
6	KQTP-F	10 / 4.0	5.2	4.4	4.3	4.1	166 / 9.1	15.3	12.7	10 / 177	B	KQTP-F
8	KTOP	9 / 3.6	2.1	3.2	3.5	4.1	116 / 6.4	5.9	6.8	9 / 119	A	KTOP
8	KQRC-F	9 / 3.6	2.7	2.8	3.5	2.8	147 / 8.0	6.9	6.6	24 / 385		KQRC-F
8	KLZR-F	9 / 3.6	5.8	6.0	5.1	6.5	232 / 12.7	15.9	15.6	16 / 553	B	KLZR-F
8	KCHZ-F	9 / 3.6	1.7	0.4	0.4		231 / 12.7	5.9	2.4	20 / 514		KCHZ-F
12	WDAF	6 / 2.4	1.4	2.0	1.6	1.7	93 / 5.1	3.7	4.0	21 / 313		WDAF
12	KPRS-F	6 / 2.4	3.4	4.8	4.3	2.4	102 / 5.6	6.1	8.4	7 / 190		KPRS-F
14	KMAJ	5 / 2.0	3.1	2.0	2.0	3.1	142 / 7.8	7.5	6.1	5 / 144	A	KMAJ

12+ FM Share (Metro): 83.41% (186 of 223) (Fall 98: 84.62%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KCHZ-F >	1 WIBW-F >>	1 WIBW-F >	1 WIBW-F >	1 WIBW-F >	1 WIBW-F >	1 WIBW-F >	1 WIBW-F >>	1 WIBW-F >>	1 WIBW-F >	1 WIBW-F >
2 KLZR-F >>	2 KDVF-F	2 KDVF-F	2 KDVF-F <	2 KMAJ-F <	2 KMAJ-F >	2 KMAJ-F >	2 KMAJ-F	2 KMAJ-F <	2 KMAJ-F	2 KMAJ-F
2 KQRC-F	3 KMAJ-F >	3 KMAJ-F >	3 KMAJ-F >	3 KDVF-F >	3 WIBW <	3 KDVF-F	3 KDVF-F >	3 KDVF-F	2 KCHZ-F	3 KTPK-F
4 KQTP-F	4 KQRC-F	4 KQRC-F	4 KQRC-F	4 KQRC-F	4 KTPK-F	4 KQRC-F	4 KQRC-F	4 KQRC-F	4 KDVF-F	4 WIBW
4 KLZR-F	4 KQTP-F	5 KQTP-F	4 KQTP-F	4 KQTP-F	5 KDVF-F	3 KQRC-F	5 KWIC-F	5 KCHZ-F	4 WIBW	5 KDVF-F
4 KCHZ-F	6 KLZR-F	6 KQRC-F	6 KQRC-F	6 KQTP-F	5 KTOP	6 WIBW <	6 KQTP-F	5 KQTP-F <	6 KLZR-F	6 KCHZ-F
	7 KCHZ-F	6 KWIC-F >	6 KWIC-F >	7 KWIC-F	7 KWIC-F	7 KQTP-F	7 WIBW <	7 KLZR-F	6 KWIC-F	7 WDAF
	7 KQRC-F			8 WDAF	8 WDAF	8 KWIC-F	8 KTOP <	8 KTOP <	8 KPRS-F	7 KTOP
	7 KWIC-F >			9 KMAJ	9 KMAJ	9 KTOP	9 KLZR-F <	9 WIBW	8 KQRC-F	
								9 KWIC-F		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KCHZ-F	1 WIBW-F >>>	1 WIBW-F >>>	1 WIBW-F >>	1 WIBW-F >>	1 KDVF-F	1 WIBW-F	1 WIBW-F	1 KDVF-F	1 WIBW-F <	1 WIBW
1 WIBW-F >>>	2 KCHZ-F	2 KDVF-F	2 KMAJ-F >>	2 KMAJ-F >	1 KLZR-F	1 KQRC-F	1 KQRC-F	2 WIBW-F >	2 KDVF-F >	2 WIBW-F >>
	3 KQTP-F	2 KQTP-F	3 KQTP-F	3 KQTP-F >>	1 WIBW-F >>	3 KDVF-F >	3 KDVF-F >>	3 KQRC-F >	3 KQRC-F >	3 WDAF
	3 KMAJ-F	2 KMAJ-F >>	4 KCHZ-F	4 KDVF-F		4 KLZR-F >	4 KQTP-F >>	4 KLZR-F	4 KMAJ-F	3 KDVF-F >
	3 KTPK-F >		4 KQRC-F	4 KQTP-F		5 KQTP-F >>		4 KMAJ-F	4 KQTP-F	
			6 KDVF-F	4 KWIC-F >				4 KQTP-F	4 KWIC-F	
			6 KLZR-F >					4 KWIC-F >>	7 KYYS-F	
								7 KMAJ	7 KMAJ	
								7 KQRC-F	7 KQRC-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume		
KCVT-F	REL	92.5	Silver Lake	0.8	2.2	2	53	KBEQ-F	C	104.3	Kansas City	0.4	1.3	10	157
KMKF-F	AOR	101.5	Manhattan	1.2	4.1	14	276	KCFX-F	CL AOR	101.1	Harrisonville, MO	1.6	5.1	7	243
								KCIY-F	J	106.5	Liberty, MO	0.8	2.3	4	77
								KCMO	T	710	Kansas City	0.8	3.4	3	102
								KCMO-F	O	94.9	Kansas City	1.2	4.5	8	227
								KFDI	CFS	1070	Wichita	0.4	1.0	7	112
								KFKF-F	C	94.1	Kansas City, KS	0.4	1.6	4	115
								KJCK-F	CHR	94.5	Junction City	0.4	1.3	14	310
								KMBZ	N/T	980	Kansas City	0.4	2.2	10	161
								KMXV-F	CHR	93.3	Kansas City	1.6	8.0	12	498
								KNZA-F	C	103.9	Hiawatha, KS	0.8	3.3	9	160
								KSRC-F	AC	102.1	Kansas City	0.4	1.5	6	150
								KUDL-F	SAC	98.1	Kansas City	0.4	2.4	6	128
								KXTR-F	CL	96.5	Kansas City	1.2	3.2	6	116
								KYYS-F	CL AOR	99.7	Kansas City	1.6	3.0	9	181
								WHB	SPRTS	810	Kansas City	0.4	1.2	2	59



# TOPEKA

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Cumulus, pend.</b>	29.6 %	31.7 %	43.7 %	AC	0 (0)	34 (3)	34 (3)	15.2 %	16.7 %
KDVV-FM, KMAJ-AM, KMAJ-FM, KQTP-FM, KTOP-AM, KWIC-FM				AOR/Classic/NR	0 (0)	37 (5)	37 (5)	16.6 %	11.8 %
	<b>29.6 %</b>	<b>31.7 %</b>	<b>43.7 %</b>	Black/Urban	0 (0)	6 (1)	6 (1)	2.7 %	5.4 %
				CHR	0 (0)	23 (4)	23 (4)	10.3 %	10.9 %
				Classical	0 (0)	3 (1)	3 (1)	1.3 %	0.9 %
				Country	0 (0)	65 (5)	65 (5)	29.1 %	30.3 %
				Full Service	19 (3)	0 (0)	19 (3)	8.5 %	8.1 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	2 (1)	2 (1)	0.9 %	0.0 %
				News/Talk	8 (3)	0 (0)	8 (3)	3.6 %	3.6 %
				Oldies	0 (0)	13 (2)	13 (2)	5.8 %	7.2 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	2 (1)	2 (1)	0.9 %	0.9 %
				Soft AC	0 (0)	1 (1)	1 (1)	0.4 %	0.5 %
				Sports	1 (1)	0 (0)	1 (1)	0.4 %	0.0 %
				Standards/EZ	9 (1)	0 (0)	9 (1)	4.0 %	3.6 %
				<b>Totals</b>	<b>37 (8)</b>	<b>186 (24)</b>	<b>223 (32)</b>		

## AM Stations

KMAJ	1440	5 kw/1 kw (DA-2)	Talk/Sports	Westwd, ESPN, 1/1	\$<20.00	Allied	Cumulus
KTOP	1490	1 kw	Standards	Westwd	\$<20.00	Banner	Cumulus
WIBW	580	5 kw (DA-N)	Full Svc./Talk	CBS, ESPN, WW1	\$24.00	Katz	Morris

## FM Stations

KDVV	100.3	100 kw @ 260	AOR	Westwd	\$22.00	Banner	Cumulus
KLZR	105.9	100 kw @ 594	CHR		\$<20.00	--	Zimmer Lawrence
KMAJ	10.7	100 kw @ 1214	AC	Westwd	\$38.00	Allied	Cumulus
KQTP	102.9	50 kw @ 320	Oldies	Westwd, CNN	\$<20.00	D&R	Cumulus, pend. St. Marys
KTPK	106.9	100 kw @ 1210	Country		\$29.00	Mc-Guild	
KWIC	99.3	6 kw @ 292	AC/CHR	ABC	\$<20.00	D&R	Cumulus, pend.
WIBW	97.3	100 kw @ 1220	Country	ABC, Jones	\$30.00	Katz	Morris

Notes: Other ranked stations -- See Kansas City . . . KLZR-F reclassified from New Rock to CHR based on audience analysis, M Street category and station self-description . . . 10/99 KDVV-F shifted from Classic AOR to AOR . . . 1/00 KTOP (1490) changed from Standards to Classic Country

# TUCSON

**Arbitron Rank** 61 Pop (12+) 698,300  
**MSA Rank:** 70  
**MSA Pop:** 811,000  
**DMA:** 78  
**Average Persons Rating:** 15.4  
**Market TSL in Hours** 20.50

**Stations** 28 / 26  
**Diaries:** 1,850 / 377:1 / 47.9%  
**Sample Target:** 1,760  
**% Below Line:** 1.5  
**% Not Listed:** 11.2  
**Pop per Station:** 26,858

**Last Year's Revenue:** \$34,600,000  
**Household Income:** \$34,904  
**Total Retail Sales:** \$7.8 Bil.  
**#1 Biller:** KIIM-F \$6,430,000  
**#1 Billing Portfolio** AMFM \$9,240,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1 KRQQ-F	CHR	124 / 11.5	9.2	9.3	8.5	8.5	9.6	1849 / 26.5	25.0	25.7	142 / 2113	F	KRQQ-F
2 KIIM-F	C	105 / 9.8	10.2	11.7	9.8	13.2	10.4	1467 / 21.0	22.3	23.5	119 / 1680	G	KIIM-F
3 KMXZ-F	AC	82 / 7.6	9.2	5.8	7.3	7.6	7.5	1107 / 15.8	15.7	18.6	86 / 1212	G	KMXZ-F
4 KNST	T/N	65 / 6.1	5.4	5.2	5.9	4.8	5.6	953 / 13.6	12.4	13.0	74 / 1087	D	KNST
5 KLPX-F	AOR	63 / 5.9	7.2	6.0	6.0	6.4	6.3	836 / 12.0	13.7	14.8	70 / 920	E	KLPX-F
6 KFMA-F	AOR-NR	60 / 5.6	4.3	4.3	3.9	3.3	4.5	947 / 13.6	13.3	11.6	63 / 986	C	KFMA-F
7 KOHT-F	CHR/U	51 / 4.7	3.8	5.6	5.2	6.1	4.8	832 / 11.9	13.0	14.5	51 / 841	B	KOHT-F
8 KHYT-F	CL HITS	50 / 4.7	3.4	5.5	3.8	5.3	4.3	977 / 14.0	13.6	14.5	62 / 1158	D	KHYT-F
9 KWFM-F	O	48 / 4.5	4.1	4.0	4.8	4.5	4.3	897 / 12.8	14.9	14.2	52 / 1021	C	KWFM-F
10 KOAZ-F	J	43 / 4.0	2.5	2.7	3.5	3.6	3.2	706 / 10.1	7.8	8.8	46 / 766	A	KOAZ-F
11 KZPT-F	AC/CHR	39 / 3.6	4.5	3.9	4.0	4.3	4.0	949 / 13.6	14.4	16.3	41 / 971	C	KZPT-F
12 KGMG-F	B/O	28 / 2.6	3.0	4.4	1.6	1.9	2.9	518 / 7.4	8.2	6.1	29 / 531		KGMG-F
13 KCEE	ST	26 / 2.4	2.0	2.0	3.5	2.0	2.5	410 / 5.9	6.3	5.2	26 / 423	A	KCEE
14 KTUC	ST	21 / 2.0	0.9	1.1	1.1	0.9	1.3	341 / 4.9	3.6	3.1	21 / 341		KTUC
14 KTZR	SP-R	21 / 2.0	1.2	1.2	3.0	1.1	1.8	222 / 3.2	2.4	2.5	21 / 222		KTZR
16 KGVY	ST	15 / 1.4	0.8	1.0	1.5	2.3	1.2	138 / 2.0	2.3	2.8	15 / 138	A	KGVY
16 KCUB	C	15 / 1.4	1.5	1.5	1.2	0.9	1.4	235 / 3.4	3.3	2.6	15 / 235	A	KCUB
18 KFFN	SPRPTS	14 / 1.3	1.2	0.8	1.5	1.4	1.2	248 / 3.6	3.6	4.5	14 / 248	A	KFFN
18 KXEW	SP-TJ	14 / 1.3	2.4	1.5	1.8	2.4	1.8	269 / 3.9	2.6	4.6	14 / 276	A	KXEW
20 KSAZ	ST	11 / 1.0	2.5	1.3	1.3	1.2	1.5	189 / 2.7	3.0	2.8	19 / 279		KSAZ

12+ FM Share (Metro): 75.16% (717 of 954) (Fall 98: 76.69%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KRQQ-F>>>	1 KRQQ-F>	1 KRQQ-F	1 KIIM-F<	1 KIIM-F<	1 KMXZ-F	1 KRQQ-F>	1 KIIM-F	1 KRQQ-F<	1 KRQQ-F	1 KRQQ-F
2 KOHT-F>	2 KFMA-F<	2 KIIM-F	2 KRQQ-F	2 KRQQ-F<	1 KIIM-F<	2 KIIM-F<	2 KNST<	2 KIIM-F	2 KFMA-F	2 KIIM-F>
3 KFMA-F>>	3 KIIM-F	3 KLPX-F	3 KLPX-F<	3 KMXZ-F<	3 KNST>	3 KMXZ-F>	3 KMXZ-F<	3 KMXZ-F	3 KOHT-F	3 KOHT-F<
	4 KOHT-F<	4 KMXZ-F<	4 KMXZ-F	4 KLPX-F	4 KWFM-F<	4 KLPX-F	4 KRQQ-F	4 KFMA-F<	4 KNST	4 KMXZ-F<
	5 KLPX-F<	5 KFMA-F<	5 KHYT-F>	5 KHYT-F	5 KLPX-F<	4 KNST	5 KLPX-F	5 KLPX-F	4 KIIM-F	5 KLPX-F<
	6 KZPT-F	6 KHYT-F	6 KZPT-F<	6 KWFM-F	6 KOAZ-F<	6 KFMA-F<	6 KFMA-F	6 KHYT-F	6 KHYT-F	6 KFMA-F<
	7 KHYT-F	7 KZPT-F<	7 KFMA-F	7 KOAZ-F<	7 KRQQ-F	7 KHYT-F	7 KWFM-F	6 KOHT-F<	7 KZPT-F<	7 KWFM-F<
		8 KOHT-F	8 KWFM-F<	8 KZPT-F<	8 KHYT-F	7 KWFM-F<	7 KHYT-F<	8 KWFM-F<	8 KLPX-F<	8 KHYT-F<
				9 KFMA-F<	9 KCEE	9 KOHT-F	9 KOAZ-F	9 KOAZ-F	9 KOAZ-F	9 KNST<
						10 KZPT-F<	10 KOHT-F	9 KZPT-F	9 KMXZ-F	10 KOAZ-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KRQQ-F>>>	1 KRQQ-F>>	1 KRQQ-F>	1 KRQQ-F>	1 KMXZ-F	1 KFMA-F>>	1 KFMA-F	1 KLPX-F	1 KLPX-F	1 KLPX-F	1 KRQQ-F>>
2 KIIM-F	2 KIIM-F>	2 KIIM-F	2 KIIM-F<	2 KRQQ-F<	2 KOHT-F	2 KRQQ-F<	2 KFMA-F	2 KFMA-F	2 KIIM-F	2 KIIM-F
3 KOHT-F>	3 KZPT-F<	3 KZPT-F	3 KMXZ-F>>	3 KMXZ-F>>	2 KRQQ-F>	3 KLPX-F	2 KRQQ-F	2 KIIM-F	3 KHYT-F	3 KNST
4 KFMA-F	4 KOHT-F<	4 KMXZ-F>	4 KZPT-F	4 KWFM-F<	4 KZPT-F	4 KIIM-F	4 KIIM-F<	4 KRQQ-F	3 KRQQ-F	3 KFMA-F
5 KZPT-F	5 KMXZ-F	5 KOHT-F	4 KHYT-F	5 KHYT-F	4 KIIM-F	5 KOHT-F	5 KHYT-F	5 KHYT-F	5 KFMA-F	
5 KGMG-F	6 KFMA-F	6 KHYT-F	6 KWFM-F	6 KZPT-F<	6 KZPT-F	6 KHYT-F<	6 KZPT-F	6 KZPT-F	6 KWFM-F<	
			7 KOHT-F	7 KOAZ-F				6 KOHT-F	7 KOAZ-F<	
				8 KNST<				8 KOAZ-F	8 KNST	
				9 KLPX-F				8 KMXZ-F	8 KZPT-F<	
								8 KWFM-F		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KEVT	SP-R	1030	Cortaro 0.8 1.2 9 81
KGMS-F	REL	97.1	Green Valley 0.7 2.0 10 163
KJLL	T	1330	South Tucson 0.7 1.7 7 124
KQTL	SP	1210	Sahuarita 0.8 2.1 10 154
KTKT	N	990	Tucson 0.6 3.1 8 254
KVOI	REL	690	Tucson 0.4 1.5 4 113

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KDDJ-F	AOR-NR	100.3	Globe 0.7 2.2 10 219
KZLZ-F	SP-C	105.3	Kearney 0.7 2.0 8 162

# TUCSON

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>AMFM (Pend. to Clear Channel)</b> KCEE-AM, KNST-AM, KRQQ-FM, KWFM-FM	24.5 %	20.9 %	26.7 %	AC	0 (0)	121 (2)	121 (2)	12.7 %	13.6 %
				AOR/Classic/NR	0 (0)	131 (3)	131 (3)	13.7 %	11.4 %
<b>Journal Broadcast Group</b> KFFN-AM, KGMG-FM, KMXZ-FM, KZPT-FM	15.1 %	19.4 %	21.6 %	Black/Urban	0 (0)	28 (1)	28 (1)	2.9 %	0.0 %
				CHR	0 (0)	175 (2)	175 (2)	18.3 %	16.5 %
<b>Local</b> KOHT-FM, KTZR-AM, KXEW-AM	8.0 %	5.3 %	3.6 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	18.2 %
<b>Lotus</b> KFMA-FM, KLPX-FM, KTKT-AM	12.1 %	13.7 %	13.7 %	Country	15 (1)	105 (1)	120 (2)	12.6 %	18.2 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
<b>Slone Broadcasting</b> KCUB-AM, KHYT-FM, KIIM-FM	15.9 %	19.0 %	25.2 %	Hispanic	53 (4)	8 (1)	61 (5)	6.4 %	8.1 %
				Jazz	0 (0)	43 (1)	43 (1)	4.5 %	4.7 %
				News/Talk	78 (3)	0 (0)	78 (3)	8.2 %	6.5 %
				Oldies	0 (0)	98 (2)	98 (2)	10.3 %	11.2 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	4 (1)	8 (1)	12 (2)	1.3 %	1.1 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	14 (1)	0 (0)	14 (1)	1.5 %	1.5 %
				Standards/EZ	73 (4)	0 (0)	73 (4)	7.7 %	7.2 %
	<b>75.6 %</b>	<b>78.3 %</b>	<b>90.8 %</b>	<b>Totals</b>	<b>237 (14)</b>	<b>717 (14)</b>	<b>954 (28)</b>		

## AM Stations

Station	Freq	Power	Format	Comments	AM	FM	Total	Notes
KCEE	940	1 kw/0.25 kw (DA-2)	Standards	Westwd, CNN	\$20.00	Sentry	AMFM	
KCUB	1290	1 kw	Country	AP	\$22.00	Katz	Slone Bcstg.	
KFFN	1490	1 kw	Sports	1-on-1, ABC	\$ NA	Eastman	Journal Bcst Gp	
KGVY	1080	1 kw (Days)	Standards	ABC	\$20.00	---		Green Valley
KNST	790	5 kw/0.5 kw (DA-1)	News/Talk	ABC, Westwd, ESPN	\$46.00	Sentry	AMFM	
KSAZ	580	5 kw/0.32 kw (DA-N)	Standards	ABC	\$ NA	---		Marana
KTUC	1400	0.757 kw	Standards	AP	\$<20.00	---	Slone Radio, pend.	
KTZR	1450	1 kw	Hispanic Regional		\$<20.00	Lotus	KXEW/KOHT-F	
KXEW	1600	1 kw (DA-N)	Tejano		\$<20.00	Lotus	KTZR/KOHT-F	

## FM Stations

Station	Freq	Power	Format	Comments	AM	FM	Total	Notes
KFMA	92.1	50 kw @ 492	AOR-New Rock		\$23.00	Christal	Lotus	Green Valley
KGMG	106.3	0.44 kw @ 4472	Black Oldies		\$ NA	Eastman	Journal Bcst Gp	Oracle
KHYT	107.5	15 kw @ 3527	Classic Hits		\$44.00	Katz	Slone Bcstg.	
KIIM	99.5	93 kw @ 2036	Country		\$105.00	Katz	Slone Bcstg.	
KLPX	96.1	100 kw @ 1952	AOR		\$56.00	Christal	Lotus	
KMXZ	94.9	100 kw @ 1952	AC		\$85.00	Eastman	Journal Bcst Gp	
KOAZ	97.5	6 kw @ 154	Jazz			Katz	Slone Radio, pend.	Oro Valley
KOHT	98.3	6 kw @ 184	Bilingual Dance CHR		\$30.00	Lotus	KTZR/KXEW	Marana
KRQQ	93.7	94 kw @ 2032	CHR		\$57.00	Sentry	AMFM	
KWFM	92.9	93 kw @ 2036	Oldies	ABC, Westwd	\$51.00	Sentry	AMFM	
KZPT	104.1	3 kw @ 102	Hot AC (AC/CHR)		\$45.00	Eastman	Journal Bcst Gp	

Notes: 10/99 AMFM and Clear Channel announced plans to merge . . . 3/00 KTUC/KOAZ-F sold by Slone Broadcasting (Jim Slone) to Slone Radio (Jamie Slone) for \$6,000,000

