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THE BLACKBOOK WINTER 1990

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Radio Econometrics

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The BlackBook Fall 1990

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Description of the Reports

-- Right Hand Page --

Metro: 003 LOS ANGELES, CA					ARBITRON Rank: 002		
ADI : Los Angeles					US Region : PAC		
Year	(000) Pop (0+)	(000) Hshlds	(\$000) EBI	(\$000) Retail Sls	(\$000) Radio Rev	%RtSls	Radio Rev PerCap
1986	10489.6	3819.8	148713560	69914935	287139.1	0.0041	27.37
1987	10774.3	3890.6	168073015	73817941	304495.4	0.0041	28.26
1988	11015.6	3952.9	186932272	79273612	323437.2	0.0041	29.36
1989	11213.0	4015.1	204189073	86301525	349914.3	0.0041	31.21
1990	11377.3	4077.2	220244033	94508620	384021.7	0.0041	33.75
1991	11519.8	4139.3	235497764	103501837	423851.8	0.0041	36.79
1992	11651.2	4201.3	250350881	112888114	467497.1	0.0041	40.12
1993	11837.9	4258.2	265247648	122225617	513049.9	0.0042	43.34
1994	12018.6	4315.7	280089776	131629630	558366.1	0.0042	46.46
1995	12199.3	4373.2	294931904	141033644	604005.0	0.0043	49.51
1996	12380.1	4430.7	309774033	150437657	649643.9	0.0043	52.47
1997	12560.8	4488.1	324616161	159841670	695282.8	0.0043	55.35
1998	12741.5	4545.6	339458289	169245684	740921.7	0.0044	58.15
1999	12922.2	4603.1	354300418	178649697	786560.7	0.0044	60.87
2000	13102.9	4660.6	369142546	188053710	832199.6	0.0044	63.51

The "Arbitron Rank" is the rank of the market among all 260 Arbitron-measured markets, based on Total Persons 12+ Population. The ADI containing this market is listed as well as the Region of the US.

Years 1986, 1987 and 1992 for Population (0+), Households, EBI and Retail Sales are from *Sales & Marketing Management*. Years 1988-1991 and 1993-2000 are projections by *Radio Econometrics* based on the *S&MM* historical data and their projections. The data have been projected on a county-by-county basis (or parts of counties in some circumstances) to conform to the Arbitron definition of a Metro Survey Area.

Radio Revenues are projections from the *Radio Econometrics* statistical model, developed specifically for each individual market. These are total gross revenue projections including Local, Regional, National and unwired revenue (wired revenue estimates are not included). In addition these revenues are expressed Per Capita and as a percent of Retail Sales.

With the exception of Persons 12+, our license with Arbitron only allows us to show the ranks for demographic categories. The stations are ranked by Average Quarter Hour, and if the rank is blank, that indicates that the station is tied with the station directly above it.

The Radio Marketplace		ARBITRON Market	
AM Home to Market	: 17		: CONTINUOUS
FM Home to Market	: 25	Surveys	: Wi, Sp, Su, Fa
Tot Stations MSA Survey	: 42	Most Current Survey	: Fall 1989
Tot Listed Share Points	: 88.5		
Points Above Line	: 88.5		
Points Below Line	: 0.0		
Balance of Points	: 11.5		
Mean Points/AL Station	: 2.1		
Median Points/AL Station	: 1.9		
Revenue/AL Point	: 3,953,833		
Revenue/AL Mean Station	: 8,331,292		
AL -- Above Line (Home to Market)			

Demographics	
12+ Tot Pop	: 9,265,900 100.0%
12+ Blk Pop	: 854,700 9.2%
12+ His Pop	: 2,268,300 24.5%
Median Age	: 32.2
Eth Controls	: BLACK & HISPANIC

AM and FM Stations Home-to-Market -- Those stations located within the counties home to this particular market, as defined by Arbitron.

"Tot Stations MSA Survey" -- Total number of stations which are listed in this Arbitron Local Market Survey, whether they are home-to-market or not. Under the Persons 12+ Audience estimates on the right hand page of a market in the *BlackBook* you will notice room for 30 stations and the Total Market. In most markets this is enough room to list all individual stations which are listed in the book. In a few markets, more than 30 stations are listed. In those markets only the top 30 ranked by Average Quarter Hour are listed. However, in "The Radio Marketplace" section, as illustrated above, the "Tot Stations MSA Survey" is the total individual stations which were listed in this report. The left hand page of a market, which lists the trends for up to the last 5 books, lists all stations which have shown in any of the market reports listed. In order to expand the number of individual stations listed, we have omitted any AM/FM combos listed in the Arbitron Report from both the left and right hand sides of the market report.

In addition to Total Listed Share Points, we break down the points into those Above the Metro Line and those below, to examine out of market penetration, and the non-attributed points ("Balance of Points").

"Mean Points/AL Station" is the Average Points scored by a station listed above the line.

"Median Points/AL Station" is that point where half of the "Above Line" stations are above and an equal number are below. A station's position relative to the median may give an indication of the viability of the station.

"Revenue/AL Point" is the Radio Revenue Estimate for the year divided by the total of the 12+ Share Points for those stations listed above the line. This provides a basis for comparing markets, especially those markets whose ranks are close together.

"Revenue/AL Mean Station" is the "Revenue/AL Point" multiplied by the "Mean Points/AL Station". This number may not match the sum of those two exactly, due to rounding.

A Demographic Summary is also given which details the 12+ Black and Hispanic population of the market and their % of Total 12+ population. If Ethnic Placement and Retrieval methods are used in the market, a notation of this is also made.

Description of the Reports

— Left Hand Page —

Stations are listed in descending rank order according to 12+ share in the latest book. Depending on the frequency of measurement of the market, 12+ share performance in up to the last five books is shown for each station. All individual stations which made any of those books are listed.

Current format for each station is listed with an industry-standard three-letter abbreviation.. If a format is listed as "OTH", either the station's format has not been reported, or is listed as "diverse". Various sources are used to update formats.

If the station has a Construction Permit, or License Modification Application pending with the FCC, according to their databases, "CP" is noted.

As with the CP information, the Frequency, Class ("Cls"), Horizontal and Vertical Power ("HPwr" & "VPwr") and Height Above Average Terrain ("HAAT") for FM's and Day and Night Power and directional pattern ("Direct") for AM's, comes from the FCC databases.

In most cases, the "Ownership" listed is the parent company, and not necessarily the individual licensee. If a station is in the process of being sold, the ownership listed in this report is usually the company purchasing the property, subject to FCC approval.

The "City of License" is that city to which the station is licensed by the FCC. This information is obtained from the FCC databases.

Arbitron surveys 260 markets during the year, with the Spring survey containing all 260. However, the Winter, 1990 survey only contains ratings for 79 markets. *The BlackBook* lists all 79 markets in alphabetical order. Those markets contained in this survey are listed below:

ALBANY-SCHENECTADY-TROY, NY
ALLENTOWN-BETHLEHEM, PA
ATLANTA, GA
AUSTIN, TX
BALTIMORE, MD
BATON ROUGE, LA
BIRMINGHAM, AL
BOSTON, MA
BUFFALO-NIAGARA FALLS, NY
CHARLOTTE-GASTONIA-ROCK HILL, NC-SC
CHATTANOOGA, TN
CHICAGO, IL
CINCINNATI, OH
CLEVELAND, OH
COLUMBUS, OH
DALLAS-FT. WORTH, TX
DAYTON, OH
DENVER-BOULDER, CO
DETROIT, MI
EL PASO, TX
FRESNO, CA
GRAND RAPIDS, MI
GREENSBORO-WINSTON SALEM-HIGH POINT, NC
GREENVILLE-SPARTANBURG, SC
HARRISBURG-LEBANON-CARLISLE, PA
HARTFORD-NEW BRITAIN-MIDDLETOWN, CT
HONOLULU, HI
HOUSTON-GALVESTON, TX
INDIANAPOLIS, IN
JACKSONVILLE, FL
KANSAS CITY, MO-KS
KNOXVILLE, TN
LANSING-EAST LANSING, MI
LAS VEGAS, NV
LOS ANGELES, CA
LOUISVILLE, KY
MCALLEN-BROWNSVILLE, TX
MEMPHIS, TN
MIAMI-FT. LAUDERDALE-HOLLYWOOD, FL
MILWAUKEE-RACINE, WI

MINNEAPOLIS-ST. PAUL, MN
MONTEREY-SALINAS-SANTA CRUZ, CA
NASHVILLE, TN
NASSAU-SUFFOLK, NY
NEW ORLEANS, LA
NEW YORK, NY
NORFOLK-VIRGINIA BEACH-NEWPORT NEWS, VA
OKLAHOMA CITY, OK
OMAHA-COUNCIL BLUFFS, NE-IA
ORLANDO, FL
PHILADELPHIA, PA
PHOENIX, AZ
PITTSBURGH, PA
PORTLAND, OR
PROVIDENCE-WARWICK-PAWTUCKET, RI
RICHMOND, VA
RIVERSIDE-SAN BERNARDINO, CA
ROCHESTER, NY
SACRAMENTO, CA
SALT LAKE CITY-OGDEN-PROVO, UT
SAN ANTONIO, TX
SAN DIEGO NORTH COUNTY, CA
SAN DIEGO, CA
SAN FRANCISCO, CA
SAN JOSE, CA
SEATTLE-TACOMA, WA
SPRINGFIELD, MA
ST. LOUIS, MO
SYRACUSE, NY
TAMPA-ST. PETERSBURG-CLEARWATER, FL
TOLEDO, OH
TUCSON, AZ
TULSA, OK
WASHINGTON, DC
WEST PALM BEACH-BOCA RATON, FL
WILKES BARRE-SCRANTON, PA
YORK, PA
YOUNGSTOWN-WARREN, OH

Two pages (facing) follow for each market.

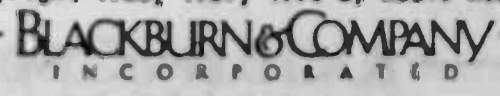
Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary
 Metro: 069 ALBANY-SCHENECTADY-TROY, NY ARBITRON Rank: 054

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	MPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FA89	SU89	SP89	WI89								
*WROW-FM	EZ	11.3	10.6	9.6	9.4	9.9		95.5	B	12.0	12.0	1023.6	Radio Terrace Inc.	ALBANY, NY
*WGNA-FM	CTY	11.2	10.6	8.0	9.4	10.1		107.7	B	12.0	12.0	981.0	Barnstable Broadcast	ALBANY, NY
*WGY-AM	MOR	9.1	10.3	9.8	9.7	9.3		810	II	50.0	50.0	ND-U	Empire Radio Partner	SCHENECTADY, NY
*WFLY-FM	CHR	7.2	7.9	9.4	7.1	8.6		92.3	B	17.0	17.0	849.7	Albany Broadcasting	TROY, NY
*WPYX-FM	AOR	7.1	7.8	8.3	10.2	8.9		106.5	B	15.5	15.5	902.2	Merv Griffin Group	ALBANY, NY
*WKLI-FM	AC	5.8	5.8	6.6	6.0	6.1	CP	100.9	A	3.0	3.0	285.4	Bendat, Paul N.	ALBANY, NY
*WTRY-AM	OLD	5.6	4.3	3.4	3.5	3.6		980	III	5.0	5.0	DA-N	Merv Griffin Group	TROY, NY
*WGY-FM	CHR	4.4	6.2	4.5	4.8	4.0		99.5	B	14.5	14.5	925.2	Empire Radio Partner	SCHENECTADY, NY
*WABY-AM	MOR	3.8	2.4	2.6	3.1	2.4		1400	IV	1.0	1.0	ND-U	Bendat, Paul N.	ALBANY, NY
*WOBK-AM	TLK	3.8	4.3	4.3	4.0	4.8		1300	III	5.0	5.0	DA-2	Albany Broadcasting	RENSSELAER, NY
*WOBK-FM	CR	2.6	3.8	4.1	4.3	5.3	CP	103.9	A	2.5	2.5	367.5	Albany Broadcasting	RENSSELAER, NY
*WVKZ-FM	AC	2.4	2.7	2.3	2.1	1.4	CP	96.7	A	3.0	3.0	324.8	W.V. BROADCASTING, I	CLIFTON PARK, N
*WROW-AM	EZ	2.1	1.7	2.1	2.7	2.1		590	III	5.0	1.0	DA-2	Radio Terrace Inc.	ALBANY, NY
*WPTR-AM	CTY	1.1	1.7	1.4	1.0	1.0		1540	II	50.0	50.0	DA-1	Albany Broadcasting	ALBANY, NY
*WSHZ-FM	AC	1.1	1.2	1.3	1.9	2.1		98.3	A	3.0	3.0	328.1	Radioactive Group	ROTTERDAM, NY
*WSS-AM	AC	1.1	----	0.4	----	1.4		1490	IV	1.0	1.0	ND-U	Gateway Broadcasting	AMSTERDAM, NY
*WEQX-FM	AOR	1.1	0.8	1.6	0.9	1.3		102.7	B	1.3	1.3	2490.2	NORTHSHIRE COMMUNICA	MANCHESTER, VT
*WCKL-AM	AC	0.9	0.6	0.5	0.4	0.8		560	III	1.0	0.0	DA-D	Catskill Communicati	CATSKILL, NY
*WHRL-FM	EZ	0.9	2.1	1.6	1.7	1.4	CP	103.1	A	3.0	3.0	324.8	REGAL BROADCASTING C	ALBANY, NY
*WSHQ-FM	AC	0.8	0.4	0.6	0.5	----		103.5	B	50.0	50.0	492.1	Radioactive Group	COBLESKILL, NY
*WGNA-AM	CTY	0.7	0.4	0.2	0.7	0.7		1460	III	5.0	5.0	DA-N	Barnstable Broadcast	ALBANY, NY
*WHAZ-AM	REL	0.5	----	0.5	0.6	0.5		1330	III	1.0	0.0	ND-D	Lotters, Paul F.	TROY, NY
*WSSV-FM	AC	0.5	0.6	0.7	0.5	0.4		101.3	C2	3.0	3.0	590.0	Hanigan, Ian T. & Ca	STILLWATER, NY
*WKOL-FM	AC	0.4	0.8	1.3	0.6	0.6		97.7	A	0.8	0.8	623.4	Gateway Broadcasting	AMSTERDAM, NY
*WOQY-FM	CHR	0.4	0.3	----	0.5	1.1		102.3	A	3.0	3.0	75.5	Putnam, R. & Raeder,	SARATOGA SPRING
WJIV-FM	REL	0.4	0.4	----	0.8	0.5		101.9	B	8.9	8.9	1026.9	WJIV RADIO, A PARTNE	CHERRY VALLEY,
WSPK-FM	CHR	----	0.6	----	----	----		104.7	B	7.4	7.4	1250.0	Command Broadcast Gr	POUGHKEEPSIE, N
WPDH-FM	AOR	----	0.5	----	----	----		101.5	B	4.4	4.4	1538.7	WEOK BROADCASTING CO	POUGHKEEPSIE, N
*WVKZ-AM	AC	----	----	0.0	----	----		1240	IV	1.0	1.0	ND-U	W.V. BROADCASTING, I	SCHENECTADY, NY
*WSCG-FM	CTY	----	----	----	0.8	----		93.5	A	1.4	1.4	419.9	JEDCO BROADCASTING C	CORINTH, NY
WCZX-FM	AC	----	----	----	0.5	----		97.7	A	0.3	0.3	1030.2	HUDSON VALLEY WIRELE	HYDE PARK, NY
WAYI-FM	AC	----	----	----	0.5	----		107.1	A	0.3	0.3	843.2	Alpine Media, Inc.	HUDSON FALLS, N
*WKAJ-AM	BB	----	----	----	0.4	----		900	II	0.3	0.0	ND-D	Putnam, R. & Raeder,	SARATOGA SPRING
WFAN-AM	SPT	----	----	----	0.3	----		660	I-A	50.0	50.0	DA-1	Emmis Broadcasting	NEW YORK, NY
WJJR-FM	EZ	----	----	----	0.3	----		98.1	C2	1.1	1.1	2591.9	Caravelle Broadcasti	RUTLAND, VT

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".
 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 069 ALBANY-SCHENECTADY-TROY, NY ARBITRON Rank: 054 Demo: P 12+ Mon-Sun 6A-MID TSL

ADI : Albany-Schenectady-Troy US Region : MA Rk. Station Share AQH Per Cume Per HR:MN T/O

Year	Pop (0+)	Hshlds	(EBI)	(Retail Sls)	(Radio Rev)	(%RtSls)	PerCap	1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	12.	13.	14.	15.	16.	17.	18.	19.	20.	21.	22.	23.	24.	0.																																																																																																																																									
1986	854.3	320.0	11358054	5360877	17271.0	0.0032	20.22	WROW-FM	11.3	15000	129900	14:33	8.7	WGNA-FM	11.2	14900	144000	13:02	9.7	WGY -AM	9.1	12100	180800	8:26	14.9	WFLY-FM	7.2	9600	157500	7:41	16.4	WPYX-FM	7.1	9400	141300	8:23	15.0	WKLI-FM	5.8	7700	105300	9:13	13.7	WTRY-AM	5.6	7400	94800	9:50	12.8	WGY -FM	4.4	5800	118300	6:11	20.4	WABY-AM	3.8	5100	47400	13:33	9.3	WQBK-AM	3.8	5100	57200	11:14	11.2	WQBK-FM	2.6	3500	80800	5:27	23.1	WVKZ-FM	2.4	3200	57800	6:59	18.1	WROW-AM	2.1	2800	46600	7:34	16.6	WVTR-AM	1.1	1500	42100	4:29	28.1	WSHZ-FM	1.1	1500	27400	6:54	18.3	WCSS-AM	1.1	1400	16700	10:34	11.9	WEQX-FM	1.1	1400	23600	7:28	16.9	WCKL-AM	0.9	1200	13700	11:02	11.4	WHRL-FM	0.9	1200	30600	4:56	25.5	WSHQ-FM	0.8	1100	18100	7:39	16.5	WGNA-AM	0.7	900	18900	6:00	21.0	WHAZ-AM	0.5	600	9500	7:57	15.8	WSSV-FM	0.5	600	16000	4:43	26.7	WKOL-FM	0.4	500	15900	3:58	31.8	WQY-FM	0.4	500	13400	4:42	26.8	WJIV-FM	0.4	500	9000	7:00	18.0	TOT MKT	100.0	132500	693500	24:04	5.2

The Radio Marketplace

AM Home to Market : 10 ARBITRON Market : CONTINUOUS

FM Home to Market : 15 Surveys : Wi, Sp, Su, Fa

Tot Stations MSA Survey : 26 Most Current Survey : Winter 1990

Tot Listed Share Points : 86.3

Points Above Line : 85.9

Points Below Line : 0.4

Balance of Points : 13.7

Mean Points/AL Station : 3.4

Median Points/AL Station: 2.1

Revenue/AL Point : 246,027

Revenue/AL Mean Station : 845,350

AL -- Above Line (Home to Market)

Demographics

12+ Tot Pop : 723,900 100.0%

12+ Blk Pop : 25,900 3.6%

12+ His Pop : 7,700 1.1%

Median Age : 33.7

Eth Controls: NO CONTROLS

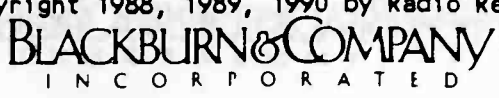
Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 WROW-FM	1 WPYX-FM	1 WFLY-FM	1 WPYX-FM	1 WGNA-FM	1 WGNA-FM	1 WGNA-FM
2 WGNA-FM	2 WGNA-FM	2 WKLI-FM	2 WFLY-FM	2 WPYX-FM	2 WKLI-FM	2 WKLI-FM
3 WGY -AM	3 WQBK-FM	3 WGNA-FM	3 WGNA-FM	3 WTRY-AM	3 WFLY-FM	3 WTRY-AM
4 WPYX-FM	4 WFLY-FM	4 WPYX-FM	4 WKLI-FM	4 WKLI-FM	4 WROW-FM	4 WROW-FM
5 WFLY-FM	5 WVKZ-FM	5 WGY -FM	5 WQBK-FM	5 WROW-FM	5 WGY -AM	5 WPYX-FM
6 WKLI-FM	6 WTRY-AM	6 WROW-FM	6 WVKZ-FM	6 WGY -AM	6 WTRY-AM	6 WFLY-FM
7 WTRY-AM	7 WKLI-FM	7 WQBK-FM	7 WGY -FM	7 WFLY-FM	7 WGY -FM	7 WGY -AM
8 WABY-AM	8 WROW-FM	8 WSHQ-FM	8 WROW-FM	8 WQBK-FM	8 WPYX-FM	8 WGY -FM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 WFLY-FM	1 WPYX-FM	1 WFLY-FM	1 WPYX-FM	1 WPYX-FM	1 WFLY-FM	1 WGNA-FM
2 WGY -FM	2 WVKZ-FM	2 WPYX-FM	2 WFLY-FM	2 WGNA-FM	2 WKLI-FM	2 WPYX-FM
3 WVKZ-FM	3 WQBK-FM	3 WGY -FM	3 WVKZ-FM	3 WQBK-FM	3 WGNA-FM	3 WFLY-FM
4 WPYX-FM	4 WFLY-FM	4 WKLI-FM	4 WQBK-FM	4 WFLY-FM	4 WROW-FM	4 WKLI-FM
5 WGY -AM	5 WGY -FM	5 WGNA-FM	5 WGY -FM	5 WKLI-FM	5 WPYX-FM	5 WQBK-FM
6 WGNA-FM	6 WQBK-AM	6 WVKZ-FM	6 WKLI-FM	6 WTRY-AM	6 WGY -FM	6 WROW-FM
7 WQBK-FM	7 WGNA-FM	7 WQBK-FM	7 WGNA-FM	7 WROW-FM	7 WSHQ-FM	7 WTRY-AM
8 WKLI-FM	8 WGY -AM	8 WTRY-AM	8 WGY -AM	8 WEQX-FM	8 WHRL-FM	8 WSHQ-FM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 WROW-FM	1 WPYX-FM	1 WROW-FM	1 WGNA-FM	1 WTRY-AM	1 WGNA-FM	1 WGY -AM
2 WGY -AM	2 WTRY-AM	2 WFLY-FM	2 WTRY-AM	2 WROW-FM	2 WGY -AM	2 WGNA-FM
3 WGNA-FM	3 WGNA-FM	3 WGY -AM	3 WPYX-FM	3 WGY -AM	3 WROW-FM	3 WROW-FM
4 WTRY-AM	4 WKLI-FM	4 WKLI-FM	4 WKLI-FM	4 WGNA-FM	4 WKLI-FM	4 WTRY-AM
5 WABY-AM	5 WFLY-FM	5 WGNA-FM	5 WROW-FM	5 WKLI-FM	5 WROW-AM	5 WKLI-FM
6 WQBK-AM	6 WQBK-FM	6 WTRY-AM	6 WFLY-FM	6 WROW-AM	6 WTRY-AM	6 WROW-AM
7 WKLI-FM	7 WROW-AM	7 WGY -FM	7 WGY -AM	7 WPYX-FM	7 WFLY-FM	7 WFLY-FM
8 WROW-AM	8 WROW-FM	8 WPYX-FM	8 WGY -FM	8 WQBK-AM	8 WGNA-AM	8 WGY -FM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary
 Metro: 135 AUSTIN, TX ARBITRON Rank: 058

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		W190	FA89	SU89	SP89	W189								
*KASE-FM	CTY	17.0	15.4	12.7	13.4	13.4		100.7	C	100.0	100.0	1190.9	KVET Broadcasting, I	AUSTIN, TX
*KKMJ-FM	AC	9.5	7.8	7.0	7.2	9.4		95.5	C	100.0	87.0	1000.7	Keymarket Communicat	AUSTIN, TX
*KBTS-FM	CHR	8.5	9.0	10.2	11.0	9.4		93.3	C	93.0	93.0	1948.8	Genesis Broadcasting	KILLEEN, TX
*KLBJ-FM	AOR	7.9	10.6	9.2	8.7	9.6		93.7	C	97.0	97.0	1049.9	LBJ Company	AUSTIN, TX
*KHFJ-FM	CHR	6.3	6.6	6.0	7.0	6.3	CP	98.3	C1	100.0	100.0	702.0	Kuykendall, Don & Hi	AUSTIN, TX
*KQFX-FM	CR	4.4	2.2	3.1	4.4	3.2	CP	96.7	C1	100.0	100.0	951.0	Capitol Broadcasting	GEORGETOWN, TX
*KPEZ-FM	AOR	4.1	4.1	4.3	4.5	2.4	CP	102.3	A	1.3	1.3	449.5	Clear Channel Commun	AUSTIN, TX
*KLBJ-AM	NTK	4.0	4.2	4.3	4.3	4.5		590	III	5.0	1.0	DA-N	LBJ Company	AUSTIN, TX
*KEYI-FM	AC	3.6	4.2	4.6	5.5	6.4		103.5	C	96.0	96.0	1256.6	Degree Communication	SAN MARCOS, TX
*KGSR-FM	NAC	2.6	2.2	2.9	2.4	----	CP	107.1	C2	46.0	46.0	518.4	Beasley Broadcasting	BASTROP, TX
*KVET-AM	CTY	2.2	2.6	2.2	2.3	2.7		1300	III	5.0	1.0	DA-2	KVET Broadcasting, I	AUSTIN, TX
*KLTD-FM	URB	2.0	2.4	3.2	2.3	3.0		99.1	C1	18.5	18.5	1814.3	Shamrock Communicati	LAMPASAS, TX
*KAPT-FM	EZ	1.9	2.3	2.4	1.3	4.1		94.7	C	97.0	97.0	1256.6	New Thinking, Inc.	LULING, TX
*KTXZ-AM	SPN	1.9	1.9	1.6	1.3	1.4		1560	II	2.5	2.5	DA-2	DFJ Group, Inc.	WEST LAKE HILLS
*KTAE-AM	CTY	1.2	1.3	0.5	----	0.8		1260	III	1.0	0.0	DA-D	KTAE, Inc.	TAYLOR, TX
WOAI-AM	NTK	1.2	0.6	0.9	0.8	0.9		1200	I-A	50.0	50.0	ND-U	Clear Channel Commun	SAN ANTONIO, TX
KSAH-AM	SPN	1.1	0.7	1.0	1.3	----		720	II	10.0	1.0	DA-2	Ganadores Inc.	UNIVERSAL CITY,
KTSA-AM	BB	0.6	----	0.6	----	0.5		550	III	5.0	5.0	DA-N	Waterman Broadcastin	SAN ANTONIO, TX
KGID-FM	CTY	0.5	----	----	----	----		101.5	C2	39.0	39.0	561.0	RADIO LEE COUNTY, IN	GIDDINGS, TX
*KFON-AM	EZ	0.4	1.8	1.1	1.3	1.6		1370	III	5.0	0.5	DA-N	Keymarket Communicat	ROLLINGWOOD, TX
*KMOW-AM	BB	0.4	0.4	0.4	0.4	0.5		1490	IV	1.0	1.0	ND-U	Degree Communication	AUSTIN, TX
KZVE-FM	SPN	----	0.5	0.7	----	----		107.5	C	97.0	97.0	1469.8	TK Communications	SAN ANTONIO, TX
KISS-FM	AOR	----	0.5	0.6	0.4	----		99.5	C	100.0	100.0	1112.2	Adams Communications	SAN ANTONIO, TX
*KIXL-AM	REL	----	0.4	----	1.1	----		970	III	1.0	1.0	DA-D	Signature Broadcasti	DEL VALLE, TX
KSMG-FM	OLD	----	----	0.6	----	0.6		105.3	C	94.0	94.0	1250.0	Jacor Communications	SEGUIN, TX

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".
 CP Denotes station has applied for a Construction Permt or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 135 AUSTIN, TX		ARBITRON Rank: 058-Demo: P 12+ Mon-Sun 6A-MID						TSL																			
ADI : Austin		US Region : WSC						Rk. Station		Share		AQH Per		Cume Per		HR:MN		T/O									
Year	Pop (0+)	(000) HsHlds	(000) EBI	(000) Retail Sls	(000) Radio Rev	%RtSls	Radio Rev PerCap	1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	12.	13.	14.	15.	16.	17.	18.	19.	20.
1986	732.9	279.7	9525126	4728756	24044.4	0.0051	32.81	KASE-FM	17.0	18400	182600	12:42	9.9														
1987	745.1	284.9	9810618	4833318	26003.6	0.0054	34.90	KKMJ-FM	9.5	10300	124100	10:27	12.0														
1988	755.2	289.6	10462476	5065244	26685.4	0.0053	35.34	KBTS-FM	8.5	9200	165900	6:59	18.0														
1989	772.4	297.3	11642554	5495229	28197.8	0.0051	36.51	KLBJ-FM	7.9	8500	135000	7:56	15.9														
1990	795.0	307.3	13218798	6073759	31001.7	0.0051	39.00	KHFI-FM	6.3	6800	131100	6:32	19.3														
1991	821.1	318.8	15059152	6751319	34774.3	0.0052	42.35	KQFX-FM	4.4	4700	72500	8:10	15.4														
1992	849.1	331.1	17031561	7478393	39192.6	0.0052	46.16	KPEZ-FM	4.1	4400	80400	6:54	18.3														
1993	871.8	341.3	18988534	8102973	43933.8	0.0054	50.39	KLBJ-AM	4.0	4300	79300	6:50	18.4														
1994	895.0	351.9	20965829	8788674	48006.7	0.0055	53.64	KEYI-FM	3.6	3900	80700	6:05	20.7														
1995	918.3	362.6	22943124	9474375	52478.1	0.0055	57.15	KGSR-FM	2.6	2800	51400	6:52	18.4														
1996	941.5	373.2	24920419	10160077	56949.5	0.0056	60.49	KVET-AM	2.2	2400	41900	7:13	17.5														
1997	964.7	383.9	26897714	10845778	61421.0	0.0057	63.67	KLTD-FM	2.0	2200	52900	5:14	24.0														
1998	988.0	394.5	28875009	11531480	65892.4	0.0057	66.69	KAPT-FM	1.9	2100	34400	7:42	16.4														
1999	1011.2	405.2	30852304	12217181	70363.8	0.0058	69.58	KTXZ-AM	1.9	2000	15000	16:48	7.5														
2000	1034.5	415.8	32829599	12902882	74835.3	0.0058	72.34	KTAE-AM	1.2	1300	8800	18:37	6.8														
								WOAI-AM	1.2	1300	20800	7:53	16.0														
								KSAH-AM	1.1	1200	7200	21:00	6.0														
								KTSA-AM	0.6	600	5100	14:49	8.5														
								KGID-FM	0.5	500	8200	7:41	16.4														
								KFON-AM	0.4	400	10400	4:51	26.0														
								KMOW-AM	0.4	400	6700	7:31	16.7														

The Radio Marketplace

AM Home to Market	: 6	ARBITRON Market	: CONTINUOUS
FM Home to Market	: 11	Surveys	: Wi, Sp, Su, Fa
Tot Stations MSA Survey	: 21	Most Current Survey	: Winter 1990
Tot Listed Share Points	: 81.3		
Points Above Line	: 77.9		
Points Below Line	: 3.4		
Balance of Points	: 18.7		
Mean Points/AL Station	: 4.6		
Median Points/AL Station	: 3.6		
Revenue/AL Point	: 361,974		
Revenue/AL Mean Station	: 1,658,693		
AL -- Above Line (Home to Market)			

Demographics

12+ Tot Pop	: 634,000	100.0%
12+ Blk Pop	: 56,800	9.0%
12+ His Pop	: 116,700	18.4%
Median Age	: 29.1	
Eth Controls	: HISPANIC CONTROLS	

0. TOT MKT 100.0 108000 607800 22:23 5.6

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54
Rank	Station	Rank	Station	Rank	Station	Rank
1	KASE-FM	1	KLBJ-FM	1	KASE-FM	1
2	KKMJ-FM	2	KASE-FM	2	KLBJ-FM	2
3	KLBJ-FM	3	KBTS-FM	3	KKMJ-FM	3
4	KBTS-FM	4	KPEZ-FM	4	KBTS-FM	4
5	KQFX-FM	5	KLBJ-FM	5	KQFX-FM	5
6	KLBJ-AM	6	KHFI-FM	6	KLBJ-FM	6
7	KPEZ-FM	7	KEYI-FM	7	KEYI-FM	7
	KHFI-FM	8	KGSR-FM	8	KLBJ-AM	8
			KQFX-FM		KBTS-FM	
			KPEZ-FM		KHFI-FM	
			KQFX-FM		KPEZ-FM	
			KQFX-FM		KEYI-FM	
			KQFX-FM		KEYI-FM	

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34
Rank	Station	Rank	Station	Rank	Station	Rank
1	KBTS-FM	1	KBTS-FM	1	KLBJ-FM	1
2	KHFI-FM	2	KLBJ-FM	2	KASE-FM	2
3	KASE-FM	3	KHFI-FM	3	KKMJ-FM	3
4	KLBJ-FM	4	KASE-FM	4	KQFX-FM	4
5	KPEZ-FM	5	KKMJ-FM	5	KLBJ-FM	5
6	KGID-FM	6	KEYI-FM	6	KBTS-FM	6
	KGSR-FM	7	KKMJ-FM	7	KHFI-FM	7
	KAPT-FM	8	KQFX-FM	8	KPEZ-FM	8
			KPEZ-FM		KEYI-FM	
			KPEZ-FM		KEYI-FM	
			KPEZ-FM		KEYI-FM	
			KPEZ-FM		KEYI-FM	
			KPEZ-FM		KEYI-FM	

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54
Rank	Station	Rank	Station	Rank	Station	Rank
1	KASE-FM	1	KASE-FM	1	KASE-FM	1
2	KKMJ-FM	2	KQFX-FM	2	KKMJ-FM	2
3	KLBJ-AM	3	KPEZ-FM	3	KVET-AM	3
4	KQFX-FM	4	KLBJ-FM	4	KAPT-FM	4
5	KVET-AM	5	KBTS-FM	5	KLBJ-AM	5
6	KTXZ-AM	6	KEYI-FM	6	KBTS-FM	6
7	KLBJ-FM	7	KLTD-FM	7	KLTD-FM	7
8	KAPT-FM	8	KMOW-AM	8	KVET-AM	8
			KGSR-FM		WOAI-AM	
			KGSR-FM		WOAI-AM	
			KGSR-FM		WOAI-AM	
			KGSR-FM		WOAI-AM	
			KGSR-FM		WOAI-AM	

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary
 Metro: 021 BALTIMORE, MD ARBITRON Rank: 017

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FA89	SUB9	SP89	WI89								
*WXYV-FM	URB	8.4	9.1	7.3	7.6	6.6		102.7	B	50.0	50.0	436.4	Summit Communication	BALTIMORE, MD
*WLIF-FM	AC	8.0	7.9	9.1	8.6	9.9		101.9	B	13.5	13.5	961.3	Infinity Broadcastin	BALTIMORE, MD
*WBAL-AM	NTK	7.8	7.5	9.7	9.6	7.0		1090	II	50.0	50.0	DA-N	Hearst Corporation	BALTIMORE, MD
*WPOC-FM	CTY	6.7	5.3	6.4	6.5	7.4		93.1	B	16.0	16.0	859.6	Nationwide Communica	BALTIMORE, MD
*WWMX-FM	AC	6.5	7.5	6.1	7.3	7.1		106.5	B	7.4	7.4	1217.2	Capitol Broadcasting	BALTIMORE, MD
*WIYY-FM	AOR	6.2	6.4	6.2	6.7	6.3		97.9	B	13.5	13.5	944.9	Hearst Corporation	BALTIMORE, MD
*WBSB-FM	CHR	5.5	6.6	5.2	6.0	5.7		104.3	B	50.0	50.0	419.9	Scripps-Howard Broad	BALTIMORE, MD
*WQSR-FM	OLD	4.8	5.3	4.1	2.8	3.4		105.7	B	50.0	50.0	492.1	Sconnix Group	CATONSVILLE, MD
*WCBM-AM	TLK	3.3	3.2	2.9	2.6	4.3		680	II	10.0	5.0	DA-2	Mangiones & Lombardo	BALTIMORE, MD
*WBGR-AM	REL	2.9	1.9	3.0	2.1	2.4		860	II	2.5	0.0	DA-D	Mortenson Broadcasti	BALTIMORE, MD
*WWIN-FM	URB	2.9	2.1	2.0	2.0	1.8		95.9	A	3.0	2.5	298.6	Almic Broadcasting,	GLEN BURNIE, MD
*WYST-FM	AC	2.8	3.1	2.3	2.3	2.8	CP	92.3	B	37.0	37.0	570.9	United Broadcasting	BALTIMORE, MD
*WGRX-FM	CR	2.4	2.0	3.2	2.0	2.5		100.7	B	16.0	16.0	859.6	Shamrock Communicati	WESTMINSTER, MD
*WRBS-FM	REL	2.2	1.5	1.2	1.2	1.1		95.1	B	50.0	50.0	498.7	PETER & JOHN RADIO F	BALTIMORE, MD
*WITH-AM	BB	1.8	1.2	1.5	1.5	1.4		1230	IV	1.0	1.0	ND-U	Atlantic Coast Radio	BALTIMORE, MD
*WCAO-AM	CTY	1.5	2.0	1.7	1.5	2.6		600	III	5.0	5.0	DA-1	Summit Communication	BALTIMORE, MD
WPGC-FM	CHR	1.5	1.0	2.7	2.0	1.6		95.5	B	50.0	50.0	498.7	Cook Inlet Radio Par	MORNINGSIDE, MD
WRQX-FM	CHR	1.4	1.4	1.2	1.3	1.0		107.3	B	36.0	36.0	590.6	Capital Cities/ABC	WASHINGTON, DC
WWDC-FM	AOR	1.4	1.6	1.3	1.6	2.3		101.1	B	22.5	22.5	761.2	Capitol Broadcasting	WASHINGTON, DC
WHFS-FM	AOR	1.4	2.0	2.7	2.3	2.2	CP	99.1	B	50.0	50.0	459.3	Duchossois Communica	ANNAPOLIS, MD
*WWIN-AM	URB	1.3	2.0	1.7	1.7	1.8		1400	IV	1.0	1.0	ND-U	Almic Broadcasting,	BALTIMORE, MD
WHUR-FM	URB	1.3	1.2	1.2	1.4	1.2		96.3	B	24.0	24.0	669.3	Howard University Bo	WASHINGTON, DC
*WEBB-AM	REL	1.0	1.0	0.8	1.3	1.4		1360	III	5.0	1.5	N	Brunson Broadcasting	BALTIMORE, MD
WMZQ-FM	CTY	0.9	0.4	0.5	0.5	0.5		98.7	B	50.0	50.0	488.8	Viacom Broadcasting	WASHINGTON, DC
WKYS-FM	URB	0.8	0.4	----	0.4	0.3		93.9	B	50.0	50.0	479.0	Albimar Communicatio	WASHINGTON, DC
WTOP-AM	NWS	0.6	1.0	0.8	0.9	0.9		1500	I-B	50.0	50.0	DA-2	Chase Broadcasting,	WASHINGTON, D.
WGAY-FM	EZ	0.5	0.4	0.6	0.6	0.6		99.5	B	21.0	21.0	771.0	Greater Media	WASHINGTON, DC
*WYST-AM	OLD	0.5	0.7	0.5	0.9	0.7		1010	II	1.0	0.0	ND-D	United Broadcasting	BALTIMORE, MD
WAVA-FM	CHR	0.5	0.7	0.9	0.8	0.4	CP	105.1	B	41.0	41.0	541.3	Emmis Broadcasting	ARLINGTON, VA
*WLIF-AM	TLK	0.4	----	0.8	1.4	1.3		1300	III	5.0	5.0	DA-1	Infinity Broadcastin	BALTIMORE, MD
WWRC-AM	TLK	0.4	----	0.3	----	----		980	III	5.0	5.0	DA-N	Greater Media	WASHINGTON, D.C
WLTT-FM	AC	0.4	0.3	----	----	----		94.7	B	22.5	22.5	741.5	CBS Incorporated	BETHESDA, MD
WASH-FM	AC	0.4	0.7	0.7	0.8	0.7		97.1	B	26.0	26.0	685.7	Chase Broadcasting,	WASHINGTON, DC
WYCR-FM	CHR	0.4	----	----	0.6	----		98.5	B	10.5	10.5	928.5	RADIO HANOVER, INC.	YORK-HANOVER, P
WFRE-FM	EZ	0.3	----	----	----	0.4		99.9	B	2.3	2.3	1099.1	Gibbons, James L.	FREDERICK, MD
WMZQ-AM	CTY	0.0	0.0	0.0	0.0	0.0		1390	III	5.0	5.0	DA-2	Viacom Broadcasting	WASHINGTON, DC
*WFSI-FM	REL	----	0.3	----	----	----		107.9	B	50.0	37.0	498.7	Family Stations	ANNAPOLIS, MD
WMAL-AM	MOR	----	----	0.5	0.4	0.8		630	III	5.0	5.0	DA-2	Capital Cities/ABC	WASHINGTON, DC
*WANN-AM	BLK	----	----	0.3	----	----		1190	II	50.0	0.0	DA-D	Annapolis Broadcasti	ANNAPOLIS, MD
WCXR-FM	CR	----	----	----	0.4	----		105.9	B	28.0	25.0	649.6	Westinghouse Broadca	WOODBIDGE, VA
WXTR-FM	OLD	----	----	----	0.3	----	CP	104.1	B	50.0	50.0	498.7	Radio Ventures I	WALDORF, MD

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 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 021 BALTIMORE, MD		ARBITRON Rank: 017-Demo: P 12+						Mon-Sun 6A-MID			TSL			
ADI : Baltimore		US Region : SA						Rk.	Station	Share	AQH Per	Cume Per	HR:MM	T/O
Year	Pop (0+)	HsHlds	EBI	Retail Sls	Radio Rev	XRtSls	PerCap							
1986	2306.1	836.6	28921343	14264185	54406.3	0.0038	23.59	1.	WXYV-FM	8.4	32100	302600	13:22	9.4
1987	2333.6	849.6	31080614	15247372	56748.0	0.0037	24.32	2.	WLIF-FM	8.0	30600	316900	12:10	10.4
1988	2359.2	862.0	33594474	16463988	60701.6	0.0037	25.73	3.	WBAL-AM	7.8	30000	358400	10:33	11.9
1989	2377.9	872.3	36258475	17830226	65593.8	0.0037	27.58	4.	WPOC-FM	6.7	25500	248500	12:56	9.7
1990	2391.4	881.1	39035080	19308679	71087.7	0.0037	29.73	5.	WMMX-FM	6.5	25000	348800	9:02	14.0
1991	2401.4	888.9	41886754	20861942	77032.8	0.0037	32.08	6.	WIYY-FM	6.2	23800	326800	9:11	13.7
1992	2409.7	896.2	44775964	22452611	83278.8	0.0037	34.56	7.	WBSB-FM	5.5	20900	361000	7:18	17.3
1993	2426.3	907.2	47517954	23672554	89675.2	0.0038	36.96	8.	WQSR-FM	4.8	18400	254700	9:06	13.8
1994	2441.5	917.8	50283087	24947062	94580.8	0.0038	38.74	9.	WCBM-AM	3.3	12700	124600	12:51	9.8
1995	2456.7	928.4	53048220	26221571	99705.9	0.0038	40.59	10.	WBGR-AM	2.9	11100	96400	14:30	8.7
1996	2471.9	939.1	55813353	27496080	104830.9	0.0038	42.41		WWIN-FM	2.9	11100	129800	10:47	11.7
1997	2487.1	949.7	58578485	28770588	109955.9	0.0038	44.21	12.	WYST-FM	2.8	10600	201300	6:38	19.0
1998	2502.3	960.3	61343618	30045097	115081.0	0.0038	45.99	13.	WGRX-FM	2.4	9300	177000	6:37	19.0
1999	2517.6	970.9	64108751	31319606	120206.0	0.0038	47.75	14.	WRBS-FM	2.2	8300	72500	14:25	8.7
2000	2532.8	981.5	66873884	32594114	125331.1	0.0038	49.48	15.	WTH-AM	1.8	6700	78500	10:45	11.7
								16.	WCAO-AM	1.5	5800	86700	8:26	14.9
								17.	WPGC-FM	1.5	5600	116000	6:05	20.7
								18.	WRQX-FM	1.4	5400	139900	4:52	25.9
								19.	WQDC-FM	1.4	5300	143000	4:40	27.0
								20.	WHFS-FM	1.4	5200	103900	6:18	20.0
								21.	WWIN-AM	1.3	5100	89500	7:11	17.5
								22.	WHUR-FM	1.3	4800	89200	6:47	18.6
								23.	WEBB-AM	1.0	3700	67100	6:57	18.1
								24.	WMZQ-FM	0.9	3300	33100	12:34	10.0
								25.	WKYS-FM	0.8	3000	49900	7:35	16.6
								26.	WTOP-AM	0.6	2200	55900	4:58	25.4
								27.	WGAY-FM	0.5	2100	30700	8:37	14.6
								28.	WYST-AM	0.5	1900	47500	5:02	25.0
								29.	WAVA-FM	0.5	1800	55500	4:05	30.8
								30.	WLIF-AM	0.4	1700	39100	5:29	23.0
								0.	TOT MKT	100.0	382800	1927300	25:02	5.0

The Radio Marketplace

AM Home to Market	: 9
FM Home to Market	: 11
Tot Stations MSA Survey	: 36
Tot Listed Share Points	: 89.1
Points Above Line	: 76.9
Points Below Line	: 12.2
Balance of Points	: 10.9
Mean Points/AL Station	: 3.8
Median Points/AL Station	: 2.9
Revenue/AL Point	: 852,975
Revenue/AL Mean Station	: 3,279,690
AL -- Above Line (Home to Market)	

Demographics

ARBITRON Market	: CONTINUOUS
Surveys	: Wj, Sp, Su, Fa
Most Current Survey	: Winter 1990
12+ Tot Pop	: 2,006,100 100.0%
12+ Blk Pop	: 459,500 22.9%
12+ His Pop	: 18,700 0.9%
Median Age	: 32.9
Eth Controls	: BLACK CONTROLS

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54	
Rank	Station	Rank	Station	Rank	Station	Rank	Station
1	WLIF-FM	1	WIYY-FM	1	WXYV-FM	1	WIYY-FM
2	WBAL-AM	2	WXYV-FM	2	WMMX-FM	2	WQSR-FM
3	WXYV-FM	3	WGRX-FM	3	WIYY-FM	3	WXYV-FM
4	WPOC-FM	4	WBSB-FM	4	WMMX-FM	4	WBAL-AM
5	WMMX-FM	5	WMMX-FM	5	WPOC-FM	5	WQSR-FM
6	WIYY-FM	6	WQDC-FM	6	WGRX-FM	6	WPOC-FM
7	WQSR-FM	7	WWIN-FM	7	WQSR-FM	7	WBSB-FM
8	WBSB-FM	8	WPOC-FM	8	WLIF-FM	8	WYST-FM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34	
Rank	Station	Rank	Station	Rank	Station	Rank	Station
1	WBSB-FM	1	WIYY-FM	1	WXYV-FM	1	WIYY-FM
2	WXYV-FM	2	WXYV-FM	2	WBSB-FM	2	WXYV-FM
3	WIYY-FM	3	WBSB-FM	3	WMMX-FM	3	WGRX-FM
4	WMMX-FM	4	WGRX-FM	4	WIYY-FM	4	WMMX-FM
5	WPGC-FM	5	WWIN-FM	5	WLIF-FM	5	WQSR-FM
6	WRQX-FM	6	WMMX-FM	6	WPOC-FM	6	WWIN-FM
7	WGRX-FM	7	WHFS-FM	7	WGRX-FM	7	WHFS-FM
8	WYCR-FM	8	WPGC-FM	8	WPGC-FM	8	WBAL-AM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54	
Rank	Station	Rank	Station	Rank	Station	Rank	Station
1	WLIF-FM	1	WQSR-FM	1	WMMX-FM	1	WQSR-FM
2	WBAL-AM	2	WMMX-FM	2	WQSR-FM	2	WBAL-AM
3	WPOC-FM	3	WBAL-AM	3	WLIF-FM	3	WPOC-FM
4	WQSR-FM	4	WPOC-FM	4	WXYV-FM	4	WRBS-FM
5	WCBM-AM	5	WLIF-FM	5	WWIN-FM	5	WBAL-AM
6	WMMX-FM	6	WHUR-FM	6	WBSB-FM	6	WQSR-FM
7	WBGR-AM	7	WCBM-AM	7	WBAL-AM	7	WWIN-FM
8	WXYV-FM	8	WBGR-AM	8	WYST-FM	8	WBGR-AM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary
 Metro: 223 BATON ROUGE, LA ARBITRON Rank: 078

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FA89	SU89	SP89	WI89								
*WYNK-FM	CTY	14.2	8.0	13.9	14.4	11.0		101.5	C	96.0	96.0	1499.3	Narragansett Broadca	BATON ROUGE, LA
*WFMF-FM	CHR	12.4	13.7	10.8	12.3	10.5		102.5	C	85.0	85.0	1259.8	Jenne, George	BATON ROUGE, LA
*KQXL-FM	URB	11.8	9.9	11.3	13.5	11.3		106.5	C2	50.0	50.0	485.6	CITY WIDE BROADCASTI	NEW ROADS, LA
*WXOK-AM	URB	8.5	5.7	7.4	8.2	7.8		1460	III	5.0	1.0	DA-N	Citywide Broadcastin	BATON ROUGE, LA
KHOM-FM	OLD	6.8	5.1	5.7	4.2	4.3		104.1	C	100.0	100.0	1945.5	La Terr Broadcasting	HOUMA, LA
*WNDC-AM	REL	5.5	5.6	4.2	4.2	2.1		910	III	1.0	1.0	DA-1	Church Point Ministr	BATON ROUGE, LA
*WTGE-FM	AOR	5.5	4.1	5.1	4.4	7.3		100.7	C1	95.0	95.0	689.0	Vetter Communication	BATON ROUGE, LA
*WGGZ-FM	CHR	4.9	6.7	7.9	6.9	7.4		98.1	C	95.0	95.0	1499.3	Guaranty Broadcastin	BATON ROUGE, LA
*WKJN-FM	CTY	4.6	5.4	6.5	6.7	7.0		103.3	C	100.0	100.0	1003.9	Southern Communicati	HAMMOND, LA
*WJBO-AM	NTK	4.3	6.3	3.2	4.7	4.8		1150	III	5.0	5.0	DA-1	Jenne, George	BATON ROUGE, LA
WCKW-FM	CR	3.5	3.6	4.0	2.9	2.8	CP	92.3	C	100.0	100.0	1945.5	222 Corporation	LA PLACE, LA
*KIEZ-FM	EZ	2.6	1.6	----	----	----		96.3	A	3.0	3.0	328.0	Livingston Communica	BRUSLY, LA
KDEA-FM	EZ	1.7	1.7	1.7	1.8	3.4		99.1	C	100.0	100.0	984.3	KDEA STEREO RADIO, I	NEW IBERIA, LA
*WTKL-AM	EZ	1.0	0.7	1.8	1.1	1.0		1260	III	1.0	0.0	ND-D	Clauer, G.L., Trstee	BATON ROUGE, LA
WWL -AM	NTK	0.7	1.1	----	0.7	0.7		870	I-A	50.0	50.0	DA-1	Keymarket Communicat	NEW ORLEANS, LA
*WXLT-FM	OTH	0.7	2.3	2.5	3.2	2.2		94.1	C1	100.0	100.0	981.0	DOWDY BROADCASTING C	MCCOMB, MS
*WLUX-AM	REL	0.6	0.7	----	0.4	1.7		1550	II	5.0	5.0	ND-D	Jimmy Swaggart Minis	BATON ROUGE, LA
WFPR-AM	CTY	0.4	----	----	----	----		1400	IV	1.0	1.0	ND-U	AIRWEB, INC.	HAMMOND, LA
KSMB-FM	CHR	0.4	1.3	----	----	----		94.5	C	100.0	100.0	1079.4	MEDIA PROPERTIES	LAFAYETTE, LA
*WYNK-AM	CTY	0.4	0.7	0.8	0.4	1.7		1380	III	5.0	0.0	DA-D	Narragansett Broadca	BATON ROUGE, LA
*WOCK-FM	REL	0.4	0.9	----	1.1	1.4		92.7	A	3.0	3.0	298.6	Hoffman Communicatio	CLINTON, LA
WQUE-FM	URB	----	1.0	0.6	----	0.6	CP	93.3	C	100.0	100.0	984.3	Clear Channel Commun	NEW ORLEANS, LA
KTDY-FM	AC	----	0.6	----	----	----		99.9	C	100.0	100.0	984.3	Lafayette Broadcasti	LAFAYETTE, LA
*WIBR-AM	OLD	----	0.4	0.6	0.4	----		1300	III	5.0	1.0	DA-N	Southern Communicati	BATON ROUGE, LA
WCKW-AM	MOR	----	0.0	----	----	0.0		1010	II	0.5	0.4	ND-D	222 Corporation	GARYVILLE, LA
WMXZ-FM	CTY	----	----	0.4	----	----	CP	95.7	C	100.0	100.0	984.3	Stoner Broadcasting	NEW ORLEANS, LA
*WSLG-AM	AC	----	----	0.4	----	----		1090	II	10.0	0.0	DA-D	Gulf Broadcasting Co	GONZALES, LA
WQUE-AM	URB	----	----	0.0	----	0.0		1280	III	5.0	5.0	DA-1	Clear Channel Commun	NEW ORLEANS, LA
WYLD-FM	URB	----	----	----	0.5	----	CP	98.5	C	97.0	97.0	1000.7	Inter Urban Broadcas	NEW ORLEANS, LA

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".
 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 223 BATON ROUGE, LA

ARBITRON Rank: 078-Demo: P 12+ Mon-Sun 6A-MID

Year	Pop (0+)	HsHlds (000)	EBI (\$000)	Retail Sls (\$000)	Radio Rev (\$000)	%RtSls	PerCap	Rk.	Station	Share	AQH Per	Cume Per	HR:MN	T/O
1986	557.1	192.4	5969668	3240811	13679.1	0.0042	24.55	1.	WYNK-FM	14.2	9900	110800	11:15	11.2
1987	553.7	191.2	6058628	3288374	14098.3	0.0043	25.46	2.	WFMF-FM	12.4	8600	119400	9:05	13.9
1988	553.0	191.4	6396625	3423502	14320.0	0.0042	25.90	3.	KQXL-FM	11.8	8200	86400	11:57	10.5
1989	556.8	193.4	6983165	3671017	14949.8	0.0041	26.85	4.	WXOK-AM	8.5	5900	70500	10:33	11.9
1990	564.0	196.8	7756112	4002822	16103.4	0.0040	28.55	5.	KHOM-FM	6.8	4700	57400	10:19	12.2
1991	573.5	201.1	8653330	4390820	17649.9	0.0040	30.78	6.	WNDC-AM	5.5	3800	29500	16:14	7.8
1992	584.1	205.9	9612684	4806915	19458.2	0.0040	33.31	7.	WTGE-FM	5.5	3800	61500	7:47	16.2
1993	593.2	210.1	10564362	5034449	21397.6	0.0043	36.07	8.	WGGZ-FM	4.9	3400	87400	4:54	25.7
1994	602.8	214.7	11525526	5282853	22458.0	0.0043	37.25	9.	WKJN-FM	4.6	3200	50500	7:59	15.8
1995	612.5	219.4	12486690	5531258	23615.8	0.0043	38.55	10.	WJBO-AM	4.3	3000	57900	6:32	19.3
1996	622.2	224.0	13447854	5779662	24773.6	0.0043	39.81	11.	WCKW-FM	3.5	2400	43300	6:59	18.0
1997	631.9	228.7	14409018	6028067	25931.3	0.0043	41.03	12.	KIEZ-FM	2.6	1800	25300	8:58	14.1
1998	641.6	233.3	15370182	6276472	27089.1	0.0043	42.22	13.	KDEA-FM	1.7	1200	21800	6:56	18.2
1999	651.3	238.0	16331346	6524876	28246.8	0.0043	43.37	14.	WTKL-AM	1.0	700	12900	6:50	18.4
2000	661.0	242.6	17292510	6773281	29404.6	0.0043	44.48	15.	WWL-AM	0.7	500	8800	7:10	17.6
								16.	WXLT-FM	0.7	500	17100	3:41	34.2
								17.	WLUX-AM	0.6	400	6600	7:38	16.5
								18.	WFPR-AM	0.4	300	3700	10:13	12.3
									KSMB-FM	0.4	300	12400	3:03	41.3
									WYNK-AM	0.4	300	6400	5:54	21.3
									WQCK-FM	0.4	300	11600	3:16	38.7

The Radio Marketplace

AM Home to Market	: 6	ARBITRON Market	: CONTINUOUS
FM Home to Market	: 9	Surveys	: Wi, Sp, Su, Fa
Tot Stations MSA Survey	: 21	Most Current Survey	: Winter 1990
Tot Listed Share Points	: 90.9		
Points Above Line	: 77.4		
Points Below Line	: 13.5		
Balance of Points	: 9.1		
Mean Points/AL Station	: 5.2		
Median Points/AL Station	: 4.6		
Revenue/AL Point	: 193,149		
Revenue/AL Mean Station	: 996,651		
AL -- Above Line (Home to Market)			

Demographics

12+ Tot Pop	: 435,400	100.0%
12+ Blk Pop	: 123,900	28.5%
12+ His Pop	: 7,200	1.7%
Median Age	: 28.5	
Eth Controls	: BLACK CONTROLS	

0. TOT MKT 100.0 69500 413300 21:11 5.9

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	WYNK-FM	1	KQXL-FM	1	WFMF-FM	1	WYNK-FM
2	KQXL-FM	2	WFMF-FM	2	KQXL-FM	2	KQXL-FM
3	WFMF-FM	3	WYNK-FM	3	WYNK-FM	3	KHOM-FM
4	WXOK-AM	4	WTGE-FM	4	WTGE-FM	4	WFMF-FM
5	KHOM-FM	5	WCKW-FM	5	WGGZ-FM	5	WXOK-AM
6	WNDC-AM	6	WGGZ-FM	6	WXOK-AM	6	WTGE-FM
7	WTGE-FM	7	WXOK-AM	7	KHOM-FM	7	WNDC-AM
8	WJBO-AM	8	KHOM-FM	8	WCKW-FM	8	WCKW-FM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	WFMF-FM	1	WYNK-FM	1	WYNK-FM	1	KQXL-FM
2	KQXL-FM	2	WFMF-FM	2	KQXL-FM	2	WFMF-FM
3	WGGZ-FM	3	KQXL-FM	3	WYNK-FM	3	WTGE-FM
4	WXOK-AM	4	WTGE-FM	4	WXOK-AM	4	WYNK-FM
5	WKJN-FM	5	WGGZ-FM	5	WYNK-FM	5	WCKW-FM
6	WNDC-AM	6	KHOM-FM	6	WTGE-FM	6	WXOK-AM
7	WTGE-FM	7	WXOK-AM	7	WJBO-AM	7	WGGZ-FM
8	KIEZ-FM	8	WCKW-FM	8	WXOK-AM	8	KHOM-FM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	WYNK-FM	1	WYNK-FM	1	KHOM-FM	1	WYNK-FM
2	WXOK-AM	2	KHOM-FM	2	WYNK-FM	2	KIEZ-FM
3	KHOM-FM	3	WTGE-FM	3	KQXL-FM	3	KHOM-FM
4	WKJN-FM	4	KQXL-FM	4	WXOK-AM	4	KQXL-FM
5	KQXL-FM	5	WCKW-FM	5	WFMF-FM	5	WKJN-FM
6	WJBO-AM	6	WJBO-AM	6	WNDC-AM	6	WNDC-AM
7	WNDC-AM	7	WXOK-AM	7	WXOK-AM	7	WXOK-AM
8	KIEZ-FM	8	WKJN-FM	8	KDEA-FM	8	KDEA-FM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary
 Metro: 223 BATON ROUGE, LA ARBITRON Rank: 078

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		W190	FA89	SU89	SP89	W189								
*WYNK-FM	CTY	14.2	8.0	13.9	14.4	11.0		101.5	C	96.0	96.0	1499.3	Narragansett Broadca	BATON ROUGE, LA
*WFMF-FM	CHR	12.4	13.7	10.8	12.3	10.5		102.5	C	85.0	85.0	1259.8	Jenne, George	BATON ROUGE, LA
*KQXL-FM	URB	11.8	9.9	11.3	13.5	11.3		106.5	C2	50.0	50.0	485.6	CITY WIDE BROADCASTI	NEW ROADS, LA
*WXOK-AM	URB	8.5	5.7	7.4	8.2	7.8		1460	III	5.0	1.0	DA-N	Citywide Broadcastin	BATON ROUGE, LA
KHOM-FM	OLD	6.8	5.1	5.7	4.2	4.3		104.1	C	100.0	100.0	1945.5	La Terr Broadcasting	HOUMA, LA
*WNDC-AM	REL	5.5	5.6	4.2	4.2	2.1		910	III	1.0	1.0	DA-1	Church Point Ministr	BATON ROUGE, LA
*WTGE-FM	AOR	5.5	4.1	5.1	4.4	7.3		100.7	C1	95.0	95.0	689.0	Vetter Communication	BATON ROUGE, LA
*WGGZ-FM	CHR	4.9	6.7	7.9	6.9	7.4		98.1	C	95.0	95.0	1499.3	Guaranty Broadcastin	BATON ROUGE, LA
*WKJN-FM	CTY	4.6	5.4	6.5	6.7	7.0		103.3	C	100.0	100.0	1003.9	Southern Communicati	HAMMOND, LA
*WJBO-AM	NTK	4.3	6.3	3.2	4.7	4.8		1150	III	5.0	5.0	DA-1	Jenne, George	BATON ROUGE, LA
WCKW-FM	CR	3.5	3.6	4.0	2.9	2.8	CP	92.3	C	100.0	100.0	1945.5	222 Corporation	LA PLACE, LA
*KIEZ-FM	EZ	2.6	1.6	----	----	----		96.3	A	3.0	3.0	328.0	Livingston Communica	BRUSLY, LA
KDEA-FM	EZ	1.7	1.7	1.7	1.8	3.4		99.1	C	100.0	100.0	984.3	KDEA STEREO RADIO, I	NEW IBERIA, LA
*WTKL-AM	EZ	1.0	0.7	1.8	1.1	1.0		1260	III	1.0	0.0	ND-D	Clauer, G.L., Trstee	BATON ROUGE, LA
LWL -AM	NTK	0.7	1.1	----	0.7	0.7		870	I-A	50.0	50.0	DA-1	Keymarket Communicat	NEW ORLEANS, LA
*WXLT-FM	OTH	0.7	2.3	2.5	3.2	2.2		94.1	C1	100.0	100.0	981.0	DOWDY BROADCASTING C	MCCOMB, MS
*WLUX-AM	REL	0.6	0.7	----	0.4	1.7		1550	II	5.0	5.0	ND-D	Jimmy Swaggart Minis	BATON ROUGE, LA
WFPR-AM	CTY	0.4	----	----	----	----		1400	IV	1.0	1.0	ND-U	AIRWEB, INC.	HAMMOND, LA
KSMB-FM	CHR	0.4	1.3	----	----	----		94.5	C	100.0	100.0	1079.4	MEDIA PROPERTIES	LAFAYETTE, LA
*WYNK-AM	CTY	0.4	0.7	0.8	0.4	1.7		1380	III	5.0	0.0	DA-D	Narragansett Broadca	BATON ROUGE, LA
*WQCK-FM	REL	0.4	0.9	----	1.1	1.4		92.7	A	3.0	3.0	298.6	Hoffman Communicatio	CLINTON, LA
WQUE-FM	URB	----	1.0	0.6	----	0.6	CP	93.3	C	100.0	100.0	984.3	Clear Channel Commun	NEW ORLEANS, LA
KTDY-FM	AC	----	0.6	----	----	----		99.9	C	100.0	100.0	984.3	Lafayette Broadcasti	LAFAYETTE, LA
*WIBR-AM	OLD	----	0.4	0.6	0.4	----		1300	III	5.0	1.0	DA-N	Southern Communicati	BATON ROUGE, LA
WCKW-AM	MOR	----	0.0	----	----	0.0		1010	II	0.5	0.4	ND-D	222 Corporation	GARYVILLE, LA
WMXZ-FM	CTY	----	----	0.4	----	----	CP	95.7	C	100.0	100.0	984.3	Stoner Broadcasting	NEW ORLEANS, LA
*WSLG-AM	AC	----	----	0.4	----	----		1090	II	10.0	0.0	DA-D	Gulf Broadcasting Co	GONZALES, LA
WQUE-AM	URB	----	----	0.0	----	0.0		1280	III	5.0	5.0	DA-1	Clear Channel Commun	NEW ORLEANS, LA
WYLD-FM	URB	----	----	----	0.5	----	CP	98.5	C	97.0	97.0	1000.7	Inter Urban Broadcas	NEW ORLEANS, LA

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".
 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 223 BATON ROUGE, LA						ARBITRON Rank: 078		Demo: P 12+		Mon-Sun 6A-MID		TSL	
ADI : Baton Rouge						US Region : WSC		Rk. Station		Share AQH Per		Cume Per HR:MN T/O	
Year	(000) Pop (0+)	(000) Hshlds	(000) EBI	(000) Retail Sls	(000) Radio Rev	%RtSls	Radio Rev	PerCap					
1986	557.1	192.4	5969668	3240811	13679.1	0.0042	24.55		1. WYNK-FM	14.2	9900	110800	11:15 11.2
1987	553.7	191.2	6058628	3288374	14098.3	0.0043	25.46		2. WFMF-FM	12.4	8600	119400	9:05 13.9
1988	553.0	191.4	6396625	3423502	14320.0	0.0042	25.90		3. KQXL-FM	11.8	8200	86400	11:57 10.5
1989	556.8	193.4	6983165	3671017	14949.8	0.0041	26.85		4. WXOK-AM	8.5	5900	70500	10:33 11.9
1990	564.0	196.8	7756112	4002822	16103.4	0.0040	28.55		5. KHOM-FM	6.8	4700	57400	10:19 12.2
1991	573.5	201.1	8653330	4390820	17649.9	0.0040	30.78		6. WNDC-AM	5.5	3800	29500	16:14 7.8
1992	584.1	205.9	9612684	4806915	19458.2	0.0040	33.31		7. WTGE-FM	5.5	3800	61500	7:47 16.2
1993	593.2	210.1	10564362	5034449	21397.6	0.0043	36.07		8. WGGZ-FM	4.9	3400	87400	4:54 25.7
1994	602.8	214.7	11525526	5282853	22458.0	0.0043	37.25		9. WKJN-FM	4.6	3200	50500	7:59 15.8
1995	612.5	219.4	12486690	5531258	23615.8	0.0043	38.55		10. WJBO-AM	4.3	3000	57900	6:32 19.3
1996	622.2	224.0	13447854	5779662	24773.6	0.0043	39.81		11. WCKW-FM	3.5	2400	43300	6:59 18.0
1997	631.9	228.7	14409018	6028067	25931.3	0.0043	41.03		12. KIEZ-FM	2.6	1800	25300	8:58 14.1
1998	641.6	233.3	15370182	6276472	27089.1	0.0043	42.22		13. KDEA-FM	1.7	1200	21800	6:56 18.2
1999	651.3	238.0	16331346	6524876	28246.8	0.0043	43.37		14. WTKL-AM	1.0	700	12900	6:50 18.4
2000	661.0	242.6	17292510	6773281	29404.6	0.0043	44.48		15. WWL -AM	0.7	500	8800	7:10 17.6
									16. WXLN-FM	0.7	500	17100	3:41 34.2
									17. WLUX-AM	0.6	400	6600	7:38 16.5
									18. WFPR-AM	0.4	300	3700	10:13 12.3
									KSMB-FM	0.4	300	12400	3:03 41.3
									WYNK-AM	0.4	300	6400	5:54 21.3
									WOCK-FM	0.4	300	11600	3:16 38.7

The Radio Marketplace				
AM Home to Market	:	6	ARBITRON Market	: CONTINUOUS
FM Home to Market	:	9	Surveys	: Wi,Sp,Su,Fa
Tot Stations MSA Survey	:	21	Most Current Survey	: Winter 1990
Tot Listed Share Points	:	90.9		
Points Above Line	:	77.4		
Points Below Line	:	13.5		
Balance of Points	:	9.1		
Mean Points/AL Station	:	5.2		
Median Points/AL Station	:	4.6		
Revenue/AL Point	:	193,149		
Revenue/AL Mean Station	:	996,651		
AL -- Above Line (Home to Market)				

Demographics	
12+ Tot Pop	: 435,400 100.0%
12+ Blk Pop	: 123,900 28.5%
12+ His Pop	: 7,200 1.7%
Median Age	: 28.5
Eth Controls	: BLACK CONTROLS

0. TOT MKT 100.0 69500 413300 21:11 5.9

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 WYNK-FM	1 KQXL-FM	1 WFMF-FM	1 WFMF-FM	1 WYNK-FM	1 WYNK-FM	1 WYNK-FM
2 KQXL-FM	2 WFMF-FM	2 KQXL-FM	2 KQXL-FM	2 KQXL-FM	2 WFMF-FM	2 KQXL-FM
3 WFMF-FM	3 WYNK-FM	3 WYNK-FM	3 WYNK-FM	3 KHOM-FM	3 KQXL-FM	3 KHOM-FM
4 WXOK-AM	4 WTGE-FM	4 WXOK-AM	4 WTGE-FM	4 WTGE-FM	4 KHOM-FM	4 WFMF-FM
5 KHOM-FM	5 WCKW-FM	5 WNDC-AM	5 WGGZ-FM	5 WCKW-FM	5 WXOK-AM	5 WXOK-AM
6 WNDC-AM	6 WGGZ-FM	6 WGGZ-FM	6 WXOK-AM	6 WFMF-FM	6 WNDC-AM	6 WTGE-FM
7 WTGE-FM	7 WXOK-AM	7 KHOM-FM	7 KHOM-FM	7 WJBO-AM	7 WTGE-FM	7 WNDC-AM
8 WJBO-AM	8 KHOM-FM	8 WTGE-FM	8 WCKW-FM	8 WXOK-AM	8 WKJN-FM	8 WCKW-FM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 WFMF-FM	1 WYNK-FM	1 WFMF-FM	1 WFMF-FM	1 KQXL-FM	1 WFMF-FM	1 KQXL-FM
2 KQXL-FM	2 WFMF-FM	2 KQXL-FM	2 KQXL-FM	2 WCKW-FM	2 KQXL-FM	2 WFMF-FM
3 WGGZ-FM	3 KQXL-FM	3 WYNK-FM	3 WYNK-FM	3 WFMF-FM	3 WNDC-AM	3 WTGE-FM
4 WXOK-AM	4 WTGE-FM	4 WXOK-AM	4 WGGZ-FM	4 WTGE-FM	4 KHOM-FM	4 WYNK-FM
5 WKJN-FM	5 WGGZ-FM	5 WGGZ-FM	5 WXOK-AM	5 WYNK-FM	5 WTGE-FM	5 WCKW-FM
6 WNDC-AM	6 KHOM-FM	6 WNDC-AM	6 WTGE-FM	6 WJBO-AM	6 WXOK-AM	6 WXOK-AM
7 WTGE-FM	7 WXOK-AM	7 WKJN-FM	7 KHOM-FM	7 WXOK-AM	7 WGGZ-FM	7 KHOM-FM
8 KIEZ-FM	8 WCKW-FM	8 KHOM-FM	8 WCKW-FM	8 WGGZ-FM	8 WYNK-FM	8 WNDC-AM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 WYNK-FM	1 WYNK-FM	1 KHOM-FM	1 WYNK-FM	1 KHOM-FM	1 WYNK-FM	1 WYNK-FM
2 WXOK-AM	2 KHOM-FM	2 WYNK-FM	2 KHOM-FM	2 WYNK-FM	2 KIEZ-FM	2 KIEZ-FM
3 KHOM-FM	3 WTGE-FM	3 KQXL-FM	3 KQXL-FM	3 KQXL-FM	3 WKJN-FM	3 KHOM-FM
4 WKJN-FM	4 KQXL-FM	4 WXOK-AM	4 WXOK-AM	4 KIEZ-FM	4 WNDC-AM	4 KQXL-FM
5 KQXL-FM	5 WCKW-FM	5 WFMF-FM	5 WTGE-FM	5 WFMF-FM	5 WXOK-AM	5 WKJN-FM
6 WJBO-AM	6 WJBO-AM	6 WNDC-AM	6 WFMF-FM	6 WNDC-AM	6 KDEA-FM	6 WNDC-AM
7 WNDC-AM	7 WXOK-AM	7 WKJN-FM	7 WKJN-FM	7 WXOK-AM	7 KQXL-FM	7 WXOK-AM
8 KIEZ-FM	8 WKJN-FM	8 WTGE-FM	8 WNDC-AM	8 KDEA-FM	8 WFMF-FM	8 KDEA-FM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary
 Metro: 095 BIRMINGHAM, AL ARBITRON Rank: 051

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FA89	SU89	SP89	WI89								
*WZZK-FM	CTY	14.8	14.9	13.8	17.7	15.8		104.7	C	99.0	99.0	1299.2	NewCity Communicatio	BIRMINGHAM, AL
*WENN-FM	URB	11.8	12.3	10.6	11.0	10.5		107.7	C	100.0	100.0	1036.7	A. G. Gaston Corpora	BIRMINGHAM, AL
*WZRR-FM	CR	9.1	8.2	8.6	8.2	10.4	CP	99.5	C	100.0	100.0	1000.7	Dick Broadcasting Co	BIRMINGHAM, AL
*WAPI-FM	CHR	8.7	7.8	8.0	7.3	8.4		94.5	C	98.0	98.0	1210.6	Dittman Group, Inc.	BIRMINGHAM, AL
*WMJJ-FM	AC	8.3	8.2	11.9	10.4	8.3		96.5	C	100.0	100.0	1026.9	Capitol Broadcasting	BIRMINGHAM, AL
*WATV-AM	BLK	6.2	5.1	4.0	4.0	3.7		900	II	1.0	0.0	ND-U	Birmingham Ebony Bro	BIRMINGHAM, AL
*WKOX-FM	CHR	5.3	7.0	5.8	7.1	7.3	CP	106.9	C	99.0	99.0	1151.6	SunGroup Incorporate	BIRMINGHAM, AL
*WERC-AM	NTK	5.0	5.2	6.3	5.6	3.6		960	III	5.0	5.0	DA-2	SunGroup Incorporate	BIRMINGHAM, AL
*WAPI-AM	BB	4.9	4.6	4.2	3.7	4.5		1070	II	50.0	10.0	DA-N	Dittman Group, Inc.	BIRMINGHAM, AL
*WDJC-FM	REL	3.1	2.6	3.1	2.8	2.9		93.7	C	99.0	99.0	1007.2	Crawford Broadcastin	BIRMINGHAM, AL
*WJLD-AM	BLK	2.7	1.6	2.0	1.7	2.8		1400	IV	1.0	1.0	ND-U	Richardson Broadcast	FAIRFIELD, AL
*WAGG-AM	REL	2.4	3.8	3.6	2.9	2.7		1320	III	5.0	0.0	DA-D	A. G. Gaston Corpora	BIRMINGHAM, AL
WZBQ-FM	CHR	1.9	2.0	1.4	1.0	0.8		102.5	C1	12.5	12.5	2096.5	S I S Sound, Inc.	JASPER, AL
*WZZK-AM	CTY	1.5	1.3	0.6	1.0	1.7		610	III	5.0	1.0	DA-N	NewCity Communicatio	BIRMINGHAM, AL
*WFHK-AM	CTY	1.1	----	----	0.6	----		1430	III	5.0	0.0	ND-D	St. Clair Broadcasti	PELL CITY, AL
*WCRT-AM	OLD	0.8	1.1	1.0	1.0	1.2	CP	1260	III	5.0	1.0	DA-N	Broadcast Properties	BIRMINGHAM, AL
*WVOK-AM	CTY	0.7	0.8	0.7	0.9	0.5		690	II	50.0	5.0	ND-D	Dick Broadcasting Co	BIRMINGHAM, AL
WRSA-FM	EZ	0.6	1.0	0.5	0.5	0.6	CP	96.9	C	100.0	100.0	1026.9	Nielsen, Paul R.	DECATUR, AL
*WAYE-AM	REL	0.5	1.9	1.8	0.8	2.8		1220	II	1.0	0.0	ND-D	Willis Broadcasting	BIRMINGHAM, AL
*WFFN-FM	CTY	0.5	----	0.5	0.8	0.5		92.9	A	2.5	2.5	360.9	Radio South Incorpor	CORDOVA, AL
WQEN-FM	CHR	0.4	0.5	0.9	----	0.5		103.7	C	97.0	97.0	1079.4	Phoenix Communicatio	GADSDEN, AL
*WYDE-AM	REL	0.4	----	0.9	0.4	0.8		850	II	50.0	1.0	DA-2	American General Med	BIRMINGHAM, AL
*WCRL-AM	AC	0.4	----	----	0.5	0.8		1570	II	2.5	0.0	ND-D	Blount County Broadc	ONEONTA, AL
WHMA-FM	CTY	----	0.6	----	0.8	----	CP	100.5	C	100.0	100.0	1141.7	ANNISTON RADIO, INC.	ANNISTON, AL
*WKLD-FM	AC	----	0.3	0.3	0.4	0.7		97.7	A	1.0	1.0	479.0	Blount County Broadc	ONEONTA, AL
WQSB-FM	CTY	----	----	0.8	----	----		105.1	C	100.0	100.0	1000.7	Sand Mountain Broadc	ALBERTVILLE, AL
*WLPH-AM	REL	----	----	----	1.1	----		1480	III	5.0	0.0	ND-D	Alabama Religious Br	IRONDALE, AL
WZBQ-AM	REL	----	----	----	0.0	----		1360	III	1.0	0.0	ND-D	S I S Sound, Inc.	JASPER, AL

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 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 095 BIRMINGHAM, AL		ARBITRON Rank: 051		Demo: P 12+		Mon-Sun 6A-MID		TSL				
ADI : Birmingham		US Region		: ESC		Rk. Station		Share AQH Per Cume Per HR:MN T/O				
Year	(000) Pop (0+)	(000) Hshlds	(000) EBI	(000) Retail Sls	(000) Radio Rev	%RtSls	PerCap					
1986	922.0	347.9	9711240	4758461	19837.1	0.0042	21.52	1. WZZK-FM	14.8	17900	222100	10:09 12.4
1987	928.7	351.9	10169120	4871001	21545.1	0.0044	23.20	2. WENN-FM	11.8	14200	151600	11:48 10.7
1988	935.9	356.1	10862157	5089183	22264.3	0.0044	23.79	3. WZRR-FM	9.1	11000	119100	11:38 10.8
1989	941.3	359.8	11768286	5452299	23658.7	0.0043	25.13	4. WAPI-FM	8.7	10500	167200	7:55 15.9
1990	945.3	363.1	12834234	5924116	25979.3	0.0044	27.48	5. WMJJ-FM	8.3	10000	148900	8:28 14.9
1991	948.5	366.1	14006728	6468399	28994.6	0.0045	30.57	6. WATV-AM	6.2	7500	78200	12:05 10.4
1992	951.2	369.0	15232496	7048916	32473.0	0.0046	34.14	7. WKXX-FM	5.3	6400	140600	5:44 22.0
1993	956.4	372.5	16435551	7562519	36182.9	0.0048	37.83	8. WERC-AM	5.0	6000	103200	7:20 17.2
1994	961.3	375.8	17653358	8120445	39465.3	0.0049	41.05	9. WAPI-AM	4.9	5900	70500	10:33 11.9
1995	966.2	379.1	18871165	8678372	43030.9	0.0050	44.54	10. WDJC-FM	3.1	3800	68300	7:01 18.0
1996	971.0	382.5	20088972	9236298	46596.5	0.0050	47.99	11. WJLD-AM	2.7	3200	47800	8:26 14.9
1997	975.9	385.8	21306779	9794225	50162.0	0.0051	51.40	12. WAGG-AM	2.4	2900	39000	9:22 13.4
1998	980.8	389.1	22524586	10352151	53727.6	0.0052	54.78	13. WZBQ-FM	1.9	2300	47900	6:03 20.8
1999	985.6	392.5	23742393	10910077	57293.2	0.0053	58.13	14. WZZK-AM	1.5	1800	31300	7:15 17.4
2000	990.5	395.8	24960200	11468004	60858.8	0.0053	61.44	15. WFHK-AM	1.1	1300	5200	31:30 4.0
								16. WCRT-AM	0.8	1000	18700	6:44 18.7
								17. WVOK-AM	0.7	900	40400	2:48 44.9
								18. WRSA-FM	0.6	700	8600	10:15 12.3
								19. WAYE-AM	0.5	600	17300	4:22 28.8
								20. WFFN-FM	0.5	600	9200	8:13 15.3
								21. WQEN-FM	0.4	500	11100	5:41 22.2
								WYDE-AM	0.4	500	18600	3:23 37.2
								WCRL-AM	0.4	500	8200	7:41 16.4

The Radio Marketplace

AM Home to Market : 12	ARBITRON Market : CONTINUOUS
FM Home to Market : 8	Surveys : Wi,Sp,Su,Fa
Tot Stations MSA Survey : 23	Most Current Survey : Winter 1990
Tot Listed Share Points : 91.1	
Points Above Line : 88.2	
Points Below Line : 2.9	
Balance of Points : 8.9	
Mean Points/AL Station : 4.4	
Median Points/AL Station : 2.9	
Revenue/AL Point : 268,239	
Revenue/AL Mean Station : 1,182,935	
AL -- Above Line (Home to Market)	

Demographics

12+ Tot Pop : 773,000 100.0%
12+ Blk Pop : 206,800 26.8%
12+ His Pop : 5,200 0.7%
Median Age : 32.7
Eth Controls: BLACK CONTROLS

0. TOT MKT 100.0 120700 729700 20:51 6.0

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 WZZK-FM	1 WZRR-FM	1 WENN-FM	1 WZRR-FM	1 WZZK-FM	1 WZZK-FM	1 WZZK-FM
2 WENN-FM	2 WENN-FM	2 WAPI-FM	2 WENN-FM	2 WZRR-FM	2 WMJJ-FM	2 WMJJ-FM
3 WZRR-FM	3 WAPI-FM	3 WZRR-FM	3 WAPI-FM	3 WMJJ-FM	3 WENN-FM	3 WZRR-FM
4 WMJJ-FM	4 WKXX-FM	4 WKXX-FM	4 WKXX-FM	4 WENN-FM	4 WZRR-FM	4 WENN-FM
5 WAPI-FM	5 WZZK-FM	5 WMJJ-FM	5 WZZK-FM	5 WERC-AM	5 WKXX-FM	5 WAPI-FM
6 WATV-AM	6 WMJJ-FM	6 WZZK-FM	6 WMJJ-FM	6 WAPI-FM	6 WATV-AM	6 WATV-AM
7 WERC-AM	7 WZZK-AM	7 WAGG-AM	7 WATV-AM	7 WJLD-AM	7 WAPI-FM	7 WKXX-FM
8 WAPI-AM	8 WERC-AM	8 WDJC-FM	8 WAGG-AM	8 WATV-AM	8 WAGG-AM	8 WERC-AM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 WAPI-FM	1 WAPI-FM	1 WENN-FM	1 WENN-FM	1 WZRR-FM	1 WENN-FM	1 WZRR-FM
2 WENN-FM	2 WZRR-FM	2 WAPI-FM	2 WAPI-FM	2 WZZK-FM	2 WZZK-FM	2 WENN-FM
3 WKXX-FM	3 WENN-FM	3 WZRR-FM	3 WZRR-FM	3 WENN-FM	3 WKXX-FM	3 WZZK-FM
4 WZRR-FM	4 WKXX-FM	4 WMJJ-FM	4 WKXX-FM	4 WMJJ-FM	4 WZRR-FM	4 WMJJ-FM
5 WZBQ-FM	5 WMJJ-FM	5 WKXX-FM	5 WMJJ-FM	5 WKXX-FM	5 WMJJ-FM	5 WKXX-FM
6 WDJC-FM	6 WERC-AM	6 WAYE-AM	6 WZZK-FM	6 WATV-AM	6 WAPI-FM	6 WAPI-FM
7 WZZK-FM	7 WZBQ-FM	7 WDJC-FM	7 WERC-AM	7 WZZK-AM	7 WAGG-AM	7 WATV-AM
8 WMJJ-FM	8 WAGG-AM	8 WATV-AM	8 WATV-AM	8 WAPI-FM	8 WDJC-FM	8 WAGG-AM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 WZZK-FM	1 WZZK-FM	1 WMJJ-FM	1 WZZK-FM	1 WZZK-FM	1 WZZK-FM	1 WZZK-FM
2 WMJJ-FM	2 WMJJ-FM	2 WZZK-FM	2 WMJJ-FM	2 WERC-AM	2 WATV-AM	2 WMJJ-FM
3 WATV-AM	3 WERC-AM	3 WENN-FM	3 WENN-FM	3 WAPI-AM	3 WMJJ-FM	3 WATV-AM
4 WAPI-AM	4 WENN-FM	4 WAPI-FM	4 WZRR-FM	4 WENN-FM	4 WENN-FM	4 WENN-FM
5 WERC-AM	5 WZRR-FM	5 WZRR-FM	5 WAPI-FM	5 WMJJ-FM	5 WDJC-FM	5 WERC-AM
6 WENN-FM	6 WAPI-FM	6 WJLD-AM	6 WERC-AM	6 WJLD-AM	6 WERC-AM	6 WAPI-AM
7 WAPI-FM	7 WDJC-FM	7 WATV-AM	7 WJLD-AM	7 WZRR-FM	7 WAPI-AM	7 WJLD-AM
8 WDJC-FM	8 WJLD-AM	8 WKXX-FM	8 WATV-AM	8 WATV-AM	8 WRSA-FM	8 WZRR-FM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary
 Metro: 013 BOSTON, MA ARBITRON Rank: 007

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		W190	FA89	SU89	SP89	W189								
*WRKO-AM	NTK	7.8	6.6	6.6	6.5	7.7		680	II	50.0	50.0	DA-2	Atlantic Ventures Co	BOSTON, MA
*WBZ -AM	AC	7.3	5.9	5.4	5.9	6.6		1030	I-A	50.0	50.0	DA-1	Westinghouse Broadca	BOSTON, MA
*WZOU-FM	CHR	7.1	5.5	5.6	6.6	5.7		94.5	B	11.5	11.5	1053.1	Ardman Broadcasting	BOSTON, MA
*WXKS-FM	CHR	5.9	6.2	8.0	7.7	7.1		107.9	B	23.5	23.5	721.8	Pyramid Broadcasting	MEDFORD, MA
*WJIB-FM	EZ	4.8	5.1	5.2	6.3	5.4		96.9	B	12.5	12.5	1010.5	Emmis Broadcasting	BOSTON, MA
*WBCN-FM	AOR	4.6	5.3	5.5	5.8	5.1		104.1	B	22.5	22.5	741.5	Infinity Broadcastin	BOSTON, MA
*WHDH-AM	TLK	4.6	4.7	4.4	4.6	4.4		850	II	50.0	50.0	DA-N	New England TV	BOSTON, MA
*WSSH-FM	AC	4.3	3.5	4.6	3.9	4.3		99.5	B	32.0	32.0	600.4	Noble Broadcast Grou	LOWELL, MA
*WOODS-FM	OLD	4.1	5.1	4.8	3.7	4.7		103.3	B	16.0	16.0	885.8	CBS Incorporated	BOSTON, MA
*WEEI-AM	NWS	4.1	4.5	3.8	3.6	4.0		590	III	5.0	5.0	DA-1	Celtics Communicatio	BOSTON, MA
*WMJX-FM	AC	4.1	4.6	4.5	4.7	3.7		106.7	B	24.5	24.5	718.5	Greater Media	BOSTON, MA
*WROR-FM	AC	3.7	2.2	2.8	3.0	3.1		98.5	B	8.1	8.1	1190.9	Atlantic Ventures Co	BOSTON, MA
*WZLX-FM	CR	3.0	3.1	3.5	3.6	4.2		100.7	B	20.0	20.0	718.5	Cook Inlet Radio Par	BOSTON, MA
*WILD-AM	URB	2.9	2.5	2.1	2.1	2.4		1090	II	5.0	0.0	ND-D	Nash Communications	BOSTON, MA
*WVBF-FM	AC	2.4	2.3	2.4	2.4	2.4		105.7	B	14.0	14.0	954.7	Fairbanks Communicat	FRAMINGHAM, MA
*WBOS-FM	CR	2.0	1.6	2.2	1.3	2.4	CP	92.9	B	8.8	8.8	1151.6	Ackerley Communicati	BROOKLINE, MA
*WCGY-FM	AOR	1.8	1.9	1.9	1.4	1.9	CP	93.7	B	31.0	31.0	639.8	Curt Gowdy Broadcast	LAWRENCE, MA
*WCRB-FM	CL	1.7	2.1	1.7	1.9	2.5		102.5	B	15.0	15.0	918.6	CHARLES RIVER BROADC	WALTHAM, MA
*WXKS-AM	CHR	1.7	1.4	2.1	2.1	1.0		1430	III	5.0	1.0	DA-2	Pyramid Broadcasting	BOSTON, MA
*WFNX-FM	AOR	1.6	1.9	1.9	2.2	1.8		101.7	A	1.6	1.6	439.6	MCC Broadcasting Com	LYNN, MA
WAAF-FM	AOR	1.5	1.8	1.2	0.9	1.5		107.3	B	18.5	18.5	820.2	Zapis Communications	WORCESTER, MA
*WPLM-FM	BB	1.0	2.1	1.2	1.9	0.8		99.1	B	50.0	50.0	429.8	PLYMOUTH ROCK BCG CO	PLYMOUTH, MA
*WJDA-AM	MOR	0.8	0.9	0.3	0.3	0.6		1300	III	1.0	0.0	ND-D	South Shore Broadcas	QUINCY, MA
WHJY-FM	AOR	0.7	0.7	0.6	0.5	0.7		94.1	B	50.0	50.0	439.6	Merv Griffin Group	PROVIDENCE, RI
WXLO-FM	AC	0.6	0.4	----	0.3	0.4	CP	104.5	B	25.5	25.5	675.9	Deer River Broadcast	FITCHBURG, MA
*WKKU-AM	AC	0.5	0.6	0.7	----	0.3		1510	II	50.0	50.0	DA-2	Noble Broadcast Grou	BOSTON, MA
*WESX-AM	MOR	0.5	----	----	0.3	0.6		1230	IV	1.0	1.0	ND-U	North Shore Broadcas	SALEM, MA
*WROL-AM	REL	0.5	0.6	0.6	0.8	0.6		950	III	5.0	0.0	DA-D	Carter Broadcasting	BOSTON, MA
WCTK-FM	AC	0.4	0.4	----	0.3	----		98.1	B	47.0	47.0	508.5	Hall Communications	NEW BEDFORD, MA
WOKQ-FM	CTY	0.4	0.6	0.6	0.8	0.4	CP	97.5	B	50.0	50.0	492.1	Fuller-Jeffrey Broad	DOVER, NH
*WBET-AM	AC	0.4	----	----	----	0.3		1460	III	5.0	1.0	DA-N	Enterprise Publishin	BROCKTON, MA
*WEZE-AM	REL	0.4	0.3	0.4	0.4	0.5		1260	III	5.0	5.0	DA-N	Salem Communication	BOSTON, MA
*WCCM-AM	MOR	0.3	0.3	0.4	----	0.4		800	II	1.0	0.0	DA-D	Curt Gowdy Broadcast	LAWRENCE, MA
*WBOQ-FM	CL	0.3	0.3	0.3	0.4	----	CP	104.9	A	2.5	2.5	360.9	SOUTHFIELD COMM LTD	GLOUCESTER, MA
*WCAP-AM	AC	0.3	0.4	0.4	0.5	0.4		980	III	5.0	5.0	DA-2	Northeast Radio, Inc	LOWELL, MA
WHOB-FM	CHR	0.3	0.4	0.3	0.4	0.5		106.3	A	3.0	3.0	328.1	Gateway Broadcast As	NASHUA, NH
*WLVG-AM	REL	----	0.7	----	----	0.4		740	II	2.3	0.0	DA-D	Victory Broadcasting	CAMBRIDGE, MA
WSRS-FM	AC	----	0.3	----	----	----	CP	96.1	B	16.5	16.5	862.9	Knight Quality Stati	WORCESTER, MA
*WMEX-AM	OLD	----	0.3	0.3	0.3	0.7		1150	III	5.0	5.0	DA-2	Greater Media	BOSTON, MA
*WATD-FM	AC	----	----	0.4	----	0.3	CP	95.9	A	2.8	2.8	344.5	Perry Communications	MARSHFIELD, MA
WWBB-FM	EZ	----	----	0.4	0.3	----		101.5	B	13.5	12.0	951.4	Wilks-Schwartz Broad	PROVIDENCE, RI
*WSRO-AM	MOR	----	----	0.3	----	----		1470	III	5.0	5.0	DA-N	New England Broadcas	MARLBORO, MA
WCAV-FM	CTY	----	----	----	0.3	0.3	CP	97.7	A	3.0	3.0	275.6	Enterprise Publishin	BROCKTON, MA
*WPLM-AM	BB	----	----	----	0.2	----		1390	III	5.0	5.0	DA-N	PLYMOUTH ROCK BCG CO	BOSTON, MA
WPRO-FM	CHR	----	----	----	----	0.3		92.3	B	39.0	39.0	551.2	Capital Cities/ABC	PROVIDENCE, RI

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".
 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 013 BOSTON, MA		ARBITRON Rank: 007-Demo: P 12+		Mon-Sun 6A-MID		TSL	
ADI : Boston	US Region : NE	Rk. Station	Share	AQH Per	Cume Per	HR:MM	T/O
(000)	(000)						
Year	Pop (0+)	HsHlds	(EBI)	Retail Sls	Radio Rev	%RtSls	PerCap
1986	3724.2	1389.3	57664154	30511219	102765.0	0.0034	27.59
1987	3718.1	1392.5	62998729	30766529	113506.7	0.0037	30.53
1988	3712.1	1395.4	68680338	31602341	114483.5	0.0036	30.84
1989	3713.9	1402.0	74312145	33820849	117681.3	0.0035	31.69
1990	3721.6	1411.3	79906601	37076381	126169.4	0.0034	33.90
1991	3733.1	1422.5	85476157	41023261	138625.2	0.0034	37.13
1992	3746.5	1434.5	91033263	45315815	153726.1	0.0034	41.03
1993	3760.1	1444.0	96580056	49535350	170149.6	0.0034	45.25
1994	3774.1	1453.8	102129514	53807178	186293.7	0.0035	49.36
1995	3788.0	1463.5	107678971	58079006	202637.9	0.0035	53.49
1996	3801.9	1473.3	113228429	62350833	218982.0	0.0035	57.60
1997	3815.9	1483.0	118777887	66622661	235326.2	0.0035	61.67
1998	3829.8	1492.8	124327344	70894488	251670.4	0.0035	65.71
1999	3843.7	1502.6	129876802	75166316	268014.5	0.0036	69.73
2000	3857.7	1512.3	135426259	79438143	284358.7	0.0036	73.71

The Radio Marketplace	
AM Home to Market	: 14
FM Home to Market	: 16
Tot Stations MSA Survey	: 36
Tot Listed Share Points	: 88.4
Points Above Line	: 84.5
Points Below Line	: 3.9
Balance of Points	: 11.6
Mean Points/AL Station	: 2.8
Median Points/AL Station	: 2.2
Revenue/AL Point	: 1,392,678
Revenue/AL Mean Station	: 3,922,710
AL -- Above Line (Home to Market)	

Demographics	
12+ Tot Pop	: 3,184,100 100.0%
12+ Blk Pop	: 157,900 5.0%
12+ His Pop	: 68,600 2.2%
Median Age	: 33.4
Eth Controls	: BLACK CONTROLS

Rk. Station	Share	AQH Per	Cume Per	HR:MM	T/O
1. WRKO-AM	7.8	46000	463400	12:30	10.1
2. WBZ -AM	7.3	43300	532400	10:15	12.3
3. WZOU-FM	7.1	41800	632000	8:20	15.1
4. WXKS-FM	5.9	35200	575400	7:42	16.3
5. WJIB-FM	4.8	28300	367300	9:42	13.0
6. WBCN-FM	4.6	27400	436700	7:54	15.9
7. WHDH-AM	4.6	27100	369900	9:14	13.6
8. WSSH-FM	4.3	25500	385500	8:20	15.1
9. WODS-FM	4.1	24400	423500	7:16	17.4
10. WEEI-AM	4.1	24300	436100	7:01	17.9
11. WMJX-FM	4.1	24100	436900	6:57	18.1
12. WROR-FM	3.7	21600	358800	7:35	16.6
13. WZLX-FM	3.0	17700	297700	7:29	16.8
14. WILD-AM	2.9	17000	91000	23:32	5.4
15. WVBF-FM	2.4	14100	280300	6:20	19.9
16. WBOS-FM	2.0	11600	181300	8:04	15.6
17. WCGY-FM	1.8	10500	189200	6:60	18.0
18. WCRB-FM	1.7	10100	180800	7:02	17.9
19. WXKS-AM	1.7	9800	84400	14:38	8.6
20. WFNX-FM	1.6	9200	129600	8:57	14.1
21. WAAF-FM	1.5	8600	163800	6:37	19.0
22. WPLM-FM	1.0	6200	133000	5:52	21.5
23. WJDA-AM	0.8	4500	35800	15:50	8.0
24. WHJY-FM	0.7	3900	58100	8:27	14.9
25. WXLO-FM	0.6	3400	63000	6:48	18.5
26. WKKU-AM	0.5	3200	52500	7:41	16.4
27. WESX-AM	0.5	3000	31300	12:05	10.4
28. WROL-AM	0.5	2900	56000	6:32	19.3
29. WCTK-FM	0.4	2600	32200	10:10	12.4
30. WOKQ-FM	0.4	2400	43300	6:59	18.0
0. TOT MKT	100.0	591700	3059200	24:22	5.2

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	WRKO-AM	1	WBCN-FM	1	WXKS-FM	1	WRKO-AM
2	WBZ -AM	2	WXKS-FM	2	WZOU-FM	2	WODS-FM
3	WXKS-FM	3	WZLX-FM	3	WBCN-FM	3	WBCN-FM
4	WJIB-FM	4	WZOU-FM	4	WMJX-FM	4	WMJX-FM
5	WHDH-AM	5	WAAF-FM	5	WILD-AM	5	WXKS-FM
6	WBCN-FM	6	WCGY-FM	6	WROR-FM	6	WROR-FM
7	WSSH-FM	7	WROR-FM	7	WVBF-FM	7	WBZ -AM
8	WZOU-FM	8	WFNX-FM	8	WZLX-FM	8	WSSH-FM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	WZOU-FM	1	WBCN-FM	1	WXKS-FM	1	WBCN-FM
2	WXKS-FM	2	WXKS-FM	2	WZOU-FM	2	WXKS-FM
3	WAAF-FM	3	WZOU-FM	3	WBCN-FM	3	WZLX-FM
4	WILD-AM	4	WAAF-FM	4	WMJX-FM	4	WZOU-FM
5	WMJX-FM	5	WCGY-FM	5	WILD-AM	5	WMJX-FM
6	WBCN-FM	6	WZLX-FM	6	WZLX-FM	6	WROR-FM
7	WVBF-FM	7	WROR-FM	7	WSSH-FM	7	WFNX-FM
8	WSSH-FM	8	WMJX-FM	8	WCGY-FM	8	WBOS-FM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	WRKO-AM	1	WRKO-AM	1	WBZ -AM	1	WBZ -AM
2	WBZ -AM	2	WODS-FM	2	WSSH-FM	2	WSSH-FM
3	WJIB-FM	3	WROR-FM	3	WRKO-AM	3	WODS-FM
4	WHDH-AM	4	WBCN-FM	4	WVBF-FM	4	WJIB-FM
5	WEEI-AM	5	WVBF-FM	5	WMJX-FM	5	WRKO-AM
6	WSSH-FM	6	WBZ -AM	6	WODS-FM	6	WHDH-AM
7	WODS-FM	7	WZLX-FM	7	WSSH-FM	7	WMJX-FM
8	WMJX-FM	8	WMJX-FM	8	WCRB-FM	8	WEEI-AM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary
 Metro: 037 BUFFALO-NIAGARA FALLS, NY ARBITRON Rank: 039

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FA89	SU89	SP89	WI89								
*WJYE-FM	AC	8.8	7.9	9.1	11.2	9.3		96.1	B	50.0	50.0	479.0	Williams, Robert	BUFFALO, NY
*WBUF-FM	AC	8.6	5.4	6.3	8.6	6.8		92.9	B	91.0	49.0	580.7	Lincoln Group, Ltd.	BUFFALO, NY
*WYRK-FM	CTY	8.2	8.8	8.8	8.5	10.0		106.5	B	50.0	50.0	390.4	Stoner Broadcasting	BUFFALO, NY
*WKSE-FM	CHR	8.1	9.1	11.3	9.5	11.0		98.5	B	46.0	46.0	419.9	Price Communications	NIAGARA FALLS,
*WBEN-AM	AC	7.8	10.7	6.8	7.9	9.1		930	III	5.0	5.0	DA-N	Algonquin Broadcasti	BUFFALO, NY
*WGR -FM	AOR	7.7	9.1	7.6	9.4	7.4	CP	96.9	B	15.5	15.5	889.1	Rich Communications	BUFFALO, NY
*WBLK-FM	URB	7.6	4.7	6.6	5.7	4.8		93.7	B	50.0	50.0	400.3	WBLK Broadcasting Co	DEPEW, NY
*WMJQ-FM	CHR	6.6	5.1	5.9	4.2	4.5		102.5	B	105.0	105.0	1338.6	Algonquin Broadcasti	BUFFALO, NY
*WHTT-FM	CH	5.4	6.1	6.0	5.2	5.2		104.1	B	50.0	50.0	390.4	Pyramid Broadcasting	BUFFALO, NY
*WECK-AM	BB	3.9	3.2	3.8	5.8	5.7		1230	IV	1.0	1.0	ND-U	Williams, Robert	CHEEKTOWAGA, NY
*WJFX-FM	CR	3.6	4.9	4.4	2.9	3.7		103.3	B	49.0	49.0	341.2	Metroplex Communicat	BUFFALO, NY
*WGR -AM	AC	3.0	3.5	4.0	1.6	4.2		550	III	5.0	5.0	DA-N	Rich Communications	BUFFALO, NY
CJFT-AM	MOR	1.8	1.6	1.2	1.1	0.4		530	II	0.3	0.3	DA-1	Fort Communications,	FORT ERIE, ON
*WBMW-FM	NAC	1.3	1.3	1.4	0.6	1.1		107.7	B	11.5	11.5	800.5	Casciani, J. & B.	WETHERSFIELD TO
*WGKT-AM	OLD	1.3	0.8	0.9	1.3	1.2		1400	IV	1.0	1.0	ND-U	Metroplex Communicat	BUFFALO, NY
*WDCX-FM	REL	1.1	1.5	1.0	1.5	1.0		99.5	B	110.0	110.0	639.8	Crawford Broadcastin	BUFFALO, NY
*WKB-AM	TLK	1.0	1.9	1.0	1.7	1.2		1520	II	50.0	50.0	DA-1	Price Communications	BUFFALO, NY
*WXRL-AM	CTY	0.8	1.2	0.7	0.7	0.5		1300	III	2.4	2.5	DA-2	Dome Broadcasting	LANCASTER, NY
CFNY-FM	RCK	0.7	0.3	1.0	0.7	0.7		102.1	C	35.0	35.0	1400.0	Selkirk Communicatio	BRAMPTON, ON
*WJL-AM	AC	0.6	----	----	----	0.4		1440	III	1.0	0.0	ND-D	Nicholas, S & Myers,	NIAGARA FALLS,
*WLVL-AM	OLD	0.5	----	0.5	0.6	0.3		1340	IV	1.0	1.0	DA-D	Culver Communication	LOCKPORT, NY
*WUFO-AM	URB	0.4	1.2	0.8	0.9	0.7		1080	II	1.0	0.0	ND-D	Sheridan Broadcastin	AMHERST, NY
*WHTT-AM	CH	0.4	0.5	0.8	0.4	0.5		1120	II	1.0	0.0	ND-D	Pyramid Broadcasting	BUFFALO, NY
CHTZ-FM	AOR	0.4	----	----	0.4	----		97.7	B	50.0	50.0	414.0	Standard Radio, Inc.	ST. CATHARINES,
CHUM-FM	RCK	0.3	----	----	0.3	----		104.5	B	40.0	40.0	1380.0	CHUM, Ltd.	TORONTO, ON
CJRN-AM	MOR	----	0.3	0.3	----	----		710	II	10.0	10.0	DA-2	CJRN 710, Inc.	NIAGARA FALLS,
WYSL-AM	AC	----	0.3	----	----	----		1030	II	1.0	0.0	ND-D	Radio Livingston Ltd	ROCHESTER, NY
*WHL-AM	CTY	----	0.3	----	----	0.5		1270	III	5.0	0.0	DA-D	Butler Communication	NIAGARA FALLS,
CILQ-FM	AOR	----	----	0.4	----	0.3		107.1	B	40.0	40.0	1380.0	Westcom Radio Group	TORONTO, ON

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".
 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot												
Metro: 037 BUFFALO-NIAGARA FALLS, NY					ARBITRON Rank: 039-Demo: P 12+		Mon-Sun 6A-MID		TSL			
ADI : Buffalo					US Region : MA		Rk. Station		Share AQH Per Cume Per HR:MN T/O			
Year	Pop (0+)	HshHds	EBI	Retail Sls	Radio Rev	%RtSls	PerCap					
1986	1192.6	440.1	14689952	6408561	23305.7	0.0036	19.54	1. WJYE-FM	8.8	16200	189600	10:46 11.7
1987	1188.3	439.6	15068894	6860857	24361.2	0.0036	20.50	2. WBUF-FM	8.6	15800	162600	12:15 10.3
1988	1184.2	439.1	15527569	7381577	26070.2	0.0035	22.01	3. WYRK-FM	8.2	15100	154400	12:19 10.2
1989	1178.9	438.6	16292866	7898139	28037.8	0.0035	23.78	4. WKSE-FM	8.1	14900	239300	7:51 16.1
1990	1172.8	438.2	17288129	8411584	29989.7	0.0036	25.57	5. WBEN-AM	7.8	14400	233000	7:47 16.2
1991	1166.0	437.9	18436704	8922951	31929.8	0.0036	27.38	6. WGR -FM	7.7	14200	178700	10:01 12.6
1992	1158.9	437.5	19661934	9433278	33862.0	0.0036	29.22	7. WBLK-FM	7.6	14000	113600	15:32 8.1
1993	1152.5	436.7	20576039	9935010	35790.4	0.0036	31.06	8. WMJQ-FM	6.6	12100	218000	6:60 18.0
1994	1146.0	435.9	21530637	10437949	37686.2	0.0036	32.88	9. WHTT-FM	5.4	10000	162900	7:44 16.3
1995	1139.6	435.1	22485235	10940888	39586.6	0.0036	34.74	10. WECK-AM	3.9	7100	85500	10:28 12.0
1996	1133.1	434.4	23439833	11443827	41487.0	0.0036	36.61	11. WUFX-FM	3.6	6700	123400	6:50 18.4
1997	1126.6	433.6	24394431	11946766	43387.4	0.0036	38.51	12. WYRK-AM	3.0	5600	102600	6:53 18.3
1998	1120.2	432.8	25349029	12449705	45287.8	0.0036	40.43	13. CJFT-AM	1.8	3300	37400	11:07 11.3
1999	1113.7	432.1	26303627	12952644	47188.2	0.0036	42.37	14. WBMW-FM	1.3	2300	41200	7:02 17.9
2000	1107.3	431.3	27258225	13455583	49088.6	0.0036	44.33	15. WGKT-AM	1.3	2300	29200	9:55 12.7
								16. WDCX-FM	1.1	2100	32500	8:08 15.5
								17. WWKB-AM	1.0	1800	43200	5:15 24.0
								18. WXRL-AM	0.8	1500	39100	4:50 26.1
								19. CFNY-FM	0.7	1200	26100	5:48 21.7
								20. WJLJ-AM	0.6	1100	12100	11:27 11.0
								21. WLVL-AM	0.5	900	16700	6:47 18.6
								22. WUFO-AM	0.4	800	13900	7:15 17.4
								23. WHTT-AM	0.4	700	18300	4:49 26.1
								24. CHTZ-FM	0.4	700	30400	2:54 43.4
								25. CHUM-FM	0.3	500	18300	3:27 36.6
								0. TOT MKT	100.0	183700	959800	24:07 5.2

The Radio Marketplace			
AM Home to Market	: 10	ARBITRON Market	: CONTINUOUS
FM Home to Market	: 11	Surveys	: Wi, Sp, Su, Fa
Tot Stations MSA Survey	: 25	Most Current Survey	: Winter 1990
Tot Listed Share Points	: 89.9		
Points Above Line	: 86.7		
Points Below Line	: 3.2		
Balance of Points	: 10.1		
Mean Points/AL Station	: 4.1		
Median Points/AL Station	: 3.6		
Revenue/AL Point	: 323,388		
Revenue/AL Mean Station	: 1,335,133		
AL -- Above Line (Home to Market)			

Demographics	
12+ Tot Pop :	992,000 100.0%
12+ Blk Pop :	92,000 9.3%
12+ His Pop :	12,800 1.3%
Median Age :	34.2
Eth Controls:	BLACK CONTROLS

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 WJYE-FM	1 WGR -FM	1 WKSE-FM	1 WGR -FM	1 WHTT-FM	1 WBUF-FM	1 WBUF-FM
2 WBUF-FM	2 WMJQ-FM	2 WBLK-FM	2 WKSE-FM	2 WGR -FM	2 WJYE-FM	2 WJYE-FM
3 WYRK-FM	3 WUFX-FM	3 WGR -FM	3 WBLK-FM	3 WYRK-FM	3 WBLK-FM	3 WHTT-FM
4 WBEN-AM	4 WBLK-FM	4 WBUF-FM	4 WMJQ-FM	4 WBUF-FM	4 WKSE-FM	4 WBLK-FM
5 WGR -FM	5 WKSE-FM	5 WMJQ-FM	5 WUFX-FM	5 WUFX-FM	5 WHTT-FM	5 WYRK-FM
6 WBLK-FM	6 WYRK-FM	6 WHTT-FM	6 WBUF-FM	6 WJYE-FM	6 WYRK-FM	6 WGR -FM
7 WKSE-FM	7 WJYE-FM	7 WJYE-FM	7 WJYE-FM	7 WBEN-AM	7 WMJQ-FM	7 WKSE-FM
8 WHTT-FM	8 WBUF-FM	8 WYRK-FM	8 WHTT-FM	8 WBLK-FM	8 WGR -FM	8 WMJQ-FM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 WKSE-FM	1 WGR -FM	1 WBLK-FM	1 WGR -FM	1 WGR -FM	1 WKSE-FM	1 WGR -FM
2 WMJQ-FM	2 WKSE-FM	2 WKSE-FM	2 WKSE-FM	2 WBLK-FM	2 WBUF-FM	2 WBLK-FM
3 WBLK-FM	3 WMJQ-FM	3 WGR -FM	3 WBLK-FM	3 WUFX-FM	3 WHTT-FM	3 WKSE-FM
4 WGR -FM	4 WUFX-FM	4 WMJQ-FM	4 WMJQ-FM	4 WMJQ-FM	4 WJYE-FM	4 WJYE-FM
5 WBUF-FM	5 WBLK-FM	5 WBUF-FM	5 WUFX-FM	5 WJYE-FM	5 WBLK-FM	5 WMJQ-FM
6 WUFX-FM	6 WBUF-FM	6 WHTT-FM	6 WBUF-FM	6 WKSE-FM	6 WGR -FM	6 WHTT-FM
7 WJYE-FM	7 WYRK-FM	7 WJYE-FM	7 WJYE-FM	7 WYRK-FM	7 WMJQ-FM	7 WBUF-FM
8 WBEN-AM	8 WBEN-AM	8 WYRK-FM	8 WYRK-FM	8 WHTT-FM	8 WYRK-FM	8 WUFX-FM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 WBEN-AM	1 WHTT-FM	1 WJYE-FM	1 WHTT-FM	1 WYRK-FM	1 WBUF-FM	1 WBUF-FM
2 WJYE-FM	2 WBUF-FM	2 WBUF-FM	2 WBUF-FM	2 WBEN-AM	2 WBLK-FM	2 WYRK-FM
3 WYRK-FM	3 WUFX-FM	3 WBLK-FM	3 WJYE-FM	3 WBUF-FM	3 WJYE-FM	3 WJYE-FM
4 WBUF-FM	4 WYRK-FM	4 WKSE-FM	4 WYRK-FM	4 WJYE-FM	4 WBEN-AM	4 WBEN-AM
5 WECK-AM	5 WGR -FM	5 WHTT-FM	5 WBLK-FM	5 WHTT-FM	5 WYRK-FM	5 WBLK-FM
6 WHTT-FM	6 WGKT-AM	6 WMJQ-FM	6 WKSE-FM	6 WGR -AM	6 WECK-AM	6 WHTT-FM
7 WBLK-FM	7 WJYE-FM	7 WYRK-FM	7 WGR -FM	7 WGR -FM	7 WGR -AM	7 WGR -AM
8 WGR -AM	8 WBEN-AM	8 WGR -FM	8 WMJQ-FM	8 WMJQ-FM	8 WKSE-FM	8 WECK-AM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary
 Metro: 093 CHARLOTTE-GASTONIA-ROCK HILL, NC-SC ARBITRON Rank: 041

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FA89	SU89	SP89	WI89								
*WSOC-FM	CTY	13.3	15.4	9.1	14.4	12.7		103.7	C	99.0	99.0	1049.9	Cox Enterprises	CHARLOTTE, NC
*WPEG-FM	URB	9.3	9.5	11.4	10.6	10.7	CP	97.9	C	100.0	100.0	1604.3	Broadcasting Partner	CONCORD, NC
*WCKZ-FM	CHR	9.2	8.0	8.7	8.5	8.2		101.9	C	99.0	99.0	987.5	Beasley Broadcasting	GASTONIA, NC
*WRFX-FM	AOR	7.0	7.9	7.5	7.2	7.3		99.7	C	100.0	85.0	1043.3	Pyramid Broadcasting	KANNAPOLIS, NC
*WEZC-FM	EZ	6.8	5.5	6.0	5.3	5.8		102.9	C1	31.0	31.0	1535.0	Keymarket Communicat	HICKORY, NC
*WBT -AM	AC	6.7	9.0	5.6	7.2	5.8		1110	II	50.0	50.0	DA-N	Jefferson-Pilot	CHARLOTTE, NC
*WMXC-FM	AC	5.7	6.3	6.6	7.2	5.7	CP	104.7	C	96.0	96.0	1233.6	EZ Communications	CHARLOTTE, NC
*WTDR-FM	CTY	5.3	3.7	6.2	5.3	6.1		96.9	C	100.0	100.0	1548.6	Trumper Communicatio	STATESVILLE, NC
*WBT -FM	CHR	4.8	4.8	3.8	3.8	5.0		107.9	C	98.0	98.0	1692.9	Jefferson-Pilot	CHARLOTTE, NC
*WMMG-FM	OLD	4.7	4.8	4.5	3.6	3.9		96.1	C	99.0	99.0	1738.8	Voyager Communicatio	SHELBY, NC
*WZZG-FM	CHR	3.8	4.3	5.6	4.9	5.3		95.1	C	100.0	100.0	1542.0	Tenore Broadcasting	CHARLOTTE, NC
*WGSP-AM	REL	1.7	0.4	1.0	1.0	0.6		1310	III	1.0	1.6	DA-D	Willis Broadcasting	CHARLOTTE, NC
*WRDX-FM	AC	1.3	0.8	1.4	1.3	1.1		106.5	C	100.0	100.0	1003.9	WSTP, Inc.	SALISBURY, NC
WXRC-FM	AOR	1.2	1.2	0.3	0.6	0.6	CP	95.7	C	100.0	100.0	1020.3	Westcom, Ltd.	HICKORY, NC
WSPA-FM	EZ	0.9	0.6	0.8	----	0.7		98.9	C	100.0	100.0	1909.4	Spartan Radio	SPARTANBURG, SC
WFMX-AM	CTY	0.9	0.6	0.5	0.4	----		105.7	C	100.0	100.0	1515.7	High Country Communi	STATESVILLE, NC
*WGIV-AM	BLK	0.8	1.4	1.0	1.3	0.9		1600	III	1.0	1.0	DA-2	Broadcasting Partner	CHARLOTTE, NC
*WLON-AM	AC	0.7	0.8	0.6	0.3	----		1050	II	1.0	0.0	DA-1	Startown Broadcastin	LINCOLNTON, NC
WMIT-FM	REL	0.7	0.8	0.8	0.8	1.5		106.9	C	36.0	36.0	3090.6	Blue Ridge Broadcast	BLACK MOUNTAIN,
*WROQ-AM	OLD	0.6	----	0.3	0.8	0.5		610	III	5.0	1.0	DA-2	Tenore Broadcasting	CHARLOTTE, NC
WKRR-FM	AOR	0.4	----	----	0.5	0.4	CP	92.3	C	100.0	100.0	1289.4	Dick Broadcasting Co	ASHEBORO, NC
*WRHI-AM	SPT	0.4	0.6	----	----	----		1340	IV	1.0	1.0	DA-1	OUR THREE SONS	ROCK HILL, SC
WDM-FM	URB	0.4	0.6	----	0.5	----		101.3	C	100.0	82.0	1322.2	GAMECOCK CITY BROADC	SUMTER, SC
WMQX-FM	AC	0.3	----	----	----	----		93.1	C	99.0	99.0	1099.1	Guild, Ralph	WINSTON-SALEM,
*WSAT-AM	AC	0.3	0.3	----	----	----		1280	III	1.0	1.0	DA-N	Mid-Carolina Broadca	SALISBURY, NC
*WHVN-AM	REL	0.3	----	----	----	0.3		1240	IV	1.0	1.0	DA-1	GHB Broadcasting	CHARLOTTE, NC
WFGW-AM	REL	0.0	0.3	0.1	0.1	0.3	CP	1010	II	50.0	0.0	DA-D	Blue Ridge Broadcast	BLACK MOUNTAIN,
WKZL-FM	CHR	----	0.6	----	----	----	CP	107.5	C	97.0	97.0	1187.7	Nationwide Communica	WINSTON-SALEM,
*WIXE-AM	CTY	----	0.5	----	----	----		1190	II	1.0	0.0	ND-D	Monroe Broadcasting	MONROE, NC
*WSOC-AM	CTY	----	0.3	0.4	0.6	0.4		630	III	5.0	1.0	DA-N	Cox Enterprises	CHARLOTTE, NC
WKSJ-FM	CHR	----	----	0.8	0.6	0.5	CP	98.7	C	100.0	100.0	1036.7	Bahakel Communicatio	GREENSBORO, NC
WTQR-FM	CTY	----	----	0.6	----	----		104.1	C	100.0	100.0	1420.6	Newmarket Media Corp	WINSTON-SALEM,
WBBO-FM	NA	----	----	0.4	----	0.7		93.3	C	87.0	87.0	2030.8	Rutherford County Ra	FOREST CITY, NC
*WLTC-AM	CTY	----	----	0.3	----	----		1370	III	5.0	0.0	ND-D	Gastonia Broadcastin	GASTONIA, NC
*WGNC-AM	CHR	----	----	0.0	0.0	0.1		1450	IV	1.0	1.0	ND-U	Hastings & Weast	GASTONIA, NC
*WSTP-AM	AC	----	----	----	0.4	----		1490	IV	1.0	1.0	ND-U	WSTP, Inc.	SALISBURY, NC
*WCNT-AM	REL	----	----	----	0.4	0.7		1480	III	5.0	5.0	DA-2	Jimmy Swaggart Minis	CHARLOTTE, NC
*WXLF-AM	AC	----	----	----	----	0.7		1150	III	1.0	1.0	ND-U	Bridges, Jonas	ROCK HILL, SC
*WNOW-AM	CC	----	----	----	----	0.3		1030	II	10.0	0.0	DA-D	NOW Radio, Inc.	MINT HILL, NC
WWJB-FM	AC	----	----	----	----	0.3	CP	100.3	C	100.0	100.0	1036.7	Mann Media	HIGH POINT, NC
WBBO-AM	JZ	----	----	----	----	0.0		780	II	1.0	0.0	ND-D	Holly Springs Baptis	FOREST CITY, NC

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 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 093 CHARLOTTE-GASTONIA-ROCK HILL, NC-SC						ARBITRON Rank: 041		Demo: P 12+		Mon-Sun 6A-MID		TSL		
ADI : Charlotte						US Region : SA		Rk.	Station	Share	AQH Per	Cume Per	HR:MM	T/O
Year	(000) Pop (0+)	(000) HsHlds	(\$000) EBI	(\$000) Retail Sls	(\$000) Radio Rev	Radio Rev %	RtsSls	PerCap						
1986	1071.6	398.6	12581192	7099408	27750.0	0.0039	25.90		1. WSOC-FM	13.3	21800	224500	12:14	10.3
1987	1088.1	407.5	13437903	7354092	29956.2	0.0041	27.53		2. WPEG-FM	9.3	15200	160800	11:55	10.6
1988	1102.6	415.8	14562781	7794851	31107.6	0.0040	28.21		3. WCKZ-FM	9.2	15100	206900	9:12	13.7
1989	1117.3	423.9	15956923	8507849	33100.1	0.0039	29.62		4. WRFX-FM	7.0	11500	140900	10:17	12.3
1990	1132.1	431.9	17553014	9425028	36323.3	0.0039	32.09		5. WEZC-FM	6.8	11100	130000	10:46	11.7
1991	1146.9	439.9	19283736	10478326	40469.6	0.0039	35.29		6. WBT -AM	6.7	10900	149600	9:11	13.7
1992	1161.8	447.9	21081775	11599685	45231.2	0.0039	38.93		7. WMXC-FM	5.7	9300	123700	9:28	13.3
1993	1177.1	456.7	22861949	12667730	50300.5	0.0040	42.73		8. WTDR-FM	5.3	8600	91600	11:50	10.7
1994	1192.5	465.4	24652783	13750939	55128.7	0.0040	46.23		9. WBT -FM	4.8	7900	141100	7:03	17.9
1995	1207.8	474.1	26443616	14834149	60025.5	0.0040	49.70		10. WMMG-FM	4.7	7600	110600	8:39	14.6
1996	1223.2	482.7	28234450	15917359	64922.4	0.0041	53.07		11. WZZG-FM	3.8	6200	101700	7:41	16.4
1997	1238.6	491.4	30025283	17000568	69819.2	0.0041	56.37		12. WGSP-AM	1.7	2800	17500	20:10	6.3
1998	1254.0	500.0	31816117	18083778	74716.0	0.0041	59.58		13. WRDX-FM	1.3	2100	30300	8:44	14.4
1999	1269.4	508.7	33606951	19166988	79612.8	0.0042	62.72		14. WXRC-FM	1.2	2000	44300	5:41	22.1
2000	1284.8	517.4	35397784	20250197	84509.7	0.0042	65.77		15. WSPA-FM	0.9	1500	23000	8:13	15.3
									16. WFMX-FM	0.9	1400	21300	8:17	15.2
									17. WGIV-AM	0.8	1300	31700	5:10	24.4
									18. WLON-AM	0.7	1200	12100	12:30	10.1
									19. WMIT-FM	0.7	1100	30500	4:33	27.7
									20. WROQ-AM	0.6	900	21400	5:18	23.8
									21. WKRR-FM	0.4	600	16500	4:35	27.5
									WRHI-AM	0.4	600	7400	10:13	12.3
									WVDM-FM	0.4	600	16100	4:42	26.8
									24. WMOX-FM	0.3	500	6300	10:00	12.6
									WSAT-AM	0.3	500	6900	9:08	13.8
									27. WHVN-AM	0.3	500	17500	3:36	35.0
									WFGW-AM	0.0	0	9900	0:00	0.0
									0. TOT MKT	100.0	163400	905100	22:45	5.5

The Radio Marketplace					
AM Home to Market	:	8	ARBITRON Market	:	CONTINUOUS
FM Home to Market	:	11	Surveys	:	Wi, Sp, Su, Fa
Tot Stations MSA Survey	:	27	Most Current Survey	:	Winter 1990
Tot Listed Share Points	:	87.5			
Points Above Line	:	82.7			
Points Below Line	:	4.8			
Balance of Points	:	12.5			
Mean Points/AL Station	:	4.4			
Median Points/AL Station	:	4.7			
Revenue/AL Point	:	400,242			
Revenue/AL Mean Station	:	1,742,109			
AL -- Above Line (Home to Market)					

Demographics			
12+ Tot Pop	:	930,900	100.0%
12+ Blk Pop	:	177,500	19.1%
12+ His Pop	:	7,100	0.8%
Median Age	:	32.3	
Eth Controls	:	BLACK CONTROLS	

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 WSOC-FM	1 WRFX-FM	1 WCKZ-FM	1 WRFX-FM	1 WRFX-FM	1 WSOC-FM	1 WSOC-FM
2 WPEG-FM	2 WPEG-FM	2 WPEG-FM	2 WCKZ-FM	2 WSOC-FM	2 WPEG-FM	2 WPEG-FM
3 WCKZ-FM	3 WZZG-FM	3 WMXC-FM	3 WPEG-FM	3 WPEG-FM	3 WMXC-FM	3 WRFX-FM
4 WRFX-FM	4 WCKZ-FM	4 WSOC-FM	4 WSOC-FM	4 WEZC-FM	4 WEZC-FM	4 WEZC-FM
5 WEZC-FM	5 WSOC-FM	5 WRFX-FM	5 WZZG-FM	5 WMMG-FM	5 WBT -FM	5 WMXC-FM
6 WBT -AM	6 WMMG-FM	6 WTDR-FM	6 WMXC-FM	6 WBT -AM	6 WCKZ-FM	6 WMMG-FM
7 WMXC-FM	7 WXRC-FM	7 WEZC-FM	7 WMMG-FM	7 WTDR-FM	7 WMMG-FM	7 WCKZ-FM
8 WTDR-FM	8 WMXC-FM	8 WBT -FM	8 WBT -FM	8 WMXC-FM	8 WTDR-FM	8 WTDR-FM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 WCKZ-FM	1 WZZG-FM	1 WCKZ-FM	1 WCKZ-FM	1 WRFX-FM	1 WPEG-FM	1 WRFX-FM
2 WPEG-FM	2 WCKZ-FM	2 WPEG-FM	2 WZZG-FM	2 WPEG-FM	2 WMXC-FM	2 WPEG-FM
3 WZZG-FM	3 WXRC-FM	3 WRFX-FM	3 WPEG-FM	3 WSOC-FM	3 WCKZ-FM	3 WCKZ-FM
4 WBT -FM	4 WRFX-FM	4 WSOC-FM	4 WRFX-FM	4 WCKZ-FM	4 WSOC-FM	4 WSOC-FM
5 WMXC-FM	5 WPEG-FM	5 WTDR-FM	5 WSOC-FM	5 WMMG-FM	5 WMMG-FM	5 WMXC-FM
6 WMMG-FM	6 WMXC-FM	6 WZZG-FM	6 WMXC-FM	6 WEZC-FM	6 WRFX-FM	6 WMMG-FM
7 WSOC-FM	7 WBT -FM	7 WEZC-FM	7 WTDR-FM	7 WZZG-FM	7 WBT -FM	7 WEZC-FM
8 WRFX-FM	8 WSOC-FM	8 WMXC-FM	8 WXRC-FM	8 WMXC-FM	8 WTDR-FM	8 WBT -FM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 WSOC-FM	1 WEZC-FM	1 WSOC-FM	1 WSOC-FM	1 WSOC-FM	1 WSOC-FM	1 WSOC-FM
2 WBT -AM	2 WMMG-FM	2 WBT -FM	2 WEZC-FM	2 WTDR-FM	2 WEZC-FM	2 WBT -AM
3 WEZC-FM	3 WSOC-FM	3 WCKZ-FM	3 WMMG-FM	3 WBT -AM	3 WBT -AM	3 WEZC-FM
4 WTDR-FM	4 WBT -AM	4 WMMG-FM	4 WBT -FM	4 WPEG-FM	4 WMXC-FM	4 WTDR-FM
5 WPEG-FM	5 WPEG-FM	5 WEZC-FM	5 WCKZ-FM	5 WFMX-FM	5 WBT -FM	5 WMXC-FM
6 WMXC-FM	6 WMXC-FM	6 WPEG-FM	6 WPEG-FM	6 WRFX-FM	6 WTDR-FM	6 WPEG-FM
7 WBT -FM	7 WRFX-FM	7 WTDR-FM	7 WBT -AM	7 WEZC-FM	7 WPEG-FM	7 WBT -FM
8 WMMG-FM	8 WCKZ-FM	8 WMXC-FM	8 WMXC-FM	8 WMXC-FM	8 WLON-AM	8 WRFX-FM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary
 Metro: 181 CHATTANOOGA, TN ARBITRON Rank: 096

Station	Fmt	[ARBITRON 12+ Metro Shares]					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FA89	SU89	SP89	WI89								
*WSKZ-FM	CHR	13.0	17.3	18.0	19.2	15.0		106.5	C	100.0	100.0	1079.4	Bloomington Broadcas	CHATTANOOGA, TN
*WUSY-FM	CTY	12.8	12.9	12.2	12.6	12.9	CP	100.7	C	100.0	100.0	1190.9	Colonial Broadcastin	CLEVELAND, TN
*WDEF-FM	EZ	9.4	11.9	9.6	10.3	12.9		92.3	C	97.0	97.0	1181.1	Park Communications,	CHATTANOOGA, TN
*WJTT-FM	URB	7.8	8.4	6.9	7.9	8.2	CP	94.3	A	2.8	2.8	331.4	Jettcom, Inc.	RED BANK, TN
*WLMX-FM	AC	7.8	6.8	10.0	10.5	12.4	CP	105.5	A	3.0	3.0	262.5	Baum Broadcast Group	ROSSVILLE, GA
*WDDO-FM	CTY	7.6	9.6	8.0	9.4	8.5		96.5	C	100.0	88.0	1079.4	Bahakel Communicatio	CHATTANOOGA, TN
*WFXS-FM	AC	5.8	3.0	2.1	1.1	2.7		102.3	A	3.0	3.0	285.4	Pye-Watts Communicat	SODDY-DAISY, TN
*WNOO-AM	OLD	4.5	6.1	4.5	3.4	3.1		1260	III	5.0	0.0	ND-D	Pye-Watts Communicat	CHATTANOOGA, TN
*WSGC-FM	OLD	3.4	1.0	3.7	3.6	0.7		101.9	A	0.7	0.7	2162.0	Battlefield Broadcas	RINGGOLD, GA
*WDDO-AM	CTY	3.1	2.3	1.9	2.3	2.2		1310	III	5.0	5.0	DA-N	Bahakel Communicatio	CHATTANOOGA, TN
*WDEF-AM	AC	2.9	3.1	2.2	3.8	4.4		1370	III	5.0	5.0	DA-2	Park Communications,	CHATANOOGA, TN
*WGOW-AM	AC	1.5	1.0	1.3	0.7	0.9		1150	III	5.0	1.0	DA-N	Bloomington Broadcas	CHATTANOOGA, TN
*WQCH-AM	CTY	1.3	1.2	1.3	----	----		1590	III	5.0	0.0	ND-D	Radix Broadcasting,	LAFAYETTE, GA
*WFLI-AM	REL	1.1	0.5	0.6	1.0	0.3		1070	II	50.0	1.0	DA-2	Benns Communication	LOOKOUT MOUNTAI
*WBDX-FM	CTY	1.0	----	----	----	----		102.7	A	0.5	0.5	817.8	Ra-Ad of Trenton	TRENTON, GA
*WEPG-AM	CTY	0.8	----	----	0.3	1.0		910	III	5.0	0.0	ND-D	Marion County Broadc	SOUTH PITTSBURG
*WMOC-AM	REL	0.3	0.3	0.3	0.7	----		1450	IV	1.0	1.0	ND-U	Hollis-Bunn Broadcas	CHATTANOOGA, TN
*WDXB-AM	OLD	0.3	0.5	1.0	----	1.2		1490	IV	1.0	1.0	ND-U	Chattanooga Sound	CHATTANOOGA, TN
*WSDQ-AM	CTY	----	0.7	----	----	----		1190	II	5.0	0.0	ND-D	Tittsworth, T. W.	DUNLAP, TN
*WLMX-AM	AC	----	0.2	0.5	0.0	----		980	III	0.5	0.5	DA-2	Baum Broadcast Group	ROSSVILLE, GA
WKLS-FM	AOR	----	----	----	----	0.5		96.1	C	99.0	99.0	984.3	Great American Broad	ATLANTA, GA

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".
 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 181 CHATTANOOGA, TN		ARBITRON Rank: 096		Demo: P 12+		Mon-Sun 6A-MID		TSL																	
ADI : Chattanooga		US Region : ESC		Rk. Station		Share		AQH Per		Cume Per		HR:MN		T/O											
Year	Pop (0+)	HsHlds	EBI	Retail Sls	Radio Rev	%RtSls	PerCap	1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	12.	13.	14.	15.	16.	17.	
1986	433.2	161.9	4410355	2758409	10771.7	0.0039	24.87	WSKZ-FM	13.0	8000	103600	9:44	12.9												
1987	434.3	163.7	4699281	2793955	11985.1	0.0043	27.60	WUSY-FM	12.8	7900	88500	11:15	11.2												
1988	435.4	165.3	5056162	2884262	12182.5	0.0042	27.98	WDEF-FM	9.4	5800	78500	9:19	13.5												
1989	436.1	166.5	5457695	3089896	12684.0	0.0041	29.08	WJTT-FM	7.8	4800	45100	13:25	9.4												
1990	436.5	167.3	5892716	3382023	13825.8	0.0041	31.67	WLMX-FM	7.8	4800	71200	8:30	14.8												
1991	436.7	167.9	6350064	3731813	15447.9	0.0041	35.37	WDOO-FM	7.6	4700	64200	9:13	13.7												
1992	436.8	168.4	6818575	4110434	17390.2	0.0042	39.81	WFXS-FM	5.8	3600	35400	12:49	9.8												
1993	438.9	170.1	7196206	4465338	19492.6	0.0044	44.41	WNOO-AM	4.5	2800	27000	13:04	9.6												
1994	440.4	171.7	7583572	4825695	21463.3	0.0044	48.73	WWSG-FM	3.4	2100	34400	7:42	16.4												
1995	442.0	173.2	7970937	5186052	23464.3	0.0045	53.09	WDOO-AM	3.1	1900	29900	8:00	15.7												
1996	443.6	174.8	8358303	5546409	25465.3	0.0046	57.41	WDEF-AM	2.9	1800	30700	7:23	17.1												
1997	445.1	176.4	8745668	5906766	27466.2	0.0046	61.71	WGOW-AM	1.3	800	8700	11:35	10.9												
1998	446.7	177.9	9133034	6267123	29467.2	0.0047	65.97	WFLI-AM	1.1	700	12500	7:03	17.9												
1999	448.2	179.5	9520399	6627480	31468.2	0.0047	70.21	WBDX-FM	1.0	600	14800	5:06	24.7												
2000	449.8	181.0	9907765	6987837	33469.2	0.0048	74.41	WEPG-AM	0.8	500	6300	10:00	12.6												
								WNOO-AM	0.3	200	10400	2:25	52.0												
								WDXB-AM	0.3	200	8300	3:02	41.5												

The Radio Marketplace

AM Home to Market	: 9	ARBITRON Market	: CONTINUOUS
FM Home to Market	: 9	Surveys	: Wi, Sp, Su, Fa
Tot Stations MSA Survey	: 18	Most Current Survey	: Winter 1990
Tot Listed Share Points	: 84.4		
Points Above Line	: 84.4		
Points Below Line	: 0.0		
Balance of Points	: 15.6		
Mean Points/AL Station	: 4.7		
Median Points/AL Station	: 3.3		
Revenue/AL Point	: 150,283		
Revenue/AL Mean Station	: 704,664		
AL -- Above Line (Home to Market)			

Demographics

12+ Tot Pop	: 360,500	100.0%
12+ Blk Pop	: 51,300	14.2%
12+ His Pop	: 2,700	0.7%
Median Age	: 32.8	
Eth Controls	: BLACK CONTROLS	

0. TOT MKT 100.0 61700 348800 22:17 5.7

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	WUSY-FM	1	WSKZ-FM	1	WSKZ-FM	1	WUSY-FM
2	WSKZ-FM	2	WFXS-FM	2	WLMX-FM	2	WSKZ-FM
	WDEF-FM	3	WUSY-FM	3	WJTT-FM	3	WLMX-FM
4	WLMX-FM	4	WLMX-FM	4	WUSY-FM	4	WDOO-FM
5	WDOO-FM	5	WJTT-FM	5	WFXS-FM	5	WJTT-FM
6	WJTT-FM	6	WDOO-FM	6	WDOO-FM	6	WDEF-FM
7	WFXS-FM	7	WFLI-AM	7	WSGC-FM	7	WFXS-FM
8	WNOO-AM	8	WSGC-FM	8	WNOO-AM	8	WNOO-AM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	WSKZ-FM	1	WFXS-FM	1	WSKZ-FM	1	WSKZ-FM
2	WJTT-FM	2	WSKZ-FM	2	WLMX-FM	2	WLMX-FM
3	WBDX-FM	3	WUSY-FM	3	WJTT-FM	3	WFXS-FM
	WUSY-FM	4	WLMX-FM	4	WUSY-FM	4	WUSY-FM
5	WNOO-AM	5	WJTT-FM	5	WJTT-FM	5	WJTT-FM
6	WDXB-AM	6	WDOO-FM	6	WDOO-FM	6	WDOO-FM
	WEPG-AM	7	WBDX-FM	7	WFLI-AM	7	WNOO-AM
	WFLI-AM		WSGC-FM	8	WNOO-AM		WSGC-FM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	WDEF-FM	1	WSGC-FM	1	WDOO-FM	1	WUSY-FM
2	WUSY-FM	2	WDOO-FM	2	WNOO-AM	2	WDEF-FM
3	WDOO-FM		WUSY-FM	3	WJTT-FM	3	WNOO-AM
4	WNOO-AM	4	WLMX-FM		WLMX-FM	4	WDEF-FM
5	WDOO-AM	5	WSKZ-FM	5	WDEF-FM	5	WJTT-FM
	WLMX-FM	6	WDOO-AM	6	WUSY-FM	6	WDEF-AM
7	WJTT-FM		WDEF-FM	7	WSGC-FM	7	WDOO-AM
	WDEF-AM	8	WFXS-FM	8	WFLI-AM	8	WLMX-FM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary
 Metro: 005 CHICAGO, IL ARBITRON Rank: 003

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FA89	SU89	SP89	WI89								
*WGN -AM	TLK	8.3	10.7	9.3	9.1	9.5		720	I-A	50.0	50.0	ND-U	Tribune Broadcasting	CHICAGO, IL
*WGCI-FM	URB	7.2	7.3	6.7	6.2	7.4		107.5	B	33.0	33.0	600.4	Gannett Company	CHICAGO, IL
*WVAZ-FM	URB	5.3	5.1	4.9	4.7	6.0	CP	102.7	B	9.0	9.0	1171.3	Broadcasting Partner	OAK PARK, IL
*WBBM-AM	NWS	4.5	4.9	5.5	5.3	4.8		780	I-A	50.0	50.0	ND-U	CBS Incorporated	CHICAGO, IL
*WBBM-FM	CHR	4.4	4.0	3.6	4.1	3.8		96.3	B	6.0	6.0	1171.3	CBS Incorporated	CHICAGO, IL
*WLUP-FM	AOR	4.0	4.1	4.4	4.8	4.8		97.9	B	6.0	6.0	1171.3	Evergreen Media	CHICAGO, IL
*WCKG-FM	CR	3.8	3.4	3.8	4.1	4.0		105.9	B	4.1	4.1	1581.4	Cox Enterprises	ELMWOOD PARK, IL
*WXEZ-FM	EZ	3.6	3.2	3.5	3.6	4.7		100.3	B	6.0	6.0	1171.3	Century Broadcasting	CHICAGO, IL
*WTMX-FM	AC	3.5	3.1	2.6	2.6	2.7		101.9	B	4.2	4.2	1558.4	Bonneville Internati	SKOKIE, IL
*WJUSN-FM	CTY	3.5	3.5	3.7	2.7	3.4	CP	99.5	B	8.3	8.3	1174.5	Cook Inlet Radio Par	CHICAGO, IL
*WLUP-AM	AOR	3.2	3.7	3.5	2.5	3.1		1000	I-B	50.0	50.0	DA-2	Evergreen Media	CHICAGO, IL
*WJMK-FM	OLD	3.1	3.1	3.5	2.8	3.4	CP	104.3	B	4.1	4.1	1574.8	Infinity Broadcastin	CHICAGO, IL
*WKQX-FM	AC	3.0	3.1	4.4	4.0	3.1		101.1	B	6.0	6.0	1171.3	Emmis Broadcasting	CHICAGO, IL
*WJJD-AM	BB	2.7	3.2	2.6	3.0	2.7		1160	II	50.0	10.0	DA-1	Infinity Broadcastin	CHICAGO, IL
*WLIT-FM	AC	2.7	2.8	2.0	3.0	3.6		93.9	B	4.0	4.0	1581.4	Viacom Broadcasting	CHICAGO, IL
*WNUA-FM	NA	2.7	2.3	2.1	2.3	1.3	CP	95.5	B	4.2	4.2	1555.1	Pyramid Broadcasting	CHICAGO, IL
*WOJO-FM	SPN	2.5	1.2	1.9	1.7	1.6		105.1	B	6.0	6.0	1171.3	Tichenor Media Syste	EVANSTON, IL
*WXRT-FM	AOR	2.5	3.4	2.3	2.7	2.7		93.1	B	6.7	6.7	1309.1	Lee, Dan & Mason, Se	CHICAGO, IL
*WYTZ-FM	CHR	2.5	3.8	3.7	4.4	3.6		94.7	B	4.4	4.4	1528.9	Capital Cities/ABC	CHICAGO, IL
*WMAQ-AM	NWS	2.2	2.1	1.8	1.8	1.6		670	I-A	50.0	50.0	ND-U	Westinghouse Broadca	CHICAGO, IL
*WLS -AM	TLK	2.0	1.4	1.4	1.6	1.6		890	I-A	50.0	50.0	ND-U	Capital Cities/ABC	CHICAGO, IL
*WFYR-FM	OLD	1.7	1.8	1.6	2.0	1.9	CP	103.5	B	4.2	4.2	1548.6	Summit Communication	CHICAGO, IL
*WFMT-FM	CL	1.6	1.1	1.3	1.4	1.2		98.7	B	15.5	15.5	1171.3	CHICAGO EDUC TV ASSN	CHICAGO, IL
*WVON-AM	URB	1.4	0.8	1.0	0.9	0.9		1450	IV	1.0	1.0	ND-U	Midway Broadcasting,	CICERO, IL
*WNIB-FM	CL	1.2	1.8	1.3	1.2	1.3		97.1	B	8.4	7.5	1190.9	Northern Illinois Br	CHICAGO, IL
*WIND-AM	SPN	1.1	1.2	1.4	1.0	0.5		560	III	5.0	5.0	DA-2	Tichenor Media Syste	CHICAGO, IL
*WYSY-FM	AC	0.8	0.4	0.6	0.4	0.6	CP	107.9	B	44.0	44.0	521.7	Beasley Broadcasting	AURORA, IL
*WLNR-FM	AC	0.7	0.7	0.6	0.3	0.7		106.3	A	2.0	2.0	397.0	Johnson Publishing C	LANSING, IL
*WXEZ-AM	EZ	0.6	0.5	0.6	0.9	0.5		820	II	5.0	1.0	DA-N	Century Broadcasting	CHICAGO, IL
*WTAQ-AM	SPN	0.5	0.3	0.4	0.6	0.4		1300	III	5.0	4.0	DA-2	Lotus Communications	CHICAGO, IL
*WABT-FM	CC	0.4	----	0.3	----	----		103.9	A	3.0	3.0	298.6	CLW Communications G	DUNDEE, IL
*WYCA-FM	REL	0.4	0.5	0.5	0.3	0.4		92.3	B	50.0	44.0	492.1	Crawford Broadcastin	HAMMOND, IN
*WGCI-AM	URB	0.4	0.5	0.6	0.6	0.4		1390	III	5.0	5.0	DA-2	Gannett Company	CHICAGO, IL
*WBUS-FM	AOR	0.4	----	0.3	0.4	0.3	CP	99.9	B	50.0	50.0	492.1	Gene Milner Broadcas	KANKAKEE, IL
*WXLC-FM	CHR	0.4	----	0.3	----	----		102.3	A	3.0	3.0	321.5	H & D Broadcast Grou	WAUKEGAN, IL
*WJOL-AM	NTK	0.3	----	0.4	0.3	0.3		1340	IV	1.0	1.0	ND-U	Uno Broadcasting Com	JOLIET, IL
*WOPA-AM	SPN	0.3	----	----	----	----		1200	II	10.0	2.5	DA-2	Axios, Inc.	CHICAGO, IL
*WYLL-FM	CC	0.3	0.6	0.5	0.3	----		106.7	B	50.0	50.0	298.6	Salem Communication	DES PLAINES, IL
*WJPC-AM	URB	0.1	0.2	0.2	0.2	0.2		950	III	1.0	5.0	DA-N	Douglas Broadcasting	CHICAGO, IL
*WNIZ-FM	CL	0.0	----	----	----	----		96.9	B	50.0	38.0	485.6	NORTHERN IL. BROADCA	ZION, IL
*WJOB-AM	NTK	----	0.3	0.4	0.4	0.3		1230	IV	1.0	1.0	ND-U	COLBY BCG CORP	HAMMOND, IN
*WVXX-FM	AOR	----	----	0.3	----	0.4		103.1	A	3.0	3.0	246.1	Universal Broadcasti	HIGHLAND PARK,
*WJZQ-FM	CHR	----	----	0.3	0.3	----		95.1	B	50.0	50.0	383.9	Independence Broadca	KENOSHA, WI
*WLLI-FM	CHR	----	----	0.3	----	----		96.7	A	3.0	3.0	298.6	Uno Broadcasting Com	JOLIET, IL
*WJKL-FM	BB	----	----	----	0.3	0.3	CP	94.3	A	3.0	3.0	328.1	Elgin Broadcasting C	ELGIN, IL
*WKRS-AM	NWS	----	----	----	----	0.5		1220	II	1.0	0.0	DA-D	H & D Broadcast Grou	WAUKEGAN, IL

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".
 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.
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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 005 CHICAGO, IL		ARBITRON Rank: 003		Demo: P 12+		Mon-Sun 6A-MID		TSL					
ADI : Chicago		US Region : ENC		Rk. Station		Share	AQH Per	Cume Per	HR:MN	T/O			
Year	Pop (0+)	(000) Hshlds	(000) EBI	(000) Retail Sls	(000) Radio Rev	Radio Rev %RtSls	PerCap						
1986	8131.7	2925.6	112656156	48384495	179537.2	0.0037	22.08	1. WGN -AM	8.3	105400	1098000	12:06	10.4
1987	8151.1	2947.2	121361441	52375022	191576.2	0.0037	23.50	2. WGCI-FM	7.2	90900	974400	11:45	10.7
1988	8169.9	2969.9	136621485	57093441	211633.0	0.0037	25.90	3. WVAZ-FM	5.3	67200	741100	11:26	11.0
1989	8187.1	2990.5	158064524	62066217	235348.3	0.0038	28.75	4. WBBM-AM	4.5	56700	1178800	6:04	20.8
1990	8203.3	3009.4	184144807	67229760	260342.0	0.0039	31.74	5. WBBM-FM	4.4	56000	972100	7:16	17.4
1991	8218.7	3027.3	213316588	72520481	286294.6	0.0039	34.83	6. WLUP-FM	4.0	50500	878100	7:15	17.4
1992	8233.7	3044.6	244034117	77874792	312886.3	0.0040	38.00	7. WCKG-FM	3.8	48100	786300	7:42	16.3
1993	8251.4	3069.9	274237282	82984949	339797.7	0.0041	41.18	8. WXEZ-FM	3.6	45500	579600	9:53	12.7
1994	8268.6	3093.4	304686399	88123308	365481.9	0.0041	44.20	9. WTMX-FM	3.5	44400	660300	8:28	14.9
1995	8285.8	3117.0	335135516	93261666	391307.8	0.0042	47.23	10. WJMN-FM	3.5	44300	575900	9:42	13.0
1996	8303.0	3140.5	365584632	98400024	417133.8	0.0042	50.24	11. WLUP-AM	3.2	41000	505800	10:13	12.3
1997	8320.2	3164.0	396033749	103538382	442959.7	0.0043	53.24	12. WJMK-FM	3.1	39000	731700	6:43	18.8
1998	8337.4	3187.6	426482866	108676741	468785.7	0.0043	56.23	13. WKQX-FM	3.0	37700	773000	6:09	20.5
1999	8354.5	3211.1	456931983	113815099	494611.6	0.0043	59.20	14. WJJD-AM	2.7	34700	486900	8:59	14.0
2000	8371.7	3234.6	487381099	118953457	520437.6	0.0044	62.17	15. WLIT-FM	2.7	34100	545300	7:53	16.0
								16. WNUA-FM	2.7	33800	534400	7:58	15.8
								17. WOJO-FM	2.5	32400	261200	15:38	8.1
								18. WXRT-FM	2.5	31800	448200	8:56	14.1
								19. WYTZ-FM	2.5	31600	725000	5:30	22.9
								20. WMAQ-AM	2.2	28000	744900	4:44	26.6
								21. WLS -AM	2.0	24800	395000	7:55	15.9
								22. WFYR-FM	1.7	22200	505400	5:32	22.8
								23. WFMT-FM	1.6	20700	334500	7:48	16.2
								24. WVON-AM	1.4	18400	88700	26:08	4.8
								25. WNIB-FM	1.2	14800	350100	5:20	23.7
								26. WIND-AM	1.1	14000	166500	10:36	11.9
								27. WYSY-FM	0.8	9900	164900	7:34	16.7
								28. WLNR-FM	0.7	8600	133600	8:07	15.5
								29. WXEZ-AM	0.6	8000	149200	6:45	18.6
								30. WTAQ-AM	0.5	5800	76300	9:35	13.2
								0. TOT MKT	100.0	1271200	6515200	24:35	5.1

The Radio Marketplace		ARBITRON Market	
AM Home to Market	: 14	Surveys	: CONTINUOUS
FM Home to Market	: 26	Most Current Survey	: Wi, Sp, Su, Fa
Tot Stations MSA Survey	: 40		
Tot Listed Share Points	: 89.8		
Points Above Line	: 89.8		
Points Below Line	: 0.0		
Balance of Points	: 10.2		
Mean Points/AL Station	: 2.2		
Median Points/AL Station	: 2.1		
Revenue/AL Point	: 2,620,805		
Revenue/AL Mean Station	: 5,883,707		
AL -- Above Line (Home to Market)			

Demographics	
12+ Tot Pop	: 6,744,900 100.0%
12+ Blk Pop	: 1,327,400 19.7%
12+ His Pop	: 511,900 7.6%
Median Age	: 32.6
Eth Controls	: BLACK & HISPANIC

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	WGN -AM	1	WLUP-FM	1	WGCI-FM	1	WVAZ-FM
2	WGCI-FM	2	WGCI-FM	2	WLUP-AM	2	WGCI-FM
3	WVAZ-FM	3	WCKG-FM	3	WLUP-FM	3	WGN -AM
4	WBBM-AM	4	WLUP-AM	4	WVAZ-FM	4	WLUP-AM
5	WLUP-FM	5	WVAZ-FM	5	WJMK-FM	5	WJMK-FM
6	WXEZ-FM	6	WXRT-FM	6	WGCI-FM	6	WTMX-FM
7	WCKG-FM	7	WBBM-FM	7	WGN -AM	7	WLUP-FM
8	WJMN-FM	8	WJMK-FM	8	WBBM-AM	8	WCKG-FM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	WBBM-FM	1	WGCI-FM	1	WLUP-FM	1	WGCI-FM
2	WGCI-FM	2	WLUP-FM	2	WBBM-FM	2	WVAZ-FM
3	WYTZ-FM	3	WCKG-FM	3	WLUP-FM	3	WTMX-FM
4	WKQX-FM	4	WBBM-FM	4	WVAZ-FM	4	WLUP-AM
5	WCKG-FM	5	WXRT-FM	5	WOJO-FM	5	WCKG-FM
6	WLUP-FM	6	WLUP-AM	6	WTMX-FM	6	WTMX-FM
7	WVAZ-FM	7	WYTZ-FM	7	WCKG-FM	7	WXRT-FM
8	WTMX-FM	8	WKQX-FM	8	WKQX-FM	8	WOJO-FM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	WGN -AM	1	WCKG-FM	1	WVAZ-FM	1	WGN -AM
2	WBBM-AM	2	WNUA-FM	2	WGCI-FM	2	WXEZ-FM
3	WXEZ-FM	3	WVAZ-FM	3	WTMX-FM	3	WBBM-AM
4	WJJD-AM	4	WGN -AM	4	WJMK-FM	4	WVAZ-FM
5	WVAZ-FM	5	WJMK-FM	5	WGN -AM	5	WJMK-FM
6	WJMN-FM	6	WLUP-AM	6	WJMN-FM	6	WLIT-FM
7	WJMK-FM	7	WTMX-FM	7	WLIT-FM	7	WJMN-FM
8	WMAQ-AM	8	WLUP-FM	8	WVON-AM	8	WGCI-FM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary
 Metro: 019 CLEVELAND, OH ARBITRON Rank: 022

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FA89	SU89	SP89	WI89								
*WLTF-FM	AC	9.0	7.9	8.8	9.0	7.3		106.5	B	11.0	11.0	1059.7	Booth American Compa	CLEVELAND, OH
*WMMS-FM	AOR	8.5	8.2	7.6	10.7	10.2		100.7	B	34.0	34.0	600.4	Malrite Communicatio	CLEVELAND, OH
*WQAL-FM	EZ	8.1	5.9	7.0	6.9	9.7		104.1	B	11.0	11.0	1059.7	ML Media Partners	CLEVELAND, OH
*WMJI-FM	AC	7.4	6.8	9.0	6.9	6.3		105.7	B	27.0	27.0	899.0	Capstar Communicatio	CLEVELAND, OH
*WDOK-FM	AC	7.1	8.5	5.6	6.6	6.2		102.1	B	12.0	12.0	1003.9	Independent Group, L	CLEVELAND, OH
*WZAK-FM	URB	6.6	7.2	6.4	6.4	7.2		93.1	B	27.5	27.5	620.1	Zapis Communications	CLEVELAND, OH
*WGAR-FM	CTY	5.2	4.9	4.4	5.5	5.1		99.5	B	50.0	50.0	498.7	Nationwide Communica	CLEVELAND, OH
*WNXC-FM	CR	4.9	6.1	7.6	7.3	5.1	CP	98.5	B	16.0	16.0	961.3	Metroplex Communicat	CLEVELAND, OH
*WRMR-AM	MOR	4.5	4.8	4.4	4.5	4.5		850	II	10.0	5.0	DA-2	Independent Group, L	CLEVELAND, OH
*WPHR-FM	CHR	4.5	5.4	5.6	3.4	3.8	CP	107.9	B	16.0	16.0	892.4	Ardman Broadcasting	CLEVELAND, OH
*WWJE-AM	NTK	4.0	4.6	5.5	4.6	4.6		1100	I-A	50.0	50.0	ND-U	Booth American Compa	CLEVELAND, OH
*WJMO-FM	CHR	2.9	2.2	2.5	3.1	2.9	CP	92.3	B	40.0	40.0	547.9	United Broadcasting	CLEVELAND HEIGH
*WERE-AM	NTK	2.8	2.4	2.5	2.6	3.4		1300	III	5.0	5.0	DA-1	Metroplex Communicat	CLEVELAND, OH
*WCLV-FM	CL	2.8	2.6	1.6	2.1	3.0		95.5	B	31.0	31.0	620.1	Radio Seaway, Inc.	CLEVELAND, OH
*WJMO-AM	URB	2.5	2.6	2.3	1.9	1.4		1490	IV	1.0	1.0	ND-U	United Broadcasting	CLEVELAND HEIGH
*WNWV-FM	NAC	1.9	2.1	2.9	2.4	2.7		107.3	B	50.0	50.0	465.9	Elyria-Lorain Broadc	ELYRIA, OH
*WABQ-AM	REL	1.9	1.2	1.8	0.9	0.4		1540	II	1.0	0.0	ND-D	WABQ, Inc.	CLEVELAND, OH
*WGAR-AM	CTY	1.0	0.5	0.4	0.6	0.4		1220	II	50.0	50.0	DA-1	Douglas Broadcasting	CLEVELAND, OH
WQMX-FM	EZ	0.8	----	0.4	0.4	----		94.9	B	16.0	16.0	879.3	Gordon-Thomas Commun	MEDINA, OH
*WHK -AM	OLD	0.8	1.5	0.9	0.9	0.9		1420	III	5.0	1.0	ND-D	Malrite Communicatio	CLEVELAND, OH
WONE-FM	AOR	0.7	0.5	1.0	0.9	1.1		97.5	B	12.0	12.0	889.1	US Radio, Ltd.	AKRON, OH
WKDD-FM	CHR	0.7	1.0	1.0	1.2	0.7		96.5	B	50.0	50.0	439.6	Barnstable Broadcast	AKRON, OH
*WEOL-AM	MOR	0.6	1.0	0.3	0.5	0.8		930	III	1.0	1.0	DA-2	Elyria-Lorain Broadc	CLEVELAND, OH
CKLW-AM	BB	0.4	0.8	0.3	1.0	0.5		800	II	50.0	50.0	ND-U	AMICUS COMMUNICATION	WINDSOR, OH
WREO-FM	EZ	0.4	----	0.6	----	----		97.1	B	50.0	50.0	498.7	Radio Enterprises of	ASHTABULA, OH
*WRKG-AM	BB	0.4	----	----	0.4	----		1380	III	0.5	0.0	ND-D	Veard Broadcasting C	LORAIN, OH
*WCCD-AM	REL	0.3	----	----	----	----		1000	II	0.5	0.0	DA-D	Guardian Communicati	PARMA, OH
*WZLE-FM	REL	0.3	----	----	----	----		104.9	A	3.0	3.0	298.6	LORAIN CHRISTIAN BRO	LORAIN, OH
WJR -AM	MOR	----	0.3	----	----	----		760	I-A	50.0	50.0	ND-U	Capital Cities/ABC	DETROIT, MI
*WELW-AM	MOR	----	----	0.5	0.5	0.3		1330	III	0.5	0.4	DA-D	Sullivan Shamrock Br	WILLOUGHBY, OH
WHBC-FM	EZ	----	----	----	----	0.6		94.1	B	45.0	45.0	515.1	Beaverkettle Company	CANTON, OH
WNIR-FM	TLK	----	----	----	----	0.3	CP	100.1	A	2.0	2.0	390.4	Media-Com, Inc.	KENT, OH
*WBKC-AM	CTY	----	----	----	----	0.3		1460	III	1.0	5.0	DA-2	Dale Broadcasting Co	PAINESVILLE, OH

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".
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 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 019 CLEVELAND, OH		ARBITRON Rank: 022-Demo: P 12+		Mon-Sun 6A-MID		TSL								
ADI : Cleveland		US Region : ENC		Rk.	Station	Share	AQH Per	Cume Per	HR:MN	T/O				
Year	(000) Pop (0+)	(000) Hshlds	(\$000) EBI	(\$000) Retail Sls	(\$000) Radio Rev	%RtSls	PerCap							
1986	2126.9	808.1	27039484	13777027	45113.7	0.0033	21.21	1.	WLTF-FM	9.0	29900	376500	10:00	12.6
1987	2116.7	808.9	28625911	14120983	46045.2	0.0033	21.75	2.	WMMS-FM	8.5	28200	385200	9:13	13.7
1988	2111.0	811.0	30754203	14874445	46993.5	0.0032	22.26	3.	WQAL-FM	8.1	26900	274900	12:20	10.2
1989	2104.7	812.5	33135103	15957380	49070.9	0.0031	23.31	4.	WMJI-FM	7.4	24700	336100	9:16	13.6
1990	2098.0	813.7	35705460	17287420	52056.7	0.0030	24.81	5.	WDOK-FM	7.1	23600	325300	9:08	13.8
1991	2091.0	814.5	38402121	18782198	55723.8	0.0030	26.65	6.	WZAK-FM	6.6	21900	236000	11:42	10.8
1992	2083.9	815.2	41161934	20359344	59845.1	0.0029	28.72	7.	WGAR-FM	5.2	17200	225800	9:36	13.1
1993	2079.9	816.4	43593414	21634872	64193.5	0.0030	30.86	8.	WNCX-FM	4.9	16200	264300	7:43	16.3
1994	2074.4	817.6	46072482	22956097	67710.3	0.0029	32.64	9.	WRMR-AM	4.5	14800	163100	11:26	11.0
1995	2068.9	818.7	48551550	24277322	71353.1	0.0029	34.49	10.	WPHR-FM	4.5	14800	253100	7:22	17.1
1996	2063.4	819.9	51030618	25598547	74995.9	0.0029	36.35	11.	WWE-AM	4.0	13200	238600	6:58	18.1
1997	2057.9	821.0	53509686	26919772	78638.7	0.0029	38.21	12.	WJMO-FM	2.9	9600	188800	6:24	19.7
1998	2052.4	822.2	55988754	28240996	82281.5	0.0029	40.09	13.	WERE-AM	2.8	9400	148900	7:57	15.8
1999	2046.9	823.3	58467822	29562221	85924.3	0.0029	41.98	14.	WCLV-FM	2.8	9300	124800	9:23	13.4
2000	2041.4	824.5	60946890	30883446	89567.1	0.0029	43.87	15.	WJMO-AM	2.5	8200	102200	10:07	12.5
								16.	WNWV-FM	1.9	6400	119700	6:44	18.7
								17.	WABQ-AM	1.9	6400	64300	12:32	10.0
								18.	WGAR-AM	1.0	3300	72300	5:45	21.9
								19.	WOMX-FM	0.8	2500	35100	8:58	14.0
								20.	WHK-AM	0.8	2500	78600	4:00	31.4
								21.	WONE-FM	0.7	2400	78200	3:52	32.6
								22.	WKDD-FM	0.7	2300	78800	3:41	34.3
								23.	WEOL-AM	0.6	2100	31400	8:26	15.0
								24.	CKLW-AM	0.4	1300	35700	4:35	27.5
								25.	WREO-FM	0.4	1300	13000	12:36	10.0
								26.	WRKG-AM	0.4	1300	11600	14:07	8.9
								27.	WCCD-AM	0.3	1000	13000	9:42	13.0
								28.	WZLE-FM	0.3	900	20100	5:39	22.3
								0.	TOT MKT	100.0	332100	1695500	24:41	5.1

The Radio Marketplace

AM Home to Market	: 10	ARBITRON Market	: CONTINUOUS
FM Home to Market	: 13	Surveys	: Wi, Sp, Su, Fa
Tot Stations MSA Survey	: 28	Most Current Survey	: Winter 1990
Tot Listed Share Points	: 91.0		
Points Above Line	: 88.0		
Points Below Line	: 3.0		
Balance of Points	: 9.0		
Mean Points/AL Station	: 3.8		
Median Points/AL Station	: 2.9		
Revenue/AL Point	: 557,623		
Revenue/AL Mean Station	: 2,133,517		
AL -- Above Line (Home to Market)			

Demographics

12+ Tot Pop	: 1,763,200	100.0%
12+ Blk Pop	: 291,000	16.5%
12+ His Pop	: 27,900	1.6%
Median Age	: 34.0	
Eth Controls	: BLACK CONTROLS	

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	WLTF-FM	1	WMMS-FM	1	WLTF-FM	1	WLTF-FM
2	WQAL-FM	2	WNCX-FM	2	WMMS-FM	2	WMJI-FM
3	WMMS-FM	3	WMJI-FM	3	WZAK-FM	3	WDOK-FM
4	WMJI-FM	4	WZAK-FM	4	WPHR-FM	4	WMMS-FM
5	WDOK-FM	5	WLTF-FM	5	WNCX-FM	5	WQAL-FM
6	WZAK-FM	6	WJMO-FM	6	WPHR-FM	6	WQAL-FM
7	WGAR-FM	7	WPHR-FM	7	WJMO-FM	7	WGAR-FM
8	WNCX-FM	8	WDOK-FM	8	WJMO-FM	8	WZAK-FM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	WPHR-FM	1	WMMS-FM	1	WLTF-FM	1	WMMS-FM
2	WZAK-FM	2	WNCX-FM	2	WMMS-FM	2	WLTF-FM
3	WMMS-FM	3	WZAK-FM	3	WPHR-FM	3	WMJI-FM
4	WJMO-FM	4	WPHR-FM	4	WLTF-FM	4	WNCX-FM
5	WLTF-FM	5	WLTF-FM	5	WZAK-FM	5	WZAK-FM
6	WMJI-FM	6	WJMO-FM	6	WJMO-FM	6	WDOK-FM
7	WNCX-FM	7	WMJI-FM	7	WDOK-FM	7	WJMO-FM
	WKDD-FM	8	WNWV-FM	8	WWE-AM	8	WGAR-FM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	WQAL-FM	1	WMJI-FM	1	WDOK-FM	1	WQAL-FM
2	WDOK-FM	2	WLTF-FM	2	WQAL-FM	2	WDOK-FM
3	WLTF-FM	3	WDOK-FM	3	WGAR-FM	3	WGAR-FM
	WRMR-AM	4	WNCX-FM	4	WLTF-FM	4	WLTF-FM
5	WGAR-FM	5	WMMS-FM	5	WMJI-FM	5	WMJI-FM
6	WMJI-FM	6	WGAR-FM	6	WQAL-FM	6	WABQ-AM
7	WWE-AM	7	WWE-AM	7	WZAK-FM	7	WWE-AM
8	WERE-AM	8	WNWV-FM	8	WZAK-FM	8	WRMR-AM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary
 Metro: 045 COLUMBUS, OH ARBITRON Rank: 033

Station	Fmt	[ARBITRON 12+ Metro Shares]					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FA89	SU89	SP89	WI89								
*WNCI-FM	CHR	15.2	13.9	13.7	16.0	13.6		97.9	B	175.0	105.0	561.0	Nationwide Communica	COLUMBUS, OH
*WSNY-FM	AC	10.0	10.3	10.6	10.8	10.3		94.7	B	22.0	22.0	754.6	Saga Communications,	COLUMBUS, OH
*WTVN-AM	AC	9.2	9.7	7.1	7.0	6.8		610	III	5.0	5.0	DA-N	Great American Broad	COLUMBUS, OH
*WLWQ-FM	AOR	7.6	5.8	7.3	9.6	9.1		96.3	B	18.0	18.0	751.3	Great American Broad	COLUMBUS, OH
*WBNS-FM	EZ	6.6	6.5	7.2	7.6	8.0		97.1	B	20.5	20.5	780.8	Radiohio, Inc.	COLUMBUS, OH
*WXGT-FM	CHR	6.2	8.5	7.6	5.4	6.5	CP	92.3	B	22.0	22.0	754.6	Great Trails Broadca	COLUMBUS, OH
*WHOK-FM	CTY	6.0	6.0	5.6	5.6	6.6		95.5	B	50.0	47.0	492.1	WHOK, Inc.	LANCASTER, OH
*WVKO-AM	URB	4.9	3.6	4.7	3.9	4.4		1580	II	1.0	0.3	DA-2	Saga Communications,	COLUMBUS, OH
*WMGG-FM	CR	4.1	4.7	5.1	5.2	4.1		99.7	B	20.0	20.0	784.1	North American Broad	COLUMBUS, OH
*WMNI-AM	CTY	2.3	2.8	2.5	2.6	2.7		920	III	1.0	0.5	DA-2	North American Broad	COLUMBUS, OH
*WBYY-FM	JZ	2.3	1.6	1.6	2.1	1.5	CP	103.9	A	2.5	2.5	357.6	Mid-Ohio Communicati	WESTERVILLE, OH
*WCOL-AM	BB	2.1	2.3	2.8	1.9	3.5		1230	IV	1.0	1.0	ND-U	Great Trails Broadca	COLUMBUS, OH
*WCKX-FM	URB	1.9	1.1	1.6	1.0	2.1	CP	106.3	A	3.0	3.0	328.1	LDH Communications	LONDON, OH
*WXLE-FM	OLD	1.8	2.3	1.5	2.0	2.6	CP	103.1	A	1.6	1.6	442.9	US Radio, Ltd.	JOHNSTOWN, OH
*WXXM-FM	OTH	1.7	1.6	1.8	----	----		98.9	A	3.0	3.0	328.1	Twin River Communica	UPPER ARLINGTON
*WBNS-AM	AC	1.5	2.5	0.9	1.0	1.4		1460	III	5.0	1.0	DA-N	Radiohio, Inc.	COLUMBUS, OH
*WCLT-FM	AC	1.5	1.1	----	0.7	1.1		100.3	B	50.0	50.0	390.4	WCLT Radio, Inc.	NEWARK, OH
*WSWZ-FM	CR	1.3	0.4	----	----	----		103.5	A	3.0	3.0	300.0	Skyway Broadcasting	LANCASTER, OH
WLW -AM	AC	1.2	1.5	2.6	2.0	1.3		700	I-A	50.0	50.0	ND-U	Jacor Communications	CINCINNATI, OH
*WHTH-AM	CTY	0.7	0.6	0.5	----	0.8		790	III	1.0	0.0	DA-D	Runnymede Inc.	HEATH, OH
*WRFD-AM	REL	0.6	0.9	0.4	1.2	1.2		880	II	9.0	0.0	DA-D	Salem Communication	COLUMBUS, OH
WHIZ-FM	EZ	0.4	----	----	----	----		102.5	B	50.0	50.0	495.4	SOUTHEASTERN OHIO B/	ZANESVILLE, OH
*WCLT-AM	MOR	0.3	----	0.8	----	0.7		1430	III	0.5	0.0	ND-D	WCLT Radio, Inc.	NEWARK, OH
WMRN-FM	CTY	----	0.4	0.4	0.4	----		106.9	B	25.0	25.0	341.2	Burbach Broadcasting	MARION, OH
WQIO-FM	CHR	----	0.4	----	0.4	0.5		93.7	B	37.0	37.0	564.3	Zeeco, Inc.	MOUNT VERNON, O
*WLOH-AM	OLD	----	0.3	----	0.6	----		1320	III	1.0	0.0	ND-A	WHOK, Inc.	LANCASTER, OH
WJR -AM	MOR	----	----	0.6	----	0.3		760	I-A	50.0	50.0	ND-U	Capital Cities/ABC	DETROIT, MI
*WDLR-AM	MOR	----	----	----	----	0.6		1550	II	0.5	0.0	DA-D	Radio Delaware, Inc.	DELAWARE, OH
*WNKO-FM	AC	----	----	----	----	0.4		101.7	A	3.0	3.0	298.6	Runnymede Inc.	NEWARK, OH

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".
 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 045 COLUMBUS, OH		ARBITRON Rank: 033		Demo: P 12+		Mon-Sun 6A-MID		TSL					
ADI : Columbus, OH		US Region : ENC		Rk. Station		Share	AQH Per	Cume Per	HR:MN	T/O			
Year	(000) Pop (0+)	(000) HsHlds	(000) EBI	(000) Retail Sls	(000) Radio Rev	Radio Rev %RtSls	PerCap						
1986	1301.6	496.1	15929295	8496381	34645.3	0.0041	26.62	1. WNCI-FM	15.2	28100	349800	10:07	12.4
1987	1314.2	504.1	17062832	8959190	36684.8	0.0041	27.91	2. WSNY-FM	10.0	18600	255300	9:11	13.7
1988	1324.3	511.1	18532985	9627467	38909.0	0.0040	29.38	3. WTVN-AM	9.2	17000	204800	10:28	12.0
1989	1332.4	517.0	20239988	10473373	42120.7	0.0040	31.61	4. WLVO-FM	7.6	14100	215600	8:14	15.3
1990	1339.2	522.1	22124628	11452499	46185.9	0.0040	34.49	5. WBNS-FM	6.6	12200	169600	9:04	13.9
1991	1345.0	526.6	24127694	12520440	50891.5	0.0041	37.84	6. WXGT-FM	6.2	11500	179000	8:06	15.6
1992	1350.3	530.9	26189972	13632789	56023.8	0.0041	41.49	7. WHOK-FM	6.0	11100	134500	10:24	12.1
1993	1356.3	537.7	28157182	14719648	61369.6	0.0042	45.25	8. WVKO-AM	4.9	9100	90800	12:38	10.0
1994	1362.9	544.4	30146196	15814860	66592.9	0.0042	48.86	9. WMGG-FM	4.1	7500	127500	7:25	17.0
1995	1369.4	551.1	32135210	16910071	71856.3	0.0042	52.47	10. WMNI-AM	2.3	4300	50900	10:39	11.8
1996	1376.0	557.9	34124225	18005283	77119.7	0.0043	56.05	11. WBBY-FM	2.3	4200	70800	7:28	16.9
1997	1382.5	564.6	36113239	19100494	82383.1	0.0043	59.59	12. WCOL-AM	2.1	3800	56800	8:26	14.9
1998	1389.1	571.3	38102253	20195706	87646.5	0.0043	63.10	13. WCKX-FM	1.9	3600	56900	7:58	15.8
1999	1395.6	578.1	40091267	21290917	92909.9	0.0044	66.57	14. WLX-FM	1.8	3300	73600	5:39	22.3
2000	1402.2	584.8	42080282	22386129	98173.3	0.0044	70.01	15. WXXM-FM	1.7	3100	72100	5:25	23.3
								16. WBNS-AM	1.5	2700	76400	4:27	28.3
								17. WCLT-FM	1.5	2700	31900	10:40	11.8
								18. WSWZ-FM	1.3	2400	33500	9:02	14.0
								19. WLW-AM	1.2	2200	55800	4:58	25.4
								20. WHTH-AM	0.7	1300	11100	14:45	8.5
								21. WRFD-AM	0.6	1200	25900	5:50	21.6
								22. WHIZ-FM	0.4	700	8100	10:53	11.6
								23. WCLT-AM	0.3	600	9100	8:18	15.2
								0. TOT MKT	100.0	185100	1064200	21:55	5.7