# TULSA

<b>Arbitron Rank</b> 62	<b>Pop (12+)</b> 685,200	<b>Stations</b> 22 / 22	<b>Last Year's Revenue:</b> \$36,800,000
<b>MSA Rank:</b> 72		<b>Diaries:</b> 1,764 / 388:1 / 53.0%	<b>Household Income:</b> \$39,996
<b>MSA Pop:</b> 771,000		<b>Sample Target:</b> 1,600	<b>Total Retail Sales:</b> \$8.3 Bil.
<b>DMA:</b> 59		<b>% Below Line:</b> 0.0	<b>#1 Biller:</b> KWEN-F \$5,100,000
<b>Average Persons Rating:</b> 14.6		<b>% Not Listed:</b> 10.4	<b>#1 Billing Portfolio</b>
<b>Market TSL in Hours</b> 19.50		<b>Pop per Station:</b> 31,145	Cox Radio \$15,305,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	KRMG	FS	88 / 8.8	9.3	9.6	9.6	10.4	9.3	1380 / 20.1	20.9	21.2	99 / 1597	F	KRMG
2	KWEN-F	C	83 / 8.3	6.7	8.0	8.6	7.3	7.9	1269 / 18.5	17.2	20.8	117 / 1924	G	KWEN-F
3	KHTT-F	CHR	63 / 6.3	7.5	7.3	6.0	7.9	6.8	1337 / 19.5	20.8	23.7	101 / 2029	D	KHTT-F
4	KBEZ-F	SAC	58 / 5.8	5.0	3.9	5.1	5.1	5.0	887 / 12.9	11.5	12.4	77 / 1261	E	KBEZ-F
5	KMOD-F	AOR	57 / 5.7	6.6	6.2	6.8	9.3	6.3	788 / 11.5	13.9	15.9	90 / 1255	F	KMOD-F
6	KJSR-F	CL HITS	54 / 5.4	5.4	5.6	5.2	6.7	5.4	1087 / 15.9	15.5	19.1	83 / 1627	D	KJSR-F
7	KVOO-F	C	49 / 4.9	5.2	5.2	4.7	4.0	5.0	694 / 10.1	11.2	9.9	64 / 1014	E*	KVOO-F
8	KMYZ-F	AOR-NR	44 / 4.4	3.4	5.0	3.8	5.5	4.2	885 / 12.9	14.5	13.7	71 / 1280	D	KMYZ-F
8	KQLL-F	O	44 / 4.4	5.5	4.9	6.6	4.5	5.4	789 / 11.5	12.0	14.4	69 / 1193	C	KQLL-F
8	KRAV-F	AC	44 / 4.4	5.6	4.7	4.7	4.4	4.9	868 / 12.7	12.2	14.1	55 / 1182	D	KRAV-F
11	KRTQ-F	AOR-NR	42 / 4.2	4.0	4.8	4.3	1.1	4.3	770 / 11.2	11.1	2.8	47 / 947	F	KRTQ-F
11	KCKI-F	C	42 / 4.2	3.4	2.4	3.2	2.4	3.3	758 / 11.1	7.5	9.1	60 / 1069	C	KCKI-F
13	KXOJ-F	REL-CC	41 / 4.1	3.5	4.8	4.7	2.8	4.3	577 / 8.4	9.2	6.8	41 / 600	A	KXOJ-F
14	KJMM-F	B	39 / 3.9	3.7	3.8	5.2	5.2	4.2	516 / 7.5	7.2	8.5	46 / 618	B	KJMM-F
15	KVOO	C	36 / 3.6	4.2	3.5	2.1	3.9	3.4	560 / 8.2	7.2	7.1	48 / 845	*	KVOO
16	KCFM-F	CL	33 / 3.3	2.9	2.9	2.8	1.9	3.0	555 / 8.1	6.8	7.1	36 / 645	B	KCFM-F
17	KOAS-F	CHR	25 / 2.5	1.2	1.7	1.3	1.8	1.7	497 / 7.2	5.3	4.6	29 / 585	A	KOAS-F
18	KGTO	ST	22 / 2.2	1.9	1.3	2.1	2.4	1.9	272 / 4.0	3.3	3.6	22 / 282	A	KGTO

12+ FM Share (Metro): 81.30% (726 of 893) (Fall 98: 79.28%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KHTT-F >>	1 KMYZ-F	1 KWEN-F	1 KWEN-F	1 KWEN-F	1 KRMG >	1 KRMG >	1 KWEN-F <	1 KWEN-F	1 KHTT-F	1 KWEN-F
2 KMYZ-F	2 KRTQ-F	2 KMOD-F <	2 KMOD-F <	2 KMOD-F	2 KWEN-F	2 KWEN-F	2 KRMG	2 KHTT-F <	2 KMYZ-F	2 KHTT-F <
3 KOAS-F	2 KRAV-F <	3 KJSR-F	3 KJSR-F	3 KJSR-F <	3 KBEZ-F	3 KMOD-F	3 KBEZ-F	3 KRMG	3 KWEN-F	3 KRMG
4 KWEN-F	4 KWEN-F	4 KRAV-F	4 KRAV-F <	4 KBEZ-F	4 KQLL-F <	4 KHTT-F <	4 KJSR-F <	4 KBEZ-F <	4 KJMM-F	4 KJMM-F <
5 KCKI-F	5 KHTT-F	4 KHTT-F <	5 KBEZ-F <	5 KRMG <	5 KVOO-F	5 KBEZ-F <	5 KMOD-F	5 KJSR-F <	4 KBEZ-F <	5 KQLL-F <
	5 KMOD-F	6 KRTQ-F <	6 KRTQ-F	6 KRAV-F <	6 KVOO	6 KVOO-F	6 KRAV-F	6 KMOD-F <	6 KJSR-F	6 KMYZ-F
	7 KXOJ-F	7 KBEZ-F <	7 KVOO-F	7 KVOO-F <	6 KJSR-F	7 KJSR-F	6 KVOO-F	7 KQLL-F	7 KCFM-F	6 KVOO-F
	8 KJSR-F	8 KMYZ-F <	7 KRMG	8 KRTQ-F <	6 KMOD-F	8 KXOJ-F <	8 KRTQ-F	7 KRTQ-F	8 KCKI-F	8 KVOO <
		9 KXOJ-F	7 KXOJ-F <	9 KHTT-F <	9 KCFM-F	9 KRTQ-F <	9 KHTT-F	9 KMYZ-F <	8 KRAV-F <	9 KCKI-F <
		10 KCKI-F <		10 KQLL-F <	10 KCKI-F <	10 KRAV-F <	9 KXOJ-F	10 KVOO-F <		10 KJSR-F <
							9 KCKI-F <			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KHTT-F	1 KRAV-F	1 KRAV-F >	1 KWEN-F	1 KWEN-F	1 KMYZ-F >>	1 KRTQ-F <	1 KRTQ-F <	1 KMOD-F	1 KMOD-F	1 KVOO
2 KMYZ-F	2 KXOJ-F <	2 KWEN-F	2 KRAV-F <	2 KBEZ-F	2 KHTT-F	2 KMYZ-F <	2 KMOD-F >	2 KJSR-F	2 KJSR-F	2 KRMG <
2 KXOJ-F	3 KHTT-F <	3 KXOJ-F	3 KBEZ-F	3 KRAV-F	3 KRTQ-F	3 KMOD-F >	3 KWEN-F	3 KRTQ-F <	3 KWEN-F <	3 KWEN-F
4 KJMM-F	4 KWEN-F	4 KHTT-F	4 KXOJ-F <	4 KXOJ-F	4 KJSR-F	4 KWEN-F	4 KJSR-F	4 KWEN-F	4 KRMG	3 KVOO-F
5 KRAV-F	5 KMYZ-F	5 KVOO-F	5 KHTT-F	5 KQLL-F	4 KMOD-F	4 KJSR-F	5 KMYZ-F	5 KMYZ-F	5 KRTQ-F	5 KHTT-F
6 KRTQ-F	6 KBEZ-F	5 KCKI-F	6 KJSR-F	6 KHTT-F	6 KWEN-F >	6 KHTT-F	5 KRAV-F	6 KRMG <	6 KVOO-F	
6 KBEZ-F >	7 KCKI-F	5 KBEZ-F	7 KCKI-F	6 KJSR-F <		7 KRAV-F	7 KJMM-F	7 KHTT-F <	7 KHTT-F <	
	8 KRTQ-F	8 KMYZ-F	7 KJMM-F	8 KVOO-F		7 KJMM-F		8 KVOO-F <	8 KCKI-F <	
	8 KJMM-F		7 KMOD-F <	8 KMOD-F <				9 KCKI-F	9 KQLL-F	

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
KCFO	REL	970 Tulsa	0.6	2.3	6 174
KMRX-F	AOR-P	101.5 Collinsville	0.8	4.4	9 376
KQLL	SPRIS	1430 Tulsa	0.9	3.3	11 281
KTFX	B/G	1340 Sand Springs	0.6	1.6	6 107

# TULSA

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Clear Channel</b>	18.4 %	20.5 %	19.9 %	AC	0 (0)	44 (1)	44 (1)	4.9 %	4.9 %
KAKC-AM, KMOD-FM, KMRX-FM, KOAS-FM, KQLL-AM, KQLL-FM				AOR/Classic/NR	0 (0)	151 (4)	151 (4)	16.9 %	17.6 %
<b>Cox Radio</b>	33.3 %	34.8 %	41.6 %	Black/Urban	0 (0)	39 (1)	39 (1)	4.4 %	5.7 %
KGTO-AM, KJSR-FM, KRAV-FM, KRMG-AM, KRTQ-FM, KWEN-FM				CHR	0 (0)	88 (2)	88 (2)	9.9 %	8.8 %
<b>Journal Broadcast Group</b>	12.7 %	11.4 %	13.2 %	Classical	0 (0)	33 (1)	33 (1)	3.7 %	2.1 %
KCKI-FM, KVOO-AM, KVOO-FM				Country	36 (1)	174 (3)	210 (4)	23.5 %	20.7 %
<b>Renda</b>	12.1 %	12.1 %	14.3 %	Full Service	88 (1)	0 (0)	88 (1)	9.9 %	11.6 %
KBEZ-FM, KHHT-FM				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
<b>Shamrock</b>	7.7 %	5.4 %	7.3 %	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	2.0 %
KCFM-FM, KMYZ-FM				News/Talk	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	<b>84.2 %</b>	<b>84.2 %</b>	<b>96.3 %</b>	Oldies	0 (0)	98 (2)	98 (2)	11.0 %	12.4 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	12 (2)	41 (1)	53 (3)	5.9 %	4.6 %
				Soft AC	0 (0)	58 (1)	58 (1)	6.5 %	5.6 %
				Sports	9 (1)	0 (0)	9 (1)	1.0 %	1.2 %
				Standards/EZ	22 (1)	0 (0)	22 (1)	2.5 %	2.7 %
				<b>Totals</b>	<b>167 (6)</b>	<b>726 (16)</b>	<b>893 (22)</b>		

### AM Stations

Station	Freq	Pwr	Format	Comments	Revenue	Agency	Advertiser
KGTO	1050	1 kw/0.022 kw	Standards	CNN, Westwd	\$<20.00	Allied	Cox Radio
KRMG	740	50 kw/25 kw (DA-2)	Full Service	ABC, CNN	\$72.00	Christal	Cox Radio
KVOO	1170	50 kw (DA-N)	Country	ABC	\$ NA	D&R	Journal Bcst Gp

### FM Stations

Station	Freq	Pwr	Format	Comments	Revenue	Agency	Advertiser
KBEZ	92.9	100 kw @ 1318	Soft AC		\$62.00	Eastman	Renda
KCFM	94.1	18 kw @ 817	Classical		\$<20.00	Allied	Shamrock
KCKI	99.5	100 kw @ 981	Country		\$28.00	D&R	Journal Bcst Gp
KHHT	106.9	100 kw @ 1010	CHR		\$40.00	Eastman	Renda
KJMM	105.3	3.4 kw @ 879	Black	AURN, ABC, WW1	\$<20.00	Interep	Perry
KJSR	103.3	100 kw @ 1280	Classic Hits		\$49.00	Christal	Cox Radio
KMOD	97.5	100 kw @ 1327	AOR		\$70.00	Clr Chnl	Clear Channel
KMYZ	104.5	70 kw @ 1130	AOR-New Rock		\$53.00	Allied	Shamrock
KOAS	92.1	27 kw @ 656	CHR		\$35.00	Clr Chnl	Clear Channel
KQLL	106.1	100 kw @ 1322	Oldies		\$42.00	Clr Chnl	Clear Channel
KRAV	96.5	100 kw @ 1327	AC		\$35.00	Allied	Cox Radio
KRTQ	102.3	50 kw @ 492	New Rock		\$ NA	Christal	Cox Radio
KVOO	98.5	100 kw @ 1226	Country	ABC	\$70.00	D&R	Journal Bcst Gp
KWEN	95.5	100 kw @ 1327	Country		\$104.00	Katz	Cox Radio
KXOJ	100.9	5 kw @ 360	Contemp. Christian		\$ NA	Salem	Sapulpa

Notes: \* KVOO-F revenue level includes KVOO revenue . . . 10/99 KOAS-F changed from Soft AC to CHR as "Kiss" . . . 1/00 KOAS-F changed calls to KIZS-F; remains CHR

# UTICA-ROME

Arbitron Rank 151 Pop (12+)	243,300	Stations	30 / 18	Last Year's Revenue:	\$9,800,000
MSA Rank:	161	Diaries:	1,077 / 226:1 / 54.6%	Household Income:	\$37,882
MSA Pop:	288,000	Sample Target:	1,030	Total Retail Sales:	\$2.7 Bil.
DMA:	166	% Below Line:	12.1	#1 Biller:	WLZW-F \$2,125,000
Average Persons Rating:	15.6	% Not Listed:	10.5	#1 Billing Portfolio	
Market TSL in Hours	20.75	Pop per Station:	13,517	Regent	\$5,225,000

12+ Metro	Format	Fall 99		Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
		1/4 Share	Share										
1	WFRG-F	C	65 / 17.1	16.0	17.4	16.2	14.4	747 / 30.7	26.2	27.5	81 / 993	D	WFRG-F
2	WLZW-F	AC	39 / 10.3	9.9	10.5	11.8	12.9	533 / 21.9	21.4	21.6	42 / 603	D	WLZW-F
3	WIBX	T/N	27 / 7.1	9.1	6.9	6.6	5.0	393 / 16.2	17.6	16.4	28 / 415	B	WIBX
4	WRCK-F	AOR/CL	24 / 6.3	7.7	3.4	4.4	5.5	410 / 16.8	18.4	12.1	25 / 469	B	WRCK-F
5	WSKS-F	CHR	23 / 6.1	6.1	6.3	5.6	6.7	528 / 21.7	18.2	21.1	30 / 663	B	WSKS-F
5	WOUR-F	AOR	23 / 6.1	6.3	7.1	6.9	8.2	447 / 18.4	17.7	17.7	30 / 596	B	WOUR-F
7	WKLL-F	AOR	22 / 5.8	5.0	5.8	6.1	6.0	413 / 17.0	13.1	15.4	29 / 513	B	WKLL-F
8	WODZ-F	O	16 / 4.2	4.7	5.8	3.9	3.2	301 / 12.4	14.5	12.2	23 / 366	A	WODZ-F
9	WTLB	ST	13 / 3.4	3.9	4.5	3.7	3.2	183 / 7.5	8.2	8.7	14 / 196	A	WTLB
9	WRFM-F	SAC	13 / 3.4	2.5	3.7	1.7	3.2	199 / 8.2	7.3	9.2	13 / 212	A	WRFM-F

12+ FM Share (Metro): 83.82%      (285 of 340)      (Fall 98: 81.98%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKLL-F	1 WFRG-F >	1 WFRG-F >	1 WFRG-F >	1 WFRG-F >	1 WFRG-F >	1 WFRG-F >	1 WFRG-F >	1 WFRG-F >	1 WFRG-F <	1 WFRG-F >>
1 WSKS-F >>	2 WKLL-F	2 WLZW-F	2 WLZW-F	2 WLZW-F >	2 WLZW-F <	2 WLZW-F	2 WLZW-F	2 WLZW-F	2 WKLL-F >	2 WLZW-F >
3 WWHT-F	3 WRCK-F	3 WRCK-F	3 WRCK-F	3 WRCK-F	3 WIBX >	3 WRCK-F <	3 WIBX >	3 WOUR-F	3 WSKS-F	3 WSKS-F <
3 WFRG-F >>	3 WOUR-F	3 WOUR-F	3 WOUR-F	3 WOUR-F >	4 WODZ-F	4 WIBX <	4 WOUR-F	4 WSKS-F <	3 WLZW-F <	4 WKLL-F
	3 WLZW-F	5 WKLL-F	5 WSKS-F >	5 WSKS-F <	5 WTLB	5 WSKS-F	4 WRCK-F	5 WKLL-F	5 WOUR-F >	5 WRCK-F <
	6 WSKS-F >>	5 WSKS-F >	6 WODZ-F	6 WODZ-F	6 WRCK-F	6 WOUR-F	6 WKLL-F <	5 WRCK-F <	6 WRCK-F	6 WODZ-F <
			7 WKLL-F	7 WIBX	6 WRFM-F <	7 WKLL-F	7 WODZ-F <	7 WIBX	7 WODZ-F	7 WOUR-F
					8 WOUR-F	8 WODZ-F	8 WTLB	8 WODZ-F	7 WRFM-F	7 WRFM-F
							8 WSKS-F			7 WIBX
										7 WTLB >>

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WLZW-F	1 WLZW-F	1 WFRG-F	1 WLZW-F	1 WFRG-F <	1 WKLL-F >>	1 WFRG-F	1 WFRG-F >>	1 WFRG-F	1 WFRG-F >	1 WFRG-F
1 WKLL-F	1 WFRG-F	1 WLZW-F	1 WFRG-F >	2 WLZW-F >>	2 WOUR-F	2 WKLL-F	2 WOUR-F >	2 WOUR-F <	2 WOUR-F	2 WLZW-F >
1 WFRG-F	3 WSKS-F >	3 WSKS-F >>	3 WSKS-F >	3 WSKS-F	2 WRCK-F >>	3 WOUR-F	3 WKLL-F	3 WRCK-F >	3 WRCK-F	3 WSKS-F
1 WSKS-F >>>	4 WKLL-F	4 WRCK-F >>	4 WRCK-F	4 WODZ-F	4 WODZ-F	4 WRCK-F >	3 WRCK-F	4 WKLL-F >	4 WLZW-F	3 WKLL-F
	4 WRCK-F >>		5 WKLL-F	5 WRCK-F		5 WLZW-F >>	3 WLZW-F >	5 WLZW-F	5 WIBX	3 WOUR-F
			5 WOUR-F	6 WOUR-F				6 WIBX	6 WODZ-F	
			5 WODZ-F >	7 WKLL-F				6 WSKS-F	7 WKLL-F	
				7 WNTQ-F >					7 WSKS-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WLFH-AF	C	1230	Little Falls	1.3	3.3	9 120	WAQX-F	AOR	95.7	Manlius	1.1	3.7	10 207
WOWB-F	CHR	105.5	Little Falls	1.6	4.1	6 100	WBBS-F	C	104.7	Fulton	1.3	3.5	10 210
WOWZ-F	CHR	97.9	Whitesboro	1.3	4.7	8 167	WGY	FS	810	Schenectady	0.8	2.4	7 121
WRUN	C	1150	Utica	0.5	1.3	2 32	WMCR-AF	AC	106.3	Oneida	1.1	1.3	6 80
WUTQ	ST	1550	Utica	0.5	1.0	2 25	WNTQ-F	CHR	93.1	Syracuse	1.3	5.8	13 350
WVVC-F	REL-CC	100.7	Utica	0.8	2.6	4 90	WQBJ-F	AOR-NR	103.5	Cobleskill	1.1	4.4	5 174
WXUR-F	O	92.7	Herkimer	1.3	4.5	5 116	WSEN-F	O	92.1	Baldwinsville	0.8	1.7	4 97
							WSYR	FS	570	Syracuse	1.1	3.4	11 241
							WTKW-F	CL AOR	99.5	Bridgeport	1.3	1.9	9 93
							WWHT-F	CHR	107.9	Syracuse	1.3	5.2	8 212
							WYYY-F	AC	94.5	Syracuse	1.1	3.3	6 150

# UTICA-ROME

Consolidation Report				Format Performance						
	12+	25-54	Revenue		AM	FM	Total	%	Yr. Ago	
<b>Clear Channel</b>	16.1 %	16.7 %	24.1 %	AC	1 (1)	46 (3)	47 (4)	13.8 %	13.2 %	
WADR-AM, WOUR-FM, WRFM-FM, WRNY-AM, WSKS-FM, WUTQ-AM				AOR/Classic/NR	0 (0)	82 (6)	82 (6)	24.1 %	21.0 %	
<b>Local</b>	3.7 %	2.5 %	4.4 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	
WLFH-AM, WOWB-FM, WOWZ-FM				CHR	0 (0)	44 (5)	44 (5)	12.9 %	12.0 %	
<b>Radio Corp.</b>	15.5 %	12.7 %	15.1 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	
WKLL-FM, WRCK-FM, WTLB-AM				Country	5 (2)	73 (3)	78 (5)	22.9 %	23.1 %	
<b>Regent</b>	39.2 %	40.7 %	53.3 %	Full Service	7 (2)	0 (0)	7 (2)	2.1 %	2.4 %	
WFRG-FM, WIBX-AM, WLZW-FM, WODZ-FM, WRUN-AM				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	
	<b>74.5 %</b>	<b>72.6 %</b>	<b>96.9 %</b>	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	
				News/Talk	27 (1)	0 (0)	27 (1)	7.9 %	7.8 %	
				Oldies	0 (0)	24 (3)	24 (3)	7.1 %	8.4 %	
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	
				Religion/Gospel	0 (0)	3 (1)	3 (1)	0.9 %	1.5 %	
				Soft AC	0 (0)	13 (1)	13 (1)	3.8 %	4.2 %	
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.6 %	
				Standards/EZ	15 (2)	0 (0)	15 (2)	4.4 %	5.7 %	
				<b>Totals</b>	<b>55 (8)</b>	<b>285 (22)</b>	<b>340 (30)</b>			

### AM Stations

Station	Freq	Power	Format	Parent	Price	Agency	Owner
WIBX	950	5 kw (DA-1)	Talk/News	CBS, Westwd, ABC	\$21.00	Katz	Regent
WTLB	1310	5 kw/0.5 kw (DA-2)	Standards	ABC	\$<20.00	Allied	Radio Corp.