The Radio Marketplace

AM Home to Market : 8	ARBITRON Market : CONTINUOUS
FM Home to Market : 13	Surveys : Wi, Sp, Su, Fa
Tot Stations MSA Survey : 23	Most Current Survey : Winter 1990
Tot Listed Share Points : 89.4	
Points Above Line : 87.8	
Points Below Line : 1.6	
Balance of Points : 10.6	
Mean Points/AL Station : 4.2	
Median Points/AL Station : 2.3	
Revenue/AL Point : 479,734	
Revenue/AL Mean Station : 2,005,747	
AL -- Above Line (Home to Market)	

Demographics

12+ Tot Pop : 1,106,200	100.0%
12+ Blk Pop : 116,500	10.5%
12+ His Pop : 6,500	0.6%
Median Age : 31.1	
Eth Controls: BLACK CONTROLS	

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	WNCI-FM	1	WLVO-FM	1	WNCI-FM	1	WSNY-FM
2	WSNY-FM	2	WNCI-FM	2	WSNY-FM	2	WNCI-FM
3	WTVN-AM	3	WXGT-FM	3	WTVN-AM	3	WTVN-AM
4	WLVO-FM	4	WMGG-FM	4	WNCI-FM	4	WLVO-FM
5	WBNS-FM	5	WSNY-FM	5	WHOK-FM	5	WHOK-FM
6	WHOK-FM	6	WTVN-AM	6	WBNS-FM	6	WBNS-FM
7	WXGT-FM	7	WHOK-FM	7	WMGG-FM	7	WVKO-AM
8	WVKO-AM	8	WBNS-FM	8	WXGT-FM	8	WMGG-FM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	WNCI-FM	1	WXGT-FM	1	WNCI-FM	1	WNCI-FM
2	WXGT-FM	2	WNCI-FM	2	WSNY-FM	2	WLVO-FM
3	WVKO-AM	3	WLVO-FM	3	WLVO-FM	3	WSNY-FM
4	WCKX-FM	4	WMGG-FM	4	WXGT-FM	4	WMGG-FM
5	WSNY-FM	5	WSNY-FM	5	WMGG-FM	5	WXGT-FM
6	WMGG-FM	6	WHOK-FM	6	WTVN-AM	6	WTVN-AM
7	WHOK-FM	7	WVKO-AM	7	WBNS-FM	7	WVKO-AM
8	WLVO-FM	8	WCKX-FM	8	WHOK-FM	8	WBNS-FM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	WTVN-AM	1	WSNY-FM	1	WHOK-FM	1	WHOK-FM
2	WBNS-FM	2	WTVN-AM	2	WTVN-AM	2	WTVN-AM
3	WSNY-FM	3	WNCI-FM	3	WSNY-FM	3	WBNS-FM
4	WHOK-FM	4	WHOK-FM	4	WBNS-FM	4	WSNY-FM
5	WNCI-FM	5	WBNS-FM	5	WMNI-AM	5	WMNI-AM
6	WVKO-AM	6	WVKO-AM	6	WBBY-FM	6	WCOL-AM
7	WMNI-AM	7	WLX-FM	7	WSWZ-FM	7	WNCI-FM
8	WCOL-AM	8	WSWZ-FM	8	WNCI-FM	8	WSWZ-FM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary
 Metro: 024 DALLAS-FT. WORTH, TX ARBITRON Rank: 008

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License	
		WI90	FA89	SU89	SP89	WI89									
*KSCS-FM	CTY	8.8	7.6	6.6	6.9	6.7		96.3	C	99.0	99.0	1679.8	Capital Cities/ABC	FORT WORTH, TX	
*KVIL-FM	AC	6.6	9.8	7.6	8.4	8.7		103.7	C	100.0	100.0	1571.5	Infinity Broadcastin	HIGHLAND PARK-D	
*KKDA-FM	URB	6.3	5.4	5.6	5.9	8.5		104.5	C	98.0	98.0	1591.2	Service Broadcasting	DALLAS, TX	
*KPLX-FM	CTY	5.6	6.1	5.5	7.3	6.6		99.5	C	100.0	100.0	1676.5	Susquehanna Broadcas	FORT WORTH, TX	
*KJMZ-FM	URB	5.2	4.7	5.4	4.3	3.4		100.3	C	89.0	89.0	1279.5	Summit Communication	DALLAS, TX	
*WBAP-AM	CTY	4.6	4.4	7.3	6.6	5.1		820	I-A	50.0	50.0		Capital Cities/ABC	FT. WORTH, TX	
*KRLD-AM	NWS	4.5	6.3	5.3	4.3	4.8		1080	II	50.0	50.0		DA-N	DALLAS, TX	
*KHYI-FM	CHR	4.5	3.2	4.2	4.3	4.8		94.9	C1	33.0	33.0	1509.2	Command Communicatio	ARLINGTON, TX	
*KTXQ-FM	AOR	4.3	3.4	3.8	3.6	3.6	CP	102.1	C	95.0	95.0	1916.0	CBS Incorporated	FORT WORTH, TX	
*KEGL-FM	CHR	4.2	3.4	4.0	4.4	4.5		97.1	C	97.0	97.0	1460.0	Sandusky Broadcastin	FORT WORTH-DALL	
*KMEZ-FM	EZ	3.8	4.0	4.3	4.0	4.4		107.5	C1	25.0	25.0	1647.0	Gilmore Broadcasting	FORT WORTH, TX	
*KLTY-FM	AC	3.3	2.9	3.5	2.8	2.4		94.1	C	98.0	98.0	1591.2	Metroplex Broadcasti	FORT WORTH, TX	
*KZPS-FM	CR	3.0	2.6	2.9	2.7	2.4		92.5	C	96.0	96.0	1591.2	Bonnevill Internati	DALLAS, TX	
*KLUV-FM	OLD	3.0	3.1	3.4	3.1	3.8		98.7	C	98.0	98.0	1584.6	TK Communications	DALLAS, TX	
*KOAI-FM	NAC	2.9	3.3	3.4	3.3	2.3		106.1	C	100.0	100.0	1584.6	Gannett Company	DENTON, TX	
*KAAM-AM	BB	2.5	1.8	1.3	1.6	0.9		1310	III	5.0	5.0		Bonnevill Internati	DALLAS, TX	
*KLIF-AM	NTK	2.5	3.5	2.6	2.7	2.6		1190	II	50.0	5.0		DA-2	DALLAS, TX	
*WRR -FM	CL	2.4	2.0	1.7	1.4	1.7		101.1	C	98.0	98.0	1509.2	Susquehanna Broadcas	DALLAS, TX	
*KQZY-FM	AC	2.1	3.0	2.7	2.8	3.7		105.3	C	100.0	100.0	1558.4	City of Dallas, TX	DALLAS, TX	
*KHAVN-AM	GOS	2.0	1.3	2.0	1.8	2.5		970	III	1.0	0.0		Westinghouse Broadca	DALLAS, TX	
*KESS-AM	SPN	2.0	1.0	1.0	0.7	1.5		1270	III	5.0	5.0		Summit Communication	FT. WORTH, TX	
*KKDA-AM	OLD	1.9	1.2	1.8	2.6	1.7		730	II	0.5	0.0		DA-1	Metroplex Broadcasti	FT.WORTH, TX
*KMGC-FM	SRC	1.8	2.6	2.8	2.3	2.3	CP	102.9	C	99.0	99.0	1348.4	Service Broadcasting	GRAND PRAIRIE,	
*KKWM-FM	AOR	1.3	2.1	1.6	2.2	2.4		97.9	C	99.0	99.0	1679.8	Cook Inlet Radio Par	DALLAS, TX	
*KDGE-FM	AOR	1.3	1.4	1.1	1.4	0.7	CP	94.5	C	100.0	100.0	1896.3	Anchor Media	DALLAS, TX	
*KSSA-AM	SPN	0.9	----	0.5	0.6	0.3		1600	III	5.0	1.0		Allison Broadcast Gr	GAINESVILLE, TX	
*KVIL-AM	AC	0.6	0.4	0.4	0.2	0.6		1150	III	1.0	1.0		Radio Plano, Inc.	PLANO, TX	
*KFJZ-AM	BB	0.3	0.5	0.3	0.5	----		870	II	0.5	0.0		DA-D	Infinity Broadcastin	HIGHLAND PK, TX
*KJZY-FM	JZ	0.3	0.4	----	0.3	----		99.1	C	100.0	100.0	1167.7	Garden City Broadcas	FT. WORTH, TX	
*KSSA-FM	SPN	0.1	----	----	----	----		95.3	A	2.5	2.5	351.0	Broadcast House Inc.	DENTON, TX	
*KDFT-AM	REL	----	0.5	----	----	----		540	II	1.0	0.0		Radio Plano, Inc.	MCKINNEY, TX	
*KKWM-AM	OLD	----	0.5	0.4	0.5	0.6		570	III	5.0	5.0		ND-D	Willis Broadcasting	FERRIS, TX
*KDBN-AM	NWS	----	----	0.1	0.2	0.1		1480	III	5.0	1.0		DA-2	Susquehanna Broadcas	DALLAS, TX
*KPBC-AM	REL	----	----	----	----	0.3		1040	II	1.0	0.0		DA-2	Gilmore Broadcasting	DALLAS, TX
													Crawford Broadcastin	DALLAS, TX	

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 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 024 DALLAS-FT. WORTH, TX ARBITRON Rank: 008-Demo: P 12+ Mon-Sun 6A-MID TSL

Metro: 024 DALLAS-FT. WORTH, TX		US Region : WSC		Radio Rev		Rk.	Station	Share	AQH Per	Cume Per	HR:MN	T/O
Year	Pop (0+)	HsHlds	EBI	Retail Sls	Radio Rev	%RtSls	PerCap					
1986	3665.7	1365.8	50331728	25900098	114317.5	0.0044	31.19	1. KSCS-FM	8.8	50300	589300	10:45 11.7
1987	3751.8	1399.0	53086199	26627032	122564.0	0.0046	32.67	2. KVIL-FM	6.6	37700	455400	10:26 12.1
1988	3824.7	1429.0	57565398	27982191	126362.4	0.0045	33.04	3. KKDA-FM	6.3	35900	353600	12:48 9.8
1989	3901.0	1461.4	63763009	30273141	133443.4	0.0044	34.21	4. KPLX-FM	5.6	31600	461500	8:38 14.6
1990	3979.8	1495.5	71249430	33265934	145414.1	0.0044	36.54	5. KJMZ-FM	5.2	29500	432100	8:36 14.6
1991	4060.3	1530.8	79595056	36726622	161052.2	0.0044	39.66	6. WBAP-AM	4.6	26000	400400	8:11 15.4
1992	4141.7	1566.7	88370286	40421258	179135.0	0.0044	43.25	7. KRLD-AM	4.5	25800	507800	6:24 19.7
1993	4234.5	1606.3	96666888	43986717	198440.3	0.0045	46.86	8. KHYI-FM	4.5	25800	442800	7:20 17.2
1994	4326.0	1645.5	105084129	47616085	217070.7	0.0046	50.18	9. KTXQ-FM	4.3	24400	395500	7:46 16.2
1995	4417.5	1684.7	113501370	51245453	236034.9	0.0046	53.43	10. KEGL-FM	4.2	23900	437300	6:53 18.3
1996	4509.1	1723.9	121918611	54874821	254999.2	0.0046	56.55	11. KMEZ-FM	3.8	21800	246200	11:09 11.3
1997	4600.6	1763.1	130335852	58504189	273963.4	0.0047	59.55	12. KLTY-FM	3.3	18600	242300	9:40 13.0
1998	4692.1	1802.2	138753092	62133557	292927.7	0.0047	62.43	13. KZPS-FM	3.0	17000	295700	7:15 17.4
1999	4783.6	1841.4	147170333	65762925	311892.0	0.0047	65.20	14. KLUV-FM	3.0	17000	350500	6:07 20.6
2000	4875.1	1880.6	155587574	69392292	330856.2	0.0048	67.87	15. KOAI-FM	2.9	16600	255900	8:10 15.4
								16. KAAM-AM	2.5	14400	145200	12:30 10.1
								17. KLIF-AM	2.5	14100	220200	8:04 15.6
								18. WRR -FM	2.4	13700	210300	8:12 15.4
								19. KQZY-FM	2.1	12000	185600	8:09 15.5
								20. KHVN-AM	2.0	11200	115000	12:16 10.3
								21. KESS-AM	2.0	11200	87300	16:10 7.8
								22. KKDA-AM	1.9	10800	135300	10:03 12.5
								23. KMGC-FM	1.8	10400	235500	5:34 22.6
								24. KKWM-FM	1.3	7300	158600	5:48 21.7
								25. KDGE-FM	1.3	7300	136500	6:44 18.7
								26. KSSA-AM	0.9	5000	36400	17:18 7.3
								27. KVIL-AM	0.6	3200	47600	8:28 14.9
								28. KFJZ-AM	0.3	1700	18500	11:35 10.9
								29. KJZY-FM	0.3	1700	33200	6:27 19.5
								30. KSSA-FM	0.1	300	8200	4:37 27.3
								0. TOT MKT	100.0	568600	3049300	23:30 5.4

The Radio Marketplace

AM Home to Market	: 10	ARBITRON Market	: CONTINUOUS
FM Home to Market	: 20	Surveys	: Wi,Sp,Su,Fa
Tot Stations MSA Survey	: 30	Most Current Survey	: Winter 1990
Tot Listed Share Points	: 92.6		
Points Above Line	: 92.6		
Points Below Line	: 0.0		
Balance of Points	: 7.4		
Mean Points/AL Station	: 3.1		
Median Points/AL Station	: 2.7		
Revenue/AL Point	: 1,441,073		
Revenue/AL Mean Station	: 4,448,113		
AL -- Above Line (Home to Market)			

Demographics

12+ Tot Pop	: 3,184,300	100.0%
12+ Blk Pop	: 413,200	13.0%
12+ His Pop	: 273,100	8.6%
Median Age	: 31.0	
Eth Controls	: BLACK & HISPANIC	

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54	
Rank	Station	Rank	Station	Rank	Station	Rank	Station
1	KSCS-FM	1	KTXQ-FM	1	KKDA-FM	1	KKDA-FM
2	KVIL-FM	2	KKDA-FM	2	KSCS-FM	2	KTXQ-FM
3	KPLX-FM	3	KZPS-FM	3	KVIL-FM	3	KSCS-FM
4	KKDA-FM	4	KJMZ-FM	4	KEGL-FM	4	KJMZ-FM
5	KRLD-AM	5	KSCS-FM	5	KJMZ-FM	5	KEGL-FM
6	WBAP-AM	6	KEGL-FM	6	KPLX-FM	6	KPLX-FM
7	KTXQ-FM	7	KPLX-FM	7	KHYI-FM	7	KZPS-FM
8	KMEZ-FM	8	KLTY-FM	8	KLTY-FM	8	KVIL-FM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34	
Rank	Station	Rank	Station	Rank	Station	Rank	Station
1	KHYI-FM	1	KKDA-FM	1	KKDA-FM	1	KTXQ-FM
2	KJMZ-FM	2	KJMZ-FM	2	KVIL-FM	2	KSCS-FM
3	KKDA-FM	3	KEGL-FM	3	KJMZ-FM	3	KKDA-FM
4	KEGL-FM	4	KTXQ-FM	4	KEGL-FM	4	KZPS-FM
5	KSCS-FM	5	KPLX-FM	5	KSCS-FM	5	KPLX-FM
6	KLTY-FM	6	KLTY-FM	6	KPLX-FM	6	KEGL-FM
7	KTXQ-FM	7	KZPS-FM	7	KHYI-FM	7	KVIL-FM
8	KDGE-FM	8	KDGE-FM	8	KVIL-FM	8	KJMZ-FM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54	
Rank	Station	Rank	Station	Rank	Station	Rank	Station
1	KSCS-FM	1	WBAP-AM	1	KVIL-FM	1	KSCS-FM
2	KVIL-FM	2	KSCS-FM	2	KSCS-FM	2	KVIL-FM
3	KRLD-AM	3	KVIL-FM	3	KLUV-FM	3	WBAP-AM
4	WBAP-AM	4	KLUV-FM	4	KPLX-FM	4	KPLX-FM
5	KMEZ-FM	5	KPLX-FM	5	WBAP-AM	5	KRLD-AM
6	KPLX-FM	6	KZPS-FM	6	KKDA-FM	6	WRR -FM
7	KAAM-AM	7	KRLD-AM	7	KOAI-FM	7	KLIF-AM
8	KLUV-FM	8	KLIF-AM	8	KLTY-FM	8	KRLD-AM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary
 Metro: 067 DAYTON, OH ARBITRON Rank: 048

Station	Fmt	[ARBITRON 12+ Metro Shares]					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		W190	FA89	SU89	SP89	W189								
*WHKO-FM	CTY	10.6	8.5	8.5	8.4	9.0		99.1	B	50.0	50.0	1059.7	Cox Enterprises	DAYTON, OH
*WGTZ-FM	CHR	10.2	9.7	9.5	7.3	8.6		92.9	B	40.0	40.0	551.2	Great Trails Broadca	EATON, OH
*WTUE-FM	AOR	9.7	8.3	10.1	9.2	12.1		104.7	B	50.0	50.0	498.7	Summit Communication	DAYTON, OH
*WHIO-AM	TLK	7.0	8.9	7.1	8.8	8.4		1290	III	5.0	5.0	DA-1	Cox Enterprises	DAYTON, OH
*WAZU-FM	AOR	6.2	5.7	7.8	7.3	3.7		102.9	B	50.0	50.0	492.1	Osborn Communication	SPRINGFIELD, OH
*WVUD-FM	AC	6.2	5.8	5.3	6.1	5.8		99.9	B	50.0	50.0	498.7	University of Dayton	KETTERING, OH
*WWSN-FM	AC	5.9	6.5	7.8	6.5	7.3	CP	107.7	B	50.0	50.0	498.7	Stoner Broadcasting	DAYTON, OH
*WYMJ-FM	OLD	5.8	3.4	3.8	2.9	3.6		103.9	A	1.1	1.1	521.7	Dayton Radio, Inc.	BEAVERCREEK, OH
*WONE-AM	CTY	4.3	5.4	3.3	4.7	4.7		980	III	5.0	5.0	DA-W	Summit Communication	DAYTON, OH
*WDAO-AM	URB	3.8	2.8	2.5	1.9	3.3		1210	II	1.0	0.0	ND-D	Johnson Communicatio	DAYTON, OH
WLW-AM	AC	3.4	3.9	5.0	4.9	3.7		700	I-A	50.0	50.0	ND-U	Jacor Communications	CINCINNATI, OH
*WCLR-FM	EZ	3.0	4.0	3.0	2.7	1.0		95.7	B	50.0	50.0	475.7	WPTW Radio, Inc.	PIQUA, OH
WOFX-FM	CR	1.7	1.8	1.2	1.2	1.5	CP	94.9	B	10.5	10.5	1056.4	Hoker Broadcasting	FAIRFIELD, OH
WBVE-FM	CTY	1.5	0.7	1.8	2.2	4.6		96.5	B	19.5	19.5	810.4	Reams Broadcasting C	HAMILTON, OH
*WPFB-FM	CTY	1.5	0.5	0.6	0.5	1.1		105.9	B	34.0	34.0	590.0	Braden Stations	MIDDLETOWN, OH
*WPFB-AM	CTY	1.1	1.1	1.2	0.7	----		910	III	1.0	0.1	ND-U	Braden Stations	MIDDLETOWN, OH
WGRR-FM	OLD	1.1	3.5	3.3	5.6	3.2		103.5	B	19.5	19.5	790.7	Dalton Broadcasting	HAMILTON, OH
WWEZ-FM	EZ	1.0	0.6	0.9	1.5	----		92.5	B	16.0	16.0	908.8	Federated Media	CINCINNATI, OH
*WING-AM	OLD	1.0	2.6	1.1	2.3	3.1		1450	IV	5.0	5.0	DA-W	Great Trails Broadca	DAYTON, OH
*WFCJ-FM	REL	1.0	1.3	1.8	0.8	1.0		93.7	B	50.0	50.0	492.1	Miami Valley Christi	MIAMISBURG, OH
*WBLY-AM	CTY	0.6	0.5	----	----	0.7		1600	III	1.0	0.0	DA-D	Yontz, Ronald	SPRINGFIELD, OH
*WKSU-FM	AC	----	0.9	0.5	0.5	1.1		101.7	A	3.0	3.0	308.4	Champaign Communicat	URBANA, OH
*WPTW-AM	BB	----	0.5	0.5	----	----		1570	II	0.3	0.0	ND-D	WPTW Radio, Inc.	PIQUA, OH
WBNS-FM	EZ	----	0.4	1.8	0.4	----		97.1	B	20.5	20.5	780.8	Radiohio, Inc.	COLUMBUS, OH
WKRO-FM	CHR	----	----	0.7	----	0.5	CP	101.9	B	16.0	16.0	876.0	Great American Broad	CINCINNATI, OH
WIMT-FM	CTY	----	----	----	----	0.5		102.1	B	11.0	11.0	1059.7	Lima Broadcasting Co	LIMA, OH
WUBE-FM	CTY	----	----	----	----	0.5	CP	105.1	B	14.0	14.0	915.4	American Media	CINCINNATI, OH

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".
 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 067 DAYTON, OH		ARBITRON Rank: 048-Demo: P 12+						Mon-Sun 6A-MID			TSL			
ADI : Dayton		US Region : ENC						Rk.	Station	Share	AQH Per	Cume Per	HR:MN	T/O
Year	(000) Pop (0+)	(000) HsHlds	(\$000) EBI	(\$000) Retail Sls	(\$000) Radio Rev	%RtSls	PerCap							
1986	971.2	370.8	12311085	5710636	21774.3	0.0038	22.42	1. WHKO-FM	10.6	14100	145800	12:11	10.3	
1987	975.7	374.5	12767469	6007346	22724.2	0.0038	23.29	2. WGTZ-FM	10.2	13600	222900	7:41	16.4	
1988	977.4	377.2	13472389	6427310	23986.0	0.0037	24.54	3. WTUE-FM	9.7	12900	169300	9:36	13.1	
1989	976.4	378.7	14506985	6930608	25771.9	0.0037	26.39	4. WHIO-AM	7.0	9300	139100	8:25	15.0	
1990	973.5	379.4	15788838	7496406	27912.2	0.0037	28.67	5. WAZU-FM	6.2	8300	109700	9:32	13.2	
1991	969.3	379.6	17235529	8103871	30318.3	0.0037	31.28	6. WVUD-FM	6.2	8300	106900	9:47	12.9	
1992	964.4	379.4	18764639	8732169	32901.6	0.0038	34.12	7. WWSN-FM	5.9	7800	106300	9:15	13.6	
1993	963.0	381.7	20210447	9311913	35573.4	0.0038	36.94	8. WYMJ-FM	5.8	7700	96000	10:06	12.5	
1994	961.2	383.8	21681376	9904880	38038.8	0.0038	39.58	9. WONE-AM	4.3	5700	74500	9:38	13.1	
1995	959.3	385.9	23152306	10497847	40560.5	0.0039	42.28	10. WDAO-AM	3.8	5000	56200	11:13	11.2	
1996	957.4	388.0	24623235	11090813	43082.1	0.0039	45.00	11. WLW -AM	3.4	4500	76800	7:23	17.1	
1997	955.6	390.0	26094165	11683780	45603.7	0.0039	47.72	12. WCLR-FM	3.0	4000	56400	8:56	14.1	
1998	953.7	392.1	27565094	12276747	48125.3	0.0039	50.46	13. WOFX-FM	1.7	2200	37300	7:26	17.0	
1999	951.9	394.2	29036024	12869714	50647.0	0.0039	53.21	14. WBVE-FM	1.5	2000	35300	7:08	17.6	
2000	950.0	396.2	30506953	13462681	53168.6	0.0039	55.97	15. WPFB-FM	1.5	2000	31600	7:58	15.8	
								16. WFRB-AM	1.1	1400	18200	9:42	13.0	
								17. WGRR-FM	1.1	1400	25400	6:57	18.1	
								18. WWEZ-FM	1.0	1300	19100	8:35	14.7	
								19. WING-AM	1.0	1300	40800	4:01	31.4	
								20. WFCJ-FM	1.0	1300	31800	5:09	24.5	
								21. WBLV-AM	0.6	800	18700	5:23	23.4	

The Radio Marketplace

AM Home to Market	: 6	ARBITRON Market	: CONTINUOUS
FM Home to Market	: 10	Surveys	: Wi, Sp, Su, Fa
Tot Stations MSA Survey	: 21	Most Current Survey	: Winter 1990
Tot Listed Share Points	: 86.6		
Points Above Line	: 77.9		
Points Below Line	: 8.7		
Balance of Points	: 13.4		
Mean Points/AL Station	: 4.9		
Median Points/AL Station	: 5.1		
Revenue/AL Point	: 330,833		
Revenue/AL Mean Station	: 1,610,743		
AL -- Above Line (Home to Market)			

Demographics

12+ Tot Pop	: 807,400	100.0%
12+ Blk Pop	: 95,500	11.8%
12+ His Pop	: 5,200	0.6%
Median Age	: 32.6	
Eth Controls	: BLACK CONTROLS	

0. TOT MKT 100.0 133100 771300 21:45 5.8

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 WHKO-FM	1 WTUE-FM	1 WGTZ-FM	1 WTUE-FM	1 WTUE-FM	1 WHKO-FM	1 WHKO-FM
2 WTUE-FM	2 WAZU-FM	2 WTUE-FM	2 WGTZ-FM	2 WHKO-FM	2 WGTZ-FM	2 WTUE-FM
3 WGTZ-FM	3 WHKO-FM	3 WVUD-FM	3 WAZU-FM	3 WYMJ-FM	3 WWSN-FM	3 WGTZ-FM
4 WHIO-AM	4 WGTZ-FM	4 WWSN-FM	4 WHKO-FM	4 WWSN-FM	4 WVUD-FM	4 WWSN-FM
5 WVUD-FM	5 WDAO-AM	5 WHKO-FM	5 WVUD-FM	5 WLW -AM	5 WYMJ-FM	5 WYMJ-FM
6 WWSN-FM	6 WLW -AM	6 WAZU-FM	6 WWSN-FM	6 WGTZ-FM	6 WTUE-FM	6 WVUD-FM
7 WYMJ-FM	7 WWSN-FM	7 WYMJ-FM	7 WYMJ-FM	7 WAZU-FM	7 WHIO-AM	7 WHIO-AM
8 WAZU-FM	8 WYMJ-FM	8 WDAO-AM	8 WDAO-AM	8 WVUD-FM	8 WONE-AM	8 WAZU-FM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 WGTZ-FM	1 WTUE-FM	1 WGTZ-FM	1 WAZU-FM	1 WTUE-FM	1 WGTZ-FM	1 WTUE-FM
2 WAZU-FM	2 WAZU-FM	2 WAZU-FM	2 WTUE-FM	2 WAZU-FM	2 WTUE-FM	2 WGTZ-FM
3 WTUE-FM	3 WDAO-AM	3 WTUE-FM	3 WGTZ-FM	3 WGTZ-FM	3 WVUD-FM	3 WHKO-FM
4 WHKO-FM	4 WOFX-FM	4 WVUD-FM	4 WDAO-AM	4 WHKO-FM	4 WHKO-FM	4 WWSN-FM
5 WPFB-FM	5 WHKO-FM	5 WWSN-FM	5 WVUD-FM	5 WLW -AM	5 WWSN-FM	5 WVUD-FM
6 WONE-AM	6 WGTZ-FM	6 WDAO-AM	6 WHKO-FM	6 WWSN-FM	6 WYMJ-FM	6 WAZU-FM
7 WVUD-FM	7 WGRR-FM	7 WYMJ-FM	7 WOFX-FM	7 WYMJ-FM	7 WAZU-FM	7 WYMJ-FM
8 WHIO-AM	8 WLW -AM	8 WPFB-FM	8 WWSN-FM	8 WVUD-FM	8 WFCJ-FM	8 WLW -AM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 WHKO-FM	1 WHKO-FM	1 WGTZ-FM	1 WYMJ-FM	1 WHKO-FM	1 WHKO-FM	1 WHKO-FM
2 WHIO-AM	2 WYMJ-FM	2 WYMJ-FM	2 WHKO-FM	2 WHIO-AM	2 WONE-AM	2 WONE-AM
3 WYMJ-FM	3 WTUE-FM	3 WWSN-FM	3 WGTZ-FM	3 WONE-AM	3 WVUD-FM	3 WWSN-FM
4 WONE-AM	4 WLW -AM	4 WHKO-FM	4 WWSN-FM	4 WWSN-FM	4 WWSN-FM	4 WVUD-FM
5 WVUD-FM	5 WOFX-FM	5 WVUD-FM	5 WTUE-FM	5 WVUD-FM	5 WHIO-AM	5 WHIO-AM
6 WWSN-FM	6 WWSN-FM	6 WTUE-FM	6 WVUD-FM	6 WDAO-AM	6 WYMJ-FM	6 WYMJ-FM
7 WCLR-FM	7 WVUD-FM	7 WDAO-AM	7 WDAO-AM	7 WYMJ-FM	7 WBVE-FM	7 WDAO-AM
8 WGTZ-FM	8 WHIO-AM	8 WING-AM	8 WLW -AM	8 WLW -AM	8 WGTZ-FM	8 WBVE-FM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary
 Metro: 035 DENVER-BOULDER, CO ARBITRON Rank: 024

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FA89	SUB9	SP89	WI89								
*KOA -AM	TLK	7.8	8.4	6.1	6.2	6.4		850	I-B	50.0	50.0	ND-U	Jacor Communications	DENVER, CO
*KRXY-FM	CHR	6.8	7.1	7.2	6.8	6.7		107.5	C	91.0	91.0	1197.5	Capital Cities/ABC	LAKEWOOD, CO
*KOSI-FM	EZ	6.5	7.1	5.8	6.3	6.3		101.1	C	100.0	80.0	1624.0	D & D Broadcasting	DENVER, CO
*KBCO-FM	AOR	6.0	7.0	6.6	7.6	7.1		97.3	C	88.0	75.0	1542.0	Noble Broadcast Grou	BOULDER, CO
*KYGO-FM	CTY	6.0	5.8	6.3	6.5	6.9		98.5	C	100.0	100.0	1820.9	Jefferson-Pilot	DENVER, CO
*KQKS-FM	CHR	5.8	5.3	5.1	4.9	5.5	CP	104.3	C1	5.1	5.1	1433.7	Western Cities Broad	LONGMONT, CO
*KXKL-FM	OLD	5.3	5.8	7.1	7.3	6.8	CP	105.1	C	100.0	100.0	1168.0	Shamrock Broadcastin	DENVER, CO
*KBPI-FM	AOR	4.6	3.8	4.0	3.5	5.1		105.9	C	99.0	99.0	1469.8	Great American Broad	DENVER, CO
*KSYY-FM	AC	4.3	4.0	4.0	2.7	2.0		95.7	C	100.0	64.0	1607.6	Command Communicatio	DENVER, CO
*KHOW-AM	AC	4.2	2.9	3.4	3.2	2.4		630	III	5.0	5.0	DA-N	Command Communicatio	DENVER, CO
*KAZY-FM	AOR	4.2	4.7	5.4	6.3	5.4		106.7	C	100.0	100.0	987.5	Summit Communication	DENVER, CO
*KXLT-FM	AC	4.1	5.0	5.3	4.2	4.7	CP	100.3	C	100.0	100.0	1561.7	Genesis Broadcasting	DENVER, CO
*KRFX-FM	CR	4.0	3.7	4.0	4.0	3.6		103.5	C	100.0	100.0	1049.9	Jacor Communications	DENVER, CO
*KVOD-FM	CL	3.3	2.6	3.2	3.3	4.2	CP	99.5	C	100.0	100.0	1312.3	Henry Broadcasting	DENVER, CO
*KYGO-AM	CTY	2.8	1.1	1.1	1.5	1.5		950	III	5.0	5.0	DA-1	Jefferson-Pilot	DENVER, CO
*KEZW-AM	BB	2.6	2.5	2.1	2.4	3.4		1430	III	5.0	5.0	DA-N	D & D Broadcasting	AURORA, CO
*KHIH-FM	NAC	2.5	2.3	2.6	2.8	2.5		94.7	C	100.0	100.0	984.3	Adams Communications	BOULDER, CO
*KYBG-AM	SPT	1.8	2.1	1.4	0.5	0.6		1090	II	50.0	0.5	ND-D	Century Broadcasting	AURORA, CO
*KTCL-FM	AOR	1.6	0.6	0.7	1.2	1.2		93.3	C	100.0	100.0	1328.7	U.S. Media Group, In	FORT COLLINS, C
*KLZ -AM	CTY	1.2	2.5	2.9	2.0	2.2		560	III	5.0	5.0	DA-1	Summit Communication	DENVER, CO
*KDHT-FM	URB	0.9	1.5	0.9	----	----		92.5	C1	100.0	100.0	557.7	All Pro Broadcasting	GREELEY, CO
*KNUS-AM	NTK	0.9	0.9	1.1	1.0	----		710	II	5.0	5.0	DA-1	Boulder Broadcasting	DENVER, CO
*KDKO-AM	URB	0.9	0.4	0.7	1.3	1.5		1510	II	10.0	2.5	DA-1	Adams Communications	LITTLETON, CO
*KDEN-AM	NWS	0.7	0.5	0.5	1.1	1.0		1340	IV	1.0	1.0	ND-U	KDEN Broadcasting Co	DENVER, CO
*KRZN-AM	OLD	0.6	0.8	0.8	1.1	0.8		760	II	5.0	1.0	DA-2	Genesis Broadcasting	THORNTON, CO
*KRKS-AM	REL	0.5	0.4	----	0.3	----		990	II	5.0	0.4	DA-N	Anderson Stations	DENVER, CO
*KXKL-AM	OLD	0.2	0.5	0.5	0.3	0.8		1280	III	5.0	5.0	DA-2	Shamrock Broadcastin	DENVER, CO
*KRXY-AM	CHR	0.2	0.4	0.3	0.2	0.3		1600	III	5.0	5.0	DA-N	Capital Cities/ABC	LAKEWOOD, CO
*KBCO-AM	AOR	0.2	0.3	0.3	0.6	0.4		1190	II	5.0	0.0	ND-D	Noble Broadcast Grou	BOULDER, CO
*KYBG-FM	AOR	----	0.6	0.8	1.2	1.4		92.1	A	0.8	0.8	613.5	Century Broadcasting	CASTLE ROCK, CO
*KBNO-AM	SPN	----	0.4	----	0.3	----		1220	II	1.0	0.2	ND-U	Latino Broadcasting	DENVER, CO
KIMN-FM	CHR	----	----	----	----	0.3	CP	107.9	C	100.0	100.0	984.3	KCOL Corporation	FORT COLLINS, C

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".
 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 035 DENVER-BOULDER, CO		ARBITRON Rank: 024		Demo: P 12+		Mon-Sun 6A-MID		TSL		
ADI : Denver		US Region : MT		Rk. Station		Share	AQH Per	Cume Per	HR:MN	T/O
Year	Pop (0+)	Hshlds	EBI	Retail Sls	Radio Rev	%RtSls	PerCap			
1986	1867.0	749.1	27214147	13562502	62441.8	0.0046	33.45			
1987	1895.3	755.9	28114363	13425955	65322.2	0.0049	34.47			
1988	1928.9	766.9	29891593	13733691	64639.4	0.0047	33.51			
1989	1962.3	781.4	32761055	14754865	66178.3	0.0045	33.73			
1990	1995.5	798.6	36449692	16311119	71285.0	0.0044	35.72			
1991	2028.7	817.4	40684445	18224091	79067.5	0.0043	38.97			
1992	2061.8	837.2	45192257	20315424	88634.0	0.0044	42.99			
1993	2094.3	855.9	49024265	22020557	99092.4	0.0045	47.32			
1994	2126.8	874.7	52961332	23785682	107619.4	0.0045	50.60			
1995	2159.3	893.5	56898400	25550807	116446.5	0.0046	53.93			
1996	2191.8	912.4	60835467	27315932	125273.6	0.0046	57.15			
1997	2224.3	931.2	64772535	29081057	134100.7	0.0046	60.29			
1998	2256.8	950.0	68709602	30846181	142927.7	0.0046	63.33			
1999	2289.3	968.8	72646669	32611306	151754.8	0.0047	66.29			
2000	2321.9	987.7	76583737	34376431	160581.9	0.0047	69.16			

The Radio Marketplace

AM Home to Market	: 14
FM Home to Market	: 15
Tot Stations MSA Survey	: 29
Tot Listed Share Points	: 90.5
Points Above Line	: 90.5
Points Below Line	: 0.0
Balance of Points	: 9.5
Mean Points/AL Station	: 3.1
Median Points/AL Station	: 2.8
Revenue/AL Point	: 731,251
Revenue/AL Mean Station	: 2,282,010
AL -- Above Line (Home to Market)	

Demographics

12+ Tot Pop	: 1,599,500	100.0%
12+ Blk Pop	: 73,200	4.6%
12+ His Pop	: 141,500	8.8%
Median Age	: 31.0	
Eth Controls	: NO CONTROLS	

Rk.	Station	Share	AQH Per	Cume Per	HR:MN	T/O
18.	KYBG-AM	1.8	5200	82700	7:55	15.9
19.	KTCL-FM	1.6	4600	61500	9:25	13.4
20.	KLZ -AM	1.2	3300	49100	8:28	14.9
21.	KDHT-FM	0.9	2600	41100	7:58	15.8
22.	KNUS-AM	0.9	2500	43600	7:13	17.4
	KDKO-AM	0.9	2500	43900	7:11	17.6
24.	KDEN-AM	0.7	2100	47900	5:31	22.8
25.	KRZN-AM	0.6	1800	42700	5:19	23.7
26.	KRKS-AM	0.5	1300	28800	5:41	22.2
27.	KXKL-AM	0.2	700	24200	3:39	34.6
28.	KRXY-AM	0.2	600	24700	3:04	41.2
29.	KBCO-AM	0.2	500	11200	5:38	22.4
0.	TOT MKT	100.0	282700	1548700	23:00	5.5

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54					
Rank	Station	Rank	Station	Rank	Station	Rank					
1	KOA -AM	1	KBCO-FM	1	KRXY-FM	1	KRXY-FM	1	KBCO-FM	1	KBCO-FM
2	KOSI-FM	2	KAZY-FM	2	KXLT-FM	2	KBCO-FM	2	KXKL-FM	2	KSYY-FM
3	KBCO-FM	3	KBPI-FM	3	KBCO-FM	3	KBPI-FM	3	KOA -AM	3	KXLT-FM
4	KYGO-FM	4	KRXY-FM	4	KQKS-FM	4	KAZY-FM	4	KRFX-FM	4	KYGO-FM
5	KRXY-FM	5	KXKL-FM	5	KBPI-FM	5	KRFX-FM	5	KYGO-FM	5	KHOW-AM
6	KXKL-FM	6	KRFX-FM	6	KRFX-FM	6	KQKS-FM	6	KAZY-FM	6	KBCO-FM
7	KSYY-FM	7	KQKS-FM	7	KAZY-FM	7	KXLT-FM	7	KHOW-AM	7	KXKL-FM
8	KBPI-FM	8	KTCL-FM	8	KOSI-FM	8	KXKL-FM	8	KOSI-FM	8	KOA -AM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34					
Rank	Station	Rank	Station	Rank	Station	Rank					
1	KQKS-FM	1	KBPI-FM	1	KRXY-FM	1	KRXY-FM	1	KBCO-FM	1	KBCO-FM
2	KRXY-FM	2	KRXY-FM	2	KQKS-FM	2	KBPI-FM	2	KAZY-FM	2	KXLT-FM
3	KBPI-FM	3	KAZY-FM	3	KAZY-FM	3	KAZY-FM	3	KRFX-FM	3	KRXY-FM
4	KLZ -AM	4	KXKL-FM	4	KBPI-FM	4	KQKS-FM	4	KRXY-FM	4	KOSI-FM
5	KAZY-FM	5	KTCL-FM	5	KRFX-FM	5	KRFX-FM	5	KXKL-FM	5	KYGO-FM
6	KXKL-FM	6	KSYY-FM	6	KSYY-FM	6	KSYY-FM	6	KBPI-FM	6	KBPI-FM
7	KTCL-FM	7	KQKS-FM	7	KXLT-FM	7	KXKL-FM	7	KXLT-FM	7	KRFX-FM
8	KDKO-AM	8	KBCO-FM	8	KOSI-FM	8	KBCO-FM	8	KOA -AM	8	KXKL-FM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54					
Rank	Station	Rank	Station	Rank	Station	Rank					
1	KOA -AM	1	KXKL-FM	1	KSYY-FM	1	KXKL-FM	1	KOSI-FM	1	KOSI-FM
2	KOSI-FM	2	KBCO-FM	2	KXKL-FM	2	KOA -AM	2	KHOW-AM	2	KHOW-AM
3	KYGO-FM	3	KYGO-FM	3	KOSI-FM	3	KYGO-FM	3	KOA -AM	3	KYGO-FM
4	KHOW-AM	4	KOA -AM	4	KOA -AM	4	KSYY-FM	4	KSYY-FM	4	KSYY-FM
5	KVOD-FM	5	KHOW-AM	5	KHOW-AM	5	KHOW-AM	5	KXKL-FM	5	KYGO-FM
6	KXKL-FM	6	KRFX-FM	6	KXLT-FM	6	KBCO-FM	6	KVOD-FM	6	KVOD-FM
7	KSYY-FM	7	KHII-FM	7	KYGO-FM	7	KOSI-FM	7	KYGO-FM	7	KHII-FM
8	KEZW-AM	8	KXLT-FM	8	KQKS-FM	8	KXLT-FM	8	KYBG-AM	8	KVOD-FM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary

Metro: 011 DETROIT, MI

ARBITRON Rank: 006

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		W190	FA89	SU89	SP89	W189								
*WJR -AM	MOR	7.9	8.3	9.2	9.9	9.6		760	I-A	50.0	50.0	ND-U	Capital Cities/ABC	DETROIT, MI
*WJLB-FM	URB	7.3	7.8	6.4	7.4	6.9		97.9	B	50.0	50.0	488.8	Booth American Compa	DETROIT, MI
*WHYT-FM	CHR	5.9	5.0	4.3	3.8	4.4		96.3	B	20.0	20.0	787.4	Capital Cities/ABC	DETROIT, MI
*WWJ -AM	NWS	5.8	5.7	3.9	4.5	4.6		950	III	5.0	5.0	DA-N	CBS Incorporated	DETROIT, MI
*WJOI-FM	EZ	5.4	4.8	5.0	5.5	5.5		97.1	B	12.0	12.0	889.1	CBS Incorporated	DETROIT, MI
*WWW-FM	CTY	4.9	4.7	3.5	4.3	5.2		106.7	B	61.0	61.0	508.5	Shamrock Broadcastin	DETROIT, MI
*WKQI-FM	CHR	4.4	4.2	4.2	4.3	4.0		95.5	B	100.0	100.0	429.8	Broadcasting Partner	DETROIT, MI
*WLTJ-FM	AC	4.3	4.7	4.1	3.7	3.5		93.1	B	26.5	26.5	669.3	Viacom Broadcasting	DETROIT, MI
*WNIC-FM	AC	4.3	3.9	4.1	3.8	4.0		100.3	B	32.0	32.0	600.4	Fairmont Communicati	DEARBORN, MI
*WJZZ-FM	JZ	4.0	3.5	3.8	2.5	2.1		105.9	B	20.0	20.0	725.1	Bell Broadcasting Co	DETROIT, MI
*WLLZ-FM	AOR	3.9	3.6	3.3	4.1	4.7	CP	98.7	B	50.0	50.0	462.6	Westinghouse Broadca	DETROIT, MI
*WRIF-FM	AOR	3.7	3.0	3.2	3.8	3.5		101.1	B	27.0	27.0	879.3	Great American Broad	DETROIT, MI
*WDFX-FM	CHR	3.7	4.2	4.4	4.5	4.1		99.5	B	21.0	19.0	754.6	Hoker Broadcasting	DETROIT, MI
*WCSX-FM	CR	3.5	3.6	3.6	3.9	3.3		94.7	B	13.5	13.5	944.9	Greater Media	BIRMINGHAM, MI
*WXYT-AM	TLK	3.5	3.0	3.3	3.7	3.4		1270	III	5.0	5.0	DA-N	Fritz Broadcasting,	DETROIT, MI
*WOMC-FM	AC	2.8	2.6	4.1	2.6	3.6		104.3	B	190.0	190.0	360.9	Infinity Broadcastin	DETROIT, MI
*WKLW-AM	BB	2.3	2.7	3.2	3.2	3.2		800	II	50.0	50.0	ND-U	AMICUS COMMUNICATION	WINDSOR, ON
*WKSG-FM	OLD	1.9	2.0	2.7	2.1	2.2		102.7	B	50.0	50.0	498.7	US Radio, Ltd.	MOUNT CLEMENS,
*WGPR-FM	URB	1.5	1.8	1.4	1.6	1.5		107.5	B	50.0	50.0	360.9	WGPR INC	DETROIT, MI
*WQRS-FM	CL	1.5	2.2	1.5	1.8	1.8	CP	105.1	B	20.0	20.0	784.1	Marlin Broadcasting,	DETROIT, MI
*CKMR-FM	CH	1.4	1.7	2.2	1.9	1.6		93.9	C1	100.0	100.0	656.0	AMICUS COMMUNICATION	WINDSOR, ON
*WMTG-AM	URB	1.4	1.6	1.9	1.5	1.0		1310	III	5.0	5.0	DA-2	Fairmont Communicati	DETROIT, MI
*WCXI-AM	CTY	1.3	1.5	1.2	1.5	1.8		1130	II	50.0	10.0	DA-2	Shamrock Broadcastin	DETROIT, MI
*WQBH-AM	URB	1.0	1.1	1.4	1.1	1.0		1400	IV	1.0	1.0	ND-U	TXZ Corporation	DETROIT, MI
*WCHB-AM	URB	0.9	0.9	1.1	1.0	1.4		1200	II	25.0	1.0	ND-U	Bell Broadcasting Co	INKSTER, MI
*WMUZ-FM	REL	0.7	0.8	0.7	0.8	1.0		103.5	B	50.0	50.0	465.9	Crawford Broadcastin	DETROIT, MI
*WMXD-FM	AC	0.6	0.9	1.2	1.3	1.4		92.3	B	21.5	16.5	698.8	Fritz Broadcasting,	DETROIT, MI
*WHND-AM	OLD	0.5	0.6	0.9	0.4	0.5		560	III	0.5	0.0	DA-D	Greater Media	MONROE, MI
WIQB-FM	CH	0.5	0.3	----	----	----		102.9	B	49.0	42.0	498.7	TRANS-AMERICA COMM C	ANN ARBOR, MI
*WSAQ-FM	CTY	0.4	----	----	----	----		107.1	A	3.0	3.0	298.6	WISMER BROADCASTING,	PORT HURON, MI
WCRZ-FM	AC	0.4	----	----	----	----		107.9	B	50.0	50.0	331.4	Faircom	FLINT, MI
WTWR-FM	AC	0.4	----	----	0.4	----		98.3	A	1.4	1.4	465.9	LESNICK COMM INC	MONROE, MI
*CIMX-FM	CHR	----	0.4	0.3	0.4	0.4		88.7	C1	84.0	84.0	240.0	CKWM/CJOM-FM (DIV OF	WINDSOR, ON
WIOG-FM	CHR	----	0.3	0.6	0.4	0.3		102.5	B	86.0	86.0	800.5	Booth American Compa	BAY CITY, MI
*WUFL-AM	REL	----	----	0.4	----	----		1030	II	5.0	0.0	DA-D	Family Life Broadcas	STERLING HEIGHT
WIOT-FM	AOR	----	----	0.4	----	0.5		104.7	B	50.0	50.0	541.3	Reams Broadcasting C	TOLEDO, OH
*WCAR-AM	ETH	----	----	----	0.4	----		1090	II	0.3	0.5	DA-2	WOLPIN BCSTG COMPANY	LIVONIA, MI
*WEXL-AM	REL	----	----	----	0.3	----		1340	IV	1.0	1.0	DA-D	SPARKS BCSTG	ROYAL OAK, MI
WITL-FM	CTY	----	----	----	----	0.4		100.7	B	26.5	26.5	643.0	MSP Commnications,	LANSING, MI

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 011 DETROIT, MI		ARBTRON Rank: 006		Demo: P 12+		Mon-Sun 6A-MID		TSL					
ADI : Detroit		US Region : ENC		Rk. Station		Share AQH Per		Cume Per HR:MN T/O					
Year	Pop (0+)	Hshlds	EBI	Retail Sls	Radio Rev	%RtSls	PerCap						
1986	4358.7	1590.8	56744723	28365464	85873.0	0.0030	19.70	1. WJR -AM	7.9	53200	687000	9:45	12.9
1987	4358.9	1600.0	60321339	29363285	93433.6	0.0032	21.44	2. WJLB-FM	7.3	49200	511700	12:07	10.4
1988	4361.8	1609.3	64880020	30926459	97028.5	0.0031	22.24	3. WHYT-FM	5.9	40100	697000	7:15	17.4
1989	4367.4	1619.6	70096941	33306937	102660.1	0.0031	23.51	4. WWJ -AM	5.8	38900	630800	7:46	16.2
1990	4374.9	1630.8	75807542	36300392	111236.2	0.0031	25.43	5. WJOI-FM	5.4	36400	390400	11:45	10.7
1991	4383.7	1642.5	81847263	39702498	122020.6	0.0031	27.83	6. WWW-FM	4.9	33400	401300	10:29	12.0
1992	4393.2	1654.5	88051544	43308930	134277.3	0.0031	30.56	7. WKQI-FM	4.4	30000	575000	6:34	19.2
1993	4413.3	1671.2	93820777	46190664	147270.1	0.0032	33.37	8. WLTJ-FM	4.3	29100	429400	8:32	14.8
1994	4432.6	1687.3	99651757	49192288	157652.1	0.0032	35.57	9. WNIC-FM	4.3	28900	475300	7:40	16.4
1995	4451.9	1703.5	105482736	52193911	168466.0	0.0032	37.84	10. WJZZ-FM	4.0	26800	326700	10:20	12.2
1996	4471.1	1719.6	111313715	55195535	179279.8	0.0032	40.10	11. WLLZ-FM	3.9	26200	474600	6:57	18.1
1997	4490.4	1735.7	117144694	58197158	190093.7	0.0033	42.33	12. WRIF-FM	3.7	25200	462100	6:52	18.3
1998	4509.7	1751.8	122975673	61198782	200907.6	0.0033	44.55	13. WDFX-FM	3.7	25100	495000	6:23	19.7
1999	4528.9	1767.9	128806653	64200405	211721.5	0.0033	46.75	14. WCSX-FM	3.5	23500	451000	6:34	19.2
2000	4548.2	1784.1	134637632	67202029	222535.3	0.0033	48.93	15. WXYT-AM	3.5	23500	308500	9:36	13.1
								16. WOMC-FM	2.8	18700	325700	7:14	17.4
								17. CKLW-AM	2.3	15300	273100	7:04	17.8
								18. WKSG-FM	1.9	12800	259300	6:13	20.3
								19. WGPR-FM	1.5	10200	222600	5:46	21.8
								20. WQRS-FM	1.5	10200	200800	6:24	19.7
								21. CKMR-FM	1.4	9500	197300	6:04	20.8
								22. WMTG-AM	1.4	9200	133000	8:43	14.5
								23. WCXI-AM	1.3	8800	139100	7:58	15.8
								24. WQBH-AM	1.0	7000	98500	8:57	14.1
								25. WCHB-AM	0.9	5800	86700	8:26	14.9
								26. WNUZ-FM	0.7	4800	65100	9:17	13.6
								27. WMXD-FM	0.6	4200	100400	5:16	23.9
								28. WHND-AM	0.5	3500	68900	6:24	19.7
								29. WIQB-FM	0.5	3100	55200	7:05	17.8
								30. WSAQ-FM	0.4	2900	27100	13:29	9.3
								0. TOT MKT	100.0	675000	3453200	24:38	5.1

The Radio Marketplace

AM Home to Market	: 9	ARBTRON Market	: CONTINUOUS
FM Home to Market	: 20	Surveys	: Wi, Sp, Su, Fa
Tot Stations MSA Survey	: 32	Most Current Survey	: Winter 1990
Tot Listed Share Points	: 92.0		
Points Above Line	: 90.7		
Points Below Line	: 1.3		
Balance of Points	: 8.0		
Mean Points/AL Station	: 3.1		
Median Points/AL Station	: 3.5		
Revenue/AL Point	: 1,131,864		
Revenue/AL Mean Station	: 3,540,002		
AL -- Above Line (Home to Market)			

Demographics

12+ Tot Pop	: 3,595,600	100.0%
12+ Blk Pop	: 715,100	19.9%
12+ His Pop	: 59,100	1.6%
Median Age	: 32.0	
Eth Controls	: BLACK CONTROLS	

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54					
Rank	Station	Rank	Station	Rank	Station	Rank					
1	WJR -AM	1	WLLZ-FM	1	WJLB-FM	1	WRIF-FM	1	WJLB-FM	1	WJLB-FM
2	WJLB-FM	2	WRIF-FM	2	WHYT-FM	2	WHYT-FM	2	WCSX-FM	2	WNIC-FM
3	WWJ -AM	3	WCSX-FM	3	WNIC-FM	3	WLLZ-FM	3	WLLZ-FM	3	WLTJ-FM
4	WJOI-FM	4	WJLB-FM	4	WKQI-FM	4	WRIF-FM	4	WWW-FM	4	WKQI-FM
5	WWW-FM	5	WHYT-FM	5	WLTJ-FM	5	WCSX-FM	5	WJR -AM	5	WJR -AM
6	WLTJ-FM	6	WJZZ-FM	6	WDFX-FM	6	WNIC-FM	6	WJLB-FM	6	WWW-FM
7	WKQI-FM	7	WDFX-FM	7	WCSX-FM	7	WKQI-FM	7	WJZZ-FM	7	WJZZ-FM
8	WNIC-FM	8	WKQI-FM	8	WJZZ-FM	8	WDFX-FM	8	WWJ -AM	8	WJOI-FM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34					
Rank	Station	Rank	Station	Rank	Station	Rank					
1	WHYT-FM	1	WLLZ-FM	1	WHYT-FM	1	WRIF-FM	1	WJLB-FM	1	WJLB-FM
2	WDFX-FM	2	WJLB-FM	2	WJLB-FM	2	WJLB-FM	2	WLLZ-FM	2	WNIC-FM
3	WJLB-FM	3	WRIF-FM	3	WDFX-FM	3	WDFX-FM	3	WCSX-FM	3	WHYT-FM
4	WGPR-FM	4	WHYT-FM	4	WNIC-FM	4	WLLZ-FM	4	WJLB-FM	4	WJZZ-FM
5	WLLZ-FM	5	WDFX-FM	5	WKQI-FM	5	WRIF-FM	5	WHYT-FM	5	WCSX-FM
6	WKQI-FM	6	WCSX-FM	6	WLTJ-FM	6	WNIC-FM	6	WJZZ-FM	6	WKQI-FM
7	WRIF-FM	7	WKQI-FM	7	WOMC-FM	7	WKQI-FM	7	WKQI-FM	7	WLTJ-FM
8	WNIC-FM	8	WJZZ-FM	8	WCSX-FM	8	WCSX-FM	8	WLTJ-FM	8	WOMC-FM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54					
Rank	Station	Rank	Station	Rank	Station	Rank					
1	WJR -AM	1	WJR -AM	1	WJLB-FM	1	WKQI-FM	1	WWW-FM	1	WWW-FM
2	WWJ -AM	2	WKQI-FM	2	WKQI-FM	2	WJLB-FM	2	WWJ -AM	2	WJR -AM
3	WJOI-FM	3	WWW-FM	3	WNIC-FM	3	WJR -AM	3	WJOI-FM	3	WJOI-FM
4	WWW-FM	4	WRIF-FM	4	WLTJ-FM	4	WNIC-FM	4	WJR -AM	4	WLTJ-FM
5	WXYT-AM	5	WCSX-FM	5	WOMC-FM	5	WOMC-FM	5	WJZZ-FM	5	WKQI-FM
6	WLTJ-FM	6	WOMC-FM	6	WJR -AM	6	WWW-FM	6	WXYT-AM	6	WJLB-FM
7	WJLB-FM	7	WJLB-FM	7	WJZZ-FM	7	WLTJ-FM	7	WKQI-FM	7	CKLW-AM
8	WKQI-FM	8	WJZZ-FM	8	WWW-FM	8	WJZZ-FM	8	WKSG-FM	8	WWJ -AM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary

Metro: 161 EL PASO, TX

ARBITRON Rank: 080

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		W190	FA89	SU89	SP89	W189								
*KPRR-FM	URB	13.3	13.0	13.3	14.4	13.4		102.1	C	100.0	66.0	1190.9	TRANSCONTINENTAL BRO	EL PASO, TX
*KLAQ-FM	AOR	10.9	12.6	11.6	9.9	10.8		95.5	C	88.0	88.0	1391.1	D & F Broadcasting,	EL PASO, TX
*KHEY-FM	CTY	10.5	12.5	11.0	11.6	10.4		96.3	C	88.0	88.0	1391.1	US Radio, Ltd.	EL PASO, TX
*KOFX-FM	OLD	6.5	7.0	3.7	6.8	4.2		92.3	C	100.0	100.0	1860.2	ELP B/CTING ASSOCIAT	EL PASO, TX
*KTSM-FM	EZ	5.8	6.1	8.1	8.3	6.7		99.9	C	87.0	87.0	1820.9	Tri-State Broadcasti	EL PASO, TX
*KLTO-FM	OLD	5.5	3.0	2.8	5.1	5.9	CP	94.7	C	100.0	100.0	1194.2	RIO BRAVO BROADCASTI	EL PASO, TX
*KEZB-FM	CHR	5.4	3.6	6.2	4.6	4.3		93.9	C	96.0	96.0	1210.6	Heritage Broadcastin	EL PASO, TX
*KAMA-AM	SPN	5.1	6.5	5.9	4.8	4.9		750	II	10.0	1.0	DA-2	Pinnacle Broadcastin	EL PASO, TX
*KBNA-FM	SPN	4.5	4.6	5.1	5.6	5.7	CP	97.5	C	100.0	52.0	1089.2	Tichenor Media Syste	EL PASO, TX
*KAMZ-FM	URB	4.2	3.5	4.3	4.7	7.1	CP	93.1	C	100.0	100.0	1168.0	Pinnacle Broadcastin	EL PASO, TX
*KTSM-AM	NTK	3.2	3.6	3.0	2.4	3.1		1380	III	5.0	0.5	ND-U	Tri-State Broadcasti	EL PASO, TX
*KHEY-AM	CTY	3.0	4.4	2.6	2.9	2.5		690	II	10.0	10.0	DA-2	US Radio, Ltd.	EL PASO, TX
*KROD-AM	OLD	2.5	3.5	2.9	1.9	3.9		600	III	5.0	5.0	DA-N	D & F Broadcasting,	EL PASO, TX
*KBNA-AM	SPN	2.3	1.4	1.7	1.3	1.9		920	III	1.0	0.5	DA-N	Tichenor Media Syste	EL PASO, TX
XROK-AM	SPN	1.5	0.9	1.0	0.4	0.5		800	II	50.0	150.0	ND-U	United States Rights	CIUDAD JUAREZ,
*KVIV-AM	SPN	1.3	1.0	1.1	0.4	0.8		1340	IV	1.0	1.0	ND-U	Butler, Lorenzo	EL PASO, TX
*KEZB-AM	CHR	1.3	0.4	0.5	0.0	0.1		1150	III	1.0	0.0	ND-D	Heritage Broadcastin	EL PASO, TX
*KPAS-FM	REL	1.2	0.5	1.4	1.2	0.4		103.1	A	3.0	3.0	298.6	GOOD NEWS BROADCASTI	FABENS, TX
XHIM-FM	REL	0.9	0.4	1.0	0.6	0.8		105.1	A	1.0	1.0	828.0	Mexican Ownership	CIUDAD JUAREZ,
XHPX-FM	SPN	0.8	----	----	----	----		252.0	B	50.0	50.0	500.0	Mexican Ownership	CIUDAD JUAREZ,
XHNZ-FM	OTH	0.8	0.6	1.7	0.6	0.4		107.5	C	100.0	100.0	1000.0	Mexican Ownership	CIUDAD JUAREZ,
*KELP-AM	REL	0.7	1.2	1.7	1.7	1.2		1590	III	5.0	0.0	DA-D	McClatchey Broadcast	EL PASO, TX
XHGU-FM	OTH	0.6	0.4	----	----	----		105.9	B	60.0	60.0	500.0	Mexican Ownership	CIUDAD JUAREZ,
XEJ -AM	OTH	----	1.0	0.5	0.8	1.2		970	III	10.0	5.0	ND-U	Mexican Ownership	CIUDAD JUAREZ,
XEFV-AM	OTH	----	----	----	0.5	0.8		1000	II	1.0	1.0		Mexican Ownership	CIUDAD JUAREZ,
XEPZ-AM	OTH	----	----	----	----	0.8		1190	II	1.0	1.0	ND-U	Mexican Ownership	CIUDAD JUAREZ,
XHEM-FM	OTH	----	----	----	----	0.8		103.5		6.0	6.0	0.0	Mexican Ownership	CIUDAD JUAREZ,

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".

CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases. Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 161 EL PASO, TX		ARBITRON Rank: 080		Demo: P 12+		Mon-Sun 6A-MID		TSL							
ADI : El Paso		US Region : WSC		Rk. Station		Share		AQH Per		Cume Per		HR:MM		T/O	
Year	Pop (0+)	(000) HsHlds	(\$000) EBI	(\$000) Retail Sls	(\$000) Radio Rev	%RtSls	PerCap								
1986	557.1	165.9	4685180	2468560	10912.9	0.0044	19.59	1. KPRR-FM	13.3	11500	139600	10:23	12.1		
1987	570.0	170.0	4849530	2630277	10928.2	0.0042	19.17	2. KLAQ-FM	10.9	9400	97100	12:12	10.3		
1988	580.7	173.6	5170376	2844599	12020.7	0.0042	20.70	3. KHEY-FM	10.5	9100	105800	10:50	11.6		
1989	589.1	176.5	5625457	3060287	13468.6	0.0044	22.86	4. KOFX-FM	6.5	5600	67300	10:29	12.0		
1990	595.6	178.8	6181214	3276999	14925.8	0.0046	25.06	5. KTSM-FM	5.8	5000	61400	10:16	12.3		
1991	601.0	180.8	6804088	3494394	16389.8	0.0047	27.27	6. KLTO-FM	5.5	4800	77100	7:51	16.1		
1992	605.7	182.6	7460521	3712130	17858.5	0.0048	29.48	7. KEZB-FM	5.4	4700	96200	6:09	20.5		
1993	615.8	185.9	8112633	3963343	19329.5	0.0049	31.39	8. KAMA-AM	5.1	4400	61900	8:57	14.1		
1994	625.3	189.1	8769282	4197944	21026.6	0.0050	33.62	9. KBNA-FM	4.5	3900	57700	8:31	14.8		
1995	634.9	192.2	9425931	4432544	22611.5	0.0051	35.62	10. KAMZ-FM	4.2	3600	69300	6:33	19.2		
1996	644.4	195.3	10082580	4667145	24196.4	0.0052	37.55	11. KTSM-AM	3.2	2800	37200	9:29	13.3		
1997	653.9	198.5	10739228	4901745	25781.4	0.0053	39.43	12. KHEY-AM	3.0	2600	43100	7:36	16.6		
1998	663.4	201.6	11395877	5136346	27366.3	0.0053	41.25	13. KROD-AM	2.5	2200	43500	6:22	19.8		
1999	673.0	204.8	12052526	5370946	28951.2	0.0054	43.02	14. KBNA-AM	2.3	2000	26000	9:42	13.0		
2000	682.5	207.9	12709175	5605546	30536.1	0.0054	44.74	15. XROK-AM	1.5	1300	18500	8:51	14.2		
								16. KVIV-AM	1.3	1100	13800	10:03	12.5		
								17. KEZB-AM	1.3	1100	19200	7:13	17.5		
								18. KPAS-FM	1.2	1000	7700	16:22	7.7		
								19. XHIM-FM	0.9	800	13800	7:18	17.2		
								20. XHPX-FM	0.8	700	12600	7:00	18.0		
								21. XHNZ-FM	0.8	700	13600	6:29	19.4		
								22. KELP-AM	0.7	600	9700	7:48	16.2		
								23. XHGU-FM	0.6	500	15900	3:58	31.8		

The Radio Marketplace

AM Home to Market : 8	ARBITRON Market : CONTINUOUS
FM Home to Market : 10	Surveys : Wi, Sp, Su, Fa
Tot Stations MSA Survey : 23	Most Current Survey : Winter 1990
Tot Listed Share Points : 91.8	
Points Above Line : 87.2	
Points Below Line : 4.6	
Balance of Points : 8.2	
Mean Points/AL Station : 4.8	
Median Points/AL Station : 4.3	
Revenue/AL Point : 154,456	
Revenue/AL Mean Station : 748,257	
AL -- Above Line (Home to Market)	

Demographics

12+ Tot Pop : 454,000	100.0%
12+ Blk Pop : 17,800	3.9%
12+ His Pop : 292,800	64.5%
Median Age : 27.7	
Eth Controls: HISPANIC CONTROLS	

0. TOT MKT 100.0 86500 437400 24:55 5.1

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 KHEY-FM	1 KLAQ-FM	1 KHEY-FM	1 KLAQ-FM	1 KLAQ-FM	1 KHEY-FM	1 KHEY-FM
2 KLAQ-FM	2 KPRR-FM	2 KPRR-FM	2 KPRR-FM	2 KOFX-FM	2 KLTO-FM	2 KOFX-FM
3 KPRR-FM	3 KOFX-FM	3 KLTO-FM	3 KHEY-FM	3 KHEY-FM	3 KOFX-FM	3 KLAQ-FM
4 KOFX-FM	4 KHEY-FM	4 KOFX-FM	4 KOFX-FM	4 KLTO-FM	4 KEZB-FM	4 KLTO-FM
5 KTSM-FM	5 KEZB-FM	5 KLAQ-FM	5 KLTO-FM	5 KPRR-FM	5 KPRR-FM	5 KPRR-FM
6 KLTO-FM	6 KLTO-FM	6 KEZB-FM	6 KEZB-FM	6 KTSM-FM	6 KLAQ-FM	6 KEZB-FM
7 KAMA-AM	7 KBNA-FM	7 KAMZ-FM	7 KAMZ-FM	7 KEZB-FM	7 KAMZ-FM	7 KAMZ-FM
8 KEZB-FM	8 KAMZ-FM	8 KBNA-FM	8 KBNA-FM	8 KAMA-AM	8 KAMA-AM	8 KAMA-AM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 KPRR-FM	1 KLAQ-FM	1 KPRR-FM	1 KPRR-FM	1 KLAQ-FM	1 KLTO-FM	1 KLAQ-FM
2 KLAQ-FM	2 KPRR-FM	2 KHEY-FM	2 KLAQ-FM	2 KOFX-FM	2 KOFX-FM	2 KOFX-FM
3 KEZB-FM	3 KHEY-FM	3 KLAQ-FM	3 KHEY-FM	3 KHEY-FM	3 KHEY-FM	3 KLTO-FM
4 KAMZ-FM	4 KEZB-FM	4 KEZB-FM	4 KEZB-FM	4 KLTO-FM	4 KEZB-FM	4 KHEY-FM
5 KBNA-FM	5 KROD-AM	5 KBNA-FM	5 KBNA-FM	5 KPRR-FM	5 KLAQ-FM	5 KPRR-FM
6 KLTO-FM	6 KAMZ-FM	6 KLTO-FM	6 KAMZ-FM	6 KBNA-FM	6 KPRR-FM	6 KEZB-FM
7 KHEY-FM	7 KHEY-AM	7 KAMZ-FM	7 KROD-AM	7 KEZB-FM	7 KAMZ-FM	7 KAMZ-FM
8 KROD-AM	8 XROK-AM	8 XHGU-FM	8 KHEY-AM	8 KAMZ-FM	8 KAMA-AM	8 KBNA-FM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 KHEY-FM	1 KOFX-FM	1 KHEY-FM	1 KHEY-FM	1 KHEY-FM	1 KHEY-FM	1 KHEY-FM
2 KTSM-FM	2 KLAQ-FM	2 KAMZ-FM	2 KLAQ-FM	2 KTSM-FM	2 KEZB-FM	2 KTSM-FM
3 KAMA-AM	3 KHEY-AM	3 KLAQ-FM	3 KAMZ-FM	3 KVIV-AM	3 KTSM-FM	3 KEZB-FM
4 KTSM-AM	4 KLTO-FM	4 KLTO-FM	4 KOFX-FM	4 KAMA-AM	4 KLTO-FM	4 KAMA-AM
5 KHEY-AM	5 KHEY-FM	5 KPRR-FM	5 KLTO-FM	5 KOFX-FM	5 KOFX-FM	5 KOFX-FM
6 KBNA-FM	6 KAMZ-FM	6 KAMA-AM	6 KAMA-AM	6 KROD-AM	6 KPRR-FM	6 KVIV-AM
7 KOFX-FM	7 KROD-AM	7 KOFX-FM	7 KPRR-FM	7 KEZB-FM	7 KAMA-AM	7 KBNA-AM
8 KLTO-FM	8 KAMA-AM	8 KBNA-FM	8 KROD-AM	8 KBNA-AM	8 KBNA-AM	8 KPRR-FM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary
 Metro: 089 FRESNO, CA ARBITRON Rank: 073

Station	Fmt	ARBITRON		12+ Metro Shares			CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FAB9	SUB9	SP89	WI89								
*KNAX-FM	CTY	10.0	8.6	9.2	5.6	7.0		97.9	B	50.0	50.0	311.7	First Sierra Communi	FRESNO, CA
*KMJ -AM	NTK	9.8	11.1	5.8	7.6	11.6		580	III	5.0	5.0	ND-U	Henry Broadcasting	FRESNO, CA
*KBOS-FM	CHR	7.4	9.0	8.3	8.1	7.5		94.9	B	16.5	16.5	849.7	Jayveeco, Ltd.	TULARE, CA
*KYNO-FM	CHR	6.1	6.0	5.4	4.8	4.6		95.7	B	17.5	17.5	849.7	Brown Broadcasting	FRESNO, CA
*KJOI-FM	EZ	5.9	----	----	----	----		98.9	B	19.0	19.0	820.2	Radio Dinuba Company	DINUBA, CA
*KFRE-AM	CTY	4.9	4.1	2.3	4.0	3.0		940	II	50.0	50.0	DA-2	First Sierra Communi	FRESNO, CA
*KKDJ-FM	AOR	4.1	6.1	5.5	5.5	8.3		105.9	B	2.4	2.4	1958.7	PACIFIC QUADRACASTIN	FRESNO, CA
*KFSO-FM	OLD	3.9	5.7	5.3	5.0	5.4	CP	92.9	B	18.0	18.0	846.5	Americom	VISALIA, CA
*KRZR-FM	CHR	3.6	5.2	4.8	5.1	5.9		103.7	B	50.0	50.0	498.7	Olympia Broadcasting	HANFORD, CA
*KFYE-FM	AC	3.6	3.1	1.8	2.9	3.3		93.7	B	68.0	68.0	1909.4	Henry Broadcasting	FRESNO, CA
*KTHT-FM	AC	3.5	2.2	1.7	1.8	2.0		102.7	B	50.0	50.0	498.7	KOSO BROADCASTING	FRESNO, CA
*KEZL-FM	EZ	2.9	2.8	2.4	2.2	1.2		96.7	B1	25.0	25.0	328.1	Jennings & Borlaug	FOWLER, CA
*KFIG-FM	AC	2.8	2.5	3.8	3.5	3.9	CP	101.1	B	10.0	10.0	1076.1	Davis-Weaver Broadca	FRESNO, CA
*KGST-AM	SPN	2.7	3.8	4.0	4.5	2.5		1600	III	5.0	5.0	DA-2	Lotus Communications	FRESNO, CA
*KZRZ-FM	CR	2.4	1.7	2.4	2.2	3.3		107.5	B	20.5	20.5	784.1	Liggett Broadcasting	HANFORD, CA
*KEYQ-AM	SPN	1.9	1.0	1.5	0.9	----		980	III	0.5	0.0	ND-D	HBC BROADCASTERS	FRESNO, CA
*KXMX-FM	SPN	1.6	0.7	0.6	0.9	0.8	CP	92.1	B1	25.0	25.0	311.7	MADERA BROADCASTING,	MADERA, CA
*KXEX-AM	SPN	1.5	1.1	4.2	2.2	1.6		1550	II	5.0	2.5	DA-2	Atlas Broadcasting,	FRESNO, CA
*KOGO-FM	CTY	1.3	1.2	3.2	3.0	3.4		101.9	B	2.3	2.3	1948.8	GKC Broadcasting, In	FRESNO, CA
*KOGO-AM	BB	1.2	0.7	1.7	2.9	0.4	CP	790	III	2.5	2.5	DA-2	Jones, Carl T.	CLOVIS, CA
*KYNO-AM	OLD	0.8	0.7	1.7	1.2	1.2		1300	III	5.0	1.0	DA-N	Brown Broadcasting	FRESNO, CA
*KRDU-AM	REL	0.6	0.7	0.5	0.4	0.7		1130	II	5.0	6.2	ND-U	Radio Dinuba Company	DINUBA, CA
*KBIF-AM	REL	0.6	----	0.4	----	----		900	II	1.0	1.0	DA-1	Tamarack Communicati	FRESNO, CA
KJOP-AM	BLK	0.5	0.5	----	----	----		1240	IV	0.3	1.0	DA-1	Willis, Carol - Rece	LEMORE, CA
*KKAM-AM	NTK	0.5	0.6	0.7	1.2	2.1		1340	IV	1.0	1.0	DA-N	Jayveeco, Ltd.	FRESNO, CA
*KFIG-AM	AC	0.5	0.4	----	0.1	0.5		1430	III	5.0	5.0	DA-1	Davis-Weaver Broadca	FRESNO, CA
KNBR-AM	NTK	0.4	----	0.3	0.3	----		680	I-B	50.0	50.0	ND-U	Susquehanna Broadcas	SAN FRANCISCO,
KXEZ-FM	AC	----	4.7	5.7	8.8	6.1		98.7	B	75.0	75.0	1181.1	Command Communicatio	LOS ANGELES, CA
*KIRV-AM	REL	----	0.4	----	----	----		1510	II	10.0	0.0	ND-D	New Life Enterprises	FRESNO, CA
KUBB-FM	CTY	----	0.4	1.0	0.4	----		96.3	B	1.9	1.9	2112.9	Buckley Broadcasting	MARIPOSA, CA
KJUG-AM	NWS	----	----	0.5	0.3	----		1270	III	5.0	1.0	DA-N	Westcoast Broadcasti	TULARE, CA
*KRGO-AM	BLK	----	----	0.5	----	----	CP	1210	II	10.0	1.0	ND-U	Frontier Communicati	FOWLER, CA
KJUG-FM	CTY	----	----	0.4	0.3	1.2		106.7	B	1.2	1.2	2552.5	Westcoast Broadcasti	TULARE, CA
KSEQ-FM	AC	----	----	0.4	0.6	----		97.1	B	17.0	17.0	777.6	Buckley Broadcasting	VISALIA, CA
KSLY-FM	EZ	----	----	0.4	----	----		96.1	B	5.6	5.6	1410.8	San Luis Obispo Broa	SAN LUIS OBISPO

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".
 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 089 FRESNO, CA		ARBITRON Rank: 073		Demo: P 12+		Mon-Sun 6A-MID		TSL						
ADI : Fresno-Visalia		US Region : PAC		Rk.	Station	Share	AQH Per	Cume Per	HR:MN	T/O				
Year	Pop (0+)	Hshlds	EBI	Retail Sls	Radio Rev	%RtSls	PerCap							
1986	588.8	210.8	7105821	3235826	15873.3	0.0049	26.96	10.0	8200	81700	12:39	10.0		
1987	600.8	214.5	7694983	3361246	16844.5	0.0050	28.04	9.8	8100	106400	9:36	13.1		
1988	612.4	218.6	8392039	3554415	17585.6	0.0049	28.72	7.4	6100	95200	8:04	15.6		
1989	623.4	223.0	9143241	3819350	18727.0	0.0049	30.04	6.1	5000	95200	6:37	19.0		
1990	633.8	227.6	9935050	4138109	20292.4	0.0049	32.02	5.9	4900	65300	9:27	13.3		
1991	643.9	232.4	10753932	4492750	22175.9	0.0049	34.44	4.9	4000	50200	10:02	12.5		
1992	653.8	237.2	11586351	4865333	24271.4	0.0050	37.12	4.1	3400	66400	6:27	19.5		
1993	666.0	241.9	12367658	5236645	26472.9	0.0051	39.75	3.6	3000	53900	7:01	18.0		
1994	677.4	246.7	13157423	5613602	28666.9	0.0051	42.32	3.6	3000	54100	6:45	18.7		
1995	688.9	251.4	13947189	5990559	30894.2	0.0052	44.85	3.5	2900	54100	6:45	18.7		
1996	700.4	256.2	14736954	6367517	33121.6	0.0052	47.29	2.9	2400	28000	10:48	11.7		
1997	711.8	260.9	15526720	6744474	35348.9	0.0052	49.66	2.8	2300	46800	6:12	20.3		
1998	723.3	265.7	16316485	7121431	37576.3	0.0053	51.95	2.7	2200	33100	8:22	15.0		
1999	734.8	270.4	17106250	7498389	39803.7	0.0053	54.17	2.4	2000	25300	9:58	12.6		
2000	746.2	275.1	17896016	7875346	42031.0	0.0053	56.33	1.9	1600	22300	9:02	13.9		
								1.6	1300	22600	7:15	17.4		
								1.5	1200	20400	7:25	17.0		
								1.3	1100	19900	6:58	18.1		
								1.2	1000	9400	13:24	9.4		
								0.8	700	21800	4:03	31.1		
								0.6	500	11900	5:18	23.8		
								0.6	500	7500	8:24	15.0		
								0.5	400	6800	7:25	17.0		
								0.5	400	9200	5:29	23.0		
								0.5	400	10300	4:54	25.7		
								0.4	300	7700	4:55	25.7		
								0.0	TOT MKT	100.0	82400	477700	21:44	5.8

The Radio Marketplace		Demographics	
AM Home to Market	: 11	12+ Tot Pop	: 505,300 100.0%
FM Home to Market	: 14	12+ Blk Pop	: 20,700 4.1%
Tot Stations MSA Survey	: 27	12+ His Pop	: 148,200 29.3%
Tot Listed Share Points	: 85.0	Median Age	: 30.9
Points Above Line	: 84.1	Eth Controls	: HISPANIC CONTROLS
Points Below Line	: 0.9		
Balance of Points	: 15.0		
Mean Points/AL Station	: 3.4		
Median Points/AL Station	: 2.8		
Revenue/AL Point	: 222,675		
Revenue/AL Mean Station	: 749,080		
AL -- Above Line (Home to Market)			

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	KMJ -AM	1	KBOS-FM	1	KBOS-FM	1	KNAX-FM
	KNAX-FM		KKDJ-FM	2	KRZR-FM	2	KJOI-FM
3	KJOI-FM	3	KZRR-FM	3	KNAX-FM	3	KFSO-FM
4	KFRE-AM	4	KYNO-FM	4	KTHT-FM	4	KBOS-FM
5	KBOS-FM	5	KFYE-FM	5	KYNO-FM	5	KYNO-FM
6	KFSO-FM	6	KRZR-FM	6	KFIG-FM	6	KMJ -AM
	KKDJ-FM		KMJ -AM	7	KKDJ-FM	7	KTHT-FM
8	KYNO-FM	8	KTHT-FM	8	KJOI-FM	8	KFIG-FM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	KBOS-FM	1	KBOS-FM	1	KBOS-FM	1	KKDJ-FM
2	KYNO-FM	2	KTHT-FM	2	KNAX-FM	2	KRZR-FM
3	KRZR-FM	3	KYNO-FM	3	KRZR-FM	3	KBOS-FM
4	KTHT-FM	4	KZRR-FM	4	KYNO-FM	4	KNAX-FM
	KKDJ-FM		KRZR-FM	5	KTHT-FM	5	KTHT-FM
6	KXMX-FM	6	KFYE-FM	6	KZRR-FM	6	KOQO-AM
	KFYE-FM		KKDJ-FM	7	KKDJ-FM	7	KFIG-FM
8	KEZL-FM	8	KNAX-FM	8	KFRE-AM	8	KFSO-FM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	KMJ -AM	1	KNAX-FM	1	KNAX-FM	1	KMJ -AM
2	KNAX-FM	2	KFSO-FM	2	KFSO-FM	2	KNAX-FM
3	KJOI-FM	3	KMJ -AM	3	KMJ -AM	3	KFRE-AM
4	KFRE-AM	4	KEZL-FM	4	KEZL-FM	4	KJOI-FM
5	KFSO-FM	5	KKDJ-FM	5	KJOI-FM	5	KFSO-FM
6	KEZL-FM	6	KFRE-AM	6	KFIG-FM	6	KOQO-FM
	KEYQ-AM		KFIG-FM	7	KFSO-FM	7	KEZL-FM
8	KGST-AM	8	KFYE-FM	8	KRDU-AM	8	KFIG-FM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary
 Metro: 127 GRAND RAPIDS, MI ARBITRON Rank: 066

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FA89	SUB9	SP89	WI89								
*WOOD-FM	EZ	9.7	9.5	10.2	11.4	7.8		105.7	B	265.0	265.0	810.4	United Artists Broac	GRAND RAPIDS, M
*WGRD-FM	CHR	9.1	8.0	10.6	8.3	7.7		97.9	B	13.0	13.0	590.6	Regional Group	GRAND RAPIDS, M
*WCUZ-FM	CTY	8.5	11.0	7.0	7.0	8.0	CP	101.3	B	40.0	40.0	544.6	Federated Media	GRAND RAPIDS, M
*WODJ-FM	CTY	7.4	3.9	0.4	0.7	0.6	CP	107.3	B	50.0	50.0	492.1	Goodrich Broadcastin	GREENVILLE, MI
*WLHT-FM	AC	7.2	7.7	7.8	7.7	7.9		95.7	B	40.0	40.0	551.2	Liggett Broadcasting	GRAND RAPIDS, M
*WOOD-AM	MOR	6.5	6.4	5.5	7.4	7.2		1300	III	5.0	5.0	DA-N	United Artists Broac	GRAND RAPIDS, M
*WLAV-FM	AOR	6.4	8.5	5.8	7.9	7.7		96.9	B	50.0	50.0	498.7	Adams Communications	GRAND RAPIDS, M
*WKLO-FM	CHR	5.8	6.5	5.6	4.4	8.0		94.5	B	50.0	50.0	498.7	Bloomington Broadcas	HOLLAND, MI
WMUS-FM	CTY	5.0	4.4	4.2	4.8	5.5		106.9	B	50.0	50.0	479.0	Greater Muskegon Bro	MUSKEGON, MI
*WJFM-FM	OLD	3.0	5.5	6.0	3.7	6.2		93.7	B	320.0	320.0	780.8	Fetzer Broadcasting	GRAND RAPIDS, M
*WFUR-FM	REL	3.0	2.0	0.7	2.3	2.9		102.9	B	48.0	48.0	508.5	Kuiper Stations	GRAND RAPIDS, M
*WYXX-FM	AC	2.9	1.6	2.7	2.1	2.4		96.1	B	50.0	45.0	492.1	Holland Communicatio	HOLLAND, MI
WSNX-FM	CHR	2.8	3.2	5.6	3.7	5.0	CP	104.5	B	32.0	32.0	620.1	Goodrich Broadcastin	MUSKEGON, MI
*WJOK-FM	REL	1.5	0.8	1.0	1.0	0.9		99.3	A	2.5	2.5	354.3	Beacon Broadcasting	ZEELAND, MI
*WCUZ-AM	CTY	1.5	1.5	3.0	3.1	2.7		1230	IV	1.0	1.0	ND-U	Federated Media	GRAND RAPIDS, M
*WKWM-AM	BLK	1.4	1.9	2.4	1.7	1.3		1140	II	5.0	0.0	DA-D	Culpepper, Richard	KENTWOOD, MI
*WHTC-AM	AC	1.0	1.1	2.3	1.2	0.7		1450	IV	1.0	1.0	ND-U	Holland Communicatio	HOLLAND, MI
*WLAV-AM	OLD	0.9	0.7	1.1	----	0.8		1340	IV	1.0	0.3	ND-U	Adams Communications	GRAND RAPIDS, M
*WJQJ-AM	CC	0.4	----	0.2	----	----		1260	III	5.0	1.0	ND-U	Beacon Broadcasting	ZEELAND, MI
*WKTH-AM	OLD	0.4	----	0.8	1.2	0.4		1410	III	1.0	0.0	ND-D	Regional Group	GRAND RAPIDS, M
*WFUR-AM	REL	0.1	----	0.2	0.5	0.3		1570	II	1.0	0.3	ND-U	Kuiper Stations	GRAND RAPIDS, M
WMUS-AM	CTY	0.0	0.0	0.0	0.1	0.0		1090	II	1.0	0.0	ND-D	Greater Muskegon Bro	MUSKEGON, MI
WGN -AM	TLK	----	0.4	0.3	0.6	----		720	I-A	50.0	50.0	ND-U	Tribune Broadcasting	CHICAGO, IL
WQWQ-FM	URB	----	0.4	----	----	----		101.7	A	3.0	3.0	298.6	Pathfinder Communica	MUSKEGON, MI
WSNX-AM	CHR	----	0.1	0.0	----	----		1600	III	5.0	5.0	DA-N	Goodrich Broadcastin	MUSKEGON, MI
WEVS-FM	OTH	----	----	0.7	0.5	0.8		92.7	A	2.2	2.2	387.1	Ed Ver Schure Commun	SAUGATUCK, MI
*WGHN-FM	AC	----	----	0.3	----	----		92.1	A	3.0	3.0	246.1	WGHN, INC.	GRAND HAVEN, MI
*WGHN-AM	AC	----	----	0.3	----	----		1370	III	0.5	0.0	ND-D	WGHN, INC.	GRAND HAVEN, MI
WBBM-AM	NWS	----	----	----	0.5	----		780	I-A	50.0	50.0	ND-U	CBS Incorporated	CHICAGO, IL
WJR -AM	MOR	----	----	----	----	0.4		760	I-A	50.0	50.0	ND-U	Capital Cities/ABC	DETROIT, MI