### FM Stations

Station	Freq	Power	Format	Parent	Price	Agency	Owner
WFRG	104.3	100 kw @ 495	Country		\$37.00	Katz	Regent
WKLL	94.9	34 kw @ 567	AOR		\$<20.00	Allied	Radio Corp. Frankfort
WLZW	98.7	25 kw @ 659	AC		\$39.00	Katz	Regent
WODZ	97.9	7.4 kw @ 604	Oldies	ABC	\$20.00	Katz	Regent
WOUR	96.9	19.5 kw @ 790	AOR	Westwood, AMFM	\$28.00	Clr Chnl	Clear Channel
WRCK	107.3	50 kw @ 500	AOR/Classic AOR		\$21.00	Allied	Radio Corp.
WRFM	93.5	6 kw @ 240	Soft AC	ABC	\$<20.00	Clr Chnl	Clear Channel
WSKS	102.5	27 kw @ 650	CHR	CNN	\$<20.00	Clr Chnl	Clear Channel Rome

Notes: 10/99 AMFM and Clear Channel announced plans to merge. No divestitures in the market are anticipated

# VISALIA-TULARE-HANFORD

**Arbitron Rank** 106 **Pop (12+)** 385,900  
**MSA Rank:** NA  
**MSA Pop:** NA  
**DMA:** Fresno (#56)  
**Average Persons Rating:** 15.0  
**Market TSL in Hours** 20.00

**Stations** 34 / 11  
**Diaries:** 1,234 / 313:1 / 46.5%  
**Sample Target:** 1,170  
**% Below Line:** 55.1  
**% Not Listed:** 21.4  
**Pop per Station:** 35,082

**Last Year's Revenue:** NA  
**Household Income:** \$33,893  
**Total Retail Sales:** \$3.1 Bil.  
**#1 Biller:** NA  
**#1 Billing Portfolio** NA

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	KFRR-F	AOR-NR	40 / 6.9	6.2	5.5	5.2	5.5	647 / 16.8	16.8	13.3	40 / 647	KFRR-F
2	KSOFF-F	SAC	38 / 6.6	5.8	7.1	7.1	5.5	580 / 15.0	14.4	13.8	38 / 580	KSOFF-F
3	KJUG-F	C	35 / 6.1	6.4	5.9	5.6	5.7	413 / 10.7	12.8	11.3	35 / 413	KJUG-F
4	KSEQ-F	CHR	33 / 5.7	4.6	4.6	5.4	3.6	690 / 17.9	18.3	15.8	33 / 690	KSEQ-F
5	KBOS-F	CHR	32 / 5.5	5.3	5.0	7.8	9.8	747 / 19.3	18.3	16.9	32 / 747	KBOS-F
6	KMGV-F	B/O	27 / 4.7	4.6	0.3	1.2	0.3	400 / 10.4	9.9	7.4	27 / 400	KMGV-F
7	KMJ	N/T	25 / 4.3	6.5	5.5	5.1	6.6	347 / 9.0	10.2	9.8	25 / 347	KMJ
8	KFSO-F	O	22 / 3.8	5.7	4.3	5.6	6.0	431 / 11.2	14.4	10.3	22 / 431	KFSO-F
9	KSKS-F	C	21 / 3.6	3.4	4.3	3.7	5.0	346 / 9.0	7.1	6.1	21 / 346	KSKS-F
10	KRZR-F	AOR	19 / 3.3	4.1	2.3	4.1	2.2	259 / 6.7	8.9	5.8	19 / 259	KRZR-F
11	KZPO-F	ST	17 / 2.9	3.4	3.2	1.9		209 / 5.4	7.1	6.1	17 / 209	KZPO-F
11	KALZ-F	AC-NR	17 / 2.9	3.1	1.6	1.5	0.5	332 / 8.6	10.2	6.9	17 / 332	KALZ-F
13	KOQO-F	SP-R	15 / 2.6	3.1	4.1	5.1	2.9	221 / 5.7	5.8	8.5	15 / 221	KOQO-F
14	KIOO-F	CL AOR	14 / 2.4	3.4	3.7	3.6	3.3	243 / 6.3	6.6	7.0	14 / 243	KIOO-F
15	KMPH-F	N/T	11 / 1.9	3.1	0.9	1.9	2.2	268 / 6.9	8.7	4.6	11 / 268	KMPH-F
16	KMQA-F	SP-R	10 / 1.7	1.4	1.4	1.0	1.7	216 / 5.6	4.9	4.2	10 / 216	KMQA-F
16	KFRE	T	10 / 1.7	2.4	1.8	1.4	1.0	160 / 4.1	5.0	5.8	10 / 160	KFRE

12+ FM Share (Metro): 88.35% (402 of 455) (Fall 98: 84.84%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KSEQ-F	1 KFRR-F >	1 KFRR-F	1 KJUG-F	1 KJUG-F	1 KSOFF-F	1 KFRR-F >	1 KSOFF-F <	1 KSOFF-F <	1 KFRR-F	1 KBOS-F
2 KBOS-F >	2 KBOS-F	2 KSOFF-F	1 KSOFF-F <	1 KSOFF-F	2 KMJ	2 KSOFF-F <	2 KJUG-F	2 KJUG-F	2 KSEQ-F <	2 KSEQ-F
3 KFRR-F >>>	3 KJUG-F	3 KMGV-F	3 KMGV-F <	3 KMGV-F <	3 KJUG-F <	3 KJUG-F	2 KFRR-F <	3 KBOS-F <	2 KFRR-F	2 KFRR-F
	4 KSOFF-F	3 KJUG-F	4 KFRR-F >	4 KFRR-F	4 KFSO-F <	3 KMJ	4 KMGV-F <	4 KBOS-F <	4 KSOFF-F >	4 KSOFF-F <
	4 KRZR-F	5 KBOS-F	5 KFSO-F	5 KFSO-F <	5 KMGV-F <	5 KSEQ-F	5 KFSO-F <	5 KSEQ-F	5 KJUG-F	5 KMGV-F <
	6 KSEQ-F	6 KSEQ-F <	5 KSKS-F <	6 KSKS-F	6 KZPO-F	6 KSKS-F	6 KFRR-F <	6 KMGV-F <	5 KMGV-F	6 KJUG-F
	6 KALZ-F <	7 KRZR-F	7 KIOO-F	7 KIOO-F <	7 KSKS-F	6 KMGV-F <	7 KRZR-F <	7 KRZR-F <	7 KSKS-F	7 KSKS-F <
	8 KOQO-F	8 KALZ-F	7 KRZR-F	8 KSEQ-F	8 KFRE	8 KBOS-F <	8 KSEQ-F <	8 KFSO-F	8 KFSO-F	8 KFSO-F <
	9 KMGV-F	8 KSKS-F	7 KSEQ-F	8 KALZ-F	9 KMPH-F	9 KFSO-F <	9 KRZR-F	9 KZPO-F	8 KRZR-F	9 KZPO-F
		10 KFSO-F	10 KALZ-F	8 KOQO-F	9 KFRR-F	10 KOQO-F <	10 KSKS-F <	9 KSKS-F	8 KFRE	
		10 KIOO-F <	10 KOQO-F <	8 KRZR-F						

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KSEQ-F	1 KSOFF-F	1 KJUG-F	1 KSOFF-F >	1 KSOFF-F >	1 KFRR-F	1 KFRR-F >	1 KFRR-F >	1 KFRR-F >	1 KFRR-F	1 KFRR-F >
1 KSOFF-F	2 KJUG-F	2 KSOFF-F	2 KSEQ-F	2 KJUG-F	2 KBOS-F >	2 KOQO-F	2 KRZR-F	2 KRZR-F	2 KJUG-F	2 KSEQ-F
1 KBOS-F	3 KSEQ-F	3 KSKS-F	2 KJUG-F <	3 KMGV-F	3 KRZR-F >	2 KRZR-F	2 KJUG-F	3 KMGV-F <	3 KMGV-F	2 KMGV-F
1 KFRR-F	3 KBOS-F	3 KSEQ-F	4 KMGV-F	4 KFSO-F	4 KSEQ-F >	4 KOQO-F	4 KRZR-F	4 KJUG-F <	4 KRZR-F <	4 KJUG-F
5 KALZ-F >	3 KALZ-F	3 KALZ-F	5 KALZ-F	5 KSEQ-F	5 KMGV-F >>	5 KJUG-F	5 KIOO-F	5 KBOS-F	5 KIOO-F	5 KBOS-F
	6 KFRR-F	6 KBOS-F	5 KBOS-F	6 KSKS-F	6 KIOO-F	6 KBOS-F	6 KIOO-F	6 KIOO-F	6 KSOFF-F	6 KSOFF-F
	7 KSKS-F	6 KMGV-F	7 KFRR-F	7 KBOS-F	7 KMGV-F	6 KMGV-F	7 KOQO-F	7 KOQO-F	6 KSKS-F	6 KSKS-F
	8 KMGV-F		7 KSKS-F	7 KALZ-F >	7 KSEQ-F	6 KALZ-F	8 KSKS-F	6 KOQO-F	6 KOQO-F	6 KOQO-F
			7 KFSO-F >			6 KMQA-F >		9 KFSO-F	9 KFSO-F	9 KFSO-F
			10 KVSR-F					9 KMJ		

Other Rated Stations				Other Rated Stations--Outside Market											
		Metro Share	Cume Rating	TSA AQH	Cume			Metro Share	Cume Rating	TSA AQH	Cume				
KCRZ-F	O	104.9	Tipton	0.5	2.6	3	98	KEZL-F	J	96.7	Fowler	0.5	1.2	3	46
KGEN-F	SP-R	94.5	Hanford	0.3	2.4	2	92	KISV-F	CHR	94.1	Bakersfield	0.9	4.7	5	183
KJUG	C/O	1270	Tulare	1.2	2.8	7	109	KJFX-F	CLAOR	95.7	Fresno	1.2	4.9	7	190
KSLK-F	J	96.1	Visalia	1.4	3.0	8	115	KKXX-F	CHR	96.5	Bakersfield	0.3	1.2	2	44
KTIP	T	1450	Porterville	0.7	2.7	4	103	KLBN-F	SP-R	105.1	Auberry	0.5	1.5	3	58
KVBL	SPRTS	1400	Visalia	0.5	1.5	3	57	KNBR	T/SPRTS	680	San Francisco	0.3	1.1	2	42
								KRDU	REL	1130	Dinuba	0.3	1.4	2	55
								KRNC-F	SP-C	105.9	Fresno	0.5	2.2	3	86
								KUZZ-AF	C	107.9	Bakersfield	1.2	3.3	7	128
								KVSR-F	AC-NR	101.1	Fresno	1.4	6.9	8	268



# VISALIA-TULARE-HANFORD

Consolidation Report			12+	25-54	Revenue	Format Performance		AM	FM	Total	%	Yr. Ago		
<b>Buckley</b>			8.1 %	7.5 %	%	AC	0	(0)	25	(2)	25	(2)	5.5 %	3.2 %
KIOO-FM, KSEQ-FM						AOR/Classic/NR	0	(0)	80	(4)	80	(4)	17.6 %	16.7 %
			8.1 %	7.5 %	%	Black/Urban	0	(0)	27	(1)	27	(1)	5.9 %	3.8 %
						CHR	0	(0)	72	(4)	72	(4)	15.8 %	13.1 %
						Classical	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Country	7	(2)	63	(3)	70	(5)	15.4 %	17.6 %
						Full Service	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Hispanic	0	(0)	33	(5)	33	(5)	7.3 %	11.3 %
						Jazz	0	(0)	11	(2)	11	(2)	2.4 %	1.4 %
						News/Talk	41	(4)	11	(1)	52	(5)	11.4 %	11.5 %
						Oldies	0	(0)	25	(2)	25	(2)	5.5 %	7.5 %
						Others/Unknown	0	(0)	0	(0)	0	(0)	0.0 %	0.7 %
						Religion/Gospel	2	(1)	0	(0)	2	(1)	0.4 %	0.0 %
						Soft AC	0	(0)	38	(1)	38	(1)	8.4 %	9.0 %
						Sports	3	(1)	0	(0)	3	(1)	0.7 %	0.0 %
						Standards/EZ	0	(0)	17	(1)	17	(1)	3.7 %	4.1 %
						<b>Totals</b>	<b>53</b>	<b>(8)</b>	<b>402</b>	<b>(26)</b>	<b>455</b>	<b>(34)</b>		

## FM Stations

Station	Freq	Power	Format	City	AM	FM	City
KIOO	99.7	24 kw @ 689	Classic AOR	Westwtd	D&R	Buckley	Porterville
KJUG	106.7	1.2 kw @ 2550	Country		Western	KJUG	
KMQA	100.5	3.1 kw @ 466	Hispanic-Regional		Interep		E. Porterville
KSEQ	97.1	17 kw @ 777	CHR		D&R	Buckley	
KZPO	103.3	0.28 kw @ 2624	Standards		--		Lindsay

Notes: Other ranked stations -- See Fresno . . . The market's metro and total survey areas are the same . . . No revenue data are available . . . KCRZ-F is LMA'd to KJUG-AF

# WASHINGTON, DC

**Arbitron Rank** 9 Pop (12+): 3,664,600  
**MSA Rank:** 5  
**MSA Pop:** 4,670,000  
**DMA:** 8  
**Average Persons Rating:** 15.5  
**Market TSL in Hours** 20.25

**Stations** 39 / 34  
**Diaries:** 4,253/ 862:1/ 48.3%  
**Sample Target:** 4,030  
**% Below Line:** 2.4  
**% Not Listed:** 15.0  
**Pop per Station:** 107,782

**Last Year's Revenue:** \$257,600,000  
**Household Income:** \$71,969  
**Total Retail Sales:** \$46.1 Bil.  
**#1 Biller:** WJFK-F \$23,270,000  
**#1 Billing Portfolio**  
 AMFM \$76,080,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spq 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spq 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	WPGC-F	B/CHR	328 / 5.8	6.3	5.5	6.2	5.6	5.9	5668 / 15.5	16.5	18.2	373 / 6691	K	WPGC-F
2	WJFK-F	T	294 / 5.2	3.8	4.4	4.0	3.5	4.3	4681 / 12.8	9.1	10.6	354 / 5535	K	WJFK-F
3	WHUR-F	B/AC	286 / 5.0	5.1	5.9	6.2	5.6	5.6	4164 / 11.4	12.5	12.4	315 / 4645	G	WHUR-F
4	WKYS-F	B	275 / 4.8	5.4	5.0	5.8	5.4	5.3	4842 / 13.2	14.7	14.9	318 / 5810	I	WKYS-F
5	WASH-F	AC	247 / 4.3	3.6	3.6	3.6	4.7	3.8	4203 / 11.5	11.1	13.0	272 / 4823	J	WASH-F
6	WMMZQ-F	C	240 / 4.2	4.2	4.6	3.9	4.5	4.2	4079 / 11.1	11.4	12.0	278 / 5056	J	WMMZQ-F
7	WWDC-F	AOR	238 / 4.2	3.5	3.8	3.7	3.5	3.8	5576 / 15.2	13.8	13.7	295 / 7172	H	WWDC-F
7	WRQX-F	AC/CHR	238 / 4.2	3.7	4.4	4.3	5.1	4.1	4920 / 13.4	13.8	15.0	309 / 5996	J	WRQX-F
9	WGMS-F	CL	228 / 4.0	3.6	3.7	3.6	3.6	3.7	3201 / 8.7	9.0	9.2	243 / 3575	I	WGMS-F
10	WMMJ-F	B/AC	224 / 3.9	3.4	3.5	4.4	5.0	3.8	3346 / 9.1	9.1	9.7	229 / 3451	H	WMMJ-F
11	WBIG-F	O	222 / 3.9	4.5	4.7	4.2	4.4	4.3	4283 / 11.7	13.5	13.6	269 / 5112	J	WBIG-F
12	WMAL	FS/T	211 / 3.7	4.2	4.3	4.0	4.2	4.1	3512 / 9.6	10.1	9.9	234 / 3968	I	WMAL
13	WJZW-F	J	209 / 3.7	3.7	3.2	3.0	4.1	3.4	3322 / 9.1	10.1	9.2	228 / 3556	H	WJZW-F
14	WTOP-AF	N	200 / 3.5	3.8	3.5	3.7	3.2	3.6	5037 / 13.7	14.8	13.9	234 / 5966	J	WTOP-AF
15	WJMO-F	B/O	183 / 3.2	3.9	4.5	4.1	3.2	3.9	4241 / 11.6	12.4	10.8	218 / 4872	H	WJMO-F
16	WWZZ-F	CHR	179 / 3.2	3.4	3.1	3.4	2.7	3.3	4569 / 12.5	13.5	12.0	207 / 5413	H	WWZZ-F
17	WARW-F	CL AOR	168 / 3.0	2.2	2.1	2.3	2.2	2.4	3861 / 10.5	8.4	9.2	199 / 4562	H	WARW-F
18	WHFS-F	AOR-NR	136 / 2.4	2.0	2.3	1.9	2.3	2.1	4328 / 11.8	11.3	10.1	217 / 6054	I	WHFS-F
19	WTEM	SPRTS	82 / 1.4	1.4	1.2	1.7	1.3	1.4	1730 / 4.7	4.3	5.3	96 / 2062	F	WTEM
20	WAVA-F	REL	74 / 1.3	1.5	1.0	1.3	1.0	1.3	1275 / 3.5	3.4	3.6	91 / 1610		WAVA-F
21	WYCB	B/G	57 / 1.0	1.0	0.9	0.8	0.9	0.9	822 / 2.2	1.9	2.2	57 / 827	C	WYCB
22	WPGC	B/G	54 / 1.0	0.8	1.0	1.4	1.5	1.0	964 / 2.6	2.4	2.9	55 / 988	C	WPGC

12+ FM Share (Metro): 83.86% (4048 of 4827) (Fall 98: 84.46%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKYS-F <	1 WPGC-F	1 WPGC-F <	1 WJFK-F <	1 WJFK-F	1 WGMS-F <	1 WJFK-F	1 WASH-F <	1 WJFK-F	1 WPGC-F	1 WHUR-F
2 WPGC-F <	2 WKYS-F	2 WJFK-F	2 WRQX-F	2 WRQX-F <	2 WHUR-F <	2 WPGC-F <	2 WMAL <	2 WPGC-F	2 WHUR-F <	2 WPGC-F
3 WWZZ-F	3 WJFK-F <	3 WRQX-F	3 WHUR-F <	3 WHUR-F <	3 WMAL <	3 WHUR-F <	3 WPGC-F <	3 WKYS-F <	3 WKYS-F	3 WKYS-F
4 WWDC-F	4 WWDC-F	3 WHUR-F <	4 WASH-F <	4 WASH-F	4 WBIG-F	4 WRQX-F <	4 WRQX-F	4 WWDC-F <	4 WMMJ-F <	4 WMMJ-F <
5 WHFS-F >>>	5 WRQX-F	5 WKYS-F <	5 WPGC-F	5 WMMJ-F <	4 WMZQ-F <	5 WKYS-F <	4 WMZQ-F	5 WMZQ-F <	5 WASH-F	5 WGMS-F
6 WASH-F <	6 WASH-F <	6 WMMJ-F <	6 WPGC-F <	6 WMMJ-F	6 WTOP-AF <	4 WGMS-F	6 WRQX-F <	6 WJFK-F	5 WWZZ-F <	5 WWZZ-F <
7 WWZZ-F <	7 WWDC-F	7 WJZW-F <	7 WJZW-F <	7 WJZW-F <	6 WTOP-AF <	7 WMAL	4 WWDC-F <	7 WASH-F <	6 WWDC-F <	7 WMZQ-F <
8 WHUR-F <	8 WMMJ-F <	8 WARW-F	8 WMZQ-F <	8 WJZW-F	8 WGMS-F <	8 WBIG-F <	8 WBIG-F <	8 WBIG-F <	8 WWZZ-F <	8 WJZW-F
9 WHFS-F	9 WARW-F <	8 WWDC-F <	9 WBIG-F <	9 WJFK-F <	9 WMZQ-F <	9 WJZW-F	9 WJZW-F	9 WJZW-F <	9 WJZW-F <	8 WWDC-F <
10 WJMO-F	10 WMZQ-F <	10 WMZQ-F <	10 WARW-F <	10 WASH-F	10 WBIG-F <	9 WJFK-F <	10 WTOP-AF <	10 WHFS-F <	10 WBIG-F <	10 WBIG-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WPGC-F <	1 WPGC-F <	1 WRQX-F >	1 WASH-F <	1 WASH-F <	1 WPGC-F <	1 WJFK-F	1 WJFK-F >	1 WJFK-F >	1 WJFK-F >	1 WPGC-F >
2 WKYS-F >>	2 WKYS-F	2 WASH-F	2 WRQX-F	2 WRQX-F	2 WWDC-F	2 WPGC-F <	2 WPGC-F <	2 WPGC-F	2 WARW-F	2 WTOP-AF
3 WWZZ-F <	2 WRQX-F	3 WKYS-F	3 WPGC-F <	3 WHUR-F	3 WKYS-F >	3 WWDC-F	3 WWDC-F <	3 WWDC-F	3 WHUR-F <	3 WHUR-F <
4 WHFS-F >	4 WASH-F	3 WPGC-F	4 WHUR-F <	4 WMMJ-F	4 WJFK-F <	4 WKYS-F >>	4 WKYS-F >	4 WARW-F <	4 WWDC-F <	4 WKYS-F <
5 WASH-F	5 WWZZ-F	5 WHUR-F	5 WKYS-F	5 WBIG-F <	5 WWZZ-F	5 WHFS-F <	5 WHFS-F	5 WKYS-F	5 WPGC-F <	5 WMAL
5 WWDC-F	6 WHUR-F <	5 WWZZ-F	6 WMMJ-F	6 WJZW-F	6 WHUR-F	6 WHUR-F	6 WJMO-F <	6 WHUR-F	6 WTOP-AF <	6 WMMJ-F
7 WHUR-F	7 WWDC-F	7 WJMO-F	7 WJMO-F <	6 WPGC-F <	7 WHFS-F >	7 WWZZ-F <	7 WHUR-F	7 WJZW-F <	7 WJZW-F <	7 WTOP
	7 WWDC-F	7 WWDC-F	8 WMZQ-F <	8 WMZQ-F <						
		9 WMMJ-F	9 WWZZ-F <	9 WJMO-F						
		9 WJFK-F	10 WBIG-F <	10 WKYS-F						

# WASHINGTON, DC

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WACA	SP-C	1540	Wheaton, MD	0.4	0.7	20 263
WAFY-F	AC	103.1	Middletown, MD	0.4	0.8	23 306
WBZS-AA	SP-TP	730	Alexandria, VA	0.6	1.6	33 570
WFRE-F	C	99.9	Frederick, MD	0.9	2.7	88 1581
WGAY	ST	1260	Washington	0.8	1.9	46 695
WOL	B/T	1450	Washington	0.9	1.1	51 415
WUST	E	1120	Washington	0.6	0.8	35 281
WWRC	BIZ N	570	Bethesda, MD	0.5	1.7	28 688
WWVZ-F	CHR	103.9	Braddock Hts., MD	0.1	0.4	9 262
WZHF	SP-C	1390	Arlington, VA	0.5	1.0	26 355

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WBQB-F	AC	101.5	Fredericksburg, VA	0.5	1.9	46 1154
WFLS-F	C	93.3	Fredericksburg, VA	0.6	2.0	84 1431
WINC-F	AC/CHR	92.5	Winchester, VA	0.4	2.8	90 2014
WIYY-F	AOR	97.9	Baltimore	0.5	2.6	78 2010
WPOC-F	C	93.1	Baltimore	0.4	1.5	119 1918

Consolidation Report	12+	25-54	Revenue
<b>ABC</b>	11.6 %	12.6 %	14.7 %
WJZW-FM, WMAL-AM, WRQX-FM			
<b>AMFM (Pend. to Clear Channel)</b>	22.5 %	23.3 %	29.5 %
WASH-FM, WBIG-FM, WGAY-AM, WJMO-FM, WMZQ-FM, WTEM-AM, WWDC-FM, WWRC-AM			
<b>Bonneville</b>	10.8 %	10.5 %	14.3 %
WGMS-FM, WTOP-AF, WWVZ-FM, WWZZ-FM			
<b>CBS/Infinity</b>	17.4 %	18.0 %	25.1 %
WARW-FM, WHFS-FM, WJFK-FM, WPGC-AM, WPGC-FM			
<b>Mega</b>	1.1 %	1.2 %	%
WBZS-AM, WINX-AM, WKDL-AM, WKDV-AM, WZHF-AM			
<b>Radio One</b>	10.6 %	9.4 %	10.2 %
WKYS-FM, WMMJ-FM, WOL-AM, WYCB-AM			
<b>Totals</b>	<b>73.9 %</b>	<b>75.0 %</b>	<b>93.8 %</b>

Format Performance	AM	FM	Total	%	Yr. Ago
AC	0 (0)	557 (5)	557 (5)	11.5 %	12.0 %
AOR/Classic/NR	0 (0)	572 (4)	572 (4)	11.9 %	10.9 %
Black/Urban	51 (1)	1296 (5)	1347 (6)	27.9 %	26.4 %
CHR	0 (0)	185 (2)	185 (2)	3.8 %	4.5 %
Classical	0 (0)	228 (1)	228 (1)	4.7 %	4.3 %
Country	0 (0)	348 (4)	348 (4)	7.2 %	7.2 %
Full Service	211 (1)	0 (0)	211 (1)	4.4 %	5.0 %
Hispanic	80 (4)	0 (0)	80 (4)	1.7 %	1.1 %
Jazz	0 (0)	209 (1)	209 (1)	4.3 %	4.9 %
News/Talk	163 (2)	357 (2)	520 (4)	10.8 %	8.4 %
Oldies	0 (0)	222 (1)	222 (1)	4.6 %	5.2 %
Others/Unknown	35 (1)	0 (0)	35 (1)	0.7 %	0.0 %
Religion/Gospel	111 (2)	74 (1)	185 (3)	3.8 %	4.0 %
Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	3.8 %
Sports	82 (1)	0 (0)	82 (1)	1.7 %	1.6 %
Standards/EZ	46 (1)	0 (0)	46 (1)	1.0 %	0.8 %
<b>Totals</b>	<b>779 (13)</b>	<b>4048 (26)</b>	<b>4827 (39)</b>		

## AM Stations

Station	Freq	Power	Service	Company	Address
WMAL	630	5 kw (DA-2)	Full Service/Talk	ABC	\$180.00
WPGC	1580	50 kw/0.27 kw (DA-2)	Black Gospel	Infinity	\$ NA
WTEM	980	50 kw/5 kw (DA-2)	Sports	CBS, 1-on-1, ESPN	\$65.00
WTOP	1500	50 kw (DA-2)	News	CBS, AP	\$195.00
WYCB	1340	1 kw	Black Gospel	AURN	\$40.00