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 127 GRAND RAPIDS, MI										ARBITRON Rank: 066-Demo: P 12+			Mon-Sun 6A-MID		TSL				
ADI : Grand Rapids-Kalamazoo-Battle Creek										US Region : ENC			Rk.	Station	Share	AQH Per	Cume Per	HR:MN	T/O
Year	Pop (0+)	(000) Hshlds	(000) EBI	(000) Retail Sls	(000) Radio Rev	Radio Rev %RtSls	PerCap												
1986	643.5	231.8	8148494	4238030	21015.6	0.0050	32.66	1.	WOOD-FM	9.7	8800	111100	9:59	12.6					
1987	654.9	236.9	8724348	4400314	22619.1	0.0051	34.54	2.	WGRD-FM	9.1	8200	125900	8:12	15.4					
1988	664.2	241.1	9539408	4683097	23625.6	0.0050	35.57	3.	WCUZ-FM	8.5	7700	94100	10:19	12.2					
1989	671.1	244.8	10512637	5114197	25379.5	0.0050	37.82	4.	WODJ-FM	7.4	6700	105300	8:01	15.7					
1990	676.3	248.1	11604492	5656535	28053.2	0.0050	41.48	5.	WLHT-FM	7.2	6500	78200	10:28	12.0					
1991	680.3	251.1	12775431	6273032	31416.8	0.0050	46.18	6.	WOOD-AM	6.5	5900	80000	9:18	13.6					
1992	683.7	253.9	13985913	6926608	35240.3	0.0051	51.54	7.	WLAV-FM	6.4	5800	81300	8:59	14.0					
1993	691.1	258.2	15187212	7499094	39293.8	0.0052	56.86	8.	WKLQ-FM	5.8	5300	89800	7:26	16.9					
1994	698.0	262.3	16399037	8086874	42844.4	0.0053	61.38	9.	WMUS-FM	5.0	4500	56100	10:06	12.5					
1995	704.9	266.3	17610862	8674653	46489.8	0.0054	65.95	10.	WJFM-FM	3.0	2700	54200	6:17	20.1					
1996	711.9	270.4	18822687	9262432	50135.2	0.0054	70.43		WFUR-FM	3.0	2700	47500	7:10	17.6					
1997	718.8	274.5	20034512	9850212	53780.6	0.0055	74.82	12.	WYXX-FM	2.9	2600	40700	8:03	15.7					
1998	725.7	278.6	21246337	10437991	57426.1	0.0055	79.13	13.	WSNX-FM	2.8	2500	55700	5:39	22.3					
1999	732.7	282.7	22458162	11025771	61071.5	0.0055	83.35	14.	WJQK-FM	1.5	1400	31000	5:41	22.1					
2000	739.6	286.8	23669988	11613550	64716.9	0.0056	87.50	16.	WKWM-AM	1.4	1300	11900	13:46	9.2					
								17.	WHTC-AM	1.0	900	17000	6:40	18.9					
								18.	WLAV-AM	0.9	800	11100	9:05	13.9					
								19.	WJQK-AM	0.4	400	8300	6:04	20.7					
									WKTH-AM	0.4	400	10100	4:59	25.2					
								21.	WFUR-AM	0.1	100	6200	2:02	62.0					
								22.	WMUS-AM	0.0	0	500	0:00	0.0					

The Radio Marketplace

AM Home to Market	: 8	ARBITRON Market	: CONTINUOUS
FM Home to Market	: 11	Surveys	: Wi, Sp, Su, Fa
Tot Stations MSA Survey	: 22	Most Current Survey	: Winter 1990
Tot Listed Share Points	: 84.5		
Points Above Line	: 76.7		
Points Below Line	: 7.8		
Balance of Points	: 15.5		
Mean Points/AL Station	: 4.0		
Median Points/AL Station	: 3.0		
Revenue/AL Point	: 330,892		
Revenue/AL Mean Station	: 1,335,761		
AL -- Above Line (Home to Market)			

Demographics

12+ Tot Pop	: 544,500	100.0%
12+ Blk Pop	: 28,100	5.2%
12+ His Pop	: 11,700	2.1%
Median Age	: 30.6	
Eth Controls	: NO CONTROLS	

0. TOT MKT 100.0 90600 518800 22:00 5.7

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54							
Rank	Station	Rank	Station	Rank	Station	Rank							
1	WOOD-FM	1	WLAV-FM	1	WGRD-FM	1	WLAV-FM	1	WODJ-FM	1	WLHT-FM	1	WODJ-FM
2	WCUZ-FM	2	WKLQ-FM	2	WLHT-FM	2	WGRD-FM	2	WCUZ-FM	2	WOOD-FM	2	WLHT-FM
3	WLHT-FM	3	WGRD-FM	3	WKLQ-FM	3	WKLQ-FM	3	WLAV-FM	3	WODJ-FM	3	WCUZ-FM
4	WODJ-FM	4	WCUZ-FM	4	WLAV-FM	4	WLHT-FM	4	WLHT-FM	4	WOOD-AM	4	WLAV-FM
5	WOOD-AM	5	WJFM-FM	5	WSNX-FM	5	WODJ-FM	5	WJFM-FM	5	WGRD-FM	5	WOOD-FM
6	WLAV-FM	6	WMUS-FM	6	WODJ-FM	6	WJFM-FM	6	WMUS-FM	6	WCUZ-FM	6	WMUS-FM
7	WGRD-FM		WODJ-FM		WYXX-FM		WSNX-FM		WKLQ-FM		WMUS-FM		WGRD-FM
8	WKLQ-FM		WLHT-FM		WKWM-AM		WCUZ-FM		WGRD-FM		WLAV-FM		WOOD-AM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	WGRD-FM	1	WLAV-FM	1	WGRD-FM	1	WLAV-FM
2	WKLQ-FM	2	WKLQ-FM	2	WLHT-FM	2	WGRD-FM
3	WODJ-FM	3	WGRD-FM	3	WKLQ-FM	3	WLHT-FM
4	WSNX-FM	4	WCUZ-FM	4	WLAV-FM	4	WLHT-FM
5	WLAV-FM	5	WMUS-FM	5	WLHT-FM	5	WKLQ-FM
6	WCUZ-FM	6	WOOD-FM	6	WSNX-FM	6	WODJ-FM
7	WKTH-AM	7	WSNX-FM	7	WYXX-FM	7	WJFM-FM
8	WJQK-FM	8	WJFM-FM	8	WODJ-FM	8	WMUS-FM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	WOOD-FM	1	WODJ-FM	1	WCUZ-FM	1	WCUZ-FM
2	WCUZ-FM	2	WCUZ-FM	2	WLHT-FM	2	WOOD-FM
3	WOOD-AM	3	WLHT-FM	3	WODJ-FM	3	WMUS-FM
4	WODJ-FM	4	WJFM-FM	4	WOOD-FM	4	WOOD-AM
5	WLHT-FM	5	WMUS-FM	5	WLAV-AM	5	WODJ-FM
6	WMUS-FM	6	WLAV-FM	6	WOOD-FM	6	WLHT-FM
7	WFUR-FM	7	WGRD-FM	7	WYXX-FM	7	WLAV-AM
8	WCUZ-AM	8	WCUZ-AM	8	WKWM-AM	8	WYXX-FM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary
 Metro: 166 GREENSBORO-WINSTON SALEM-HIGH POINT, NC ARBITRON Rank: 050

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FA89	SU89	SP89	WI89								
*WTQR-FM	CTY	18.2	13.8	15.3	15.9	15.1		104.1	C	100.0	100.0	1420.6	Newmarket Media Corp	WINSTON-SALEM,
*WKRR-FM	AOR	10.2	9.6	11.4	9.2	8.1	CP	92.3	C	100.0	100.0	1289.4	Dick Broadcasting Co	ASHEBORO, NC
*WJMH-FM	URB	7.1	8.8	7.1	11.5	7.6	CP	102.1	C	99.0	99.0	1204.1	Beasley Broadcasting	REIDSVILLE, NC
*WQMG-FM	URB	5.8	4.5	4.8	4.0	4.1	CP	97.1	C	99.0	99.0	1233.6	North State Broadcas	GREENSBORO, NC
*WSJS-AM	MOR	5.8	4.5	3.8	4.8	5.1		600	III	5.0	5.0	DA-2	Newmarket Media Corp	WINSTON-SALEM,
*WMAG-FM	AC	5.8	6.9	5.0	5.7	5.5	CP	99.5	C	100.0	100.0	1496.1	Voyager Communicatio	HIGH POINT, NC
*WWWB-FM	AC	5.8	5.2	4.6	3.9	4.4	CP	100.3	C	100.0	100.0	1036.7	Mann Media	HIGH POINT, NC
*WKZL-FM	CHR	4.7	6.0	5.6	5.8	5.5	CP	107.5	C	97.0	97.0	1187.7	Nationwide Communica	WINSTON-SALEM,
*WKSJ-FM	CHR	4.2	3.9	3.4	3.9	3.9	CP	98.7	C	100.0	100.0	1036.7	Bahakel Communicatio	GREENSBORO, NC
*WWMY-FM	EZ	3.4	3.0	1.9	2.4	3.2	CP	94.5	C1	100.0	97.0	981.0	Henry, Ragan	EDEN, NC
*WMQX-FM	AC	3.4	4.9	4.2	4.2	4.8		93.1	C	99.0	99.0	1099.1	Guild, Ralph	WINSTON-SALEM,
*WMFR-AM	AC	1.9	1.9	1.5	2.7	2.0		1230	IV	1.0	1.0	ND-U	Voyager Communicatio	HIGH POINT, NC
*WPCM-FM	CTY	1.6	1.4	1.9	2.0	1.1		101.1	C	100.0	100.0	1190.9	GREAT AMERICAN MEDIA	BURLINGTON, NC
*WHPE-FM	REL	1.3	1.4	1.1	2.2	2.0		95.5	C1	100.0	100.0	521.7	Bible Broadcasting N	HIGH POINT, NC
*WWGL-FM	REL	1.3	1.0	2.3	1.4	0.8	CP	94.1	C	100.0	100.0	1223.8	Davidson County Broa	LEXINGTON, NC
WFMX-FM	CTY	1.1	----	1.0	1.0	0.6		105.7	C	100.0	100.0	1515.7	High Country Communi	STATESVILLE, NC
*WTNC-AM	REL	1.0	0.9	1.0	0.7	0.7		790	III	1.0	0.0	ND-D	Willis Broadcasting	THOMASVILLE, NC
*WAAA-AM	URB	0.8	2.0	1.7	1.4	2.0		980	III	1.0	0.0	ND-D	Media Broadcasting	WINSTON-SALEM,
*WQMG-AM	URB	0.6	----	1.6	1.8	1.1		1510	II	1.0	0.0	CH	North State Broadcas	GREENSBORO, NC
*WKEW-AM	OTH	0.6	1.1	0.7	0.8	1.3		1400	IV	1.0	1.0	ND-U	WKEW Partners	GREENSBORO, NC
*WPET-AM	REL	0.6	0.7	0.8	0.4	0.6		950	III	0.5	0.0	ND-D	Bahakel Communicatio	GREENSBORO, NC
WRFX-FM	AOR	0.5	----	----	----	----		99.7	C	100.0	85.0	1043.3	Pyramid Broadcasting	KANNAPOLIS, NC
*WKXR-AM	CTY	0.4	----	0.3	----	0.5		1260	III	5.0	0.5	DA-2	Randolph Broadcastin	ASHEBORO, NC
WROV-FM	AOR	0.4	0.4	----	----	----	CP	96.3	C1	14.0	14.0	2076.8	Joyner Communication	MARTINSVILLE, V
WSOC-FM	CTY	0.4	0.3	0.4	----	0.8		103.7	C	99.0	99.0	1049.9	Cox Enterprises	CHARLOTTE, NC
WMXC-FM	AC	0.4	1.1	1.5	1.6	1.1	CP	104.7	C	96.0	96.0	1233.6	EZ Communications	CHARLOTTE, NC
WDCG-FM	CHR	0.4	0.5	0.5	0.4	0.8		105.1	C	100.0	100.0	1040.0	Durham Herald Compan	DURHAM, NC
*WSMX-AM	REL	0.3	0.5	1.8	0.6	0.6		1500	II	10.0	0.0	DA-D	Gospel Media, Inc.	WINSTON-SALEM,
*WTOB-AM	BB	0.3	----	0.3	0.6	----		1380	III	5.0	2.5	DA-2	SBORDONE, GARY	WINSTON-SALEM,
*WMQX-AM	AC	0.2	0.0	0.1	0.0	0.2		1340	IV	1.0	1.0	ND-U	Guild, Ralph	WINSTON-SALEM,
WRDX-FM	AC	----	1.6	1.1	0.4	0.4		106.5	C	100.0	100.0	1003.9	WSTP, Inc.	SALISBURY, NC
*WLXN-AM	MOR	----	0.4	----	0.6	0.7		1440	III	5.0	1.0	DA-N	Davidson County Broa	LEXINGTON, NC
WZZU-FM	AOR	----	0.4	----	0.3	----		93.9	C	100.0	100.0	1269.7	Village Companies	BURLINGTON, NC
*WGLD-AM	OLD	----	0.3	----	----	----		1320	III	5.0	5.0	ND-U	Mann Media	GREENSBORO, NC
WZGZ-FM	CHR	----	0.3	0.7	0.7	1.3		95.1	C	100.0	100.0	1542.0	Tenore Broadcasting	CHARLOTTE, NC
WEZC-FM	EZ	----	----	0.4	0.4	----		102.9	C1	31.0	31.0	1535.0	Keymarket Communicat	HICKORY, NC
*WSGH-AM	REL	----	----	0.3	----	0.6		1040	II	9.1	0.0	DA-D	Baker Family Station	LEWISVILLE, NC
WPEG-FM	URB	----	----	----	0.4	----	CP	97.9	C	100.0	100.0	1604.3	Broadcasting Partner	CONCORD, NC
*WZOO-AM	REL	----	----	----	----	0.4		710	II	1.0	0.0	DA-D	Faith Enterprises, I	ASHEBORO, NC
WTDR-FM	CTY	----	----	----	----	0.3		96.9	C	100.0	100.0	1548.6	Trumper Communicatio	STATESVILLE, NC

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".
 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 166 GREENSBORO-WINSTON SALEM-HIGH POINT, NC								ARBITRON Rank: 050		Demo: P 12+		Mon-Sun 6A-MID		TSL		
ADI : Greensboro-Winston Salem-High Point								US Region : SA		Rk. Station		Share	AGH Per	Cume Per	HR:MN	T/O
Year	(000) Pop (0+)	(000) HsHlds	(\$000) EBI	(\$000) Retail Sls	(\$000) Radio Rev	Radio Rev XRTSls	PerCap									
1986	910.0	346.6	10765310	5817966	20334.3	0.0035	22.35	1. WTQR-FM	18.2	25500	229500	14:00	9.0			
1987	914.9	351.1	11245572	6007669	21540.5	0.0036	23.54	2. WKRR-FM	10.2	14300	152300	11:50	10.7			
1988	919.0	355.9	11996318	6350179	22214.3	0.0035	24.17	3. WJMH-FM	7.1	9900	155800	8:00	15.7			
1989	925.6	360.7	13022212	6888920	23430.9	0.0034	25.32	4. WQMG-FM	5.8	8100	91400	11:10	11.3			
1990	933.8	365.6	14254466	7574835	25344.5	0.0033	27.14	5. WSJS-AM	5.8	8100	83200	12:16	10.3			
1991	943.3	370.5	15624295	8358866	27780.8	0.0033	29.45	6. WMAG-FM	5.8	8100	108200	9:26	13.4			
1992	953.4	375.5	17062910	9191955	30565.7	0.0033	32.06	7. WWWB-FM	5.8	8100	104700	9:45	12.9			
1993	962.4	381.2	18492173	9986904	33524.8	0.0034	34.83	8. WKZL-FM	4.7	6600	130400	6:23	19.8			
1994	971.5	386.8	19930919	10799997	36348.5	0.0034	37.42	9. WKSI-FM	4.2	5900	114700	6:29	19.4			
1995	980.5	392.4	21369664	11613091	39236.5	0.0034	40.02	10. WJMY-FM	3.4	4800	54700	11:03	11.4			
1996	989.5	398.1	22808410	12426185	42124.6	0.0034	42.57	11. WMQX-FM	3.4	4800	88500	6:50	18.4			
1997	998.5	403.7	24247156	13239278	45012.7	0.0034	45.08	12. WMFR-AM	1.9	2600	30700	10:40	11.8			
1998	1007.6	409.3	25685901	14052372	47900.8	0.0034	47.54	13. WPCM-FM	1.6	2200	35900	7:43	16.3			
1999	1016.6	414.9	27124647	14865465	50788.9	0.0034	49.96	14. WHPE-FM	1.3	1800	38200	5:56	21.2			
2000	1025.6	420.5	28563393	15678559	53677.0	0.0034	52.34	15. WWGL-FM	1.3	1800	34000	6:40	18.9			
								16. WFMX-FM	1.1	1600	30700	6:34	19.2			
								17. WTNC-AM	1.0	1400	12800	13:47	9.1			
								18. WAAA-AM	0.8	1100	24700	5:37	22.5			
								19. WQMG-AM	0.6	900	14200	7:59	15.8			
								20. WKEW-AM	0.6	900	19500	5:49	21.7			
								21. WPET-AM	0.6	800	11200	9:00	14.0			
								22. WRFX-FM	0.5	700	6500	13:34	9.3			
								23. WKXR-AM	0.4	600	14700	5:09	24.5			
								24. WROV-FM	0.4	600	10600	7:08	17.7			
								25. WSOC-FM	0.4	500	13300	4:44	26.6			
								26. WMXC-FM	0.4	500	14400	4:23	28.8			
								27. WDCG-FM	0.4	500	22200	2:50	44.4			
								28. WSMX-AM	0.3	400	7500	6:43	18.8			
								29. WTOB-AM	0.3	400	11200	4:30	28.0			
								30. WMQX-AM	0.2	300	7500	5:02	25.0			
								0. TOT MKT	100.0	139800	763100	23:05	5.5			

The Radio Marketplace			
AM Home to Market	: 11	ARBITRON Market	: CONTINUOUS
FM Home to Market	: 13	Surveys	: Wi, Sp, Su, Fa
Tot Stations MSA Survey	: 30	Most Current Survey	: Winter 1990
Tot Listed Share Points	: 88.5		
Points Above Line	: 85.3		
Points Below Line	: 3.2		
Balance of Points	: 11.5		
Mean Points/AL Station	: 3.6		
Median Points/AL Station	: 1.8		
Revenue/AL Point	: 274,688		
Revenue/AL Mean Station	: 976,286		
AL -- Above Line (Home to Market)			

Demographics			
12+ Tot Pop	: 787,400	100.0%	
12+ Blk Pop	: 144,900	18.4%	
12+ His Pop	: 5,300	0.7%	
Median Age	: 33.1		
Eth Controls	: BLACK CONTROLS		

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	WTQR-FM	1	WKRR-FM	1	WTQR-FM	1	WTQR-FM
2	WKRR-FM	2	WTQR-FM	2	WKRR-FM	2	WKRR-FM
3	WSJS-AM	3	WJMH-FM	3	WSJS-AM	3	WMAG-FM
4	WMAG-FM	4	WQMG-FM	4	WJMH-FM	4	WWWB-FM
5	WWWB-FM	5	WMAG-FM	5	WQMG-FM	5	WJMH-FM
6	WQMG-FM	6	WWWB-FM	6	WMQX-FM	6	WQMG-FM
7	WJMH-FM	7	WKSI-FM	7	WMAG-FM	7	WMQX-FM
8	WKZL-FM	8	WKZL-FM	8	WSJS-AM	8	WKZL-FM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	WJMH-FM	1	WKRR-FM	1	WKRR-FM	1	WKRR-FM
2	WKSI-FM	2	WTQR-FM	2	WTQR-FM	2	WTQR-FM
3	WKZL-FM	3	WJMH-FM	3	WQMG-FM	3	WMAG-FM
4	WKRR-FM	4	WQMG-FM	4	WJMH-FM	4	WJMH-FM
5	WQMG-FM	5	WKSI-FM	5	WMAG-FM	5	WQMG-FM
6	WTQR-FM	6	WKZL-FM	6	WWWB-FM	6	WWWB-FM
7	WDCG-FM	7	WMAG-FM	7	WMQX-FM	7	WKZL-FM
8	WMAG-FM	8	WJMY-FM	8	WFMX-FM	8	WMQX-FM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	WTQR-FM	1	WTQR-FM	1	WTQR-FM	1	WTQR-FM
2	WSJS-AM	2	WKRR-FM	2	WWWB-FM	2	WWWB-FM
3	WWWB-FM	3	WWWB-FM	3	WJMH-FM	3	WSJS-AM
4	WJMY-FM	4	WMAG-FM	4	WSJS-AM	4	WMQX-FM
5	WMAG-FM	5	WMQX-FM	5	WMQX-FM	5	WJMH-FM
6	WKRR-FM	6	WQMG-FM	6	WJMY-FM	6	WJMY-FM
7	WMQX-FM	7	WJMH-FM	7	WPCM-FM	7	WQMG-FM
8	WQMG-FM	8	WKZL-FM	8	WQMG-FM	8	WPCM-FM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary
 Metro: 191 GREENVILLE-SPARTANBURG, SC ARBITRON Rank: 068

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FA89	SU89	SP89	WI89								
*WMYI-FM	AC	15.9	11.4	10.4	9.4	8.6		102.5	C1	20.0	20.0	1778.2	AmCom General Corpor	HENDERSONVILLE,
*WESC-FM	CTY	11.3	11.8	12.8	9.3	12.4		92.5	C	95.0	95.0	2001.3	Flair Broadcasting	GREENVILLE, SC
*WANS-FM	CHR	8.7	8.3	9.3	10.4	11.8		107.3	C	100.0	100.0	1010.5	Degree Communication	ANDERSON, SC
*WSPA-FM	EZ	8.5	7.9	7.2	7.3	8.3		98.9	C	100.0	100.0	1909.4	Spartan Radio	SPARTANBURG, SC
*WSSL-FM	CTY	8.5	9.3	11.1	8.4	8.1		100.5	C	100.0	100.0	1240.2	Capstar Communicatio	GRAY COURT, SC
*WFBC-FM	AC	5.5	5.6	7.9	9.0	8.7		93.7	C	100.0	97.0	1850.4	Multimedia Broadcast	GREENVILLE, SC
WCKZ-FM	CHR	5.4	4.4	3.8	3.8	4.7		101.9	C	99.0	99.0	987.5	Beasley Broadcasting	GASTONIA, NC
*WLWZ-FM	URB	5.2	6.1	6.1	7.8	5.4		103.9	A	3.0	3.0	328.1	Voyager Communicatio	EASLEY, SC
*WCKN-FM	CR	3.9	5.4	5.7	4.1	5.2		101.1	C	100.0	100.0	987.5	ABS Communications,	ANDERSON, SC
*WSPA-AM	AC	2.8	2.1	2.1	2.3	3.4		950	III	5.0	5.0		Spartan Radio	SPARTANBURG, SC
*WPJM-AM	GOS	2.7	----	----	----	----		800	II	1.0	0.4		ND-U	GREER, SC
*WESC-AM	CTY	2.2	0.6	0.9	0.9	1.3		660	II	5.0	0.0		DA-D	GREENVILLE, SC
*WFBC-AM	NTK	2.0	2.0	1.5	2.5	1.6		1330	III	5.0	5.0		DA-N	GREENVILLE, SC
*WBMG-FM	OLD	1.1	1.2	1.1	1.0	0.5		93.3	C	87.0	87.0	2030.8	Rutherford County Ra	FOREST CITY, NC
*WHYZ-AM	URB	1.0	3.0	0.7	1.3	2.4		96.1	C	99.0	99.0	1738.8	Voyager Communicatio	SHELBY, NC
WAGI-FM	CTY	0.9	----	----	1.0	----		1070	II	50.0	50.0		DA-D	GREENVILLE, SC
WKSF-FM	CHR	0.7	0.6	0.8	0.7	----		105.3	C	100.0	100.0	1190.9	Gaffney Broadcasting	GAFFNEY, SC
*WMUU-FM	EZ	0.6	1.3	1.2	1.1	1.1		99.9	C	48.0	48.0	2621.4	Heritage Broadcast G	ASHEVILLE, NC
*WASC-AM	URB	0.5	1.3	1.3	1.0	0.5		94.5	C	100.0	100.0	1200.8	WMUU, Inc.	GREENVILLE, SC
WBT -FM	CHR	0.3	0.7	1.3	1.2	1.0		1530	II	1.0	0.3		CH	SPARTANBURG, SC
WZZG-FM	CHR	0.3	0.6	0.3	0.7	0.8		107.9	C	98.0	98.0	1692.9	Jefferson-Pilot	CHARLOTTE, NC
*WSSL-AM	CTY	0.1	0.3	----	----	0.0		95.1	C	100.0	100.0	1542.0	Tenore Broadcasting	CHARLOTTE, NC
*WANS-AM	AC	0.0	----	----	----	----		1440	III	5.0	5.0		DA-N	GREENVILLE, SC
WEAC-AM	CHR	0.0	----	----	----	----		1280	III	5.0	1.0		DA-N	ANDERSON, SC
WBFM-FM	AC	----	1.0	----	0.6	----	CP	1500	II	1.0	0.5		CH	GAFFNEY, SC
*WBBR-AM	REL	----	0.3	----	0.4	0.5		98.1	C	100.0	100.0	1003.9	Blue Ridge Broadcast	SENECA, SC
WMIT-FM	REL	----	0.3	0.4	----	0.7		1580	II	5.0	0.0		ND-D	TRAVELERS REST,
*WBBO-AM	JZ	----	0.1	----	----	0.0		106.9	C	36.0	36.0	3090.6	Blue Ridge Broadcast	BLACK MOUNTAIN,
WFGW-AM	REL	----	0.0	0.1	----	0.1	CP	780	II	1.0	0.0		ND-D	Holly Springs Baptis
*WCKI-AM	REL	----	----	0.9	----	----		1010	II	50.0	0.0		DA-D	Blue Ridge Broadcast
WGNC-AM	CHR	----	----	0.0	0.0	----		1300	III	1.0	0.0		ND-D	Sira-Pack Radio, Inc
*WKDY-AM	CTY	----	----	0.9	----	----		1450	IV	1.0	1.0		ND-U	Hastings & Weast
*WMUU-AM	REL	----	----	0.4	----	----		1400	IV	1.0	1.0		ND-U	Spartanburg Investor
*WORD-AM	CHR	----	----	0.3	----	----		1260	III	5.0	5.0		ND-U	WMUU, Inc.
*WELP-AM	REL	----	----	----	1.2	----		910	III	5.0	1.0		DA-2	Brooks Broadcasting
								1360	III	1.0	0.0		DA-D	Voyager Communicatio

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 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 191 GREENVILLE-SPARTANBURG, SC ARBITRON Rank: 068 Demo: P 12+ Mon-Sun 6A-MID TSL

ADI : Greenville-Spartanburg-Asheville US Region : SA Rk. Station Share AQH Per Cume Per HR:MN T/O

Year	Pop (0+)	Hshlds	EBI	Retail \$ls	Radio Rev (\$000)	%RtSls	PerCap						
1986	616.7	229.8	6253851	3673331	16929.9	0.0046	27.45	1.	WYI-FM	15.9	15300	148300	12:60 9.7
1987	619.1	232.4	6508004	3881381	18123.0	0.0047	29.27	2.	WESC-FM	11.3	10900	111400	12:20 10.2
1988	621.8	235.1	6891308	4170011	19258.1	0.0046	30.97	3.	WANS-FM	8.7	8400	102900	10:17 12.2
1989	626.5	238.4	7454717	4535505	20832.8	0.0046	33.26	4.	WSPA-FM	8.5	8200	78900	13:06 9.6
1990	632.7	241.9	8153204	4958646	22826.9	0.0046	36.08		WSSL-FM	8.5	8200	94800	10:54 11.6
1991	639.9	245.7	8941744	5420219	25135.6	0.0046	39.28	6.	WFBC-FM	5.5	5300	76200	8:46 14.4
1992	647.7	249.6	9775309	5901008	27653.9	0.0047	42.70	7.	WCKZ-FM	5.4	5200	50600	12:57 9.7
1993	655.3	253.9	10564792	6351078	30277.0	0.0048	46.21	8.	WLWZ-FM	5.2	5000	49800	12:39 10.0
1994	662.9	258.1	11365587	6807483	32732.6	0.0048	49.38	9.	WCKN-FM	3.9	3700	69400	6:43 18.8
1995	670.5	262.3	12166382	7263888	35222.7	0.0048	52.53	10.	WSPA-AM	2.8	2700	36000	9:27 13.3
1996	678.2	266.6	12967178	7720292	37712.8	0.0049	55.61	11.	WPJM-AM	2.7	2600	15400	21:16 5.9
1997	685.8	270.8	13767973	8176697	40202.9	0.0049	58.62	12.	WESC-AM	2.2	2100	19300	13:43 9.2
1998	693.5	275.0	14568768	8633102	42693.0	0.0049	61.57	13.	WFBC-AM	2.0	1900	26800	8:56 14.1
1999	701.1	279.3	15369564	9089507	45183.1	0.0050	64.45	14.	WBBO-FM	1.5	1400	26800	6:35 19.1
2000	708.7	283.5	16170359	9545911	47673.2	0.0050	67.27	15.	WJMG-FM	1.1	1100	20400	6:48 18.5
								16.	WHYZ-AM	1.0	1000	13300	9:28 13.3
								17.	WAGI-FM	0.9	900	12200	9:18 13.6
								18.	WKSF-FM	0.7	700	19700	4:29 28.1
								19.	WLUJ-FM	0.6	600	22600	3:21 37.7
								20.	WASC-AM	0.5	500	10800	5:50 21.6
								21.	WBT-FM	0.3	300	11800	3:12 39.3
									WZZG-FM	0.3	300	8500	4:27 28.3
								23.	WSSL-AM	0.1	100	2700	4:40 27.0
								24.	WANS-AM	0.0	0	2300	0:00 0.0
									WEAC-AM	0.0	0	1600	0:00 0.0
								0.	TOT MKT	100.0	96100	499300	24:15 5.2

The Radio Marketplace

AM Home to Market : 8 ARBITRON Market : CONTINUOUS

FM Home to Market : 10 Surveys : Wi,Sp,Su,Fr

Tot Stations MSA Survey : 25 Most Current Survey : Winter 1990

Tot Listed Share Points : 89.6

Points Above Line : 80.9

Points Below Line : 8.7

Balance of Points : 10.4

Mean Points/AL Station : 4.5

Median Points/AL Station : 2.8

Revenue/AL Point : 257,513

Revenue/AL Mean Station : 1,157,380

AL -- Above Line (Home to Market)

Demographics

12+ Tot Pop : 522,100 100.0%

12+ Blk Pop : 89,500 17.1%

12+ His Pop : 4,100 0.8%

Median Age : 32.2

Eth Controls: BLACK CONTROLS

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 WYI-FM	1 WANS-FM	1 WYI-FM	1 WYI-FM	1 WYI-FM	1 WYI-FM	1 WYI-FM
2 WESC-FM	2 WYI-FM	2 WANS-FM	2 WANS-FM	2 WESC-FM	2 WESC-FM	2 WESC-FM
3 WSPA-FM	3 WCKZ-FM	3 WCKZ-FM	3 WCKZ-FM	3 WSSL-FM	3 WSPA-FM	3 WSSL-FM
4 WSSL-FM	4 WCKN-FM	4 WSSL-FM	4 WSSL-FM	4 WCKN-FM	4 WSSL-FM	4 WSPA-FM
5 WFBC-FM	5 WLWZ-FM	5 WLWZ-FM	5 WLWZ-FM	5 WLWZ-FM	5 WFBC-FM	5 WFBC-FM
6 WANS-FM	6 WSSL-FM	6 WESC-FM	6 WCKN-FM	6 WFBC-FM	6 WLWZ-FM	6 WLWZ-FM
7 WLWZ-FM	7 WFBC-FM	7 WSPA-FM	7 WESC-FM	7 WCKZ-FM	7 WANS-FM	7 WANS-FM
8 WCKN-FM	8 WESC-FM	8 WCKN-FM	8 WFBC-FM	8 WSPA-FM	8 WPJM-AM	8 WCKN-FM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 WANS-FM	1 WANS-FM	1 WYI-FM	1 WANS-FM	1 WYI-FM	1 WYI-FM	1 WYI-FM
2 WCKZ-FM	2 WCKZ-FM	2 WANS-FM	2 WCKZ-FM	2 WCKN-FM	2 WSSL-FM	2 WANS-FM
3 WYI-FM	3 WLWZ-FM	3 WCKZ-FM	3 WYI-FM	3 WCKZ-FM	3 WANS-FM	3 WSSL-FM
4 WESC-FM	4 WSSL-FM	4 WLWZ-FM	4 WLWZ-FM	4 WANS-FM	4 WESC-FM	4 WCKZ-FM
5 WSSL-FM	5 WCKN-FM	5 WCKN-FM	5 WCKN-FM	5 WLWZ-FM	5 WCKZ-FM	5 WCKN-FM
6 WCKN-FM	6 WFBC-FM	6 WSSL-FM	6 WSSL-FM	6 WSSL-FM	6 WSPA-FM	6 WLWZ-FM
7 WLWZ-FM	7 WKSF-FM	7 WSPA-FM	7 WFBC-FM	7 WFBC-FM	7 WFBC-FM	7 WESC-FM
8 WPJM-AM	8 WFBC-AM	8 WESC-FM	8 WESC-FM	8 WESC-FM	8 WLWZ-FM	8 WFBC-FM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 WESC-FM	1 WYI-FM	1 WYI-FM	1 WYI-FM	1 WSPA-FM	1 WSPA-FM	1 WSPA-FM
2 WSPA-FM	2 WESC-FM	2 WFBC-FM	2 WESC-FM	2 WESC-FM	2 WESC-FM	2 WESC-FM
3 WYI-FM	3 WSSL-FM	3 WESC-FM	3 WFBC-FM	3 WSSL-FM	3 WLWZ-FM	3 WSSL-FM
4 WSSL-FM	4 WESC-AM	4 WSPA-FM	4 WSSL-FM	4 WYI-FM	4 WSSL-FM	4 WLWZ-FM
5 WFBC-FM	5 WFBC-FM	5 WSSL-FM	5 WLWZ-FM	5 WJMG-FM	5 WYI-FM	5 WYI-FM
6 WSPA-AM	6 WLWZ-FM	6 WLWZ-FM	6 WSPA-FM	6 WBBO-FM	6 WFBC-FM	6 WFBC-FM
7 WPJM-AM	7 WCKN-FM	7 WPJM-AM	7 WESC-AM	7 WFBC-FM	7 WSPA-AM	7 WBBO-FM
8 WLWZ-FM	8 WBBO-FM	8 WCKN-FM	8 WCKN-FM	8 WLWZ-FM	8 WFBC-AM	8 WSPA-AM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary
 Metro: 119 HARRISBURG-LEBANON-CARLISLE, PA ARBITRON Rank: 074

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		W190	FA89	SU89	SP89	W189								
*WNNK-FM	CHR	15.3	19.6	17.0	19.0	19.9		104.1	B	22.5	22.5	725.1	Keymarket Communicat	HARRISBURG, PA
*WRKZ-FM	CTY	6.9	9.7	7.2	9.9	10.7	CP	106.7	B	14.0	14.0	928.5	Eastern Broadcasting	HERSHEY, PA
*WTPA-FM	AOR	6.7	6.6	6.3	6.6	5.8		93.5	A	0.8	0.8	620.1	QUAKER STATE BROADCA	MECHANICSBURG, PA
*WHP-AM	AC	6.4	5.9	5.4	6.1	8.7		580	III	5.0	5.0	DA-N	WHP, Inc.	HARRISBURG, PA
WNCE-FM	EZ	5.8	4.5	6.0	7.4	5.7		101.3	B	6.9	6.9	1289.4	Hall Communications	LANCASTER, PA
*WWKL-FM	OLD	5.3	3.6	4.6	2.9	3.1		94.9	B	25.0	24.5	698.8	Barnstable Broadcast	HARRISBURG, PA
*WXBB-FM	AC	5.0	3.6	6.3	4.8	4.9		97.3	B	17.0	17.0	839.9	WHP, Inc.	HARRISBURG, PA
WQXA-FM	CHR	4.8	5.6	3.9	2.8	2.3		105.7	B	25.0	25.0	705.4	HFG Media Group	YORK, PA
*WIMX-FM	AC	4.1	5.4	4.1	4.6	5.8	CP	99.3	A	1.1	1.1	528.2	McKenna Radio Statio	HARRISBURG, PA
*WHYL-AM	CTY	4.1	3.6	0.7	0.2	0.5		960	III	5.0	0.0	DA-D	Zeve Broadcasting Co	CARLISLE, PA
*WLBR-AM	AC	3.5	2.0	3.0	2.2	2.3		1270	III	5.0	1.0	DA-2	LEBANON BROADCASTING	LEBANONA, PA
WDAC-FM	REL	2.7	1.7	0.9	0.8	1.2		94.5	B	19.0	19.0	810.4	WDAC RADIO COMPANY	LANCASTER, PA
WHTF-FM	AOR	2.4	1.8	2.9	1.7	1.6		92.7	A	0.7	0.7	698.8	STARVIEW MEDIA, INC.	STARVIEW, PA
*WHYL-FM	CTY	2.0	2.6	2.9	3.9	2.5		102.3	A	3.0	2.8	328.1	Zeve Broadcasting Co	CARLISLE, PA
WARM-FM	AC	1.8	0.9	0.9	1.1	2.3		103.3	B	6.4	6.4	1305.8	Susquehanna Broadcas	YORK, PA
*WUFM-FM	AC	1.4	0.4	0.5	1.1	1.0		100.1	A	3.0	3.0	269.0	LEBANON BROADCASTING	LEBANON, PA
WYCR-FM	CHR	1.4	1.5	1.7	1.4	1.7		98.5	B	10.5	10.5	928.5	RADIO HANOVER, INC.	YORK-HANOVER, P
*WCMB-AM	OLD	1.3	1.8	2.4	2.4	1.4		1460	III	5.0	5.0	DA-N	McKenna Radio Statio	HARRISBURG, PA
*WKBO-AM	OLD	1.0	1.0	0.8	0.6	0.9		1230	IV	1.0	1.0	ND-U	Dame, J. Albert	HARRISBURG, PA
WLAN-FM	CHR	0.7	0.4	0.7	0.7	0.3		96.9	B	50.0	50.0	498.7	Altdoerffer Group	LANCASTER, PA
WGRX-FM	CR	0.6	0.6	1.4	0.6	1.2		100.7	B	16.0	16.0	859.6	Shamrock Communicati	WESTMINSTER, MD
WGCB-FM	REL	0.6	0.4	----	0.6	0.3		96.1	B	50.0	50.0	498.7	RED LION BROADCASTIN	RED LION, PA
*WHGB-AM	OLD	0.5	----	1.0	1.4	1.2		1400	IV	1.0	1.0	ND-U	Keymarket Communicat	HARRISBURG, PA
*WAHT-AM	AC	0.5	0.9	0.9	----	1.3		1510	II	5.0	0.0	DA-D	Valley Communication	ANNVILLE-CLEONA
*WWII-AM	OTH	0.3	0.4	----	----	----		720	II	2.0	0.0	ND-D	Hensley Broadcasting	SHIREMANSTOWN,
WGTY-FM	CTY	0.3	1.5	1.8	1.1	----	CP	107.7	B	16.0	16.0	849.7	TIMES & NEWS PUBLISH	GETTYSBURG, PA
WIOV-FM	CTY	----	1.0	0.3	0.5	----	CP	105.1	B	25.0	25.0	695.5	Brill Media	EPHRATA, PA
WQKX-FM	CHR	----	0.4	0.3	0.5	0.7		94.1	B	16.0	16.0	879.3	SUNBURY BROADCASTING	SUNBURY, PA
*WIOO-AM	AC	----	0.4	----	0.5	----		1000	II	1.0	0.0	ND-D	SWINDLER, HAROLD	CARLISLE, PA
WCTX-FM	BB	----	----	0.7	0.9	0.7		92.1	A	3.0	3.0	298.6	CLINTON BROADCASTING	PALMYRA, PA
WIKZ-FM	CHR	----	----	----	0.8	----		95.1	B	50.0	42.0	449.5	CHAMBERSBURG BROADCA	CHAMBERSBURG, P
WKSJ-FM	AC	----	----	----	0.7	----		102.7	B	53.0	0.0	1269.7	Dame, J. Albert	WILLIAMSPORT, P
WRFY-FM	CHR	----	----	----	0.5	----		102.5	B	19.0	19.0	807.1	US Radio, Ltd.	READING, PA
*WQIN-AM	AC	----	----	----	----	0.3		1290	III	1.0	0.0	ND-D	J.H. Zerbey Newspape	LYKENS, PA

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".
 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 119 HARRISBURG-LEBANON-CARLISLE, PA						ARBITRON Rank: 074		Demo: P 12+		Mon-Sun 6A-MID		TSL		
ADI : Harrisburg-York-Lancaster-Lebanon						US Region : MA		Rk.	Station	Share	AQH Per	Cume Per	HR:MN	T/O
Year	Pop (0+)	Hshlds	EBI	Retail Sls	Radio Rev	%RtSls	PerCap							
1986	580.9	222.8	7455532	4165367	10566.9	0.0025	18.19	1.	WNNK-FM	15.3	13500	175700	9:41	13.0
1987	584.5	224.5	8152126	4456142	11745.6	0.0026	20.10	2.	WRKZ-FM	6.9	6100	74300	10:21	12.2
1988	588.3	226.3	8920693	4790176	12696.5	0.0027	21.58	3.	WTPA-FM	6.7	5900	70100	10:36	11.9
1989	591.8	228.5	9706002	5202250	13789.0	0.0027	23.30	4.	WHP -AM	6.4	5600	68500	10:18	12.2
1990	595.0	230.8	10503869	5672854	15136.6	0.0027	25.44	5.	WNCE-FM	5.8	5100	64200	10:01	12.6
1991	598.0	233.3	11310106	6182479	16675.7	0.0027	27.88	6.	WWKL-FM	5.3	4700	48100	12:19	10.2
1992	601.0	235.9	12120530	6711613	18342.4	0.0027	30.52	7.	WXBB-FM	5.0	4400	54500	10:10	12.4
1993	604.8	238.6	12929380	7211267	20072.9	0.0028	33.19	8.	WQXA-FM	4.8	4200	72100	7:20	17.2
1994	608.5	241.2	13739168	7720360	21707.0	0.0028	35.67	9.	WIMX-FM	4.1	3600	65600	6:55	18.2
1995	612.3	243.8	14548956	8229453	23372.0	0.0028	38.17	10.	WHYL-AM	4.1	3600	41900	10:50	11.6
1996	616.1	246.4	15358745	8738545	25036.9	0.0029	40.64	11.	WLBR-AM	3.5	3100	40700	9:36	13.1
1997	619.8	249.0	16168533	9247638	26701.9	0.0029	43.08	12.	WDAC-FM	2.7	2400	30700	9:51	12.8
1998	623.6	251.7	16978321	9756731	28366.8	0.0029	45.49	13.	WHTF-FM	2.4	2100	36600	7:14	17.4
1999	627.4	254.3	17788109	10265824	30031.8	0.0029	47.87	14.	WHYL-FM	2.0	1800	29200	7:46	16.2
2000	631.1	256.9	18597897	10774917	31696.7	0.0029	50.22	15.	WARM-FM	1.8	1600	25700	7:51	16.1
								16.	WUFM-FM	1.4	1200	15400	9:49	12.8
								17.	WYCR-FM	1.4	1200	28500	5:18	23.8
								18.	WCMB-AM	1.3	1100	24500	5:39	22.3
								19.	WKBO-AM	1.0	900	16600	6:50	18.4
								20.	WLAN-FM	0.7	600	18800	4:01	31.3
								21.	WGRX-FM	0.6	500	14100	4:28	28.2
									WGCB-FM	0.6	500	8600	7:20	17.2
								23.	WHGB-AM	0.5	400	6800	7:25	17.0
									WAHT-AM	0.5	400	8800	5:44	22.0
								25.	WWII-AM	0.3	300	7900	4:47	26.3
									WGTY-FM	0.3	300	9800	3:51	32.7
								0.	TOT MKT	100.0	88000	475700	23:19	5.4

The Radio Marketplace

AM Home to Market	: 8	ARBITRON Market	: CONTINUOUS
FM Home to Market	: 8	Surveys	: Wi, Sp, Su, Fa
Tot Stations MSA Survey	: 26	Most Current Survey	: Winter 1990
Tot Listed Share Points	: 85.4		
Points Above Line	: 64.3		
Points Below Line	: 21.1		
Balance of Points	: 14.6		
Mean Points/AL Station	: 4.0		
Median Points/AL Station	: 3.8		
Revenue/AL Point	: 214,447		
Revenue/AL Mean Station	: 861,811		
AL -- Above Line (Home to Market)			

Demographics

12+ Tot Pop	: 497,200	100.0%
12+ Blk Pop	: 29,400	5.9%
12+ His Pop	: 5,100	1.0%
Median Age	: 33.9	
Eth Controls	: NO CONTROLS	

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	WNNK-FM	1	WTPA-FM	1	WNNK-FM	1	WNNK-FM
2	WRKZ-FM	2	WNNK-FM	2	WTPA-FM	2	WWKL-FM
3	WHP -AM	3	WHTF-FM	3	WQXA-FM	3	WTPA-FM
4	WTPA-FM	4	WQXA-FM	4	WIMX-FM	4	WRKZ-FM
5	WNCE-FM	5	WXBB-FM	5	WXBB-FM	5	WXBB-FM
6	WWKL-FM	6	WWKL-FM	6	WNCE-FM	6	WNCE-FM
7	WXBB-FM	7	WUFM-FM	7	WUFM-FM	7	WIMX-FM
8	WHYL-AM	8	WHYL-FM	8	WHTF-FM	8	WHP -AM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	WNNK-FM	1	WTPA-FM	1	WNNK-FM	1	WNNK-FM
2	WQXA-FM	2	WNNK-FM	2	WTPA-FM	2	WTPA-FM
3	WHTF-FM	3	WYCR-FM	3	WQXA-FM	3	WWKL-FM
	WTPA-FM	4	WHTF-FM	4	WXBB-FM	4	WTPA-FM
	WYCR-FM	5	WQXA-FM	5	WUFM-FM	5	WXBB-FM
6	WWKL-FM	6	WNCE-FM	6	WWKL-FM	6	WHP -AM
	WLAN-FM	7	WGRX-FM	7	WQXA-FM	7	WQXA-FM
8	WHGB-AM	8	WHP -AM	8	WHYL-FM	8	WUFM-FM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	WRKZ-FM	1	WWKL-FM	1	WNNK-FM	1	WNCE-FM
2	WNNK-FM	2	WNNK-FM	2	WNNK-FM	2	WRKZ-FM
3	WHP -AM	3	WRKZ-FM	3	WNCE-FM	3	WNNK-FM
4	WNCE-FM	4	WIMX-FM	4	WHP -AM	4	WHP -AM
5	WHYL-AM	5	WTPA-FM	5	WLBR-AM	5	WDAC-FM
6	WLBR-AM	6	WUFM-FM	6	WHYL-FM	6	WLBR-AM
7	WWKL-FM	7	WCMB-AM	7	WWKL-FM	7	WHYL-FM
8	WXBB-FM	8	WHP -AM	8	WIMX-FM	8	WHYL-AM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary
 Metro: 061 HARTFORD-NEW BRITAIN-MIDDLETOWN, CT ARBITRON Rank: 040

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FA89	SU89	SP89	WI89								
*WTIC-AM	AC	16.8	15.0	15.5	15.9	16.5		1080	I-B	50.0	50.0	DA-N	Chase Broadcasting,	HARTFORD, CT
*WTIC-FM	CHR	10.5	11.2	12.7	13.7	10.3		96.5	B	20.0	20.0	810.4	Chase Broadcasting,	HARTFORD, CT
WVYZ-FM	CTY	9.1	7.8	5.7	7.4	5.7	CP	92.5	B	17.0	17.0	849.7	WATR, Inc.	WATERBURY, CT
*WRCH-FM	EZ	8.2	7.6	8.0	9.0	9.4		100.5	B	7.5	7.5	1250.0	RADIO CORPORATION OF	NEW BRITAIN, CT
*WKSS-FM	CHR	5.8	5.3	5.9	4.0	4.8		95.7	B	16.5	16.5	879.3	Precision Media	HARTFORD-MERIDE
*WIOF-FM	AC	5.6	6.9	4.8	5.6	4.7		104.1	B	18.0	18.0	836.6	Merv Griffin Group	WATERBURY, CT
*WHCN-FM	CHR	5.5	5.8	5.8	6.1	6.4	CP	105.9	B	16.0	16.0	866.1	Beck-Ross Communicat	HARTFORD, CT
*WCCC-FM	AOR	4.9	5.8	6.6	5.1	6.1		106.9	B	23.0	23.0	731.6	Greater Hartford Com	HARTFORD, CT
*WDRC-FM	OLD	4.8	6.4	4.8	5.9	7.1		102.9	B	19.5	19.5	810.4	Buckley Broadcasting	HARTFORD, CT
*WPOP-AM	NTK	3.3	2.6	2.5	1.9	2.4		1410	III	5.0	5.0	DA-2	Merv Griffin Group	HARTFORD, CT
WPLR-FM	AOR	1.8	1.0	0.9	1.1	1.2		99.1	B	14.0	14.0	951.4	Southern Starr Broad	NEW HAVEN, CT
WAQY-FM	AOR	1.8	1.6	1.5	2.1	1.2		102.1	B	17.0	17.0	780.8	Sunshine Group Broad	SPRINGFIELD, MA
*WNEZ-AM	OLD	1.8	2.1	1.7	3.1	4.1		910	III	5.0	5.0	ND-U	RADIO CORPORATION OF	NEW BRITAIN, CT
WFAN-AM	SPT	1.2	0.7	0.9	0.4	0.4		660	I-A	50.0	50.0	DA-1	Emmis Broadcasting	NEW YORK, NY
*WDRC-AM	OLD	1.2	1.8	1.2	1.0	1.2		1360	III	5.0	5.0	DA-N	Buckley Broadcasting	HARTFORD, CT
WKCI-FM	CHR	1.2	1.1	1.1	1.4	1.8		101.3	B	10.0	10.0	1069.6	Noble Broadcast Grou	HAMDEN, CT
*WLVA-AM	CTY	0.8	0.5	----	----	----		1230	IV	1.0	1.0	DA-1	Sage Broadcasting Co	MANCHESTER, CT
WMAS-FM	AC	0.7	0.7	0.5	0.5	0.4		94.7	B	50.0	50.0	193.6	Lappin Communication	SPRINGFIELD, MA
*WBIS-AM	AC	0.5	----	----	----	----		1120	II	1.0	0.5	DA-N	Connecticut Communic	BRISTOL, CT
WHYN-FM	AC	0.5	0.3	0.4	1.1	0.8		93.1	B	8.9	8.9	1000.7	Wilks-Schwartz Broad	SPRINGFIELD, MA
WEZN-FM	AC	0.4	----	----	----	0.4		99.9	B	27.5	27.5	669.3	NewCity Communicatio	BRIDGEPORT, CT
WVRX-FM	CR	0.3	0.6	----	----	----	CP	103.7	B	37.0	37.0	567.6	Bear Broadcasting Co	WESTERLY, RI
*WCNX-AM	AC	0.3	----	----	----	----		1150	III	2.5	0.1	ND-U	Jan Peek Communicati	MIDDLETOWN, CT
*WKND-AM	URB	0.3	----	0.9	0.5	1.0		620	III	0.5	1.0	DA-D	Hartcom Incorporatio	WINDSOR, CT
*WRYM-AM	SPN	0.3	0.6	----	----	0.6		840	II	1.0	0.0	ND-D	Hartford County Broa	NEW BRITAIN, CT
*WCCC-AM	AOR	0.1	0.1	0.0	0.2	0.4		1290	III	0.5	0.0	ND-D	Greater Hartford Com	HARTFORD, CT
*WLVA-FM	OTH	----	1.1	1.5	0.7	----		93.7	B	21.0	21.0	780.8	Multi Market Communi	HARTFORD, CT
WCBS-AM	NWS	----	0.4	0.5	0.6	----		880	I-A	50.0	50.0	ND-U	CBS Incorporated	NEW YORK, NY
WCTY-FM	CTY	----	0.3	----	0.3	----		97.7	A	3.0	3.0	298.6	Hall Communications	NORWICH, CT
*WILI-FM	CHR	----	----	0.3	----	----		98.3	A	1.0	1.0	524.9	NUTMEG BCG CO INC	WILLIMANTIC, CT
*WMMW-AM	MOR	----	----	----	0.5	----		1470	III	2.5	2.0	DA-2	AM RADIO INC.	MERIDEN, CT
WOR-AM	TLK	----	----	----	0.3	----		710	I-B	50.0	50.0	DA-1	Buckley Broadcasting	NEW YORK, NY

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".
 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 061 HARTFORD-NEW BRITAIN-MIDDLETOWN, CT

ARBITRON Rank: 040-Demo: P 12+ Mon-Sun 6A-MID

ADI : Hartford-New Haven

US Region : NE

Year	Pop (0+)	HsHlds (000)	EBI (\$000)	Retail Sls (\$000)	Radio Rev (\$000)	%RtSls	PerCap	Rk.	Station	Share	AQH Per	Cume Per	HR:MN	T/O
1986	1070.8	394.3	16521679	8268223	31049.7	0.0038	29.00	1.	WTIC-AM	16.8	29600	308100	12:06	10.4
1987	1076.9	399.0	18123149	8451476	36212.3	0.0043	33.63	2.	WTIC-FM	10.5	18600	280800	8:21	15.1
1988	1079.9	402.4	19759993	8739356	37140.6	0.0042	34.39	3.	WVYZ-FM	9.1	16000	151500	13:18	9.5
1989	1084.7	406.4	21396800	9387994	38598.9	0.0041	35.58	4.	WRCH-FM	8.2	14500	170900	10:41	11.8
1990	1091.0	410.7	23033578	10307202	41884.7	0.0041	38.39	5.	WKSS-FM	5.8	10200	193800	6:38	19.0
1991	1098.2	415.3	24670338	11406789	46541.1	0.0041	42.38	6.	WIOF-FM	5.6	9800	153200	8:04	15.6
1992	1105.8	420.0	26307088	12596566	52111.2	0.0041	47.13	7.	WHCN-FM	5.5	9700	159500	7:40	16.4
1993	1113.9	424.6	27944148	13699143	58138.2	0.0042	52.20	8.	WCCC-FM	4.9	8700	146800	7:28	16.9
1994	1121.8	429.2	29580749	14828374	63723.5	0.0043	56.81	9.	WDRC-FM	4.8	8500	156200	6:51	18.4
1995	1129.7	433.7	31217351	15957605	69443.8	0.0044	61.47	10.	WPOP-AM	3.3	5800	102500	7:08	17.7
1996	1137.6	438.3	32853953	17086835	75164.1	0.0044	66.07	11.	WPLR-FM	1.8	3200	70400	5:44	22.0
1997	1145.5	442.9	34490555	18216066	80884.4	0.0044	70.61	12.	WAQY-FM	1.8	3100	78400	4:59	25.3
1998	1153.5	447.5	36127156	19345297	86604.7	0.0045	75.08	14.	WNEZ-AM	1.8	3100	40800	9:34	13.2
1999	1161.4	452.1	37763758	20474528	92324.9	0.0045	79.50	15.	WFAN-AM	1.2	2200	40100	6:55	18.2
2000	1169.3	456.7	39400360	21603758	98045.2	0.0045	83.85	16.	WDRC-AM	1.2	2100	41800	6:20	19.9
								17.	WKCI-FM	1.2	2100	64400	4:07	30.7
								18.	WLVH-AM	0.8	1400	15800	11:10	11.3
								19.	WMAS-FM	0.7	1200	23900	6:20	19.9
								20.	WBIS-AM	0.5	800	10400	9:42	13.0
								21.	WHYN-FM	0.5	800	17800	5:40	22.2
								22.	WEZN-FM	0.4	700	11500	7:40	16.4
								23.	WVRX-FM	0.3	600	12100	6:15	20.2
								24.	WCNX-AM	0.3	600	16200	4:40	27.0
								25.	WKND-AM	0.3	500	11800	5:20	23.6
								26.	WRYM-AM	0.3	500	7600	8:17	15.2
								27.	WCCC-AM	0.1	100	5700	2:13	57.0
								0.	TOT MKT	100.0	176400	940100	23:39	5.3

The Radio Marketplace

AM Home to Market	: 10	ARBITRON Market	: CONTINUOUS
FM Home to Market	: 7	Surveys	: Wi, Sp, Su, Fa
Tot Stations MSA Survey	: 26	Most Current Survey	: Winter 1990
Tot Listed Share Points	: 87.7		
Points Above Line	: 70.7		
Points Below Line	: 17.0		
Balance of Points	: 12.3		
Mean Points/AL Station	: 4.2		
Median Points/AL Station	: 3.3		
Revenue/AL Point	: 545,953		
Revenue/AL Mean Station	: 2,270,522		
AL -- Above Line (Home to Market)			

Demographics

12+ Tot Pop	: 982,400	100.0%
12+ Blk Pop	: 64,000	6.5%
12+ His Pop	: 34,900	3.6%
Median Age	: 33.9	
Eth Controls	: NO CONTROLS	

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	WTIC-AM	1	WHCN-FM	1	WTIC-FM	1	WVYZ-FM
2	WVYZ-FM	2	WCCC-FM	2	WHCN-FM	2	WTIC-AM
3	WTIC-FM	3	WTIC-FM	3	WRCH-FM	3	WTIC-FM
4	WRCH-FM	4	WKSS-FM	4	WTIC-AM	4	WRCH-FM
5	WIOF-FM	5	WVYZ-FM	5	WCCC-FM	5	WIOF-FM
6	WHCN-FM	6	WRCH-FM	6	WIOF-FM	6	WHCN-FM
7	WDRC-FM	7	WPLR-FM	7	WTIC-FM	7	WDRC-FM
8	WCCC-FM	8	WAQY-FM	8	WDRC-FM	8	WCCC-FM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	WTIC-FM	1	WTIC-FM	1	WHCN-FM	1	WHCN-FM
2	WKSS-FM	2	WHCN-FM	2	WCCC-FM	2	WTIC-FM
3	WCCC-FM	3	WKSS-FM	3	WVYZ-FM	3	WCCC-FM
4	WAQY-FM	4	WCCC-FM	4	WRCH-FM	4	WVYZ-FM
5	WHCN-FM	5	WAQY-FM	5	WTIC-FM	5	WIOF-FM
6	WKCI-FM	6	WPLR-FM	6	WKSS-FM	6	WRCH-FM
7	WTIC-AM	7	WIOF-FM	7	WPLR-FM	7	WKSS-FM
8	WDRC-FM	8	WDRC-FM	8	WIOF-FM	8	WDRC-FM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	WTIC-AM	1	WVYZ-FM	1	WTIC-AM	1	WTIC-AM
2	WVYZ-FM	2	WHCN-FM	2	WRCH-FM	2	WVYZ-FM
3	WRCH-FM	3	WDRC-FM	3	WVYZ-FM	3	WRCH-FM
4	WTIC-FM	4	WTIC-AM	4	WIOF-FM	4	WIOF-FM
5	WDRC-FM	5	WRCH-FM	5	WTIC-FM	5	WTIC-FM
6	WIOF-FM	6	WPOP-AM	6	WPOP-AM	6	WDRC-FM
7	WPOP-AM	7	WTIC-FM	7	WDRC-FM	7	WKSS-FM
8	WNEZ-AM	8	WIOF-FM	8	WNEZ-AM	8	WPOP-AM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary
 Metro: 099 HONOLULU, HI ARBITRON Rank: 056

Station	Fmt	ARBITRON		12+ Metro Shares			CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		W190	FA89	SU89	SP89	W189								
*KSSK-AM	AC	11.9	9.8	13.0	9.2	8.8		590	III	7.5	5.0	ND-U	Bedford Broadcasting	HONOLULU, HI
*KQMQ-FM	CHR	10.1	10.9	9.0	11.9	12.5		93.1	C1	54.0	54.0	-118.1	Northpark Media, Inc	HONOLULU, HI
*KIKI-FM	CHR	9.4	10.2	9.8	10.5	9.2		93.9	C1	100.0	100.0	-144.4	Henry Broadcasting	HONOLULU, HI
*KSSK-FM	CHR	9.1	7.2	7.2	4.7	6.5		92.3	C	100.0	100.0	1948.8	Bedford Broadcasting	WAIPAHU, HI
*KPOI-FM	AOR	7.8	4.9	6.0	6.5	6.3		97.5	C1	80.0	80.0	45.9	Kilohanna Broadcasti	HONOLULU, HI
*KUMU-FM	EZ	6.7	8.5	8.0	10.1	10.1		94.7	C1	100.0	100.0	78.7	John Hutton Corporat	HONOLULU, HI
*KRTR-FM	AC	6.4	6.8	7.9	8.3	5.8	CP	96.3	C	50.0	50.0	2139.1	Mount Wilson FM Broa	KAILUA, HI
*KCCN-AM	ETH	4.5	4.4	5.1	7.1	6.3		1420	III	5.0	5.0	ND-U	Glascoock, B. J.	HONOLULU, HI
*KHFX-FM	CR	4.2	4.5	3.0	2.1	2.7	CP	105.1	C	100.0	81.0	1965.2	RLS Radio, Inc.	HONOLULU, HI
*KHHH-FM	NAC	3.2	4.2	3.4	2.7	3.3	CP	98.5	C1	100.0	100.0	-278.9	KHVH, INC.	HONOLULU, HI
*KGU -AM	NTK	3.2	2.5	2.6	2.8	2.8		760	II	10.0	10.0	ND-U	Givens Organization	HONOLULU, HI
*KIKI-AM	OLD	3.0	3.1	3.2	4.1	5.1		830	II	10.0	10.0	ND-U	Henry Broadcasting	HONOLULU, HI
*KHVH-AM	NWS	2.6	4.0	4.1	3.5	3.8		990	II	5.0	5.0	ND-U	KHVH, INC.	HONOLULU, HI
*KQMQ-AM	CHR	2.5	1.5	2.9	1.7	2.1		690	II	10.0	10.0	ND-U	Northpark Media, Inc	HONOLULU, HI
*KAIM-FM	REL	1.8	1.2	0.7	0.8	0.8		95.5	C1	100.0	100.0	-23.0	Christian Broadcasti	HONOLULU, HI
*KDEO-FM	CTY	1.7	2.4	1.4	2.4	1.3	CP	102.7	C	61.0	60.0	1893.0	Loew Broadcasting Co	WAIPAHU, HI
*KZOO-AM	ETH	1.4	0.9	1.0	0.5	0.6		1210	II	1.0	1.0	ND-U	Polynesian Broadcast	HONOLULU, HI
*KUMU-AM	EZ	1.3	2.3	1.6	2.9	2.7		1500	II	10.0	10.0	ND-U	John Hutton Corporat	HONOLULU, HI
*KOHO-AM	ETH	1.0	0.5	1.3	1.1	1.0		1170	II	5.0	5.0	ND-U	Hawaiian Times, Ltd.	HONOLULU, HI
*KDEO-AM	CTY	0.7	1.5	1.1	1.5	1.3		940	II	10.0	10.0	ND-U	Loew Broadcasting Co	WAIPAHU, HI
*KWAI-AM	MOR	0.6	0.7	0.9	0.5	1.1		1080	II	5.0	5.0	DA-1	Wagenvoord, David	HONOLULU, HI
*KLHT-AM	REL	0.6	----	0.3	0.8	0.6		1040	II	10.0	10.0	DA-1	Calvary Chapel of Ho	HONOLULU, HI
*KNDI-AM	REL	0.5	0.8	0.8	0.8	0.7		1270	III	5.0	5.0	ND-U	Jona, Leona	HONOLULU, HI
*KISA-AM	ETH	0.5	----	----	----	0.3		1540	II	5.0	5.0	ND-D	Manayan Ventures, In	HONOLULU, HI
*KAIM-AM	REL	----	0.4	0.7	----	0.3		870	II	50.0	50.0	DA-2	Christian Broadcasti	HONOLULU, HI

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 099 HONOLULU, HI

ARBITRON Rank: 056-Demo: P 12+

Mon-Sun 6A-MID

TSL

Year	Pop (0+)	HsHlds	EBI	Retail Sls	Radio Rev	Radio Rev %RtsSls	PerCap	Rk.	Station	Share	AQH Per	Cume Per	HR:MN	T/O
1986	830.3	258.5	10815751	5107706	17201.5	0.0034	20.72	1.	KSSK-AM	11.9	14500	149900	12:11	10.3
1987	836.2	262.2	11745549	5567310	17524.9	0.0031	20.96	2.	KQMQ-FM	10.1	12300	181700	8:32	14.8
1988	843.6	266.3	12843306	6135595	19172.7	0.0031	22.73	3.	KIKI-FM	9.4	11500	148000	9:47	12.9
1989	851.1	270.3	14026436	6714846	21210.1	0.0032	24.92	4.	KSSK-FM	9.1	11100	155200	9:01	14.0
1990	858.6	274.2	15273596	7302319	23286.9	0.0032	27.12	5.	KPOI-FM	7.8	9500	103500	11:34	10.9
1991	866.1	278.1	16563443	7895276	25393.1	0.0032	29.32	6.	KUMU-FM	6.7	8100	87100	11:43	10.8
1992	873.6	281.9	17874633	8490973	27519.0	0.0032	31.50	7.	KRTR-FM	6.4	7800	103600	9:29	13.3
1993	882.6	286.3	19159277	9058486	29654.7	0.0033	33.60	8.	KCCN-AM	4.5	5500	78500	8:50	14.3
1994	891.4	290.7	20450654	9630881	31689.4	0.0033	35.55	9.	KHFX-FM	4.2	5100	63000	10:12	12.4
1995	900.3	295.1	21742031	10203275	33741.6	0.0033	37.48	10.	KGU -AM	3.2	3900	45400	10:49	11.6
1996	909.1	299.5	23033408	10775670	35793.8	0.0033	39.37	11.	KKI-FM	3.0	3600	46100	9:50	12.8
1997	918.0	303.8	24324786	11348064	37845.9	0.0033	41.23	12.	KVH-AM	2.6	3200	63200	6:23	19.7
1998	926.8	308.2	25616163	11920458	39898.1	0.0033	43.05	13.	KQMQ-AM	2.5	3000	49500	7:38	16.5
1999	935.6	312.6	26907540	12492853	41950.3	0.0034	44.84	14.	KAIM-FM	1.8	2200	22600	12:16	10.3
2000	944.5	316.9	28198918	13065247	44002.4	0.0034	46.59	15.	KDEO-FM	1.7	2100	35900	7:22	17.1
								16.	KZOO-AM	1.4	1700	13300	16:06	7.8
								17.	KUMU-AM	1.3	1600	34700	5:49	21.7
								18.	KOHO-AM	1.0	1200	12000	12:36	10.0
								19.	KDEO-AM	0.7	900	22300	5:05	24.8
								20.	KWAI-AM	0.6	700	15000	5:53	21.4
								21.	KLHT-AM	0.6	700	14600	6:02	20.9
								22.	KNDI-AM	0.5	600	9500	7:57	15.8
								23.	KISA-AM	0.5	600	6800	11:07	11.3
								0.	TOT MKT	100.0	121800	647000	23:43	5.3

The Radio Marketplace

AM Home to Market	: 14	ARBITRON Market	: CONTINUOUS
FM Home to Market	: 10	Surveys	: Wi, Sp, Su, Fa
Tot Stations MSA Survey	: 24	Most Current Survey	: Winter 1990
Tot Listed Share Points	: 94.7		
Points Above Line	: 94.7		
Points Below Line	: 0.0		
Balance of Points	: 5.3		
Mean Points/AL Station	: 3.9		
Median Points/AL Station	: 2.8		
Revenue/AL Point	: 223,972		
Revenue/AL Mean Station	: 883,756		
AL -- Above Line (Home to Market)			

Demographics

12+ Tot Pop	: 697,400	100.0%
12+ Blk Pop	: 12,200	1.7%
12+ His Pop	: 44,300	6.4%
Median Age	: 30.3	
Eth Controls	: NO CONTROLS	

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54							
Rank	Station	Rank	Station	Rank	Station	Rank							
1	KSSK-AM	1	KPOI-FM	1	KQMQ-FM	1	KQMQ-FM	1	KPOI-FM	1	KSSK-AM	1	KSSK-AM
2	KQMQ-FM	2	KQMQ-FM	2	KIKI-FM	2	KPOI-FM	2	KSSK-AM	2	KQMQ-FM	2	KSSK-FM
3	KSSK-FM	3	KIKI-FM	3	KSSK-FM	3	KIKI-FM	3	KSSK-FM	3	KSSK-FM	3	KPOI-FM
4	KPOI-FM	4	KRTR-FM	4	KRTR-FM	4	KSSK-FM	4	KHHH-FM	4	KUMU-FM	4	KQMQ-FM
5	KUMU-FM	5	KHFX-FM	5	KPOI-FM	5	KRTR-FM	5	KRTR-FM	5	KRTR-FM	5	KRTR-FM
6	KIKI-FM	6	KSSK-FM	6	KHFX-FM	6	KHFX-FM	6	KQMQ-FM	6	KIKI-FM	6	KUMU-FM
7	KRTR-FM	7	KHHH-FM	7	KSSK-AM	7	KSSK-AM	7	KHFX-FM	7	KPOI-FM	7	KHHH-FM
8	KCCN-AM	8	KSSK-AM	8	KQMQ-AM	8	KHHH-FM	8	KIKI-FM	8	KIKI-AM	8	KIKI-FM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34							
Rank	Station	Rank	Station	Rank	Station	Rank							
1	KIKI-FM	1	KQMQ-FM	1	KIKI-FM	1	KQMQ-FM	1	KPOI-FM	1	KQMQ-FM	1	KPOI-FM
2	KQMQ-FM	2	KIKI-FM	2	KQMQ-FM	2	KIKI-FM	2	KRTR-FM	2	KSSK-FM	2	KQMQ-FM
3	KSSK-AM	3	KPOI-FM	3	KSSK-FM	3	KPOI-FM	3	KSSK-FM	3	KRTR-FM	3	KSSK-FM
4	KSSK-FM	4	KHFX-FM	4	KRTR-FM	4	KRTR-FM	4	KHHH-FM	4	KPOI-FM	4	KRTR-FM
5	KRTR-FM	5	KRTR-FM	5	KPOI-FM	5	KSSK-FM	5	KHFX-FM	5	KSSK-AM	5	KHFX-FM
6	KQMQ-AM	6	KSSK-AM	6	KHFX-FM	6	KHFX-FM	6	KQMQ-FM	6	KIKI-FM	6	KIKI-FM
7	KPOI-FM	7	KSSK-FM	7	KQMQ-AM	7	KSSK-AM	7	KIKI-FM	7	KHFX-FM	7	KSSK-AM
8	KCCN-AM	8	KDEO-FM	8	KAIM-FM	8	KQMQ-AM	8	KSSK-AM	8	KIKI-AM	8	KHHH-FM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54							
Rank	Station	Rank	Station	Rank	Station	Rank							
1	KSSK-AM	1	KPOI-FM	1	KSSK-AM	1	KSSK-AM	1	KSSK-AM	1	KSSK-AM	1	KSSK-AM
2	KUMU-FM	2	KSSK-AM	2	KUMU-FM	2	KSSK-FM	2	KSSK-FM	2	KUMU-FM	2	KUMU-FM
3	KSSK-FM	3	KSSK-FM	3	KSSK-FM	3	KUMU-FM	3	KUMU-FM	3	KCCN-AM	3	KSSK-FM
4	KCCN-AM	4	KHHH-FM	4	KQMQ-FM	4	KPOI-FM	4	KCCN-AM	4	KSSK-FM	4	KCCN-AM
5	KGU -AM	5	KCCN-AM	5	KIKI-AM	5	KQMQ-FM	5	KIKI-AM	5	KGU -AM	5	KRTR-FM
6	KVH-AM	6	KUMU-FM	6	KRTR-FM	6	KHHH-FM	6	KQMQ-FM	6	KUMU-AM	6	KGU -AM
7	KIKI-AM	7	KHFX-FM	7	KHHH-FM	7	KIKI-AM	7	KIKI-FM	7	KRTR-FM	7	KIKI-FM
8	KQMQ-FM	8	KQMQ-FM	8	KIKI-FM	8	KRTR-FM	8	KVH-AM	8	KQMQ-AM	8	KQMQ-FM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary
 Metro: 033 HOUSTON-GALVESTON, TX ARBITRON Rank: 010

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		W190	F89	SU89	SP89	W189								
*KILT-FM	CTY	8.6	7.3	7.5	8.2	6.4		100.3	C	95.0	95.0	1919.3	Westinghouse Broadca	HOUSTON, TX
*KIKK-FM	CTY	7.7	7.1	6.9	6.5	8.8		95.7	C	95.0	95.0	1919.3	Viacom Broadcasting	HOUSTON, TX
*KMJQ-FM	URB	7.7	8.1	8.6	9.1	8.8		102.1	C	100.0	100.0	1719.2	Noble Broadcast Grou	HOUSTON, TX
*KLOL-FM	AOR	7.6	5.8	5.0	7.0	4.3		101.1	C	95.0	95.0	1919.3	Jacor Communications	HOUSTON, TX
*KODA-FM	AC	5.3	5.6	5.0	5.9	5.3		99.1	C	95.0	95.0	1919.3	Evergreen Media	HOUSTON, TX
*KLTR-FM	AC	5.2	6.2	5.5	4.2	3.7	CP	93.7	C	100.0	100.0	1719.2	CBS Incorporated	HOUSTON, TX
*KTRH-AM	NWS	5.1	5.0	5.9	5.8	6.0		740	II	50.0	50.0	DA-1	Jacor Communications	HOUSTON, TX
*KQUE-FM	BB	4.5	3.2	3.7	3.8	4.8	CP	102.9	C	100.0	100.0	984.3	Texas Coast Broadcas	HOUSTON, TX
*KKBQ-FM	CHR	3.9	5.8	6.4	6.5	6.2		92.9	C	97.0	97.0	1919.3	Gannett Company	PASADENA, TX
*KRBE-FM	CHR	3.7	3.5	4.6	5.5	5.8		104.1	C	95.0	95.0	1919.3	Susquehanna Broadcas	HOUSTON, TX
*KZFX-FM	CR	3.4	3.5	3.5	3.3	4.3		107.5	C	95.0	95.0	1971.8	Shamrock Broadcastin	LAKE JACKSON, T
*KLDE-FM	OLD	3.4	3.5	3.2	2.9	2.9		94.5	C	95.0	95.0	1919.3	Entercom	HOUSTON, TX
*KFMK-FM	CH	2.9	2.2	3.5	3.6	2.8		97.9	C	95.0	95.0	1919.3	Cook Inlet Radio Par	HOUSTON, TX
*KPRC-AM	NTK	2.9	2.8	3.2	2.3	2.8		950	III	5.0	5.0	DA-N	H & C Communications	HOUSTON, TX
*KNRJ-FM	CHR	2.7	2.6	3.3	3.2	2.5		96.5	C	97.0	97.0	1919.3	Nationwide Communica	HOUSTON, TX
*KHYS-FM	URB	2.4	2.2	1.4	1.3	----	CP	98.5	C	100.0	100.0	1952.1	Clear Channel Commun	PORT ARTHUR, TX
*KQOK-FM	CHR	1.4	1.3	0.6	0.4	0.5	CP	106.5	C	100.0	100.0	1476.4	Marr Broadcasting Co	GALVESTON, TX
*KLAT-AM	SPN	1.1	1.7	1.0	0.8	1.8		1010	II	5.0	5.0	DA-2	Tichenor Media Syste	HOUSTON, TX
*KYOK-AM	OLD	1.0	1.0	1.0	1.2	1.4		1590	III	5.0	5.0	DA-N	Noble Broadcast Grou	HOUSTON, TX
*KXYZ-AM	SPN	1.0	1.5	1.1	1.5	1.0		1320	III	5.0	5.0	DA-N	Infinity Broadcastin	HOUSTON, TX
*KWWJ-AM	REL	1.0	1.1	0.4	0.7	0.5		1360	III	1.0	1.0	DA-2	Wheeler, Mel	BAYTOWN, TX
*KHCB-FM	REL	0.8	1.3	1.0	1.2	0.8		105.7	C	100.0	100.0	1614.2	Houston Christian Br	HOUSTON, TX
*KCOH-AM	URB	0.8	0.9	1.5	0.8	1.5		1430	III	5.0	0.0	ND-D	KCOH, Inc.	HOUSTON, TX
*KEYH-AM	SPN	0.8	1.3	0.3	0.6	0.7		850	II	10.0	0.0	DA-D	Artlite Broadcasting	HOUSTON, TX
*KILT-AM	CTY	0.7	0.7	0.7	0.9	0.8		610	III	5.0	5.0	DA-2	Westinghouse Broadca	HOUSTON, TX
*KYST-AM	CHR	0.7	----	0.4	----	0.7		920	III	5.0	1.0	DA-2	VelComm Corporation	TEXAS CITY, TX
*KIKK-AM	CTY	0.6	0.7	0.3	0.6	0.6		650	II	0.3	0.0	ND-D	Viacom Broadcasting	PASADENA, TX
*KRTS-FM	CL	0.6	----	0.4	----	0.4	CP	92.1	C2	33.0	33.0	603.7	KRTS, Inc.	SEABROOK, TX
*KJOJ-FM	REL	0.6	0.4	0.6	----	0.7	CP	106.9	C	95.0	95.0	1128.6	US Radio, Ltd.	CONROE, TX
*KLVL-AM	SPN	0.5	1.1	0.3	----	0.6		1480	III	1.0	50.0	DA-D	Morales, Felix H.	PASADENA, TX
*KKZR-AM	CHR	0.5	0.4	0.9	0.5	0.8		1070	II	10.0	5.0	DA-2	Susquehanna Broadcas	HOUSTON, TX
*KSEV-AM	MOR	0.3	----	----	----	----		700	II	2.5	1.0	DA-2	Sellers, W. Harold	TOMBALL, TX
*KKBQ-AM	CHR	0.1	0.4	0.3	0.1	0.3		790	III	5.0	5.0	DA-2	Gannett Company	HOUSTON, TX
*KNUZ-AM	OLD	----	0.3	0.4	0.5	0.5		1230	IV	1.0	1.0	ND-U	Texas Coast Broadcas	HOUSTON, TX
*KTEK-AM	REL	----	----	----	----	0.3		1110	II	2.5	0.0	DA-D	Marsh Broadcasting	ALVIN, TX

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".
 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 033 HOUSTON-GALVESTON, TX				ARBITRON Rank: 010-Demo: P 12+				Mon-Sun 6A-MID			TSL			
ADI : Houston				US Region : WSC				Rk.	Station	Share	AQH Per	Cume Per	HR:MN	T/O
Year	(000) Pop (0+)	(000) HsHlds	(\$000) EBI	(\$000) Retail Sls	(\$000) Radio Rev	%RtSls	PerCap							
1986	3656.9	1325.9	49036979	24091990	110268.5	0.0046	30.15	1. KILT-FM	8.6	45800	556100	10:23	12.1	
1987	3657.4	1328.1	48962629	25237709	111490.3	0.0044	30.48	2. KIKK-FM	7.7	41500	540300	9:41	13.0	
1988	3670.1	1336.0	50627703	26874567	118160.6	0.0044	32.20	3. KMJQ-FM	7.7	41000	392300	13:10	9.6	
1989	3700.2	1350.3	54306929	28708450	127690.2	0.0044	34.51	4. KLOL-FM	7.6	40800	497600	10:20	12.2	
1990	3743.4	1369.5	59496770	30690101	138367.0	0.0045	36.96	5. KODA-FM	5.3	28600	334500	10:46	11.7	
1991	3795.3	1391.9	65693686	32770266	149904.0	0.0046	39.50	6. KLTR-FM	5.2	27800	396900	8:50	14.3	
1992	3851.6	1416.0	72394141	34899686	162014.6	0.0046	42.06	7. KTRH-AM	5.1	27500	459700	7:32	16.7	
1993	3910.2	1440.9	78800435	36470919	174411.9	0.0048	44.60	8. KQUE-FM	4.5	24000	245600	12:19	10.2	
1994	3969.1	1466.1	85298750	38105364	183559.5	0.0048	46.25	9. KKBO-FM	3.9	21000	469100	5:38	22.3	
1995	4028.0	1491.4	91797065	39739809	193075.2	0.0049	47.93	10. KRBE-FM	3.7	19700	460300	5:24	23.4	
1996	4087.0	1516.6	98295381	41374254	202590.8	0.0049	49.57	11. KZFX-FM	3.4	18400	312300	7:25	17.0	
1997	4145.9	1541.9	104793696	43008699	212106.4	0.0049	51.16	12. KLDE-FM	3.4	18200	314300	7:18	17.3	
1998	4204.8	1567.1	111292012	44643144	221622.0	0.0050	52.71	13. KFMC-FM	2.9	15600	260600	7:33	16.7	
1999	4263.8	1592.3	117790327	46277589	231137.7	0.0050	54.21	14. KPRC-AM	2.9	15600	249000	7:54	16.0	
2000	4322.7	1617.6	124288643	47912034	240653.3	0.0050	55.67	15. KNRJ-FM	2.7	14400	282800	6:25	19.6	
								16. KHYS-FM	2.4	12900	246800	6:35	19.1	
								17. KQKQ-FM	1.4	7600	96900	9:53	12.7	
								18. KLAT-AM	1.1	5900	98200	7:34	16.6	
								19. KYOK-AM	1.0	5600	93400	7:33	16.7	
								20. KXYZ-AM	1.0	5500	83600	8:17	15.2	
								21. KWJW-AM	1.0	5400	37600	18:06	7.0	
								22. KHCB-FM	0.8	4500	87300	6:30	19.4	
								23. KCOH-AM	0.8	4300	68700	7:53	16.0	
								24. KEYH-AM	0.8	4200	42800	12:22	10.2	
								25. KILT-AM	0.7	4000	79100	6:22	19.8	
								26. KYST-AM	0.7	3700	37000	12:36	10.0	
								27. KIKK-AM	0.6	3400	50500	8:29	14.9	
								28. KRTS-FM	0.6	3400	56000	7:39	16.5	
								29. KJOJ-FM	0.6	3100	52500	7:26	16.9	
								30. KLVN-AM	0.5	2800	67600	5:13	24.1	
								0. TOT MKT	100.0	535500	2793700	24:09	5.2	

The Radio Marketplace

AM Home to Market	: 15	ARBITRON Market	: CONTINUOUS
FM Home to Market	: 18	Surveys	: Wi, Sp, Su, Fa
Tot Stations MSA Survey	: 33	Most Current Survey	: Winter 1990
Tot Listed Share Points	: 89.5		
Points Above Line	: 89.5		
Points Below Line	: 0.0		
Balance of Points	: 10.5		
Mean Points/AL Station	: 2.7		
Median Points/AL Station	: 1.4		
Revenue/AL Point	: 1,426,706		
Revenue/AL Mean Station	: 3,869,400		
AL -- Above Line (Home to Market)			

Demographics

12+ Tot Pop	: 2,930,100	100.0%
12+ Blk Pop	: 518,200	17.7%
12+ His Pop	: 482,900	16.5%
Median Age	: 31.8	
Eth Controls	: BLACK & HISPANIC	

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54					
Rank	Station	Rank	Station	Rank	Station	Rank					
1	KILT-FM	1	KLOL-FM	1	KMJQ-FM	1	KLOL-FM	1	KMJQ-FM	1	KILT-FM
2	KIKK-FM	2	KZFX-FM	2	KLTR-FM	2	KMJQ-FM	2	KIKK-FM	2	KIKK-FM
3	KLOL-FM	3	KILT-FM	3	KIKK-FM	3	KILT-FM	3	KILT-FM	3	KLOL-FM
4	KMJQ-FM	4	KIKK-FM	4	KILT-FM	4	KIKK-FM	4	KZFX-FM	4	KMJQ-FM
5	KODA-FM	5	KMJQ-FM	5	KLOL-FM	5	KLTR-FM	5	KTRH-AM	5	KLTR-FM
6	KLTR-FM	6	KLTR-FM	6	KKBO-FM	6	KZFX-FM	6	KODA-FM	6	KLOL-FM
7	KTRH-AM	7	KKBO-FM	7	KRBE-FM	7	KKBO-FM	7	KLTR-FM	7	KODA-FM
8	KQUE-FM	8	KRBE-FM	8	KFMC-FM	8	KRBE-FM	8	KLDE-FM	8	KFMC-FM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34					
Rank	Station	Rank	Station	Rank	Station	Rank					
1	KRBE-FM	1	KLOL-FM	1	KMJQ-FM	1	KLOL-FM	1	KMJQ-FM	1	KLOL-FM
2	KMJQ-FM	2	KMJQ-FM	2	KILT-FM	2	KMJQ-FM	2	KILT-FM	2	KMJQ-FM
3	KKBO-FM	3	KZFX-FM	3	KLOL-FM	3	KILT-FM	3	KZFX-FM	3	KIKK-FM
4	KNRJ-FM	4	KKBO-FM	4	KIKK-FM	4	KKBO-FM	4	KIKK-FM	4	KILT-FM
5	KHYS-FM	5	KILT-FM	5	KKBO-FM	5	KIKK-FM	5	KLTR-FM	5	KLTR-FM
6	KLOL-FM	6	KRBE-FM	6	KLTR-FM	6	KRBE-FM	6	KMJQ-FM	6	KLOL-FM
7	KIKK-FM	7	KIKK-FM	7	KNRJ-FM	7	KNRJ-FM	7	KTRH-AM	7	KKBO-FM
8	KILT-FM	8	KHYS-FM	8	KRBE-FM	8	KLTR-FM	8	KLDE-FM	8	KLDE-FM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54					
Rank	Station	Rank	Station	Rank	Station	Rank					
1	KILT-FM	1	KLOL-FM	1	KILT-FM	1	KIKK-FM	1	KODA-FM	1	KODA-FM
2	KTRH-AM	2	KILT-FM	2	KIKK-FM	2	KIKK-FM	2	KTRH-AM	2	KIKK-FM
3	KQUE-FM	3	KODA-FM	3	KLTR-FM	3	KLDE-FM	3	KQUE-FM	3	KILT-FM
4	KIKK-FM	4	KLDE-FM	4	KLDE-FM	4	KLTR-FM	4	KODA-FM	4	KQUE-FM
5	KODA-FM	5	KTRH-AM	5	KMJQ-FM	5	KLOL-FM	5	KPRC-AM	5	KLTR-FM
6	KPRC-AM	6	KZFX-FM	6	KFMC-FM	6	KODA-FM	6	KILT-FM	6	KFMC-FM
7	KLTR-FM	7	KLTR-FM	7	KLOL-FM	7	KMJQ-FM	7	KWJW-AM	7	KTRH-AM
8	KLDE-FM	8	KIKK-FM	8	KODA-FM	8	KZFX-FM	8	KLDE-FM	8	KMJQ-FM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary
 Metro: 049 INDIANAPOLIS, IN ARBITRON Rank: 037

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FA89	SU89	SP89	WI89								
*WFBQ-FM	AOR	14.8	15.3	14.4	15.6	14.9		94.7	B	47.0	47.0	892.4	Great American Broad	INDIANAPOLIS, I
*WIBC-AM	AC	13.6	15.8	11.7	12.4	11.1	CP	1070	II	50.0	10.0	DA-2	Sconnix Group	INDIANAPOLIS, I
*WTLC-FM	URB	11.1	7.8	8.1	6.9	6.8		105.7	B	50.0	50.0	449.5	Panache Broadcasting	INDIANAPOLIS, I
*WFMS-FM	CTY	11.0	12.3	12.1	11.3	12.3		95.5	B	13.0	13.0	990.8	Susquehanna Broadcas	INDIANAPOLIS, I
*WZPL-FM	CHR	10.0	9.7	10.0	9.7	8.8		99.5	B	12.5	12.5	990.8	Booth American Compa	GREENFIELD, IN
*WENS-FM	AC	6.6	5.6	6.9	7.3	6.6		97.1	B	23.0	23.0	738.2	Emmis Broadcasting	SHELBYVILLE, IN
*WKLR-FM	CH	6.4	7.0	6.0	8.5	8.0		93.1	B	12.5	12.5	1023.6	Sconnix Group	INDIANAPOLIS, I
*WTPI-FM	AC	3.9	5.6	4.1	3.3	3.9		107.9	B	22.0	22.0	761.2	Pinnacle Broadcastin	INDIANAPOLIS, I
*WTUX-AM	BB	3.0	2.8	3.1	2.9	3.2		1310	III	5.0	1.0	DA-N	Panache Broadcasting	INDIANAPOLIS, I
*WMJC-FM	AC	2.8	2.1	4.6	6.4	8.6		103.3	B	18.0	18.0	849.7	ML Media Partners	INDIANAPOLIS, I
*WPZZ-FM	URB	2.1	2.1	3.5	2.0	1.9		95.9	A	3.0	3.0	298.6	Willis Broadcasting	FRANKLIN, IN
*WTTS-FM	CHR	1.5	1.4	1.1	1.0	1.0		92.3	B	37.0	37.0	1089.2	Sarkes Tarzian, Inco	BLOOMINGTON, IN
*WXTZ-AM	CTY	1.4	0.9	1.8	1.5	1.0		1430	III	5.0	5.0	DA-N	ML Media Partners	INDIANAPOLIS, I
*WNDE-AM	AC	1.4	1.0	0.5	0.8	0.3		1260	III	5.0	5.0	DA-N	Great American Broad	INDIANAPOLIS, I
*WSYW-FM	CL	0.8	0.9	0.4	0.8	1.0		107.1	A	0.9	0.9	603.7	Universal Broadcasti	DANVILLE, IN
*WSYW-AM	GOS	0.7	1.0	2.1	0.9	0.9		810	II	0.3	0.0	ND-D	Universal Broadcasti	INDIANAPOLIS, I
*WXIR-FM	REL	0.7	0.6	0.6	0.7	1.0		98.3	A	3.0	3.0	298.6	RADIO ONE FIVE HUNDR	PLAINFIELD, IN
*WCBK-FM	MOR	0.7	0.4	0.6	0.5	0.9	CP	102.3	A	1.0	1.0	557.7	David Keister Statio	MARTINSVILLE, I
WKKG-FM	CTY	0.4	----	----	----	----	CP	101.5	B	50.0	50.0	492.1	WHITE RIVER BROADCAST	COLUMBUS, IN
*WNTS-AM	REL	0.4	----	0.3	----	----		1590	III	5.0	0.0	DA-D	S & M BCG CO INC	BEECH GROVE, IN
*WBRI-AM	REL	0.3	----	0.6	----	----		1500	II	5.0	0.0	DA-D	RADIO ONE FIVE HUNDR	INDIANAPOLIS, I
*WMCB-AM	MOR	0.0	0.0	----	----	----		1540	II	0.5	0.0	ND-D	David Keister Statio	MARTINSVILLE, I
WLW-AM	AC	----	0.3	0.4	0.5	----		700	I-A	50.0	50.0	ND-U	Jacor Communications	CINCINNATI, OH
*WXLW-AM	REL	----	----	0.4	----	0.3		950	III	5.0	0.0	DA-D	SHIRK INC	INDIANAPOLIS, I
*WBCI-FM	CTY	----	----	----	0.6	----		100.9	A	3.0	0.0	298.6	BOONE COUNTY BROADCA	LEBANON, IN

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".
 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 049 INDIANAPOLIS, IN		ARBITRON Rank: 037		Demo: P 12+		Mon-Sun 6A-MID		TSL							
ADI : Indianapolis		US Region : ENC		Rk. Station		Share		AQH Per		Cume Per		HR:MN		T/O	
Year	(000) Pop (0+)	(000) HsHlds	(000) EBI	(000) Retail Sls	(000) Radio Rev	%RtSls	PerCap								
1986	1219.6	451.0	15339068	8515255	42002.7	0.0049	34.44	1. WFBQ-FM	14.8	26000	283900	11:32	10.9		
1987	1229.0	457.1	16458604	8869296	44618.1	0.0050	36.30	2. WIBC-AM	13.6	23800	237000	12:39	10.0		
1988	1236.7	462.1	17911588	9439907	46807.2	0.0050	37.85	3. WTLC-FM	11.1	19400	148600	16:27	7.7		
1989	1243.4	466.7	19624580	10265135	50335.5	0.0049	40.48	4. WFMS-FM	11.0	19300	213600	11:23	11.1		
1990	1249.4	471.0	21532578	11281328	55438.2	0.0049	44.37	5. WZPL-FM	10.0	17600	249000	8:54	14.1		
1991	1254.9	475.0	23570579	12424829	61721.7	0.0050	49.19	6. WENS-FM	6.6	11600	179900	8:07	15.5		
1992	1260.1	478.9	25673582	13631985	68792.3	0.0050	54.59	7. WKLR-FM	6.4	11300	189800	7:30	16.8		
1993	1266.7	484.4	27729114	14756485	76256.6	0.0052	60.20	8. WTPI-FM	3.9	6900	113000	7:42	16.4		
1994	1273.1	489.5	29799086	15899268	83209.7	0.0052	65.36	9. WTUX-AM	3.0	5200	56900	11:31	10.9		
1995	1279.5	494.5	31869059	17042051	90275.9	0.0053	70.56	10. WMJC-FM	2.8	4900	81700	7:33	16.7		
1996	1285.9	499.6	33939032	18184834	97342.2	0.0054	75.70	11. WPZZ-FM	2.1	3600	36300	12:30	10.1		
1997	1292.3	504.6	36009005	19327617	104408.4	0.0054	80.79	12. WTTS-FM	1.5	2700	51900	6:33	19.2		
1998	1298.7	509.7	38078977	20470400	111474.6	0.0054	85.83	13. WXTZ-AM	1.4	2400	54300	5:34	22.6		
1999	1305.2	514.7	40148950	21613183	118540.8	0.0055	90.82	14. WNDE-AM	1.4	2400	64800	4:40	27.0		
2000	1311.6	519.8	42218923	22755966	125607.0	0.0055	95.77	15. WSYW-FM	0.8	1400	27000	6:32	19.3		
								16. WSYW-AM	0.7	1300	12400	13:13	9.5		
								17. WXIR-FM	0.7	1300	37000	4:26	28.5		
								18. WCBK-FM	0.7	1200	14100	10:43	11.7		
								19. WKKG-FM	0.4	700	14700	6:00	21.0		
								20. WNTS-AM	0.4	700	14200	6:13	20.3		
								21. WBRI-AM	0.3	600	14300	5:17	23.8		
								22. WMCB-AM	0.0	0	0	0:00	0.0		

The Radio Marketplace

AM Home to Market	: 8
FM Home to Market	: 13
Tot Stations MSA Survey	: 22
Tot Listed Share Points	: 93.6
Points Above Line	: 93.2
Points Below Line	: 0.4
Balance of Points	: 6.4
Mean Points/AL Station	: 4.4
Median Points/AL Station	: 2.1
Revenue/AL Point	: 540,080
Revenue/AL Mean Station	: 2,396,929
AL -- Above Line (Home to Market)	

ARBITRON Market	: CONTINUOUS
Surveys	: Wi, Sp, Su, Fa
Most Current Survey	: Winter 1990

Demographics

12+ Tot Pop	: 1,021,600	100.0%
12+ Blk Pop	: 138,700	13.6%
12+ His Pop	: 7,000	0.7%
Median Age	: 31.8	
Eth Controls	: BLACK CONTROLS	

0. TOT MKT	100.0	175400	984900	22:26	5.6
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Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54
Rank	Station	Rank	Station	Rank	Station	Rank
1	WFBQ-FM	1	WFBQ-FM	1	WTLC-FM	1
2	WIBC-AM	2	WTLC-FM	2	WFMS-FM	2
3	WFMS-FM	3	WZPL-FM	3	WIBC-AM	3
4	WTLC-FM	4	WFMS-FM	4	WKLR-FM	4
5	WZPL-FM	5	WKLR-FM	5	WTLC-FM	5
6	WKLR-FM	6	WENS-FM	6	WENS-FM	6
7	WENS-FM	7	WTTS-FM	7	WZPL-FM	7
8	WTPI-FM	8	WIBC-AM	8	WTPI-FM	8

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34
Rank	Station	Rank	Station	Rank	Station	Rank
1	WZPL-FM	1	WFBQ-FM	1	WFBQ-FM	1
2	WTLC-FM	2	WTLC-FM	2	WFMS-FM	2
3	WENS-FM	3	WZPL-FM	3	WKLR-FM	3
4	WFBQ-FM	4	WENS-FM	4	WTLC-FM	4
5	WPZZ-FM	5	WIBC-AM	5	WZPL-FM	5
	WFMS-FM	6	WKLR-FM	6	WTTS-FM	6
	WKLR-FM	7	WPZZ-FM	7	WENS-FM	7
8	WNDE-AM	8	WFMS-FM	8	WMJC-FM	8

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54
Rank	Station	Rank	Station	Rank	Station	Rank
1	WIBC-AM	1	WFBQ-FM	1	WFBQ-FM	1
2	WFMS-FM	2	WIBC-AM	2	WIBC-AM	2
3	WFBQ-FM	3	WKLR-FM	3	WKLR-FM	3
	WTLC-FM	4	WFMS-FM	4	WTLC-FM	4
5	WKLR-FM	5	WIBC-AM	5	WFBQ-FM	5
6	WTUX-AM	6	WTLC-FM	6	WTPI-FM	6
7	WTPI-FM	7	WENS-FM	7	WENS-FM	7
8	WENS-FM	8	WFBQ-FM	8	WFBQ-FM	8

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary
 Metro: 107 JACKSONVILLE, FL ARBITRON Rank: 052

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FA89	SU89	SP89	WI89								
*WAPE-FM	CHR	10.8	14.0	14.3	13.8	15.8	CP	95.1	C	100.0	100.0	984.3	Evergreen Media	JACKSONVILLE, F
*WQIK-FM	CTY	10.5	10.4	9.8	12.2	10.8		99.1	C	98.0	98.0	1013.8	Capstar Communicatio	JACKSONVILLE, F
*WFYV-FM	AOR	9.4	7.5	9.5	8.3	8.3	CP	104.5	C	100.0	100.0	1013.8	Metroplex Communicat	ATLANTIC BEACH, F
*WEJZ-FM	AC	7.7	7.7	8.4	6.3	6.4	CP	96.1	C	100.0	100.0	984.3	Renda Broadcasting	JACKSONVILLE, F
*WHJX-FM	CHR	6.8	5.3	1.3	----	----	CP	101.5	C	100.0	100.0	1463.3	SOUTHCOAST BROADCAST	BRUNSWICK, GA
*WCRJ-FM	CTY	5.3	5.0	5.5	3.7	4.7	CP	107.3	C	100.0	100.0	984.3	US Radio, Ltd.	JACKSONVILLE, F
*WKQL-FM	AC	5.1	5.3	4.6	6.0	5.5	CP	96.9	C	98.0	98.0	1013.8	EZ Communications	JACKSONVILLE, F
*WIVY-FM	AC	4.6	5.1	5.2	5.4	5.4	CP	102.9	C	98.0	98.0	1013.8	Taylor Communication	JACKSONVILLE, FL
*WZAZ-FM	URB	3.6	2.7	4.0	6.1	5.6	CP	92.7	A	1.3	1.3	498.7	Picus Broadcasting C	GREEN COVE SPRI
*WCGL-AM	REL	3.3	1.9	2.2	1.5	1.6		1360	III	5.0	0.0	ND-D	JBD Communications	JACKSONVILLE, F
*WIOI-FM	CTY	3.2	2.6	3.0	2.3	2.3	CP	100.7	C1	36.0	36.0	1463.3	Osborn Communication	BRUNSWICK, GA
*WZAZ-AM	URB	3.0	3.1	3.5	3.1	3.8		1400	IV	1.0	1.0	ND-U	Picus Broadcasting C	JACKSONVILLE, F
*WOKV-AM	NTK	2.8	4.3	3.7	3.1	3.0		600	III	5.0	5.0	DA-N	EZ Communications	JACKSONVILLE, F
*WSVE-AM	REL	2.4	1.8	1.8	1.1	1.3		1280	III	5.0	0.0	DA-D	Willis Broadcasting	JACKSONVILLE, F
*WQIK-AM	CTY	0.9	0.9	0.4	0.5	0.6		1320	III	5.0	5.0	DA-N	Capstar Communicatio	JACKSONVILLE, F
*WPDQ-AM	CHR	0.8	0.6	----	0.3	0.1		690	II	50.0	10.0	DA-2	Genesis Communicatio	JACKSONVILLE, F
*WROS-FM	REL	0.7	1.0	0.4	0.3	0.5		1050	II	5.0	0.0	DA-D	Hall, Elwyn V	JACKSONVILLE, F
WNFI-FM	CHR	0.7	0.8	0.3	1.0	1.0		99.9	C	100.0	100.0	1200.8	Heritage Broadcast G	PALATKA, FL
*WVOJ-AM	REL	0.7	----	----	0.3	0.4		970	III	1.0	0.0	DA-D	B.F.J. Timm Stations	JACKSONVILLE, F
*WRXJ-AM	OLD	0.4	1.0	0.8	0.9	0.6		930	III	5.0	5.0	DA-2	US Radio, Ltd.	JACKSONVILLE, F
*WSOS-FM	AC	0.4	----	0.8	0.8	0.7		105.5	A	2.3	2.3	377.3	WSOS-FM, Inc.	ST. AUGUSTINE, F
*WAYR-AM	REL	0.4	----	----	1.1	1.2		550	III	2.5	0.0	DA-D	Richardson, Dan	ORANGE PARK, FL
*WFOY-AM	MOR	0.4	0.3	0.8	----	0.6		1240	IV	1.0	1.0	ND-U	Sage Broadcasting Co	ST AUGUSTINE, F
WWLV-FM	EZ	0.4	----	----	----	0.4	CP	94.5	C	100.0	100.0	1469.8	Root Communications	DAYTONA BEACH, F
*WFYV-AM	OLD	0.0	0.5	0.7	0.8	----		1460	III	5.0	5.0	DA-N	Metroplex Communicat	JACKSONVILLE, F
*WJAX-AM	BB	----	1.1	0.7	0.4	0.8		1220	II	1.0	0.0	ND-D	Jones College	JACKSONVILLE, F
*WJGC-AM	CTY	----	0.3	0.3	0.5	0.3		1530	II	50.0	0.0	DA-D	Potomac Florida Broa	JACKSONVILLE, F
*WJXR-FM	CTY	----	----	0.5	----	----		92.1	A	3.0	3.0	328.1	WJXR, INC.	MACCLENNY, FL
WRUF-FM	AOR	----	----	0.3	0.3	----	CP	103.7	C	100.0	100.0	1899.6	UNIVERSITY OF FLORID	GAINESVILLE, FL
*WAOC-AM	CTY	----	----	----	1.0	----		1420	III	4.0	0.0	ND-D	ARIEL BROADCASTING	ST AUGUSTINE, F
WOCL-FM	OLD	----	----	----	0.4	----		105.9	C	100.0	100.0	1581.4	American Media	DELAND, FL
WJHM-FM	URB	----	----	----	0.4	----		101.9	C1	28.0	28.0	1584.6	Beasley Broadcasting	DAYTONA BEACH, F

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 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.
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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 107 JACKSONVILLE, FL		ARBITRON Rank: 052-Demo: P 12+		Mon-Sun 6A-MID		TSL						
ADI : Jacksonville		US Region : SA		Rk.	Station	Share	AQH Per	Cume Per	HR:MN	T/O		
Year	(000) Pop (0+)	(000) Hshlds	(000) EBI	(000) Retail Sls	(000) Radio Rev	%RtSls	PerCap					
1986	870.1	326.2	10039909	5130887	18087.5	0.0035	20.79	10.8	14500	207800	8:48	14.3
1987	909.0	344.4	11194875	5542487	19539.2	0.0035	21.50	10.5	14100	165000	10:46	11.7
1988	941.0	360.2	12475383	6032591	21551.8	0.0036	22.90	9.4	12700	130500	12:16	10.3
1989	964.9	371.6	13777759	6581773	23948.2	0.0036	24.82	7.7	10400	124600	10:31	12.0
1990	982.7	379.7	15096536	7175263	26633.5	0.0037	27.10	6.8	9200	84400	13:44	9.2
1991	996.5	385.6	16426246	7798293	29535.5	0.0038	29.64	5.3	7100	84600	10:34	11.9
1992	1008.3	390.3	17761423	8436092	32581.9	0.0039	32.31	5.1	6800	111900	7:39	16.5
1993	1022.2	400.5	19081894	9060404	35700.6	0.0039	34.93	4.6	6200	100200	7:48	16.2
1994	1035.6	410.1	20404300	9695605	38753.3	0.0040	37.42	3.6	4900	67400	9:10	13.8
1995	1049.1	419.7	21726706	10330806	41859.2	0.0041	39.90	3.3	4500	30600	18:32	6.8
1996	1062.5	429.4	23049112	10966006	44965.1	0.0041	42.32	3.2	4300	57200	9:28	13.3
1997	1076.0	439.0	24371519	11601207	48071.0	0.0041	44.68	3.0	4000	43600	11:34	10.9
1998	1089.4	448.6	25693925	12236408	51177.0	0.0042	46.98	2.8	3800	57200	8:22	15.1
1999	1102.8	458.2	27016331	12871608	54282.9	0.0042	49.22	2.4	3200	31800	12:41	9.9
2000	1116.3	467.8	28338737	13506809	57388.8	0.0042	51.41	0.9	1200	15600	9:42	13.0
								0.8	1100	24300	5:42	22.1
								0.7	1000	12100	10:25	12.1
								0.7	1000	26200	4:49	26.2
								0.7	900	9700	11:41	10.8
								0.4	600	10900	6:56	18.2
								0.4	600	12400	6:06	20.7
								0.4	600	10800	7:00	18.0
								0.4	500	8200	7:41	16.4
								0.4	500	7200	8:45	14.4
								0.0	0	3800	0:00	0.0
								0.0	0	0	0:00	0.0

The Radio Marketplace

AM Home to Market : 12
 FM Home to Market : 11
 Tot Stations MSA Survey : 25
 Tot Listed Share Points : 84.3
 Points Above Line : 83.2
 Points Below Line : 1.1
 Balance of Points : 15.7
 Mean Points/AL Station : 3.6
 Median Points/AL Station: 3.0
 Revenue/AL Point : 287,839
 Revenue/AL Mean Station : 1,041,226
 AL -- Above Line (Home to Market)

ARBITRON Market : CONTINUOUS
 Surveys : Wi, Sp, Su, Fa
 Most Current Survey : Winter 1990

Demographics

12+ Tot Pop : 783,500 100.0%
 12+ Blk Pop : 152,000 19.4%
 12+ His Pop : 13,400 1.7%
 Median Age : 31.7
 Eth Controls: BLACK CONTROLS

Rk.	Station	Share	AQH Per	Cume Per	HR:MN	T/O
19.	WVOJ-AM	0.7	900	9700	11:41	10.8
20.	WRXJ-AM	0.4	600	10900	6:56	18.2
	WSOS-FM	0.4	600	12400	6:06	20.7
	WAYR-AM	0.4	600	10800	7:00	18.0
23.	WFOY-AM	0.4	500	8200	7:41	16.4
	WWLV-FM	0.4	500	7200	8:45	14.4
25.	WFYV-AM	0.0	0	3800	0:00	0.0
0.	TOT MKT	100.0	134500	735000	23:03	5.5

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	WQIK-FM	1	WFYV-FM	1	WFYV-FM	1	WQIK-FM
2	WFYV-FM	2	WAPE-FM	2	WAPE-FM	2	WEJZ-FM
3	WAPE-FM	3	WHJX-FM	3	WHJX-FM	3	WAPE-FM
4	WEJZ-FM	4	WIOI-FM	4	WFYV-FM	4	WFYV-FM
5	WHJX-FM	5	WZAZ-FM	5	WEJZ-FM	5	WKQL-FM
6	WCRJ-FM	6	WKQL-FM	6	WQIK-FM	6	WHJX-FM
7	WKQL-FM	7	WQIK-FM	7	WZAZ-FM	7	WIVY-FM
8	WIVY-FM	8	WZAZ-AM	8	WQIK-FM	8	WCRJ-FM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	WAPE-FM	1	WFYV-FM	1	WFYV-FM	1	WFYV-FM
2	WFYV-FM	2	WAPE-FM	2	WAPE-FM	2	WAPE-FM
3	WHJX-FM	3	WHJX-FM	3	WHJX-FM	3	WHJX-FM
4	WZAZ-FM	4	WIOI-FM	4	WQIK-FM	4	WIVY-FM
5	WQIK-FM	5	WZAZ-FM	5	WHJX-FM	5	WKQL-FM
	WIVY-FM	6	WIVY-FM	6	WQIK-FM	6	WIOI-FM
7	WEJZ-FM	7	WZAZ-AM	7	WZAZ-FM	7	WQIK-FM
	WNFI-FM	8	WEJZ-FM	8	WZAZ-AM	8	WZAZ-FM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	WQIK-FM	1	WKQL-FM	1	WQIK-FM	1	WQIK-FM
2	WEJZ-FM	2	WAPE-FM	2	WEJZ-FM	2	WEJZ-FM
3	WCRJ-FM	3	WQIK-FM	3	WQIK-FM	3	WCRJ-FM
4	WCGL-AM	4	WEJZ-FM	4	WCRJ-FM	4	WSVE-AM
5	WKQL-FM	5	WIVY-FM	5	WSVE-AM	5	WKQL-FM
6	WOKV-AM	6	WFYV-FM	6	WKQL-FM	6	WCGL-AM
7	WAPE-FM	7	WOKV-AM	7	WCRJ-FM	7	WIVY-FM
8	WSVE-AM	8	WIOI-FM	8	WIVY-FM	8	WHJX-FM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary
 Metro: 041 KANSAS CITY, MO-KS ARBITRON Rank: 027

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		W190	FA89	SU89	SP89	W189								
*WDAF-AM	CTY	12.8	10.3	11.6	15.5	12.7		610	III	5.0	5.0	ND-U	Great American Broad	KANSAS CITY, MO
*KBEQ-FM	CHR	8.2	10.1	8.2	7.4	7.1		104.3	C	99.0	99.0	987.5	Noble Broadcast Grou	KANSAS CITY, MO
*KFKF-FM	CTY	7.0	9.3	7.8	7.2	8.1		94.1	C	100.0	100.0	994.1	Sconnix Group	KANSAS CITY, KS
*KPRS-FM	URB	6.7	7.2	4.5	5.2	5.3		103.3	C	100.0	100.0	994.1	Carter Family	KANSAS CITY, MO
*KCMO-AM	NTK	6.4	7.3	6.1	6.0	6.6		810	II	50.0	5.0	DA-N	Gannett Company	KANSAS CITY, MO
*KMBR-FM	EZ	6.0	6.0	5.6	5.9	7.4		99.7	C	100.0	100.0	987.5	Bonneville Internati	KANSAS CITY, MO
*KYYS-FM	AOR	5.5	4.3	5.3	4.7	6.4		102.1	C	100.0	100.0	1000.7	Great American Broad	KANSAS CITY, MO
*KUDL-FM	AC	4.7	5.5	3.9	4.4	6.5		98.1	C	100.0	82.0	994.1	Shamrock Broadcastin	KANSAS CITY, KS
*KCMO-FM	OLD	4.6	3.8	6.1	5.4	4.7		94.9	C	100.0	100.0	1056.4	Gannett Company	KANSAS CITY, MO
*KLSI-FM	AC	4.4	4.5	4.8	4.3	4.1		93.3	C	100.0	100.0	1066.3	Apollo Radio	KANSAS CITY, MO
*KXXR-FM	AOR	4.3	4.9	5.1	6.7	7.0		106.5	C1	100.0	100.0	981.0	Olympia Broadcasting	LIBERTY, MO
*KCFX-FM	CR	4.1	3.2	4.6	4.3	3.2	CP	100.7	C	100.0	100.0	984.3	Hoker Broadcasting	HARRISONVILLE,
*KRVK-FM	SRC	4.0	2.7	2.3	1.3	1.8		98.9	C	100.0	100.0	1056.4	Journal Company	LEAVENWORTH, KS
*KXTR-FM	CL	2.9	1.9	1.5	1.8	2.1		96.5	C	99.0	99.0	984.3	KXTR Broadcasting Co	KANSAS CITY, MO
*KMBZ-AM	MOR	2.6	3.4	6.1	6.4	3.8		980	III	5.0	5.0	DA-N	Bonneville Internati	KANSAS CITY, MO
*KJLA-AM	BB	2.6	2.4	2.7	1.8	2.4		1190	II	5.0	0.3	DA-N	Osborn Communication	KANSAS CITY, MO
*KPRT-AM	GOS	2.3	0.8	1.4	1.5	0.9		1590	III	1.0	0.0	ND-D	Carter Family	KANSAS CITY, MO
*WHB -AM	OLD	1.7	1.6	3.0	2.8	2.2		710	II	10.0	5.0	DA-2	Shamrock Broadcastin	KANSAS CITY, MO
*KBZR-AM	AOR	0.7	0.7	0.5	0.0	0.1		1030	II	1.0	0.5	DA-2	Noble Broadcast Grou	BLUE SPRINGS, M
*KCCV-AM	REL	0.7	0.9	0.7	0.9	1.1		1510	II	10.0	0.0	DA-D	Henry, Ragan	INDEPENDENCE, M
*KEXS-AM	REL	0.6	0.7	----	----	0.4		1090	II	1.0	0.0	ND-D	Jeffco TV Corporatio	EXCELSIOR SPRIN
*KCFM-FM	CTY	0.6	0.5	----	----	----	CP	107.3	C	100.0	100.0	1158.1	Meyer Communications	LEXINGTON, MO
KKJO-FM	CHR	0.3	----	----	----	----	CP	105.1	C	100.0	100.0	1614.2	ST. JOSEPH RADIO LIM	ST. JOSEPH, MO
*KCXL-AM	URB	----	0.5	----	0.4	----		1140	II	0.5	0.0	ND	KANSAS CITY COMM INC	LIBERTY, MO
*KNHN-AM	CTY	----	0.5	0.0	0.0	0.1		1340	IV	1.0	1.0	ND-U	Johnson Broadcasting	KANSAS CITY, KS
*KCNW-AM	CC	----	0.3	0.5	0.5	0.6		1380	III	2.5	0.0	ND-D	Marsh Broadcasting	FAIRWAY, KS
KLZR-FM	CHR	----	0.3	----	----	----		105.9	C1	100.0	100.0	774.3	Lawrence Broadcaster	LAWRENCE, KS
KHUM-FM	AC	----	----	0.3	----	----		95.7	C1	97.0	97.0	869.4	Shaffer Broadcasting	OTTAWA, KS

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 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 041 KANSAS CITY, MO-KS		ARBITRON Rank: 027		Demo: P 12+		Mon-Sun 6A-MID		TSL						
ADI : Kansas City		US Region : WNC		Rk. Station		Share	AQH Per	Cume Per	HR:MN T/O					
Year	Pop (0+)	Hshlds	EBI	Retail Sls	Radio Rev (\$000)	%RtSls	PerCap							
1986	1525.0	574.1	20876260	11010066	39638.3	0.0036	25.99	12.8	29100	300600	12:12	10.3		
1987	1542.7	585.0	22403771	11016106	41830.5	0.0038	27.12	8.2	18700	296000	7:58	15.8		
1988	1556.7	593.9	24305997	11380364	41856.2	0.0037	26.89	7.0	16000	224800	8:58	14.0		
1989	1569.7	601.3	26447908	12250360	43407.0	0.0035	27.65	6.7	15300	143500	13:26	9.4		
1990	1582.1	607.5	28769583	13499657	47110.8	0.0035	29.78	6.4	14600	204800	8:59	14.0		
1991	1593.9	613.0	31211100	15001823	52429.3	0.0035	32.89	6.0	13700	164200	10:31	12.0		
1992	1605.6	618.2	33712539	16630423	58824.4	0.0035	36.64	5.5	12500	201000	7:50	16.1		
1993	1618.0	625.4	35942444	18217503	65757.8	0.0036	40.64	4.7	10800	187000	7:17	17.3		
1994	1630.8	632.3	38214035	19826073	72514.4	0.0037	44.47	4.6	10400	172200	7:37	16.6		
1995	1643.5	639.2	40485626	21434642	79362.5	0.0037	48.29	4.4	10100	142400	8:56	14.1		
1996	1656.2	646.2	42757217	23043212	86210.6	0.0037	52.05	4.3	9700	161500	7:34	16.6		
1997	1669.0	653.1	45028808	24651782	93058.7	0.0038	55.76	4.1	9400	133400	8:53	14.2		
1998	1681.7	660.0	47300399	26260351	99906.8	0.0038	59.41	4.0	9200	157700	7:21	17.1		
1999	1694.4	666.9	49571990	27868921	106754.8	0.0038	63.00	2.9	6500	75000	10:55	11.5		
2000	1707.2	673.8	51843581	29477491	113602.9	0.0039	66.54	2.6	6000	121400	6:14	20.2		
								2.6	6000	86700	8:43	14.4		
								2.3	5200	49200	13:19	9.5		
								1.7	3900	90700	5:25	23.3		
								0.7	1700	20900	10:15	12.3		
								0.7	1600	18200	11:05	11.4		
								0.6	1400	10800	16:20	7.7		
								0.6	1300	29300	5:35	22.5		
								0.3	700	13200	6:41	18.9		
								0.0	TOT MKT	100.0	227500	1249700	22:56	5.5

The Radio Marketplace

AM Home to Market	: 9	ARBITRON Market	: CONTINUOUS
FM Home to Market	: 13	Surveys	: Wi, Sp, Su, Fa
Tot Stations MSA Survey	: 23	Most Current Survey	: Winter 1990
Tot Listed Share Points	: 93.7		
Points Above Line	: 93.4		
Points Below Line	: 0.3		
Balance of Points	: 6.3		
Mean Points/AL Station	: 4.2		
Median Points/AL Station	: 4.2		
Revenue/AL Point	: 464,742		
Revenue/AL Mean Station	: 1,973,043		
AL -- Above Line (Home to Market)			

Demographics

12+ Tot Pop	: 1,300,900	100.0%
12+ Blk Pop	: 151,700	11.7%
12+ His Pop	: 27,900	2.1%
Median Age	: 32.6	
Eth Controls	: BLACK CONTROLS	

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	WDAF-AM	1	KYYS-FM	1	WDAF-AM	1	WDAF-AM
2	KFKF-FM	2	KPRS-FM	2	KYYS-FM	2	KFKF-FM
3	KCMO-AM	3	KCFX-FM	3	KPRS-FM	3	KPRS-FM
4	KPRS-FM	4	KXXR-FM	4	KBEQ-FM	4	KUDL-FM
5	KMBR-FM	5	KBEQ-FM	5	KCFX-FM	5	KCMO-FM
6	KYYS-FM	6	KFKF-FM	6	KXXR-FM	6	KPRS-FM
7	KBEQ-FM	7	KRVK-FM	7	KCMO-AM	7	KYYS-FM
8	KCMO-FM	8	WDAF-AM	8	KRVK-FM	8	KRVK-FM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	KBEQ-FM	1	KXXR-FM	1	KBEQ-FM	1	KYYS-FM
2	KXXR-FM		KYYS-FM	2	KXXR-FM	2	KPRS-FM
3	KPRS-FM	3	KPRS-FM	3	KCFX-FM	3	KBEQ-FM
4	KBZR-AM	4	KBEQ-FM	4	KPRS-FM	4	KFKF-FM
5	KLSI-FM	5	KCFX-FM	5	KRVK-FM	5	KUDL-FM
	KYYS-FM	6	KUDL-FM	6	KFKF-FM	6	KLSI-FM
7	KPRT-AM	7	KFKF-FM	7	WDAF-AM	7	KYYS-FM
	KUDL-FM	8	KCMO-FM	8	KCMO-AM	8	KCFX-FM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	WDAF-AM	1	KCMO-FM	1	KUDL-FM	1	WDAF-AM
2	KCMO-AM	2	WDAF-AM	2	WDAF-AM	2	KFKF-FM
3	KMBR-FM	3	KCMO-AM	3	KUDL-FM	3	KMBR-FM
4	KFKF-FM	4	KFKF-FM	4	KFKF-FM	4	KCMO-AM
5	KCMO-FM	5	KRVK-FM	5	KCMO-FM	5	KXTR-FM
	KJLA-AM		KUDL-FM	6	KLSI-FM	6	KLSI-FM
7	KUDL-FM	7	KBEQ-FM	7	KRVK-FM	7	KCMO-FM
8	KXTR-FM	8	KLSI-FM	8	KBEQ-FM	8	WHB-AM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary
 Metro: 121 KNOXVILLE, TN ARBITRON Rank: 069

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FA89	SU89	SP89	WI89								
*WIVK-FM	CTY	31.2	33.3	32.7	31.0	29.5		107.7	C	100.0	100.0	1968.5	Dick Broadcasting Co	KNOXVILLE, TN
*WMYU-FM	AC	12.8	9.1	12.7	13.7	14.4		102.1	C1	15.0	15.0	1978.3	Dalton Broadcasting	SEVIERVILLE, TN
*WEZK-FM	EZ	11.4	10.0	9.7	8.9	8.2	CP	97.5	C	96.0	96.0	1295.9	South Central Commun	KNOXVILLE, TN
*WIMZ-FM	AOR	10.4	9.1	11.0	10.7	14.3		103.5	C	100.0	0.0	1719.2	Stoner Broadcasting	KNOXVILLE, TN
*WOKI-FM	CHR	8.4	11.2	11.2	11.6	10.3		100.3	C	100.0	100.0	2001.3	OAK RIDGE FM, INC.	OAK RIDGE, TN
*WIVK-AM	CTY	3.1	4.4	2.5	3.2	3.0		990	II	10.0	10.0	DA-2	Dick Broadcasting Co	KNOXVILLE, TN
*WGAP-AM	CTY	2.4	1.6	1.5	1.1	2.3		1400	IV	1.0	0.3	ND-U	WGAP Broadcasting	MARYVILLE, TN
*WCKS-FM	AC	2.2	1.6	1.5	1.5	1.0	CP	93.1	A	1.2	1.2	515.1	Strelitz, John	KARNS, TN
*WKGn-AM	AC	1.5	2.0	1.5	2.0	0.6		1340	IV	1.0	1.0	ND-U	Allied Companies	KNOXVILLE, TN
*WQBB-AM	BB	1.4	1.4	0.8	1.1	1.1		1040	II	2.5	0.0	DA-D	GMX Communications,	POWELL, TN
*WKNF-FM	BB	1.3	1.6	1.8	2.1	0.7	CP	94.3	A	1.1	1.1	515.1	KEY BROADCASTING, IN	OAK RIDGE, TN
*WHJM-AM	BB	0.8	----	----	----	----		1180	II	10.0	2.6	CH	Morgan Broadcasting	KNOXVILLE, TN
*WRJZ-AM	REL	0.6	1.4	1.3	1.3	1.5		620	III	5.0	5.0	DA-N	Tennessee Media	KNOXVILLE, TN
*WSEV-AM	CTY	0.6	1.1	----	0.4	0.6		930	III	5.0	0.0	DA-D	Dollywood Production	SEVIERVILLE, TN
*WUTK-AM	CTY	0.6	1.0	----	0.8	----		850	II	50.0	0.0	DA-1	University of Tennes	KNOXVILLE, TN
*WYSH-AM	CTY	0.5	----	0.4	----	0.9		1380	III	1.0	5.0	DA-D	Clinton Broadcasters	CLINTON, TN
*WIMZ-AM	AOR	0.3	0.2	0.0	0.0	0.7		1240	IV	1.0	1.0	ND-U	Stoner Broadcasting	KNOXVILLE, TN
*WNOX-FM	CTY	0.3	1.0	0.4	----	0.3		99.3	A	0.7	0.7	652.9	DEFUNIAK COMMUNICATI	JEFFERSON CITY,
*WGAP-FM	CTY	0.3	----	----	----	----		95.7	A	3.0	3.0	328.0	WGAP Broadcasting	MARYVILLE, TN
*WKXV-AM	REL	0.3	0.8	----	0.7	0.8		900	II	1.0	0.3	ND-U	Ratel Broadcasting C	KNOXVILLE, TN
*WJFC-AM	CTY	----	1.0	----	----	----		1480	III	0.5	0.0	ND-D	DEFUNIAK COMMUNICATI	JEFFERSON CITY,
*WSEV-FM	CTY	----	0.5	----	----	0.6		105.5	A	0.3	0.3	944.9	Dollywood Production	GATLINBURG, TN
WQUT-FM	CHR	----	----	0.5	0.4	----		101.5	C	100.0	100.0	1499.3	Bloomington Broadcas	JOHNSON CITY, T
WKSF-FM	CHR	----	----	----	0.5	----		99.9	C	48.0	48.0	2621.4	Heritage Broadcast G	ASHEVILLE, NC
*WITA-AM	REL	----	----	----	0.4	----		1490	IV	1.0	1.0	ND-U	WITA Inc.	KNOXVILLE, TN

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 121 KNOXVILLE, TN		ADI : Knoxville		ARBITRON Rank: 069-Demo: P 12+		Mon-Sun 6A-MID		TSL						
Year	(000) Pop (0+)	(000) Hshlds	(\$000) EBI	(\$000) Retail Sls	(\$000) Radio Rev	Radio Rev %RtSls	PerCap	Share	AQH Per	Cume Per	HR:MM	T/O		
1986	599.3	231.1	6401113	4599978	12928.7	0.0028	21.57	31.2	27400	239300	14:26	8.7		
1987	601.8	233.8	6852491	4555236	14187.3	0.0031	23.57	12.8	11200	147100	9:36	13.1		
1988	605.5	237.0	7430210	4622955	14058.4	0.0030	23.22	11.4	10000	98100	12:51	9.8		
1989	609.4	240.0	8104951	4967652	14253.6	0.0029	23.39	10.4	9100	116800	9:49	12.8		
1990	613.4	242.8	8852459	5520081	15247.1	0.0028	24.86	8.4	7400	110700	8:25	15.0		
1991	617.5	245.5	9648478	6210999	16839.4	0.0027	27.27	3.1	2700	43100	7:54	16.0		
1992	621.7	248.1	10468753	6971162	18830.9	0.0027	30.29	2.4	2100	21900	12:05	10.4		
1993	626.6	252.2	11275665	7707932	21022.0	0.0027	33.55	2.2	1900	35800	6:41	18.8		
1994	631.4	256.0	12089263	8456872	23145.7	0.0027	36.66	1.5	1300	15200	10:47	11.7		
1995	636.2	259.8	12902861	9205813	25304.4	0.0027	39.78	1.4	1200	14400	10:30	12.0		
1996	641.0	263.6	13716460	9954753	27463.1	0.0028	42.85	1.3	1100	24900	5:34	22.6		
1997	645.7	267.4	14530058	10703694	29621.9	0.0028	45.87	0.8	700	6600	13:22	9.4		
1998	650.5	271.2	15343656	11452634	31780.6	0.0028	48.86	0.6	500	5500	11:27	11.0		
1999	655.3	275.0	16157254	12201575	33939.3	0.0028	51.80	0.6	500	10500	6:00	21.0		
2000	660.0	278.8	16970852	12950515	36098.1	0.0028	54.69	0.5	400	7000	7:12	17.5		
								16.	WYSH-AM	0.3	300	8400	4:30	28.0
								17.	WIMZ-AM	0.3	300	9900	3:49	33.0
									WNOX-FM	0.3	300	4900	7:43	16.3
									WGAP-FM	0.3	300	9900	3:49	33.0
									WKXV-AM	0.3	300	9900	3:49	33.0

The Radio Marketplace		Demographics	
AM Home to Market	: 11	12+ Tot Pop	: 512,300 100.0%
FM Home to Market	: 9	12+ Blk Pop	: 31,700 6.2%
Tot Stations MSA Survey	: 20	12+ His Pop	: 3,300 0.6%
Tot Listed Share Points	: 90.4	Median Age	: 33.2
Points Above Line	: 90.4	Eth Controls	: NO CONTROLS
Points Below Line	: 0.0		
Balance of Points	: 9.6		
Mean Points/AL Station	: 4.5		
Median Points/AL Station	: 1.4		
Revenue/AL Point	: 157,672		
Revenue/AL Mean Station	: 712,678		
AL -- Above Line (Home to Market)			

0. TOT MKT 100.0 87800 489200 22:37 5.6

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 WIVK-FM	1 WIVK-FM	1 WIVK-FM	1 WIVK-FM	1 WIVK-FM	1 WIVK-FM	1 WIVK-FM
2 WMYU-FM	2 WIMZ-FM	2 WMYU-FM	2 WIMZ-FM	2 WIMZ-FM	2 WMYU-FM	2 WMYU-FM
3 WEZK-FM	3 WOKI-FM	3 WIMZ-FM	3 WMYU-FM	3 WMYU-FM	3 WEZK-FM	3 WIMZ-FM
4 WIMZ-FM	4 WMYU-FM	4 WOKI-FM	4 WOKI-FM	4 WEZK-FM	4 WIMZ-FM	4 WEZK-FM
5 WOKI-FM	5 WEZK-FM	5 WEZK-FM	5 WEZK-FM	5 WOKI-FM	5 WCKS-FM	5 WOKI-FM
6 WIVK-AM	6 WHJM-AM	6 WKGN-AM	6 WKGN-AM	6 WIVK-AM	6 WOKI-FM	6 WCKS-FM
7 WGAP-AM	7 WCKS-FM	7 WCKS-FM	7 WCKS-FM	7 WKNF-FM	7 WKGN-AM	7 WKNF-FM
8 WCKS-FM	8 WIVK-AM	8 WIMZ-AM	8 WKNF-FM	8 WCKS-FM	8 WKNF-FM	8 WIVK-AM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 WOKI-FM	1 WIMZ-FM	1 WIMZ-FM	1 WIMZ-FM	1 WIVK-FM	1 WIVK-FM	1 WIVK-FM
2 WIVK-FM	2 WIVK-FM	2 WOKI-FM	2 WOKI-FM	2 WIMZ-FM	2 WMYU-FM	2 WIMZ-FM
3 WIMZ-FM	3 WOKI-FM	3 WMYU-FM	3 WIVK-FM	3 WMYU-FM	3 WIMZ-FM	3 WMYU-FM
4 WMYU-FM	4 WMYU-FM	4 WIVK-FM	4 WMYU-FM	4 WEZK-FM	4 WOKI-FM	4 WOKI-FM
5 WKGN-AM	5 WEZK-FM	5 WEZK-FM	5 WEZK-FM	5 WOKI-FM	5 WEZK-FM	5 WEZK-FM
6 WIMZ-AM	6 WCKS-FM	6 WKGN-AM	6 WKGN-AM	6 WIVK-AM	6 WKGN-AM	6 WCKS-FM
7 WCKS-FM	7 WKGN-AM	7 WCKS-FM	7 WCKS-FM	7 WHJM-AM	7 WCKS-FM	7 WKGN-AM
8 WIVK-AM	8 WIVK-AM	8 WNOX-FM	8 WNOX-FM	8 WKNF-FM	8 WKNF-FM	8 WKNF-FM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 WIVK-FM	1 WIVK-FM	1 WIVK-FM	1 WIVK-FM	1 WIVK-FM	1 WIVK-FM	1 WIVK-FM
2 WEZK-FM	2 WMYU-FM	2 WMYU-FM	2 WMYU-FM	2 WEZK-FM	2 WEZK-FM	2 WEZK-FM
3 WMYU-FM	3 WIMZ-FM	3 WCKS-FM	3 WIMZ-FM	3 WMYU-FM	3 WMYU-FM	3 WMYU-FM
4 WIVK-AM	4 WEZK-FM	4 WEZK-FM	4 WEZK-FM	4 WKNF-FM	4 WCKS-FM	4 WKNF-FM
5 WGAP-AM	5 WCKS-FM	5 WOKI-FM	5 WCKS-FM	5 WIVK-AM	5 WGAP-AM	5 WIVK-AM
6 WIMZ-FM	6 WKNF-FM	6 WKNF-FM	6 WOKI-FM	6 WGAP-FM	6 WKNF-FM	6 WCKS-FM
7 WQBB-AM	7 WGAP-AM	7 WIMZ-FM	7 WKNF-FM	7 WIMZ-FM	7 WIMZ-FM	7 WGAP-AM
8 WCKS-FM	8 WOKI-FM	8 WKGN-AM	8 WKGN-AM	8 WQBB-AM	8 WRJZ-AM	8 WIMZ-FM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary
 Metro: 195 LANSING-EAST LANSING, MI ARBITRON Rank: 097

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FA89	SU89	SP89	WI89								
*WITL-FM	CTY	18.0	17.3	15.4	17.5	15.7		100.7	B	26.5	26.5	643.0	MSP Communications,	LANSING, MI
*WVIC-FM	CHR	17.6	18.2	16.2	16.2	16.5		94.9	B	49.0	49.0	498.7	Goodrich Broadcastin	EAST LANSING, M
*WJIM-FM	EZ	7.2	8.8	7.2	7.2	6.7	CP	97.5	B	50.0	50.0	469.2	Double L Broadcastin	LANSING, MI
*WFMK-FM	AC	7.2	8.5	9.5	7.9	8.7		99.1	B	28.0	28.0	600.4	Liggett Broadcasting	EAST LANSING, M
WJR -AM	MOR	6.2	3.5	3.0	5.2	5.0		760	I-A	50.0	50.0	ND-U	Capital Cities/ABC	DETROIT, MI
*WMMQ-FM	CR	4.9	3.7	5.3	5.1	4.5		92.7	A	1.5	1.5	465.9	OTTAWAY COMMUNICATIO	CHARLOTTE, MI
*WIBM-FM	AC	4.7	5.5	5.9	5.7	5.6		94.1	B	40.0	40.0	551.2	CR Broadcasting, Inc	JACKSON, MI
*WGOR-FM	CHR	4.2	3.7	4.7	4.4	6.4		92.1	A	3.0	3.0	298.6	Windward Communicati	ST. JOHNS, MI
*WJXQ-FM	AOR	3.7	3.0	2.7	4.8	3.1		106.1	B	50.0	50.0	488.8	Regional Hit Radio,	JACKSON, MI
*WKKP-FM	AC	2.0	3.5	3.2	1.5	1.9	CP	101.7	A	2.1	2.1	377.3	MacDonald Broadcasti	LANSING, MI
*WILS-AM	AC	1.8	2.2	1.9	0.7	2.0		1320	III	5.0	1.0	DA-2	MacDonald Broadcasti	LANSING, MI
WOOD-FM	EZ	1.3	0.8	1.0	1.0	0.8		105.7	B	265.0	265.0	810.4	United Artists Broac	GRAND RAPIDS, M
WRIF-FM	AOR	1.2	----	----	0.5	----		101.1	B	27.0	27.0	879.3	Great American Broad	DETROIT, MI
CKLW-AM	BB	1.2	0.5	----	----	----		800	II	50.0	50.0	ND-U	AMICUS COMMUNICATION	WINDSOR, ON
*WXLA-AM	URB	0.8	1.5	4.5	1.0	1.7		1180	II	1.0	0.0	DA-D	Diamond Broadcasters	DIMONDALE, MI
*WJIM-AM	EZ	0.7	1.0	0.6	1.0	0.9		1240	IV	1.0	1.0	ND-U	Double L Broadcastin	LANSING, MI
WODJ-FM	CTY	0.3	----	----	----	----	CP	107.3	B	50.0	50.0	492.1	Goodrich Broadcastin	GREENVILLE, MI
*WVIC-AM	CHR	0.2	0.3	0.0	0.0	0.0		730	II	0.5	0.0	DA-D	Goodrich Broadcastin	EAST LANSING, M
*WIBM-AM	CTY	0.0	0.0	0.0	----	0.0		1450	IV	1.0	0.3	ND-U	CR Broadcasting, Inc	JACKSON, MI
*WITL-AM	CTY	----	1.2	0.3	----	1.1		1010	II	0.5	0.0	DA-D	MSP Communications,	LANSING, MI
WJFM-FM	OLD	----	0.7	0.8	0.5	0.8		93.7	B	320.0	320.0	780.8	Fetzer Broadcasting	GRAND RAPIDS, M
WKFR-FM	CHR	----	0.3	----	----	0.3		103.3	B	50.0	50.0	482.3	Hicks Broadcasting C	BATTLE CREEK, M
WWJ -AM	NWS	----	0.3	----	----	----		950	III	5.0	5.0	DA-N	CBS Incorporated	DETROIT, MI
WCUZ-FM	CTY	----	----	0.3	----	----	CP	101.3	B	40.0	40.0	544.6	Federated Media	GRAND RAPIDS, M
WIOG-FM	CHR	----	----	----	1.0	0.8		102.5	B	86.0	86.0	800.5	Booth American Compa	BAY CITY, MI
WLAV-FM	AOR	----	----	----	----	0.5		96.9	B	50.0	50.0	498.7	Adams Communications	GRAND RAPIDS, M

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 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.
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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 195 LANSING-EAST LANSING, MI								ARBITRON Rank: 097-Demo: P 12+		Mon-Sun 6A-MID		TSL				
ADI : Lansing								US Region : ENC		Rk.	Station	Share	AQH Per	Cume Per	HR:MN	T/O
Year	Pop (0+)	(000) HsHlds	(\$000) EBI	(\$000) Retail Sls	(\$000) Radio Rev	Radio Rev %RtSls	PerCap									
1986	429.6	152.1	5335594	2785890	11975.9	0.0043	27.88	1.	WITL-FM	18.0	10700	102100	13:12	9.5		
1987	434.6	155.1	5649989	2888392	13264.3	0.0046	30.52	2.	WVIC-FM	17.6	10500	128200	10:19	12.2		
1988	438.7	157.6	6103849	3049891	13932.9	0.0046	31.76	3.	WJIM-FM	7.2	4300	49100	11:02	11.4		
1989	440.8	159.3	6635140	3295976	14986.2	0.0045	34.00		WFMK-FM	7.2	4300	66000	8:13	15.3		
1990	441.5	160.3	7224506	3605500	16591.3	0.0046	37.58	5.	WJR -AM	6.2	3700	46800	9:58	12.6		
1991	441.2	160.9	7852587	3957317	18610.2	0.0047	42.18	6.	WMMQ-FM	4.9	2900	48400	7:33	16.7		
1992	440.4	161.2	8500026	4330281	20905.0	0.0048	47.47	7.	WIBM-FM	4.7	2800	49900	7:04	17.8		
1993	442.1	161.8	9089994	4652281	23337.6	0.0050	52.78	8.	WGOR-FM	4.2	2500	42800	7:22	17.1		
1994	443.6	162.4	9708114	4983444	25437.9	0.0051	57.35	9.	WJXQ-FM	3.7	2200	39200	7:04	17.8		
1995	445.0	163.0	10326233	5314607	27597.9	0.0052	62.02	10.	WKKP-FM	2.0	1200	37500	4:02	31.3		
1996	446.5	163.5	10944353	5645771	29757.9	0.0053	66.65	11.	WILS-AM	1.8	1100	18000	7:42	16.4		
1997	447.9	164.1	11562472	5976934	31917.9	0.0053	71.26	12.	WOOD-FM	1.3	800	14200	7:06	17.7		
1998	449.3	164.6	12180592	6308097	34077.9	0.0054	75.84	13.	WRIF-FM	1.2	700	11300	7:48	16.1		
1999	450.8	165.2	12798711	6639260	36237.9	0.0055	80.39		CKLW-AM	1.2	700	6300	14:00	9.0		
2000	452.2	165.8	13416831	6970423	38398.0	0.0055	84.91	15.	WJLA-AM	0.8	500	7300	8:38	14.6		
								16.	WJIM-AM	0.7	400	13700	3:41	34.2		
								17.	WOOD-FM	0.3	200	4700	5:22	23.5		
								18.	WVIC-AM	0.2	100	6600	1:55	66.0		
								19.	WIBM-AM	0.0	0	2500	0:00	0.0		

The Radio Marketplace			
AM Home to Market	: 5	ARBITRON Market	: CONTINUOUS
FM Home to Market	: 9	Surveys	: Wi, Sp, Su, Fa
Tot Stations MSA Survey	: 19	Most Current Survey	: Winter 1990
Tot Listed Share Points	: 83.2		
Points Above Line	: 73.0		
Points Below Line	: 10.2		
Balance of Points	: 16.8		
Mean Points/AL Station	: 5.2		
Median Points/AL Station	: 4.0		
Revenue/AL Point	: 205,291		
Revenue/AL Mean Station	: 1,070,446		
AL -- Above Line (Home to Market)			

Demographics		
12+ Tot Pop	: 359,900	100.0%
12+ Blk Pop	: 19,600	5.4%
12+ His Pop	: 10,600	2.9%
Median Age	: 28.7	
Eth Controls	: NO CONTROLS	

0. TOT MKT	100.0	59500	343800	21:48	5.8
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Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54	
Rank	Station	Rank	Station	Rank	Station	Rank	Station
1	WITL-FM	1	WVIC-FM	1	WVIC-FM	1	WITL-FM
2	WVIC-FM	2	WMMQ-FM	2	WITL-FM	2	WVIC-FM
3	WJIM-FM	3	WITL-FM	3	WFMK-FM	3	WFMK-FM
	WFMK-FM	4	WJXQ-FM	4	WMMQ-FM	4	WIBM-FM
5	WJR -AM	5	WFMK-FM	5	WJXQ-FM	5	WIBM-FM
6	WMMQ-FM	6	WRIF-FM	6	WGOR-FM	6	WMMQ-FM
7	WIBM-FM	7	WIBM-FM	7	WJIM-FM	7	WJR -AM
8	WJXQ-FM	8	WKKP-FM	8	WJIM-FM	8	WJXQ-FM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34	
Rank	Station	Rank	Station	Rank	Station	Rank	Station
1	WVIC-FM	1	WVIC-FM	1	WVIC-FM	1	WVIC-FM
2	WGOR-FM	2	WMMQ-FM	2	WITL-FM	2	WITL-FM
3	WILS-AM	3	WITL-FM	3	WFMK-FM	3	WFMK-FM
4	WJXQ-FM	4	WILS-AM	4	WJXQ-FM	4	WJXQ-FM
5	WIBM-FM	5	WJLA-AM	5	WFMK-FM	5	WMMQ-FM
	WFMK-FM	6	WFMK-FM	6	WRIF-FM	6	WIBM-FM
	WITL-FM	7	WJIM-FM	7	WIBM-FM	7	WJIM-FM
	WJIM-AM	8	WILS-AM	8	WJR -AM	8	WRIF-FM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54	
Rank	Station	Rank	Station	Rank	Station	Rank	Station
1	WITL-FM	1	WITL-FM	1	WITL-FM	1	WITL-FM
2	WJIM-FM	2	WIBM-FM	2	WVIC-FM	2	WIBM-FM
	WJR -AM		WFMK-FM	3	WFMK-FM	3	WJIM-FM
4	WIBM-FM		WKKP-FM	4	WIBM-FM	4	WJR -AM
5	WVIC-FM		WVIC-FM	5	WJR -AM	5	WVIC-FM
6	WFMK-FM	6	WJR -AM	6	WKKP-FM	6	WJIM-FM
7	WOOD-FM	7	WMMQ-FM	7	WMMQ-FM	7	WOOD-FM
8	CKLW-AM		WJIM-FM	8	WJIM-FM	8	WFMK-FM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary
 Metro: 257 LAS VEGAS, NV ARBITRON Rank: 067

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		W190	FAB9	SUB9	SP89	W189								
*KLUC-FM	CHR	10.3	10.3	8.7	10.0	7.6		98.5	C	97.0	97.0	1181.1	Nationwide Communica	LAS VEGAS, NV
*KFMS-FM	CTY	9.8	11.8	10.3	10.1	12.3		101.9	C	100.0	100.0	1180.0	Broadcast Associates	NORTH LAS VEGAS
*KXTZ-FM	EZ	6.7	9.3	7.9	8.5	12.4		94.1	C	100.0	100.0	1210.6	Parker Companies	HENDERSON, NV
*KUDA-FM	OLD	6.4	4.7	3.9	4.7	4.2		107.5	C	24.5	24.5	3727.0	Americom	PAHRUMP, NV
*KKLZ-FM	CR	5.5	4.9	5.6	5.7	5.9		96.3	C	100.0	100.0	1174.5	SOUTHERN NEVADA RADI	LAS VEGAS, NV
*KYRK-FM	CHR	5.0	5.0	7.5	5.3	5.1		97.1	C	98.0	98.0	1919.3	Anchor Media	LAS VEGAS, NV
*KOMP-FM	AOR	4.9	3.7	4.8	6.3	5.9		92.3	C	100.0	100.0	1519.0	Lotus Communications	LAS VEGAS, NV
*KEYV-FM	NA	4.9	3.6	1.4	2.9	2.0		93.1	C	24.5	24.5	3727.0	Nemesis Communicatio	LAS VEGAS, NV
*KMZQ-FM	AC	4.1	3.7	5.8	4.2	4.7		100.5	C	96.0	96.0	1105.6	Commonwealth Broadca	HENDERSON, NV
*KRLV-FM	AC	3.9	3.4	3.9	5.3	4.2		106.5	C	100.0	100.0	1154.9	Wescom Group, Inc.	LAS VEGAS, NV
*KORK-AM	BB	3.6	5.8	5.6	3.1	3.8		920	III	5.0	50.0	DA-2	Anchor Media	LAS VEGAS, NV
*KLTN-FM	OTH	3.2	2.3	1.8	1.1	----	CP	103.5	C	100.0	100.0	1158.1	Martin Intermart, In	LAS VEGAS, NV
*KWNR-FM	AC	2.9	2.7	2.4	2.6	2.5	CP	95.5	C	92.0	92.0	1161.4	Southwest Radio, Inc	HENDERSON, NV
*KDWN-AM	TLK	2.5	1.6	2.7	3.9	1.9		720	II	50.0	50.0	DA-N	Radio Nevada	LAS VEGAS, NV
*KNUU-AM	NTK	2.2	2.1	2.6	2.5	3.1		970	III	5.0	50.0	DA-2	CAT Broadcasting Cor	PARADISE, NV
*KMTW-AM	CTY	2.0	1.4	1.6	0.9	2.3		1340	IV	1.0	1.0	ND-U	SOUTHERN NEVADA RADI	LAS VEGAS, NV
*KJUL-FM	SRC	1.6	1.6	1.6	0.7	----	CP	104.3	C	100.0	100.0	1115.5	Waldron Broadcasting	NORTH LAS VEGAS
*KEND-AM	OLD	1.0	1.1	1.3	0.7	0.7		1460	III	5.0	1.0	DA-N	Lotus Communications	LAS VEGAS, NV
*KRR1-FM	OLD	0.9	1.3	1.1	1.7	0.9	CP	105.5	C2	3.7	3.7	1587.9	ROCK 'N ROLL INC.	BOULDER CITY, N
*KREL-AM	SPN	0.6	0.5	1.1	0.9	0.9		1280	III	5.0	0.0	DA-D	KREL, Inc.	HENDERSON, NV
*KFMS-AM	CTY	0.4	0.2	0.5	1.2	0.9		1410	III	5.0	5.0	DA-N	Broadcast Associates	LAS VEGAS, NV
*KLUC-AM	AC	0.2	0.0	----	1.3	0.9		1140	II	10.0	2.0	DA-D	Nationwide Communica	LAS VEGAS, NV
*KLAV-AM	AC	----	----	----	0.4	0.4		1230	IV	1.0	1.0	ND-U	Wagenvoord, David	LAS VEGAS, NV
*KROL-AM	TLK	----	----	----	----	0.3		870	II	10.0	1.0	ND-U	Roughrider Broadcast	LAUGHLIN, NV

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 257 LAS VEGAS, NV		ARBITRON Rank: 067		Demo: P 12+		Mon-Sun 6A-MID		TSL					
ADI : Las Vegas		US Region : MT		Rk. Station		Share AQH Per		Cume Per HR:MN T/O					
Year	(000) Pop (0+)	(000) Hshlds	(\$000) EBI	(\$000) Retail Sls	(\$000) Radio Rev	Radio Rev %RtSls	PerCap						
1986	565.2	228.7	7016328	4338210	17071.8	0.0039	30.20	1. KLUC-FM	10.3	9200	127700	9:05	13.9
1987	610.9	248.3	7900229	4656184	18033.6	0.0039	29.52	2. KFMS-FM	9.8	8800	100600	11:01	11.4
1988	652.3	266.4	8948659	5081685	19328.7	0.0038	29.63	3. KXTZ-FM	6.7	6000	64600	11:42	10.8
1989	679.1	278.5	10030705	5603080	21061.7	0.0038	31.01	4. KUDA-FM	6.4	5700	71100	10:06	12.5
1990	694.9	286.2	11137962	6196394	23185.3	0.0037	33.36	5. KKLZ-FM	5.5	4900	67500	9:09	13.8
1991	703.4	290.8	12262026	6837656	25601.9	0.0037	36.40	6. KYRK-FM	5.0	4500	92800	6:07	20.6
1992	708.2	293.9	13394495	7502891	28213.7	0.0038	39.84	7. KOMP-FM	4.9	4400	59900	9:15	13.6
1993	731.1	304.6	14525271	8159899	30923.2	0.0038	42.30	KEYV-FM	4.9	4400	41800	13:16	9.5
1994	752.0	314.4	15657123	8821082	33599.1	0.0038	44.68	9. KMZQ-FM	4.1	3700	64700	7:12	17.5
1995	772.9	324.3	16788975	9482265	36292.1	0.0038	46.96	10. KRLV-FM	3.9	3500	43200	10:12	12.3
1996	793.8	334.1	17920827	10143448	38985.1	0.0038	49.11	11. KORK-AM	3.6	3200	34900	11:33	10.9
1997	814.8	344.0	19052679	10804631	41678.0	0.0039	51.15	12. KLTN-FM	3.2	2900	39900	9:09	13.8
1998	835.7	353.8	20184531	11465814	44371.0	0.0039	53.09	13. KWNR-FM	2.9	2600	50800	6:27	19.5
1999	856.6	363.7	21316383	12126997	47064.0	0.0039	54.94	14. KDWN-AM	2.5	2200	39100	7:05	17.8
2000	877.5	373.5	22448235	12788180	49756.9	0.0039	56.70	15. KNUU-AM	2.2	2000	35100	7:11	17.5
								16. KMTW-AM	2.0	1800	20200	11:14	11.2
								17. KJUL-FM	1.6	1400	22900	7:42	16.4
								18. KENO-AM	1.0	900	17600	6:27	19.6
								19. KRRI-FM	0.9	800	25100	4:01	31.4
								20. KREL-AM	0.6	500	11300	5:35	22.6
								21. KFMS-AM	0.4	400	12600	4:00	31.5
								22. KLUC-AM	0.2	200	6000	4:12	30.0

The Radio Marketplace

AM Home to Market : 8	ARBITRON Market : CONTINUOUS
FM Home to Market : 14	Surveys : Wi,Sp,Su,Fa
Tot Stations MSA Survey : 22	Most Current Survey : Winter 1990
Tot Listed Share Points : 82.6	
Points Above Line : 82.6	
Points Below Line : 0.0	
Balance of Points : 17.4	
Mean Points/AL Station : 3.8	
Median Points/AL Station : 3.4	
Revenue/AL Point : 254,984	
Revenue/AL Mean Station : 957,350	
AL -- Above Line (Home to Market)	

Demographics

12+ Tot Pop : 547,400	100.0%
12+ Blk Pop : 46,100	8.4%
12+ His Pop : 34,500	6.3%
Median Age : 32.1	
Eth Controls: BLACK CONTROLS	

0. TOT MKT 100.0 89600 515800 21:53 5.8

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 KFMS-FM	1 KOMP-FM	1 KLUC-FM	1 KLUC-FM	1 KFMS-FM	1 KFMS-FM	1 KFMS-FM
2 KLUC-FM	2 KLUC-FM	2 KKLZ-FM	2 KOMP-FM	2 KUDA-FM	2 KUDA-FM	2 KUDA-FM
3 KXTZ-FM	3 KKLZ-FM	3 KFMS-FM	3 KKLZ-FM	3 KKLZ-FM	3 KLUC-FM	3 KLUC-FM
4 KUDA-FM	4 KMZQ-FM	4 KYRK-FM	4 KFMS-FM	4 KEYV-FM	4 KXTZ-FM	4 KEYV-FM
5 KKLZ-FM	5 KFMS-FM	5 KOMP-FM	5 KMZQ-FM	5 KLUC-FM	5 KEYV-FM	5 KKLZ-FM
6 KEYV-FM	6 KEYV-FM	6 KUDA-FM	6 KYRK-FM	6 KOMP-FM	6 KMZQ-FM	6 KRLV-FM
7 KOMP-FM	7 KUDA-FM	7 KWNR-FM	7 KEYV-FM	7 KRLV-FM	7 KRLV-FM	7 KOMP-FM
8 KMZQ-FM	8 KYRK-FM	8 KMZQ-FM	8 KUDA-FM	8 KMZQ-FM	8 KLTN-FM	8 KMZQ-FM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 KYRK-FM	1 KOMP-FM	1 KLUC-FM	1 KLUC-FM	1 KOMP-FM	1 KLUC-FM	1 KKLZ-FM
2 KLUC-FM	2 KLUC-FM	2 KYRK-FM	2 KOMP-FM	2 KKLZ-FM	2 KKLZ-FM	2 KOMP-FM
3 KMTW-AM	3 KMTW-AM	3 KFMS-FM	3 KYRK-FM	3 KFMS-FM	3 KFMS-FM	3 KLUC-FM
4 KKLZ-FM	4 KYRK-FM	4 KKLZ-FM	4 KKLZ-FM	4 KLUC-FM	4 KUDA-FM	4 KFMS-FM
5 KMZQ-FM	5 KKLZ-FM	5 KRLV-FM	5 KMTW-AM	5 KEYV-FM	5 KOMP-FM	5 KUDA-FM
6 KOMP-FM	6 KMZQ-FM	6 KMZQ-FM	6 KMZQ-FM	6 KUDA-FM	6 KLTN-FM	6 KEYV-FM
7 KREL-AM	7 KLTN-FM	7 KEYV-FM	7 KRLV-FM	7 KMZQ-FM	7 KWNR-FM	7 KMZQ-FM
8 KFMS-FM	8 KRLV-FM	8 KWNR-FM	8 KFMS-FM	8 KWNR-FM	8 KMZQ-FM	8 KWNR-FM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 KFMS-FM	1 KUDA-FM	1 KUDA-FM	1 KUDA-FM	1 KFMS-FM	1 KFMS-FM	1 KFMS-FM
2 KXTZ-FM	2 KKLZ-FM	2 KFMS-FM	2 KFMS-FM	2 KEYV-FM	2 KXTZ-FM	2 KXTZ-FM
3 KUDA-FM	3 KLUC-FM	3 KEYV-FM	3 KLUC-FM	3 KUDA-FM	3 KDWN-AM	3 KEYV-FM
4 KORK-AM	4 KFMS-FM	4 KRLV-FM	4 KRLV-FM	4 KXTZ-FM	4 KKLZ-FM	4 KUDA-FM
5 KLUC-FM	5 KRLV-FM	5 KLUC-FM	5 KEYV-FM	5 KRRI-FM	5 KMZQ-FM	5 KRLV-FM
6 KEYV-FM	6 KEYV-FM	6 KMZQ-FM	6 KKLZ-FM	6 KJUL-FM	6 KNUU-AM	6 KDWN-AM
7 KDWN-AM	7 KLTN-FM	7 KXTZ-FM	7 KLTN-FM	7 KRLV-FM	7 KRLV-FM	7 KJUL-FM
8 KRLV-FM	8 KWNR-FM	8 KLTN-FM	8 KXTZ-FM	8 KDWN-AM	8 KUDA-FM	8 KNUU-AM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary
 Metro: 003 LOS ANGELES, CA ARBITRON Rank: 002

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		W190	FA89	SU89	SP89	W189								
*KOST-FM	AC	6.4	5.7	6.8	6.1	5.6		103.5	B	12.5	12.5	3100.4	Cox Enterprises	LOS ANGELES, CA
*KIIS-FM	CHR	5.9	5.4	6.2	4.9	6.2		102.7	B	8.0	8.0	2959.3	Gannett Company	LOS ANGELES, CA
*KPWR-FM	CHR	5.6	6.2	6.1	7.1	6.4	CP	105.9	B	25.0	25.0	2965.9	Emmis Broadcasting	LOS ANGELES, CA
*KABC-AM	TLK	4.4	4.6	4.3	5.2	4.9		790	III	5.0	5.0	DA-N	Capital Cities/ABC	LOS ANGELES, CA
*KLOS-FM	AOR	3.8	4.2	4.1	3.8	4.6		95.5	B	61.0	61.0	3129.9	Capital Cities/ABC	LOS ANGELES, CA
*KQLZ-FM	CHR	3.6	3.8	5.5	4.3	2.7		100.3	B	5.3	5.3	3005.2	Westwood One, Inc.	LOS ANGELES, CA
*KBIG-FM	AC	3.6	4.0	3.6	4.3	4.0		104.3	B	78.0	78.0	2890.4	Bonneville Internati	LOS ANGELES, CA
*KFWB-AM	NWS	3.3	2.6	3.1	3.0	2.9		980	III	5.0	5.0	ND-U	Westinghouse Broadca	LOS ANGELES, CA
*KWKW-AM	SPN	3.3	3.5	2.7	2.2	2.3		1330	III	5.0	5.0	DA-N	Lotus Communications	LOS ANGELES, CA
*KROQ-FM	AOR	3.2	2.5	2.5	2.3	3.0		106.7	B	5.5	5.5	1387.8	Infinity Broadcastin	PASADENA, CA
*KTNQ-AM	SPN	3.1	2.7	1.9	2.5	1.6		1020	II	50.0	50.0	DA-2	Heftel Communication	LOS ANGELES, CA
*KMPC-AM	BB	3.1	2.1	2.7	2.5	2.3		710	II	50.0	10.0	DA-N	Golden West Broadcas	LOS ANGELES, CA
*KNX -AM	NWS	3.0	3.4	2.8	3.3	3.6		1070	I-B	50.0	50.0	ND-U	CBS Incorporated	LOS ANGELES, CA
*KTWV-FM	NAC	3.0	3.1	2.8	2.5	3.4		94.7	B	55.0	55.0	2831.4	Westinghouse Broadca	LOS ANGELES, CA
*KLVE-FM	SPN	3.0	3.2	3.2	1.8	2.3		107.5	B	29.5	29.5	2998.7	Heftel Communication	LOS ANGELES, CA
*KXEZ-FM	AC	2.9	2.5	4.6	4.1	4.5		98.7	B	75.0	75.0	1181.1	Command Communicatio	LOS ANGELES, CA
*KRTH-FM	OLD	2.8	2.7	2.8	3.1	3.3		101.1	B	51.0	51.0	3129.9	Beasley Broadcasting	LOS ANGELES, CA
*KLSX-FM	CR	2.3	2.2	2.0	1.8	2.5	CP	97.1	B	21.0	21.0	3002.0	Greater Media	LOS ANGELES, CA
*KZLA-FM	CTY	2.0	2.2	2.3	2.0	2.3	CP	93.9	B	21.5	21.5	1177.8	Malrite Communicatio	LOS ANGELES, CA
*KJLH-FM	URB	1.9	2.3	1.9	2.2	2.3		102.3	A	2.3	2.3	337.9	TAXI PRODUCTIONS INC	COMPTON, CA
*KODJ-FM	OLD	1.7	1.8	2.0	2.0	1.1		93.1	B	28.5	28.5	3497.4	CBS Incorporated	LOS ANGELES, CA
*KFI -AM	TLK	1.6	1.7	1.6	1.8	1.3		640	I-A	50.0	50.0	ND-U	Cox Enterprises	LOS ANGELES, CA
*KLIT-FM	AC	1.5	1.2	1.2	0.7	0.9	CP	101.9	B	4.4	4.4	1325.5	Golden West Broadcas	GLENDALE, CA
*KKGO-FM	JZ	1.4	1.4	1.0	1.2	1.1		105.1	B	18.0	18.0	2887.1	Mount Wilson FM Broa	LOS ANGELES, CA
*KKBT-FM	URB	1.3	0.4	1.7	1.5	1.6		92.3	B	39.0	39.0	2910.1	Evergreen Media	LOS ANGELES, CA
*KACE-FM	URB	1.2	1.9	1.2	1.3	0.9		103.9	A	1.6	1.6	390.4	All Pro Broadcasting	INGLEWOOD, CA
*KALI-AM	SPN	1.1	1.0	0.8	1.0	1.2		1430	III	5.0	5.0	DA-2	United Broadcasting	SAN GABRIEL, CA
*KSKQ-AM	SPN	1.1	1.3	1.1	1.0	1.1		1540	II	50.0	10.0	DA-2	Spanish Broadcasting	LOS ANGELES, CA
*KNAC-FM	AOR	1.1	0.8	1.0	1.0	1.4		105.5	A	1.0	1.0	469.2	FLAGSHIP BCG INC	LONG BEACH, CA
*KRLA-AM	OLD	1.0	1.0	0.8	0.9	0.8		1110	II	50.0	20.0	DA-2	Greater Media	LOS ANGELES, CA
*KDAY-AM	URB	1.0	0.6	0.6	1.5	0.6		1580	II	50.0	50.0	DA-2	Sands, Fred	SANTA MONICA, C
*KSKQ-FM	SPN	0.9	0.8	0.5	1.0	0.4		97.9	B	79.0	79.0	410.1	Spanish Broadcasting	LONG BEACH, CA
*KGFJ-AM	URB	0.8	1.1	0.7	0.8	0.6		1230	IV	1.0	1.0	ND-U	East-West Broadcasti	LOS ANGELES, CA
*KLAC-AM	CTY	0.8	1.2	0.8	1.2	1.2		570	III	5.0	5.0	DA-N	Malrite Communicatio	LOS ANGELES, CA
*KGRB-AM	BB	0.7	----	0.4	0.6	0.5		900	II	0.5	0.0	DA-D	Robert Burdette & As	WEST COVINA, CA
*KKLA-FM	REL	0.6	0.8	0.7	0.6	0.5		99.5	B	30.0	30.0	669.3	INSPIRATION MEDIA OF	LOS ANGELES, CA
*KMAX-FM	SPN	0.4	0.4	----	0.5	0.3		107.1	A	3.0	3.0	-42.7	Douglas Broadcasting	ARCADIA, CA
*KOCM-FM	AC	0.4	----	0.3	----	0.3	CP	103.1	A	2.5	2.3	321.5	OCEAN BCG INC	NEWPORT BEACH,
*KFSG-FM	REL	0.3	0.3	0.3	----	0.5		96.3	B	54.0	54.0	479.0	International Foursq	LOS ANGELES, CA
*KGIL-AM	NTK	0.3	0.4	----	0.6	----		1260	III	5.0	5.0	DA-2	Buckley Broadcasting	SAN FERNANDO, C
*KWIZ-AM	AC	0.3	0.4	----	0.3	----		1480	III	5.0	5.0	DA-N	LIBERMAN BROADCASTIN	SANTA ANA, CA
*KIEV-AM	TLK	0.3	0.4	0.4	0.4	0.3		870	II	5.0	1.0	ND-U	Southern California	GLENDALE, CA
*KIIS-AM	CHR	0.2	----	0.2	0.3	0.9		1150	III	5.0	5.0	DA-N	Gannett Company	LOS ANGELES, CA
*KRTH-AM	OLD	0.1	0.4	1.3	0.8	0.6		930	III	5.0	5.0	DA-N	Beasley Broadcasting	LOS ANGELES, CA
*KEZY-FM	CHR	----	0.3	0.4	----	----	CP	95.9	A	2.4	2.4	328.1	ML Media Partners	ANAHEIM, CA
KYMS-FM	REL	----	----	0.4	0.3	0.3		106.3	A	3.0	3.0	131.2	Interstate Broadcast	SANTA ANA, CA
KAVS-FM	CHR	----	----	0.3	0.4	----		97.7	A	3.0	3.0	298.6	ANTELOPE BCG CO INC	MOJAVE, CA
*KBOB-FM	BB	----	----	0.1	----	----	CP	98.3	A	2.3	2.3	328.1	Robert Burdette & As	WEST COVINA, CA
KIKF-FM	CTY	----	----	----	0.4	----		94.3	A	3.0	3.0	246.1	Aries Communications	GARDEN GROVE, C
*KTYM-AM	REL	----	----	----	0.3	----		1460	III	5.0	5.0	DA-2	TRANS AMERICA BCSTG	INGLEWOOD, CA
*KKJZ-AM	CL	----	----	----	0.0	0.0		540	II	1.5	0.0	DA-D	Mount Wilson FM Broa	HESPERIA, CA

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".
 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 003 LOS ANGELES, CA

ARBITRON Rank: 002-Demo: P 12+

Mon-Sun 6A-MID

TSL

ADI : Los Angeles

US Region : PAC

Year	Pop (0+)	Hshlds (000)	EBI (\$000)	Retail Sls (\$000)	Radio Rev (\$000)	%RtSls	PerCap	Rk. Station	Share	AQH Per	Cume Per	HR:MN	T/O
1986	10489.6	3819.8	148713560	69914935	287139.1	0.0041	27.37	1. KOST-FM	6.4	108800	1565700	8:45	14.4
1987	10774.3	3890.6	168073015	73817941	304495.4	0.0041	28.26	2. KIIS-FM	5.9	100500	1827000	6:56	18.2
1988	11015.6	3952.9	186932272	79273612	323437.2	0.0041	29.36	3. KPWR-FM	5.6	94600	1517600	7:51	16.0
1989	11213.0	4015.1	204189073	86301525	349914.3	0.0041	31.21	4. KABC-AM	4.4	74900	950900	9:55	12.7
1990	11377.3	4077.2	220244033	94508620	384021.7	0.0041	33.75	5. KLOS-FM	3.8	64900	1037000	7:53	16.0
1991	11519.8	4139.3	235497764	103501837	423851.8	0.0041	36.79	6. KQLZ-FM	3.6	60900	1008400	7:37	16.6
1992	11651.2	4201.3	250350881	112888114	467497.1	0.0041	40.12	7. KBIG-FM	3.6	60600	871200	8:46	14.4
1993	11837.9	4258.2	265247648	122225617	513049.9	0.0042	43.34	8. KFVB-AM	3.3	56300	1221800	5:48	21.7
1994	12018.6	4315.7	280089776	131629630	558366.1	0.0042	46.46	9. KWKW-AM	3.3	55500	532900	13:07	9.6
1995	12199.3	4373.2	294931904	141033644	604005.0	0.0043	49.51	10. KROQ-FM	3.2	53800	782700	8:40	14.5
1996	12380.1	4430.7	309774033	150437657	649643.9	0.0043	52.47	11. KTNQ-AM	3.1	53200	501000	13:23	9.4
1997	12560.8	4488.1	324616161	159841670	695282.8	0.0043	55.35	12. KMPC-AM	3.1	52100	691500	9:30	13.3
1998	12741.5	4545.6	339458289	169245684	740921.7	0.0044	58.15	13. KNX -AM	3.0	51700	1066100	6:07	20.6
1999	12922.2	4603.1	354300418	178649697	786560.7	0.0044	60.87	14. KTWV-FM	3.0	51600	848100	7:40	16.4
2000	13102.9	4660.6	369142546	188053710	832199.6	0.0044	63.51	15. KLVE-FM	3.0	50200	610700	10:21	12.2
								16. KXEZ-FM	2.9	49000	681400	9:04	13.9
								17. KRTH-FM	2.8	48000	895100	6:45	18.6
								18. KLSX-FM	2.3	38500	752700	6:27	19.6
								19. KZLA-FM	2.0	34400	454700	9:32	13.2
								20. KJLH-FM	1.9	32200	527700	7:41	16.4
								21. KODJ-FM	1.7	29200	652900	5:38	22.4
								22. KFI -AM	1.6	26600	501700	6:41	18.9
								23. KLIT-FM	1.5	24700	459600	6:46	18.6
								24. KKGO-FM	1.4	23100	431300	6:45	18.7
								25. KKBT-FM	1.3	21600	477300	5:42	22.1
								26. KACE-FM	1.2	19800	366300	6:49	18.5
								27. KALI-AM	1.1	19300	273700	8:53	14.2
								28. KSKQ-AM	1.1	18500	253900	9:11	13.7
								29. KNAC-FM	1.1	18100	253200	9:00	14.0
								30. KRLA-AM	1.0	17300	337200	6:28	19.5
								0. TOT MKT	100.0	1699100	8913800	24:01	5.2

The Radio Marketplace

AM Home to Market : 19	ARBITRON Market : CONTINUOUS
FM Home to Market : 25	Surveys : Wi,Sp,Su,Fa
Tot Stations MSA Survey : 44	Most Current Survey : Winter 1990
Tot Listed Share Points : 90.3	
Points Above Line : 90.3	
Points Below Line : 0.0	
Balance of Points : 9.7	
Mean Points/AL Station : 2.1	
Median Points/AL Station: 1.6	
Revenue/AL Point : 3,875,019	
Revenue/AL Mean Station : 7,952,597	
AL -- Above Line (Home to Market)	

Demographics

12+ Tot Pop : 9,265,900	100.0%
12+ Blk Pop : 854,700	9.2%
12+ His Pop : 2,268,300	24.5%
Median Age : 32.2	
Eth Controls: BLACK & HISPANIC	

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 KOST-FM	1 KLOS-FM	1 KOST-FM	1 KOST-FM	1 KOST-FM	1 KOST-FM	1 KOST-FM
2 KABC-AM	2 KPWR-FM	2 KPWR-FM	2 KPWR-FM	2 KLOS-FM	2 KIIS-FM	2 KIIS-FM
3 KIIS-FM	3 KQLZ-FM	3 KIIS-FM	3 KLOS-FM	3 KTNQ-AM	3 KWKW-AM	3 KBIG-FM
4 KPWR-FM	4 KROQ-FM	4 KROQ-FM	4 KIIS-FM	4 KTWV-FM	4 KBIG-FM	4 KLOS-FM
5 KLOS-FM	5 KOST-FM	5 KLOS-FM	5 KROQ-FM	5 KIIS-FM	5 KRTH-FM	5 KTNQ-AM
6 KBIG-FM	6 KLSX-FM	6 KQLZ-FM	6 KQLZ-FM	6 KLSX-FM	6 KPWR-FM	6 KTWV-FM
7 KFVB-AM	7 KIIS-FM	7 KLVE-FM	7 KLVE-FM	7 KRTH-FM	7 KLVE-FM	7 KWKW-AM
8 KWKW-AM	8 KTNQ-AM	8 KBIG-FM	8 KLSX-FM	8 KBIG-FM	8 KTWV-FM	8 KRTH-FM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 KIIS-FM	1 KPWR-FM	1 KOST-FM	1 KPWR-FM	1 KLOS-FM	1 KOST-FM	1 KOST-FM
2 KPWR-FM	2 KQLZ-FM	2 KPWR-FM	2 KQLZ-FM	2 KLSX-FM	2 KIIS-FM	2 KLOS-FM
3 KQLZ-FM	3 KLOS-FM	3 KIIS-FM	3 KOST-FM	3 KTNQ-AM	3 KLOS-FM	3 KPWR-FM
4 KDAY-AM	4 KROQ-FM	4 KROQ-FM	4 KLOS-FM	4 KOST-FM	4 KLVE-FM	4 KIIS-FM
5 KROQ-FM	5 KIIS-FM	5 KQLZ-FM	5 KROQ-FM	5 KPWR-FM	5 KPWR-FM	5 KLVE-FM
6 KOST-FM	6 KOST-FM	6 KLOS-FM	6 KIIS-FM	6 KROQ-FM	6 KWKW-AM	6 KLSX-FM
7 KLVE-FM	7 KNAC-FM	7 KBIG-FM	7 KBIG-FM	7 KRTH-FM	7 KBIG-FM	7 KROQ-FM
8 KJLH-FM	8 KLVE-FM	8 KJLH-FM	8 KLVE-FM	8 KIIS-FM	8 KROQ-FM	8 KTNQ-AM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 KABC-AM	1 KABC-AM	1 KIIS-FM	1 KIIS-FM	1 KNX -AM	1 KABC-AM	1 KABC-AM
2 KMPC-AM	2 KTNQ-AM	2 KOST-FM	2 KOST-FM	2 KTWV-FM	2 KOST-FM	2 KOST-FM
3 KOST-FM	3 KOST-FM	3 KWKW-AM	3 KTNQ-AM	3 KABC-AM	3 KXEZ-FM	3 KXEZ-FM
4 KFVB-AM	4 KTWV-FM	4 KRTH-FM	4 KRTH-FM	4 KBIG-FM	4 KZLA-FM	4 KBIG-FM
5 KNX -AM	5 KIIS-FM	5 KBIG-FM	5 KTWV-FM	5 KOST-FM	5 KRTH-FM	5 KNX -AM
6 KXEZ-FM	6 KODJ-FM	6 KTNQ-AM	6 KWKW-AM	6 KXEZ-FM	6 KMPC-AM	6 KTWV-FM
7 KTWV-FM	7 KRTH-FM	7 KTWV-FM	7 KBIG-FM	7 KFVB-AM	7 KFVB-AM	7 KZLA-FM
8 KBIG-FM	8 KBIG-FM	8 KPWR-FM	8 KABC-AM	8 KWKW-AM	8 KWKW-AM	8 KFVB-AM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary
 Metro: 055 LOUISVILLE, KY ARBITRON Rank: 049