## FM Stations

Station	Freq	Power	Service	Company	Address
WARW	94.7	21 kw @ 771	Classic AOR	CBS	\$114.00
WASH	97.1	26 kw @ 686	AC	AMFM	\$220.00
WAVA	105.1	50 kw @ 500	Religion	Westwd, SRN	\$70.00
WBIG	100.3	36 kw @ 574	Oldies	Eastman	\$184.00
WGMS	103.5	44 kw @ 518	Classical	CNN	\$195.00
WHFS	99.1	50 kw @ 460	AOR - New Rock	CBS	\$180.00
WHUR	96.3	24 kw @ 670	Black AC	ABC	\$140.00
WJFK	106.7	22 kw @ 730	Talk/Jazz	Westwd	\$315.00
WJMO	99.5	22 kw @ 751	Black Oldies	AMFM	\$ NA
WJZW	105.9	28 kw @ 648	Jazz	ABC	\$183.00
WKYS	93.9	24.5 kw @ 705	Black	Mc-Guild	\$140.00
WMMJ	102.3	2.9 kw @ 480	Black AC	Mc-Guild	\$155.00
WMZQ	98.7	50 kw @ 490	Country	AMFM	\$320.00
WPGC	95.5	50 kw @ 500	Black/CHR	Christal	\$340.00
WRQX	107.3	34 kw @ 604	AC/CHR	ABC	\$280.00
WTOP	107.7	29 kw @ 646	Simul. WTOP	ABC	
WWDC	101.1	22.5 kw @ 760	AOR	AMFM	\$185.00
WWZZ	104.1	22 kw @ 764	CHR	Sentry	\$135.00

Notes: 9/99 WILC (900; Laurel, MD) sold to ZGS Radio for \$5,500,000 . . . 10/99 WABS (780; Arlington, VA) sold to Salem for \$4,100,000 . . . 10/99 AMFM and Clear Channel announced plans to merge . . . 11/99 WMJS-F (92.7; Prince Frederick, MD) sold to Mega for \$5,250,000 . . . 12/99 WTRI (1520; Brunswick, MD) sold to JMK Communications for \$900,000 (Blackburn) . . . 1/00 WACA (1540; Wheaton, MD) sold by EXCL to Entravision as part of a \$250,000,000 group transaction

# WATERLOO-CEDAR FALLS

**Arbitron Rank** 233 **Pop (12+):** 120,200  
**MSA Rank:** 279  
**MSA Pop:** 121,000  
**DMA:** 88 (w/Cedar Rapids & Dubuque)  
**Average Persons Rating:** 13.6  
**Market TSL in Hours** 18.25

**Stations** 21 / 12  
**Diaries:** 841 / 143:1 / 59.6%  
**Sample Target:** 860  
**% Below Line:** 15.9  
**% Not Listed:** 17.1  
**Pop per Station:** 10,017

**Last Year's Revenue:** \$6,600,000  
**Household Income:** \$42,271  
**Total Retail Sales:** \$1.7 Bil.  
**#1 Biller:** KKCV-F \$1,500,000  
**#1 Billing Portfolio**  
 Cumulus, pend. \$3,275,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	KKCV-F	27 / 16.5	12.2	14.3	15.7	16.3	279 / 23.3	24.2	25.4	31 / 380	C	KKCV-F
2	KCVF-F	15 / 9.2	7.3	7.4	9.8	6.4	215 / 17.8	15.4	19.1	18 / 246	B	KCVF-F
3	KFMW-F	14 / 8.5	11.6	12.4	9.8	9.3	254 / 21.1	22.3	22.7	36 / 635	C	KFMW-F
4	KOEL-F	13 / 7.9	11.6	8.7	8.1	12.2	219 / 18.2	20.6	20.7	40 / 597	C	KOEL-F
5	KCRR-F	12 / 7.3	7.3	6.2	8.1	5.8	216 / 18.0	18.5	18.5	18 / 321	B	KCRR-F
6	KOKZ-F	11 / 6.7	8.5	9.9	9.8	11.7	221 / 18.4	18.3	16.9	27 / 447	C	KOKZ-F
7	KWLO	8 / 4.9	5.5	5.6	6.0	4.7	118 / 9.8	9.7	10.0	13 / 184	A	KWLO
8	WMT	6 / 3.7	3.7	3.1	3.3	2.9	86 / 7.1	8.3	7.5	57 / 679		WMT
8	KZIA-F	6 / 3.7	3.7	2.5	0.5		180 / 15.0	10.5	10.5	28 / 527		KZIA-F

12+ FM Share (Metro): 79.41% ( 108 of 136 ) ( Fall 98: 80.29% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KFMW-F >	1 KKCV-F	1 KKCV-F >	1 KKCV-F	1 KKCV-F >	1 KKCV-F >	1 KKCV-F >	1 KKCV-F >	1 KKCV-F >	1 KFMW-F	1 KKCV-F >>
2 KZIA-F >>	2 KFMW-F >	2 KCVF-F <	2 KCRR-F	2 KCRR-F	2 KOEL-F	2 KCVF-F	2 KCVF-F	2 KCVF-F	1 KKCV-F >	2 KFMW-F
	3 KCVF-F >	3 KCRR-F	3 KCVF-F	2 KCVF-F	3 KOKZ-F	3 KCRR-F	3 KCRR-F	2 KFMW-F	3 KCVF-F	2 KOEL-F
	4 KCRR-F	3 KFMW-F	4 KOKZ-F	4 KOKZ-F	4 KWLO	4 KFMW-F	3 KFMW-F <	2 KOKZ-F	4 KOEL-F	4 KCRR-F
		5 KOKZ-F >>	5 KFMW-F >	5 KFMW-F >	4 KCRR-F	4 KOEL-F	5 KOKZ-F <	5 KOKZ-F <	4 KOKZ-F	4 KCVF-F
				6 KOEL-F >	4 KCRR-F	6 KOKZ-F <	6 KOEL-F	6 KCRR-F	6 KZIA-F	6 KOKZ-F
					7 WMT >	7 KWLO <	7 KWLO >	7 KWLO	7 KCRR-F >	7 KWLO
								8 KZIA-F >		7 WMT

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KKCV-F >	1 KKCV-F	1 KKCV-F >	1 KKCV-F	1 KKCV-F	1 KFMW-F >>	1 KFMW-F >>	1 KFMW-F >>	1 KFMW-F	1 KCRR-F	1 KKCV-F >
2 KCVF-F >>	2 KCVF-F >>	2 KCVF-F >>	2 KCVF-F >>	2 KCVF-F >	2 KKCV-F >>	2 KCRR-F	2 KCRR-F	1 KKCV-F	1 KKCV-F	2 KOEL-F
	3 KZIA-F	3 KOKZ-F	3 KOKZ-F >>	3 KOKZ-F >>	3 KCRR-F >>	2 KKCV-F >>	3 KCRR-F >>	3 KCRR-F >>	3 KFMW-F	3 KFMW-F >
	3 KCRR-F	4 KCRR-F	4 KCRR-F	4 KWAY-F				4 KOKZ-F	4 KOKZ-F	
	3 KFMW-F >	4 KFMW-F >	4 KFMW-F >	4 KCRR-F					5 KCVF-F	
				4 KZIA-F						
				4 KOEL-F >>						

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Format Performance	AM	FM	Total	%	Yr. Ago
KCNZ-AA	T	1250	Cedar Falls	0.6	3.5	2 78	AC	0 (0)	7 (3)	7 (3)	5.1 %	5.1 %
KQMG-F	AC/CHR	95.3	Independence	0.6	1.5	2 78	AOR/Classic/NR	0 (0)	28 (4)	28 (4)	20.6 %	23.4 %
KWAY-F	AC	99.3	Waverly	2.4	5.5	4 79	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KXEL	T	1540	Waterloo	2.4	8.3	5 155	CHR	0 (0)	22 (3)	22 (3)	16.2 %	12.4 %
							Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
							Country	1 (1)	40 (2)	41 (3)	30.1 %	27.7 %
							Full Service	10 (2)	0 (0)	10 (2)	7.4 %	8.0 %
							Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
							Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
							News/Talk	9 (4)	0 (0)	9 (4)	6.6 %	5.1 %
							Oldies	0 (0)	11 (1)	11 (1)	8.1 %	11.7 %
							Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
							Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
							Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
							Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
							Standards/EZ	8 (1)	0 (0)	8 (1)	5.9 %	6.6 %
<b>Totals</b>								<b>28 (8)</b>	<b>108 (13)</b>	<b>136 (21)</b>		

# WATERLOO-CEDAR FALLS

Consolidation Report	12+	25-54	Revenue
<b>Bahakel</b> KFMW-FM, KOKZ-FM, KWLO-AM, KXEL-AM	22.5 %	22.7 %	40.8 %
<b>Cumulus, pend.</b> KCRF-FM, KKCX-FM, KOEL-AM, KOEL-FM	34.1 %	36.4 %	49.6 %
<b>Local</b> KCNZ-AM, KCVM-FM, KDNZ-AM	9.8 %	12.5 %	7.6 %
	<b>66.5 %</b>	<b>71.6 %</b>	<b>98.0 %</b>

## AM Stations

KWLO	1330	5 kw (DA-2)	Standards	Westwd	\$<20.00	Katz	Bahakel
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## FM Stations

KCRF	97.7	16 kw @ 407	AOR/Classic AOR		\$ NA	Christal	Cumulus, pend.	Grundy Center
KCVM	96.1	6 kw @ 328	CHR/AC		\$ NA	---	KCNZ/KDNZ	Hudson
KFMW	107.9	100 kw @ 1804	AOR	Westwd	\$30.00	Katz	Bahakel	
KKCX	98.5	15 kw @ 423	Country		\$30.00	---	Cumulus, pend.	Cedar Falls
KOEL	92.3	100 kw @ 991	Country	ABC	\$34.00	Banner	Cumulus, pend.	Oelwein
KOKZ	105.7	100 kw @ 1322	Oldies		\$20.00	Katz	Bahakel	

Notes: Other ranked stations -- See Cedar Rapids . . . 11/99 KCRF-F, KKCX-F and KOEL-AF sold by Connoisseur to Cumulus as part of a \$242,000,000 group transaction

### FORMAT CODES

AC	- Adult Contemporary	J	- Jazz and New Adult Contemporary
AC-NR	- Modern AC	KIDS	- Children's
AOR	- Album Oriented Rock	N	- News
AOR-NR	- New Rock	O	- Oldies (50's & 60's)
AOR-P	- Progressive AOR	REL	- Religion, Christian
B	- Black (audience 75%+ Black)	REL-CC	- Contemporary Christian
B/AC	- Black Adult Contemporary	SAC	- Soft Adult Contemporary
B/G	- Black Gospel	SP	- Hispanic/Spanish
B/O	- Black Oldies	SP-C	- Hispanic Contemporary
BIZ	- Business News & Talk	SP-NT	- Hispanic News/Talk/Information
C	- Country	SP-R	- Hispanic-Regional
C/O	- Classic Country	SP-TP	- Hispanic-Tropical
CHR	- Contemporary Hit Radio, Top 40	SP-VA	- Hispanic Variety
CL	- Classical	SP-TJ	- Tejano
CL AOR	- Classic AOR, Classic Rock	SPRTS	- Sports
CL HITS	- Classic Hits/70's Oldies	ST	- Standards, Big Band, Nostalgia
E	- Ethnic (usually Foreign Lang.)	T	- Talk
EZ	- Easy Listening, Beautiful Music	U	- Urban (majority of audience is non-white)
FS	- Full Service	VA	- Variety
G	- Gospel	?	- Others or Unknown

### REVENUE LEVEL CODES

A - Less than \$500,000	E - \$3,000,000 to \$3,999,999	I - \$10,000,000 to \$14,999,999
B - \$500,000 to \$999,999	F - \$4,000,000 to \$4,999,999	J - \$15,000,000 to \$19,999,999
C - \$1,000,000 to \$1,999,999	G - \$5,000,000 to \$6,999,999	K - \$20,000,000 to \$29,999,999
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	L - \$30,000,000+

# WEST PALM BEACH

Arbitron Rank	50 Pop (12+)	918,800	Stations	39 / 20	Last Year's Revenue:	\$43,500,000
MSA Rank:		59	Diaries:	2,097 / 438:1 / 50.9%	Household Income:	\$49,418
MSA Pop:		1,040,000	Sample Target:	2,130	Total Retail Sales:	\$14.0 Bil.
DMA:		45	% Below Line:	31.6	#1 Biller:	WEAT-F \$8,500,000
Average Persons Rating:		15.4	% Not Listed:	13.9	#1 Billing Portfolio	
Market TSL in Hours		20.25	Pop per Station:	45,940		CBS/Infinity \$18,660,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	WEAT-F	SAC	122 / 8.6	9.7	9.2	10.9	7.4	9.6	1565 / 17.0	18.5	14.7	170 / 2370	H	WEAT-F
2	WJBW-F	ST	102 / 7.2	6.3	5.4	6.0	5.7	6.2	1024 / 11.1	12.1	11.1	130 / 1324	C	WJBW-F
3	WIRK-F	C	81 / 5.7	5.6	5.7	5.5	6.6	5.6	992 / 10.8	11.6	12.9	100 / 1398	G	WIRK-F
4	WEDR-F	B	66 / 4.7	4.5	4.1	4.1	6.2	4.3	1048 / 11.4	9.8	11.8	205 / 2960	F	WEDR-F
5	WRMF-F	AC	61 / 4.3	4.5	5.0	4.9	6.1	4.7	1071 / 11.7	11.9	13.0	90 / 1741	H	WRMF-F
6	WJNO	N/T	58 / 4.1	4.6	4.7	3.4	4.6	4.2	970 / 10.6	10.6	12.5	102 / 1615	F	WJNO
7	WTMI-F	CL	43 / 3.0	2.9	3.0	2.3	2.4	2.8	594 / 6.5	6.9	5.9	159 / 2069	F	WTMI-F
8	WKGR-F	CL AOR	41 / 2.9	3.3	2.8	3.1	3.6	3.0	880 / 9.6	9.7	9.0	83 / 1488	D	WKGR-F
9	WPBZ-F	AOR-NR	40 / 2.8	3.0	3.1	2.8	3.1	2.9	773 / 8.4	8.7	8.4	77 / 1374	E	WPBZ-F
10	WLDI-F	CHR	39 / 2.8	3.6	3.4	3.5	2.5	3.3	1050 / 11.4	12.3	11.0	82 / 1982	B	WLDI-F
11	WOLL-F	O	37 / 2.6	1.7	2.2	2.0	2.4	2.1	576 / 6.3	5.9	7.9	49 / 877	C	WOLL-F
11	WHQT-F	B/AC	37 / 2.6	2.1	2.0	2.2	2.1	2.2	607 / 6.6	6.0	6.3	154 / 2135	F	WHQT-F
13	WRLX-F	B/O	36 / 2.5	1.7	1.9	2.1	2.0	2.1	559 / 6.1	5.2	6.3	37 / 603	C	WRLX-F
14	WBGG-F	CL AOR	33 / 2.3	2.2	2.3	2.0	2.4	2.2	635 / 6.9	6.7	6.5	112 / 2274	F	WBGG-F
15	WDBF-AA	ST	32 / 2.3	2.3	2.5	3.3	2.2	2.6	508 / 5.5	5.8	4.9	35 / 614	A	WDBF-AA
16	WMBX-F	AC-NR	31 / 2.2	2.1	2.3	2.1	2.1	2.2	765 / 8.3	8.7	9.3	57 / 1348	B	WMBX-F
17	WPOW-F	CHR	29 / 2.1	2.3	1.8	2.5	2.2	2.2	822 / 8.9	8.9	8.9	107 / 2548	F	WPOW-F

12+ FM Share (Metro): 83.50% ( 1017 of 1218 ) ( Fall 98: 81.41% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WEDR-F <	1 WEDR-F	1 WEAT-F >	1 WEAT-F >	1 WEAT-F >	1 WJBW-F	1 WEAT-F >	1 WEAT-F >	1 WEAT-F <	1 WEDR-F >	1 WJBW-F >
2 WLDI-F >	2 WIRK-F <	2 WEDR-F <	2 WRMF-F	2 WRMF-F <	1 WEAT-F >	2 WBGG-F <	2 WJBW-F	2 WJBW-F	2 WJBW-F	2 WEAT-F <
3 WPOW-F >	3 WPBZ-F	3 WIRK-F <	3 WEDR-F <	3 WIRK-F	3 WJNO	3 WJNO <	3 WRMF-F <	3 WIRK-F	3 WEAT-F	3 WEDR-F <
4 WPBZ-F >>	4 WEAT-F <	4 WRMF-F	4 WKGR-F <	4 WEDR-F <	4 WIRK-F	4 WJBW-F <	4 WIRK-F <	4 WEDR-F <	4 WIRK-F <	4 WIRK-F >
	5 WRMF-F	5 WPBZ-F	5 WIRK-F	5 WKGR-F	5 WTMI-F <	5 WIRK-F	5 WJNO	5 WRMF-F	5 WHQT-F <	5 WTMI-F
	6 WHQT-F <	5 WKGR-F	6 WHQT-F	6 WHQT-F	6 WRMF-F	6 WRMF-F	6 WZZR-F	6 WJNO	6 WPBZ-F	6 WLDI-F <
	7 WZTA-F	7 WHQT-F <	6 WZZR-F <	7 WZZR-F	7 WOLL-F <	7 WKGR-F	7 WEDR-F <	7 WTMI-F <	7 WOLL-F	7 WRMF-F
	7 WPOW-F	8 WBGG-F <	8 WBGG-F <	7 WBGG-F <	8 WDBF-AA <	7 WEDR-F	8 WTMI-F	8 WLDI-F <	7 WLDI-F	7 WKGR-F <
	9 WLDI-F	9 WZZR-F <	9 WMBX-F	9 WMBX-F	9 WKGR-F	9 WHQT-F <	8 WRLX-F	9 WOLL-F	7 WPOW-F >	9 WOLL-F <
	10 WZZR-F <	10 WMBX-F	10 WPBZ-F <	9 WRLX-F		10 WDBF-AA <	9 WKGR-F			10 WMBX-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WIRK-F >	1 WIRK-F <	1 WEDR-F	1 WEAT-F	1 WEAT-F >	1 WPBZ-F	1 WPBZ-F <	1 WEDR-F	1 WEAT-F <	1 WEAT-F	1 WJNO
2 WPBZ-F	2 WEDR-F	1 WRMF-F	2 WRMF-F	2 WRMF-F >	2 WZTA-F	2 WEDR-F	2 WPBZ-F	2 WEDR-F	2 WZZR-F <	2 WEDR-F
2 WEDR-F	3 WEAT-F	3 WIRK-F	3 WIRK-F	3 WIRK-F	2 WEDR-F	3 WZTA-F	2 WZZR-F <	3 WIRK-F	2 WEAT-F	2 WEAT-F
4 WPOW-F	4 WRMF-F	3 WEAT-F >	4 WEDR-F	4 WEDR-F <	4 WIRK-F	4 WIRK-F	3 WZZR-F	4 WPBZ-F <	3 WKGR-F	4 WJBW-F <
4 WEAT-F	5 WPBZ-F	5 WHQT-F	5 WHQT-F	5 WHQT-F <	5 WPOW-F	5 WZZR-F	5 WEAT-F	5 WKGR-F	5 WQAM	5 WHQT-F
6 WHYI-F	6 WPOW-F	6 WRLX-F	6 WMBX-F	6 WRLX-F <	6 WHQT-F	6 WEAT-F	6 WRMF-F	6 WIRK-F	5 WBGG-F	
6 WLDI-F	6 WHQT-F	7 WHYI-F	7 WRLX-F	7 WMBX-F <	6 WRLX-F	6 WRMF-F	6 WIRK-F	6 WZTA-F <	5 WEDR-F	
	8 WLDI-F		7 WPBZ-F	8 WKGR-F <	6 WLDI-F >		8 WKGR-F	8 WBGG-F	8 WPBZ-F <	
	8 WRLX-F		7 WKGR-F	9 WHYI-F			8 WQAM	9 WHQT-F	9 WZTA-F	
	8 WHYI-F		7 WLDI-F	9 WLV-F			8 WHQT-F		9 WHQT-F <	
			7 WHYI-F							

Consolidation Report	12+	25-54	Revenue
<b>CBS/Infinity</b>	19.3 %	22.6 %	42.9 %
WEAT-FM, WIRK-FM, WMBX-FM, WPBZ-FM			
<b>Clear Channel</b>	15.4 %	14.4 %	22.9 %
WBZT-AM, WJNO-AM, WKGR-FM, WLDI-FM, WOLL-FM, WWLV-FM			
<b>James Crystal</b>	8.4 %	9.6 %	24.1 %
WDJA-AM, WJNA-AM, WLVI-AM, WRLX-FM, WRMF-FM			
<b>WDBF</b>	9.5 %	0.5 %	3.4 %
WDBE-AM, WDBF-AM, WJBW-FM			
	<b>52.6 %</b>	<b>47.1 %</b>	<b>93.3 %</b>

# WEST PALM BEACH

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>CBS/Infinity</b> WEAT-FM, WIRK-FM, WMBX-FM, WPBZ-FM	19.3 %	22.6 %	42.9 %	AC	0 (0)	103 (3)	103 (3)	8.5 %	10.0 %
<b>Clear Channel</b> WBZT-AM, WJNO-AM, WKGR-FM, WLDI-FM, WOLL-FM, WWLV-FM	15.4 %	14.4 %	22.9 %	AOR/Classical/NR	0 (0)	137 (4)	137 (4)	11.2 %	14.4 %
<b>James Crystal</b> WDJA-AM, WJNA-AM, WLVI-AM, WRLX-FM, WRMF-FM	8.4 %	9.6 %	24.1 %	Black/Urban	13 (1)	154 (4)	167 (5)	13.7 %	11.5 %
<b>WDBF</b> WDBE-AM, WDBF-AM, WJBW-FM	9.5 %	0.5 %	3.4 %	CHR	0 (0)	91 (3)	91 (3)	7.5 %	6.9 %
				Classical	0 (0)	43 (1)	43 (1)	3.5 %	2.7 %
				Country	0 (0)	96 (2)	96 (2)	7.9 %	9.0 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	34 (3)	34 (3)	2.8 %	3.1 %
				Jazz	0 (0)	45 (2)	45 (2)	3.7 %	3.2 %
				News/Talk	114 (6)	27 (1)	141 (7)	11.6 %	10.4 %
				Oldies	0 (0)	52 (2)	52 (2)	4.3 %	3.9 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Soft AC	0 (0)	133 (2)	133 (2)	10.9 %	12.3 %
				Sports	25 (1)	0 (0)	25 (1)	2.1 %	2.4 %
				Standards/EZ	49 (3)	102 (1)	151 (4)	12.4 %	10.1 %
				<b>Totals</b>	<b>201 (11)</b>	<b>1017 (28)</b>	<b>1218 (39)</b>		

### AM Stations

Station	Freq	Pwr	Time	Format	AM	FM	Total	City
WDBE	1000	0.65 kw @ 0.017 kw	Simul.	WDBF				Jupiter
WDBF	1420	5 kw @ 0.5 kw (DA-2)	Standards		CBS \$ NA	---	WDBE/WJBW-F	Delray Beach
WJNO	1040	10 kw @ 1 kw (DA-2)	News/Talk		CBS \$73.00	Clr Chnl	Clear Channel	Boynton Beach

### FM Stations

Station	Freq	Pwr	Time	Format	AM	FM	Total	City
WEAT	104.3	100 kw @ 1273		Soft AC	\$110.00	Katz	CBS/Infinity	
WIRK	107.9	100 kw @ 340		Country	\$115.00	Katz	CBS/Infinity	
WJBW	99.5	6 kw @ 308		Standards	\$25.00	Roslin	WDBE/WDBF	Jupiter
WKGR	98.7	100 kw @ 1380		Classic AOR	\$75.00	Clr Chnl	Clear Channel	Fl. Pierce
WLDI	95.5	100 kw @ 982		CHR	ABC, Westwd \$39.00	Clr Chnl	Clear Channel	Fl. Pierce
WMBX	102.3	25 kw @ 328		Modern AC	\$ NA	Christal	CBS/Infinity	Jensen Beach
WOLL	105.5	19 kw @ 807		Oldies	\$38.00	Clr Chnl	Clear Channel	Hobe Sound
WPBZ	103.1	50 kw @ 482		AOR-New Rock	\$50.00	Christal	CBS/Infinity	Indianlown
WRLX	92.1	7 kw @ 499		Black Oldies	\$48.00	Allied	James Crystal	
WRMF	97.9	100 kw @ 1350		AC	\$135.00	Allied	James Crystal	

Notes: Other ranked stations – See Miami-Fort Lauderdale . . . 10/99 WLVI (640; Royal Palm Beach) sold to James Crystal for \$3,945,000 . . . 1/00 WSBP and WWNN (plus WHSR Pompano Beach) sold to Beasley for \$18,000,000 (Blackburn) . . . 1/00 WLVS (1380; Lake Worth) sold for \$400,000 . . . 1/00 The WBZT calls and format moved from 1290 to 1040; the WJNO calls and format moved from 1040 to 1290 . . . 3/00 WMBX-F and WPBZ-F (plus WBLK-F, Buffalo) sold to CBS/Infinity for \$23,000,000. This transaction is an artifact of CBS/Infinity's purchase of American Radio Systems in 1997

# WHEELING

**Arbitron Rank** 223 **Pop (12+):** 129,500  
**MSA Rank:** 235  
**MSA Pop:** 152,000  
**DMA:** 138 (w/Stuebenville)  
**Average Persons Rating:** 14  
**Market TSL in Hours** 19.25

**Stations** 16 / 11  
**Diaries:** 645 / 201:1 / 55.3%  
**Sample Target:** 640  
**% Below Line:** 8.9  
**% Not Listed:** 7.7  
**Pop per Station:** 11,773

**Last Year's Revenue:** \$7,500,000  
**Household Income:** \$32,259  
**Total Retail Sales:** \$1.48 Bil.  
**#1 Biller:** WOVK-F \$1,750,000  
**#1 Billing Portfolio** AMFM \$5,470,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	WOVK-F	33 / 18.2	17.7	16.7	20.6	18.7	426 / 32.9	30.9	30.3	47 / 690	C	WOVK-F
2	WOMP-F	28 / 15.4	15.4	10.4	11.1	13.0	429 / 33.1	34.3	28.7	50 / 946	C*	WOMP-F
3	WKWK-F	18 / 9.9	8.0	8.6	11.6	9.1	220 / 17.0	18.4	19.5	27 / 405	C	WKWK-F
3	WEGW-F	18 / 9.9	6.8	8.6	11.1	8.5	256 / 19.8	16.3	17.2	30 / 470	B	WEGW-F
5	WWVA	12 / 6.6	5.7	6.9	6.3	6.2	205 / 15.9	17.6	19.8	20 / 325	C	WWVA
6	WRKY-F	11 / 6.1	5.1	4.0	4.8	5.1	170 / 13.1	11.8	12.5	39 / 652		WRKY-F
7	WZNV-F	10 / 5.5	5.7	8.1	4.2	4.5	214 / 16.5	21.1	16.3	13 / 362	B	WZNV-F
8	WEEL-F	9 / 5.0	5.1	4.0	5.3	5.1	206 / 15.9	11.0	12.7	10 / 264	A	WEEL-F
8	WBBD	9 / 5.0	6.3	4.0	4.8	6.2	108 / 8.3	7.3	10.3	12 / 147	A	WBBD
10	WOMP	8 / 4.4	6.3	6.3	5.8	4.5	132 / 10.2	11.9	11.3	9 / 157	*	WOMP

12+ FM Share (Metro): 82.04% (137 of 167) (Fall 98: 79.22%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WOMP-F >>>	1 WOMP-F	1 WOVK-F	1 WOVK-F	1 WOVK-F	1 WOVK-F >	1 WOVK-F	1 WOVK-F >	1 WOVK-F	1 WOMP-F	1 WOVK-F
2 WZNV-F >>>	2 WOVK-F	2 WOMP-F	2 WEGW-F <	2 WEGW-F	2 WKWK-F	2 WOMP-F >	2 WOMP-F	2 WOMP-F >	2 WOVK-F >	2 WOMP-F >
	3 WEGW-F >>	3 WEGW-F >	3 WOMP-F >	2 WOMP-F >	3 WOMP-F	3 WEGW-F	3 WKWK-F	3 WEGW-F <	3 WRKY-F	3 WKWK-F
	4 WZNV-F	4 WKWK-F >	4 WKWK-F >	4 WKWK-F >	3 WWVA <	4 WKWK-F <	3 WEGW-F >	4 WWVA	4 WZNV-F	3 WEGW-F >
					5 WEGW-F	5 WWVA >	5 WBBD	5 WKWK-F <	4 WKWK-F	5 WEEL-F
					6 WBBD		5 WOMP	6 WRKY-F >	6 WEGW-F	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WOMP-F >>>	1 WOMP-F >>>	1 WOMP-F >>>	1 WOMP-F	1 WOVK-F	1 WOVK-F >>	1 WEGW-F	1 WEGW-F >>>	1 WEGW-F	1 WEGW-F >>	1 WOVK-F
2 WEEL-F	2 WOVK-F >>	2 WOVK-F >	2 WOVK-F >	1 WOMP-F	2 WOMP-F >>	2 WOVK-F >	2 WOVK-F >	2 WOVK-F >	2 WOVK-F >	2 WOMP-F
2 WEGW-F	3 WZNV-F	3 WKWK-F >>	3 WKWK-F >>	3 WKWK-F >>>	3 WOMP-F >>	3 WOMP-F >>	3 WOMP-F >	3 WOMP-F >	3 WOMP-F	3 WRKY-F >>
2 WOVK-F	3 WKWK-F >>							4 WWVA >	3 WWVA >	
2 WZNV-F										
2 WRKY-F										

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBTV-F SAC 93.5 Barnesville, OH	1.7	3.2	5 89
WRKP-F REL-CC 96.5 Moundsville	1.7	2.3	5 73

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KDKA N/T 1020 Pittsburgh	0.6	2.4	5 151
WCDK-F O 106.3 Cadiz, OH	0.6	3.1	4 146
WDVE-F AOR 102.5 Pittsburgh	1.1	3.2	16 220
WWSW-F O 94.5 Pittsburgh	0.6	2.1	10 165

Consolidation Report	12+	25-54	Revenue
<b>AMFM (Pend. to Clear Channel)</b>	55.1 %	59.3 %	72.9 %
WBBD-AM, WEGW-FM, WKWK-FM, WOVK-FM, WWVA-AM, WZNV-FM			
<b>Keymarket, pend.</b>	25.9 %	23.3 %	20.7 %
WOMP-AM, WOMP-FM, WRKY-FM			
	<b>81.0 %</b>	<b>82.6 %</b>	<b>93.6 %</b>

Format Performance	AM	FM	Total	%	Yr. Ago
AC	0 (0)	28 (2)	28 (2)	16.8 %	18.8 %
AOR/Classic/NR	0 (0)	20 (2)	20 (2)	12.0 %	16.2 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	28 (1)	28 (1)	16.8 %	11.7 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	44 (2)	44 (2)	26.3 %	23.4 %
Full Service	12 (1)	0 (0)	12 (1)	7.2 %	7.8 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	9 (2)	0 (0)	9 (2)	5.4 %	8.4 %
Oldies	0 (0)	11 (3)	11 (3)	6.6 %	6.5 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	3 (1)	3 (1)	1.8 %	0.6 %
Soft AC	0 (0)	3 (1)	3 (1)	1.8 %	0.6 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards/EZ	9 (1)	0 (0)	9 (1)	5.4 %	5.8 %
<b>Totals</b>	<b>30 (4)</b>	<b>137 (12)</b>	<b>167 (16)</b>		



# WHEELING

## AM Stations

WBBD	1400	1 kw	Standards	ABC	\$ NA	Sentry	AMFM	
WOMP	1290	1 kw/0.033 kw	Talk	ABC, ESPN, WW1	\$<20.00	---	Keymarket, pend.	Bellaire, OH
WWVA	1170	50 kw (DA-N)	Full Service/Talk	Westwd, ABC	\$24.00	Sentry	AMFM	

## FM Stations

WEEL	95.7	1.7 kw @ 627	Oldies	ABC, AMFM	\$<20.00	---	Adventure	Shadyside
WEGW	107.5	10.5 kw @ 883	AOR/Classic AOR		\$17.00	Sentry	AMFM	
WKWK	97.3	50 kw @ 420	AC	Westwd, ABC	\$23.00	Sentry	AMFM	
WOMP	100.5	48 kw @ 500	CHR		\$25.00	Regional	Keymarket, pend.	Bellaire, OH
WOVK	98.7	50 kw @ 390	Country	AMFM	\$35.00	Sentry	AMFM	
WRKY	103.5	15.9 kw @ 880	Country		\$ NA	---	Keymarket, pend.	Steubenville
WZNW	105.5	13.5 kw @ 312	AC/CHR	AMFM, Westwd	\$<20.00	Sentry	AMFM	Bethelam

Notes: \* WOMP-F revenue level includes WOMP revenue . . . WEEL-F is LMA'd to AMFM . . . 10/99 AMFM and Clear Channel announced plans to merge . . . 12/99 WOMP-AF, and WSTV/WRKY-F (Steubenville, OH) sold to Stop 26-Riverbend (with WXST-F, Columbus, OH) for \$20,000,000 . . . 2/00 WOMP-AF and WSTV/WRKY-F sold by Stop 26-Riverbend to Keymarket for \$5,000,000

# WICHITA

**Arbitron Rank** 84 **Pop (12+)** 450,400  
**MSA Rank:** 102  
**MSA Pop:** 497,000  
**DMA:** 65  
**Average Persons Rating:** 14.5  
**Market TSL in Hours** 19.75

**Stations** 22 / 20  
**Diaries:** 1,031 / 437:1 / 56.2%  
**Sample Target:** 1,010  
**% Below Line:** 1.1  
**% Not Listed:** 8.1  
**Pop per Station:** 22,520

**Last Year's Revenue:** \$24,600,000  
**Household Income:** \$47,267  
**Total Retail Sales:** \$5.5 Bil.  
**#1 Biller:** KFDD-AF \$5,400,000  
**#1 Billing Portfolio** AMFM \$10,300,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	KFDI-F	C	57 / 8.7	7.7	11.5	8.2	8.6	9.0	882 / 19.6	26.5	18.0	80 / 1231	G*	KFDI-F
2	KICT-F	AOR	54 / 8.3	5.9	6.2	6.3	6.6	6.7	666 / 14.8	15.5	15.9	67 / 891	C	KICT-F
3	KZSN-F	C	51 / 7.8	11.1	7.6	6.9	8.1	8.3	764 / 17.0	18.1	18.3	65 / 1000	E	KZSN-F
4	KKRD-F	CHR	49 / 7.5	7.9	9.4	9.4	7.7	8.5	972 / 21.6	24.6	22.5	62 / 1261	D	KKRD-F
5	KDGS-F	B	47 / 7.2	5.3	5.8	5.3	5.2	5.9	590 / 13.1	11.7	12.0	54 / 688	B	KDGS-F
6	KEYN-F	O	42 / 6.4	5.9	5.3	5.2	5.2	5.7	629 / 14.0	12.9	12.3	49 / 752	C	KEYN-F
7	KRBB-F	AC	37 / 5.7	5.3	6.4	7.1	5.8	6.1	614 / 13.6	14.3	15.4	45 / 716	D	KRBB-F
8	KLLS-F	CL AOR	36 / 5.5	4.3	4.5	3.4	5.1	4.4	579 / 12.9	9.7	14.0	37 / 640	C	KLLS-F
9	KFDI	C/FS	31 / 4.7	3.7	4.5	7.3	5.2	5.1	365 / 8.1	8.7	8.2	43 / 534	*	KFDI
10	KRZZ-F	AOR/CL	30 / 4.6	6.4	5.6	6.0	4.9	5.6	668 / 14.8	14.7	15.4	37 / 810	D	KRZZ-F
11	KFH	T	29 / 4.4	3.7	2.8	3.2	4.8	3.5	413 / 9.2	9.5	10.3	36 / 528	A	KFH
12	KNSS	N/T	24 / 3.7	2.6	2.5	3.5	4.3	3.1	370 / 8.2	8.2	10.7	24 / 383	C	KNSS
13	KTLI-F	REL-CC	21 / 3.2	3.5	3.1	3.4	4.0	3.3	321 / 7.1	7.8	9.5	23 / 415	B	KTLI-F
14	KOEZ-F	EZ	20 / 3.1	3.5	3.9	4.4	4.0	3.7	313 / 7.0	7.4	7.9	29 / 452	B	KOEZ-F
15	KWSJ-F	J	19 / 2.9	2.2	2.8	3.2	2.6	2.8	340 / 7.5	7.6	7.2	20 / 380	A	KWSJ-F
16	KAYY-F	AC/CHR	17 / 2.6	1.8	1.6	1.9	0.9	2.0	320 / 7.1	6.0	5.6	22 / 388		KAYY-F
17	KYQQ-F	C	13 / 2.0	1.6	2.0	2.1	2.6	1.9	313 / 6.9	6.2	8.3	22 / 464	B	KYQQ-F

12+ FM Share (Metro): 83.69% (503 of 601) (Fall 98: 79.76%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KDGS-F <	1 KICT-F	1 KICT-F	1 KZSN-F <	1 KZSN-F <	1 KFDI-F	1 KFDI-F >	1 KZSN-F <	1 KICT-F <	1 KDGS-F	1 KDGS-F
2 KKRD-F >>	2 KDGS-F	2 KZSN-F	2 KICT-F	2 KEYN-F	2 KEYN-F	2 KKRD-F <	2 KFDI-F <	2 KDGS-F	2 KKRD-F <	1 KFDI-F <
3 KICT-F >>>	3 KKRD-F	3 KDGS-F	3 KLLS-F	3 KICT-F <	3 KZSN-F	3 KZSN-F <	3 KICT-F <	2 KZSN-F <	3 KICT-F >	3 KKRD-F <
	4 KZSN-F	3 KKRD-F <	4 KKRD-F <	4 KLLS-F <	3 KFDI	4 KICT-F <	4 KLLS-F	4 KFH <	4 KFDI-F <	4 KICT-F <
	5 KRZZ-F	5 KLLS-F	5 KRBB-F	5 KFDI-F <	5 KRBB-F <	5 KRBB-F <	5 KEYN-F <	5 KFDI-F <	5 KZSN-F	5 KZSN-F
	6 KLLS-F	6 KRZZ-F	5 KEYN-F <	6 KRBB-F <	6 KLLS-F	6 KEYN-F <	6 KRBB-F <	6 KRBB-F <	6 KEYN-F	6 KEYN-F
	7 KAYY-F	6 KRBB-F <	7 KRZZ-F	7 KKRD-F	7 KNSS <	7 KRZZ-F <	7 KNSS	7 KEYN-F	6 KRBB-F	7 KFDI
	7 KFH	8 KEYN-F <	7 KFDI-F	8 KRZZ-F	8 KFH <	8 KDGS-F <	8 KKRD-F <	8 KLLS-F <	8 KWSJ-F <	8 KRZZ-F <
		9 KFDI-F	9 KDGS-F	8 KFH	9 KOEZ-F	9 KLLS-F <	9 KDGS-F <	9 KRBB-F	9 KRBB-F	9 KLLS-F
			9 KFH					10 KRZZ-F <		9 KTLI-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KDGS-F >	1 KKRD-F	1 KKRD-F	1 KKRD-F <	1 KZSN-F	1 KICT-F >>	1 KICT-F >>	1 KICT-F >>	1 KICT-F >	1 KICT-F	1 KKRD-F
2 KKRD-F >	2 KZSN-F <	2 KZSN-F >	2 KZSN-F	2 KKRD-F <	2 KDGS-F >>	2 KDGS-F >	2 KDGS-F	2 KLLS-F	2 KLLS-F	2 KDGS-F
3 KZSN-F	3 KDGS-F	3 KICT-F	3 KRBB-F	3 KRBB-F <	3 KRZZ-F	3 KRZZ-F	3 KFH	3 KRZZ-F	3 KEYN-F	2 KEYN-F
4 KICT-F	4 KICT-F >	4 KAYY-F	4 KDGS-F	4 KEYN-F	3 KKRD-F >	4 KFH	3 KRZZ-F >	4 KDGS-F <	4 KZSN-F	2 KFDI
4 KRBB-F >	5 KAYY-F	4 KDGS-F	5 KEYN-F	5 KFDI-F	5 KLLS-F	5 KZSN-F	5 KZSN-F	5 KZSN-F	4 KRZZ-F	2 KRZZ-F
	5 KRBB-F	6 KRBB-F	6 KICT-F <	6 KTLI-F	5 KZSN-F	6 KQAM	5 KFH	4 KFH	4 KFH	2 KRBB-F
	7 KLLS-F		7 KLLS-F	7 KLLS-F	5 KKRD-F >		7 KFDI-F	7 KFDI-F	7 KFDI-F	2 KFDI-F
				7 KDGS-F			8 KEYN-F	8 KDGS-F	8 KDGS-F	2 KICT-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KANR-F	N	92.7	Belle Plaine 0.5 1.8 3 86
KQAM	SPRTS	1480	Wichita 1.4 4.7 10 234
KSLG	REL	900	Wichita 0.8 1.8 5 86

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KCVW-F	REL	94.3	Kingman 0.5 2.0 5 133
KTCM-F	SP	100.3	Kingman 0.6 1.1 4 49

# WICHITA

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>AMFM (Pend. to Clear Channel)</b> KKRD-FM, KRBB-FM, KRZZ-FM, KZSN-FM	25.6 %	28.1 %	41.9 %	AC	0 (0)	54 (2)	54 (2)	9.0 %	7.5 %
<b>Entercom, pend.</b> KAYY-FM, KDGS-FM, KEYN-FM, KFH-AM, KNSS-AM, KQAM-AM, KWSJ-FM	28.6 %	30.6 %	17.4 %	AOR/Classic/NR	0 (0)	120 (3)	120 (3)	20.0 %	12.9 %
<b>Journal Broadcast Group, pend.</b> KFDI-AM, KFDI-FM, KICT-FM, KLLS-FM, KOEZ-FM, KYQQ-FM	32.3 %	26.7 %	39.9 %	Black/Urban	0 (0)	47 (1)	47 (1)	7.8 %	5.8 %
				CHR	0 (0)	49 (1)	49 (1)	8.2 %	8.6 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	121 (3)	121 (3)	20.1 %	21.6 %
	<b>86.5 %</b>	<b>85.4 %</b>	<b>99.2 %</b>	Full Service	31 (1)	0 (0)	31 (1)	5.2 %	5.8 %
				Hispanic	0 (0)	4 (1)	4 (1)	0.7 %	0.0 %
				Jazz	0 (0)	19 (1)	19 (1)	3.2 %	2.9 %
				News/Talk	53 (2)	3 (1)	56 (3)	9.3 %	10.1 %
				Oldies	0 (0)	42 (1)	42 (1)	7.0 %	11.5 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	5 (1)	24 (2)	29 (3)	4.8 %	6.0 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	9 (1)	0 (0)	9 (1)	1.5 %	1.9 %
				Standards/EZ	0 (0)	20 (1)	20 (1)	3.3 %	5.3 %
				<b>Totals</b>	<b>98 (5)</b>	<b>503 (17)</b>	<b>601 (22)</b>		

### AM Stations

Station	Freq	Power	Format	Company	Revenue	Advertiser	Group
KFDI	1070	10 kw/1 kw (DA-N)	Country/Full Svc.	ABC	\$45.00	Allied	Journal Bcst Gp
KFH	1330	5 kw (DA-N)	Talk	CBS, Westwd	\$<20.00	Katz	Entercom
KNSS	1240	1 kw	News/Talk	Westwd, CNN, ABC	\$27.00	D&R	Entercom

### FM Stations

Station	Freq	Power	Format	Company	Revenue	Advertiser	Group
KAYY	98.7	50 kw @ 492	AC/CHR	ABC	\$ NA	Allied	Clearwater
KDGS	93.9	25 kw @ 328	Black		\$ NA	Allied	Entercom, pend.
KEYN	103.7	100 kw @ 860	Oldies	ABC, Westwd, CBS	\$30.00	Eastman	Entercom
KFDI	101.3	100 kw @ 1140	Country	ABC	\$58.00	Allied	Journal Bcst Gp
KICT	95.1	100 kw @ 897	AOR	ABC	\$38.00	Allied	Journal Bcst Gp
KKRD	107.3	100 kw @ 860	CHR		\$45.00	D&R	AMFM
KLLS	104.5	46 kw @ 515	Classic AOR	Westwd	\$<20.00	---	Journal Bcst Gp
KOEZ	92.3	100 kw @ 640	Soft AC	Westwd	\$24.00	---	Journal, pend.
KRBB	97.9	100 kw @ 993	AC		\$42.00	Christal	AMFM
KRZZ	96.3	50 kw @ 492	AOR/Classic Rock		\$40.00	D&R	AMFM
KTLI	99.1	100 kw @ 515	Contemp. Christian		\$<20.00	---	El Dorado
KWSJ	105.3	100 kw @ 993	Jazz		\$ NA	Katz	Entercom
KYQQ	106.5	100 kw @ 1280	Country	ABC	\$20.00	---	Journal Bcst Gp
KZSN	102.1	100 kw @ 1032	Country		\$60.00	Katz	AMFM

Notes: \* KFDI-F revenue level includes KFDI revenue . . . KAYY-F is LMA'd to Journal Broadcast Group . . . 8/99 KLLS-F changed from Classic Hits to Classic AOR . . . 10/99 AMFM and Clear Channel announced plans to merge . . . 11/99 KEYN-F, KFH, KNSS, KQAM and KWSJ-F were sold by Henry Rivera, Trustee to Entercom for \$8,000,000 (Star) . . . 11/99 KOEZ-F sold to Journal Broadcast Group for \$4,250,000 (Bergner) . . . 1/00 KOEZ-F changed from Easy Listening to Hot AC (AC/CHR) as "Mix 92.3" . . . 2/00 KDGS-F sold to Entercom for \$3,150,000 (Star) . . . 3/00 KAYY-F sold to Entercom for \$2,000,000 (Star)

# WILKES BARRE-SCRANTON

**Arbitron Rank** 64 **Pop (12+)** 634,900  
**MSA Rank:** 84  
**MSA Pop:** 615,000  
**DMA:** 51  
**Average Persons Rating:** 16.3  
**Market TSL in Hours** 22.00

**Stations** 43 / 32  
**Diaries:** 1,355 / 469:1 / 54.3%  
**Sample Target:** 1,270  
**% Below Line:** 8.7  
**% Not Listed:** 14.0  
**Pop per Station:** 19,841