Station	Fmt	[ARBITRON 12+ Metro Shares]					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FA89	SU89	SP89	WI89								
*WHAS-AM	AC	16.3	15.9	10.8	12.2	14.8		840	I-A	50.0	50.0	ND-U	Clear Channel Commun	LOUISVILLE, KY
*WAMZ-FM	CTY	14.7	15.9	16.4	16.3	17.1		97.5	C1	100.0	100.0	498.7	Clear Channel Commun	LOUISVILLE, KY
*WDJX-FM	CHR	11.4	11.3	13.3	14.3	12.0		99.7	B	24.0	24.0	715.2	Stoner Broadcasting	LOUISVILLE, KY
*WVEZ-FM	AC	7.7	8.7	7.9	5.9	6.7		106.9	B	24.5	24.5	669.3	Wilks-Schwartz Broad	LOUISVILLE, KY
*WLRN-FM	CHR	7.3	7.4	6.3	5.5	4.2		102.3	A	3.0	3.0	285.4	Radio One, Inc.	LOUISVILLE, KY
*WRKA-FM	AC	7.1	4.8	5.6	6.0	6.4		103.1	A	3.0	3.0	275.6	Capitol Broadcasting	ST. MATTHEWS, KY
*WQMF-FM	AOR	6.4	6.6	8.2	8.3	9.4		95.7	B	34.0	34.0	580.7	Otting Broadcasting,	JEFFERSONVILLE, KY
*WLOU-AM	URB	5.7	6.1	9.4	7.1	7.4		1350	III	5.0	0.5	DA-N	Johnson Publishing C	LOUISVILLE, KY
*WXVW-AM	EZ	3.0	1.6	2.8	3.0	1.9		1450	IV	1.0	1.0	DA-1	Sunnyside Communicat	JEFFERSONVILLE, KY
*WLSY-FM	AC	2.6	3.3	3.0	3.0	1.9		101.7	A	1.4	1.4	413.4	Media Capital, Inc.	JEFFERSONTOWN, KY
*WAVG-AM	OLD	2.2	2.5	3.2	3.8	4.4		970	III	5.0	5.0	DA-N	Radio One, Inc.	LOUISVILLE, KY
*WKY-AM	CTY	1.7	1.8	1.9	0.5	0.8		790	III	5.0	1.0	DA-2	Wilks-Schwartz Broad	LOUISVILLE, KY
*WLLV-AM	GOS	1.2	1.1	----	0.9	0.5		1240	IV	1.0	1.0	DA-1	Full Force Broadcast	LOUISVILLE, KY
*WTMT-AM	CTY	0.7	1.3	1.7	1.5	1.7		620	III	0.5	0.5	DA-2	Jefferson Broadcasti	LOUISVILLE, KY
*WXLN-FM	CC	0.6	1.6	0.9	1.5	0.8		103.9	A	0.9	0.9	488.8	Radio 900, Inc.	LOUISVILLE, KY
WLW-AM	AC	0.5	----	----	0.4	----		700	I-A	50.0	50.0	ND-U	Jacor Communications	CINCINNATI, OH
*WFIA-AM	REL	0.5	0.3	----	0.3	0.6		900	II	1.0	0.0	ND-D	Radio 900, Inc.	LOUISVILLE, KY
*WDJX-AM	CHR	0.2	0.2	0.2	1.0	0.2		1080	II	10.0	1.0	DA-2	Stoner Broadcasting	LOUISVILLE, KY
WLAP-FM	CHR	----	----	----	0.3	----		94.5	C1	100.0	100.0	639.8	Trumper Communicatio	LEXINGTON, KY
*WKXF-FM	CHR	----	----	----	----	0.3		105.7	A	3.0	3.0	328.1	Bass FM Broadcasting	EMINENCE, KY

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".
 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases. Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.
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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 055 LOUISVILLE, KY

ARBITRON Rank: 049 Demo: P 12+

Mon-Sun 6A-MID

TSL

ADI : Louisville

US Region : ESC

Rk. Station

Share

AQH Per

Cume Per

HR:MN

T/O

Year	(000) Pop (0+)	(000) HsHlds	(\$000) EBI	(\$000) Retail Sls	(\$000) Radio Rev	Radio Rev %RtSls	PerCap
1986	970.5	357.1	11041000	5849128	19514.5	0.0033	20.11
1987	966.1	358.2	11832991	6392975	20469.2	0.0032	21.19
1988	962.7	359.6	12910758	7016649	22398.7	0.0032	23.27
1989	961.3	361.0	14115741	7647417	24611.5	0.0032	25.60
1990	961.3	362.4	15416138	8283505	26849.5	0.0032	27.93
1991	962.3	363.7	16780143	8923140	29106.3	0.0033	30.25
1992	963.8	365.1	18175953	9564549	31375.8	0.0033	32.55
1993	968.4	367.8	19540035	10190146	33651.5	0.0033	34.75
1994	972.6	370.4	20930532	10818006	35871.1	0.0033	36.88
1995	976.9	373.0	22321029	11445866	38098.7	0.0033	39.00
1996	981.2	375.6	23711526	12073727	40326.4	0.0033	41.10
1997	985.5	378.2	25102024	12701587	42554.0	0.0034	43.18
1998	989.7	380.8	26492521	13329448	44781.7	0.0034	45.25
1999	994.0	383.4	27883018	13957308	47009.3	0.0034	47.29
2000	998.3	386.0	29273516	14585168	49237.0	0.0034	49.32

1. WHAS-AM	16.3	21200	246500	10:50	11.6
2. WAMZ-FM	14.7	19100	200000	12:02	10.5
3. WDJX-FM	11.4	14800	216200	8:38	14.6
4. WVEZ-FM	7.7	10000	141400	8:55	14.1
5. WLRS-FM	7.3	9500	136300	8:47	14.3
6. WRKA-FM	7.1	9200	128800	9:00	14.0
7. WQMF-FM	6.4	8300	133200	7:51	16.0
8. WLOU-AM	5.7	7400	73900	12:37	10.0
9. WXVW-AM	3.0	3900	51000	9:38	13.1
10. WLSY-FM	2.6	3400	41700	10:16	12.3
11. WAVG-AM	2.2	2900	82200	4:27	28.3
12. WKY-AM	1.7	2200	35400	7:50	16.1
13. WLLV-AM	1.2	1500	19800	9:33	13.2
14. WTMT-AM	0.7	900	23600	4:48	26.2
15. WXLN-FM	0.6	800	25400	3:58	31.7
16. WLW-AM	0.5	600	7500	10:05	12.5
17. WFIA-AM	0.5	600	19000	3:59	31.7
18. WDJX-AM	0.2	300	20000	1:53	66.7

The Radio Marketplace

AM Home to Market	: 9	ARBITRON Market	: CONTINUOUS
FM Home to Market	: 8	Surveys	: Wi, Sp, Su, Fa
Tot Stations MSA Survey	: 18	Most Current Survey	: Winter 1990
Tot Listed Share Points	: 89.8		
Points Above Line	: 89.3		
Points Below Line	: 0.5		
Balance of Points	: 10.2		
Mean Points/AL Station	: 5.3		
Median Points/AL Station	: 3.0		
Revenue/AL Point	: 275,605		
Revenue/AL Mean Station	: 1,447,737		
AL -- Above Line (Home to Market)			

Demographics

12+ Tot Pop	: 793,200	100.0%
12+ Blk Pop	: 96,400	12.2%
12+ His Pop	: 4,800	0.6%
Median Age	: 32.2	
Eth Controls	: BLACK CONTROLS	

0. TOT MKT 100.0 129900 761900 21:29 5.9

Demo: Rank	P 18+ Station	Demo: Rank	M 18-34 Station	Demo: Rank	W 18-34 Station	Demo: Rank	P 18-34 Station	Demo: Rank	M 25-54 Station	Demo: Rank	W 25-54 Station	Demo: Rank	P 25-54 Station
1	WHAS-AM	1	WAMZ-FM	1	WDJX-FM	1	WDJX-FM	1	WAMZ-FM	1	WAMZ-FM	1	WAMZ-FM
2	WAMZ-FM	2	WQMF-FM	2	WAMZ-FM	2	WAMZ-FM	2	WHAS-AM	2	WHAS-AM	2	WHAS-AM
3	WDJX-FM	3	WDJX-FM	3	WLOU-AM	3	WQMF-FM	3	WRKA-FM	3	WVEZ-FM	3	WVEZ-FM
4	WVEZ-FM	4	WLRS-FM	4	WRKA-FM	4	WLRS-FM	4	WVEZ-FM	4	WRKA-FM	4	WRKA-FM
5	WRKA-FM	5	WHAS-AM	5	WVEZ-FM	5	WLOU-AM	5	WQMF-FM	5	WDJX-FM	5	WDJX-FM
6	WQMF-FM	6	WRKA-FM	6	WQMF-FM	6	WRKA-FM	6	WDJX-FM	6	WLOU-AM	6	WQMF-FM
7	WLOU-AM	7	WVEZ-FM	7	WLRS-FM	7	WVEZ-FM	7	WLRS-FM	7	WQMF-FM	7	WLOU-AM
8	WLRS-FM	8	WLOU-AM	8	WHAS-AM	8	WHAS-AM	8	WAVG-AM	8	WLSY-FM	8	WLRS-FM

Demo: Rank	P 12-17 Station	Demo: Rank	M 18-24 Station	Demo: Rank	W 18-24 Station	Demo: Rank	P 18-24 Station	Demo: Rank	M 25-34 Station	Demo: Rank	W 25-34 Station	Demo: Rank	P 25-34 Station
1	WLRS-FM	1	WQMF-FM	1	WDJX-FM	1	WDJX-FM	1	WAMZ-FM	1	WAMZ-FM	1	WAMZ-FM
2	WDJX-FM	2	WLRS-FM	2	WLOU-AM	2	WLRS-FM	2	WQMF-FM	2	WDJX-FM	2	WQMF-FM
3	WLOU-AM	3	WDJX-FM	3	WAMZ-FM	3	WQMF-FM	3	WDJX-FM	3	WRKA-FM	3	WDJX-FM
4	WQMF-FM	4	WAMZ-FM	4	WLRS-FM	4	WAMZ-FM	4	WRKA-FM	4	WLOU-AM	4	WRKA-FM
5	WHAS-AM	5	WHAS-AM	5	WVEZ-FM	5	WLOU-AM	5	WHAS-AM	5	WQMF-FM	5	WVEZ-FM
6	WAMZ-FM	6	WLOU-AM	6	WRKA-FM	6	WVEZ-FM	6	WLRS-FM	6	WVEZ-FM	6	WLOU-AM
7	WRKA-FM	7	WVEZ-FM	7	WQMF-FM	7	WHAS-AM	7	WVEZ-FM	7	WHAS-AM	7	WHAS-AM
8	WVEZ-FM	8	WRKA-FM	8	WHAS-AM	8	WRKA-FM	8	WLOU-AM	8	WLSY-FM	8	WLRS-FM

Demo: Rank	P 35+ Station	Demo: Rank	M 35-44 Station	Demo: Rank	W 35-44 Station	Demo: Rank	P 35-44 Station	Demo: Rank	M 45-54 Station	Demo: Rank	W 45-54 Station	Demo: Rank	P 45-54 Station
1	WHAS-AM	1	WHAS-AM	1	WAMZ-FM	1	WAMZ-FM	1	WAMZ-FM	1	WHAS-AM	1	WHAS-AM
2	WAMZ-FM	2	WRKA-FM	2	WRKA-FM	2	WHAS-AM	2	WHAS-AM	2	WVEZ-FM	2	WAMZ-FM
3	WVEZ-FM	3	WVEZ-FM	3	WHAS-AM	3	WRKA-FM	3	WVEZ-FM	3	WAMZ-FM	3	WVEZ-FM
4	WRKA-FM	4	WAMZ-FM	4	WVEZ-FM	4	WVEZ-FM	4	WRKA-FM	4	WLSY-FM	4	WRKA-FM
5	WXVW-AM	5	WDJX-FM	5	WDJX-FM	5	WDJX-FM	5	WLSY-FM	5	WAVG-AM	5	WLSY-FM
6	WDJX-FM	6	WAVG-AM	6	WLOU-AM	6	WAVG-AM	6	WAVG-AM	6	WQMF-FM	6	WAVG-AM
7	WAVG-AM	7	WQMF-FM	7	WLRS-FM	7	WLOU-AM	7	WDJX-FM	7	WRKA-FM	7	WQMF-FM
8	WLSY-FM	8	WLOU-AM	8	WKY-AM	8	WQMF-FM	8	WLLV-AM	8	WLOU-AM	8	WLOU-AM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary

Metro: 269 MCALLEN-BROWNSVILLE, TX

ARBITRON Rank: 076

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FAB9	SU89	SP89	WI89								
*KTXF-FM	CTY	16.6	14.0	13.2	13.4	13.0	CP	100.3	C	100.0	100.0	1125.3	Tate Communications,	BROWNSVILLE, TX
*KBFM-FM	CHR	16.2	18.6	20.0	19.7	18.7		104.1	C	100.0	100.0	1000.7	Waldron Broadcasting	EDINBURG, TX
*KGBT-AM	SPN	15.2	12.4	17.2	11.8	16.6		1530	II	50.0	10.0	DA-2	Tichenor Media Syste	HARLINGEN, TX
*KIWW-FM	SPN	9.0	6.0	5.1	8.8	6.8	CP	96.1	C	100.0	100.0	987.5	Tichenor Media Syste	HARLINGEN, TX
*KELT-FM	AC	6.2	6.1	6.4	6.8	5.5		94.5	C	100.0	100.0	1158.1	Signature Broadcasti	HARLINGEN, TX
*KVLV-FM	EZ	5.0	3.9	5.4	4.3	5.4	CP	107.9	C1	100.0	100.0	718.5	TIPPIE COMMUNICATION	EDINBURG, TX
*KQXX-FM	SPN	4.8	5.5	4.0	4.7	5.4		98.5	C	100.0	100.0	1200.8	BRAVO BROADCASTING C	MCALLEN, TX
*KIRT-AM	SPN	2.7	2.3	3.5	3.6	2.6		1580	II	1.0	0.0	ND-D	Rio Broadcasting Com	MISSION, TX
*KRIX-FM	AOR	2.5	3.1	4.1	4.0	3.7	CP	99.5	C	100.0	100.0	1036.7	First City Broadcast	BROWNSVILLE, TX
*KURV-AM	TLK	2.3	1.3	1.2	1.5	1.1		710	II	1.0	92.0	DA-1	Voice of Valley Agri	EDINBURG, TX
*KJAV-FM	REL	2.2	1.6	1.0	3.0	2.3		104.9	A	3.0	3.0	259.2	PAULINO BERNAL	ALAMO, TX
*KRGE-AM	CHR	1.8	1.2	1.2	1.8	0.6		1290	III	5.0	5.0	DA-2	First City Broadcast	WESLACO, TX
*KITM-FM	URB	1.6	2.5	2.2	1.1	1.4	CP	105.5	A	3.0	3.0	285.4	KITM, INC.	MISSION, TX
*KBOR-FM	SPN	1.2	0.5	0.2	----	----		106.3	A	0.5	0.5	633.2	Trevino, Edgar	MERCEDES, TX
*KBOR-AM	SPN	0.9	4.0	2.0	3.1	1.8		1600	III	1.0	1.0	DA-1	Trevino, Edgar	BROWNSVILLE, TX
*KUBR-AM	OTH	0.8	1.0	0.2	0.1	0.9		1210	II	10.0	1.0	DA-2	Dale Chapman Broadca	SAN JUAN, TX
*KRIO-AM	REL	0.6	1.3	0.9	0.6	1.6		910	III	5.0	5.0	DA-2	Rio Grande Bible Ins	MCALLEN, TX
*KIKN-AM	CTY	0.6	0.8	0.9	1.0	1.0		840	II	5.0	1.0	DA-2	Bixby Great Electric	PHARR, TX
*KSOX-AM	CTY	----	0.5	0.1	0.5	0.0		1240	IV	1.0	1.0	ND-U	EDGAR L. CLINTON	RAYMONDVILLE, T
XHRR-FM	OTH	----	0.3	----	----	----		102.5	B	50.0	50.0	500.0	Mexican Ownership	REYNOSA, MX
*KSOX-FM	CTY	----	0.0	0.4	0.8	1.0		101.7	A	1.1	1.1	488.8	EDGAR L. CLINTON	RAYMONDVILLE, T
KTRH-AM	NWS	----	----	0.7	0.3	----		740	II	50.0	50.0	DA-1	Jacor Communications	HOUSTON, TX
XEEW-FM	OTH	----	----	----	----	0.5		97.7		1.0	1.0	0.0	Mexican Ownership	MATAMOROS, MX

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".
 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 269 MCALLEN-BROWNSVILLE, TX		ARBITRON Rank: 076-Demo: P 12+ Mon-Sun 6A-MID		US Region : WSC		Rk. Station		Share	AQH Per	Cume Per	TSL	HR:MN	T/O
ADI : McAllen-Brownsville		(000)	(000)	(000)	(000)	(000)	Radio Rev						
Year	Pop (0+)	HsHlds	EBI	Retail Sls	Radio Rev	%RtSls	PerCap						
1986	612.5	170.3	4000957	3036665	10790.8	0.0036	17.62	1. KTXF-FM	16.6	15300	134700	14:19	8.8
1987	624.6	174.7	4184467	3232026	11099.9	0.0034	17.77	2. KBFM-FM	16.2	15000	169200	11:10	11.3
1988	634.5	178.4	4489511	3493503	11826.4	0.0034	18.64	3. KGBT-AM	15.2	14000	122300	14:25	8.7
1989	646.8	182.3	4912890	3793372	12798.7	0.0034	19.79	4. KIWW-FM	9.0	8300	86500	12:05	10.4
1990	661.1	186.4	5425019	4122036	13913.7	0.0034	21.05	5. KELT-FM	6.2	5700	78600	9:08	13.8
1991	676.5	190.6	5996316	4469897	15135.9	0.0034	22.37	6. KVLV-FM	5.0	4600	59000	9:49	12.8
1992	692.6	194.9	6597197	4827356	16429.4	0.0034	23.72	7. KQXX-FM	4.8	4400	53400	10:23	12.1
1993	708.8	199.9	7161437	5066316	17758.6	0.0035	25.06	8. KIRT-AM	2.7	2500	41000	7:41	16.4
1994	724.9	204.7	7733937	5318310	18647.2	0.0035	25.72	9. KRIX-FM	2.5	2300	46900	6:11	20.4
1995	741.0	209.5	8306437	5570305	19584.2	0.0035	26.43	10. KURV-AM	2.3	2100	24200	10:56	11.5
1996	757.2	214.3	8878938	5822299	20521.3	0.0035	27.10	11. KJAV-FM	2.2	2000	24100	10:27	12.0
1997	773.3	219.2	9451438	6074294	21458.3	0.0035	27.75	12. KRGE-AM	1.8	1700	21300	10:03	12.5
1998	789.5	224.0	10023938	6326288	22395.4	0.0035	28.37	13. KITM-FM	1.6	1500	27600	6:51	18.4
1999	805.6	228.8	10596439	6578283	23332.4	0.0035	28.96	14. KBOR-FM	1.2	1100	14800	9:22	13.5
2000	821.7	233.6	11168939	6830277	24269.4	0.0036	29.53	15. KBOR-AM	0.9	800	18500	5:27	23.1
								16. KUBR-AM	0.8	700	6000	14:42	8.6
								17. KRIO-AM	0.6	600	14200	5:19	23.7
								KIKN-AM	0.6	600	8400	9:00	14.0

The Radio Marketplace

AM Home to Market	: 8	ARBITRON Market	: CONTINUOUS
FM Home to Market	: 10	Surveys	: Wi, Sp, Su, Fa
Tot Stations MSA Survey	: 18	Most Current Survey	: Winter 1990
Tot Listed Share Points	: 90.2		
Points Above Line	: 90.2		
Points Below Line	: 0.0		
Balance of Points	: 9.8		
Mean Points/AL Station	: 5.0		
Median Points/AL Station	: 2.4		
Revenue/AL Point	: 141,892		
Revenue/AL Mean Station	: 711,037		
AL -- Above Line (Home to Market)			

Demographics

12+ Tot Pop	: 486,900	100.0%
12+ Blk Pop	: 1,000	0.2%
12+ His Pop	: 399,500	82.0%
Median Age	: 27.1	
Eth Controls	: HISPANIC CONTROLS	

0. TOT MKT 100.0 92400 463300 25:08 5.0

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	KTXF-FM	1	KBFM-FM	1	KTXF-FM	1	KTXF-FM
2	KGBT-AM	2	KTXF-FM	2	KBFM-FM	2	KGBT-AM
3	KIWW-FM	3	KELT-FM	3	KELT-FM	3	KIWW-FM
4	KBFM-FM	4	KIWW-FM	4	KIWW-FM	4	KELT-FM
5	KELT-FM	5	KRIX-FM	5	KGBT-AM	5	KBFM-FM
6	KVLV-FM	6	KGBT-AM	6	KVLV-FM	6	KVLV-FM
7	KQXX-FM	7	KQXX-FM	7	KQXX-FM	7	KQXX-FM
8	KIRT-AM	8	KRGE-AM	8	KBOR-AM	8	KRGE-AM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	KBFM-FM	1	KBFM-FM	1	KELT-FM	1	KTXF-FM
2	KTXF-FM	2	KTXF-FM	2	KIWW-FM	2	KELT-FM
3	KRIX-FM	3	KRIX-FM	3	KTXF-FM	3	KIWW-FM
4	KIWW-FM	4	KIRT-AM	4	KBFM-FM	4	KBFM-FM
5	KGBT-AM	5	KITM-FM	5	KQXX-FM	5	KGBT-AM
6	KITM-FM	6	KIWW-FM	6	KRGE-AM	6	KQXX-FM
7	KELT-FM	7	KELT-FM	7	KQXX-FM	7	KVLV-FM
8	KJAV-FM	8	KGBT-AM	8	KBOR-AM	8	KRGE-AM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	KGBT-AM	1	KGBT-AM	1	KGBT-AM	1	KGBT-AM
2	KTXF-FM	2	KTXF-FM	2	KTXF-FM	2	KTXF-FM
3	KIWW-FM	3	KRGE-AM	3	KIWW-FM	3	KIWW-FM
4	KVLV-FM	4	KIWW-FM	4	KBFM-FM	4	KJAV-FM
5	KQXX-FM	5	KELT-FM	5	KQXX-FM	5	KVLY-FM
6	KIRT-AM	6	KVLV-FM	6	KUBR-AM	6	KVLY-FM
7	KELT-FM	7	KBFM-FM	7	KIWW-FM	7	KBFM-FM
8	KBFM-FM	8	KQXX-FM	8	KQXX-FM	8	KIRT-AM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary

Metro: 075 MEMPHIS, TN

ARBITRON Rank: 042

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FA89	SUB9	SP89	WI89								
*WHRK-FM	URB	13.3	16.2	14.3	13.1	15.0		97.1	C1	100.0	100.0	531.5	US Radio, Ltd.	MEMPHIS, TN
*WGKX-FM	CTY	12.0	10.9	9.9	10.5	10.1	CP	105.9	C	100.0	100.0	994.1	Barnstable Broadcast	MEMPHIS, TN
*WDIA-AM	URB	9.6	11.2	9.5	9.4	7.8		1070	II	50.0	5.0	DA-2	US Radio, Ltd.	MEMPHIS, TN
*WRVR-FM	AC	9.3	7.4	6.4	9.1	8.2	CP	104.5	C	100.0	100.0	984.3	Keymarket Communicat	MEMPHIS, TN
*WEGR-FM	AOR	8.4	8.6	8.8	7.6	8.8		102.7	C1	98.0	98.0	899.0	Newmarket Media Corp	MEMPHIS, TN
*WMC -FM	CHR	7.5	8.2	6.8	6.1	7.6		99.7	C	290.0	96.0	908.8	Scripps-Howard Broad	MEMPHIS, TN
*WLOK-AM	URB	5.6	4.4	4.6	5.6	4.2		1340	IV	1.0	1.0	DA-1	Gilliam Communicatio	MEMPHIS, TN
*WEZI-FM	EZ	4.0	3.1	6.5	4.5	6.0		94.3	A	3.0	3.0	298.6	Ardman Broadcasting	GERMANTOWN, TN
*KRNB-FM	URB	3.8	4.1	6.0	6.1	6.2		101.1	C1	100.0	100.0	449.5	Dee Rivers Group	MEMPHIS, TN
*KMPZ-FM	CHR	3.4	5.2	4.4	4.1	5.1	CP	98.1	C1	96.0	96.0	1000.7	Dittman Group, Inc.	OSCEOLA, AR
*WMC -AM	CTY	3.3	4.8	3.9	3.3	3.7		790	III	5.0	5.0	DA-N	Scripps-Howard Broad	MEMPHIS, TN
*WREC-AM	BB	2.5	2.1	1.7	3.4	3.1		600	III	5.0	5.0	DA-N	Newmarket Media Corp	MEMPHIS, TN
*WCRV-AM	REL	1.4	1.0	0.8	0.8	1.7	CP	640	II	10.0	0.5	DA-N	Bott Broadcasting	COLLIERVILLE, T
*WODZ-AM	OLD	1.3	1.0	1.0	1.9	1.3		680	II	10.0	5.0	DA-N	Keymarket Communicat	MEMPHIS, TN
*KFTH-FM	REL	1.3	0.8	1.7	0.7	1.7		107.1	A	3.0	3.0	328.1	Willis Broadcasting	MARION, AR
*WXSS-AM	BLK	1.2	0.8	0.9	1.2	1.0		1030	II	50.0	1.0	DA-N	Willis Broadcasting	MEMPHIS, TN
*WHBQ-AM	CHR	0.9	0.9	1.1	0.8	1.0		560	III	5.0	1.0	DA-2	Flinn, George, Dr	MEMPHIS, TN
*WKBL-AM	REL	0.8	----	----	----	----		1250	III	1.0	0.0	DA-D	Wilson, Royce D.	COVINGTON, TN
*KWAM-AM	GOS	0.8	1.0	0.6	1.2	0.5		990	II	10.0	0.5	DA-2	Dee Rivers Group	MEMPHIS, TN
KFIN-FM	CTY	0.6	----	----	----	----	CP	107.9	C	98.0	98.0	1020.3	Duke Broadcasting Co	JONESBORO, AR
*WGSF-AM	CC	0.6	----	0.7	----	----		1210	II	10.0	0.3	DA-1	Arlington Broadcasti	ARLINGTON, TN
*WNWZ-AM	AC	0.5	0.3	0.6	----	----		1430	III	2.5	2.5	DA-2	Ardman Broadcasting	GERMANTOWN, TN
*KHLS-FM	OTH	----	0.5	0.6	0.4	0.5	CP	96.3	C	100.0	100.0	1059.7	SUDBURY SERVICES, IN	BLYTHEVILLE, AR
*KSUD-AM	REL	----	----	0.4	0.6	----		730	II	0.3	0.5	ND-D	Newport Broadcasting	WEST MEMPHIS, A

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".
 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 075 MEMPHIS, TN		ARBTRON Rank: 042		Demo: P 12+		Mon-Sun 6A-MID		TSL					
ADI : Memphis		US Region : ESC		Rk. Station		Share AQH Per		Cume Per HR:MN T/O					
Year	Pop (0+)	(000) HsHlds	(000) EBI	(000) Retail Sls	(000) Radio Rev	%RtSls	PerCap						
1986	1073.4	380.3	10926412	6974437	24723.7	0.0035	23.03	1. WHRK-FM	13.3	20900	219900	11:59	10.5
1987	1086.1	387.2	11518341	7089752	26877.0	0.0038	24.75	2. WGKX-FM	12.0	18800	208500	11:22	11.1
1988	1093.3	392.1	12324132	7370434	27329.6	0.0037	25.00	3. WDIA-AM	9.6	15100	186900	10:11	12.4
1989	1099.5	396.4	13391365	7952393	28431.1	0.0036	25.86	4. WRVR-FM	9.3	14600	200100	9:12	13.7
1990	1105.0	400.2	14654681	8760309	30715.1	0.0035	27.80	5. WEGR-FM	8.4	13200	131800	12:37	10.0
1991	1109.9	403.8	16048719	9718864	33885.8	0.0035	30.53	6. WMC -FM	7.5	11700	179000	8:14	15.3
1992	1114.6	407.1	17508118	10752739	37647.7	0.0035	33.78	7. WLOK-AM	5.6	8800	93500	11:52	10.6
1993	1122.1	412.9	18916812	11746028	41705.2	0.0036	37.17	8. WEZI-FM	4.0	6300	89300	8:53	14.2
1994	1129.3	418.4	20342714	12752889	45603.4	0.0036	40.38	9. KRNB-FM	3.8	5900	122900	6:03	20.8
1995	1136.5	423.9	21768616	13759751	49554.9	0.0036	43.60	10. KMPZ-FM	3.4	5400	108700	6:16	20.1
1996	1143.7	429.4	23194518	14766612	53506.4	0.0036	46.78	11. WMC -AM	3.3	5100	78900	8:09	15.5
1997	1150.9	434.9	24620420	15773474	57457.9	0.0036	49.92	12. WREC-AM	2.5	4000	62800	8:02	15.7
1998	1158.2	440.5	26046323	16780335	61409.4	0.0037	53.02	13. WCRV-AM	1.4	2200	36300	7:38	16.5
1999	1165.4	446.0	27472225	17787196	65360.9	0.0037	56.09	14. WODZ-AM	1.3	2100	36600	7:14	17.4
2000	1172.6	451.5	28898127	18794058	69312.4	0.0037	59.11	15. KFTH-FM	1.3	2000	43600	5:47	21.8
								16. WXSS-AM	1.2	1900	25300	9:28	13.3
								17. WHBQ-AM	0.9	1400	37200	4:45	26.6
								18. WKBL-AM	0.8	1300	7900	20:44	6.1
								19. KWAM-AM	0.8	1200	29400	5:09	24.5
								20. KFIN-FM	0.6	1000	10400	12:07	10.4
								21. WGSF-AM	0.6	900	8700	13:02	9.7
								22. WNWZ-AM	0.5	800	21800	4:37	27.2

The Radio Marketplace	
AM Home to Market	: 12
FM Home to Market	: 9
Tot Stations MSA Survey	: 22
Tot Listed Share Points	: 92.1
Points Above Line	: 91.5
Points Below Line	: 0.6
Balance of Points	: 7.9
Mean Points/AL Station	: 4.4
Median Points/AL Station	: 3.3
Revenue/AL Point	: 310,722
Revenue/AL Mean Station	: 1,353,863
AL -- Above Line (Home to Market)	

Demographics	
12+ Tot Pop	: 890,800 100.0%
12+ Blk Pop	: 344,600 38.7%
12+ His Pop	: 8,600 1.0%
Median Age	: 30.4
Eth Controls	: BLACK CONTROLS

0. TOT MKT	100.0	156900	847300	23:20	5.4
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Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 WGKX-FM	1 WEGR-FM	1 WHRK-FM	1 WHRK-FM	1 WGKX-FM	1 WRVR-FM	1 WGKX-FM
2 WHRK-FM	2 WHRK-FM	2 WMC -FM	2 WEGR-FM	2 WEGR-FM	2 WGKX-FM	2 WRVR-FM
3 WDIA-AM	3 WGKX-FM	3 WDIA-AM	3 WMC -FM	3 WRVR-FM	3 WDIA-AM	3 WDIA-AM
4 WRVR-FM	4 WMC -FM	4 WRVR-FM	4 WDIA-AM	4 WHRK-FM	4 WMC -FM	4 WEGR-FM
5 WEGR-FM	5 WRVR-FM	5 WGKX-FM	5 WRVR-FM	5 WDIA-AM	5 WHRK-FM	5 WMC -FM
6 WMC -FM	6 WDIA-AM	6 WEGR-FM	6 WGKX-FM	6 WMC -FM	6 WEGR-FM	6 WHRK-FM
7 WLOK-AM	7 KMPZ-FM	7 KRNB-FM	7 KRNB-FM	7 KRNB-FM	7 WLOK-AM	7 WLOK-AM
8 WEZI-FM	8 KRNB-FM	8 KMPZ-FM	8 KMPZ-FM	8 WMC -AM	8 KRNB-FM	8 KRNB-FM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 WHRK-FM	1 WHRK-FM	1 WHRK-FM	1 WHRK-FM	1 WEGR-FM	1 WDIA-AM	1 WEGR-FM
2 KMPZ-FM	2 WEGR-FM	2 WMC -FM	2 WEGR-FM	2 WHRK-FM	2 WMC -FM	2 WHRK-FM
3 WMC -FM	3 WGKX-FM	3 WEGR-FM	3 WMC -FM	3 WRVR-FM	3 WRVR-FM	3 WDIA-AM
4 WEGR-FM	4 WMC -FM	4 WRVR-FM	4 WGKX-FM	4 WGKX-FM	4 WGKX-FM	4 WMC -FM
5 KRNB-FM	5 KMPZ-FM	5 KMPZ-FM	5 KMPZ-FM	5 WMC -FM	5 WHRK-FM	5 WRVR-FM
6 WDIA-AM	6 WLOK-AM	6 WDIA-AM	6 WDIA-AM	6 WDIA-AM	6 WEGR-FM	6 WGKX-FM
7 WGKX-FM	7 WDIA-AM	7 KRNB-FM	7 WRVR-FM	7 KRNB-FM	7 KRNB-FM	7 KRNB-FM
8 WHBQ-AM	8 KFTH-FM	8 WGKX-FM	8 KRNB-FM	8 KMPZ-FM	8 KMPZ-FM	8 KMPZ-FM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 WGKX-FM	1 WRVR-FM	1 WRVR-FM	1 WRVR-FM	1 WGKX-FM	1 WGKX-FM	1 WGKX-FM
2 WRVR-FM	2 WEGR-FM	2 WGKX-FM	2 WGKX-FM	2 WDIA-AM	2 WRVR-FM	2 WRVR-FM
3 WDIA-AM	3 WGKX-FM	3 WDIA-AM	3 WEGR-FM	3 WRVR-FM	3 WDIA-AM	3 WDIA-AM
4 WLOK-AM	4 WDIA-AM	4 WMC -FM	4 WDIA-AM	4 WEZI-FM	4 WLOK-AM	4 WEZI-FM
5 WEZI-FM	5 WODZ-AM	5 WLOK-AM	5 WMC -FM	5 WODZ-AM	5 WMC -FM	5 WLOK-AM
6 WMC -AM	6 WMC -AM	6 WHRK-FM	6 WLOK-AM	6 WREC-AM	6 WEZI-FM	6 WMC -AM
7 WREC-AM	7 WHRK-FM	7 WEGR-FM	7 WHRK-FM	7 WMC -AM	7 WMC -AM	7 WMC -FM
8 WEGR-FM	8 KRNB-FM	8 KRNB-FM	8 WODZ-AM	8 WHRK-FM	8 WKBL-AM	8 WREC-AM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary

Metro: 429 MIAMI-FT. LAUDERDALE-HOLLYWOOD, FL

ARBITRON Rank: 011

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FA89	SU89	SP89	WI89								
*WHQT-FM	URB	8.2	8.0	8.3	9.0	8.3		105.1	C	100.0	100.0	1007.2	EZ Communications	CORAL GABLES, F
*WLYF-FM	EZ	8.2	7.7	7.4	8.7	7.1		101.5	C1	100.0	100.0	810.4	Jefferson-Pilot	MIAMI, FL
*WAQI-FM	SPN	4.9	3.5	3.5	3.8	3.9		710	II	50.0	25.0	DA-2	HISPANIC-AMERICAN RA	MIAMI, FL
*WPOW-FM	CHR	4.7	5.1	4.4	5.0	4.3		96.5	C	100.0	100.0	1007.2	Beasley Broadcasting	MIAMI, FL
*WKIS-FM	CTY	4.6	4.1	3.3	3.2	3.4		99.9	C	100.0	100.0	984.3	Sunshine Wireless	BOCA RATON, FL
*WMXJ-FM	CH	4.5	4.8	4.1	5.1	4.2		102.7	C	100.0	85.0	1007.2	Sconnix Group	POMPANO BEACH, FL
*WJQY-FM	AC	4.5	4.4	3.4	3.4	2.7		106.7	C	100.0	100.0	984.3	Tak Communications	FORT LAUDERDALE
*WHYI-FM	CHR	4.2	3.6	3.8	4.7	3.8	CP	100.7	C	100.0	100.0	1007.2	Metroplex Communicat	FORT LAUDERDALE
*WCMQ-FM	SPN	4.1	3.7	4.0	3.9	3.8		92.3	C2	41.0	41.0	282.2	Spanish Broadcasting	HIALEAH, FL
*WIOD-AM	NTK	3.8	5.2	5.1	4.7	5.1		560	III	5.0	1.0	DA-2	Cox Enterprises	MIAMI, FL
*WQBA-AM	SPN	3.7	4.0	5.0	4.4	5.0		1140	II	50.0	10.0	DA-2	Tichenor Media Syste	MIAMI, FL
*WINZ-AM	NTK	3.4	2.9	3.0	3.2	3.1		940	II	50.0	25.0	DA-2	Guy Gannett Broadcas	MIAMI, FL
*WAXY-FM	AC	3.1	3.4	2.8	3.2	3.9		105.9	C	100.0	100.0	1023.6	Ackerley Communicati	FORT LAUDERDALE
*WLVE-FM	AC	2.9	2.5	3.0	2.4	3.3	CP	93.9	C	100.0	82.0	1007.2	Gilmore Broadcasting	MIAMI BEACH, FL
*WQBA-FM	SPN	2.8	2.6	2.6	2.7	2.7		107.5	C1	95.0	80.0	1007.2	Tichenor Media Syste	MIAMI, FL
*WEDR-FM	URB	2.6	2.7	2.7	1.4	2.5	CP	99.1	C	100.0	82.0	1007.2	Dee Rivers Group	MIAMI, FL
*WTMI-FM	CL	2.3	3.1	2.3	2.0	3.0		93.1	C1	96.0	78.0	1007.2	Marlin Broadcasting,	MIAMI, FL
*WZTA-FM	CR	2.3	1.7	2.5	1.7	1.6	CP	94.9	C	100.0	100.0	1007.2	Guy Gannett Broadcas	MIAMI BEACH, FL
*WNWS-AM	NTK	2.2	2.9	3.6	2.5	3.2		790	III	5.0	5.0	DA-2	Jefferson-Pilot	SOUTH MIAMI, FL
*WSHE-FM	AOR	2.2	2.5	2.9	2.4	1.7		103.5	C	100.0	100.0	1007.2	TK Communications	FORT LAUDERDALE
*WGTR-FM	AOR	2.0	2.1	2.9	3.5	4.0	CP	97.3	C	100.0	100.0	1007.2	Cox Enterprises	MIAMI, FL
*WXDJ-FM	NAC	2.0	2.5	1.7	1.7	1.8	CP	95.7	C1	100.0	100.0	981.0	NEW AGE BROADCASTING	HOMESTEAD, FL
WEAT-FM	EZ	1.5	1.7	1.5	1.3	1.2		104.3	C1	56.0	56.0	1250.0	Taylor Communication	WEST PALM BEACH
*WMBM-AM	REL	1.1	1.1	0.8	1.4	0.8		1490	IV	1.0	1.0	ND-U	Margolis Broadcastin	MIAMI BEACH, FL
*WCMQ-AM	SPN	1.1	1.1	1.1	1.8	1.2		1210	II	25.0	2.5	DA-2	Spanish Broadcasting	MIAMI SPRINGS, FL
WRMF-FM	AC	0.7	0.5	0.5	0.8	0.6		97.9	C	100.0	100.0	1348.4	Fairbanks Communicat	PALM BEACH, FL
*WRHC-AM	SPN	0.6	0.9	1.4	0.7	1.0		1550	II	10.0	0.5	DA-2	Radiocentro Broadcas	CORAL GABLES, F
*WKAT-AM	OLD	0.6	0.3	0.8	----	0.8		1360	III	10.0	1.0	ND-U	Howard Broadcasting	NORTH MIAMI, FL
*WAVS-AM	BLK	0.6	0.5	0.3	----	----		1170	II	5.0	0.3	DA-2	Radio WAVS, Inc.	DAVIE, FL
*WFTL-AM	BB	0.5	0.5	1.1	1.4	0.9		1400	IV	1.0	1.0	ND-U	King Broadcasting	FT. LAUDERDALE,
*WQAM-AM	CTY	0.4	0.9	0.8	0.7	0.8		560	III	5.0	1.0	DA-1	Sunshine Wireless	MIAMI, FL
*WRBD-AM	BLK	0.4	0.4	----	----	0.4		1470	III	5.0	2.5	DA-1	Sunano, Broadcasting	POMPANO BEACH,
*WLQY-AM	SPN	0.4	----	----	----	----		1320	III	5.0	5.0	DA-2	Genesis Communicatio	HOLLYWOOD, FL
*WRFM-AM	OTH	0.4	----	----	0.3	0.3		830	II	1.0	1.0	DA-2	Inter American Broad	HIALEAH, FL
WJNO-AM	NTK	0.3	0.3	----	----	----		1230	IV	1.0	1.0	DA-1	Fairbanks Communicat	WEST PALM BEACH
*WAQI-FM	URB	0.3	----	----	----	0.3		98.3	A	1.5	1.5	459.3	HISPANIC-AMERICAN RA	GOULDS, FL
*WVNN-AM	TLK	0.3	----	0.3	0.4	----		980	III	5.0	1.0	DA-1	Winners Information,	POMPANO BEACH,
*WEXY-AM	REL	0.3	0.3	0.3	0.4	0.4		1520	II	3.5	0.3	DA-2	QNP Corporation	WILTON MANORS,
*WWFE-AM	OTH	0.3	0.7	0.4	----	----		670	II	50.0	2.5	DA-2	Todamerica	MIAMI, FL
WEAT-AM	EZ	0.1	0.2	0.0	0.1	0.1		850	II	5.0	1.0	DA-N	Taylor Communication	WEST PALM BEACH
WYFX-AM	URB	----	0.4	----	----	----		1040	II	10.0	1.0	DA-2	Beach Broadcasting C	BOYNTON BEACH,
*WSUA-AM	SPN	----	0.4	0.4	1.2	0.7		1260	III	5.0	5.0	DA-2	SR Associates	MIAMI, FL
*WOCN-AM	SPN	----	0.4	----	0.3	0.4		1450	IV	1.0	1.0	DA-2	Cejas, Paul L.	MIAMI, FL
*WVCG-AM	ETH	----	----	0.3	0.3	----		1080	II	50.0	10.0	ND-U	Evergreen Media	CORAL GABLES, F

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".
 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 429 MIAMI-FT. LAUDERDALE-HOLLYWOOD, FL						ARBITRON Rank: 011-Demo: P 12+		Mon-Sun 6A-MID			TSL			
ADI : Miami						US Region : SA		Rk.	Station	Share	AQH Per	Cume Per	HR:MN	T/O
Year	(000) Pop (0+)	(000) HsHlds	(\$000) EBI	(\$000) Retail Sls	(\$000) Radio Rev	Radio Rev %RtSls	PerCap							
1986	2952.8	1168.2	38491893	22826888	93080.3	0.0041	31.52	1.	WHQT-FM	8.2	44200	411400	13:32	9.3
1987	3008.5	1209.9	42369904	24819108	99456.9	0.0040	33.06	2.	WLYF-FM	8.2	43800	407600	13:32	9.3
1988	3067.4	1250.4	46906370	27228231	109323.4	0.0040	35.64	3.	WAQI-AM	4.9	26300	216900	15:17	8.2
1989	3119.1	1279.7	51461754	29909281	121254.5	0.0041	38.88	4.	WPOW-FM	4.7	25200	323800	9:48	12.8
1990	3165.2	1300.6	56031326	32794275	134532.4	0.0041	42.50	5.	WKIS-FM	4.6	24500	277100	11:08	11.3
1991	3207.8	1315.8	60610357	35815232	148820.3	0.0042	46.39	6.	WMXJ-FM	4.5	24300	325800	9:24	13.4
1992	3248.5	1328.3	65194117	38904171	163781.6	0.0042	50.42	7.	WJQY-FM	4.5	24200	313600	9:43	13.0
1993	3300.1	1354.3	69771487	41941919	179079.6	0.0043	54.26	8.	WHYI-FM	4.2	22400	348700	8:06	15.6
1994	3350.6	1379.6	74351573	45096211	194124.0	0.0043	57.94	9.	WCMQ-FM	4.1	21800	251900	10:54	11.6
1995	3401.1	1404.9	78931658	48250504	209745.6	0.0043	61.67	10.	WIOD-AM	3.8	20600	293400	8:51	14.2
1996	3451.5	1430.2	83511744	51404797	225367.2	0.0044	65.30	11.	WQBA-AM	3.7	19900	184600	13:35	9.3
1997	3502.0	1455.5	88091829	54559090	240988.8	0.0044	68.82	12.	WINZ-AM	3.4	18100	229100	9:57	12.7
1998	3552.4	1480.9	92671914	57713382	256610.5	0.0044	72.24	13.	WAXY-FM	3.1	16800	284200	7:27	16.9
1999	3602.9	1506.2	97252000	60867675	272232.1	0.0045	75.56	14.	WLVE-FM	2.9	15500	254000	7:41	16.4
2000	3653.3	1531.5	101832085	64021968	287853.7	0.0045	78.79	15.	WQBA-FM	2.8	14900	188600	9:57	12.7
								16.	WEDR-FM	2.6	13900	143200	12:14	10.3
								17.	WTMI-FM	2.3	12400	167100	9:21	13.5
								18.	WZTA-FM	2.3	12300	173700	8:55	14.1
								19.	WNWS-AM	2.2	11800	167800	8:52	14.2
									WSHE-FM	2.2	11800	204600	7:16	17.3
								21.	WGTR-FM	2.0	10600	227600	5:52	21.5
								22.	WXDJ-FM	2.0	10500	136100	9:43	13.0
								23.	WEAT-FM	1.5	8000	107200	9:24	13.4
								24.	WMBM-AM	1.1	6000	50500	14:58	8.4
								25.	WCMQ-AM	1.1	5900	65000	11:26	11.0
								26.	WRMF-FM	0.7	3600	77700	5:50	21.6
								27.	WRHC-AM	0.6	3300	47200	8:49	14.3
								28.	WKAT-AM	0.6	3200	52100	7:44	16.3
								29.	WAVS-AM	0.6	3000	28200	13:24	9.4
								30.	WFTL-AM	0.5	2800	47600	7:25	17.0
								0.	TOT MKT	100.0	537300	2542100	26:38	4.7

The Radio Marketplace

AM Home to Market : 18	ARBITRON Market : CONTINUOUS
FM Home to Market : 18	Surveys : Wi, Sp, Su, Fa
Tot Stations MSA Survey : 40	Most Current Survey : Winter 1990
Tot Listed Share Points : 93.1	
Points Above Line : 90.5	
Points Below Line : 2.6	
Balance of Points : 6.9	
Mean Points/AL Station : 2.5	
Median Points/AL Station : 2.3	
Revenue/AL Point : 1,339,829	
Revenue/AL Mean Station : 3,368,181	
AL -- Above Line (Home to Market)	

Demographics

12+ Tot Pop : 2,696,300	100.0%
12+ Blk Pop : 359,800	13.3%
12+ His Pop : 693,900	25.7%
Median Age : 38.4	
Eth Controls: BLACK & HISPANIC	

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	WLYF-FM	1	WHQT-FM	1	WHQT-FM	1	WHQT-FM
2	WHQT-FM	2	WHYI-FM	2	WHYI-FM	2	WHYI-FM
3	WAQI-AM	3	WKIS-FM	3	WPOW-FM	3	WJQY-FM
4	WKIS-FM	4	WPOW-FM	4	WJQY-FM	4	WCMQ-FM
	WJQY-FM	5	WGTR-FM	5	WLVE-FM	5	WLYF-FM
6	WMXJ-FM	6	WZTA-FM	6	WAXY-FM	6	WJQY-FM
7	WCMQ-FM	7	WSHE-FM	7	WAXY-FM	7	WHQT-FM
8	WIOD-AM		WEDR-FM	8	WQBA-FM	8	WLYF-FM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	WHQT-FM	1	WHQT-FM	1	WHQT-FM	1	WHQT-FM
2	WPOW-FM	2	WPOW-FM	2	WHQT-FM	2	WHYI-FM
3	WHYI-FM	3	WHYI-FM	3	WEDR-FM	3	WJQY-FM
4	WSHE-FM	4	WGTR-FM	4	WHYI-FM	4	WLVE-FM
5	WEDR-FM	5	WSHE-FM	5	WZTA-FM	5	WKIS-FM
6	WAXY-FM	6	WZTA-FM	6	WGTR-FM	6	WMXJ-FM
7	WKIS-FM	7	WEDR-FM	7	WPOW-FM	7	WZTA-FM
	WMXJ-FM	8	WKIS-FM	8	WLVE-FM	8	WPOW-FM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	WLYF-FM	1	WMXJ-FM	1	WHQT-FM	1	WLYF-FM
2	WAQI-AM	2	WIOD-AM	2	WMXJ-FM	2	WCMQ-FM
3	WQBA-AM	3	WZTA-FM	3	WHQT-FM	3	WHQT-FM
4	WINZ-AM	4	WCMQ-FM	4	WAQI-AM	4	WMXJ-FM
5	WMXJ-FM	5	WQBA-FM	5	WTMI-FM	5	WJQY-FM
6	WIOD-AM	6	WKIS-FM	6	WKIS-FM	6	WHQT-FM
7	WCMQ-FM	7	WXDJ-FM	7	WIOD-AM	7	WKIS-FM
8	WKIS-FM		WJQY-FM	8	WJQY-FM	8	WQBA-AM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary

Metro: 043 MILWAUKEE-RACINE, WI

ARBITRON Rank: 026

Station	Fmt	[ARBITRON 12+ Metro Shares]					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FA89	SU89	SP89	WI89								
*WTKI-FM	CHR	9.5	9.3	9.8	10.1	9.0		94.5	B	15.5	15.5	908.8	Journal Company	MILWAUKEE, WI
*WTMJ-AM	AC	9.5	10.5	12.1	12.3	9.8		620	III	5.0	5.0	DA-N	Journal Company	MILWAUKEE, WI
*WOKY-AM	BB	9.3	6.6	5.4	6.7	5.6		920	III	5.0	1.0	DA-2	Sundance Broadcastin	MILWAUKEE, WI
*WKLH-FM	CR	7.9	5.8	8.2	6.1	6.2		96.5	B	20.0	20.0	810.4	Saga Communications,	MILWAUKEE, WI
*WMIL-FM	CTY	6.9	5.4	5.2	6.5	7.8	CP	106.1	B	20.0	20.0	761.2	Sundance Broadcastin	WAUKESHA, WI
*WLUM-FM	CHR	6.3	8.1	7.9	6.1	5.9		102.1	B	50.0	50.0	488.8	All Pro Broadcasting	MILWAUKEE, WI
*WLZR-FM	AOR	5.1	5.5	6.2	5.6	6.4		102.9	B	50.0	48.0	429.8	Great American Broad	MILWAUKEE, WI
*WEZW-FM	EZ	4.2	6.3	6.2	5.9	7.6		103.7	B	19.5	19.5	839.9	Multimedia Broadcast	WAUWATOSA, WI
*WLTQ-FM	AC	4.0	3.8	4.8	4.1	4.7		97.3	B	15.5	15.5	912.1	Hearst Corporation	MILWAUKEE, WI
*WZTR-FM	OLD	3.9	4.3	4.1	4.4	3.1		95.7	B	34.0	34.0	610.2	Fairwest Communicati	MILWAUKEE, WI
*WMYX-FM	AC	3.5	4.9	3.6	3.4	4.0		99.1	B	50.0	50.0	449.5	Heritage Media Corpo	MILWAUKEE, WI
*WQFM-FM	AOR	3.2	3.8	3.6	4.0	3.1		93.3	B	12.5	12.5	990.8	Shamrock Communicati	MILWAUKEE, WI
*WISN-AM	NWS	3.1	3.7	3.6	3.7	3.7		1130	II	50.0	10.0	DA-2	Hearst Corporation	MILWAUKEE, WI
*WFMR-FM	CL	2.2	2.2	2.2	1.9	2.7		98.3	A	3.0	3.0	328.1	CAPITOL CLASSICS, IN	MENOMONEE FALLS
*WBZN-FM	AC	2.1	2.5	1.5	2.3	2.6		100.7	B	50.0	50.0	498.7	Henry, Ragan	RACINE, WI
*WMVP-AM	OLD	1.8	1.7	0.9	0.9	1.9		1290	III	5.0	5.0	DA-2	All Pro Broadcasting	GREENFIELD, WI
*WEMP-AM	OLD	1.7	2.1	1.5	1.4	1.7		1250	III	5.0	5.0	DA-2	Heritage Media Corpo	MILWAUKEE, WI
*WTKM-FM	OTH	1.6	1.1	0.6	1.4	0.9		104.9	A	3.0	3.0	298.6	Iroquois County Broa	HARTFORD, WI
*WNOV-AM	REL	1.4	1.2	2.1	1.6	0.7		860	II	0.3	0.0	DA-D	Courier Communicatio	MILWAUKEE, WI
WBBM-AM	NWS	1.0	0.4	0.7	0.4	0.8		780	I-A	50.0	50.0	ND-U	CBS Incorporated	CHICAGO, IL
*WRJN-AM	AC	0.7	1.1	0.7	0.9	1.4		1400	IV	1.0	1.0	ND-U	Card, Dex	RACINE, WI
WGN -AM	TLK	0.7	0.7	0.7	1.1	1.5		720	I-A	50.0	50.0	ND-U	Tribune Broadcasting	CHICAGO, IL
*WHKQ-FM	AC	0.5	----	----	----	----		92.1	A	3.0	3.0	269.0	Card, Dex	RACINE, WI
*WTKM-AM	OTH	0.1	0.1	0.0	0.0	0.0		1540	II	0.5	0.0	ND-D	Iroquois County Broa	HARTFORD, WI
*WLZR-AM	AOR	0.1	0.1	0.2	0.2	0.3		1340	IV	1.0	1.0	ND-U	Great American Broad	MILWAUKEE, WI
WLUP-AM	AOR	----	0.6	----	0.4	0.7		1000	I-B	50.0	50.0	DA-2	Evergreen Media	CHICAGO, IL
*WBWI-FM	AC	----	0.4	0.3	----	----		92.5	B	19.5	19.5	518.4	Gazette Broadcasting	WEST BEND, WI
*WBZN-AM	NAC	----	0.0	0.0	0.0	0.0		1460	III	0.5	0.0	DA-D	Henry, Ragan	RACINE, WI
*WAUK-AM	CTY	----	----	0.5	----	0.3		1510	II	10.0	0.0	DA-D	Piszczek, Edward W.	WAUKESHA, WI
WMAQ-AM	NWS	----	----	0.4	----	----		670	I-A	50.0	50.0	ND-U	Westinghouse Broadca	CHICAGO, IL
*WBKV-AM	MOR	----	----	0.3	----	----		1470	III	2.5	2.5	DA-2	Gazette Broadcasting	WEST BEND, WI
WJZQ-FM	CHR	----	----	----	0.3	----		95.1	B	50.0	50.0	383.9	Independence Broadca	KENOSHA, WI
WJMK-FM	OLD	----	----	----	0.3	----	CP	104.3	B	4.1	4.1	1574.8	Infinity Broadcastin	CHICAGO, IL

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 043 MILWAUKEE-RACINE, WI

ARBITRON Rank: 026-Demo: P 12+

Mon-Sun 6A-MID

TSL

ADI : Milwaukee

US Region : ENC

Rk. Station

Share

AQH Per

Cume Per

HR:MM

T/O

Year	Pop (0+)	HsHlds	EBI	Retail Sls	Radio Rev	Radio Rev %	RtSls PerCap
1986	1569.5	591.0	20489150	8910979	34205.4	0.0038	21.79
1987	1566.0	593.3	22091733	9393526	35459.9	0.0038	22.64
1988	1564.4	595.9	24026347	10042866	37859.9	0.0038	24.20
1989	1562.8	598.0	26046423	10784003	41089.5	0.0038	26.29
1990	1561.4	599.8	28130596	11593988	44775.6	0.0039	28.68
1991	1559.9	601.4	30257501	12449870	48804.1	0.0039	31.29
1992	1558.5	602.8	32405771	13328702	53061.0	0.0040	34.05
1993	1559.9	605.6	34520030	14199001	57431.9	0.0040	36.82
1994	1561.0	608.1	36648551	15079593	61760.5	0.0041	39.56
1995	1562.1	610.5	38777072	15960186	66140.2	0.0041	42.34
1996	1563.2	613.0	40905592	16840779	70519.9	0.0042	45.11
1997	1564.4	615.5	43034113	17721372	74899.6	0.0042	47.88
1998	1565.5	618.0	45162634	18601965	79279.4	0.0043	50.64
1999	1566.6	620.5	47291154	19482558	83659.1	0.0043	53.40
2000	1567.7	622.9	49419675	20363151	88038.8	0.0043	56.16

Rk.	Station	Share	AQH Per	Cume Per	HR:MM	T/O
1.	WTKI-FM	9.5	21800	360200	7:38	16.5
	WTMJ-AM	9.5	21800	299800	9:10	13.8
3.	WOKY-AM	9.3	21300	182300	14:43	8.6
4.	WKLH-FM	7.9	18100	235000	9:42	13.0
5.	WMIL-FM	6.9	15800	200700	9:55	12.7
6.	WLUM-FM	6.3	14500	225200	8:07	15.5
7.	WLZR-FM	5.1	11700	188100	7:50	16.1
8.	WEZW-FM	4.2	9600	158400	7:38	16.5
9.	WLTQ-FM	4.0	9100	148500	7:43	16.3
10.	WZTR-FM	3.9	8900	163000	6:53	18.3
11.	WMYX-FM	3.5	8100	148900	6:51	18.4
12.	WQFM-FM	3.2	7300	154000	5:58	21.1
13.	WISN-AM	3.1	7100	143500	6:14	20.2
14.	WFMR-FM	2.2	5000	98400	6:24	19.7
15.	WBZN-FM	2.1	4900	85300	7:14	17.4
16.	WMVP-AM	1.8	4200	48900	10:49	11.6
17.	WEMP-AM	1.7	3800	79700	6:00	21.0
18.	WTKM-FM	1.6	3600	42800	10:36	11.9
19.	WNOV-AM	1.4	3200	41000	9:50	12.8
20.	WBBM-AM	1.0	2300	51600	5:37	22.4
21.	WRJN-AM	0.7	1600	24800	8:08	15.5
	WGN -AM	0.7	1600	30800	6:33	19.2
23.	WHKQ-FM	0.5	1200	9200	16:26	7.7
24.	WTKM-AM	0.1	300	7700	4:55	25.7
	WLZR-AM	0.1	300	20000	1:53	66.7

The Radio Marketplace

AM Home to Market : 9	ARBITRON Market : CONTINUOUS
FM Home to Market : 14	Surveys : Wi, Sp, Su, Fa
Tot Stations MSA Survey : 25	Most Current Survey : Winter 1990
Tot Listed Share Points : 90.3	
Points Above Line : 88.6	
Points Below Line : 1.7	
Balance of Points : 9.7	
Mean Points/AL Station : 3.9	
Median Points/AL Station : 3.2	
Revenue/AL Point : 463,763	
Revenue/AL Mean Station : 1,786,498	
AL -- Above Line (Home to Market)	

Demographics

12+ Tot Pop : 1,301,100	100.0%
12+ Blk Pop : 120,300	9.2%
12+ His Pop : 30,500	2.3%
Median Age : 31.6	
Eth Controls: BLACK CONTROLS	

0. TOT MKT 100.0 230200 1250900 23:11 5.4

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 WTMJ-AM	1 WKLH-FM	1 WTKI-FM	1 WKLH-FM	1 WKLH-FM	1 WTKI-FM	1 WKLH-FM
2 WOKY-AM	2 WLZR-FM	2 WKLH-FM	2 WTKI-FM	2 WMIL-FM	2 WLTQ-FM	2 WTKI-FM
3 WKLH-FM	3 WLUM-FM	3 WLUM-FM	3 WLZR-FM	3 WTKI-FM	3 WMIL-FM	3 WMIL-FM
4 WTKI-FM	4 WQFM-FM	4 WMYX-FM	4 WLUM-FM	4 WZTR-FM	4 WKLH-FM	4 WZTR-FM
5 WMIL-FM	5 WTKI-FM	5 WLZR-FM	5 WQFM-FM	5 WLUM-FM	5 WMYX-FM	5 WLTQ-FM
6 WLUM-FM	6 WMIL-FM	6 WMIL-FM	6 WMYX-FM	6 WTMJ-AM	6 WTMJ-AM	6 WTMJ-AM
7 WLZR-FM	7 WEZW-FM	7 WZTR-FM	7 WMIL-FM	7 WISN-AM	7 WLUM-FM	7 WLUM-FM
8 WEZW-FM	8 WISN-AM	8 WLTQ-FM	8 WZTR-FM	8 WLZR-FM	8 WOKY-AM	8 WMYX-FM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 WTKI-FM	1 WLZR-FM	1 WTKI-FM	1 WLZR-FM	1 WKLH-FM	1 WTKI-FM	1 WKLH-FM
2 WLUM-FM	2 WQFM-FM	2 WLZR-FM	2 WTKI-FM	2 WTKI-FM	2 WKLH-FM	2 WTKI-FM
3 WLZR-FM	3 WKLH-FM	3 WLUM-FM	3 WLUM-FM	3 WLUM-FM	3 WLUM-FM	3 WLUM-FM
4 WQFM-FM	4 WLUM-FM	4 WMYX-FM	4 WKLH-FM	4 WLZR-FM	4 WMYX-FM	4 WMIL-FM
5 WZTR-FM	5 WTKI-FM	5 WKLH-FM	5 WQFM-FM	5 WMIL-FM	5 WMIL-FM	5 WLZR-FM
6 WNOV-AM	6 WMIL-FM	6 WQFM-FM	6 WMYX-FM	6 WQFM-FM	6 WLTQ-FM	6 WMYX-FM
7 WBZN-FM	7 WBZN-FM	7 WZTR-FM	7 WMIL-FM	7 WEZW-FM	7 WZTR-FM	7 WZTR-FM
8 WLTQ-FM	8 WMVP-AM	8 WMIL-FM	8 WZTR-FM	8 WISN-AM	8 WEZW-FM	8 WQFM-FM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 WOKY-AM	1 WMIL-FM	1 WTKI-FM	1 WTKI-FM	1 WMIL-FM	1 WOKY-AM	1 WMIL-FM
2 WTMJ-AM	2 WTKI-FM	2 WLTQ-FM	2 WMIL-FM	2 WTMJ-AM	2 WMIL-FM	2 WOKY-AM
3 WMIL-FM	3 WZTR-FM	3 WMIL-FM	3 WZTR-FM	3 WOKY-AM	3 WTMJ-AM	3 WTMJ-AM
4 WTKI-FM	4 WKLH-FM	4 WMYX-FM	4 WKLH-FM	4 WZTR-FM	4 WLTQ-FM	4 WLTQ-FM
5 WEZW-FM	5 WBZN-FM	5 WTMJ-AM	5 WLTQ-FM	5 WISN-AM	5 WTKI-FM	5 WEZW-FM
6 WLTQ-FM	6 WTMJ-AM	6 WZTR-FM	6 WTMJ-AM	6 WEZW-FM	6 WEZW-FM	6 WZTR-FM
7 WISN-AM	7 WEMP-AM	7 WMVP-AM	7 WMYX-FM	7 WLTQ-FM	7 WMYX-FM	7 WTKI-FM
8 WZTR-FM	8 WISN-AM	8 WKLH-FM	8 WEMP-AM	8 WEMP-AM	8 WNOV-AM	8 WISN-AM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary

Metro: 027 MINNEAPOLIS-ST. PAUL, MN

ARBITRON Rank: 019

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FA89	SU89	SP89	WI89								
*WCCO-AM	MOR	16.8	18.4	17.9	16.4	16.3		830	I-A	50.0	50.0	ND-U	Midwest Communicatio	MINNEAPOLIS, MN
*WLTE-FM	SRC	8.8	6.9	7.3	7.5	7.3	CP	102.9	C	100.0	100.0	1033.5	Midwest Communicatio	MINNEAPOLIS, MN
*KEEY-FM	CTY	8.4	8.0	6.0	6.1	6.5	CP	102.1	C	100.0	100.0	1033.5	Malrite Communicatio	ST. PAUL, MN
*KDWB-FM	CHR	8.2	7.4	6.6	6.8	6.5	CP	101.3	C	100.0	100.0	1033.5	Midcontinent Broadca	RICHFIELD, MN
*KQRS-FM	AOR	8.0	8.7	9.7	8.1	7.8	CP	92.5	C	100.0	100.0	1033.5	Capital Cities/ABC	GOLDEN VALLEY,
*KSTP-FM	AC	7.6	8.1	6.5	7.7	8.7		94.5	C	95.0	95.0	1220.5	Hubbard Broadcasting	ST. PAUL, MN
*WLOL-FM	CHR	5.2	6.1	5.8	7.0	6.4	CP	99.5	C	100.0	100.0	1033.5	Emmis Broadcasting	MINNEAPOLIS, MN
*KTCZ-FM	AOR	4.4	4.6	4.0	4.2	4.5	CP	97.1	C	100.0	100.0	1033.5	Parker Companies	MINNEAPOLIS, MN
*KQQL-FM	OLD	3.8	3.8	3.8	4.5	3.7		107.9	C	97.0	97.0	1089.2	Trumper Communicatio	ANOKA, MN
*KSTP-AM	TLK	2.8	2.7	3.1	2.8	2.7		1500	II	50.0	50.0	DA-N	Hubbard Broadcasting	ST. PAUL, MN
*KJJO-FM	AOR	2.4	3.0	3.6	3.2	3.6		104.1	C	92.0	92.0	1069.6	Park Communications,	ST. LOUIS PARK,
*KLXK-FM	CR	2.0	2.8	4.3	3.9	5.6	CP	93.7	C	100.0	100.0	1033.5	Entercom	MINNEAPOLIS, MN
*KLBB-AM	BB	1.6	1.8	2.1	2.6	1.5		1400	IV	1.0	1.0	ND-U	LCC, Inc.	ST PAUL, MN
*WDGY-AM	NTK	1.1	1.0	1.1	1.8	1.6		1130	II	50.0	30.0	DA-2	Malrite Communicatio	MINNEAPOLIS, MN
*WMIN-AM	CTY	0.9	0.7	0.6	----	----		1030	II	50.0	1.0	DA-2	Borgen Broadcasting	MAPLEWOOD, MN
*KZOW-AM	AOR	0.8	0.5	0.6	0.5	0.4		950	III	1.0	1.0	DA-2	Park Communications,	ST LOUIS PARK,
*KTCJ-AM	JZ	0.7	0.4	----	0.5	0.4		690	II	0.5	0.0	DA-D	Parker Companies	MINNEAPOLIS, MN
*KDWB-AM	OLD	0.6	0.7	0.6	0.8	1.1		630	III	5.0	0.5	DA-2	Midcontinent Broadca	ST. PAUL, MN
*WAYL-AM	EZ	0.4	1.4	0.8	1.2	1.4		980	III	5.0	5.0	DA-1	Entercom	RICHFIELD, MN
KDHL-AM	AC	0.4	----	0.6	----	----		920	III	5.0	5.0	DA-2	Radio Ingstad, Inc.	FARIBAULT, MN
*WIXK-FM	CTY	0.3	----	----	----	----		107.1	A	3.0	3.0	269.0	SMITH BROADCASTING C	NEW RICHMOND, W
*KQRS-AM	AOR	0.2	0.4	0.2	0.5	0.2		1440	III	5.0	0.5	DA-N	Capital Cities/ABC	GOLDEN VALLEY,
*WIXK-AM	CTY	0.1	----	----	----	----		1590	III	5.0	0.0	ND-D	Smith Broadcasting I	NEW RICHMOND, W
*KYCR-AM	REL	----	----	0.3	----	----		1570	II	2.5	0.3	ND-U	Marsh Broadcasting	GOLDEN VALLEY,
KCLD-FM	CHR	----	----	----	0.3	----	CP	104.7	C	100.0	100.0	984.3	Leighton Enterprises	ST. CLOUD, MN

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".
 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 027 MINNEAPOLIS-ST. PAUL, MN		ARBITRON Rank: 019		Demo: P 12+		Mon-Sun 6A-MID		TSL					
ADI : Minneapolis-St. Paul		US Region : WNC		Rk. Station		Share	AQH Per	Cume Per	HR:MN	T/O			
(000)	(000)	(\$000)	(\$000)	(\$000)	Radio Rev								
Year	Pop (0+)	Hshlds	EBI	Retail Sls	Radio Rev	%RtSls	PerCap						
1986	2323.3	875.9	33984285	16837510	63134.2	0.0037	27.17	1. WCCO-AM	16.8	59100	703800	10:35	11.9
1987	2336.4	885.6	37729516	17640652	65727.2	0.0037	28.13	2. WLTE-FM	8.8	31100	395500	9:54	12.7
1988	2343.4	891.9	41889420	18935436	68979.0	0.0036	29.44	3. KEEY-FM	8.4	29500	357300	10:24	12.1
1989	2361.8	902.5	46084812	20655976	74221.5	0.0036	31.43	4. KDWB-FM	8.2	28800	510700	7:06	17.7
1990	2388.9	916.3	50306821	22695834	81187.8	0.0036	33.99	5. KQRS-FM	8.0	28300	440800	8:05	15.6
1991	2421.6	932.2	54546574	24948569	89447.0	0.0036	36.94	6. KSTP-FM	7.6	26600	346200	9:41	13.0
1992	2457.3	949.2	58795200	27307743	98568.1	0.0036	40.11	7. WLOL-FM	5.2	18400	423900	5:28	23.0
1993	2482.2	964.9	62991398	29285273	108120.2	0.0037	43.56	8. KTCZ-FM	4.4	15400	231700	8:22	15.0
1994	2509.0	980.5	67188401	31327734	116127.0	0.0037	46.28	9. KQQL-FM	3.8	13200	228000	7:18	17.3
1995	2535.7	996.2	71385403	33370194	124396.7	0.0037	49.06	10. KSTP-AM	2.8	9800	203900	6:03	20.8
1996	2562.5	1011.9	75582406	35412655	132666.5	0.0037	51.77	11. KJJO-FM	2.4	8600	176900	6:08	20.6
1997	2589.2	1027.6	79779409	37455115	140936.2	0.0038	54.43	12. KLXK-FM	2.0	7200	207800	4:22	28.9
1998	2615.9	1043.2	83976412	39497576	149205.9	0.0038	57.04	13. KLBB-AM	1.6	5800	97500	7:30	16.8
1999	2642.7	1058.9	88173415	41540036	157475.7	0.0038	59.59	14. WJGY-AM	1.1	3900	110400	4:27	28.3
2000	2669.4	1074.6	92370418	43582497	165745.4	0.0038	62.09	15. WMIN-AM	0.9	3000	56800	6:39	18.9
								16. KZOW-AM	0.8	2800	31500	11:12	11.3
								17. KTCJ-AM	0.7	2600	20500	15:59	7.9
								18. KDWB-AM	0.6	2200	63700	4:21	29.0
								19. WAYL-AM	0.4	1500	43200	4:23	28.8
								20. KDHL-AM	0.4	1400	27700	6:22	19.8
								21. WJXK-FM	0.3	900	14500	7:49	16.1
								22. KQRS-AM	0.2	800	18600	5:25	23.2
								23. WJXK-AM	0.1	200	1700	14:49	8.5

The Radio Marketplace	
AM Home to Market	: 11
FM Home to Market	: 11
Tot Stations MSA Survey	: 23
Tot Listed Share Points	: 85.5
Points Above Line	: 85.1
Points Below Line	: 0.4
Balance of Points	: 14.5
Mean Points/AL Station	: 3.9
Median Points/AL Station	: 2.2
Revenue/AL Point	: 872,168
Revenue/AL Mean Station	: 3,373,704
AL -- Above Line (Home to Market)	

Demographics	
12+ Tot Pop	: 1,978,600 100.0%
12+ Blk Pop	: 41,200 2.1%
12+ His Pop	: 17,900 0.9%
Median Age	: 31.2
Eth Controls	: NO CONTROLS

0. TOT MKT	100.0	352000	1923200	23:04	5.5
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Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54							
Rank	Station	Rank	Station	Rank	Station	Rank							
1	WCCO-AM	1	KQRS-FM	1	KDWB-FM	1	KQRS-FM	1	WCCO-AM	1	WLTE-FM	1	WCCO-AM
2	WLTE-FM	2	KEEY-FM	2	WLTE-FM	2	WLTE-FM	2	KQRS-FM	2	KSTP-FM	2	WLTE-FM
3	KEEY-FM	3	KTCZ-FM	3	KSTP-FM	3	WLTE-FM	3	KEEY-FM	3	WCCO-AM	3	KSTP-FM
4	KQRS-FM	4	KDWB-FM	4	WLOL-FM	4	KEEY-FM	4	KSTP-FM	4	KEEY-FM	4	KEEY-FM
5	KSTP-FM	5	KJJO-FM	5	KEEY-FM	5	KTCZ-FM	5	WLTE-FM	5	KDWB-FM	5	KQRS-FM
6	KDWB-FM	6	WLOL-FM	6	KTCZ-FM	6	WLOL-FM	6	KTCZ-FM	6	WLOL-FM	6	KTCZ-FM
7	KTCZ-FM	7	WCCO-AM	7	KQRS-FM	7	KSTP-FM	7	KQQL-FM	7	KTCZ-FM	7	KQQL-FM
8	WLOL-FM	8	WLTE-FM	8	WCCO-AM	8	KJJO-FM	8	KDWB-FM	8	KQQL-FM	8	KDWB-FM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34							
Rank	Station	Rank	Station	Rank	Station	Rank							
1	KDWB-FM	1	KQRS-FM	1	KDWB-FM	1	KQRS-FM	1	KQRS-FM	1	WLTE-FM	1	KQRS-FM
2	WLOL-FM	2	KDWB-FM	2	KQRS-FM	2	KDWB-FM	2	KEEY-FM	2	KSTP-FM	2	WLTE-FM
3	KQRS-FM	3	KJJO-FM	3	WLOL-FM	3	WLOL-FM	3	KTCZ-FM	3	KTCZ-FM	3	KTCZ-FM
4	KZOW-AM	4	KTCZ-FM	4	WLTE-FM	4	KEEY-FM	4	KJJO-FM	4	KEEY-FM	4	KEEY-FM
5	KJJO-FM	5	KEEY-FM	5	KEEY-FM	5	KTCZ-FM	5	KDWB-FM	5	WLOL-FM	5	KSTP-FM
6	WLTE-FM	6	WLOL-FM	6	KTCZ-FM	6	KJJO-FM	6	WCCO-AM	6	KDWB-FM	6	KDWB-FM
7	KEEY-FM	7	KQQL-FM	7	KSTP-FM	7	WLTE-FM	7	WLTE-FM	7	KQRS-FM	7	WLOL-FM
8	WCCO-AM	8	KZOW-AM	8	KJJO-FM	8	KQQL-FM	8	WLOL-FM	8	WCCO-AM	8	WCCO-AM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54							
Rank	Station	Rank	Station	Rank	Station	Rank							
1	WCCO-AM	1	KSTP-FM	1	WLTE-FM	1	KSTP-FM	1	WCCO-AM	1	WCCO-AM	1	WCCO-AM
2	WLTE-FM	2	WCCO-AM	2	KSTP-FM	2	WLTE-FM	2	KEEY-FM	2	KSTP-FM	2	KEEY-FM
3	KEEY-FM	3	KQQL-FM	3	KQQL-FM	3	WCCO-AM	3	WLTE-FM	3	KEEY-FM	3	KSTP-FM
4	KSTP-FM	4	KEEY-FM	4	KEEY-FM	4	KQQL-FM	4	KSTP-FM	4	WLTE-FM	4	WLTE-FM
5	KQQL-FM	5	KTCZ-FM	5	WCCO-AM	5	KEEY-FM	5	KQQL-FM	5	WLOL-FM	5	WLOL-FM
6	KSTP-AM	6	WLTE-FM	6	KDWB-FM	6	KQRS-FM	6	KTCZ-FM	6	KQQL-FM	6	KQQL-FM
7	KLBB-AM	7	KQRS-FM	7	KQRS-FM	7	KTCZ-FM	7	KSTP-AM	7	KDWB-FM	7	KSTP-AM
8	KDWB-FM	8	KSTP-AM	8	KTCZ-FM	8	KDWB-FM	8	KQRS-FM	8	KSTP-AM	8	KQRS-FM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary

Metro: 283 MONTEREY-SALINAS-SANTA CRUZ, CA

ARBITRON Rank: 075

Station	Fmt	ARBITRON		12+ Metro Shares			CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FA89	SU89	SP89	WI89								
*KDON-FM	CHR	10.9	7.1	7.5	11.2	8.7		102.5	B	18.5	18.5	2270.3	Henry Broadcasting	SALINAS, CA
KGO -AM	NTK	8.4	7.1	7.4	6.6	7.9		810	I-B	50.0	50.0	DA-1	Capital Cities/ABC	SAN FRANCISCO,
*KOCN-FM	AC	5.5	4.1	2.5	3.8	4.0	CP	104.9	A	0.9	0.9	557.7	C. R. Pasquier Prope	PACIFIC GROVE,
*KWAV-FM	AC	5.2	5.6	5.0	3.8	5.3		96.9	B	18.0	18.0	2450.8	Buckley Broadcasting	MONTEREY, CA
KBAY-FM	EZ	4.7	4.5	5.1	4.9	5.9		100.3	B	14.5	14.5	2578.7	Golden Pacific	SAN JOSE, CA
*KTOM-FM	CTY	4.7	4.0	6.3	4.1	5.7		100.7	B	0.9	0.9	2421.3	California Broadcast	SALINAS, CA
*KMBY-FM	AOR	4.7	5.9	5.6	4.8	5.3		107.1	A	0.9	0.9	603.7	Adams, Stephen Jr.	SEASIDE, CA
KWSS-FM	CHR	4.3	5.1	5.3	5.8	6.3		94.5	B	1.1	1.1	2578.7	Nationwide Communica	GILROY, CA
*KHIP-FM	CR	4.1	1.6	2.7	1.4	1.2	CP	93.5	A	0.1	0.1	2237.5	Media Mark II	HOLLISTER, CA
*KBOQ-FM	CL	3.4	3.4	3.9	2.8	3.8		92.7	A	1.0	1.0	567.6	Model Associates, In	MARINA, CA
KCBS-AM	NWS	3.0	3.1	2.1	2.7	2.8		740	II	50.0	50.0	DA-2	CBS Incorporated	SAN FRANCISCO,
*KXDC-FM	CTY	2.6	1.3	2.2	1.5	2.3		101.7	A	0.8	0.8	590.6	Scallen, Thomas	CARMEL, CA
*KCTY-AM	SPN	2.2	3.7	2.7	3.1	2.1		980	III	1.0	0.0	DA-D	Williams, Robert	SALINAS, CA
*KOMY-AM	BB	2.0	1.3	2.3	1.4	0.9		1340	IV	1.0	1.0	ND-U	FRONTIER BCG CO OF C	WATSONVILLE, CA
KLRS-FM	NA	1.9	2.7	2.9	2.4	2.3	CP	99.1	B	1.1	1.1	2628.0	Fuller-Jeffrey Broad	SANTA CRUZ, CA
*KTGE-AM	SPN	1.9	2.4	1.3	2.0	1.4		1570	II	5.0	0.0	ND-D	TGR Broadcasting, In	SALINAS, CA
*KRAY-FM	SPN	1.8	3.5	1.2	1.2	2.0		103.9	A	3.0	3.0	-134.5	Williams, Robert	SALINAS, CA
KMEL-FM	CHR	1.8	1.2	1.0	1.2	0.9		106.1	B	69.0	69.0	1289.4	Century Broadcasting	SAN FRANCISCO,
*KPIG-FM	CTY	1.7	1.2	4.1	1.0	2.1	CP	107.5	A	2.8	2.8	334.6	Radio Ranch	FREEDOM, CA
*KTOM-AM	CTY	1.6	1.3	1.0	1.9	1.7		1380	III	5.0	5.0	DA-2	California Broadcast	SALINAS, CA
*KLFA-FM	SPN	1.2	2.2	2.2	3.8	2.7		93.9	B1	5.4	5.4	702.1	TGR Broadcasting, In	KING CITY, CA
KSJO-FM	AOR	1.2	1.4	0.7	1.5	1.4		92.3	B	50.0	50.0	465.9	Narragansett Broadca	SAN JOSE, CA
KNBR-AM	NTK	1.0	1.3	1.7	2.3	1.4		680	I-B	50.0	50.0	ND-U	Susquehanna Broadcas	SAN FRANCISCO,
*KKMC-AM	REL	0.7	----	0.6	0.5	----		880	II	10.0	1.0	ND-D	Monterey County Broa	GONZALES, CA
KAZA-AM	SPN	0.6	0.5	0.6	1.0	0.8		1290	III	5.0	0.0	DA-D	SOUTH VALLEY BCRS	SAN JOSE, CA
KMPG-AM	SPN	0.6	----	----	----	----		1520	II	0.5	0.0	ND-D	Milo Communications	HOLLISTER, CA
KOME-FM	AOR	0.5	1.6	1.0	2.0	2.2		98.5	B	12.5	12.5	879.3	Infinity Broadcastin	SAN JOSE, CA
KEAR-FM	REL	0.5	----	----	----	----		106.9	B	80.0	63.0	1118.8	Family Stations	SAN FRANCISCO,
KLOK-AM	SPN	0.5	0.8	0.4	0.5	----		1170	II	50.0	5.0	DA-2	Radio America, Inc.	SAN JOSE, CA
*KPUP-AM	CTY	0.5	0.4	----	----	----		540	II	10.0	1.0	DA-1	Collins, Jerry	SALINAS, CA
*KLAU-AM	TLK	0.4	----	1.1	0.9	0.9		1540	II	10.0	10.0	ND-U	Adams, Stephen Jr.	APTOS-CAPITOLA,
KFRC-AM	BB	0.4	0.5	0.5	0.6	----		610	III	5.0	5.0	ND-U	First City Broadcast	SAN FRANCISCO,
KEZR-FM	AC	0.4	----	0.4	----	0.3		106.5	B	50.0	50.0	429.8	Alta Broadcasting Co	SAN JOSE, CA
*KZXR-AM	MOR	0.4	1.6	0.8	0.7	----		1460	III	5.0	5.0	DA-1	Henry Broadcasting	SALINAS, CA
*KXDC-AM	AC	0.1	0.4	0.2	0.5	0.8		630	III	1.0	1.0	DA-2	Scallen, Thomas	MONTEREY, CA
KARA-FM	AC	----	1.0	0.6	----	0.7		105.7	B	50.0	50.0	498.7	Empire Broadcasting	SANTA CLARA, CA
*KSCO-AM	AC	----	1.0	----	----	0.2		1080	II	10.0	5.0	DA-N	Fuller-Jeffrey Broad	SANTA CRUZ, CA
*KSUR-FM	CL	----	0.5	----	----	----	CP	99.5	B	50.0	50.0	492.1	Mount Wilson FM Broa	GREENFIELD, CA
KXXX-FM	CHR	----	0.4	----	----	----		99.7	B	45.0	45.0	1240.2	Emmis Broadcasting	SAN FRANCISCO,
KFOG-FM	AOR	----	0.4	----	----	----		104.5	B	7.9	7.9	1450.1	Susquehanna Broadcas	SAN FRANCISCO,
KRTY-FM	CHR	----	----	1.2	----	----		95.3	A	0.4	0.4	859.6	Ethnic Radio, Inc.	LOS GATOS, CA
KRQR-FM	AOR	----	----	0.6	----	----		97.3	B	82.0	82.0	1099.1	CBS Incorporated	SAN FRANCISCO,
*KRKC-FM	AC	----	----	0.5	----	----		102.1	B	2.6	2.6	1820.9	Radio Del Rey, Inc.	KING CITY, CA
*KNRY-AM	NTK	----	----	0.5	----	----		1240	IV	1.0	1.0	ND-U	Southern California	MONTEREY, CA
*KRKC-AM	OLD	----	----	----	0.6	0.3		1490	IV	1.0	1.0	DA-1	Radio Del Rey, Inc.	KING CITY, CA
KABL-FM	EZ	----	----	----	0.6	----		98.1	B	100.0	100.0	961.3	Shamrock Broadcastin	SAN FRANCISCO,
KKHI-FM	CL	----	----	----	0.3	----		95.7	B	6.9	6.9	1289.4	Buckley Broadcasting	SAN FRANCISCO,
KABL-AM	EZ	----	----	----	0.0	----		960	III	5.0	5.0	DA-1	Shamrock Broadcastin	OAKLAND, CA
KDFC-FM	CL	----	----	----	----	0.6		102.1	B	33.0	33.0	1049.9	Sundial Broadcasting	SAN FRANCISCO,
KDFC-AM	CL	----	----	----	----	0.0		1220	II	5.0	0.0	ND-D	Sundial Broadcasting	PALO ALTO, CA