**Last Year's Revenue:** \$25,800,000  
**Household Income:** \$39,221  
**Total Retail Sales:** \$7.3 Bil.  
**#1 Biller:** WKRZ-FF \$5,700,000  
**#1 Billing Portfolio**  
 Entercom \$9,950,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spg 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	WKRZ-FF	CHR	132 / 12.7	12.3	11.9	12.2	11.0	12.3	2124 / 33.5	33.9	30.5	167 / 2640	G	WKRZ-FF
2	WMGS-F	AC	83 / 8.0	8.0	9.2	8.2	8.9	8.4	1096 / 17.3	18.8	16.3	98 / 1269	E	WMGS-F
3	WGGY-FF	C	78 / 7.5	6.7	8.7	6.9	8.9	7.5	1160 / 18.3	16.7	20.6	101 / 1453	E	WGGY-FF
4	WEZX-F	CL AOR	75 / 7.2	8.2	6.3	6.6	7.9	7.1	921 / 14.5	14.8	16.5	77 / 1011	D	WEZX-F
5	WXBE-FF	AOR	57 / 5.5	6.1	6.6	6.3	5.5	6.1	858 / 13.5	15.1	14.7	102 / 1327	C	WXBE-FF
6	WBHT-FF	CHR	56 / 5.4	4.3	4.7	4.0	3.8	4.6	1097 / 17.3	17.1	14.9	63 / 1268	B	WBHT-FF
7	WILK-AA	T	49 / 4.7	4.7	3.7	4.0	3.8	4.3	658 / 10.4	8.5	10.5	51 / 729	B	WILK-AA
8	WEJL-AA	ST	45 / 4.3	4.7	5.0	6.6	4.3	5.2	477 / 7.5	9.8	9.3	47 / 503	A	WEJL-AA
9	WQFM-F	O	39 / 3.8	3.8	3.2	4.0	3.1	3.7	582 / 9.2	8.9	8.2	40 / 616	B	WQFM-F
10	WNAK	ST/FS	35 / 3.4	3.1	4.3	4.4	3.6	3.8	291 / 4.6	4.0	5.5	35 / 291	B	WNAK
11	WCTD-FF	C	25 / 2.4	2.0	3.3	3.0	2.6	2.7	389 / 6.1	7.0	8.5	30 / 486	B	WCTD-FF
12	WHLM-F	AC/CHR	19 / 1.8	0.7	2.1	1.7	1.5	1.6	284 / 4.5	4.3	4.8	30 / 398		WHLM-F
12	WSBG-F	CHR	19 / 1.8	2.0	1.9	2.3	2.8	2.0	323 / 5.1	5.3	7.1	21 / 361	A	WSBG-F
14	WZZO-F	AOR	17 / 1.6	2.2	1.4	1.9	1.3	1.8	204 / 3.2	3.1	4.1	25 / 331		WZZO-F
14	WKAB-F	O	17 / 1.6	2.0	1.1	1.1	0.8	1.5	212 / 3.3	3.3	3.1	22 / 291		WKAB-F
14	WSHG-FF	SAC	17 / 1.6	1.0	1.5	1.9	2.3	1.5	417 / 6.6	6.3	8.2	24 / 520	A	WSHG-FF
17	WODE-F	O	16 / 1.5	1.1	1.8	1.4	1.0	1.5	259 / 4.1	5.6	3.4	32 / 560		WODE-F
18	WILQ-F	C	13 / 1.3	0.8	0.8	0.6		0.9	172 / 2.7	1.9		34 / 414		WILQ-F
19	WWDL-F	AC	11 / 1.1	0.8	1.0	1.1	0.4	1.0	140 / 2.2	3.3	1.8	12 / 152		WWDL-F

12+ FM Share (Metro): 80.16% (715 of 892) (Fall 98: 78.36%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	WBHT-FF	1 WKRZ-FF	1 WKRZ-FF >	1 WKRZ-FF	1 WKRZ-FF >	1 WKRZ-FF <	1 WKRZ-FF	1 WKRZ-FF	1 WKRZ-FF >	1 WKRZ-FF >
2	WKRZ-FF >>>	2 WXBE-FF	2 WEZX-F	2 WEZX-F	2 WEZX-F <	2 WMGS-F	2 WMGS-F	2 WGGY-FF	2 WBHT-FF	2 WGGY-FF <
3	WXBE-FF	3 WEZX-F	3 WMGS-F <	3 WMGS-F <	3 WGGY-FF	3 WEZX-F <	3 WGGY-FF <	3 WEZX-F	3 WXBE-FF <	3 WMGS-F <
4	WEZX-F	4 WBHT-FF <	4 WXBE-FF <	4 WGGY-FF	4 WGGY-FF	4 WILK-AA	4 WGGY-FF <	4 WEZX-F <	4 WMGS-F	4 WEZX-F
5	WGGY-FF	5 WGGY-FF	5 WXBE-FF	5 WXBE-FF	5 WEZX-F <	5 WXBE-FF >	5 WILK-AA	5 WBHT-FF	5 WGGY-FF	5 WBHT-FF
6	WMGS-F	6 WBHT-FF >	6 WBHT-FF	6 WBHT-FF <	6 WQFM-F <	6 WBHT-FF <	6 WEJL-AA <	6 WXBE-FF <	6 WMGS-F	6 WNAK <
		7 WQFM-F	7 WQFM-F	7 WQFM-F >	7 WNAK >>	7 WILK-AA	7 WXBE-FF	7 WQFM-F	7 WQFM-F	7 WEJL-AA
			8 WZZO-F <	8 WILK-AA	8 WCTD-FF	8 WEJL-AA <	8 WBHT-FF	8 WILK-AA	8 WQFM-F	7 WQFM-F
				8 WSBG-F	9 WARM <	9 WQFM-F	9 WQFM-F >	8 WEJL-AA >	9 WKAB-F	9 WXBE-FF <
				8 WZZO-F <		10 WNAK	10 WCTD-FF	10 WCTD-FF <		10 WILK-AA

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1	WKRZ-FF >	1 WKRZ-FF >>>	1 WKRZ-FF >	1 WKRZ-FF >	1 WXBE-FF	1 WXBE-FF	1 WEZX-F <	1 WEZX-F >	1 WEZX-F >	1 WEZX-F >
2	WMGS-F	2 WMGS-F	2 WMGS-F >	2 WMGS-F >	2 WKRZ-FF	2 WEZX-F >	2 WXBE-FF	2 WXBE-FF	2 WKRZ-FF	2 WKRZ-FF
3	WBHT-FF	3 WXBE-FF	3 WGGY-FF	3 WGGY-FF <	3 WGGY-FF >	3 WKRZ-FF	3 WKRZ-FF	3 WKRZ-FF	3 WXBE-FF <	2 WGGY-FF
4	WEZX-F	4 WBHT-FF	4 WXBE-FF	4 WBHT-FF	4 WEZX-F	4 WGGY-FF <	4 WGGY-FF	4 WGGY-FF >	4 WGGY-FF >	4 WXBE-FF
4	WXBE-FF >	4 WEZX-F	5 WEZX-F	5 WEZX-F	4 WQFM-F	5 WBHT-FF >>	5 WBHT-FF	5 WBHT-FF	5 WMGS-F	5 WILK-AA
		6 WGGY-FF >	5 WLGL-F	6 WXBE-FF <	6 WEZX-F			6 WMGS-F <	6 WBHT-FF <	
		7 WHLM-F	5 WSBG-F	7 WQFM-F	7 WSBG-F			7 WZZO-F >	7 WZZO-F	
		7 WSBG-F	5 WXBE-F		8 WCTD-FF				8 WILK-AA	
					8 WXBE-FF				8 WQFM-F >	
					8 WHLM-F					

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
WAZL-AA	ST	1490	Hazleton	0.4 1.2 4 76
WICK	O	1400	Scranton	0.9 2.6 9 175
WJMW	ST	550	Bloomsburg	0.5 1.0 5 114
WVPO	ST	840	Stroudsburg	0.6 1.0 6 74
WYCK	O	1340	Wilkes Barre	0.1 0.4 1 27

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
WABC	T	770	New York	0.5 1.7 7 172
WAVT-F	AC/CHR	101.9	Pottsville	0.6 1.4 64 758
WCTO-F	C	96.1	Easton	0.8 1.9 19 258
WLEV-F	AC	100.7	Allentown	0.8 1.5 11 161
WLGL-F	C	92.3	Riverside	0.9 0.9 20 143
WNNJ-F	CL HITS	103.7	Newton, NJ	0.5 1.3 10 183
WYSP-F	T/CL AOR	94.1	Philadelphia	0.4 0.7 11 101

# WILKES BARRE-SCRANTON

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Citadel</b> WARM-AM, WAZL-AM, WBHT-FM, WCTD-FM, WCTP-FM, WEMR-AM, WEMR-FM, WKJN-AM, WKQV-AM, WMGS-FM, WXAR-FM, WXBE-FM	23.5 %	24.3 %	27.8 %	AC	0 (0)	127 (5)	127 (5)	14.2 %	13.2 %
<b>Entercom</b> WGBI-AM, WGGI-FM, WGGY-FM, WILK-AM, WILT-AM, WKRF-FM, WKRZ-FM, WSHG-FM, WWFH-FM	26.6 %	29.1 %	38.6 %	AOR/Classic/NR	0 (0)	154 (5)	154 (5)	17.3 %	17.3 %
<b>Local</b> WICK-AM, WWDL-FM, WYCK-AM	2.1 %	1.3 %	%	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
<b>Shamrock</b> WBAX-AM, WEJL-AM, WEZX-FM, WQFM-FM	15.3 %	15.9 %	14.3 %	CHR	0 (0)	207 (5)	207 (5)	23.2 %	21.5 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	133 (7)	133 (7)	14.9 %	16.4 %
				Full Service	98 (4)	0 (0)	98 (4)	11.0 %	12.2 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	54 (3)	0 (0)	54 (3)	6.1 %	5.0 %
				Oldies	10 (2)	77 (4)	87 (6)	9.8 %	8.7 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Soft AC	0 (0)	17 (2)	17 (2)	1.9 %	3.1 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	15 (4)	0 (0)	15 (4)	1.7 %	2.6 %
				<b>Totals</b>	<b>177 (13)</b>	<b>715 (28)</b>	<b>892 (41)</b>		

## AM Stations

Station	Freq	Power	Format	Advertiser	Agency	Owner	City
WARM	590	5 kw (DA-2)	Full Service	CNN	\$30.00	Mc-Guild	Citadel
WBAX	1240	1 kw	Simul. WEJL				Wilkes Barre
WEJL	630	0.5 kw/0.032 kw	Standards/Full Svc.	ABC, Westwd	\$<20.00	Allied	Shamrock
WGBI	910	1 kw/0.5 kw	Simul. WILK				Scranton
WILK	980	5 kw/1 kw (DA-N)	Talk/News	ABC	\$27.00	D&R	Entercom
WNAK	730	1 kw/0.012 kw	Standards/Full Svc.	Westwd	\$24.00	--	Nanticoke

## FM Stations

Station	Freq	Power	Format	Advertiser	Agency	Owner	City
WBHT	97.1	0.5 kw @ 1102	CHR	\$27.00	Eastman	Citadel	Mountaintop
WCTD	93.7	1.5 kw @ 697	Country	\$<20.00	Mc-Guild	Citadel	Dallas
WCTP	94.3	1.1 kw @ 771	Simul. WCTD-F				Carbondale
WEMR	107.7	0.235 kw @ 1161	Simul. WBHT-F				Tunkhannock
WEZX	106.9	1.45 kw @ 617	Classic AOR	ABC, Westwd	\$44.00	Allied	Shamrock
WGGI	95.9	6 kw @ 328	Simul. WGGY-F				Benton
WGGY	101.3	7 kw @ 1110	Country	\$59.00	Katz	Entercom	
WHLM	106.5	36 kw @ 579	AC/CHR	Westwd	\$17.00	--	WJMW
WKAB	103.5	4.1 kw @ 387	Oldies	Jones	\$ NA	Mc-Guild	Berwick
WKRF	107.9	0.84 kw @ 876	Simul. WKRZ-F				Tobyhanna
WKRZ	98.5	8.7 kw @ 1172	CHR	\$100.00	D&R	Entercom	
WLGL	92.3	0.44 kw @ 833	Country	USA, Jones	\$ NA	--	Riverside
WMGS	92.9	5.3 kw @ 1383	AC	\$60.00	Eastman	Citadel	
WQFM	92.1	0.76 kw @ 663	Oldies	Westwd	\$<20.00	Allied	Shamrock
WSBG	93.5	0.55 kw @ 764	CHR	AP	\$<20.00	Market 4	Multicultural
WSHG	102.3	3 kw @ 72	Soft AC	Jones	\$<20.00	D&R	Entercom
WWDL	104.9	0.27 kw @ 1093	Soft AC	ABC	\$12.00	Roslin	WICK/WYCK
WWFH	103.1	1.4 kw @ 679	Simul. WSHG-F				Freeland
WXAR	95.7	0.3 kw @ 1010	Simul. WXBE-F				Olyphant
WXBE	97.9	26 kw @ 672	AOR	Westwd	\$26.00	Mc-Guild	Citadel

Notes: Other ranked stations - See Allentown-Bethlehem, or in the Fall 1999 Small Market edition, Williamsport, PA . . . 1/00 WSQV (1280; Berwick) sold to WAAT (750 Olyphant) for \$35,000 (Rosenblum)

# WILMINGTON, DE

**Arbitron Rank** 76 **Pop (12+)** 527,500  
**MSA Rank:** 92  
**MSA Pop:** 564,000  
**DMA:** Philadelphia (#4)  
**Average Persons Rating:** 15.4  
**Market TSL in Hours** 20.50

**Stations** 38 / 9  
**Diaries:** 1,368 / 386:1 / 53.4%  
**Sample Target:** 1,330  
**% Below Line:** 49.2  
**% Not Listed:** 13.3  
**Pop per Station:** 58,611

**Last Year's Revenue:** \$19,500,000  
**Household Income:** \$58,102  
**Total Retail Sales:** \$6.3 Bil.  
**#1 Biller:** WSTW-F \$5,700,000  
**#1 Billing Portfolio**  
Delmarva \$9,500,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	WJBR-F	AC	78 / 9.6	7.8	9.4	11.2	8.3	1129 / 21.4	18.5	20.4	81 / 1186	G	WJBR-F
2	WSTW-F	CHR/AC	70 / 8.6	9.8	8.5	9.2	9.5	1114 / 21.1	22.0	20.4	73 / 1196	G	WSTW-F
3	WUSL-F	B	44 / 5.4	5.3	5.5	5.1	7.1	708 / 13.4	13.1	14.5	45 / 735		WUSL-F
4	WXCY-F	C	35 / 4.3	3.1	3.0	3.0	3.6	379 / 7.2	6.7	7.1	35 / 379	C	WXCY-F
5	WYSP-F	T/CL AOR	32 / 3.9	4.1	4.4	4.5	5.3	634 / 12.0	12.3	15.3	34 / 731		WYSP-F
5	WJZJ-F	J	32 / 3.9	4.1	2.7	2.9	3.2	505 / 9.6	8.7	8.3	32 / 511		WJZJ-F
7	WDAS-F	B/AC	31 / 3.8	4.3	7.1	4.1	3.1	406 / 7.7	8.9	9.6	33 / 444		WDAS-F
8	WRDX-F	CL AOR	29 / 3.6	3.1	3.6	3.3	4.5	534 / 10.1	10.0	10.7	44 / 768	D	WRDX-F
9	WILM	N/T	26 / 3.2	3.1	2.7	2.7	3.4	435 / 8.2	8.5	8.0	26 / 435	C	WILM
9	WWDB-F	T	26 / 3.2	2.5	3.3	3.4	2.9	375 / 7.1	7.0	8.5	26 / 387		WWDB-F
11	WPLY-F	CHR-NR	24 / 3.0	3.3	2.8	2.8	2.8	593 / 11.2	12.5	13.5	25 / 626		WPLY-F
12	WIOQ-F	CHR	22 / 2.7	3.7	2.1	2.1	2.4	678 / 12.8	13.3	11.3	23 / 728		WIOQ-F
13	WDEL	FS	20 / 2.5	2.2	2.7	2.4	3.1	413 / 7.8	7.5	9.0	20 / 424	D	WDEL
13	WJKS-F	CHR/B	20 / 2.5	1.8	1.9	1.6	0.4	448 / 8.5	8.6	8.8	29 / 594		WJKS-F
13	WXTU-F	C	20 / 2.5	3.2	2.7	3.4	3.1	333 / 6.3	8.8	8.1	20 / 347		WXTU-F
13	WOGL-F	O	20 / 2.5	2.6	3.0	2.8	3.4	435 / 8.2	9.6	10.9	21 / 472		WOGL-F
17	WMMR-F	AOR	18 / 2.2	2.5	1.7	1.7	1.9	466 / 8.8	8.5	8.4	18 / 475		WMMR-F
17	WMGK-F	CL HITS	18 / 2.2	2.6	2.2	2.4	2.3	398 / 7.5	9.5	8.0	18 / 410		WMGK-F
19	WIP	SPRTS	16 / 2.0	1.5	1.8	1.8	1.8	301 / 5.7	5.5	5.8	16 / 315		WIP
20	WJBR	ST	15 / 1.8	2.6	2.7	2.3	3.6	274 / 5.2	5.2	5.2	15 / 281	B	WJBR
20	WEJM-F	B/O	15 / 1.8	1.4	1.2	1.5	0.8	351 / 6.7	5.6	5.5	15 / 351		WEJM-F

12+ FM Share (Metro): 85.11% (600 of 705) (Fall 98: 83.94%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WIOQ-F >	1 WSTW-F <	1 WSTW-F	1 WSTW-F <	1 WJBR-F	1 WJBR-F >	1 WJBR-F	1 WJBR-F <	1 WSTW-F	1 WUSL-F	1 WUSL-F <
2 WUSL-F	2 WUSL-F >	2 WJBR-F >	2 WJBR-F >>	2 WSTW-F >>	2 WSTW-F	2 WSTW-F >	2 WSTW-F >>	1 WJBR-F >	2 WJBR-F >	2 WSTW-F <
3 WJKS-F >	3 WRDX-F	3 WUSL-F	3 WDAS-F	3 WDAS-F <	3 WJZJ-F <	3 WYSP-F	3 WWDB-F <	3 WUSL-F	3 WSTW-F	3 WJBR-F
4 WSTW-F	4 WJBR-F	4 WYSP-F	3 WRDX-F	4 WRDX-F <	4 WILM <	4 WILM <	4 WXCY-F <	4 WJZJ-F <	3 WJZJ-F	4 WDAS-F
4 WPLY-F >	4 WYSP-F	4 WRDX-F	5 WYSP-F	5 WYSP-F <	5 WXCY-F	5 WUSL-F <	5 WRDX-F <	5 WRDX-F <	5 WIOQ-F <	5 WXCY-F
	6 WPLY-F >	6 WDAS-F <	6 WXY-F <	6 WXY-F <	5 WWDB-F <	6 WXY-F	6 WJZJ-F	6 WXY-F	6 WDAS-F	6 WJZJ-F <
	7 WJKS-F	7 WXCY-F <	7 WUSL-F	7 WUSL-F	7 WDAS-F	6 WDAS-F	7 WUSL-F <	7 WYSP-F <	7 WWDB-F	7 WIOQ-F
	7 WMMR-F	8 WPLY-F	8 WJZJ-F	8 WJZJ-F	8 WDEL	8 WDEL	8 WPLY-F <	8 WPLY-F <	7 WJKS-F	8 WYSP-F
			9 WMMR-F	9 WOGL-F <	9 WOGL-F	9 WRDX-F	9 WYSP-F	9 WOGL-F <	9 WXCY-F <	8 WRDX-F <
				10 WMMR-F <	10 WJBR <	9 WPLY-F	10 WMMR-F <	10 WIOQ-F	10 WXTU-F	10 WWDB-F
						9 WJZJ-F		10 WMGK-F <	10 WPLY-F	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WUSL-F	1 WSTW-F	1 WSTW-F	1 WJBR-F <	1 WJBR-F >	1 WUSL-F	1 WRDX-F <	1 WRDX-F >	1 WSTW-F	1 WSTW-F	1 WWDB-F >
2 WSTW-F >	2 WUSL-F	2 WJBR-F >	2 WSTW-F >>	2 WSTW-F >	2 WYSP-F	2 WUSL-F	2 WSTW-F	2 WYSP-F	2 WYSP-F <	2 WSTW-F
3 WJKS-F	3 WJBR-F >	3 WUSL-F	3 WUSL-F <	3 WDAS-F >	3 WPLY-F >	2 WYSP-F	2 WYSP-F	3 WRDX-F	3 WRDX-F	2 WUSL-F
4 WJBR-F	4 WXCY-F	4 WDAS-F	4 WDAS-F	4 WXCY-F <	4 WRDX-F	4 WSTW-F	4 WMMR-F	4 WJBR-F	3 WJBR-F >	2 WJZJ-F
5 WXCY-F	5 WJKS-F	5 WIOQ-F	5 WXY-F	5 WJZJ-F	4 WSTW-F	5 WPLY-F	4 WUSL-F	4 WUSL-F	5 WIP	2 WXY-F
5 WPLY-F >	5 WIOQ-F	5 WXCY-F	6 WJZJ-F	5 WUSL-F <	4 WMGK-F >	6 WMMR-F	6 WPLY-F	6 WPLY-F	5 WMMR-F	6 WOAS-F
5 WIOQ-F >	7 WDAS-F	7 WEJM-F	7 WIOQ-F	7 WOGL-F		7 WMGK-F	7 WXTU-F	6 WMMR-F	7 WXY-F	6 WJBR-F >
	8 WPLY-F >	7 WBEB-F	8 WEJM-F	8 WEJM-F		8 WXTU-F	8 WMGK-F	6 WMGK-F >	7 WDAS-F	
		7 WJZJ-F >	8 WJKS-F	9 WRDX-F			8 WPOC-F	9 WXY-F	7 WMGK-F	
			8 WPLY-F				8 WJBR-F >	9 WIP		
			8 WRDX-F							

Consolidation Report	12+	25-54	Revenue
<b>AMFM (Pend. to Clear Channel)</b> WDSD-FM, WJBR-AM, WRDX-FM	6.9 %	6.4 %	13.8 %
<b>Delmarva</b> WDEL-AM, WSTW-FM, WXCY-FM	15.4 %	16.5 %	48.7 %
	<b>22.3 %</b>	<b>22.9 %</b>	<b>62.5 %</b>

## WILMINGTON, DE

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume		Format Performance		AM	FM	Total	%	Yr. Ago		
WDSB-F	C	92.9	Smyrna	1.5	3.7	45	537	AC	0	(0)	93	(3)	93	(3)	13.2 %	14.9 %
Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume		Format Performance		AM	FM	Total	%	Yr. Ago		
KYW	N	1060	Philadelphia	1.0	5.3	9	294	AOR/Classic/NR	0	(0)	82	(4)	82	(4)	11.6 %	11.6 %
WBAL	N/T	1090	Baltimore	0.4	1.2	3	79	Black/Urban	0	(0)	100	(5)	100	(5)	14.2 %	15.1 %
WBEB-F	AC	101.1	Philadelphia	1.5	5.2	12	279	CHR	0	(0)	139	(5)	139	(5)	19.7 %	17.2 %
WEMG-AF	SP-TP	104.9	Egg Harbor, NJ	0.4	1.6	3	85	Classical	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
WERQ-F	B/CHR	92.3	Baltimore	0.5	1.9	12	165	Country	0	(0)	72	(4)	72	(4)	10.2 %	9.7 %
WIYY-F	AOR	97.9	Baltimore	0.4	2.5	3	131	Full Service	26	(2)	0	(0)	26	(2)	3.7 %	4.5 %
WLCE-F	CL HITS	104.5	Philadelphia	0.5	2.7	5	154	Hispanic	0	(0)	3	(1)	3	(1)	0.4 %	0.0 %
WPEN	ST/FS	950	Philadelphia	0.7	2.1	6	113	Jazz	0	(0)	32	(1)	32	(1)	4.5 %	3.0 %
WPHI-F	B	103.9	Jenkintown, PA	0.7	3.9	6	205	News/Talk	42	(4)	26	(1)	68	(5)	9.6 %	9.4 %
WPHT	T	1210	Philadelphia	0.6	1.7	5	97	Oldies	0	(0)	53	(4)	53	(4)	7.5 %	8.1 %
WPOC-F	C	93.1	Baltimore	0.6	1.7	5	90	Others/Unknown	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
WQSR-F	O	105.7	Catonsville, MD	1.4	3.8	12	205	Religion/Gospel	6	(1)	0	(0)	6	(1)	0.9 %	1.0 %
WVCH	REL	740	Chester, PA	0.7	1.3	6	69	Soft AC	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
WMMX-F	AC	106.5	Baltimore	0.4	2.0	3	103	Sports	16	(1)	0	(0)	16	(1)	2.3 %	2.0 %
WXYV-F	CHR	102.7	Baltimore	0.4	1.6	4	91	Standards/EZ	15	(1)	0	(0)	15	(1)	2.1 %	3.5 %
<b>Totals</b>									<b>105</b>	<b>(9)</b>	<b>600</b>	<b>(28)</b>	<b>705</b>	<b>(37)</b>		

### AM Stations

WDEL	1150	5 kw (DA-2)	Full Service	CNN, AP	\$37.00	Eastman	Delmarva
WILM	1450	1 kw	News/Talk	CBS, Westwd	\$39.00	Savalli	
WJBR	1290	2.5 kw/0.032 kw	Standards	AP, Westwd	\$<20.00	Katz	AMFM

### FM Stations

WDSB	92.9	1.7 kw @ 377	Country		\$ NA	Katz	AMFM	Smyrna
WJBR	99.5	50 kw @ 500	AC	AP, Westwd	\$122.00	D&R	NextMedia, pend.	
WJKS	101.7	3 kw @ 300	CHR/Black	ABC	\$ NA	Mc-Guild		Canton, NJ
WRDX	94.7	50 kw @ 360	AOR		\$45.00	Katz	AMFM	Dover
WSTW	93.7	50 kw @ 491	CHR/AC		\$101.00	Eastman	Delmarva	
WXCX	103.7	50 kw @ 341	Country	Westwd	\$ NA	Eastman	Delmarva	Havre de Grace, MD

Notes: Other ranked stations -- See Philadelphia . . . 10/99 AMFM and Clear Channel announced plans to merge . . . 10/99 WRDX-F changed from AOR to Classic AOR . . . 11/99 WJBR-F sold by Frank Washington to NextMedia for \$32,400,000 (Star)

# WILMINGTON, NC

**Arbitron Rank** 175 **Pop (12+):** 193,000  
**MSA Rank:** 191  
**MSA Pop:** 220,000  
**DMA:** 155  
**Average Persons Rating:** 13.9  
**Market TSL in Hours** 19.00

**Stations** 22 / 12  
**Diaries:** 644 / 300:1 / 50.0%  
**Sample Target:** 610  
**% Below Line:** 17.1  
**% Not Listed:** 22.3  
**Pop per Station:** 16,083

**Last Year's Revenue:** \$10,200,000  
**Household Income:** \$38,398  
**Total Retail Sales:** \$3.3 Bil.  
**#1 Biller:** WGNI-F \$2,300,000  
**#1 Billing Portfolio**  
 Cumulus, pend. \$6,410,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level		
1	WSFM-F	AOR	24 / 8.9	9.1	9.0	7.8	6.8	401 / 20.8	22.4	18.7	26 / 460	C	WSFM-F
1	WKXB-F	B/O	24 / 8.9	11.4	4.9	4.7	4.4	388 / 20.1	22.1	14.2	32 / 552	B	WKXB-F
3	WMNX-F	B	23 / 8.5	10.2	11.7	7.8	8.3	328 / 17.0	18.9	19.3	32 / 523	C	WMNX-F
4	WGNI-F	AC	22 / 8.2	8.3	12.0	11.3	7.5	393 / 20.3	17.5	24.8	35 / 540	D	WGNI-F
5	WRQR-F	AOR	20 / 7.4	6.1	7.5	5.4	8.7	275 / 14.3	14.0	16.1	23 / 329	B	WRQR-F
6	WWQQ-F	C	19 / 7.1	8.7	7.5	10.1	6.4	306 / 15.9	14.5	14.8	23 / 407	C	WWQQ-F
7	WKOOF	O	14 / 5.2	6.1	3.8	6.2	6.8	196 / 10.2	9.9	13.0	18 / 307	B	WKOOF
8	WAAV	T	11 / 4.1	3.0	4.5	4.3	4.8	179 / 9.3	7.4	9.7	13 / 222	A	WAAV

12+ FM Share (Metro): 94.74% (198 of 209) (Fall 98: 91.23%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WMNX-F	1 WSFM-F <	1 WSFM-F	1 WRQR-F <	1 WKXB-F <	1 WKXB-F	1 WMNX-F	1 WSFM-F	1 WSFM-F <	1 WMNX-F	1 WKXB-F >
2 WSFM-F >>	2 WMNX-F >	1 WRQR-F <	2 WGNI-F	2 WGNI-F <	2 WWQQ-F <	2 WGNI-F <	2 WKXB-F	2 WMNX-F <	2 WSFM-F	2 WGNI-F <
3 WZFX-F >	3 WGNI-F	3 WKXB-F <	2 WKXB-F	3 WRQR-F	3 WGNI-F	3 WSFM-F	3 WGNI-F <	3 WKXB-F	3 WGNI-F	3 WWQQ-F
	4 WRQR-F	4 WGNI-F <	4 WSFM-F	4 WSFM-F	3 WRQR-F	3 WKXB-F <	4 WRQR-F <	3 WRQR-F <	4 WKXB-F	3 WMNX-F
	5 WKXB-F	5 WMNX-F >	5 WMNX-F	5 WWQQ-F	5 WKOOF <	5 WRQR-F <	5 WKOOF	5 WGNI-F	4 WWQQ-F	3 WSFM-F
	6 WWQQ-F	6 WWQQ-F	5 WWQQ-F >	6 WMNX-F	6 WAAV >	6 WWQQ-F >	6 WWQQ-F <	6 WWQQ-F >	6 WZFX-F	6 WRQR-F
	7 WZFX-F	7 WKOOF >	7 WKOOF >	6 WKOOF >>	7 WSFM-F	7 WKOOF <	7 WAAV	7 WKOOF <	6 WRQR-F >>>	7 WKOOF
	7 WXQR-F >>			8 WZFX-F		8 WAAV-F >	7 WMNX-F >>	8 WAAV <	7 WRQR-F >>>	7 WZFX-F >
				8 WAAV		9 WAAV	9 WZFX-F	9 WZFX-F >		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrntr
1 WMNX-F	1 WGNI-F	1 WGNI-F >	1 WGNI-F	1 WGNI-F	1 WSFM-F >	1 WSFM-F	1 WSFM-F	1 WRQR-F <	1 WRQR-F	1 WMNX-F
2 WSFM-F	2 WMNX-F	2 WSFM-F	2 WKXB-F	2 WKXB-F >	2 WMNX-F	2 WRQR-F	1 WRQR-F	2 WSFM-F >>	2 WSFM-F	2 WSFM-F >
2 WKXB-F >	3 WSFM-F	2 WMNX-F >	3 WMNX-F >	3 WWQQ-F	2 WRQR-F >>	3 WMNX-F	3 WWQQ-F >	3 WMNX-F	3 WKXB-F	3 WZFX-F
4 WGNI-F >>	4 WKXB-F >>	4 WKXB-F >>	4 WSFM-F	3 WMNX-F	4 WXQR-F	4 WZFX-F	3 WKXB-F	4 WWQQ-F	4 WWQQ-F	3 WAAV-F
	5 WWQQ-F	5 WWQQ-F	5 WWQQ-F	5 WSFM-F	5 WWQQ-F	4 WMNX-F	3 WWQQ-F	4 WKOOF >	4 WKOOF >	3 WKOOF >>
	5 WKOOF >>		5 WRQR-F	5 WRQR-F	5 WZFX-F >>>	4 WXQR-F >	6 WXQR-F	6 WXQR-F	6 WMNX-F	
			7 WKOOF	7 WKOOF			6 WKOOF	6 WKOOF	6 WGNI-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WAAV-F	B/AC	94.1	Leland 2.6 5.7 8 136
WCCA-F	C/O	106.3	Shalotte 2.2 6.7 8 164
WDZD-F	AOR	93.5	Ocean Isle Beach 0.4 1.7 2 50
WLGX-F	J	106.7	Carolina Beach 0.7 2.4 2 53
WLTT-F	SAC	103.7	Shalotte 1.5 4.6 4 96

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WEGX-F	C	92.9	Dillon, SC 0.4 2.4 3 102
WJYR-F	EZ	92.1	Myrtle Beach, SC 2.2 4.3 7 91
WQSL-F	CHR	92.3	Jacksonville, NC 1.1 6.4 5 196
WWSK-F	CL AOR	107.1	Mullins, SC 0.4 2.4 7 90
WXXM-F	CHR	97.7	Garden City, SC 0.4 2.5 3 121
WXQR-F	AOR	105.5	Jacksonville, NC 2.2 6.5 13 198
WYAV-F	AOR	104.1	Myrtle Beach, SC 0.7 3.3 2 90
WZFX-F	B	99.1	Whiteville, NC 3.3 9.4 26 440
WZXS-F	ST	103.9	Topsail Beach, NC 1.1 3.9 8 111

Format Performance	AM	FM	Total	%	Yr. Ago
AC	0 (0)	22 (1)	22 (1)	10.5 %	14.0 %
AOR/Classic/NR	0 (0)	54 (6)	54 (6)	25.8 %	25.9 %
Black/Urban	0 (0)	63 (4)	63 (4)	30.1 %	23.7 %
CHR	0 (0)	4 (2)	4 (2)	1.9 %	2.2 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	26 (3)	26 (3)	12.4 %	14.9 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	2 (1)	2 (1)	1.0 %	0.0 %
News/Talk	11 (1)	0 (0)	11 (1)	5.3 %	7.5 %
Oldies	0 (0)	14 (1)	14 (1)	6.7 %	5.7 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	1.3 %
Soft AC	0 (0)	4 (1)	4 (1)	1.9 %	0.4 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards/EZ	0 (0)	9 (2)	9 (2)	4.3 %	4.4 %
<b>Totals</b>	<b>11 (1)</b>	<b>198 (21)</b>	<b>209 (22)</b>		



# WILMINGTON, NC

Consolidation Report	12+	25-54	Revenue
<b>Cumulus, pend.</b> WAAV-AM, WAAV-FM, WGNI-FM, WMNX-FM, WWQQ-FM	30.5 %	30.0 %	62.9 %
<b>Ocean</b> WAHH-AM, WLGX-FM, WMFD-AM, WRQR-FM	8.1 %	10.6 %	7.4 %
<b>Sea-Comm</b> WKXB-FM, WSFM-FM	17.8 %	20.1 %	18.5 %
	<b>56.4 %</b>	<b>60.7 %</b>	<b>88.8 %</b>

## AM Stations

WAAV	980	5 kw (DA-N)	Talk	Westwd	\$<20.00	Katz	Cumulus	Leland
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## FM Stations

WGNI	102.7	100 kw @ 981	AC		\$42.00	Katz	Cumulus, pend.	
WKXB	99.9	100 kw @ 518	Black Oldies		\$<20.00	Mc-Guild	Sea-Comm	Burgaw
WMNX	97.3	100 kw @ 561	Black	ABC	\$34.00	Banner	Cumulus, pend.	
WRQR	104.5	4.5 kw @ 377	AOR		\$<20.00	Allied	Ocean	
WSFM	107.5	32 kw @ 594	AOR		\$28.00	Mc-Guild	Sea-Comm	Southport
WWQQ	101.3	40 kw @ 545	Country	ABC	\$27.00	Banner	Cumulus	

Notes: Other ranked stations -- See Greenville-New Bern-Jacksonville . . . 9/99 WLGX-F changed from simulcasting WMFD to Jazz . . . 9/99 WGNI-F and WMNX-F (plus four stations in Fayetteville, NC) sold by Cape Fear to Cumulus for \$47,000,000. Divestitures in the market may be necessary . . . 9/99 FM CP (Wrightsville Beach) sold for \$1,148,628.46

### FORMAT CODES

AC	- Adult Contemporary	J	- Jazz and New Adult Contemporary
AC-NR	- Modern AC	KIDS	- Children's
AOR	- Album Oriented Rock	N	- News
AOR-NR	- New Rock	O	- Oldies (50's & 60's)
AOR-P	- Progressive AOR	REL	- Religion, Christian
B	- Black (audience 75%+ Black)	REL-CC	- Contemporary Christian
B/AC	- Black Adult Contemporary	SAC	- Soft Adult Contemporary
B/G	- Black Gospel	SP	- Hispanic/Spanish
B/O	- Black Oldies	SP-C	- Hispanic Contemporary
BIZ	- Business News & Talk	SP-NT	- Hispanic News/Talk/Information
C	- Country	SP-R	- Hispanic-Regional
C/O	- Classic Country	SP-TP	- Hispanic-Tropical
CHR	- Contemporary Hit Radio, Top 40	SP-VA	- Hispanic Variety
CL	- Classical	SP-TJ	- Tejano
CL AOR	- Classic AOR, Classic Rock	SPRTS	- Sports
CL HITS	- Classic Hits/70's Oldies	ST	- Standards, Big Band, Nostalgia
E	- Ethnic (usually Foreign Lang.)	T	- Talk
EZ	- Easy Listening, Beautiful Music	U	- Urban (majority of audience is non-white)
FS	- Full Service	VA	- Variety
G	- Gospel	?	- Others or Unknown

### REVENUE LEVEL CODES

A - Less than \$500,000	E - \$3,000,000 to \$3,999,999	I - \$10,000,000 to \$14,999,999
B - \$500,000 to \$999,999	F - \$4,000,000 to \$4,999,999	J - \$15,000,000 to \$19,999,999
C - \$1,000,000 to \$1,999,999	G - \$5,000,000 to \$6,999,999	K - \$20,000,000 to \$29,999,999
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	L - \$30,000,000+

# WORCESTER

**Arbitron Rank** 110 **Pop (12+)** 379,900  
**MSA Rank:** 75  
**MSA Pop:** 435,000  
**DMA:** Boston (#6)  
**Average Persons Rating:** 15.2  
**Market TSL in Hours** 20.25

**Stations** 36 / 9  
**Diaries:** 1,142 / 333:1 / 44.2%  
**Sample Target:** 1,150  
**% Below Line:** 50.8  
**% Not Listed:** 11.7  
**Pop per Station:** 42,211

**Last Year's Revenue:** \$13,100,000  
**Household Income:** \$53,210  
**Total Retail Sales:** \$4.6 Bil.  
**#1 Biller:** WSRF-F \$5,100,000  
**#1 Billing Portfolio**  
AMFM \$7,100,000

12+ Metro	Format	Fall 99 1/4 Share	Spg 99	Fall 98	Spg 98	Fall 97	12+ Metro Cume / Rtg	Spg 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	WSRS-F	SAC	90 / 15.5	13.9	15.8	14.0	1103 / 29.0	25.6	29.9	127 / 1569	H	WSRS-F
2	WAAF-F	AOR-NR	51 / 8.8	7.3	7.2	9.0	671 / 17.7	15.8	17.6	90 / 1194		WAAF-F
3	WXLO-F	AC	49 / 8.5	8.5	8.5	9.0	814 / 21.4	20.2	21.8	81 / 1410	F	WXLO-F
4	WTAG	FS/T	39 / 6.7	7.6	6.9	8.8	642 / 16.9	18.6	18.2	42 / 720	D	WTAG
5	WKLB-F	C	29 / 5.0	4.1	3.7	3.4	339 / 8.9	8.5	8.3	60 / 716		WKLB-F
6	WJMN-F	CHR	24 / 4.1	4.6	5.9	5.2	464 / 12.2	14.5	16.8	44 / 847		WJMN-F
7	WODS-F	O	21 / 3.6	2.7	2.2	2.9	413 / 10.9	11.1	9.2	31 / 687		WODS-F
7	WCRB-F	CL	21 / 3.6	3.2	4.3	4.1	347 / 9.1	8.5	9.0	42 / 539		WCRB-F
9	WWFX-F	CL AOR	19 / 3.3	5.1	3.5	2.0	361 / 9.5	10.2	7.6	27 / 524	C	WWFX-F
9	WBZ	N/T	19 / 3.3	3.1	2.7	2.6	437 / 11.5	12.7	11.7	41 / 815		WBZ
11	WBMX-F	AC-NR	17 / 2.9	3.6	3.4	3.3	499 / 13.1	11.8	13.9	34 / 824		WBMX-F
12	WXKS-F	CHR/AC	16 / 2.8	2.4	2.1	2.6	404 / 10.6	12.3	11.4	27 / 651		WXKS-F
13	WZLX-F	CL AOR	15 / 2.6	2.9	3.5	3.6	342 / 9.0	10.2	9.0	32 / 557		WZLX-F
14	WBCN-F	AOR	14 / 2.4	2.4	3.2	2.6	372 / 9.8	9.5	11.4	27 / 633		WBCN-F
15	WROR-F	CL HITS	10 / 1.7	0.8	1.8	2.1	197 / 5.2	3.2	5.0	15 / 377		WROR-F

12+ FM Share (Metro): 84.62% (429 of 507) (Fall 98: 82.17%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJMN-F	1 WAAF-F >	1 WSRS-F	1 WSRS-F >	1 WSRS-F >	1 WSRS-F >	1 WSRS-F >	1 WSRS-F >>	1 WSRS-F >	1 WAAF-F	1 WSRS-F
2 WAAF-F	2 WXLO-F >	2 WAAF-F <	2 WXLO-F >	2 WXLO-F >	2 WTAG >	2 WXLO-F <	2 WXLO-F	2 WXLO-F	2 WSRS-F >	2 WAAF-F
3 WSRS-F >>	3 WSRS-F >	3 WXLO-F >>	3 WAAF-F	3 WKLB-F	3 WKLB-F	3 WTAG	3 WAAF-F	2 WAAF-F	3 WJMN-F	3 WXLO-F
4 WJMN-F	4 WWFX-F <	4 WWFX-F	4 WWFX-F	3 WAAF-F	4 WXLO-F <	4 WAAF-F	4 WTAG <	4 WTAG >	4 WTAG	4 WKLB-F <
5 WBMX-F	5 WBMX-F	5 WKLB-F	5 WKLB-F	5 WWFX-F	5 WBZ	5 WBCN-F	5 WKLB-F	5 WKLB-F <	5 WXKS-F <	5 WTAG
6 WBCN-F	5 WKLB-F <	5 WZLX-F <	6 WODS-F <	6 WODS-F <	5 WCRB-F	6 WKLB-F <	6 WJMN-F	6 WCRB-F	6 WBZ	6 WJMN-F <
7 WXKS-F	7 WZLX-F	7 WBMX-F	7 WZLX-F <	5 WODS-F >	7 WBZ <	6 WODS-F <	7 WCRB-F <	6 WXLO-F <	7 WXKS-F	7 WXKS-F
	8 WJMN-F <	8 WTAG	8 WBMX-F <	8 WWFX-F	8 WODS-F	8 WWFX-F	8 WWFX-F	8 WWFX-F	8 WCRB-F	8 WBMX-F
	9 WBCN-F <	8 WODS-F	9 WTAG		9 WJMN-F <	9 WJMN-F <	8 WODS-F	9 WKLB-F <	8 WCRB-F	8 WCRB-F
	10 WXKS-F					10 WZLX-F		10 WODS-F	8 WWFX-F <	8 WWFX-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WAAF-F >	1 WXLO-F	1 WXLO-F	1 WSRS-F >>	1 WSRS-F >>	1 WAAF-F >>>	1 WAAF-F >>>	1 WAAF-F	1 WAAF-F >	1 WXLO-F <	1 WTAG <
2 WXLO-F	2 WSRS-F	2 WSRS-F >	2 WXLO-F >	2 WXLO-F >>	2 WBCN-F	2 WXLO-F >	2 WXLO-F >	2 WXLO-F	2 WSRS-F	2 WBZ
2 WXKS-F	3 WAAF-F >	3 WAAF-F	3 WAAF-F <	3 WBMX-F	3 WJMN-F >	3 WBCN-F	3 WSRS-F	3 WSRS-F	3 WAAF-F	3 WAAF-F
2 WSRS-F	4 WJMN-F	4 WBMX-F	4 WBMX-F	3 WODS-F	4 WXLO-F >>	4 WSRS-F	4 WWFX-F	4 WWFX-F	4 WWFX-F <	3 WSRS-F
2 WJMN-F	4 WBMX-F	5 WBOS-F >	5 WJMN-F	5 WKLB-F	5 WJMN-F	5 WBCN-F >	5 WBCN-F >	5 WBCN-F	5 WKLB-F	5 WXLO-F
	6 WXKS-F >		5 WXKS-F	6 WAAF-F	5 WWFX-F >			6 WZLX-F	6 WZLX-F	
			7 WKLB-F	7 WCRB-F				7 WKLB-F	7 WBCN-F	
			8 WODS-F	7 WTAG						

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WORC-AA	T	1310	Worcester	1.0	2.9	6	111
WORC-F	CL AOR	98.9	Webster	1.4	5.2	23	400
WVNE	REL	760	Leicester	0.3	1.3	2	66
WWTM	SPRTS	1440	Worcester	0.7	3.2	7	141

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WBOS-F	AOR-P	92.9	Brookline	1.0	5.0	13	327
WBRU-F	AOR-NR	95.5	Providence	0.5	3.2	4	158
WCTK-F	C	98.1	New Bedford	0.5	2.0	8	141
WEEI	SPRTS	850	Boston	0.7	3.2	7	207
WESO	OL	970	Southbridge	0.7	1.6	9	138
WGIR-F	AOR	101.1	Manchester, NH	0.5	2.7	8	216
WHJY-F	AOR	94.1	Providence	0.3	2.1	5	135
WMJX-F	AC	106.7	Boston	0.7	3.7	11	309
WPLM-F	SAC	99.1	Plymouth	0.5	0.9	3	33
WPRO-F	CHR	92.3	Providence	0.3	2.3	5	185
WQSX-F	B/O	93.7	Lawrence	0.7	3.6	6	246
WRKO	T	680	Boston	0.9	2.7	7	148
WSNE-F	AC	93.3	Taunton	0.7	1.7	4	72
WTKK-F	T	96.9	Boston	0.7	2.4	6	123
WWBB-F	O	101.5	Providence	0.9	3.6	10	269
WWRX-F	CL AOR	103.7	Westerly, RI	0.3	1.4	7	216

# WORCESTER

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Yr. Ago
<b>Citadel, pend.</b>	13.2 %	17.5 %	41.2 %	AC	0 (0)	74 (4)	74 (4)	14.6 %	16.4 %
WORC-FM, WWFX-FM, WXLO-FM				AOR/Classic/NR	0 (0)	123 (10)	123 (10)	24.3 %	19.4 %
	<b>13.2 %</b>	<b>17.5 %</b>	<b>41.2 %</b>	Black/Urban	0 (0)	4 (1)	4 (1)	0.8 %	0.0 %
				CHR	0 (0)	42 (3)	42 (3)	8.3 %	9.3 %
				Classical	0 (0)	21 (1)	21 (1)	4.1 %	4.8 %
				Country	0 (0)	32 (2)	32 (2)	6.3 %	8.6 %
				Full Service	39 (1)	0 (0)	39 (1)	7.7 %	7.7 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	1.6 %
				News/Talk	29 (4)	4 (1)	33 (5)	6.5 %	4.8 %
				Oldies	0 (0)	36 (3)	36 (3)	7.1 %	4.5 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	2 (1)	0 (0)	2 (1)	0.4 %	1.1 %
				Soft AC	0 (0)	93 (2)	93 (2)	18.3 %	17.6 %
				Sports	8 (2)	0 (0)	8 (2)	1.6 %	3.0 %
				Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	1.2 %
				<b>Totals</b>	<b>78 (8)</b>	<b>429 (27)</b>	<b>507 (35)</b>		

### AM Stations

WTAG	580	5 kw (DA-2)	Full Service/Talk	CBS, AMFM	\$48.00	Sentry	AMFM
WWTM	1440	5 kw (DA-2)	Sports	ABC, Westwd	\$<20.00	Christal	Entercom

### FM Stations

WSRS	96.1	16.5 kw @ 863	Soft AC	AMFM	\$94.00	Sentry	AMFM
WWFX	100.1	2.1 kw @ 397	Country	ABC	\$32.00	—	Citadel, pend. Southbridge
WXLO	104.5	37 kw @ 564	AC	AP	\$86.00	Mc-Guild	Citadel, pend. Fitchburg

Notes: Other ranked stations -- See Boston . . . 11/99 WORC-F changed from Classic AOR to Classic Hits . . . 12/99 WXLO-F/WORC-F sold by Deer River to Citadel for \$24,500,000 (Star) . . . 12/99 WWFX-F sold by Wilks to Citadel for \$14,250,000 (Bergner)

# YORK

**Arbitron Rank 103 Pop (12+):** 392,200  
**MSA Rank:** 134  
**MSA Pop:** 376,000  
**DMA:** 46 (w/Harris., Lanc.)  
**Average Persons Rating:** 16.7  
**Market TSL in Hours** 22.25

**Stations** 35 / 10  
**Diaries:** 1,330/ 295:1/ 62.9%  
**Sample Target:** 1,380  
**% Below Line:** 46.2  
**% Not Listed:** 13.6  
**Pop per Station:** 39,220