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 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.
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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 283 MONTEREY-SALINAS-SANTA CRUZ, CA				ARBITRON Rank: 075			Demo: P 12+			Mon-Sun 6A-MID		TSL	
ADI : Salinas-Monterey				US Region : PAC			Rk.	Station	Share	AQH Per	Cume Per	HR:MN	T/O
Year	Pop (0+)	HsHlds	EBI	Retail Sls	Radio Rev	%RtSls	PerCap						
1986	561.1	196.2	7540877	3192783	9851.5	0.0031	17.56	1. KDON-FM	10.9	9100	124200	9:14	13.6
1987	577.5	199.1	8076243	3356033	10411.0	0.0031	18.03	2. KGO -AM	8.4	7000	80700	10:56	11.5
1988	592.9	201.9	8690972	3593747	11082.2	0.0031	18.69	3. KOCN-FM	5.5	4600	55600	10:25	12.1
1989	605.8	205.2	9432676	3894597	12059.6	0.0031	19.91	4. KWAV-FM	5.2	4300	69700	7:46	16.2
1990	616.8	209.0	10269611	4242800	13296.5	0.0031	21.56	5. KBAY-FM	4.7	3900	58400	8:25	15.0
1991	626.6	213.1	11170033	4622571	14728.2	0.0032	23.51	6. KTOM-FM	4.7	3900	57900	8:29	14.8
1992	635.7	217.3	12102199	5018126	16289.6	0.0032	25.62	7. KMBY-FM	4.7	3900	54100	9:05	13.9
1993	647.8	221.4	12995745	5408115	17916.0	0.0033	27.66	8. KWSS-FM	4.3	3600	86100	5:16	23.9
1994	659.6	225.6	13901188	5811730	19519.4	0.0034	29.59	9. KHIP-FM	4.1	3400	48900	8:46	14.4
1995	671.4	229.7	14806631	6215346	21178.9	0.0034	31.54	10. KBOQ-FM	3.4	2800	47800	7:23	17.1
1996	683.2	233.9	15712073	6618961	22838.4	0.0035	33.43	11. KCBS-AM	3.0	2500	41400	7:37	16.6
1997	695.0	238.0	16617516	7022576	24497.9	0.0035	35.25	12. KXDC-FM	2.6	2200	25700	10:47	11.7
1998	706.8	242.2	17522959	7426191	26157.4	0.0035	37.01	13. KCTY-AM	2.2	1800	23300	9:44	12.9
1999	718.6	246.4	18428402	7829807	27816.9	0.0036	38.71	14. KOMY-AM	2.0	1700	25600	8:22	15.1
2000	730.4	250.5	19333845	8233422	29476.4	0.0036	40.36	15. KLRS-FM	1.9	1600	35900	5:37	22.4
								16. KTGE-AM	1.9	1600	22200	9:05	13.9
								17. KRAY-FM	1.8	1500	23300	8:07	15.5
								18. KMEL-FM	1.8	1500	24600	7:41	16.4
								19. KPIG-FM	1.7	1400	18500	9:32	13.2
								20. KTOM-AM	1.6	1300	25900	6:19	19.9
								21. KLFA-FM	1.2	1000	10400	12:07	10.4
								22. KSJO-FM	1.2	1000	24300	5:11	24.3
								23. KNBR-AM	1.0	800	18300	5:30	22.9
								24. KKMC-AM	0.7	600	13700	5:31	22.8
								25. KAZA-AM	0.6	500	10000	6:18	20.0
								26. KMPG-AM	0.6	500	5400	11:40	10.8
								27. KOME-FM	0.5	400	17700	2:51	44.2
								28. KEAR-FM	0.5	400	6600	7:38	16.5
								29. KLOK-AM	0.5	400	6800	7:25	17.0
								30. KPUP-AM	0.5	400	11000	4:35	27.5
								0. TOT MKT	100.0	83400	469900	22:22	5.6

The Radio Marketplace			
AM Home to Market	: 9	ARBITRON Market	: CONTINUOUS
FM Home to Market	: 11	Surveys	: Wi, Sp, Su, Fa
Tot Stations MSA Survey	: 35	Most Current Survey	Winter 1990
Tot Listed Share Points	: 85.4		
Points Above Line	: 55.6		
Points Below Line	: 29.8		
Balance of Points	: 14.6		
Mean Points/AL Station	: 2.8		
Median Points/AL Station	: 2.0		
Revenue/AL Point	: 216,898		
Revenue/AL Mean Station	: 602,978		
AL -- Above Line (Home to Market)			

Demographics			
12+ Tot Pop	: 494,900	100.0%	
12+ Blk Pop	: 17,800	3.6%	
12+ His Pop	: 102,400	20.7%	
Median Age	: 30.1		
Eth Controls	: HISPANIC CONTROLS		

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	KGO -AM	1	KDON-FM	1	KDON-FM	1	KDON-FM
2	KDON-FM	2	KMBY-FM	2	KMBY-FM	2	KWAV-FM
3	KOCN-FM	3	KOCN-FM	3	KDON-FM	3	KHIP-FM
4	KWAV-FM	4	KWSS-FM	4	KHIP-FM	4	KOCN-FM
5	KTOM-FM	5	KHIP-FM	5	KOCN-FM	5	KBAY-FM
6	KBAY-FM	6	KGO -AM	6	KTOM-FM	6	KTOM-FM
7	KMBY-FM	7	KPIG-FM	7	KWAV-FM	7	KGO -AM
8	KHIP-FM	8	KWAV-FM	8	KPIG-FM	8	KBOQ-FM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	KDON-FM	1	KDON-FM	1	KMBY-FM	1	KDON-FM
2	KWSS-FM	2	KMBY-FM	2	KDON-FM	2	KWAV-FM
3	KRAY-FM	3	KWSS-FM	3	KGO -AM	3	KOCN-FM
4	KCTY-AM	4	KOCN-FM	4	KPIG-FM	4	KHIP-FM
5	KTGE-AM	5	KRAY-FM	5	KOCN-FM	5	KLFA-FM
6	KMEL-FM	6	KHIP-FM	6	KHIP-FM	6	KMBY-FM
7	KMBY-FM	7	KMEL-FM	7	KWAV-FM	7	KGO -AM
8	KBOQ-FM	8	KTGE-AM	8	KMEL-FM	8	KPIG-FM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	KGO -AM	1	KOCN-FM	1	KDON-FM	1	KGO -AM
2	KBAY-FM	2	KGO -AM	2	KWAV-FM	2	KTOM-FM
3	KTOM-FM	3	KDON-FM	3	KHIP-FM	3	KBAY-FM
4	KBOQ-FM	4	KWAV-FM	4	KGO -AM	4	KHIP-FM
5	KCBS-AM	5	KTOM-FM	5	KLRS-FM	5	KBOQ-FM
6	KWAV-FM	6	KHIP-FM	6	KTOM-FM	6	KWAV-FM
7	KXDC-FM	7	KPIG-FM	7	KLRS-FM	7	KOCN-FM
8	KDON-FM	8	KMBY-FM	8	KBAY-FM	8	KTOM-FM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary

Metro: 073 NASHVILLE, TN

ARBITRON Rank: 047

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FA89	SU89	SP89	WI89								
*WYHY-FM	CHR	13.4	11.6	17.3	13.8	14.8		107.5	C1	58.0	58.0	1233.6	Capstar Communicatio	LEBANON, TN
*WSIX-FM	CTY	10.5	12.4	8.9	9.4	7.9		97.9	C	100.0	100.0	1138.5	Hicks Broadcasting P	NASHVILLE, TN
*WZEZ-FM	EZ	8.8	5.6	7.0	6.8	9.1	CP	92.9	C	97.0	97.0	1053.1	South Central Commun	NASHVILLE, TN
*WSM -FM	CTY	8.8	9.2	8.2	10.4	11.2		95.5	C	100.0	100.0	1279.5	Gaylord Broadcasting	NASHVILLE, TN
*WKDF-FM	AOR	8.3	7.9	9.0	10.7	8.9		103.3	C	100.0	100.0	1233.6	Dick Broadcasting Co	NASHVILLE, TN
*WLAC-FM	AC	8.0	6.6	6.8	7.6	7.8		105.9	C	98.0	98.0	1233.6	Fairmont Communicati	NASHVILLE, TN
*WQK-FM	URB	6.8	7.2	7.1	5.9	5.3		92.1	A	1.5	1.5	429.8	Phoenix of Henderson	HENDERSONVILLE,
*WGFX-FM	CR	5.2	5.7	4.5	5.8	4.2		104.5	C1	100.0	100.0	780.8	Capitol Broadcasting	GALLATIN, TN
*WLAC-AM	NTK	4.6	3.1	2.6	1.5	3.3		1510	I-B	50.0	50.0	DA-N	Fairmont Communicati	NASHVILLE, TN
*WRMX-FM	AC	3.7	6.1	6.8	5.4	4.4	CP	96.3	C1	100.0	100.0	826.8	Signature Broadcasti	MURFREESBORO, T
*WSM -AM	CTY	3.3	3.5	4.0	4.1	4.4		650	I-A	50.0	50.0	ND-U	Gaylord Broadcasting	NASHVILLE, TN
*WMDB-AM	URB	1.6	1.2	0.5	0.8	0.9		880	II	2.5	0.0	DA-D	Babb Broadcasting Co	NASHVILLE, TN
*WVOL-AM	OLD	1.6	3.2	1.7	4.1	2.0		1470	III	5.0	1.0	DA-2	Phoenix of Henderson	BERRY HILL, TN
*WSIX-AM	CTY	1.4	1.3	0.6	0.4	0.5		980	III	5.0	5.0	DA-N	Hicks Broadcasting P	NASHVILLE, TN
WBVR-FM	CHR	0.5	0.7	----	0.4	0.7	CP	101.1	C1	47.0	47.0	1289.4	Keymarket Communicat	RUSSELLVILLE, K
WYCO-FM	CTY	0.4	----	----	----	----	CP	102.9	C1	100.0	100.0	820.2	Cromwell Group, Inco	SHELBYVILLE, TN
*WAMB-AM	BB	0.4	0.6	1.1	0.8	1.7		1160	II	50.0	1.0	DA-N	Great Southern Broad	DONELSON, TN
*WDBL-FM	REL	0.4	0.8	0.5	0.8	----		94.3	A	3.0	3.0	216.5	DBL BROADCASTING, IN	SPRINGFIELD, TN
*WAKM-AM	CTY	0.4	0.6	1.1	----	----		950	III	1.0	0.0	ND-D	Franklin Radio Assoc	FRANKLIN, TN
*WKDA-AM	OLD	0.4	0.4	----	1.1	1.2		1240	IV	1.0	1.0	ND-U	Dick Broadcasting Co	NASHVILLE, TN
*WCKN-AM	OLD	0.3	0.6	0.8	----	----		1260	III	5.0	0.0	ND-D	Edmisson & Eubank	DICKSON, TN
*WQZQ-FM	CTY	0.1	0.1	----	----	----	CP	102.5	C2	50.0	50.0	492.1	American Communicati	DICKSON, TN
*WDBL-AM	REL	0.1	----	----	0.2	----		1590	III	1.0	0.0	ND-D	DBL BROADCASTING, IN	SPRINGFIELD, TN
WSTO-FM	CHR	----	0.8	----	----	----		96.1	C	100.0	100.0	1000.7	THE LANTERN CORPORAT	OWENSBORO, KY
*WRLT-FM	AC	----	0.4	----	----	0.9		100.1	A	0.2	0.2	1181.1	GMX Communications,	FRANKLIN, TN
*WCOR-AM	CTY	----	----	0.6	----	----		900	II	5.0	0.0	ND-D	Eaton, Lynwood	LEBANON, TN
*WIZO-AM	CTY	----	----	----	0.4	----		1380	III	5.0	0.5	DA-N	H & L Broadcasting,	FRANKLIN, TN
*WHNK-AM	AOR	----	----	----	----	0.0		1430	III	5.0	1.0	DA-N	GMX Communications,	MADISON, TN

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 073 NASHVILLE, TN

ARBITRON Rank: 047 Demo: P 12+

Mon-Sun 6A-MID

TSL

ADI : Nashville

US Region : ESC

Rk. Station

Share

AQH Per

Cume Per

HR:MN

T/O

Year	(000) Pop (0+)	(000) HsHlds	(\$000) EBI	(\$000) Retail Sls	(\$000) Radio Rev	Radio Rev %RtSls	PerCap
1986	936.4	348.7	11420905	6184212	28276.7	0.0046	30.20
1987	960.9	360.8	12396680	6167214	31078.4	0.0050	32.34
1988	980.6	370.8	13593647	6339211	30982.8	0.0049	31.60
1989	996.5	378.8	15008788	6852922	31950.7	0.0047	32.06
1990	1009.6	385.4	16587559	7622919	34841.5	0.0046	34.51
1991	1020.8	390.9	18275417	8563773	39174.4	0.0046	38.38
1992	1031.0	396.0	20017818	9590056	44468.9	0.0046	43.13
1993	1046.7	403.5	21740632	10598368	50244.1	0.0047	48.00
1994	1062.1	411.2	23480713	11627845	55918.1	0.0048	52.65
1995	1077.4	418.9	25220795	12657322	61711.3	0.0049	57.28
1996	1092.8	426.7	26960876	13686799	67504.4	0.0049	61.77
1997	1108.2	434.4	28700958	14716276	73297.6	0.0050	66.14
1998	1123.5	442.1	30441039	15745753	79090.7	0.0050	70.40
1999	1138.9	449.8	32181121	16775230	84883.9	0.0051	74.53
2000	1154.3	457.5	33921203	17804707	90677.1	0.0051	78.56

1.	WYHY-FM	13.4	18500	235900	9:53	12.8
2.	WSIX-FM	10.5	14500	177000	10:19	12.2
3.	WZEE-FM	8.8	12200	136100	11:18	11.2
4.	WSM -FM	8.8	12100	161300	9:27	13.3
5.	WKDF-FM	8.3	11500	162100	8:56	14.1
6.	WLAC-FM	8.0	11100	152500	9:10	13.7
7.	WQOK-FM	6.8	9400	97100	12:12	10.3
8.	WGFX-FM	5.2	7200	124400	7:18	17.3
9.	WLAC-AM	4.6	6400	94000	8:35	14.7
10.	WRMX-FM	3.7	5100	84100	7:38	16.5
11.	WSM -AM	3.3	4600	85800	6:45	18.7
12.	WVDB-AM	1.6	2200	25000	11:05	11.4
	WVDB-AM	1.6	2200	45600	6:05	20.7
14.	WSIX-AM	1.4	2000	48200	5:14	24.1
15.	WBVR-FM	0.5	700	18800	4:41	26.9
16.	WYCO-FM	0.4	600	14300	5:17	23.8
	WAMB-AM	0.4	600	22400	3:23	37.3
	WDBL-FM	0.4	600	10000	7:34	16.7
19.	WAKM-AM	0.4	500	8800	7:10	17.6
	WKDA-AM	0.4	500	12900	4:53	25.8
21.	WDKN-AM	0.3	400	5400	9:20	13.5
22.	WQZQ-FM	0.1	200	4200	6:00	21.0
23.	WDBL-AM	0.1	100	4100	3:04	41.0
0.	TOT MKT	100.0	138200	786400	22:09	5.7

The Radio Marketplace

AM Home to Market	: 10	ARBITRON Market	: CONTINUOUS
FM Home to Market	: 11	Surveys	: Wi,Sp,Su,Fa
Tot Stations MSA Survey	: 23	Most Current Survey	: Winter 1990
Tot Listed Share Points	: 89.0		
Points Above Line	: 88.1		
Points Below Line	: 0.9		
Balance of Points	: 11.0		
Mean Points/AL Station	: 4.2		
Median Points/AL Station	: 3.3		
Revenue/AL Point	: 362,663		
Revenue/AL Mean Station	: 1,521,460		
AL -- Above Line (Home to Market)			

Demographics

12+ Tot Pop	: 829,000	100.0%
12+ Blk Pop	: 127,400	15.4%
12+ His Pop	: 6,000	0.7%
Median Age	: 32.3	
Eth Controls	: BLACK CONTRÖLS	

Demo: Rank	P 18+ Station	Demo: Rank	M 18-34 Station	Demo: Rank	W 18-34 Station	Demo: Rank	P 18-34 Station	Demo: Rank	M 25-54 Station	Demo: Rank	W 25-54 Station	Demo: Rank	P 25-54 Station
1	WSIX-FM	1	WKDF-FM	1	WYHY-FM	1	WYHY-FM	1	WSIX-FM	1	WYHY-FM	1	WSIX-FM
2	WYHY-FM	2	WGFX-FM	2	WQOK-FM	2	WKDF-FM	2	WKDF-FM	2	WSM -FM	2	WSM -FM
3	WZEE-FM	3	WYHY-FM	3	WLAC-FM	3	WLAC-FM	3	WSM -FM	3	WLAC-FM	3	WLAC-FM
4	WSM -FM	4	WLAC-FM	4	WKDF-FM	4	WQOK-FM	4	WGFX-FM	4	WSIX-FM	4	WKDF-FM
5	WKDF-FM	5	WSIX-FM	5	WSIX-FM	5	WGFX-FM	5	WLAC-FM	5	WQOK-FM	5	WYHY-FM
6	WLAC-FM		WQOK-FM	6	WSM -FM	6	WSIX-FM		WZEE-FM	6	WRMX-FM	6	WZEE-FM
7	WQOK-FM	7	WSM -FM		WGFX-FM	7	WSM -FM		WRMX-FM	7	WZEE-FM	7	WGFX-FM
8	WGFX-FM	8	WZEE-FM	8	WRMX-FM	8	WRMX-FM	8	WYHY-FM	8	WKDF-FM		WRMX-FM

Demo: Rank	P 12-17 Station	Demo: Rank	M 18-24 Station	Demo: Rank	W 18-24 Station	Demo: Rank	P 18-24 Station	Demo: Rank	M 25-34 Station	Demo: Rank	W 25-34 Station	Demo: Rank	P 25-34 Station
1	WYHY-FM	1	WKDF-FM	1	WYHY-FM	1	WYHY-FM	1	WKDF-FM	1	WYHY-FM	1	WKDF-FM
2	WQOK-FM		WYHY-FM	2	WQOK-FM	2	WKDF-FM	2	WGFX-FM	2	WLAC-FM	2	WYHY-FM
3	WKDF-FM	3	WGFX-FM	3	WLAC-FM	3	WQOK-FM	3	WLAC-FM	3	WQOK-FM	3	WLAC-FM
4	WLAC-FM	4	WLAC-FM	4	WKDF-FM	4	WLAC-FM	4	WSIX-FM	4	WKDF-FM	4	WGFX-FM
5	WGFX-FM	5	WQOK-FM	5	WSM -FM	5	WGFX-FM	5	WYHY-FM	5	WSIX-FM	5	WSIX-FM
6	WSM -FM	6	WSIX-FM	6	WVDB-AM	6	WSM -FM	6	WQOK-FM	6	WGFX-FM	6	WQOK-FM
	WSIX-FM	7	WBVR-FM		WSIX-FM	7	WSIX-FM		WSM -FM	7	WRMX-FM	7	WSM -FM
8	WDBL-FM	8	WSM -FM	8	WGFX-FM	8	WVDB-AM	8	WZEE-FM	8	WSM -FM	8	WRMX-FM

Demo: Rank	P 35+ Station	Demo: Rank	M 35-44 Station	Demo: Rank	W 35-44 Station	Demo: Rank	P 35-44 Station	Demo: Rank	M 45-54 Station	Demo: Rank	W 45-54 Station	Demo: Rank	P 45-54 Station
1	WZEE-FM	1	WSIX-FM	1	WLAC-FM	1	WSIX-FM	1	WSIX-FM	1	WSM -FM	1	WZEE-FM
2	WSIX-FM	2	WSM -FM	2	WSM -FM	2	WSM -FM	2	WZEE-FM	2	WZEE-FM	2	WSM -FM
3	WSM -FM	3	WRMX-FM	3	WSIX-FM	3	WRMX-FM	3	WSM -AM	3	WSIX-FM	3	WSIX-FM
4	WLAC-AM	4	WQOK-FM	4	WYHY-FM	4	WLAC-FM	4	WSM -FM	4	WYHY-FM	4	WSIX-AM
5	WSM -AM		WLAC-AM	5	WRMX-FM	5	WYHY-FM	5	WSIX-AM	5	WSIX-AM	5	WSM -AM
6	WLAC-FM	6	WZEE-FM	6	WKDF-FM	6	WQOK-FM	6	WLAC-AM	6	WSM -AM	6	WYHY-FM
7	WYHY-FM	7	WGFX-FM		WZEE-FM	7	WZEE-FM	7	WLAC-FM	7	WVDB-AM	7	WLAC-AM
8	WRMX-FM		WKDF-FM	8	WQOK-FM	8	WLAC-AM		WDBL-FM		WLAC-AM	8	WLAC-FM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary

Metro: 321 NASSAU-SUFFOLK, NY

ARBITRON Rank: 012

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FA89	SU89	SP89	WI89								
*WALK-FM	AC	6.7	6.1	6.3	8.0	5.7		97.5	B	45.0	45.0	531.5	American Media	PATCHOGUE, NY
*WBAB-FM	AOR	5.0	5.7	5.2	4.9	3.9		102.3	A	3.0	3.0	269.0	BAB Broadcasting	BABYLON, NY
*WBLI-FM	CHR	5.0	5.8	5.4	5.4	4.8	CP	106.1	B	25.0	25.0	492.1	Beck-Ross Communicat	PATCHOGUE, NY
WHTZ-FM	CHR	4.7	5.5	5.5	6.6	6.3		100.3	B	7.8	5.5	1220.5	Malrite Communicatio	NEWARK, NJ
WCBS-FM	OLD	4.3	4.6	4.2	4.8	4.9		101.1	B	6.8	6.8	1325.5	CBS Incorporated	NEW YORK, NY
*WHLI-AM	BB	3.8	3.9	2.4	3.0	3.7		1100	II	10.0	0.0	DA-D	Barnstable Broadcast	HEMPSTEAD, NY
*WKJY-FM	AC	3.6	2.9	3.5	3.1	3.7		98.3	A	3.0	3.0	328.1	Barnstable Broadcast	HEMPSTEAD, NY
WOR -AM	TLK	3.5	3.7	3.4	3.1	3.2		710	I-B	50.0	50.0	DA-1	Buckley Broadcasting	NEW YORK, NY
*WYNY-FM	CTY	3.4	2.9	3.1	3.1	3.2	CP	103.5	B	5.4	5.4	1417.3	Westwood One, Inc.	LAKE SUCCESS, N
WQHT-FM	CHR	3.1	3.3	4.5	3.0	3.3		97.1	B	6.7	6.7	1338.6	Emmis Broadcasting	NEW YORK, NY
WNSR-FM	AC	3.1	2.1	2.8	2.6	3.3		105.1	B	7.8	5.5	1223.8	Bonneville Internati	NEW YORK, NY
WXRK-FM	CR	3.0	3.2	3.7	3.1	3.2		92.3	B	7.6	5.4	1220.5	Infinity Broadcastin	NEW YORK, NY
WABC-AM	TLK	3.0	2.1	2.7	3.0	3.2		770	I-A	50.0	50.0	ND-U	Capital Cities/ABC	NEW YORK, NY
WFAN-AM	SPT	3.0	3.5	3.4	2.7	2.4		660	I-A	50.0	50.0	DA-1	Emmis Broadcasting	NEW YORK, NY
WNEW-FM	AOR	2.8	4.0	3.4	3.2	2.7		102.7	B	7.8	5.6	1220.5	Westinghouse Broadca	NEW YORK, NY
WCBS-AM	NWS	2.8	4.0	3.2	3.6	2.8		880	I-A	50.0	50.0	ND-U	CBS Incorporated	NEW YORK, NY
*WCTO-FM	EZ	2.7	2.4	1.5	2.6	3.1	CP	94.3	A	1.7	1.5	436.4	Greater Media	SMITHTOWN, NY
WPAT-FM	EZ	2.7	3.6	2.9	2.9	2.0		93.1	B	5.4	5.4	1420.6	Park Communications,	PATERSON, NJ
WINS-AM	NWS	2.6	2.7	2.7	2.9	3.0		1010	II	50.0	50.0	DA-1	Westinghouse Broadca	NEW YORK, NY
WPLJ-FM	CHR	2.5	2.2	3.0	2.5	3.0		95.5	B	6.7	6.7	1335.3	Capital Cities/ABC	NEW YORK, NY
WLTW-FM	AC	2.5	3.5	2.9	3.9	3.0		106.7	B	7.8	5.5	1223.8	Viacom Broadcasting	NEW YORK, NY
*WGSB-AM	BB	2.5	2.2	1.1	1.4	1.9		740	II	25.0	0.0	DA-D	Greater Media	HUNTINGTON, NY
WEZN-FM	AC	1.9	1.4	1.3	1.1	1.7		99.9	B	27.5	27.5	669.3	NewCity Communicatio	BRIDGEPORT, CT
*WDRE-FM	AOR	1.8	1.5	1.5	1.7	1.9	CP	92.7	A	1.0	1.0	521.7	Jarad Broadcasting C	GARDEN CITY, NY
WNEW-AM	TLK	1.6	0.9	1.2	0.9	1.3		1130	II	50.0	50.0	DA-N	Command Communicatio	NEW YORK, NY
WQCD-FM	NAC	1.5	1.3	1.3	1.6	2.0	CP	101.9	B	6.2	6.2	1355.0	Tribune Broadcasting	NEW YORK, NY
WRKS-FM	URB	1.2	1.2	1.7	1.3	1.4	CP	98.7	B	7.8	5.5	1220.5	Summit Communication	NEW YORK, NY
WSKQ-FM	SPN	1.1	----	----	----	----		97.9	B	7.8	7.8	1223.8	Spanish Broadcasting	NEW YORK, NY
WNCN-FM	CL	1.1	1.4	1.3	1.1	0.8		104.3	B	7.8	5.5	1220.5	GAF BROADCASTING CO	NEW YORK, NY
*WRCN-FM	AOR	0.9	0.5	0.7	1.0	0.6		103.9	A	1.5	1.5	465.9	High View Broadcasti	RIVERHEAD, NY
WQXR-FM	CL	0.8	1.5	1.3	0.9	1.4		96.3	B	7.8	5.5	1223.8	New York Times Compa	NEW YORK, NY
WBLS-FM	URB	0.8	0.8	1.7	1.1	1.5		107.5	B	5.4	3.8	1220.5	Inner City Broadcast	NEW YORK, NY
WPLR-FM	AOR	0.8	0.4	0.8	0.3	1.0		99.1	B	14.0	14.0	951.4	Southern Starr Broad	NEW HAVEN, CT
*WRIV-AM	AC	0.7	----	----	----	0.3		1390	III	1.0	0.0	ND-D	Business Development	RIVERHEAD, NY
WPAT-AM	EZ	0.5	0.2	0.2	0.8	0.2		930	III	5.0	5.0	DA-2	Park Communications,	NEW YORK, NY
WWYZ-FM	CTY	0.4	----	0.3	0.3	----	CP	92.5	B	17.0	17.0	849.7	WATR, Inc.	WATERBURY, CT
*WWHB-FM	CHR	0.4	0.4	----	0.4	----		107.1	A	3.0	3.0	278.9	South Fork Acquisiti	HAMPTON BAYS, N
*WLIX-AM	CC	0.4	0.3	----	----	0.4		540	II	0.3	0.0	ND-D	Living Communication	ISLIP, NY
WFME-FM	REL	0.4	----	----	0.4	----		94.7	B	37.0	37.0	570.9	Family Stations	NEWARK, NJ
*WLIM-AM	BB	0.3	----	----	----	----	CP	1580	II	1.0	0.5	DA-N	Long Island Music Br	PATCHOGUE, NY
WJAZ-FM	JZ	0.3	0.3	0.5	----	0.5		96.7	A	3.0	3.0	328.1	Forrest-Brody Broadc	STAMFORD, CT
WEFX-FM	CHR	0.3	----	----	----	----		95.9	A	3.0	3.0	298.6	CRB Broadcasting Cor	NORWALK, CT
*WALK-AM	AC	0.1	0.0	0.1	0.1	----		1370	III	0.5	0.0	ND-D	American Media	PATCHOGUE, NY
*WBAB-AM	NTK	----	0.4	0.1	0.1	0.3		1240	IV	1.0	1.0	DA-1	BAB Broadcasting	FREEPORT, NY
*WBAZ-FM	AC	----	0.3	----	----	0.5		101.7	A	2.7	2.7	341.2	PECONIC BAY BCG CORP	SOUTHOLD, NY
WDRC-FM	OLD	----	0.3	----	----	----		102.9	B	19.5	19.5	810.4	Buckley Broadcasting	HARTFORD, CT
WSKQ-AM	SPN	----	----	0.4	----	----		620	III	5.0	5.0	DA-2	Spanish Broadcasting	NEW YORK, NY
WKCI-FM	CHR	----	----	0.3	----	----		101.3	B	10.0	10.0	1069.6	Noble Broadcast Grou	HAMDEN, CT
WQXR-AM	CL	----	----	0.1	----	0.1		1560	I-B	50.0	50.0	DA-2	New York Times Compa	NEW YORK, NY
WMCA-AM	REL	----	----	----	0.6	0.7		570	III	5.0	5.0	DA-1	Salem Communication	NEW YORK, NY
*WLNG-FM	AC	----	----	----	0.4	----		92.1	A	2.7	2.7	347.8	Main Street Broadcas	SAG HARBOR, NY
WLIB-AM	NTK	----	----	----	0.3	----		1190	II	10.0	0.0	DA-D	Inner City Broadcast	NEW YORK, NY
*WLNG-AM	OLD	----	----	----	0.2	----		1600	III	0.5	0.0	ND-D	Main Street Broadcas	SAG HARBOR, NY

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".
 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 321 NASSAU-SUFFOLK, NY

ARBITRON Rank: 012-Demo: P 12+

Mon-Sun 6A-MID

TSL

ADI : New York

US Region : MA

Rk. Station

Share

AQH Per

Cume Per

HR:MN

T/O

Year	(000) Pop (0+)	(000) HSHlds	(\$000) EBI	(\$000) Retail Sls	(\$000) Radio Rev	Radio Rev %RtSls	PerCap	Rk. Station	Share	AQH Per	Cume Per	HR:MN	T/O
1986	2663.8	865.5	46264678	20979657	28467.8	0.0014	10.69	1. WALK-FM	6.7	28400	303100	11:48	10.7
1987	2661.7	868.8	50659415	21824947	31241.6	0.0014	11.74	2. WBAB-FM	5.0	21300	297900	9:01	14.0
1988	2671.3	876.0	55199793	23008981	32747.9	0.0014	12.26	3. WBLI-FM	5.0	21300	302700	8:52	14.2
1989	2679.4	882.5	59741658	24795398	34857.9	0.0014	13.01	4. WHTZ-FM	4.7	20100	412700	6:08	20.5
1990	2686.4	888.7	64284637	27033602	38041.4	0.0014	14.16	5. WCBS-FM	4.3	18500	292300	7:58	15.8
1991	2692.7	894.5	68828361	29572998	42029.9	0.0014	15.61	6. WHLI-AM	3.8	16100	104100	19:29	6.5
1992	2698.6	900.2	73372456	32262990	46555.2	0.0014	17.25	7. WKJY-FM	3.6	15300	179500	10:44	11.7
1993	2700.5	906.1	77915842	34884874	51348.9	0.0015	19.01	8. WOR -AM	3.5	14700	180800	10:15	12.3
1994	2703.1	911.9	82459228	37534568	56021.2	0.0015	20.73	9. WYNY-FM	3.4	14300	163000	11:03	11.4
1995	2705.6	917.7	87002615	40184262	60743.0	0.0015	22.45	10. WQHT-FM	3.1	13000	236900	6:55	18.2
1996	2708.2	923.6	91546001	42833956	65464.8	0.0015	24.17	11. WNSR-FM	3.1	13000	192600	8:30	14.8
1997	2710.8	929.4	96089387	45483650	70186.7	0.0015	25.89	12. WXRK-FM	3.0	12900	246400	6:36	19.1
1998	2713.4	935.2	100632773	48133344	74908.5	0.0016	27.61	13. WABC-AM	3.0	12900	156400	10:24	12.1
1999	2715.9	941.1	105176159	50783038	79630.4	0.0016	29.32	14. WFAN-AM	3.0	12600	226800	7:00	18.0
2000	2718.5	946.9	109719545	53432732	84352.2	0.0016	31.03	15. WNEW-FM	2.8	12100	250700	6:05	20.7
								16. WCBS-AM	2.8	12000	278700	5:26	23.2
								17. WCTO-FM	2.7	11400	104700	13:43	9.2
								18. WPAT-FM	2.7	11300	144200	9:52	12.8
								19. WINS-AM	2.6	11100	271800	5:09	24.5
								20. WPLJ-FM	2.5	10800	256100	5:19	23.7
								21. WLTW-FM	2.5	10800	196100	6:56	18.2
								22. WGSM-AM	2.5	10700	60900	22:08	5.7
								23. WEZN-FM	1.9	8200	145300	7:07	17.7
								24. WDRE-FM	1.8	7800	124900	7:52	16.0
								25. WNEW-AM	1.6	7000	94000	9:23	13.4
								26. WQCD-FM	1.5	6200	93100	8:23	15.0
								27. WRKS-FM	1.2	5300	87300	7:39	16.5
								28. WSKQ-FM	1.1	4700	37900	15:38	8.1
								29. WNCN-FM	1.1	4500	86600	6:33	19.2
								30. WRCN-FM	0.9	3800	71900	6:40	18.9
								0. TOT MKT	100.0	425700	2155200	24:53	5.1

The Radio Marketplace

AM Home to Market	: 6	ARBITRON Market	: CONTINUOUS
FM Home to Market	: 9	Surveys	: Wi, Sp, Su, Fa
Tot Stations MSA Survey	: 43	Most Current Survey	: Winter 1990
Tot Listed Share Points	: 93.6		
Points Above Line	: 37.3		
Points Below Line	: 56.3		
Balance of Points	: 6.4		
Mean Points/AL Station	: 2.5		
Median Points/AL Station	: 2.5		
Revenue/AL Point	: 934,528		
Revenue/AL Mean Station	: 2,323,860		
AL -- Above Line (Home to Market)			

Demographics

12+ Tot Pop	: 2,244,400	100.0%
12+ Blk Pop	: 138,300	6.2%
12+ His Pop	: 91,300	4.1%
Median Age	: 34.3	
Eth Controls	: NO CONTROLS	

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	WALK-FM	1	WBAB-FM	1	WBLI-FM	1	WALK-FM
2	WBAB-FM	2	WNEW-FM	2	WBAB-FM	2	WCBS-FM
3	WBLI-FM	3	WXRK-FM	3	WXRK-FM	3	WBLI-FM
4	WCBS-FM	4	WQHT-FM	4	WNEW-FM	4	WBAB-FM
5	WHLI-AM	5	WHTZ-FM	5	WQHT-FM	5	WKJY-FM
6	WKJY-FM	6	WCBS-FM	6	WHTZ-FM	6	WNSR-FM
7	WOR -AM	7	WALK-FM	7	WPLJ-FM	7	WXRK-FM
8	WYNY-FM	8	WBLI-FM	8	WNSR-FM	8	WYNY-FM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	WHTZ-FM	1	WBAB-FM	1	WBLI-FM	1	WBAB-FM
2	WQHT-FM	2	WQHT-FM	2	WBAB-FM	2	WNEW-FM
3	WBLI-FM	3	WHTZ-FM	3	WXRK-FM	3	WXRK-FM
4	WPLJ-FM	4	WBLI-FM	4	WCBS-FM	4	WALK-FM
5	WBAB-FM	5	WXRK-FM	5	WALK-FM	5	WBLI-FM
6	WRKS-FM	6	WNEW-FM	6	WLTW-FM	6	WNSR-FM
7	WALK-FM	7	WPLJ-FM	7	WFAN-AM	7	WCBS-FM
8	WFAN-AM	8	WKJY-FM	8	WHTZ-FM	8	WHTZ-FM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	WALK-FM	1	WALK-FM	1	WYNY-FM	1	WALK-FM
2	WHLI-AM	2	WCBS-FM	2	WALK-FM	2	WYNY-FM
3	WOR -AM	3	WFAN-AM	3	WPAT-FM	3	WCBS-FM
4	WCBS-FM	4	WXRK-FM	4	WFAN-AM	4	WPAT-FM
5	WYNY-FM	5	WBAB-FM	5	WCBS-FM	5	WCTO-FM
6	WABC-AM	6	WBLI-FM	6	WSKQ-FM	6	WBLI-FM
7	WCBS-AM	7	WNSR-FM	7	WBLI-FM	7	WSKQ-FM
8	WPAT-FM	8	WLTW-FM	8	WINS-AM	8	WINS-AM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary

Metro: 053 NEW ORLEANS, LA

ARBITRON Rank: 034

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FA89	SU89	SP89	WI89								
*WYLD-FM	URB	15.1	15.1	13.3	9.3	10.2	CP	98.5	C	97.0	97.0	1000.7	Inter Urban Broadcas	NEW ORLEANS, LA
*WEZB-FM	CHR	10.1	10.8	11.1	12.4	11.7	CP	97.1	C	100.0	100.0	984.3	EZ Communications	NEW ORLEANS, LA
*WQUE-FM	URB	7.9	9.7	10.3	9.9	11.0	CP	93.3	C	100.0	100.0	984.3	Clear Channel Commun	NEW ORLEANS, LA
*WLTS-FM	AC	6.3	4.6	6.2	7.8	9.2		105.3	C1	100.0	100.0	902.2	Phase II Broadcastin	SLIDELL, LA
*WLMG-FM	AC	6.2	5.4	5.1	5.0	5.2	CP	101.9	C	100.0	100.0	984.3	Keymarket Communicat	NEW ORLEANS, LA
*WNOE-FM	CTY	5.6	3.5	3.4	3.1	4.1		101.1	C	100.0	100.0	1003.9	Newmarket Media Corp	NEW ORLEANS, LA
*WWL -AM	NTK	5.4	6.3	6.1	4.8	5.1		870	I-A	50.0	50.0	DA-1	Keymarket Communicat	NEW ORLEANS, LA
*KQLD-FM	OLD	5.3	4.6	2.5	1.7	1.9		106.7	C1	100.0	100.0	981.0	Beasley Broadcasting	PORT SULPHUR, L
*WBYU-AM	BB	4.6	4.6	5.0	5.4	4.9		1450	IV	1.0	1.0	DA-N	Radio Vanderbilt, I	NEW ORLEANS, LA
*WBOK-AM	GOS	4.2	4.8	4.4	4.7	3.3		1230	IV	1.0	1.0	ND-U	Willis Broadcasting	NEW ORLEANS, LA
*WCKW-FM	CR	3.8	3.5	2.8	3.9	3.4	CP	92.3	C	100.0	100.0	1945.5	222 Corporation	LA PLACE, LA
*WRNO-FM	AOR	3.6	3.8	3.0	4.8	4.6		99.5	C	100.0	100.0	1003.9	Gulf South Broadcast	NEW ORLEANS, LA
*WYLD-AM	URB	2.1	1.9	2.1	1.7	2.1		940	II	10.0	0.5	DA-2	Inter Urban Broadcas	NEW ORLEANS, LA
*WMXZ-FM	CTY	1.9	2.7	3.3	2.8	2.8	CP	95.7	C	100.0	100.0	984.3	Stoner Broadcasting	NEW ORLEANS, LA
*WSMB-AM	TLK	1.8	1.6	1.1	1.4	1.6		1350	III	5.0	5.0	DA-N	Winston Communicatio	NEW ORLEANS, LA
*KHOM-FM	OLD	1.3	2.5	2.6	2.5	1.3		104.1	C	100.0	100.0	1945.5	La Terr Broadcasting	HOUMA, LA
*WNOE-AM	CTY	1.2	0.9	0.9	1.0	1.0		1060	II	50.0	5.0	DA-2	Newmarket Media Corp	NEW ORLEANS, LA
*WADU-AM	EZ	1.0	0.8	0.9	1.0	----		830	II	5.0	0.8	DA-2	River Road Radio, In	NORCO, LA
*WTIX-AM	NTK	0.9	1.3	1.5	1.5	1.1		690	II	10.0	5.0	DA-2	Givens Organization	NEW ORLEANS, LA
*KGLA-AM	SPN	0.9	0.3	----	1.0	1.2		1540	II	0.5	0.0	ND-D	Gulf South Broadcast	GRETN, LA
*WQUE-AM	URB	0.8	0.3	0.6	0.4	0.5		1280	III	5.0	5.0	DA-1	Clear Channel Commun	NEW ORLEANS, LA
*WYAT-AM	OLD	0.6	1.0	1.4	1.9	2.7		990	II	1.0	0.4	ND-U	Phase II Broadcastin	NEW ORLEANS, LA
WKJN-FM	CTY	0.4	----	0.5	0.5	0.4		103.3	C	100.0	100.0	1003.9	Southern Communicati	HAMMOND, LA
*WARB-AM	NTK	----	0.6	1.0	1.6	0.7		730	II	0.3	0.0	DA-D	WARB, Inc.	COVINGTON, LA
*WCKW-AM	MOR	----	0.0	----	0.1	0.0		1010	II	0.5	0.4	ND-D	222 Corporation	GARYVILLE, LA
WGGZ-FM	CHR	----	----	0.4	----	----		98.1	C	95.0	95.0	1499.3	Guaranty Broadcastin	BATON ROUGE, LA
WIBR-AM	OLD	----	----	0.0	----	----		1300	III	5.0	1.0	DA-N	Southern Communicati	BATON ROUGE, LA
WFMF-FM	CHR	----	----	----	0.6	0.5		102.5	C	85.0	85.0	1259.8	Jenne, George	BATON ROUGE, LA
*WSHO-AM	REL	----	----	----	----	0.4		800	II	1.0	0.3	DA-1	Tamarack Communicati	NEW ORLEANS, LA

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".
 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 053 NEW ORLEANS, LA				ARBITRON Rank: 034-Demo: P 12+ Mon-Sun 6A-MID				TSL					
ADI : New Orleans				US Region : WSC				Rk. Station	Share	AQH Per	Cume Per	HR:MN	T/O
Year	(000) Pop (0+)	(000) HsHlds	(\$000) EBI	(\$000) Retail Sls	(\$000) Radio Rev	%RtSls	PerCap						
1986	1347.5	493.8	14461551	8302674	29722.7	0.0036	22.06	1. WYLD-FM	15.1	28000	235600	14:58	8.4
1987	1337.4	492.0	14700663	8852525	31283.1	0.0035	23.39	2. WEZB-FM	10.1	18800	271900	8:43	14.5
1988	1333.2	492.8	15487791	9540065	33366.2	0.0035	25.03	3. WQUE-FM	7.9	14600	247000	7:27	16.9
1989	1336.7	496.2	16828824	10362922	35971.0	0.0035	26.91	4. WLTS-FM	6.3	11700	152300	9:41	13.0
1990	1346.1	501.5	18585287	11287267	39088.4	0.0035	29.04	5. WLMG-FM	6.2	11500	167700	8:38	14.6
1991	1359.2	508.2	20618703	12279271	42590.4	0.0035	31.33	6. WNOE-FM	5.6	10500	119000	11:07	11.3
1992	1374.3	515.6	22790595	13305104	46348.6	0.0035	33.73	7. WWL -AM	5.4	10100	180800	7:02	17.9
1993	1382.8	522.5	24796026	14215761	50235.1	0.0035	36.33	8. KQLD-FM	5.3	9800	126100	9:48	12.9
1994	1391.9	529.6	26867409	15154941	53685.1	0.0035	38.57	9. WBYU-AM	4.6	8600	96500	11:14	11.2
1995	1401.1	536.6	28938791	16094121	57243.3	0.0036	40.86	10. WBOK-AM	4.2	7900	78700	12:39	10.0
1996	1410.3	543.7	31010174	17033301	60801.4	0.0036	43.11	11. WCKW-FM	3.8	7000	111500	7:55	15.9
1997	1419.5	550.7	33081557	17972481	64359.6	0.0036	45.34	12. WRNO-FM	3.6	6700	137600	6:08	20.5
1998	1428.7	557.8	35152940	18911661	67917.7	0.0036	47.54	13. WYLD-AM	2.1	3900	50700	9:42	13.0
1999	1437.8	564.8	37224322	19850841	71475.8	0.0036	49.71	14. WMXZ-FM	1.9	3600	46800	9:42	13.0
2000	1447.0	571.9	39295705	20790021	75034.0	0.0036	51.85	15. WSMB-AM	1.8	3300	51900	8:01	15.7
								16. KHOM-FM	1.3	2400	60100	5:02	25.0
								17. WNOE-AM	1.2	2300	27500	10:32	12.0
								18. WADU-AM	1.0	1800	25000	9:04	13.9
								19. WTIK-AM	0.9	1600	47200	4:16	29.5
								20. KGLA-AM	0.9	1600	7500	26:53	4.7
								21. WQUE-AM	0.8	1400	15900	11:06	11.4
								22. WYAT-AM	0.6	1100	33000	4:12	30.0
								23. WKJN-FM	0.4	800	14500	6:57	18.1
								0. TOT MKT	100.0	185900	1030800	22:43	5.5

The Radio Marketplace		ARBITRON Market	
AM Home to Market	: 11	Surveys	: CONTINUOUS
FM Home to Market	: 11	Most Current Survey	: W, Sp, Su, Fa
Tot Stations MSA Survey	: 23		: Winter 1990
Tot Listed Share Points	: 91.0		
Points Above Line	: 90.6		
Points Below Line	: 0.4		
Balance of Points	: 9.0		
Mean Points/AL Station	: 4.1		
Median Points/AL Station	: 3.7		
Revenue/AL Point	: 397,030		
Revenue/AL Mean Station	: 1,635,044		
AL -- Above Line (Home to Market)			

Demographics	
12+ Tot Pop	: 1,072,400 100.0%
12+ Blk Pop	: 333,500 31.1%
12+ His Pop	: 41,900 3.9%
Median Age	: 30.6
Eth Controls	: BLACK CONTROLS

Demo: Rank	P 18+ Station	Demo: Rank	M 18-34 Station	Demo: Rank	W 18-34 Station	Demo: Rank	P 18-34 Station	Demo: Rank	M 25-54 Station	Demo: Rank	W 25-54 Station	Demo: Rank	P 25-54 Station
1	WYLD-FM	1	WYLD-FM	1	WYLD-FM	1	WYLD-FM	1	WYLD-FM	1	WYLD-FM	1	WYLD-FM
2	WEZB-FM	2	WEZB-FM	2	WEZB-FM	2	WEZB-FM	2	WCKW-FM	2	WLMG-FM	2	WEZB-FM
3	WLTS-FM	3	WQUE-FM	3	WLTS-FM	3	WQUE-FM	3	WEZB-FM	3	WLTS-FM	3	KQLD-FM
4	WLMG-FM		WCKW-FM	4	WQUE-FM	4	WLTS-FM	4	KQLD-FM	4	WEZB-FM	4	WLMG-FM
5	WQUE-FM	5	WRNO-FM	5	WLMG-FM	5	WRNO-FM	5	WQUE-FM	5	WQUE-FM	5	WLTS-FM
6	WNOE-FM	6	WLTS-FM	6	KQLD-FM	6	WLMG-FM	6	WLMG-FM	6	KQLD-FM	6	WQUE-FM
7	WWL -AM	7	KQLD-FM	7	WRNO-FM	7	WCKW-FM	7	WLTS-FM	7	WNOE-FM	7	WNOE-FM
8	KQLD-FM		WLMG-FM	8	WBOK-AM	8	KQLD-FM	8	WWL -AM	8	WBOK-AM	8	WCKW-FM

Demo: Rank	P 12-17 Station	Demo: Rank	M 18-24 Station	Demo: Rank	W 18-24 Station	Demo: Rank	P 18-24 Station	Demo: Rank	M 25-34 Station	Demo: Rank	W 25-34 Station	Demo: Rank	P 25-34 Station
1	WEZB-FM	1	WYLD-FM	1	WYLD-FM	1	WYLD-FM	1	WYLD-FM	1	WYLD-FM	1	WYLD-FM
2	WYLD-FM	2	WEZB-FM	2	WEZB-FM	2	WEZB-FM	2	WEZB-FM	2	WEZB-FM	2	WEZB-FM
3	WQUE-FM	3	WRNO-FM	3	WLTS-FM	3	WQUE-FM	3	WCKW-FM	3	WLMG-FM	3	WQUE-FM
4	WRNO-FM	4	WQUE-FM	4	WQUE-FM	4	WLTS-FM	4	WQUE-FM	4	WLTS-FM	4	WLMG-FM
5	WBOK-AM	5	WLTS-FM	5	WBOK-AM	5	WRNO-FM	5	WRNO-FM	5	WQUE-FM	5	WCKW-FM
6	WQUE-AM	6	WCKW-FM	6	WRNO-FM	6	WMXZ-FM	6	KQLD-FM	6	KQLD-FM	6	WLTS-FM
	WCKW-FM	7	WNOE-FM	7	WLMG-FM	7	WCKW-FM	7	WLMG-FM	7	WRNO-FM	7	KQLD-FM
8	WNOE-FM		WMXZ-FM	8	WLMG-FM	8	WLMG-FM	8	WYLD-AM	8	KHOM-FM	8	WRNO-FM

Demo: Rank	P 35+ Station	Demo: Rank	M 35-44 Station	Demo: Rank	W 35-44 Station	Demo: Rank	P 35-44 Station	Demo: Rank	M 45-54 Station	Demo: Rank	W 45-54 Station	Demo: Rank	P 45-54 Station
1	WWL -AM	1	WYLD-FM	1	WYLD-FM	1	WYLD-FM	1	KQLD-FM	1	WYLD-FM	1	WYLD-FM
	WYLD-FM	2	WCKW-FM	2	WLMG-FM	2	KQLD-FM	2	WLMG-FM	2	WNOE-FM	2	WNOE-FM
3	WBYU-AM	3	KQLD-FM	3	WLTS-FM	3	WLTS-FM	3	WNOE-FM	3	WBOK-AM	3	WWL -AM
	WNOE-FM	4	WLTS-FM	4	KQLD-FM	4	WLMG-FM	4	WWL -AM	4	WWL -AM	4	KQLD-FM
5	WLMG-FM		WEZB-FM	5	WQUE-FM	5	WEZB-FM	5	WLTS-FM	5	WLTS-FM	5	WLTS-FM
6	KQLD-FM	6	WWL -AM	6	WEZB-FM	6	WQUE-FM	6	WYLD-FM	6	WYLD-AM	6	WLMG-FM
7	WLTS-FM	7	WRNO-FM	7	WNOE-FM	7	WCKW-FM	7	WBOK-AM	7	WBYU-AM	7	WBOK-AM
8	WBOK-AM		WNOE-FM	8	WYLD-AM	8	WWL -AM	8	WADU-AM	8	WQUE-FM	8	WBYU-AM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary

Metro: 001 NEW YORK, NY

ARBITRON Rank: 001

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FA89	SU89	SP89	WI89								
*WCBS-FM	OLD	5.1	4.1	4.2	5.0	4.7		101.1	B	6.8	6.8	1325.5	CBS Incorporated	NEW YORK, NY
*WINS-AM	NWS	4.8	4.7	4.5	4.7	4.3		1010	II	50.0	50.0	DA-1	Westinghouse Broadca	NEW YORK, NY
*WLTW-FM	AC	4.8	4.7	5.7	5.3	4.3		106.7	B	7.8	5.5	1223.8	Viacom Broadcasting	NEW YORK, NY
*WHTZ-FM	CHR	4.7	4.3	5.7	6.0	5.3		100.3	B	7.8	5.5	1220.5	Malrite Communicatio	NEWARK, NJ
*WRKS-FM	URB	4.5	4.1	3.9	4.1	4.2	CP	98.7	B	7.8	5.5	1220.5	Summit Communication	NEW YORK, NY
*WQHT-FM	CHR	4.0	4.0	3.9	4.0	4.0		97.1	B	6.7	6.7	1338.6	Emmis Broadcasting	NEW YORK, NY
*WPAT-FM	EZ	4.0	5.0	4.3	4.2	5.0		93.1	B	5.4	5.4	1420.6	Park Communications,	PATERSON, NJ
*WBLS-FM	URB	4.0	3.8	3.7	2.9	3.8		107.5	B	5.4	3.8	1220.5	Inner City Broadcast	NEW YORK, NY
*WOR-AM	TLK	4.0	4.6	4.3	3.7	4.5		710	I-B	50.0	50.0	DA-1	Buckley Broadcasting	NEW YORK, NY
*WCBS-AM	NWS	3.4	3.5	3.4	3.0	2.7		880	I-A	50.0	50.0	ND-U	CBS Incorporated	NEW YORK, NY
*WNEW-FM	AOR	3.4	3.7	4.2	4.2	3.5		102.7	B	7.8	5.6	1220.5	Westinghouse Broadca	NEW YORK, NY
*WXRK-FM	CR	3.2	3.1	3.6	3.4	3.1		92.3	B	7.6	5.4	1220.5	Infinity Broadcastin	NEW YORK, NY
*WNSR-FM	AC	3.0	3.5	3.2	3.5	3.1		105.1	B	7.8	5.5	1223.8	Bonneville Internati	NEW YORK, NY
*WABC-AM	TLK	2.8	2.8	2.6	3.2	3.3		770	I-A	50.0	50.0	ND-U	Capital Cities/ABC	NEW YORK, NY
*WSKQ-FM	SPN	2.6	1.6	1.3	2.4	1.7		97.9	B	7.8	7.8	1223.8	Spanish Broadcasting	NEW YORK, NY
*WPLJ-FM	CHR	2.6	3.0	3.5	3.1	3.5		95.5	B	6.7	6.7	1335.3	Capital Cities/ABC	NEW YORK, NY
*WYNY-FM	CTY	2.4	2.5	3.1	2.3	2.8	CP	103.5	B	5.4	5.4	1417.3	Westwood One, Inc.	LAKE SUCCESS, N
*WFAN-AM	SPT	2.4	2.7	3.1	2.5	1.8		660	I-A	50.0	50.0	DA-1	Emmis Broadcasting	NEW YORK, NY
*WADO-AM	SPN	1.8	1.7	1.7	1.2	1.6		1280	III	5.0	5.0	DA-1	Radio WADO, Inc.	NEW YORK, NY
*WQXR-FM	CL	1.8	1.3	1.2	1.2	1.8		96.3	B	7.8	5.5	1223.8	New York Times Compa	NEW YORK, NY
*WQCD-FM	NAC	1.8	2.3	2.2	2.5	2.9	CP	101.9	B	6.2	6.2	1355.0	Tribune Broadcasting	NEW YORK, NY
*WNEW-AM	TLK	1.7	2.3	2.5	1.9	2.3		1130	II	50.0	50.0	DA-N	Command Communicatio	NEW YORK, NY
*WNCN-FM	CL	1.5	1.5	1.4	1.3	1.8		104.3	B	7.8	5.5	1220.5	GAF BROADCASTING CO	NEW YORK, NY
*WLIB-AM	NTK	1.3	1.7	1.2	1.0	1.4		1190	II	10.0	0.0	DA-D	Inner City Broadcast	NEW YORK, NY
*WPAT-AM	EZ	1.2	1.3	1.2	1.4	1.2		930	III	5.0	5.0	DA-2	Park Communications,	NEW YORK, NY
*WSKQ-AM	SPN	1.1	1.4	1.2	0.7	0.7		620	III	5.0	5.0	DA-2	Spanish Broadcasting	NEW YORK, NY
*WALK-FM	AC	1.1	1.0	1.0	1.2	1.0		97.5	B	45.0	45.0	531.5	American Media	PATCHOGUE, NY
*WJRL-AM	REL	1.0	1.1	0.7	1.0	0.8		1600	III	5.0	5.0	DA-2	Unity Broadcasting,	NEW YORK, NY
*WBAB-FM	AOR	0.8	0.9	0.8	0.7	0.7		102.3	A	3.0	3.0	269.0	BAB Broadcasting	BABYLON, NY
*WBLI-FM	CHR	0.8	0.9	0.8	0.8	0.8	CP	106.1	B	25.0	25.0	492.1	Beck-Ross Communicat	PATCHOGUE, NY
*WHUD-FM	EZ	0.8	0.4	0.4	0.5	0.6		100.7	B	50.0	50.0	498.7	Radio Terrace Inc.	PEEKSKILL, NY
*WKDM-AM	SPN	0.7	0.7	0.4	0.4	1.2		1380	III	5.0	0.0	DA-D	United Broadcasting	NEW YORK, NY
*WJIT-AM	SPN	0.7	0.5	0.3	0.4	0.5		1480	III	5.0	5.0	DA-2	Infinity Broadcastin	NEW YORK, NY
*WKJY-FM	AC	0.7	0.5	0.8	1.0	0.7		98.3	A	3.0	3.0	328.1	Barnstable Broadcast	HEMPSTEAD, NY
*WDRE-FM	AOR	0.7	0.8	0.6	0.7	0.7	CP	92.7	A	1.0	1.0	521.7	Jarad Broadcasting C	GARDEN CITY, NY
*WHLI-AM	BB	0.7	0.8	0.4	0.5	0.6		1100	II	10.0	0.0	DA-D	Barnstable Broadcast	HEMPSTEAD, NY
*WFME-FM	REL	0.6	0.5	0.6	0.5	0.7		94.7	B	37.0	37.0	570.9	Family Stations	NEWARK, NJ
*WCTO-FM	EZ	0.6	0.4	0.3	0.4	0.5	CP	94.3	A	1.7	1.5	436.4	Greater Media	SMITHTOWN, NY
WEZN-FM	AC	0.4	0.3	0.4	0.3	0.3		99.9	B	27.5	27.5	669.3	NewCity Communicatio	BRIDGEPORT, CT
*WMGQ-FM	BB	0.4	0.3	0.3	0.4	0.3		98.3	A	1.2	1.2	524.9	Greater Media	NEW BRUNSWICK,
*WNJR-AM	BLK	0.4	0.6	0.3	0.3	0.3		1430	III	5.0	5.0	DA-N	Spanish American Rad	NEWARK, NJ
*WCTC-AM	MOR	0.3	----	----	----	----		1450	IV	1.0	1.0	ND-U	Greater Media	NEW BRUNSWICK,
*WEVD-AM	MOR	0.3	0.3	0.3	----	0.3		1050	II	50.0	50.0	DA-1	Forward Association	NEW YORK, NY
*WQXR-AM	CL	0.2	----	0.3	0.3	----		1560	I-B	50.0	50.0	DA-2	New York Times Compa	NEW YORK, NY
*WALK-AM	AC	0.0	0.0	0.0	0.0	----		1370	III	0.5	0.0	ND-D	American Media	PATCHOGUE, NY
WGSM-AM	BB	----	0.4	----	----	0.3		740	II	25.0	0.0	DA-D	Greater Media	HUNTINGTON, NY
*WDHA-FM	AOR	----	0.3	0.4	0.3	----		105.5	A	1.0	1.0	564.3	Drexel Hill Associat	DOVER, NJ
*WMCA-AM	REL	----	----	0.6	0.7	0.7		570	III	5.0	5.0	DA-1	Salem Communication	NEW YORK, NY
*WWRV-AM	ETH	----	----	0.4	----	----		1330	III	5.0	5.0	DA-1	Radio Vision	NEW YORK, NY
*WWDJ-AM	REL	----	----	0.3	0.3	0.3		970	III	5.0	5.0	DA-2	Communicom	HACKENSACK, NJ
WKXW-FM	AC	----	----	----	0.3	----	CP	101.5	B	19.0	19.0	803.8	Press Broadcasting C	TRENTON, NJ

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".
 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 001 NEW YORK, NY		ARBITRON Rank: 001-Demo: P 12+ Mon-Sun 6A-MID						TSL				
ADI : New York		US Region : MA						Share	AQH Per	Cume Per	HR:MN	T/O
Year	(000) Pop (0+)	(000) Hshlds	(000) EBI	(000) Retail Sls	(000) Radio Rev	Radio Rev % RtsSls PerCap	Rk. Station					
1986	16547.0	6227.1	252935601	104248358	266011.0	0.0026	16.08	1. WCBS-FM	5.1	138600	1988900	8:47 14.3
1987	16568.0	6253.1	276194697	109609958	289308.7	0.0026	17.46	2. WINS-AM	4.8	132800	2704700	6:11 20.4
1988	16588.9	6279.9	300047477	116428332	304977.2	0.0026	18.38	3. WLTW-FM	4.8	132800	1817800	9:12 13.7
1989	16635.9	6323.2	324094966	125648018	324902.9	0.0026	19.53	4. WHTZ-FM	4.7	129900	2416800	6:46 18.6
1990	16702.6	6378.8	348288486	136668688	351846.1	0.0026	21.07	5. WRKS-FM	4.5	123500	1502800	10:21 12.2
1991	16782.4	6442.6	372579360	148890015	384052.5	0.0026	22.88	6. WQHT-FM	4.0	110500	1555500	8:57 14.1
1992	16868.7	6510.6	396918911	161711669	419767.5	0.0026	24.88	7. WPAT-FM	4.0	109900	1301200	10:39 11.8
1993	16934.0	6567.7	421021958	173897259	457237.0	0.0026	27.00	8. WBLS-FM	4.0	108800	1373600	9:59 12.6
1994	17005.0	6628.2	445300111	186308372	492847.6	0.0026	28.98	9. WOR -AM	4.0	108500	1403900	9:44 12.9
1995	17076.0	6688.7	469578264	198719485	529117.3	0.0027	30.99	10. WCBS-AM	3.4	94200	1888200	6:17 20.0
1996	17147.0	6749.3	493856417	211130599	565386.9	0.0027	32.97	11. WNEW-FM	3.4	93700	1535400	7:41 16.4
1997	17218.0	6809.8	518134570	223541712	601656.6	0.0027	34.94	12. WXRK-FM	3.2	86700	1469500	7:26 16.9
1998	17289.0	6870.3	542412723	235952825	637926.3	0.0027	36.90	13. WNSR-FM	3.0	81300	1349000	7:36 16.6
1999	17360.1	6930.8	566690876	248363939	674196.0	0.0027	38.84	14. WABC-AM	2.8	76600	1117200	8:38 14.6
2000	17431.1	6991.3	590969029	260775052	710465.7	0.0027	40.76	15. WSKQ-FM	2.6	71600	548700	16:27 7.7
								16. WPLJ-FM	2.6	70900	1720900	5:11 24.3
								17. WYNY-FM	2.4	66100	889700	9:22 13.5
								18. WFAN-AM	2.4	65000	1098100	7:28 16.9
								19. WADO-AM	1.8	50500	447300	14:14 8.9
								20. WQXR-FM	1.8	49600	824500	7:35 16.6
								21. WQCD-FM	1.8	49100	891900	6:56 18.2
								22. WNEW-AM	1.7	47600	781000	7:41 16.4
								23. WNCN-FM	1.5	41800	768700	6:51 18.4
								24. WLIB-AM	1.3	36600	339100	13:36 9.3
								25. WPAT-AM	1.2	32600	529800	7:45 16.3
								26. WSKQ-AM	1.1	29500	306700	12:07 10.4
								27. WALK-FM	1.1	28900	344000	10:35 11.9
								28. WRWL-AM	1.0	27100	278100	12:17 10.3
								29. WBAB-FM	0.8	22100	342800	8:07 15.5
								30. WBLI-FM	0.8	21700	322200	8:29 14.8
								0. TOT MKT	100.0	2743400	13566600	25:29 4.9

The Radio Marketplace

AM Home to Market	: 19	ARBITRON Market	: CONTINUOUS
FM Home to Market	: 25	Surveys	: Wi, Sp, Su, Fa
Tot Stations MSA Survey	: 45	Most Current Survey	: Winter 1990
Tot Listed Share Points	: 89.1		
Points Above Line	: 88.7		
Points Below Line	: 0.4		
Balance of Points	: 10.9		
Mean Points/AL Station	: 2.0		
Median Points/AL Station	: 1.6		
Revenue/AL Point	: 3,662,941		
Revenue/AL Mean Station	: 7,384,157		
AL -- Above Line (Home to Market)			

Demographics

12+ Tot Pop	: 14,126,100	100.0%
12+ Blk Pop	: 2,371,500	16.8%
12+ His Pop	: 1,811,700	12.8%
Median Age	: 34.8	
Eth Controls	: BLACK & HISPANIC	

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54	
Rank	Station	Rank	Station	Rank	Station	Rank	Station
1	WCBS-FM	1	WNEW-FM	1	WBLS-FM	1	WCBS-FM
2	WINS-AM	2	WXRK-FM	2	WRKS-FM	2	WLTW-FM
3	WLTW-FM	3	WQHT-FM	3	WHTZ-FM	3	WBLS-FM
4	WPAT-FM	4	WBLS-FM	4	WNSR-FM	4	WNEW-FM
5	WOR -AM	5	WRKS-FM	5	WQHT-FM	5	WXRK-FM
6	WBLS-FM	6	WHTZ-FM	6	WLTW-FM	6	WHTZ-FM
7	WCBS-AM	7	WCBS-FM	7	WPLJ-FM	7	WRKS-FM
8	WHTZ-FM	8	WFAN-AM	8	WNEW-FM	8	WNSR-FM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34	
Rank	Station	Rank	Station	Rank	Station	Rank	Station
1	WQHT-FM	1	WQHT-FM	1	WNEW-FM	1	WNEW-FM
2	WHTZ-FM	2	WXRK-FM	2	WXRK-FM	2	WXRK-FM
3	WRKS-FM	3	WNEW-FM	3	WBLS-FM	3	WBLS-FM
4	WPLJ-FM	4	WHTZ-FM	4	WCBS-FM	4	WLTW-FM
5	WBLS-FM	5	WRKS-FM	5	WFAN-AM	5	WRKS-FM
6	WNEW-FM	6	WBLS-FM	6	WRKS-FM	6	WCBS-FM
7	WXRK-FM	7	WPLJ-FM	7	WLTW-FM	7	WNSR-FM
8	WFAN-AM	8	WNSR-FM	8	WQHT-FM	8	WHTZ-FM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54	
Rank	Station	Rank	Station	Rank	Station	Rank	Station
1	WINS-AM	1	WCBS-FM	1	WCBS-FM	1	WCBS-FM
2	WCBS-FM	2	WRKS-FM	2	WLTW-FM	2	WLTW-FM
3	WOR -AM	3	WFAN-AM	3	WHTZ-FM	3	WPAT-FM
4	WPAT-FM	4	WINS-AM	4	WBLS-FM	4	WYNY-FM
5	WLTW-FM	5	WBLS-FM	5	WRKS-FM	5	WINS-AM
6	WCBS-AM	6	WLTW-FM	6	WNSR-FM	6	WYNY-FM
7	WABC-AM	7	WXRK-FM	7	WNSR-FM	7	WOR -AM
8	WYNY-FM	8	WNEW-FM	8	WINS-AM	8	WCBS-AM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary

Metro: 109 NORFOLK-VIRGINIA BEACH-NEWPORT NEWS, VA

ARBITRON Rank: 032

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		W190	FA89	SU89	SP89	W189								
*WFOG-FM	EZ	8.9	10.0	6.6	9.0	8.6		92.9	B	50.0	50.0	479.0	Sunshine Wireless	SUFFOLK, VA
*WNOR-FM	AOR	8.9	6.4	7.8	6.5	10.5		98.7	B	46.0	46.0	518.4	Saga Communications,	NORFOLK, VA
*WCMS-FM	CTY	8.4	8.3	7.0	9.3	8.3		100.5	B	50.0	50.0	498.7	WCMS Radio Norfolk	NORFOLK, VA
*WAFX-FM	CR	8.2	8.1	6.8	11.7	4.5	CP	106.9	C	100.0	100.0	1200.8	Radio Ventures I	SUFFOLK, VA
*WOWI-FM	URB	8.2	6.3	6.9	7.3	8.7		102.9	B	50.0	50.0	469.2	US Radio, Ltd.	NORFOLK, VA
*WJQI-FM	AC	5.5	5.5	5.4	5.1	5.4		94.9	B	50.0	50.0	498.7	Coleman, Aylett B	VIRGINIA BEACH,
*WNVZ-FM	CHR	5.4	6.2	5.3	7.6	7.4	CP	104.5	B	50.0	50.0	492.1	Wilks-Schwartz Broad	NORFOLK, VA
*WMYK-FM	URB	5.1	5.4	3.9	5.6	4.7	CP	93.7	C	100.0	100.0	997.4	Edge Broadcasting Co	ELIZABETH CITY,
*WNIS-AM	TLK	4.3	3.1	3.5	2.6	2.2		850	II	5.0	5.0	DA-2	Sinclair Telecable	PORTSMOUTH, VA
*WVDE-FM	AC	3.8	6.8	6.0	4.4	4.5		101.3	B	50.0	50.0	498.7	Edens Broadcasting	HAMPTON, VA
*WGH-FM	CHR	3.5	4.1	4.9	3.4	5.7		97.3	B	74.0	74.0	393.7	Paco-Jon Broadcastin	NEWPORT NEWS, V
*WLTJ-FM	AC	3.5	3.1	4.7	4.4	5.3		95.7	B	40.0	40.0	879.3	Landmark Communicati	NORFOLK, VA
*WTAR-AM	OLD	2.9	3.0	2.6	2.9	2.7		790	III	5.0	5.0	DA-1	Landmark Communicati	NORFOLK, VA
*WPCE-AM	REL	2.9	2.9	3.3	2.4	3.0		1400	IV	1.0	1.0	ND-U	Willis Broadcasting	PORTSMITH
*WBSK-AM	URB	2.7	2.1	3.4	2.1	1.8		1350	III	5.0	5.0	DA-2	US Radio, Ltd.	PORTSMOUTH, VA
*WZCL-FM	OLD	2.4	2.2	4.3	1.4	1.7		105.3	B	50.0	50.0	498.7	ML Media Partners	NORFOLK, VA
*WKEZ-FM	CTY	1.9	1.7	2.0	1.1	1.4		94.1	B	50.0	50.0	498.7	Eure Communications	YORKTOWN, VA
*WOFM-FM	AOR	1.8	1.3	1.9	0.6	1.5	CP	92.1	B1	18.5	18.5	387.1	Broomfield Communica	MOYOCK-CHESAPEA
*WKSU-FM	CL	0.9	1.0	1.7	----	----	CP	96.1	B	50.0	50.0	482.3	Willis Broadcasting	CAPE CHARLES, V
*WPEX-AM	AC	0.6	0.6	0.7	----	----		1490	IV	1.0	1.0	DA-1	Hampton Radio, Inc.	HAMPTON, VA
*WGH-AM	CHR	0.5	----	----	0.5	0.3		1310	III	5.0	5.0	DA-2	Paco-Jon Broadcastin	NEWPORT NEWS, V
*WTJZ-AM	REL	0.4	0.4	0.7	0.5	0.6		1270	III	1.0	1.0	DA-N	Broadcasting Corpora	NEWPORT NEWS, V
*WPMH-AM	REL	0.3	0.3	----	0.4	----		1010	II	5.0	0.0	DA-D	Chesapeake-Portsmouth	PORTSMOUTH, VA
*WNOR-AM	AOR	0.1	0.1	0.1	0.1	0.1		1230	IV	1.0	1.0	ND-U	Saga Communications,	NORFOLK, VA
*WCMS-AM	CTY	0.1	0.5	0.4	0.6	0.4		1050	II	5.0	0.0	ND-D	WCMS Radio Norfolk	NORFOLK, VA
WQSF-FM	EZ	----	0.5	----	0.3	0.5		96.5	B	50.0	50.0	492.1	Keymarket Communicat	WILLIAMSBURG, V
*WZAM-AM	REL	----	0.5	0.4	0.5	0.5		1110	II	50.0	0.0	ND-D	Benns Communication	NORFOLK, VA
*WJQI-AM	AC	----	0.0	0.2	0.0	0.1		1600	III	5.0	0.0	ND-D	Coleman, Aylett B	CHESAPEAKE, VA
WRVA-AM	AC	----	----	0.4	----	----		1140	I-B	50.0	50.0	DA-1	Edens Broadcasting	RICHMOND, VA
WRXL-FM	AOR	----	----	0.3	----	----		102.1	B	140.0	140.0	321.5	Capitol Broadcasting	RICHMOND, VA

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 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 109 NORFOLK-VIRGINIA BEACH-NEWPORT NEWS, VA								ARBITRON Rank: 032-Demo: P 12+		Mon-Sun 6A-MID		TSL		
ADI : Norfolk-Portsmouth-Newport News-Hampton				US Region : SA				Rk.	Station	Share	AQH Per	Cume Per	HR:MN	T/O
Year	(000) Pop (0+)	(000) HsHlds	(\$000) EBI	(\$000) Retail Sls	(\$000) Radio Rev	%RtSls	PerCap							
1986	1306.7	444.6	15316303	7684514	29988.8	0.0039	22.95	1.	WFOG-FM	8.9	17600	163400	13:34	9.3
1987	1337.5	454.0	16510866	8642148	31593.2	0.0037	23.62	2.	WNOR-FM	8.9	17500	204300	10:48	11.7
1988	1366.0	462.5	17955477	9737350	36315.1	0.0037	26.58	3.	WCMS-FM	8.4	16600	163100	12:49	9.8
1989	1388.6	471.1	19630517	10742780	41715.3	0.0039	30.04	4.	WAFX-FM	8.2	16200	178600	11:26	11.0
1990	1406.6	479.7	21478377	11680883	46672.9	0.0040	33.18		WOWI-FM	8.2	16200	191200	10:41	11.8
1991	1421.7	488.3	23441452	12574100	51298.5	0.0041	36.08	6.	WJQI-FM	5.5	10900	135500	10:08	12.4
1992	1435.2	496.9	25462134	13444875	55702.8	0.0041	38.81	7.	WNVZ-FM	5.4	10700	203300	6:38	19.0
1993	1454.1	505.6	27250438	14324643	59996.5	0.0042	41.26	8.	WMYK-FM	5.1	10000	159300	7:55	15.9
1994	1473.0	514.3	29073711	15197622	64334.4	0.0042	43.67	9.	WNIS-AM	4.3	8400	80300	13:11	9.6
1995	1492.0	523.0	30896984	16070601	68638.9	0.0043	46.01	10.	WWDE-FM	3.8	7500	121800	7:46	16.2
1996	1510.9	531.6	32720256	16943580	72943.4	0.0043	48.28	11.	WGH -FM	3.5	6900	165700	5:15	24.0
1997	1529.9	540.3	34543529	17816560	77247.9	0.0043	50.49		WLTY-FM	3.5	6900	124000	7:01	18.0
1998	1548.8	549.0	36366801	18689539	81552.4	0.0044	52.66	13.	WTAR-AM	2.9	5700	94800	7:35	16.6
1999	1567.7	557.7	38190074	19562518	85856.9	0.0044	54.76		WPCE-AM	2.9	5700	68800	10:26	12.1
2000	1586.7	566.4	40013347	20435497	90161.4	0.0044	56.82	15.	WBSK-AM	2.7	5300	77800	8:35	14.7
								16.	WZCL-FM	2.4	4800	95800	6:19	20.0
								17.	WKEZ-FM	1.9	3800	37200	12:52	9.8
								18.	WOFM-FM	1.8	3600	42500	10:40	11.8
								19.	WKSU-FM	0.9	1800	21500	10:33	11.9
								20.	WPEX-AM	0.6	1100	17300	8:01	15.7
								21.	WGH -AM	0.5	1000	27300	4:37	27.3
								22.	WTJZ-AM	0.4	800	17600	5:44	22.0
								23.	WPMH-AM	0.3	600	13300	5:41	22.2
								24.	WNOR-AM	0.1	200	10400	2:25	52.0
									WCMS-AM	0.1	200	12200	2:04	61.0
								0.	TOT MKT	100.0	197500	1091900	22:47	5.5

The Radio Marketplace

AM Home to Market	: 10	ARBITRON Market	: CONTINUOUS
FM Home to Market	: 15	Surveys	: Wi, Sp, Su, Fa
Tot Stations MSA Survey	: 25	Most Current Survey	: Winter 1990
Tot Listed Share Points	: 91.2		
Points Above Line	: 91.2		
Points Below Line	: 0.0		
Balance of Points	: 8.8		
Mean Points/AL Station	: 3.6		
Median Points/AL Station	: 2.9		
Revenue/AL Point	: 457,404		
Revenue/AL Mean Station	: 1,668,613		
AL -- Above Line (Home to Market)			

Demographics

12+ Tot Pop	: 1,144,600	100.0%
12+ Blk Pop	: 297,000	25.9%
12+ His Pop	: 17,100	1.5%
Median Age	: 29.6	
Eth Controls	: BLACK CONTROLS	

Demo: Rank	P 18+ Station	Demo: Rank	M 18-34 Station	Demo: Rank	W 18-34 Station	Demo: Rank	P 18-34 Station	Demo: Rank	M 25-54 Station	Demo: Rank	W 25-54 Station	Demo: Rank	P 25-54 Station
1	WFOG-FM	1	WAFX-FM	1	WOWI-FM	1	WNOR-FM	1	WAFX-FM	1	WJQI-FM	1	WCMS-FM
2	WNOR-FM		WNOR-FM	2	WNOR-FM	2	WAFX-FM	2	WNOR-FM	2	WCMS-FM	2	WAFX-FM
3	WCMS-FM	3	WOWI-FM	3	WNVZ-FM	3	WOWI-FM	3	WCMS-FM	3	WFOG-FM	3	WNOR-FM
4	WAFX-FM	4	WMYK-FM	4	WMYK-FM	4	WMYK-FM	4	WOWI-FM	4	WWDE-FM	4	WJQI-FM
5	WOWI-FM	5	WCMS-FM		WAFX-FM	5	WNVZ-FM	5	WJQI-FM	5	WOWI-FM	5	WOWI-FM
6	WJQI-FM	6	WOFM-FM	6	WGH -FM	6	WCMS-FM	6	WMYK-FM	6	WAFX-FM	6	WWDE-FM
7	WMYK-FM	7	WNVZ-FM	7	WWDE-FM	7	WGH -FM	7	WLTY-FM	7	WNVZ-FM	7	WFOG-FM
8	WNIS-AM	8	WJQI-FM	8	WJQI-FM	8	WJQI-FM	8	WZCL-FM	8	WNOR-FM	8	WMYK-FM

Demo: Rank	P 12-17 Station	Demo: Rank	M 18-24 Station	Demo: Rank	W 18-24 Station	Demo: Rank	P 18-24 Station	Demo: Rank	M 25-34 Station	Demo: Rank	W 25-34 Station	Demo: Rank	P 25-34 Station
1	WNVZ-FM	1	WNOR-FM	1	WNOR-FM	1	WNOR-FM	1	WAFX-FM	1	WOWI-FM	1	WAFX-FM
2	WOWI-FM	2	WAFX-FM	2	WOWI-FM	2	WAFX-FM	2	WNOR-FM	2	WNOR-FM	2	WNOR-FM
3	WGH -FM	3	WOWI-FM	3	WMYK-FM	3	WOWI-FM	3	WOWI-FM	3	WAFX-FM	3	WOWI-FM
4	WAFX-FM	4	WOFM-FM	4	WNVZ-FM	4	WMYK-FM	4	WCMS-FM	4	WNVZ-FM	4	WJQI-FM
5	WMYK-FM	5	WMYK-FM		WGH -FM	5	WNVZ-FM	5	WJQI-FM	5	WMYK-FM		WNVZ-FM
6	WNOR-FM	6	WCMS-FM	6	WAFX-FM	6	WGH -FM	6	WMYK-FM	6	WWDE-FM		WMYK-FM
7	WOFM-FM	7	WGH -FM	7	WJQI-FM	7	WOFM-FM	7	WNVZ-FM	7	WJQI-FM	7	WCMS-FM
	WJQI-FM		WNVZ-FM		WLTY-FM	8	WCMS-FM		WNIS-AM	8	WBSK-AM	8	WWDE-FM

Demo: Rank	P 35+ Station	Demo: Rank	M 35-44 Station	Demo: Rank	W 35-44 Station	Demo: Rank	P 35-44 Station	Demo: Rank	M 45-54 Station	Demo: Rank	W 45-54 Station	Demo: Rank	P 45-54 Station
1	WFOG-FM	1	WCMS-FM	1	WJQI-FM	1	WCMS-FM	1	WCMS-FM	1	WCMS-FM	1	WCMS-FM
2	WCMS-FM	2	WLTY-FM	2	WCMS-FM	2	WJQI-FM	2	WKEZ-FM	2	WFOG-FM	2	WFOG-FM
3	WNIS-AM	3	WMYK-FM	3	WFOG-FM	3	WLTY-FM	3	WTAR-AM	3	WJQI-FM	3	WJQI-FM
4	WJQI-FM	4	WZCL-FM	4	WWDE-FM	4	WFOG-FM	4	WWDE-FM	4	WWDE-FM	4	WWDE-FM
5	WTAR-AM	5	WNOR-FM	5	WNIS-AM	5	WWDE-FM	5	WNOR-FM	5	WPCE-AM	5	WKEZ-FM
6	WLTY-FM	6	WAFX-FM		WLTY-FM	6	WZCL-FM	6	WFOG-FM	6	WLTY-FM	6	WTAR-AM
7	WWDE-FM	7	WFOG-FM	7	WOWI-FM	7	WMYK-FM	7	WLTY-FM	7	WTAR-AM	7	WLTY-FM
8	WPCE-AM		WJQI-FM		WZCL-FM	8	WAFX-FM	8	WZCL-FM	8	WBSK-AM	8	WPCE-AM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary
 Metro: 083 OKLAHOMA CITY, OK ARBITRON Rank: 046

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FA89	SU89	SP89	WI89								
*KXXY-FM	CTY	14.9	13.3	14.0	14.3	13.5		96.1	C	98.0	98.0	1171.3	Newmarket Media Corp	OKLAHOMA CITY,
*KKNG-FM	EZ	11.4	8.1	8.8	7.8	9.4		92.5	C	98.0	96.0	984.3	Wilks-Schwartz Broad	OKLAHOMA CITY,
*KJYO-FM	CHR	9.2	9.2	8.7	10.1	11.8	CP	102.7	C	100.0	90.0	984.3	Clear Channel Commun	OKLAHOMA CITY,
*KEBC-FM	CTY	7.2	6.4	5.7	6.5	3.6		94.7	C	98.0	98.0	1387.8	Independence Broadca	OKLAHOMA CITY,
*KATT-FM	AOR	7.0	7.6	4.7	7.5	7.8		100.5	C	97.0	97.0	1190.9	Surrey Broadcasting	OKLAHOMA CITY,
*KZBS-FM	CHR	6.9	7.7	5.9	6.4	8.1		98.9	C	100.0	100.0	1099.1	Zumma Broadcasting	OKLAHOMA CITY,
*KMGL-FM	AC	5.9	5.0	4.6	6.4	5.1		104.1	C	99.0	99.0	1361.5	Renda Broadcasting	OKLAHOMA CITY,
*KTOK-AM	NTK	5.7	8.2	8.7	5.9	7.4		1000	II	5.0	5.0	DA-2	Clear Channel Commun	OKLAHOMA CITY,
*KLTE-FM	AC	5.4	4.0	3.7	4.0	4.7		101.9	C	98.0	98.0	1387.8	Entercom	OKLAHOMA CITY,
*KOMA-AM	OLD	4.6	5.9	7.0	5.7	5.1		1520	II	50.0	50.0	DA-N	Lee, Dan & Mason, Se	OKLAHOMA CITY,
*KRXO-FM	CR	4.4	6.6	6.8	5.4	6.3		107.7	C	99.0	99.0	990.8	Lee, Dan & Mason, Se	OKLAHOMA CITY,
*WKY -AM	CTY	2.5	4.0	3.0	2.4	2.8		930	III	5.0	5.0	DA-N	Gaylord Broadcasting	OKLAHOMA CITY,
*KPRW-AM	URB	2.0	1.6	3.4	3.3	2.7		1140	II	1.0	0.0	ND-D	Surrey Broadcasting	OKLAHOMA CITY,
*KNTL-FM	REL	1.8	1.0	1.2	0.7	0.9		104.9	A	3.0	3.0	298.6	Jimmy Swaggart Minis	BETHANY, OK
*WWLS-AM	CR	1.1	0.9	1.0	0.4	1.8		640	II	1.0	1.0	ND-D	Stephenson Broadcast	MOORE, OK
*KQCV-AM	REL	0.7	0.7	0.9	0.4	1.2		800	II	0.3	0.0	ND-D	Bott Broadcasting	OKLAHOMA CITY,
*KTNT-FM	AOR	0.4	0.8	0.4	1.3	0.6		97.7	A	3.0	3.0	298.6	USA Broadcasting Com	EDMOND, OK
*KXXY-AM	CTY	0.3	0.7	1.6	0.7	0.6		1340	IV	1.0	1.0	ND-U	Newmarket Media Corp	OKLAHOMA CITY,
*KTLV-AM	REL	----	0.9	1.1	1.3	----		1220	II	0.3	0.0	DA-D	Twelve Twenty Commun	MIDWEST CITY, O
*KGFF-AM	AC	----	0.4	----	0.5	----		1450	IV	1.0	1.0	ND-U	Stauffer Communicati	SHAWNEE, OK

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".
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 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.
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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 083 OKLAHOMA CITY, OK		ARBITRON Rank: 046		Demo: P 12+		Mon-Sun 6A-MID		TSL				
ADI : Oklahoma City		US Region : WSC		Rk. Station		Share	AQH Per	Cume Per	HR:MN	T/O		
Year	(000) Pop (0+)	(000) HsHlds	(000) EBI	(000) Retail Sls	(000) Radio Rev	%RtSls	PerCap					
1986	993.1	380.1	11916563	7609480	24569.7	0.0032	24.74	14.9	20200	190200	13:23	9.4
1987	989.1	379.0	11827338	7380929	24903.2	0.0034	25.18	11.4	15400	151900	12:46	9.9
1988	990.2	380.4	12260757	7433131	24223.6	0.0033	24.46	9.2	12400	184500	8:28	14.9
1989	999.9	385.0	13314731	7897611	24378.9	0.0031	24.38	7.2	9800	132900	9:17	13.6
1990	1016.1	392.0	14834119	8671300	25760.0	0.0030	25.35	7.0	9500	124700	9:36	13.1
1991	1036.6	400.7	16663785	9651127	28060.6	0.0029	27.07	6.9	9300	150200	7:48	16.2
1992	1059.2	410.1	18648590	10734024	30974.1	0.0029	29.24	5.9	8000	102900	9:48	12.9
1993	1073.0	416.3	20612427	11215393	34194.1	0.0030	31.87	5.7	7700	135700	7:09	17.6
1994	1087.7	423.2	22597714	11762416	35625.5	0.0030	32.75	5.4	7300	122700	7:30	16.8
1995	1102.4	430.0	24583000	12309439	37252.0	0.0030	33.79	4.6	6200	72200	10:49	11.6
1996	1117.2	436.8	26568287	12856462	38878.6	0.0030	34.80	4.4	6000	111700	6:46	18.6
1997	1131.9	443.6	28553574	13403485	40505.2	0.0030	35.79	2.5	3400	66800	6:25	19.6
1998	1146.6	450.4	30538861	13950508	42131.8	0.0030	36.75	2.0	2700	30300	11:14	11.2
1999	1161.3	457.2	32524147	14497531	43758.4	0.0030	37.68	1.8	2500	40600	7:46	16.2
2000	1176.0	464.0	34509434	15044554	45384.9	0.0030	38.59	1.1	1500	35900	5:16	23.9
								0.7	1000	14500	8:41	14.5
								0.4	500	24100	2:37	48.2
								0.3	400	12600	4:00	31.5

The Radio Marketplace		ARBITRON Market	
AM Home to Market	: 7	Surveys	: CONTINUOUS
FM Home to Market	: 11	Most Current Survey	: Wi,Sp,Su,Fa
Tot Stations MSA Survey	: 18		
Tot Listed Share Points	: 91.4		
Points Above Line	: 91.4		
Points Below Line	: 0.0		
Balance of Points	: 8.6		
Mean Points/AL Station	: 5.1		
Median Points/AL Station	: 5.0		
Revenue/AL Point	: 266,727		
Revenue/AL Mean Station	: 1,354,380		
AL -- Above Line (Home to Market)			