**Last Year's Revenue:** \$17,200,000  
**Household Income:** \$48,356  
**Total Retail Sales:** \$4.5 Bil.  
**#1 Biller:** WARM-F \$5,400,000  
**#1 Billing Portfolio**  
 Susquehanna \$8,500,000

12+ Metro	Format	Fall 99 1/4 Share	Sum 99	Spq 99	Win 99	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spq 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	WGTY-F	65 / 9.9	7.2	8.1	6.9	8.6	8.0	598 / 15.3	15.5	15.6	67 / 694	E	WGTY-F
2	WYCR-F	54 / 8.2	7.2	7.9	8.5	8.4	8.0	966 / 24.6	22.8	22.9	72 / 1670	C	WYCR-F
3	WARM-F	51 / 7.8	7.8	8.6	9.0	10.4	8.3	663 / 16.9	18.1	17.6	104 / 1454	G	WARM-F
4	WQXA-F	43 / 6.6	7.0	6.6	6.0	5.5	6.5	738 / 18.8	16.0	17.3	131 / 2245	C	WQXA-F
5	WSOX-F	40 / 6.1	8.5	8.4	7.9	7.7	7.7	607 / 15.5	17.2	14.4	86 / 1464	A	WSOX-F
6	WRKZ-FF	36 / 5.5	4.0	5.8	5.8	6.2	5.3	452 / 11.5			113 / 1550		WRKZ-FF
7	WTPA-F	28 / 4.3	4.2	4.0	2.5	3.2	3.7	468 / 11.9	11.1	11.8	79 / 1403		WTPA-F
8	WWMD-F	27 / 4.1	3.0	2.3	2.5	3.2	3.0	255 / 6.5	5.5	5.1	33 / 323		WWMD-F
9	WSBA	21 / 3.2	3.3	2.6	4.6	4.3	3.4	427 / 10.9	9.8	12.8	24 / 539	E	WSBA
9	WROZ-F	21 / 3.2	3.7	3.6	2.8	3.8	3.3	393 / 10.0	9.6	11.5	93 / 1454		WROZ-F
11	WHP	20 / 3.1	2.7	3.2	2.8	1.7	2.9	279 / 7.1	8.0	5.2	100 / 1546		WHP
12	WLAN-F	19 / 2.9	2.7	3.4	2.4	2.4	2.9	460 / 11.7	11.6	9.3	104 / 2103		WLAN-F
12	WDAC-F	19 / 2.9	1.7	1.0	2.4	2.4	2.0	239 / 6.1	3.1	5.4	86 / 1154		WDAC-F
14	WRVV-F	18 / 2.7	3.7	2.7	2.5	2.6	2.9	354 / 9.0	8.4	8.0	99 / 1659		WRVV-F
15	WNNK-F	12 / 1.8	1.7	1.3	2.4	1.7	1.8	247 / 6.3	4.8	6.2	98 / 1712		WNNK-F
15	WEGK-F	12 / 1.8	2.7	3.4	2.4	2.9	2.6	394 / 10.0	10.8	10.6	33 / 1021	C	WEGK-F
17	WWKL-F	11 / 1.7	1.2	1.0	1.4	0.9	1.3	158 / 4.0	4.8	3.5	51 / 936		WWKL-F

12+ FM Share (Metro): 88.34% (500 of 566) (Fall 98: 87.10%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WYCR-F >>>	1 WQXA-F	1 WYCR-F <	1 WARM-F <	1 WARM-F <	1 WGTY-F	1 WGTY-F	1 WGTY-F <	1 WYCR-F	1 WYCR-F >	1 WGTY-F
2 WQXA-F	2 WYCR-F >	2 WQXA-F	2 WGTY-F	2 WGTY-F <	2 WARM-F	2 WQXA-F <	2 WARM-F	2 WGTY-F <	2 WQXA-F	2 WYCR-F >
2 WGTY-F >	3 WTPA-F	3 WARM-F <	2 WYCR-F <	3 WSOX-F	3 WSOX-F	3 WARM-F	3 WSOX-F	3 WARM-F	3 WGTY-F	3 WSOX-F
4 WLAN-F >>	4 WRKZ-FF	4 WGTY-F <	4 WQXA-F <	4 WYCR-F <	4 WWMD-F <	4 WYCR-F	4 WYCR-F <	4 WQXA-F	4 WARM-F	4 WRKZ-FF <
	5 WARM-F	5 WRKZ-FF	5 WSOX-F <	5 WQXA-F <	5 WRKZ-FF	5 WSOX-F <	5 WQXA-F	5 WRKZ-FF <	5 WSOX-F	5 WWMD-F
	5 WLAN-F	5 WTPA-F <	6 WTPA-F <	6 WRKZ-FF <	6 WSBA <	6 WRKZ-FF <	5 WRKZ-FF	6 WSOX-F	5 WDAC-F	5 WARM-F
	7 WGTY-F	7 WSOX-F >	7 WRKZ-FF >	7 WTPA-F	7 WDAC-F <	7 WTPA-F	7 WTPA-F	7 WTPA-F	5 WROZ-F	7 WQXA-F
	8 WRVV-F	8 WLAN-F <	8 WROZ-F	8 WRVV-F <	8 WYCR-F <	8 WSBA	8 WWMD-F	8 WWMD-F <	8 WRKZ-FF	8 WDAC-F <
		9 WRVV-F	8 WRVV-F	9 WROZ-F	9 WHP <	9 WLAN-F <	9 WSBA <	9 WROZ-F	9 WWMD-F	9 WROZ-F <
		9 WROZ-F >	10 WLAN-F	10 WDAC-F <	10 WROZ-F	10 WRVV-F	10 WRVV-F <	10 WHP <		10 WTPA-F
						10 WWMD-F <				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WYCR-F >	1 WYCR-F >	1 WYCR-F >	1 WARM-F	1 WARM-F >	1 WQXA-F	1 WQXA-F >	1 WQXA-F	1 WQXA-F	1 WQXA-F <	1 WGTY-F >
2 WQXA-F	2 WQXA-F	2 WQXA-F	2 WYCR-F >	2 WGTY-F <	2 WYCR-F >	2 WTPA-F	1 WTPA-F >	2 WTPA-F <	2 WTPA-F <	2 WSOX-F
2 WARM-F	3 WARM-F >	3 WARM-F	3 WGTY-F <	3 WSOX-F <	3 WTPA-F	3 WYCR-F	3 WRKZ-FF	3 WYCR-F	3 WGTY-F	2 WYCR-F
4 WLAN-F >	4 WNNK-F	4 WRKZ-FF	4 WQXA-F <	4 WYCR-F	4 WRKZ-FF >	4 WRKZ-FF >	3 WRVV-F >	4 WGTY-F <	3 WSOX-F	4 WRKZ-FF
5 WNNK-F	4 WLAN-F	4 WNNK-F	5 WSOX-F	5 WRKZ-FF	5 WRW-F	5 WGTY-F	5 WRKZ-FF <	5 WRKZ-FF <	5 WYCR-F <	
5 WGTY-F >>	6 WRKZ-FF	4 WROZ-F	5 WRKZ-FF	6 WROZ-F	6 WEGK-F	5 WYCR-F >	6 WSOX-F	6 WRKZ-FF	6 WRKZ-FF	
	6 WGTY-F	4 WPOC-F >	7 WROZ-F	7 WQXA-F	6 WGTY-F	7 WQXA-F	7 WRVV-F	7 WRVV-F	6 WRVV-F	
	6 WROZ-F		8 WNNK-F	7 WDAC-F	6 WLAN-F		8 WLAN-F	8 WLAN-F	8 WARM-F	
	9 WTPA-F		8 WTPA-F	9 WTPA-F			9 WARM-F	9 WARM-F	9 WLAN-F	
	9 WPOC-F >		10 WLAN-F	10 WNNK-F			10 WEGK-F			

# YORK

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WGET	T	1320	Gettysburg	0.9	1.8	6	73
WHVR	ST	1280	Hanover	1.2	4.0	8	159
WOYK	SPRTS	1350	York	0.8	3.4	9	225
WQXA	C/O	1250	York	0.3	1.4	2	59

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WBAL	N/T	1090	Baltimore	0.6	2.2	5	127
WFRE-F	C	99.9	Frederick, MD	0.5	2.0	3	83
WHFS-F	AOR-NR	99.1	Annapolis, MD	0.5	1.8	3	87
WIOV-F	C	105.1	Ephrata	0.9	4.0	54	954
WIYY-F	AOR	97.9	Baltimore	0.9	3.0	10	161
WLIF-F	SAC	101.9	Baltimore	0.3	1.4	2	62
WOCT-F	CL AOR	104.3	Baltimore	0.5	1.3	5	87
WPOC-F	C	93.1	Baltimore	1.5	3.7	10	164
WRBT-F	C	94.9	Harrisburg	0.6	2.1	77	1014
WWMX-F	AC/CHR	106.5	Baltimore	0.3	1.7	2	73
WXVY-F	CHR	102.7	Baltimore	0.3	2.3	2	89
WZBA-F	C	100.7	Westminster, MD	0.5	2.4	4	118

Consolidation Report				12+	25-54	Revenue
<b>Citadel</b> WQXA-AM, WQXA-FM, WRKZ-FM				12.3 %	13.2 %	11.2 %
<b>Hall</b> WEGK-FM, WROZ-FM				5.0 %	6.2 %	7.6 %
				<b>17.3 %</b>	<b>19.4 %</b>	<b>18.8 %</b>

Format Performance	AM	FM	Total	%	Yr. Ago
AC	0 (0)	71 (3)	71 (3)	12.5 %	12.0 %
AOR/Classic/NR	0 (0)	95 (6)	95 (6)	16.8 %	17.1 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.6 %
CHR	0 (0)	87 (4)	87 (4)	15.4 %	14.4 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	2 (1)	127 (8)	129 (9)	22.8 %	22.8 %
Full Service	41 (2)	0 (0)	41 (2)	7.2 %	6.6 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	10 (2)	0 (0)	10 (2)	1.8 %	1.7 %
Oldies	0 (1)	51 (2)	51 (3)	9.0 %	10.4 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	19 (1)	19 (1)	3.4 %	2.7 %
Soft AC	0 (0)	23 (2)	23 (2)	4.1 %	4.6 %
Sports	5 (1)	0 (0)	5 (1)	0.9 %	0.0 %
Standards/EZ	8 (1)	27 (1)	35 (2)	6.2 %	7.2 %
<b>Totals</b>	<b>66 (8)</b>	<b>500 (27)</b>	<b>566 (35)</b>		

## AM Stations

WSBA	910	5 kw/1 kw (DA-2)	Full Service	1-On-1	\$52.00	Eastman	Susquehanna
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## FM Stations

WARM	103.3	6.4 kw @ 1305	AC	\$105.00	Eastman	Susquehanna	
WEGK	92.7	1.4 kw @ 699	Classic AOR	\$28.00	D&R	Hall	Starview
WGTY	107.7	16 kw @ 850	Country	Westwd	\$58.00	Eastman	WGET Gettysburg
WSOX	96.1	50 kw @ 500	Oldies		Mc-Guild	Moffitt	Red Lion
WYCR	98.5	10.5 kw @ 928	CHR	\$40.00	Allied	WHVR	Hanover

Notes: Other ranked stations -- See Harrisburg or Lancaster, or in the Fall 1999 American Radio Small Market edition, Hagerstown-Waynesboro-Chambersburg . . . No prior cume ratings for WRKZ-FM are applicable

# YOUNGSTOWN

**Arbitron Rank** 97 **Pop (12+)** 399,800  
**MSA Rank:** 88  
**MSA Pop:** 591,000  
**DMA:** 97  
**Average Persons Rating:** 15.4  
**Market TSL in Hours** 20.50

**Stations** 32 / 19  
**Diaries:** 1,338 / 299:1 / 58.0%  
**Sample Target:** 1,320  
**% Below Line:** 11.2  
**% Not Listed:** 11.1  
**Pop per Station:** 21,042

**Last Year's Revenue:** \$18,700,000  
**Household Income:** \$38,627  
**Total Retail Sales:** \$5.1 Bil.  
**#1 Biller:** WHOT-F \$3,400,000  
**#1 Billing Portfolio**  
 Connoisseur \$9,845,000

12+ Metro	Format	Fall 99 1/4 Share	Spq 99	Fall 98	Spq 98	Fall 97	12+ Metro Cume / Rtg	Spq 99	Fall 98	12+ TSA AQH / Cume	Revenue Level	
1	WHOT-F	71 / 11.6	9.1	9.8	10.6	8.9	1161 / 29.0	27.7	27.9	120 / 2000	E	WHOT-F
2	WQXK-F	61 / 9.9	11.2	12.2	13.9	11.8	926 / 23.2	21.3	24.8	108 / 1519	E	WQXK-F
3	WKBN	55 / 8.9	9.1	9.6	8.8	10.1	757 / 18.9	16.6	18.9	73 / 1034	C	WKBN
4	WYFM-F	50 / 8.1	7.3	7.3	8.4	8.2	685 / 17.1	17.7	16.0	91 / 1304	E	WYFM-F
5	WMXY-F	40 / 6.5	6.1	7.6	7.2	6.1	612 / 15.3	16.0	16.9	59 / 939	C	WMXY-F
6	WNCD-F	39 / 6.3	6.4	5.6	8.1	6.5	652 / 16.3	17.2	14.8	44 / 776	C	WNCD-F
7	WBBG-F	36 / 5.9	8.0	7.2	6.9	7.6	661 / 16.5	17.8	17.6	60 / 1139	C	WBBG-F
8	WBTJ-F	19 / 3.1	3.9	3.0	4.2	4.0	502 / 12.6	16.0	11.4	27 / 765	B	WBTJ-F
9	WAMO-F	18 / 2.9	2.9	4.0	3.2	1.8	284 / 7.1	8.4	9.0	22 / 421	A	WAMO-F
10	WNIO	15 / 2.4	2.2	0.6	1.3	1.5	285 / 7.1	7.9	3.5	15 / 308	A	WNIO
10	WRTK	15 / 2.4	3.4	3.7	2.3	4.7	134 / 3.3	4.3	5.1	15 / 151	A	WRTK
12	WRBP	12 / 2.0	1.7	1.6	0.6	0.4	193 / 4.8	5.1	4.7	12 / 217	A	WRBP
12	WSOM	12 / 2.0	2.9	2.2	2.5	1.9	283 / 7.1	6.3	7.3	23 / 421	A	WSOM
12	WICT-F	12 / 2.0	1.4	1.4	0.9	2.2	305 / 7.6	5.9	7.4	43 / 666	A	WICT-F
12	WTNX-F	12 / 2.0	1.7	2.3	2.3	2.8	255 / 6.4	6.0	7.8	17 / 426	A	WTNX-F
16	WGFT	11 / 1.8	1.5	1.0	1.2	1.2	93 / 2.3	1.3	1.6	11 / 93	A	WGFT

12+ FM Share (Metro): 74.04% (405 of 547) (Fall 98: 75.97%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WHOT-F >>>	1 WHOT-F	1 WHOT-F	1 WHOT-F <	1 WHOT-F	1 WKBN	1 WHOT-F <	1 WQXK-F <	1 WHOT-F	1 WHOT-F >	1 WHOT-F <
2 WBTJ-F >>	2 WNCD-F	2 WYFM-F	2 WYFM-F >	1 WYFM-F >	2 WQXK-F	2 WKBN	2 WYFM-F <	2 WQXK-F	2 WQXK-F	2 WQXK-F
3 WNCD-F >	3 WQXK-F <	3 WNCD-F	3 WNCD-F	3 WQXK-F	3 WYFM-F <	3 WQXK-F <	3 WHOT-F <	3 WNCD-F <	3 WMXY-F	3 WKBN
4 WYFM-F <	4 WQXK-F	3 WQXK-F	4 WNCD-F <	4 WBBG-F	4 WYFM-F	4 WKBN	4 WKBN	3 WNCD-F	3 WYFM-F	3 WYFM-F
5 WMXY-F >	5 WMXY-F >	5 WMXY-F	5 WMXY-F <	5 WHOT-F	5 WMXY-F <	5 WMXY-F	4 WYFM-F	5 WKBN <	5 WBBG-F	5 WBBG-F
6 WAMO-F	6 WBBG-F	6 WBBG-F	6 WBBG-F >>	6 WMXY-F >	6 WNCD-F <	6 WBBG-F <	6 WMXY-F	6 WAMO-F <	6 WNCD-F <	6 WNCD-F <
	7 WAMO-F	7 WAMO-F	7 WAMO-F	7 WNCD-F <	7 WBBG-F >>	7 WNCD-F >>	7 WBBG-F >	7 WBTJ-F <	7 WMXY-F	7 WMXY-F
				8 WNIO <	8 WSOM	8 WAMO-F	8 WBBG-F	8 WBBG-F	8 WBTJ-F	8 WBTJ-F
				9 WRTK	9 WNIO		8 WAMO-F	8 WYFM-F >	9 WAMO-F <	9 WAMO-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrmt
1 WHOT-F >>	1 WHOT-F >	1 WHOT-F >	1 WHOT-F >	1 WHOT-F >	1 WNCD-F >>	1 WNCD-F >	1 WHOT-F	1 WNCD-F <	1 WYFM-F	1 WKBN >
2 WMXY-F	2 WQXK-F	2 WQXK-F	2 WMXY-F <	2 WQXK-F	2 WHOT-F >>	2 WHOT-F	1 WNCD-F	2 WYFM-F	2 WNCD-F	2 WQXK-F <
2 WQXK-F	3 WMXY-F	3 WMXY-F	3 WYFM-F	2 WMXY-F <	3 WMXY-F	3 WYFM-F	3 WYFM-F >	3 WHOT-F	3 WHOT-F	3 WYFM-F <
2 WNCD-F >	4 WYFM-F	3 WYFM-F >	3 WQXK-F >	4 WYFM-F	3 WQXK-F >>	4 WQXK-F	4 WMXY-F	4 WQXK-F >	4 WQXK-F	4 WHOT-F
	5 WNCD-F	5 WAMO-F >	5 WAMO-F	5 WBBG-F >		5 WMXY-F >>	4 WQXK-F >>	5 WMXY-F	5 WBBG-F	5 WAMO-F
	5 WAMO-F		5 WBBG-F	6 WAMO-F				6 WBBG-F >	6 WMXY-F >	
			7 WNCD-F	7 WBTJ-F						

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBBW	SPRTS	1240	Youngstown 0.7 3.0 5 123
WKTX	O	830	Cortland 0.3 0.9 2 37
WLLF-F	J	96.7	Mercer, PA 1.3 3.0 13 221
WPIC	ST	790	Sharon, PA 0.7 2.6 10 241

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WENZ-F	B	107.9	Cleveland 1.5 5.3 9 255
WGAR-F	C	99.5	Cleveland 0.3 1.0 4 66
WHK-F	REL	98.1	Canton 0.8 2.4 7 129
WKNR	SPRTS	1220	Cleveland 0.7 1.3 5 75
WMJI-F	O	105.7	Cleveland 0.5 2.3 4 119
WMMS-F	AOR	100.7	Cleveland 0.8 2.0 5 90
WMVX-F	AC/CHR	106.5	Cleveland 0.3 1.9 2 88
WNCX-F	CL AOR	98.5	Cleveland 0.5 2.8 5 164
WNIR-F	T	100.1	Kent 1.0 1.4 8 94
WTAM	N/T	1100	Cleveland 1.3 4.4 9 221
WZKL-F	O	92.5	Alliance 0.7 2.3 12 206

# YOUNGSTOWN

Consolidation Report			12+	25-54	Revenue	Format Performance			AM	FM	Total	%	Yr. Ago	
<b>Clear Channel</b>			27.2 %	21.9 %	32.2 %	AC	0	(0)	54	(3)	54	(3)	9.9 %	11.6 %
WBTJ-FM, WKBN-AM, WMXY-FM, WNCD-FM, WRTK-AM						AOR/Classic/NR	0	(0)	97	(4)	97	(4)	17.7 %	18.2 %
<b>Clear Channel, pend.</b>			12.3 %	12.4 %	12.5 %	Black/Urban	12	(1)	27	(2)	39	(3)	7.1 %	6.3 %
WBBG-FM, WICT-FM, WNIO-AM, WTNX-FM						CHR	0	(0)	90	(2)	90	(2)	16.5 %	14.4 %
<b>Cumulus, pend.</b>			32.3 %	36.5 %	51.7 %	Classical	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
WHOT-FM, WPIC-AM, WQXK-FM, WSOM-AM, WWIZ-FM, WYFM-FM						Country	0	(0)	75	(3)	75	(3)	13.7 %	15.8 %
			<b>71.8 %</b>	<b>70.8 %</b>	<b>96.4 %</b>	Full Service	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Hispanic	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Jazz	0	(0)	8	(1)	8	(1)	1.5 %	1.0 %
						News/Talk	63	(2)	6	(1)	69	(3)	12.6 %	12.7 %
						Oldies	2	(1)	43	(3)	45	(4)	8.2 %	9.5 %
						Others/Unknown	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Religion/Gospel	11	(1)	5	(1)	16	(2)	2.9 %	1.6 %
						Soft AC	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Sports	8	(2)	0	(0)	8	(2)	1.5 %	1.6 %
						Standards/EZ	46	(4)	0	(0)	46	(4)	8.4 %	7.3 %
						<b>Totals</b>	<b>142</b>	<b>(11)</b>	<b>405</b>	<b>(20)</b>	<b>547</b>	<b>(31)</b>		

### AM Stations

Station	Freq	Power	Day	Format	AM	FM	Total	%	Yr. Ago
WGFT	1500	0.5 kw	(Days, DA)	Black Gospel	\$ NA	---			Youngstown
WKBN	570	5 kw	(DA-N)	News/Talk	CBS, ABC	\$50.00	Katz	Clear Channel	
WNIO	1390	9.5 kw/5 kw	(DA-N)	Standards	ABC	\$<20.00	Eastman	Clr Chnl, pend.	
WRBP	1440	5 kw	(DA-2)	Black AC	Westwd, CBS	\$<20.00	Regional		Warren
WRTK	1540	0.5 kw	(Days)	Simul. WNIO					Niles
WSOM	600	1 kw	(Days, DA)	Standards	Westwd	\$<20.00	Banner	Cumulus, pend.	Salem

### FM Stations

Station	Freq	Power	Day	Format	AM	FM	Total	%	Yr. Ago
WBBG	93.3	50 kw	@ 279	Oldies	\$49.00	Sentry	Clr Chnl, pend.		
WBTJ	101.9	3 kw	@ 328	CHR/Black	\$<20.00	Katz	Clr Chnl, pend.		Hubbard
WHOT	101.1	25 kw	@ 695	CHR	\$55.00	Allied	Cumulus, pend.		
WICT	95.1	19 kw	@ 804	Country	\$<20.00	Sentry	Clr Chnl, pend.		Grove City
WMXY	98.9	5.9 kw	@ 1370	AC	ABC, CBS	\$42.00	Katz	Clear Channel	
WNCD	106.1	3 kw	@ 328	AOR	\$35.00	Katz	Clear Channel		Niles
WQXK	105.1	88 kw	@ 430	Country	\$70.00	Banner	Cumulus, pend.		Salem
WTNX	95.9	3 kw	@ 328	Modern AC	\$<20.00	Sentry	Clr Chnl, pend.		Sharpsville, PA
WYFM	102.9	44 kw	@ 459	Classic AOR	Westwd	\$30.00	Allied	Cumulus, pend.	Sharon

Notes: WAMO-F - See Pittsburgh . . . 8/99 WKBN-F changed calls to WMXY-F; remains AC . . . 10/99 WBBG-F, WICT-F, WRTK (1390) and WTNX-F sold by GOCOM to Clear Channel . . . 11/99 WHOT-F, WLLF-F, WPIC, WQXK-F, WSOM, WWIZ-F and WYFM-F sold by Connoisseur to Cumulus as part of a \$242,000,000 group transaction . . . 1/00 WRTK 1390 changed calls to WNIO; WNIO 1540 changed calls to WRTK; the 1390 and 1540 are simulcast



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