Demographics	
12+ Tot Pop	: 813,500 100.0%
12+ Blk Pop	: 70,300 8.6%
12+ His Pop	: 17,100 2.1%
Median Age	: 31.5
Eth Controls	: NO CONTROLS

0. TOT MKT 100.0 135400 772000 22:06 5.7

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 KXXY-FM	1 KATT-FM	1 KJYO-FM	1 KXXY-FM	1 KXXY-FM	1 KXXY-FM	1 KXXY-FM
2 KKNG-FM	2 KXXY-FM	2 KZBS-FM	2 KATT-FM	2 KRXO-FM	2 KMGL-FM	2 KKNG-FM
3 KEBC-FM	3 KZBS-FM	3 KXXY-FM	3 KZBS-FM	3 KATT-FM	3 KKNG-FM	3 KMGL-FM
4 KATT-FM	4 KJYO-FM	4 KMGL-FM	4 KJYO-FM	4 KOMA-AM	4 KLTE-FM	4 KLTE-FM
5 KMGL-FM	5 KRXO-FM	5 KLTE-FM	5 KMGL-FM	5 KKNG-FM	5 KZBS-FM	5 KRXO-FM
6 KTOK-AM	6 KMGL-FM	6 KATT-FM	6 KLTE-FM	6 KEBC-FM	6 KEBC-FM	6 KEBC-FM
7 KZBS-FM	7 KLTE-FM	7 KEBC-FM	7 KRXO-FM	7 KMGL-FM	7 KJYO-FM	7 KOMA-AM
8 KJYO-FM	8 KEBC-FM	8 KKNG-FM	8 KEBC-FM	8 KLTE-FM	8 KOMA-AM	8 KZBS-FM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 KJYO-FM	1 KATT-FM	1 KJYO-FM	1 KATT-FM	1 KXXY-FM	1 KMGL-FM	1 KXXY-FM
2 KZBS-FM	2 KJYO-FM	2 KXXY-FM	2 KJYO-FM	2 KATT-FM	2 KZBS-FM	2 KMGL-FM
3 KATT-FM	3 KZBS-FM	3 KZBS-FM	3 KZBS-FM	3 KRXO-FM	3 KXXY-FM	3 KATT-FM
4 KXXY-FM	4 KXXY-FM	4 KATT-FM	4 KXXY-FM	4 KMGL-FM	4 KLTE-FM	4 KZBS-FM
5 KPRW-AM	5 KPRW-AM	5 KMGL-FM	5 KPRW-AM	5 KLTE-FM	5 KJYO-FM	5 KRXO-FM
6 KRXO-FM	6 KMGL-FM	6 KPRW-AM	6 KMGL-FM	6 KZBS-FM	6 KKNG-FM	6 KLTE-FM
7 KLTE-FM	7 KLTE-FM	7 KLTE-FM	7 KLTE-FM	7 KEBC-FM	7 KRXO-FM	7 KJYO-FM
8 KEBC-FM	8 KOMA-AM	8 KEBC-FM	8 KEBC-FM	8 KJYO-FM	8 KEBC-FM	8 KEBC-FM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 KKNG-FM	1 KOMA-AM	1 KXXY-FM	1 KXXY-FM	1 KXXY-FM	1 KXXY-FM	1 KXXY-FM
2 KXXY-FM	2 KRXO-FM	2 KLTE-FM	2 KOMA-AM	2 KKNG-FM	2 KKNG-FM	2 KKNG-FM
3 KEBC-FM	3 KXXY-FM	3 KOMA-AM	3 KLTE-FM	3 KEBC-FM	3 KEBC-FM	3 KEBC-FM
4 KTOK-AM	4 KLTE-FM	4 KMGL-FM	4 KRXO-FM	4 KTOK-AM	4 KMGL-FM	4 KTOK-AM
5 KOMA-AM	5 KTOK-AM	5 KEBC-FM	5 KMGL-FM	5 KLTE-FM	5 KOMA-AM	5 KMGL-FM
6 KLTE-FM	6 KMGL-FM	6 KRXO-FM	6 KKNG-FM	6 KOMA-AM	6 KTOK-AM	6 KOMA-AM
7 WKY -AM	7 KEBC-FM	7 KKNG-FM	7 KEBC-FM	7 KMGL-FM	7 KNTL-FM	7 KNTL-FM
8 KMGL-FM	8 KKNG-FM	8 KJYO-FM	8 KTOK-AM	8 KZBS-FM	8 KPRW-AM	8 KLTE-FM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary

Metro: 085 OMAHA-COUNCIL BLUFFS, NE-IA

ARBITRON Rank: 070

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FA89	SU89	SP89	WI89								
*KQKQ-FM	CHR	14.7	13.3	16.6	15.0	17.0		98.5	C	100.0	100.0	1174.5	Mitchell Broadcastng	COUNCIL BLUFFS,
*KFAB-AM	AC	12.6	15.8	12.9	14.3	15.9		1110	I-B	50.0	50.0	DA-N	Henry Broadcasting	OMAHA, NE
*KESY-FM	EZ	11.4	8.0	7.7	7.9	7.5		104.5	C	100.0	100.0	1086.0	SunGroup Incorporate	OMAHA, NE
*KEZO-FM	AOR	10.2	12.8	13.1	12.2	12.4		92.3	C	85.0	85.0	1210.6	Narragansett Broadca	OMAHA, NE
*WOW -FM	CTY	8.2	7.0	7.3	7.7	7.0	CP	94.1	C	98.0	98.0	1184.4	Great Empire Broadca	OMAHA, NE
*KGOR-FM	OLD	8.0	7.5	8.4	6.9	7.0		99.9	C	110.0	110.0	1230.3	Henry Broadcasting	OMAHA, NE
*KEFM-FM	AC	7.6	8.3	7.4	6.7	5.5		96.1	C	100.0	100.0	1440.3	Webster Communicatio	OMAHA, NE
*WOW -AM	CTY	5.1	4.2	3.6	5.5	6.0		590	III	5.0	5.0	ND-U	Great Empire Broadca	OMAHA, NE
*KXKT-FM	CH	2.5	2.7	3.9	2.3	2.1	CP	103.7	C	99.0	99.0	1246.7	Ovation Broadcasting	ATLANTIC, IA
*KOIL-AM	CH	2.1	3.2	3.8	4.2	4.3		1290	III	5.0	5.0	DA-N	Ovation Broadcasting	OMAHA, NE
*KKAR-AM	NWS	1.9	2.4	1.9	2.1	1.9		1180	II	5.0	1.0	DA-N	Mitchell Broadcastng	BELLEVUE, NE
KFMQ-FM	AOR	1.9	1.4	0.9	1.2	1.2	CP	101.9	C	100.0	100.0	1131.9	Midwest Communicatio	LINCOLN, NE
*KESY-AM	EZ	1.0	0.1	0.2	0.2	0.1		1420	III	1.0	0.0	DA-D	SunGroup Incorporate	OMAHA, NE
*KBWH-FM	URB	0.4	0.6	----	1.2	0.9	CP	106.3	A	1.3	1.3	459.3	LDH Communications	BLAIR, NE
KFRX-FM	CHR	0.3	----	----	0.5	----	CP	102.7	C	86.0	86.0	1131.9	May, Edward W. Jr.	LINCOLN, NE
*KEZO-AM	AOR	0.3	0.2	0.0	0.9	0.5		1490	IV	1.0	1.0	ND-U	Narragansett Broadca	OMAHA, NE
*KCRO-AM	REL	----	1.7	0.8	----	0.4		660	II	1.0	0.0	ND-D	RadiOmaha Incorporat	OMAHA, NE
KZKX-FM	CTY	----	0.3	0.5	0.5	----	CP	96.9	C	100.0	100.0	984.3	Sherman Broadcasting	SEWARD, NE
KMA -AM	AC	----	----	0.3	0.6	0.6		960	III	5.0	5.0	DA-N	May Broadcasting Com	SHENANDOAH, IA
KEZG-FM	EZ	----	----	----	----	0.4		107.3	C1	100.0	100.0	551.2	Warner Stations	LINCOLN, NE

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 085 OMAHA-COUNCIL BLUFFS, NE-IA		ARBITRON Rank: 070-Demo: P 12+		Mon-Sun 6A-MID		TSL							
ADI : Omaha		US Region : WNC		Rk.	Station	Share	AQH Per	Cume Per	HR:MN	T/O			
Year	(000) Pop (0+)	(000) HsHlds	(\$000) EBI	(\$000) Retail Sls	(\$000) Radio Rev	%RtSls	PerCap						
1986	616.9	230.3	8454764	4045550	16889.9	0.0042	27.38	1. KQKQ-FM	14.7	13300	170600	9:49	12.8
1987	621.0	230.5	9130406	4105663	17988.0	0.0044	28.97	2. KFAB-AM	12.6	11400	161900	8:52	14.2
1988	624.5	231.0	9994501	4277621	18304.9	0.0043	29.31	3. KESY-FM	11.4	10300	96400	13:28	9.4
1989	627.6	232.5	10970605	4617757	19211.4	0.0042	30.61	4. KEZO-FM	10.2	9200	123600	9:23	13.4
1990	630.6	234.8	12030715	5084027	21004.4	0.0041	33.31	5. WOW -FM	8.2	7400	88300	10:34	11.9
1991	633.4	237.6	13146831	5634386	23462.4	0.0042	37.04	6. KGOR-FM	8.0	7200	103000	8:48	14.3
1992	636.1	240.6	14290949	6226790	26363.6	0.0042	41.45	7. KEFM-FM	7.6	6900	102200	8:30	14.8
1993	638.7	243.0	15403365	6799162	29486.5	0.0043	46.17	8. WOW -AM	5.1	4600	53600	10:49	11.7
1994	641.3	245.3	16525320	7379263	32503.7	0.0044	50.68	9. KXKT-FM	2.5	2300	44600	6:30	19.4
1995	643.9	247.6	17647275	7959364	35561.7	0.0045	55.23	10. KOIL-AM	2.1	1900	43200	5:32	22.7
1996	646.4	249.9	18769230	8539465	38619.7	0.0045	59.75	11. KKAR-AM	1.9	1700	36900	5:48	21.7
1997	649.0	252.2	19891185	9119566	41677.8	0.0046	64.22	12. KFMQ-FM	1.9	1700	39800	5:23	23.4
1998	651.6	254.5	21013140	9699666	44735.8	0.0046	68.66	13. KESY-AM	1.0	900	12400	9:09	13.8
1999	654.2	256.8	22135095	10279767	47793.8	0.0046	73.06	14. KBWH-FM	0.4	400	5500	9:10	13.8
2000	656.8	259.1	23257050	10859868	50851.8	0.0047	77.42	15. KFRX-FM	0.3	300	7700	4:55	25.7
								KEZO-AM	0.3	300	6700	5:39	22.3

The Radio Marketplace

AM Home to Market	: 6	ARBITRON Market	: CONTINUOUS
FM Home to Market	: 8	Surveys	: Wi, Sp, Su, Fa
Tot Stations MSA Survey	: 16	Most Current Survey	: Winter 1990
Tot Listed Share Points	: 88.2		
Points Above Line	: 86.0		
Points Below Line	: 2.2		
Balance of Points	: 11.8		
Mean Points/AL Station	: 6.1		
Median Points/AL Station	: 6.3		
Revenue/AL Point	: 223,388		
Revenue/AL Mean Station	: 1,372,242		
AL -- Above Line (Home to Market)			

Demographics

12+ Tot Pop	: 506,800	100.0%
12+ Blk Pop	: 35,900	7.1%
12+ His Pop	: 9,300	1.8%
Median Age	: 30.9	
Eth Controls	: NO CONTROLS	

0. TOT MKT 100.0 90400 487600 23:22 5.4

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54	
Rank	Station	Rank	Station	Rank	Station	Rank	Station
1	KFAB-AM	1	KEZO-FM	1	KQKQ-FM	1	KEZO-FM
2	KESY-FM	2	KQKQ-FM	2	KEFM-FM	2	WOW -FM
3	KQKQ-FM	3	KGOR-FM	3	KGOR-FM	3	KGOR-FM
4	KEZO-FM	4	WOW -FM	4	KEFM-FM	4	KQKQ-FM
5	KGOR-FM	5	KFMQ-FM	5	KESY-FM	5	KFAB-AM
6	WOW -FM	6	KEFM-FM	6	WOW -FM	6	KESY-FM
7	KEFM-FM	7	KXKT-FM	7	KXKT-FM	7	KEZO-FM
8	WOW -AM	8	KESY-FM	8	KFAB-AM	8	KXKT-FM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34	
Rank	Station	Rank	Station	Rank	Station	Rank	Station
1	KQKQ-FM	1	KEZO-FM	1	KQKQ-FM	1	KEZO-FM
2	KEZO-FM	2	KQKQ-FM	2	KEZO-FM	2	KQKQ-FM
3	KFAB-AM	3	KFMQ-FM	3	KEFM-FM	3	KGOR-FM
4	WOW -FM	4	KGOR-FM	4	KESY-FM	4	KGOR-FM
5	KXKT-FM	5	KESY-FM	5	KXKT-FM	5	KEFM-FM
6	KEFM-FM	6	KXKT-FM	6	KGOR-FM	6	KESY-FM
7	KGOR-FM	7	WOW -FM	7	KFAB-AM	7	WOW -FM
8	KBWH-FM	8	KEFM-FM	8	WOW -FM	8	KFAB-AM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54	
Rank	Station	Rank	Station	Rank	Station	Rank	Station
1	KFAB-AM	1	WOW -FM	1	KEFM-FM	1	KFAB-AM
2	KESY-FM	2	KGOR-FM	2	KGOR-FM	2	KESY-FM
3	WOW -FM	3	KQKQ-FM	3	KFAB-AM	3	WOW -FM
4	WOW -AM	4	KEZO-FM	4	WOW -FM	4	KQKQ-FM
5	KGOR-FM	5	KEFM-FM	5	KQKQ-FM	5	KEFM-FM
6	KQKQ-FM	6	KOIL-AM	6	KESY-FM	6	KGOR-FM
7	KEFM-FM	7	KESY-FM	7	KOIL-AM	7	WOW -AM
8	KEZO-FM	8	KFAB-AM	8	KEZO-FM	8	KOIL-AM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary

Metro: 131 ORLANDO, FL

ARBITRON Rank: 044

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FA89	SU89	SP89	WI89								
*WKA-FM	CTY	11.2	10.1	8.8	9.7	8.6		92.3	C	98.0	98.0	1338.6	NewCity Communicatio	ORLANDO, FL
*WOMX-FM	CHR	8.4	6.1	7.6	6.1	7.7		105.1	C	95.0	95.0	1309.1	Nationwide Communica	ORLANDO, FL
*WSTF-FM	AC	8.3	9.7	8.2	8.6	9.1		101.1	C	100.0	100.0	1597.8	Capitol Broadcasting	COCOA BEACH, FL
*WJHM-FM	URB	8.1	9.6	7.3	7.9	6.0		101.9	C1	28.0	28.0	1584.6	Beasley Broadcasting	DAYTONA BEACH,
*WOCL-FM	OLD	7.0	6.1	7.0	5.4	7.7		105.9	C	100.0	100.0	1581.4	American Media	DELAND, FL
*WHTQ-FM	AOR	6.4	6.7	8.6	8.1	4.9		96.5	C	100.0	100.0	1597.8	TK Communications	ORLANDO, FL
*WDBO-AM	AC	6.3	4.7	4.2	6.7	5.8		580	III	5.0	5.0	DA-N	NewCity Communicatio	ORLANDO, FL
*WSSP-FM	EZ	5.4	6.9	6.6	8.3	8.3		104.1	C	100.0	100.0	1597.8	Guy Gannett Broadcas	COCOA BEACH, FL
*WDIZ-FM	AOR	5.1	5.5	5.8	5.2	6.7		100.3	C	100.0	100.0	1187.7	Shamrock Communicati	ORLANDO, FL
*WWNZ-AM	NTK	4.8	4.2	3.5	5.2	4.7		740	II	5.0	1.0	DA-N	Guy Gannett Broadcas	ORLANDO, FL
*WLOQ-FM	NAC	4.7	3.5	3.5	3.8	3.4		103.1	A	2.7	2.7	351.0	Litchfield Broadcast	WINTER PARK, FL
*WJYO-FM	AC	4.0	4.5	5.7	4.4	5.5		107.7	C	100.0	100.0	1584.6	Metroplex Communicat	MOUNT DORA, FL
*WXXL-FM	CHR	3.7	4.2	4.6	4.2	3.8	CP	106.7	C1	98.0	98.0	905.5	Taylor Communication	LEESBURG, FL
WLV-FM	EZ	2.6	2.5	2.2	2.5	1.7	CP	94.5	C	100.0	100.0	1469.8	Root Communications	DAYTONA BEACH,
*WONQ-AM	SPN	1.5	----	1.2	1.1	0.5		1140	II	4.1	0.0	ND-D	Florida Broadcasters	ORLANDO, FL
*WPRD-AM	BB	1.4	1.3	1.5	1.1	1.9		1440	III	5.0	1.0	DA-N	Metroplex Communicat	WINTER PARK,FL
*WTLN-FM	REL	1.2	1.0	1.0	1.0	0.7		95.3	A	3.0	3.0	298.6	ORANGE COUNTY BROADC	APOPKA, FL
WPCV-FM	CTY	0.6	0.9	0.7	1.3	1.3	CP	97.5	C	100.0	100.0	1017.1	Hall Communications	WINTER HAVEN, F
*WAJL-AM	BB	0.5	----	----	----	0.7		1190	II	5.0	0.0	ND-D	Alleluia Ministries,	PINE CASTLE, FL
*WXTO-AM	REL	0.5	1.9	1.2	0.6	1.1		1600	III	5.0	5.0	DA-2	Champion Broadcastin	WINTER GARDEN,F
*WHOO-AM	AOR	0.5	0.5	----	0.4	0.2		990	II	50.0	5.0	CH	TK Communications	ORLANDO, FL
*WTLN-AM	MOR	0.3	0.1	0.0	0.1	0.0		1520	II	5.0	0.0	DA-D	ORANGE COUNTY BROADC	APOPKA, FL
*WOMX-AM	CHR	0.1	0.0	0.0	0.2	0.1		950	III	5.0	5.0	DA-N	Nationwide Communica	ORLANDO, FL
*WBZS-AM	BLK	----	----	----	----	0.5		1270	III	5.0	5.0	DA-N	Beasley Broadcasting	EATONVILLE, FL
WGNE-FM	BB	----	----	----	----	0.3		98.3	A	3.0	3.0	328.1	Sage Broadcasting Co	TITUSVILLE, FL

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".
 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 131 ORLANDO, FL		ARBITRON Rank: 044		Demo: P 12+		Mon-Sun 6A-MID		TSL						
ADI : Orlando-Daytona Beach-Melbourne		US Region : SA		Rk. Station		Share	AQH Per	Cume Per	HR:MN	T/O				
Year	Pop (0+)	Hshlds	EBI	Retail Sls	Radio Rev	%RtSls	PerCap							
1986	899.5	339.8	10809978	6597486	34056.3	0.0052	37.86	11.2	16300	154400	13:18	9.5		
1987	959.0	365.9	12201843	7210402	37678.1	0.0052	39.29	8.4	12300	204700	7:34	16.6		
1988	1011.3	389.1	13783437	7970973	42258.5	0.0053	41.79	8.3	12100	182200	8:22	15.1		
1989	1049.9	406.2	15393191	8868481	47942.3	0.0054	45.66	8.1	11900	124600	12:02	10.5		
1990	1078.1	418.8	17024065	9868692	54649.4	0.0055	50.69	7.0	10300	152300	8:31	14.8		
1991	1099.4	428.3	18669019	10937371	62124.0	0.0057	56.51	6.4	9300	128500	9:07	13.8		
1992	1117.3	436.3	20321014	12040284	70110.3	0.0058	62.75	6.3	9200	122400	9:28	13.3		
1993	1148.9	450.3	21986436	13089309	78352.4	0.0060	68.20	5.4	7900	116100	8:34	14.7		
1994	1179.0	463.6	23644319	14160364	86191.9	0.0061	73.11	5.1	7400	120500	7:44	16.3		
1995	1209.1	477.0	25302201	15231419	94195.9	0.0062	77.91	4.8	7000	83600	10:33	11.9		
1996	1239.2	490.3	26960084	16302474	102200.0	0.0063	82.47	4.7	6900	85100	10:13	12.3		
1997	1269.3	503.7	28617966	17373529	110204.0	0.0063	86.82	4.0	5800	97500	7:30	16.8		
1998	1299.4	517.0	30275849	18444584	118208.1	0.0064	90.97	3.7	5400	131600	5:10	24.4		
1999	1329.5	530.4	31933732	19515639	126212.1	0.0065	94.93	2.6	3800	54600	8:46	14.4		
2000	1359.6	543.7	33591614	20586694	134216.2	0.0065	98.72	1.5	2200	13700	20:14	6.2		
								1.4	2100	30900	8:34	14.7		
								1.2	1800	23700	9:34	13.2		
								0.6	900	22400	5:04	24.9		
								0.5	800	8400	12:00	10.5		
								0.5	700	22100	3:59	31.6		
								0.5	700	12800	6:53	18.3		
								0.3	400	4000	12:36	10.0		
								0.1	200	6100	4:08	30.5		
								0.0	TOT MKT	100.0	146100	809600	22:44	5.5

The Radio Marketplace		ARBITRON Market	
AM Home to Market	: 9	Surveys	: CONTINUOUS
FM Home to Market	: 12	Most Current Survey	: Wi, Sp, Su, Fa
Tot Stations MSA Survey	: 23		
Tot Listed Share Points	: 92.6		
Points Above Line	: 89.4		
Points Below Line	: 3.2		
Balance of Points	: 7.4		
Mean Points/AL Station	: 4.3		
Median Points/AL Station	: 4.7		
Revenue/AL Point	: 536,267		
Revenue/AL Mean Station	: 2,282,966		
AL -- Above Line (Home to Market)			

Demographics	
12+ Tot Pop	: 852,200 100.0%
12+ Blk Pop	: 98,800 11.6%
12+ His Pop	: 31,700 3.7%
Median Age	: 33.0
Eth Controls	: BLACK CONTROLS

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54	
Rank	Station	Rank	Station	Rank	Station	Rank	Station
1	WKKA-FM	1	WHTQ-FM	1	WOMX-FM	1	WHTQ-FM
2	WSTF-FM	2	WDIZ-FM	2	WSTF-FM	2	WJHM-FM
3	WOCL-FM	3	WKKA-FM	3	WJHM-FM	3	WOMX-FM
4	WJHM-FM	4	WJHM-FM	4	WDIZ-FM	4	WDIZ-FM
5	WOMX-FM	5	WOMX-FM	5	WHTQ-FM	5	WSTF-FM
6	WDBO-AM	6	WLOQ-FM	6	WSTF-FM	6	WKKA-FM
7	WHTQ-FM	7	WSTF-FM	7	WJHM-FM	7	WLOQ-FM
8	WSSP-FM	8	WXXL-FM	8	WOMX-FM	8	WLOQ-FM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34	
Rank	Station	Rank	Station	Rank	Station	Rank	Station
1	WOMX-FM	1	WHTQ-FM	1	WHTQ-FM	1	WJHM-FM
2	WJHM-FM	2	WKKA-FM	2	WOMX-FM	2	WDIZ-FM
3	WXXL-FM	3	WOMX-FM	3	WJHM-FM	3	WSTF-FM
4	WHTQ-FM	4	WDIZ-FM	4	WSTF-FM	4	WHTQ-FM
5	WSTF-FM	5	WJHM-FM	5	WLOQ-FM	5	WKKA-FM
6	WOCL-FM	6	WXXL-FM	6	WOMX-FM	6	WJYO-FM
7	WKKA-FM	7	WSTF-FM	7	WSTF-FM	7	WOCL-FM
8	WDIZ-FM	8	WLOQ-FM	8	WXXL-FM	8	WLOQ-FM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54	
Rank	Station	Rank	Station	Rank	Station	Rank	Station
1	WKKA-FM	1	WOCL-FM	1	WKKA-FM	1	WKKA-FM
2	WDBO-AM	2	WVNZ-AM	2	WOCL-FM	2	WSTF-FM
3	WOCL-FM	3	WOMX-FM	3	WSTF-FM	3	WOCL-FM
4	WSSP-FM	4	WSTF-FM	4	WVNZ-AM	4	WVNZ-AM
5	WVNZ-AM	5	WKKA-FM	5	WVNZ-AM	5	WLOQ-FM
6	WSTF-FM	6	WDIZ-FM	6	WSSP-FM	6	WVNZ-AM
7	WJYO-FM	7	WDBO-AM	7	WJYO-FM	7	WVNZ-AM
8	WVNZ-AM	8	WLOQ-FM	8	WJHM-FM	8	WVNZ-AM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary

Metro: 007 PHILADELPHIA, PA

ARBITRON Rank: 005

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FAB9	SUB9	SP89	WI89								
*KYW -AM	NWS	7.4	6.6	7.0	7.1	7.2		1060	I-B	50.0	50.0	DA-1	Westinghouse Broadca	PHILADELPHIA, P
*WMMR-FM	AOR	6.9	7.5	8.1	6.9	8.1	CP	93.3	B	16.0	16.0	889.1	Westinghouse Broadca	PHILADELPHIA, P
*WUSL-FM	URB	6.7	5.8	5.7	6.9	7.1		98.9	B	18.0	18.0	830.1	Tak Communications	PHILADELPHIA, P
*WEAZ-FM	AC	6.3	5.6	6.3	6.6	5.9		101.1	B	14.0	14.0	941.6	WEAZ Radio, Inc.	PHILADELPHIA, P
*WYSP-FM	CR	6.2	5.3	5.5	4.5	4.5		94.1	B	16.0	16.0	899.0	Infinity Broadcastin	PHILADELPHIA, P
*WPEN-AM	BB	6.0	5.2	6.8	5.8	5.3		950	III	5.0	5.0	DA-N	Greater Media	PHILADELPHIA, P
*WIOQ-FM	CHR	5.9	5.3	4.8	4.8	3.1	CP	102.1	B	27.0	27.0	669.3	EZ Communications	PHILADELPHIA, P
*WEGX-FM	CHR	5.4	5.5	4.3	6.1	7.9		106.1	B	22.5	22.5	741.5	Malrite Communicatio	PHILADELPHIA, P
*WMGK-FM	AC	4.5	3.2	3.8	4.6	4.3		102.9	B	8.5	8.5	1181.1	Greater Media	PHILADELPHIA, P
*WKSZ-FM	AC	4.5	4.5	4.3	4.6	4.9	CP	100.3	B	9.2	9.2	1145.0	Greater Media	MEDIA, PA
*WOGL-FM	OLD	3.9	4.1	4.5	3.2	3.4		98.1	B	12.5	12.5	1000.7	CBS Incorporated	PHILADELPHIA, P
*WWDB-FM	TLK	3.9	3.2	3.7	4.4	3.6		96.5	B	17.0	17.0	866.1	Panache Broadcasting	PHILADELPHIA, P
*WDAS-FM	URB	3.8	3.6	3.6	3.8	3.3	CP	105.3	B	16.5	16.5	872.7	Unity Broadcasting,	PHILADELPHIA, P
*WXTU-FM	CTY	3.3	4.8	4.6	4.0	4.0		92.5	B	15.5	13.0	899.0	Beasley Broadcasting	PHILADELPHIA, P
*WSNI-FM	AC	3.2	3.1	3.8	2.9	3.1		104.5	B	16.0	16.0	872.7	Pyramid Broadcasting	PHILADELPHIA, P
*WCAU-AM	TLK	3.1	3.6	3.8	3.4	3.5		1210	I-A	50.0	50.0	ND-U	CBS Incorporated	PHILADELPHIA, P
*WFLN-FM	CL	2.5	2.6	2.0	2.3	2.8		95.7	B	50.0	50.0	498.7	Marlin Broadcasting,	PHILADELPHIA, P
*WIP -AM	SPT	1.8	2.6	1.9	1.8	1.8		610	III	5.0	5.0	DA-1	Spectacor Broadcasti	PHILADELPHIA, P
*WDAS-AM	URB	1.0	1.6	1.1	1.0	0.8		1480	III	5.0	1.0	DA-2	Unity Broadcasting,	PHILADELPHIA, P
WFMZ-FM	EZ	0.7	0.5	0.5	0.5	0.9	CP	100.7	B	11.5	11.5	1046.6	Maranatha Broadcasti	ALLENTOWN, PA
*WHAT-AM	URB	0.5	0.5	0.5	0.6	0.4		1340	IV	1.0	1.0	ND-U	Independence Broadca	PHILADELPHIA, P
*WEAZ-AM	AC	0.5	0.5	0.4	0.4	0.6		560	III	5.0	5.0	DA-2	Salem Communication	PHILADELPHIA, P
WOR -AM	TLK	0.5	----	----	----	----		710	I-B	50.0	50.0	DA-1	Buckley Broadcasting	NEW YORK, NY
WSTW-FM	CHR	0.4	0.5	0.7	0.4	0.4		93.7	B	50.0	50.0	488.8	Steinman Stations	WILMINGTON, DE
WKXW-FM	AC	0.4	----	0.3	0.3	----	CP	101.5	B	19.0	19.0	803.8	Press Broadcasting C	TRENTON, NJ
WPST-FM	CHR	0.3	0.5	0.5	0.8	0.6		97.5	B	50.0	48.0	429.8	Nassau Broadcasting	TRENTON, NJ
*WCOJ-AM	AC	0.2	----	0.3	----	0.3		1420	III	5.0	5.0	DA-N	Chester County Broad	COATESVILLE, PA
*WTEL-AM	SPN	0.2	----	----	----	----		860	II	10.0	0.5	DA-D	Beasley Broadcasting	PHILADELPHIA, P
*WNAP-AM	REL	----	0.5	----	----	0.4		1110	II	4.8	0.0	ND-D	GHB Broadcasting	NORRISTOWN, PA
*WPGR-AM	OLD	----	0.5	0.7	0.5	0.6		1540	II	50.0	0.0	DA-D	Pyramid Broadcasting	PHILADELPHIA, P
WJBR-FM	AC	----	0.5	0.3	0.6	0.6		99.5	B	50.0	41.0	498.7	CRB Broadcasting Cor	WILMINGTON, DE
*WPAZ-AM	BB	----	0.3	----	----	----		1370	III	1.0	0.0	ND-D	Great Scott Stations	POTTSTOWN, PA
WJBR-AM	AC	----	0.0	----	0.0	----		1290	III	2.5	0.0	ND-D	CRB Broadcasting Cor	WILMINGTON, DE
*WZZD-AM	REL	----	----	0.3	0.3	0.4		990	II	50.0	10.0	DA-2	Communicom	PHILADELPHIA, P
WYCL-FM	OTH	----	----	----	0.3	----		107.5	B	30.0	30.0	610.2	Legend Broadcasting	BOYERTOWN, PA
WCHR-FM	EZ	----	----	----	----	0.3	CP	94.5	B	50.0	48.0	492.1	Great Scott Stations	TRENTON, NJ
WAEB-FM	CHR	----	----	----	----	0.3		104.1	B	50.0	50.0	498.7	CRB Broadcasting Cor	ALLENTOWN, PA

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".
 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 007 PHILADELPHIA, PA		ARBITRON Rank: 005-Demo: P 12+		Mon-Sun 6A-MID		TSL								
ADI : Philadelphia		US Region : MA		Rk.	Station	Share	AQH Per	Cume Per	HR:MN	T/O				
(000)	(000)	(0000)	(0000)	(0000)	Radio Rev	%RtSls	PerCap							
Year	Pop (0+)	Hshlds	EBI	Retail Sls	Radio Rev	%RtSls	PerCap							
1986	4827.4	1773.3	63471921	31122684	108556.0	0.0035	22.49	1	KYW -AM	7.4	62500	1224900	6:26	19.6
1987	4855.0	1790.9	70939293	32943827	121474.2	0.0037	25.02	2	WMMR-FM	6.9	58200	745600	9:50	12.8
1988	4880.4	1807.2	78697156	35130608	130095.0	0.0037	26.66	3	WUSL-FM	6.7	56700	541100	13:12	9.5
1989	4899.9	1822.1	85850661	38042754	140446.6	0.0037	28.66	4	WEAZ-FM	6.3	53200	705400	9:30	13.3
1990	4915.0	1835.8	92550898	41498925	154231.9	0.0037	31.38	5	WYSP-FM	6.2	52100	724600	9:04	13.9
1991	4927.2	1848.7	98948956	45317778	170592.5	0.0038	34.62	6	WPEN-AM	6.0	50400	446000	14:14	8.8
1992	4937.9	1861.3	105195924	49317973	188669.8	0.0038	38.21	7	WIOQ-FM	5.9	49300	713500	8:42	14.5
1993	4957.0	1879.7	111324979	53172549	207605.6	0.0039	41.88	8	WEGX-FM	5.4	45300	747900	7:38	16.5
1994	4971.9	1895.9	117484249	57093413	225852.1	0.0040	45.43	9	WMGK-FM	4.5	38000	588800	8:08	15.5
1995	4986.9	1912.0	123643519	61014278	244412.4	0.0040	49.01	10	WKSZ-FM	4.5	37800	482400	9:52	12.8
1996	5001.8	1928.1	129802788	64935142	262972.7	0.0040	52.58	11	WOGL-FM	3.9	33100	478800	8:43	14.5
1997	5016.8	1944.2	135962058	68856007	281532.9	0.0041	56.12	12	WVDB-FM	3.9	32500	382100	10:43	11.8
1998	5031.7	1960.3	142121328	72776872	300093.2	0.0041	59.64	13	WDAS-FM	3.8	31900	404400	9:56	12.7
1999	5046.7	1976.5	148280598	76697736	318653.5	0.0042	63.14	14	WXTU-FM	3.3	27600	374400	9:17	13.6
2000	5061.6	1992.6	154439868	80618601	337213.7	0.0042	66.62	15	WSNI-FM	3.2	27000	420800	8:05	15.6
								16	WCAU-AM	3.1	26400	471800	7:03	17.9
								17	WFLN-FM	2.5	21400	321400	8:23	15.0
								18	WIP -AM	1.8	15100	322700	5:54	21.4
								19	WDAS-AM	1.0	8300	128300	8:09	15.5
								20	WFMZ-FM	0.7	5500	76800	9:01	14.0
								21	WHAT-AM	0.5	4300	85300	6:21	19.8
								22	WEAZ-AM	0.5	3900	88900	5:32	22.8
								23	WOR -AM	0.5	3800	52800	9:04	13.9
								24	WSTW-FM	0.4	3500	86800	5:05	24.8
								25	WKXW-FM	0.4	3100	73000	5:21	23.5
								26	WPST-FM	0.3	2600	117800	2:47	45.3
								27	WCOJ-AM	0.2	2100	45600	5:48	21.7
									WTEL-AM	0.2	2100	19200	13:47	9.1
								0.	TOT MKT	100.0	842100	4009000	26:28	4.8

The Radio Marketplace

AM Home to Market	: 9	ARBITRON Market	: CONTINUOUS
FM Home to Market	: 14	Surveys	: Wi, Sp, Su, Fa
Tot Stations MSA Survey	: 28	Most Current Survey	: Winter 1990
Tot Listed Share Points	: 90.0		
Points Above Line	: 87.7		
Points Below Line	: 2.3		
Balance of Points	: 10.0		
Mean Points/AL Station	: 3.8		
Median Points/AL Station	: 3.9		
Revenue/AL Point	: 1,601,443		
Revenue/AL Mean Station	: 6,106,375		
AL -- Above Line (Home to Market)			

Demographics

12+ Tot Pop	: 4,133,600	100.0%
12+ Blk Pop	: 747,300	18.1%
12+ His Pop	: 94,800	2.3%
Median Age	: 33.7	
Eth Controls	: BLACK CONTROLS	

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54	
Rank	Station	Rank	Station	Rank	Station	Rank	Station
1	KYW -AM	1	WMMR-FM	1	WUSL-FM	1	WMMR-FM
2	WMMR-FM	2	WYSP-FM	2	WIOQ-FM	2	WYSP-FM
3	WEAZ-FM	3	WIOQ-FM	3	WMMR-FM	3	WUSL-FM
4	WPEN-AM	4	WUSL-FM	4	WEGX-FM	4	WIOQ-FM
5	WYSP-FM	5	WEGX-FM	5	WYSP-FM	5	WEGX-FM
6	WUSL-FM	6	WDAS-FM	6	WEAZ-FM	6	WDAS-FM
7	WKSZ-FM	7	WOGL-FM	7	WMGK-FM	7	WSNI-FM
8	WMGK-FM	8	WSNI-FM	8	WDAS-FM	8	WMMR-FM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34	
Rank	Station	Rank	Station	Rank	Station	Rank	Station
1	WIOQ-FM	1	WMMR-FM	1	WIOQ-FM	1	WYSP-FM
2	WEGX-FM	2	WYSP-FM	2	WUSL-FM	2	WMMR-FM
3	WUSL-FM	3	WIOQ-FM	3	WMMR-FM	3	WYSP-FM
4	WYSP-FM	4	WUSL-FM	4	WIOQ-FM	4	WUSL-FM
5	WMMR-FM	5	WEGX-FM	5	WMMR-FM	5	WEGX-FM
6	WDAS-FM	6	WYSP-FM	6	WEGX-FM	6	WEAZ-FM
7	KYW -AM	7	WDAS-FM	7	WSNI-FM	7	WOGL-FM
8	WMGK-FM	8	WOGL-FM	8	WDAS-FM	8	WIOQ-FM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54	
Rank	Station	Rank	Station	Rank	Station	Rank	Station
1	KYW -AM	1	WMMR-FM	1	WEAZ-FM	1	WEAZ-FM
2	WPEN-AM		WOGL-FM	2	KYW -AM	2	WKSZ-FM
3	WEAZ-FM	3	WEAZ-FM	3	WOGL-FM	3	KYW -AM
4	WKSZ-FM	4	WYSP-FM	4	WPEN-AM	4	WMGK-FM
5	WVDB-FM	5	KYW -AM	5	WXTU-FM	5	WVDB-FM
6	WCAU-AM	6	WKSZ-FM	6	WFLN-FM	6	WPEN-AM
	WMGK-FM	7	WMGK-FM	7	WVDB-FM	7	WUSL-FM
8	WXTU-FM		WSNI-FM	8	WSNI-FM	8	WXTU-FM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary

Metro: 057 PHOENIX, AZ

ARBITRON Rank: 023

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FA89	SU89	SP89	WI89								
*KNIX-FM	CTY	11.4	10.6	10.6	10.8	11.1		102.5	C	98.0	98.0	1620.7	Buck Owens Broadcast	PHOENIX, AZ
*KTAR-AM	NTK	8.3	7.9	8.3	7.9	7.7		620	III	5.0	5.0		Pulitzer Broadcast S	PHOENIX, AZ
*KUPD-FM	AOR	7.4	6.2	7.2	7.7	6.5		97.9	C	100.0	100.0	1620.7	Tri-State Broadcasti	TEMPE, AZ
*KKLT-FM	AC	6.4	5.8	6.9	5.5	5.2	CP	98.7	C	99.0	99.0	1788.1	Pulitzer Broadcast S	PHOENIX, AZ
*KOY -FM	CHR	6.3	3.1	4.8	4.4	4.4		95.5	C	96.0	96.0	1571.5	Edens Broadcasting	PHOENIX, AZ
*KME0-FM	EZ	6.2	6.7	7.2	6.4	8.6		96.9	C	100.0	100.0	1558.4	Westinghouse Broadca	PHOENIX, AZ
*KKFR-FM	CHR	5.6	5.7	3.9	2.6	2.9		92.3	C	98.0	98.0	1647.0	Broadcast Group, Inc	GLENDALÉ, AZ
*KMLE-FM	CTY	4.5	3.7	3.7	3.3	2.5	CP	107.9	C	96.0	96.0	1735.6	Shamrock Broadcastin	CHANDLER, AZ
*KDKB-FM	AOR	4.4	3.5	3.5	3.4	3.7		93.3	C	100.0	100.0	1538.7	Sandusky Broadcastin	MESA, AZ
*KOOL-FM	OLD	4.0	4.5	3.3	3.0	2.3		94.5	C	100.0	100.0	1653.5	Adams Communications	PHOENIX, AZ
*KSLX-FM	CH	4.0	3.3	4.3	4.5	4.4		100.7	C	100.0	100.0	1840.6	Cook Inlet Radio Par	SCOTTSDALE, AZ
*KESZ-FM	AC	3.2	2.6	2.7	3.0	3.4		99.9	C	100.0	100.0	1669.9	Duffy Broadcasting	PHOENIX, AZ
*KOY -AM	BB	3.2	3.3	2.2	3.0	2.4		550	III	5.0	1.0		ND-U Edens Broadcasting	PHOENIX, AZ
*KZZP-FM	CHR	2.9	6.4	7.0	9.0	8.8		104.7	C	100.0	100.0	1548.6	Nationwide Communica	MESA, AZ
*KAMJ-FM	AC	2.2	1.6	2.3	2.7	2.2		101.5	C	100.0	100.0	1738.8	EZ Communications	PHOENIX, AZ
*KFYI-AM	NTK	2.1	3.7	3.6	3.3	2.6		910	III	5.0	5.0		DA-N Broadcast Group, Inc	PHOENIX, AZ
*KLFF-AM	BB	1.8	2.8	1.8	2.1	1.5		1360	III	5.0	1.0		DA-N Resource Media, Inc.	GLENDALÉ, AZ
*KCWV-AM	CTY	1.5	0.8	0.8	1.4	1.2		1580	II	50.0	50.0		DA-N Buck Owens Broadcast	TEMPE, AZ
*KOOL-AM	OLD	1.4	1.4	2.2	2.2	2.0		960	III	5.0	5.0		DA-N Adams Communications	PHOENIX, AZ
*KONC-FM	CL	1.3	1.2	1.4	1.2	1.5		106.3	A	2.5	2.5	324.8	Resource Media, Inc.	SUN CITY, AZ
*KUKQ-AM	AOR	1.2	1.1	1.0	1.1	----		1060	II	5.0	0.5		DA-N Tri-State Broadcasti	PHOENIX, AZ
*KGRX-FM	NAC	0.7	0.7	1.3	1.0	1.6		100.3	C	24.8	24.8	3017.0	Allison Broadcast Gr	GLOBE, AZ
*KSUN-AM	SPN	0.7	1.2	0.4	0.5	1.2		1400	IV	1.0	1.0		DA-1 Fiesta Radio, Inc.	PHOENIX, AR
*KVVA-AM	SPN	0.7	0.8	1.2	1.5	1.8		860	II	1.0	1.0		DA-N Beta Communications,	PHOENIX, AZ
*KME0-AM	EZ	0.6	1.2	0.2	0.2	0.4		740	II	1.0	0.0		DA-D Westinghouse Broadca	PHOENIX, AZ
*KPHX-AM	SPN	0.5	1.6	0.7	0.6	1.4		1480	III	5.0	0.5		DA-2 Continental Broadcas	PHOENIX, AZ
*KRDS-AM	CC	0.4	0.5	----	0.5	0.7		1190	II	5.0	0.3		DA-2 Interstate Broadcast	TOLLESON, AZ
*KTIM-FM	CTY	0.3	----	----	----	----		105.5	A	3.0	3.0	-265.7	CONSOLIDATED COMMUN.	WICKENBURG, AZ
*KTIM-AM	CTY	0.0	----	----	----	----		1250	III	1.0	0.0		ND-D CONSOLIDATED COMMUN.	WICKENBURG, AZ
*KOPA-AM	CH	0.0	----	0.0	0.0	----		1440	III	5.0	0.0		ND-D Cook Inlet Radio Par	PHOENIX, AZ
*KVVA-FM	SPN	----	0.5	0.3	0.6	0.3	CP	107.1	C2	50.0	50.0	492.1	Beta Communications,	APACHE JUNCTION
*KXEG-AM	REL	----	0.3	----	----	----	CP	1010	II	7.5	0.3		DA-D Mid America Gospel	TOLLESON, AZ
*KAHM-FM	EZ	----	0.3	----	----	----		102.1	C	42.0	42.0	2552.5	Southwest FM Broadca	PRESCOTT, AZ
*KXAM-AM	CHR	----	0.1	0.3	0.0	0.1		1310	III	5.0	0.5		DA-N Nationwide Communica	MESA, AZ
*KCKY-AM	SPT	----	----	0.4	----	----		1150	III	5.0	1.0		DA-1 Grande Voz, Inc.	COOLIDGE, AZ
*KPMX-AM	AC	----	----	0.4	----	0.0		1230	IV	1.0	1.0		ND-U EZ Communications	PHOENIX, AZ
*KFNN-AM	CTY	----	----	----	0.5	----		1510	II	10.0	0.0		ND-D CRC Broadcasting Com	MESA, AZ

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".
 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 057 PHOENIX, AZ		ARBITRON Rank: 023-Demo: P 12+ Mon-Sun 6A-MID						TSL						
ADI : Phoenix		US Region : MT						Share AQH Per		Cume Per HR:MN T/O				
Year	Pop (0+)	(000) Hshlds	(000) EBI	(000) Retail Sls	(000) Radio Rev	Radio Rev %RtSls	PerCap	Rk.	Station	Share	AQH Per	Cume Per	HR:MN	T/O
1986	1916.2	749.0	24437272	12339829	63267.1	0.0051	33.02	1.	KNIX-FM	11.4	35800	382600	11:47	10.7
1987	1986.1	775.8	27167784	13076432	67365.4	0.0052	33.92	2.	KTAR-AM	8.3	26200	330500	9:59	12.6
1988	2054.8	804.5	30291379	14138434	72164.9	0.0051	35.12	3.	KUPD-FM	7.4	23200	259500	11:16	11.2
1989	2120.4	834.1	33714142	15530716	79084.6	0.0051	37.30	4.	KKLT-FM	6.4	20100	247000	10:15	12.3
1990	2183.8	864.4	37361280	17170709	88156.4	0.0051	40.37	5.	KOY -FM	6.3	19700	312000	7:57	15.8
1991	2245.7	895.3	41158001	18975841	98842.2	0.0052	44.01	6.	KMEO-FM	6.2	19400	233100	10:29	12.0
1992	2306.9	926.3	45029515	20863544	110604.1	0.0053	47.94	7.	KKFR-FM	5.6	17600	261700	8:28	14.9
1993	2371.9	956.3	48891140	22488387	122903.9	0.0055	51.82	8.	KMLE-FM	4.5	14100	185500	9:35	13.2
1994	2436.5	986.5	52762891	24156134	133491.0	0.0055	54.79	9.	KDKB-FM	4.4	14000	204500	8:38	14.6
1995	2501.1	1016.6	56634642	25823881	144357.7	0.0056	57.72	10.	KOOL-FM	4.0	12700	205600	7:47	16.2
1996	2565.7	1046.7	60506393	27491628	155224.3	0.0056	60.50	11.	KSLX-FM	4.0	12500	190600	8:16	15.2
1997	2630.3	1076.9	64378144	29159375	166091.0	0.0057	63.15	12.	KESZ-FM	3.2	10200	172600	7:27	16.9
1998	2694.9	1107.0	68249895	30827122	176957.6	0.0057	65.66	13.	KOY -AM	3.2	10000	134600	9:22	13.5
1999	2759.5	1137.1	72121646	32494869	187824.3	0.0058	68.07	14.	KZZP-FM	2.9	9200	272500	4:15	29.6
2000	2824.1	1167.3	75993397	34162616	198690.9	0.0058	70.36	15.	KAMJ-FM	2.2	7000	120000	7:21	17.1
								16.	KFYI-AM	2.1	6500	112500	7:17	17.3
								17.	KLFF-AM	1.8	5700	60600	11:51	10.6
								18.	KCWW-AM	1.5	4800	71300	8:29	14.9
								19.	KOOL-AM	1.4	4300	78100	6:56	18.2
								20.	KONC-FM	1.3	4000	53800	9:22	13.4
								21.	KUKQ-AM	1.2	3900	42900	11:27	11.0
								22.	KGRX-FM	0.7	2300	52000	5:34	22.6
									KSUN-AM	0.7	2300	27700	10:28	12.0
								24.	KVVA-AM	0.7	2200	34300	8:05	15.6
								25.	KMEO-AM	0.6	2000	42900	5:52	21.5
								26.	KPHX-AM	0.5	1700	27400	7:49	16.1
								27.	KRDS-AM	0.4	1400	16600	10:38	11.9
								28.	KTIM-FM	0.3	1100	18100	7:39	16.5
								29.	KTIM-AM	0.0	100	4100	3:04	41.0
									KOPA-AM	0.0	100	3300	3:49	33.0
								0.	TOT MKT	100.0	315200	1673000	23:44	5.3

The Radio Marketplace	
AM Home to Market	: 14
FM Home to Market	: 16
Tot Stations MSA Survey	: 30
Tot Listed Share Points	: 93.2
Points Above Line	: 93.2
Points Below Line	: 0.0
Balance of Points	: 6.8
Mean Points/AL Station	: 3.1
Median Points/AL Station	: 2.2
Revenue/AL Point	: 848,547
Revenue/AL Mean Station	: 2,636,154
AL -- Above Line (Home to Market)	

Demographics	
12+ Tot Pop	: 1,743,300 100.0%
12+ Blk Pop	: 46,000 2.6%
12+ His Pop	: 201,000 11.5%
Median Age	: 32.3
Eth Controls	: HISPANIC CONTROLS

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	KNIX-FM	1	KUPD-FM	1	KNIX-FM	1	KNIX-FM
2	KTAR-AM	2	KDKB-FM	2	KDKB-FM	2	KKLT-FM
3	KKLT-FM	3	KSLX-FM	3	KUPD-FM	3	KOOL-FM
4	KUPD-FM	4	KNIX-FM	4	KOOL-FM	4	KUPD-FM
5	KMEO-FM	5	KOY -FM	5	KTAR-AM	5	KDKB-FM
6	KOY -FM	6	KKFR-FM	6	KSLX-FM	6	KMLE-FM
7	KDKB-FM	7	KMLE-FM	7	KMLE-FM	7	KTAR-AM
8	KMLE-FM	8	KUKQ-AM	8	KKLT-FM	8	KSLX-FM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	KKFR-FM	1	KUPD-FM	1	KUPD-FM	1	KUPD-FM
2	KOY -FM	2	KKFR-FM	2	KDKB-FM	2	KDKB-FM
3	KUPD-FM	3	KOY -FM	3	KSLX-FM	3	KKLT-FM
4	KZZP-FM	4	KSLX-FM	4	KMLE-FM	4	KNIX-FM
5	KESZ-FM	5	KNIX-FM	5	KNIX-FM	5	KSLX-FM
6	KUKQ-AM	6	KDKB-FM	6	KOOL-FM	6	KMLE-FM
7	KAMJ-FM	7	KUKQ-AM	7	KTAR-AM	7	KOY -FM
8	KMEO-FM	8	KZZP-FM	8	KKLT-FM	8	KOOL-FM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	KNIX-FM	1	KOOL-FM	1	KNIX-FM	1	KNIX-FM
2	KTAR-AM	2	KNIX-FM	2	KTAR-AM	2	KTAR-AM
3	KMEO-FM	3	KDKB-FM	3	KMEO-FM	3	KMEO-FM
4	KKLT-FM	4	KSLX-FM	4	KMLE-FM	4	KKLT-FM
5	KOY -AM	5	KTAR-AM	5	KOOL-AM	5	KMLE-FM
6	KOOL-FM	6	KKLT-FM	6	KOY -AM	6	KOY -AM
7	KMLE-FM	7	KFYI-AM	7	KOOL-FM	7	KOOL-AM
8	KLFF-AM	8	KUPD-FM	8	KKLT-FM	8	KOOL-FM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary

Metro: 023 PITTSBURGH, PA

ARBITRON Rank: 018

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FA89	SU89	SP89	WI89								
*KDKA-AM	MOR	13.6	12.3	13.6	14.1	12.3		1020	I-A	50.0	50.0	ND-U	Westinghouse Broadca	PITTSBURGH, PA
*WBZZ-FM	CHR	9.5	8.7	9.3	9.9	8.7		93.7	B	41.0	41.0	551.2	EZ Communications	PITTSBURGH, PA
*WDVE-FM	AOR	9.3	7.8	9.3	7.1	7.6		102.5	B	55.0	55.0	820.2	Great American Broad	PITTSBURGH, PA
*WSHH-FM	AC	7.1	9.6	7.6	9.4	11.1		99.7	B	10.5	10.5	928.5	Renda Broadcasting	PITTSBURGH, PA
*WWSW-FM	OLD	6.4	6.1	6.6	7.3	5.4		94.5	B	50.0	50.0	810.4	Shamrock Broadcastin	PITTSBURGH, PA
*WAMO-FM	URB	5.7	5.4	6.1	5.5	5.5		105.9	B	72.0	72.0	429.8	Sheridan Broadcastin	PITTSBURGH, PA
*WTAE-AM	TLK	5.3	6.8	2.9	3.9	3.8		1250	III	5.0	5.0	DA-N	Hearst Corporation	PITTSBURGH, PA
*WLTJ-FM	AC	4.5	4.4	3.8	4.7	6.1		92.9	B	47.0	47.0	889.1	WPNT, Inc.	PITTSBURGH, PA
*WHTX-FM	AC	4.5	3.7	3.9	2.6	3.5		96.1	B	50.0	50.0	498.7	Hearst Corporation	PITTSBURGH, PA
*WDSY-FM	CTY	4.5	3.8	3.6	4.2	3.9		107.9	B	50.0	50.0	498.7	Entercom	PITTSBURGH, PA
*WMYG-FM	CR	3.4	4.2	5.3	4.4	5.2		96.9	B	45.0	45.0	531.5	Copeland, Robert Et.	BRADDOCK, PA
*WJAS-AM	BB	3.4	3.4	4.4	3.1	2.8		1320	III	5.0	5.0	DA-N	Renda Broadcasting	PITTSBURGH, PA
*WEZE-FM	EZ	2.7	2.4	2.4	1.7	1.3		104.7	B	50.0	50.0	498.7	Salem Communication	PITTSBURGH, PA
*KQV-AM	NWS	1.6	2.1	2.0	2.6	2.0		1410	III	5.0	5.0	DA-2	Calvary, Inc.	PITTSBURGH, PA
*WMPX-FM	AC	1.4	1.4	1.9	2.1	2.5		100.7	B	50.0	48.0	492.1	Signature Broadcasti	NEW KENSINGTON,
*WPIT-FM	REL	1.0	1.1	0.9	1.1	1.2		101.5	B	48.0	48.0	505.2	Pyramid Broadcasting	PITTSBURGH, PA
*WMB5-AM	AC	1.0	1.6	1.3	1.3	1.4		590	III	1.0	1.0	DA-2	Fayette Broadcasting	UNIONTOWN, PA
*WWSW-AM	OLD	0.9	0.9	0.6	0.9	0.8		970	III	5.0	5.0	DA-2	Shamrock Broadcastin	PITTSBURGH, PA
*WEDO-AM	OTH	0.6	----	0.3	0.3	----		810	II	1.0	0.0	ND-D	810, Inc.	MCKEESPORT, PA
*WASP-AM	CTY	0.6	----	0.5	----	0.7		1130	II	5.0	0.0	DA-D	Humes Broadcasting C	BROWNSVILLE, PA
*WSSZ-FM	CHR	0.4	0.3	----	0.3	0.3	CP	107.1	A	1.1	1.1	449.5	WHJB Corporation	GREENSBURG, PA
*WYTK-FM	CTY	0.4	0.4	----	0.4	0.6		95.3	A	2.2	2.2	390.4	Washington Broadcast	WASHINGTON, PA
*WJPA-AM	AC	0.4	----	----	----	0.3		1450	IV	1.0	1.0	ND-U	Washington Broadcast	WASHINGTON, PA
*WESA-FM	AC	0.4	----	0.3	0.5	0.8		98.3	A	3.0	3.0	229.7	Farr Communications,	CHARLEROI, PA
*WBVP-AM	NWS	0.4	0.5	0.7	0.4	0.3		1230	IV	1.0	1.0	DA-1	Baltimore Radio Show	BEAVER FALLS, P
*WYJZ-AM	JZ	0.4	0.5	0.5	0.3	0.5		860	II	1.0	0.0	DA-D	Sheridan Broadcastin	PITTSBURGH, PA
*WEEP-AM	OLD	0.4	0.4	0.3	0.4	0.8		1080	II	50.0	2.5	DA-D	Entercom	HAMPTON TOWNSHI
WVAQ-FM	CHR	0.3	0.3	----	----	----		101.9	B	50.0	50.0	498.7	West Virginia Radio	MORGANTOWN, WV
*WWKS-FM	AC	0.3	0.5	0.3	----	0.3		106.7	B	47.0	47.0	518.4	Baltimore Radio Show	BEAVER FALLS, P
*WPIT-AM	REL	0.3	----	0.4	0.5	0.4		730	II	5.0	0.0	ND-D	Pyramid Broadcasting	PITTSBURG, PA
*WWCS-AM	CL	0.3	----	0.3	----	----		540	II	1.0	0.3	DA-1	Universal Broadcasti	CANNONSBURG, PA
*WHJB-AM	AC	0.3	0.3	0.6	----	0.4		620	III	2.5	0.5	DA-2	WHJB Corporation	GREENSBURG, PA
*WBCW-AM	TLK	0.3	----	----	----	----		1530	II	1.0	0.3	CH	Central Westmoreland	JEANNETTE, PA
*WESA-AM	CHR	0.0	----	----	0.0	----		940	II	0.3	0.0	DA-D	Farr Communications,	CHARLERIO, PA
WVVA-AM	CTY	----	0.4	----	----	----		1170	II	50.0	50.0	DA-N	Osborn Communication	WHEELING, WV
*WIXZ-AM	CTY	----	0.4	----	0.5	0.4		1360	III	5.0	1.0	DA-N	Serena Communication	MCKEESPORT, PA
*WLSW-FM	CHR	----	----	0.7	0.4	0.3		103.9	A	0.3	0.3	780.8	L. Stanley Wall	SCOTTDAL, PA
*WELA-FM	CTY	----	----	0.4	0.3	----		104.3	B	50.0	50.0	331.4	Constrander Corporat	EAST LIVERPOOL,
*WPQR-FM	AC	----	----	0.3	0.4	----		99.3	A	3.0	3.0	295.3	KEL COM BROADCASTING	UNIONTOWN, PA
WVOK-FM	CTY	----	----	0.3	----	----	CP	98.7	B	16.5	16.5	846.5	Osborn Communication	WHEELING, WV
*WXVX-AM	OLD	----	----	0.3	----	----		1510	II	1.0	0.0	DA-1	Barua Communications	MONROEVILLE, PA
*WCVI-AM	AC	----	----	----	0.4	----		1340	IV	1.0	1.0	ND-U	MAR COMM BCSTG INC	CONNELLSVILLE, P
*WMBA-AM	NTK	----	----	----	0.3	----		1460	III	0.5	0.5	DA-D	Donn Communications,	AMBRIDGE, PA

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 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 023 PITTSBURGH, PA

ARBITRON Rank: 018 Demo: P 12+

Mon-Sun 6A-MID

TSL

ADI : Pittsburgh

US Region : MA

Rk. Station

Share

AQH Per

Cume Per

HR:MN

T/O

Year	Pop (0+)	Hshlds	EBI	Retail Sls	Radio Rev	Radio Rev	RtSls	PerCap
1986	2334.2	907.2	28621049	12960251	43783.9	0.0034	18.76	
1987	2312.0	901.7	29859924	13216801	45458.7	0.0034	19.66	
1988	2300.7	900.3	31503815	13694457	46489.5	0.0034	20.21	
1989	2290.0	899.8	33478771	14444466	48408.8	0.0034	21.14	
1990	2279.9	900.1	35702027	15398742	51422.4	0.0033	22.55	
1991	2270.1	900.9	38090816	16489194	55256.7	0.0034	24.34	
1992	2260.5	901.9	40562371	17647735	59638.3	0.0034	26.38	
1993	2247.6	903.1	42780560	18708840	64293.4	0.0034	28.61	
1994	2235.1	904.3	45032834	19811933	68557.0	0.0035	30.67	
1995	2222.5	905.5	47285109	20915027	72989.4	0.0035	32.84	
1996	2210.0	906.7	49537383	22018121	77421.7	0.0035	35.03	
1997	2197.4	907.9	51789657	23121215	81854.0	0.0035	37.25	
1998	2184.9	909.1	54041931	24224309	86286.4	0.0036	39.49	
1999	2172.4	910.3	56294206	25327402	90718.7	0.0036	41.76	
2000	2159.8	911.4	58546480	26430496	95151.0	0.0036	44.05	

1.	KDKA-AM	13.6	51800	578300	11:17	11.2
2.	WBZZ-FM	9.5	36300	498900	9:10	13.7
3.	WDVE-FM	9.3	35300	378200	11:46	10.7
4.	WSHH-FM	7.1	27000	313100	10:52	11.6
5.	WWSW-FM	6.4	24200	356400	8:33	14.7
6.	WAMO-FM	5.7	21700	242400	11:17	11.2
7.	WTAE-AM	5.3	20100	236700	10:42	11.8
8.	WLTJ-FM	4.5	17300	209400	10:25	12.1
	WHTX-FM	4.5	17300	247400	8:49	14.3
10.	WDSY-FM	4.5	17000	202500	10:35	11.9
11.	WMYG-FM	3.4	12900	234400	6:56	18.2
	WJAS-AM	3.4	12900	162900	9:59	12.6
13.	WEZE-FM	2.7	10400	129400	10:08	12.4
14.	KQV-AM	1.6	6200	129500	6:02	20.9
15.	WXP-FM	1.4	5500	141500	4:54	25.7
16.	WPIT-FM	1.0	4000	80100	6:18	20.0
17.	WBS-AM	1.0	3800	46500	10:18	12.2
18.	WWSW-AM	0.9	3600	76700	5:55	21.3
19.	WEDO-AM	0.6	2200	39500	7:01	18.0
20.	WASP-AM	0.6	2100	14100	18:46	6.7
21.	WSSZ-FM	0.4	1700	32600	6:34	19.2
22.	WYTK-FM	0.4	1600	20800	9:42	13.0
23.	WJPA-AM	0.4	1500	25400	7:26	16.9
	WESA-FM	0.4	1500	29400	6:26	19.6
	WBVP-AM	0.4	1500	22900	8:15	15.3
26.	WYJZ-AM	0.4	1400	27700	6:22	19.8
	WEEP-AM	0.4	1400	23500	7:30	16.8
28.	WVAQ-FM	0.3	1200	22400	6:45	18.7
	WKS-FM	0.3	1200	35700	4:14	29.7
	WPIT-AM	0.3	1200	32900	4:36	27.4
0.	TOT MKT	100.0	381000	1887900	25:26	5.0

The Radio Marketplace

AM Home to Market	: 17	ARBITRON Market	: CONTINUOUS
FM Home to Market	: 16	Surveys	: Wi, Sp, Su, Fa
Tot Stations MSA Survey	: 34	Most Current Survey	: Winter 1990
Tot Listed Share Points	: 91.6		
Points Above Line	: 91.3		
Points Below Line	: 0.3		
Balance of Points	: 8.4		
Mean Points/AL Station	: 2.8		
Median Points/AL Station	: 1.0		
Revenue/AL Point	: 530,216		
Revenue/AL Mean Station	: 1,466,932		
AL -- Above Line (Home to Market)			

Demographics

12+ Tot Pop	: 1,954,700	100.0%
12+ Blk Pop	: 150,100	7.7%
12+ His Pop	: 10,500	0.5%
Median Age	: 35.7	
Eth Controls	: BLACK CONTROLS	

Demo: Rank	P 18+ Station	Demo: Rank	M 18-34 Station	Demo: Rank	W 18-34 Station	Demo: Rank	P 18-34 Station	Demo: Rank	M 25-54 Station	Demo: Rank	W 25-54 Station	Demo: Rank	P 25-54 Station
1	KDKA-AM	1	WDVE-FM	1	WBZZ-FM	1	WDVE-FM	1	WDVE-FM	1	WBZZ-FM	1	WWSW-FM
2	WDVE-FM	2	WMYG-FM	2	WDVE-FM	2	WBZZ-FM	2	WWSW-FM	2	WLTJ-FM	2	WDVE-FM
3	WSHH-FM	3	WBZZ-FM	3	WAMO-FM	3	WAMO-FM	3	KDKA-AM	3	WSHH-FM	3	WBZZ-FM
4	WBZZ-FM	4	WAMO-FM	4	WHTX-FM	4	WMYG-FM	4	WDSY-FM	4	WWSW-FM	4	KDKA-AM
5	WWSW-FM	5	WWSW-FM	5	WWSW-FM	5	WWSW-FM	5	WMYG-FM	5	WHTX-FM	5	WHTX-FM
6	WTAE-AM	6	KDKA-AM	6	WMYG-FM	6	WHTX-FM	6	WBZZ-FM	6	KDKA-AM	6	WSHH-FM
7	WAMO-FM	7	WDSY-FM	7	WLTJ-FM	7	WLTJ-FM	7	WHTX-FM	7	WAMO-FM	7	WLTJ-FM
8	WLTJ-FM	8	WHTX-FM	8	WSHH-FM	8	WDSY-FM	8	WTAE-AM	8	WDVE-FM	8	WDSY-FM

Demo: Rank	P 12-17 Station	Demo: Rank	M 18-24 Station	Demo: Rank	W 18-24 Station	Demo: Rank	P 18-24 Station	Demo: Rank	M 25-34 Station	Demo: Rank	W 25-34 Station	Demo: Rank	P 25-34 Station
1	WBZZ-FM	1	WDVE-FM	1	WBZZ-FM	1	WDVE-FM	1	WDVE-FM	1	WBZZ-FM	1	WDVE-FM
2	WAMO-FM	2	WAMO-FM	2	WDVE-FM	2	WBZZ-FM	2	WMYG-FM	2	WAMO-FM	2	WBZZ-FM
3	WDVE-FM	3	WBZZ-FM	3	WAMO-FM	3	WAMO-FM	3	WBZZ-FM	3	WDVE-FM	3	WMYG-FM
4	WWSW-FM	4	WMYG-FM	4	WMYG-FM	4	WMYG-FM	4	WWSW-FM	4	WWSW-FM	4	WWSW-FM
5	WXP-FM	5	WLTJ-FM	5	WHTX-FM	5	WLTJ-FM	5	KDKA-AM	5	WHTX-FM	5	WAMO-FM
6	WSSZ-FM	6	WWSW-FM	6	WEZE-FM	6	WHTX-FM	6	WDSY-FM	6	WLTJ-FM	6	WHTX-FM
7	WDSY-FM	7	KDKA-AM	7	WLTJ-FM	7	WDSY-FM	7	WHTX-FM	7	WMYG-FM	7	WLTJ-FM
	KDKA-AM	8	WDSY-FM	8	WDSY-FM	8	WEZE-FM	8	WAMO-FM	8	WSHH-FM	8	KDKA-AM

Demo: Rank	P 35+ Station	Demo: Rank	M 35-44 Station	Demo: Rank	W 35-44 Station	Demo: Rank	P 35-44 Station	Demo: Rank	M 45-54 Station	Demo: Rank	W 45-54 Station	Demo: Rank	P 45-54 Station
1	KDKA-AM	1	WWSW-FM	1	WWSW-FM	1	WWSW-FM	1	WDSY-FM	1	WSHH-FM	1	KDKA-AM
2	WSHH-FM	2	KDKA-AM	2	WBZZ-FM	2	WBZZ-FM	2	WWSW-FM	2	KDKA-AM	2	WSHH-FM
3	WTAE-AM	3	WHTX-FM	3	WLTJ-FM	3	KDKA-AM	3	KDKA-AM	3	WLTJ-FM	3	WDSY-FM
4	WWSW-FM	4	WDSY-FM	4	WSHH-FM	4	WHTX-FM	4	WSHH-FM	4	WDSY-FM	4	WWSW-FM
5	WJAS-AM	5	WMYG-FM	5	WHTX-FM	5	WLTJ-FM	5	WLTJ-FM	5	WHTX-FM	5	WLTJ-FM
6	WDSY-FM	6	WBZZ-FM	6	KDKA-AM	6	WSHH-FM	6	WTAE-AM	6	WAMO-FM	6	WHTX-FM
7	WLTJ-FM	7	WTAE-AM	7	WAMO-FM	7	WAMO-FM	7	WHTX-FM	7	WTAE-AM	7	WTAE-AM
8	WHTX-FM	8	WDVE-FM	8	WDSY-FM	8	WDSY-FM	8	WEZE-FM	8	WWSW-FM	8	WAMO-FM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary

Metro: 051 PORTLAND, OR

ARBITRON Rank: 025

Station	Fmt	ARBITRON		12+ Metro Shares			CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FA89	SU89	SP89	WI89								
*KKRZ-FM	CHR	9.6	10.7	9.2	8.9	8.5		100.3	C	95.0	95.0	1433.7	Great American Broad	PORTLAND, OR
*KKCW-FM	AC	8.1	8.0	8.7	8.6	9.5		103.3	C	95.0	95.0	1653.5	Trumper Communicatio	BEAVERTON, OR
*KXL -FM	EZ	7.9	6.6	6.2	4.9	7.0		95.5	C	100.0	100.0	990.8	Kaye-Smith Radio	PORTLAND, OR
*KEX -AM	AC	7.8	8.2	5.5	7.5	4.7		1190	II	50.0	50.0	DA-1	Great American Broad	PORTLAND, OR
*KUPL-FM	CTY	7.5	6.9	6.2	6.5	6.5		98.5	C	95.0	95.0	1105.6	Scripps-Howard Broad	PORTLAND, OR
*KINK-FM	CHR	6.7	5.5	4.0	6.8	6.4		101.9	C	97.0	97.0	1673.2	King Broadcasting Co	PORTLAND, OR
*KGON-FM	AOR	5.6	6.1	6.5	6.3	6.0	CP	92.3	C	97.0	97.0	1266.4	Ackerley Communicati	PORTLAND, OR
*KXL -AM	NTK	5.5	6.3	6.0	6.3	6.5		750	II	50.0	20.0	DA-1	Kaye-Smith Radio	PORTLAND, OR
*KUFO-FM	NAC	4.5	2.3	2.2	1.7	2.7		101.1	C	97.0	97.0	1640.4	Henry Broadcasting	PORTLAND, OR
*KXYQ-FM	CHR	4.3	6.6	7.0	6.2	6.2		105.1	C	100.0	100.0	1840.6	First City Broadcast	SALEM, OR
*KKSJ-FM	OLD	3.9	4.2	3.9	4.0	3.9	CP	97.1	C	97.0	97.0	1266.4	Heritage Media Corpo	PORTLAND, OR
*KWJJ-FM	CTY	3.0	2.7	3.6	2.9	3.4		99.5	C1	94.0	94.0	869.4	Park Communications,	PORTLAND, OR
*KKSJ-AM	OLD	2.9	2.7	2.6	2.4	1.6		910	III	5.0	5.0	DA-2	Heritage Media Corpo	VANCOUVER, WA
*KMJK-FM	CHR	2.4	4.2	3.7	3.8	3.5	CP	106.7	C	94.0	94.0	1440.3	Fairmont Communicati	LAKE OSWEGO, OR
*KGW -AM	AC	2.1	1.6	1.7	2.0	2.7		620	III	5.0	5.0	DA-1	King Broadcasting Co	PORTLAND, OR
*KPDQ-FM	REL	1.9	1.4	1.5	1.8	2.1	CP	93.7	C	100.0	100.0	1561.7	Salem Communication	PORTLAND, OR
*KYTE-AM	CL	1.6	1.0	1.4	1.0	1.1		970	III	5.0	5.0	DA-N	Henry Broadcasting	PORTLAND, OR
*KWJJ-AM	CTY	1.4	0.8	1.8	2.0	1.2		1080	II	50.0	10.0	DA-2	Park Communications,	PORTLAND, OR
*KUPL-AM	CTY	1.2	1.6	1.1	0.8	1.0		1330	III	5.0	5.0	DA-1	Scripps-Howard Broad	PORTLAND, OR
*KKEY-AM	TLK	0.4	0.5	----	1.0	0.8		1150	III	5.0	0.0	DA-D	Weagant, Florinda J.	PORTLAND, OR
*KFXX-AM	OLD	0.4	0.4	0.6	0.4	0.4		1520	II	50.0	10.0	DA-1	Ackerley Communicati	PORTLAND, OR
*KCCS-AM	CC	0.4	----	----	----	0.9		1220	II	1.0	0.0	DA-D	Christian Center of	SALEM, OR
*KWBY-AM	CTY	0.4	----	----	----	----		940	II	0.3	0.2	ND-U	94 Country, Inc.	WOODBURN, OR
*KPDQ-AM	REL	0.3	0.2	0.6	0.3	0.3		800	II	1.0	0.0	DA-D	Salem Communication	PORTLAND, OR
KRKT-FM	CTY	0.2	0.4	----	----	----		99.9	C	100.0	50.0	1069.6	M-3-X, INC.	ALBANY, OR
KRKT-AM	CTY	0.1	0.0	----	----	----		990	II	0.3	0.0	ND-D	M3X Corporation	ALBANY, OR
*KMJK-AM	AC	0.1	----	----	----	----		1550	II	10.0	10.0	DA-N	Fairmont Communicati	VANCOUVER, WA
*KZRC-AM	AOR	----	0.8	1.7	1.0	2.0		1010	II	5.0	0.5	DA-N	First City Broadcast	MILWAUKIE, OR
KHPE-FM	REL	----	0.4	----	----	----		107.9	C	100.0	100.0	1161.4	Albany Radio Corpora	ALBANY, OR
*KBZY-AM	AC	----	0.3	----	----	----		1490	IV	1.0	1.0	ND-U	CAPITAL BROADCASTING	SALEM, OR
*KBMS-AM	OLD	----	----	0.6	0.6	0.9		1480	III	1.0	2.5	DA-1	Bennett, Christopher	VANCOUVER, OR
*KYKN-AM	CTY	----	----	0.5	0.6	----		1430	III	5.0	5.0	DA-2	DILGER F & R	KEIZER, OR
KFAT-FM	CTY	----	----	----	0.6	0.6		106.1	C	100.0	100.0	1138.5	TRC Communications,	CORVALLIS, OR
*KSLM-AM	OLD	----	----	----	----	0.5		1390	III	5.0	1.0	DA-1	Grant, John	SALEM, OR

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 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 051 PORTLAND, OR		ADI : Portland, OR		ARBITRON Rank: 025		Demo: P 12+		Mon-Sun 6A-MID		TSL		
		US Region : PAC		Rk. Station		Share	AQH Per	Cume Per	HR:MN	T/O		
Year	Pop (0+)	Hshlds	EBI	Retail Sls	Radio Rev	%RtSls	PerCap					
1986	1587.3	616.0	19499786	9869480	36242.4	0.0037	22.83	1. KKRZ-FM	9.6	21600	323900	8:24 15.0
1987	1604.6	626.8	19972602	10177116	38185.2	0.0038	23.80	2. KKCW-FM	8.1	18100	269600	8:28 14.9
1988	1619.5	636.4	21056521	10752994	39359.3	0.0037	24.30	3. KXL -FM	7.9	17800	170500	13:09 9.6
1989	1631.6	644.2	23042914	11658298	41557.1	0.0036	25.47	4. KEX -AM	7.8	17600	262000	8:28 14.9
1990	1641.8	650.6	25706163	12810674	45012.2	0.0035	27.42	5. KUPL-FM	7.5	16900	212600	10:01 12.6
1991	1650.7	656.0	28820649	14127762	49410.2	0.0035	29.93	6. KINK-FM	6.7	15100	211600	8:59 14.0
1992	1658.9	661.0	32160754	15527208	54436.8	0.0035	32.81	7. KGON-FM	5.6	12700	160100	9:60 12.6
1993	1673.6	668.5	35470973	16752586	59777.7	0.0036	35.72	8. KXL -AM	5.5	12400	183100	8:32 14.8
1994	1686.5	675.8	38812521	18005378	64454.3	0.0036	38.22	9. KUFO-FM	4.5	10200	139300	9:14 13.7
1995	1699.5	683.0	42154068	19258170	69235.6	0.0036	40.74	10. KXYQ-FM	4.3	9600	195100	6:12 20.3
1996	1712.4	690.3	45495615	20510961	74016.8	0.0036	43.22	11. KKSJ-FM	3.9	8700	154100	7:07 17.7
1997	1725.4	697.5	48837163	21763753	78798.0	0.0036	45.67	12. KWJJ-FM	3.0	6800	112500	7:37 16.5
1998	1738.3	704.7	52178710	23016545	83579.3	0.0036	48.08	13. KKSJ-AM	2.9	6600	82800	10:03 12.5
1999	1751.2	712.0	55520257	24269337	88360.5	0.0036	50.46	14. KMJK-FM	2.4	5500	102400	6:46 18.6
2000	1764.2	719.2	58861805	25522129	93141.8	0.0036	52.80	15. KGW -AM	2.1	4800	97200	6:13 20.2
								16. KPDQ-FM	1.9	4200	66700	7:56 15.9
								17. KYTE-AM	1.6	3500	57100	7:43 16.3
								18. KWJJ-AM	1.4	3200	63300	6:22 19.8
								19. KUPL-AM	1.2	2700	46000	7:24 17.0
								20. KKEY-AM	0.4	900	20900	5:26 23.2
								21. KFXJ-AM	0.4	800	28000	3:36 35.0
								KCCS-AM	0.4	800	11200	9:00 14.0
								KWBY-AM	0.4	800	12800	7:53 16.0
								24. KPDQ-AM	0.3	600	27300	2:46 45.5
								25. KRKT-FM	0.2	500	12000	5:15 24.0
								26. KRKT-AM	0.1	200	4800	5:15 24.0
								KMJK-AM	0.1	200	8000	3:09 40.0
								0. TOT MKT	100.0	224800	1292500	21:55 5.7

The Radio Marketplace

AM Home to Market	: 13	ARBITRON Market	: CONTINUOUS
FM Home to Market	: 12	Surveys	: Wi, Sp, Su, Fa
Tot Stations MSA Survey	: 27	Most Current Survey	: Winter 1990
Tot Listed Share Points	: 90.2		
Points Above Line	: 89.9		
Points Below Line	: 0.3		
Balance of Points	: 9.8		
Mean Points/AL Station	: 3.6		
Median Points/AL Station	: 2.9		
Revenue/AL Point	: 462,259		
Revenue/AL Mean Station	: 1,662,283		
AL -- Above Line (Home to Market)			

Demographics

12+ Tot Pop	: 1,343,400	100.0%
12+ Blk Pop	: 27,000	2.0%
12+ His Pop	: 29,200	2.2%
Median Age	: 32.5	
Eth Controls	: NO CONTROLS	

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54	
Rank	Station	Rank	Station	Rank	Station	Rank	Station
1	KXL -FM	1	KGON-FM	1	KKRZ-FM	1	KKRZ-FM
2	KKCW-FM	2	KUFO-FM	2	KKCW-FM	2	KGON-FM
3	KEX -AM	3	KKRZ-FM	3	KINK-FM	3	KUPL-FM
4	KUPL-FM	4	KINK-FM	4	KUFO-FM	4	KUPL-FM
5	KINK-FM	5	KKCW-FM	5	KXYQ-FM	5	KKCW-FM
6	KKRZ-FM	6	KXYQ-FM	6	KUPL-FM	6	KUFO-FM
7	KXL -AM	7	KMJK-FM	7	KGON-FM	7	KEX -AM
8	KGON-FM	8	KKSJ-FM	8	KMJK-FM	8	KXL -FM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34	
Rank	Station	Rank	Station	Rank	Station	Rank	Station
1	KKRZ-FM	1	KKRZ-FM	1	KGON-FM	1	KINK-FM
2	KXYQ-FM	2	KGON-FM	2	KUFO-FM	2	KKCW-FM
3	KKCW-FM	3	KUFO-FM	3	KKCW-FM	3	KKRZ-FM
4	KUPL-FM	4	KXYQ-FM	4	KXYQ-FM	4	KGON-FM
5	KGON-FM	5	KMJK-FM	5	KKCW-FM	5	KUFO-FM
6	KMJK-FM	6	KGW -AM	6	KKRZ-FM	6	KKRZ-FM
7	KUFO-FM	7	KKCW-FM	7	KXYQ-FM	7	KUPL-FM
8	KKSJ-FM	8	KKSJ-FM	8	KMJK-FM	8	KXYQ-FM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54	
Rank	Station	Rank	Station	Rank	Station	Rank	Station
1	KXL -FM	1	KKCW-FM	1	KKCW-FM	1	KUPL-FM
2	KEX -AM	2	KUPL-FM	2	KUPL-FM	2	KEX -AM
3	KUPL-FM	3	KINK-FM	3	KEX -AM	3	KXL -FM
4	KXL -AM	4	KEX -AM	4	KINK-FM	4	KUPL-FM
5	KKCW-FM	5	KKSJ-FM	5	KKSJ-FM	5	KINK-FM
6	KINK-FM	6	KGON-FM	6	KXL -FM	6	KKCW-FM
7	KKSJ-AM	7	KXL -FM	7	KGON-FM	7	KGW -AM
8	KKSJ-FM	8	KXL -AM	8	KXL -AM	8	KXL -AM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary

Metro: 077 PROVIDENCE-WARWICK-PAWTUCKET, RI

ARBITRON Rank: 028

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FA89	SU89	SP89	WI89								
*WPRO-FM	CHR	10.7	9.9	13.0	12.8	11.3		92.3	B	39.0	39.0	551.2	Capital Cities/ABC	PROVIDENCE, RI
*WHJY-FM	AOR	8.0	7.2	9.2	9.8	8.1		94.1	B	50.0	50.0	439.6	Merv Griffin Group	PROVIDENCE, RI
*WWLI-FM	AC	7.7	7.3	6.8	6.4	7.1		105.1	B	50.0	50.0	498.7	Eastern Broadcasting	PROVIDENCE, RI
*WPRO-AM	TLK	5.4	6.8	5.0	5.0	6.3		630	III	5.0	5.0	DA-N	Capital Cities/ABC	PROVIDENCE, RI
*WHJJ-AM	NTK	5.0	6.0	4.0	5.3	7.6		920	III	5.0	5.0	DA-N	Merv Griffin Group	PROVIDENCE, RI
*WWBB-FM	EZ	4.8	7.9	10.6	9.6	9.5		101.5	B	13.5	12.0	951.4	Wilks-Schwartz Broad	PROVIDENCE, RI
*WSNE-FM	AC	4.4	6.2	5.1	4.3	6.1		93.3	B	30.0	30.0	620.1	Beck-Ross Communicat	TAUNTON, MA
*WVRX-FM	CR	3.8	3.1	3.4	1.9	2.3	CP	103.7	B	37.0	37.0	567.6	Bear Broadcasting Co	WESTERLY, RI
*WCTK-FM	AC	3.8	3.1	2.3	2.1	2.4		98.1	B	47.0	47.0	508.5	Hall Communications	NEW BEDFORD, MA
WPLM-FM	BB	3.5	2.0	2.3	1.4	1.5		99.1	B	50.0	50.0	429.8	PLYMOUTH ROCK BCG CO	PLYMOUTH, MA
*WNKX-FM	URB	3.1	3.3	3.0	4.4	2.2		106.3	A	1.1	1.1	518.4	Ocean State Broadcas	WOONSOCKET, RI
*WHIM-AM	CTY	2.6	3.1	2.2	2.2	2.2		1110	II	5.0	0.3	DA-N	Bear Broadcasting Co	E PROVIDENCE, R
*WFHN-FM	CTY	2.5	2.0	2.3	1.2	----	CP	107.1	A	2.4	2.4	347.8	H & D Broadcast Grou	FAIRHAVEN, MA
*WALE-AM	TLK	1.8	0.4	0.6	0.8	0.4		990	II	50.0	50.0	ND-D	North American Broad	PROVIDENCE, RI
WODS-FM	OLD	1.8	2.2	2.4	3.9	2.6		103.3	B	16.0	16.0	885.8	CBS Incorporated	BOSTON, MA
WJIB-FM	EZ	1.7	0.8	0.5	0.7	0.7		96.9	B	12.5	12.5	1010.5	Emmis Broadcasting	BOSTON, MA
WBZ -AM	AC	1.5	1.8	1.3	0.9	1.0		1030	I-A	50.0	50.0	DA-1	Westinghouse Broadca	BOSTON, MA
*WBRU-FM	AOR	1.5	3.0	2.7	2.9	2.9	CP	95.5	B	50.0	50.0	492.1	Brown Broadcasting S	PROVIDENCE, RI
*WNRI-AM	AC	1.3	1.1	0.5	0.4	----		1380	III	2.5	0.0	ND-D	American Independent	WOONSOCKET, RI
WZLX-FM	CR	1.2	0.9	1.6	1.4	1.6		100.7	B	20.0	20.0	718.5	Cook Inlet Radio Par	BOSTON, MA
WAAF-FM	AOR	1.1	0.7	1.1	0.4	0.8		107.3	B	18.5	18.5	820.2	Zapis Communications	WORCESTER, MA
*WBSM-AM	NTK	1.1	1.5	0.8	2.0	1.8		1420	III	5.0	1.0	DA-1	H & D Broadcast Grou	NEW BEDFORD, MA
WZOU-FM	CHR	1.0	0.5	0.8	1.3	0.9		94.5	B	11.5	11.5	1053.1	Ardman Broadcasting	BOSTON, MA
*WWAZ-AM	BB	0.9	1.0	0.9	0.9	0.9		790	III	5.0	5.0	DA-2	Eastern Broadcasting	PROVIDENCE, RI
*WICE-AM	SPT	0.8	0.3	0.5	0.6	0.7		550	III	1.0	0.5	DA-N	Transnet Stations, I	PAWTUCKET, RI
*WHTB-AM	NTK	0.8	0.6	0.5	1.0	0.4		1400	IV	1.0	1.0	ND-U	Karam, R & J	FALL RIVER, MA
WBCN-FM	AOR	0.8	0.9	0.8	0.4	0.7		104.1	B	22.5	22.5	741.5	Infinity Broadcastin	BOSTON, MA
WHDH-AM	TLK	0.7	----	0.6	0.4	0.5		850	II	50.0	50.0	DA-N	New England TV	BOSTON, MA
*WPEP-AM	NTK	0.7	0.9	0.6	----	0.4		1570	II	1.0	0.0	ND-D	DeCroce, Robert	TAUNTON, MA
WCRB-FM	CL	0.7	0.7	0.5	0.4	0.9		102.5	B	15.0	15.0	918.6	CHARLES RIVER BROADC	WALTHAM, MA
WXKS-FM	CHR	0.6	0.8	1.3	0.9	1.0		107.9	B	23.5	23.5	721.8	Pyramid Broadcasting	MEDFORD, MA
WEEI-AM	NWS	0.5	0.5	----	----	0.4		590	III	5.0	5.0	DA-1	Celtics Communicatio	BOSTON, MA
WQRC-FM	AC	0.5	----	----	----	----		99.9	B	50.0	50.0	380.6	Sea Coast Broadcasti	BARNSTABLE, MA
WRKO-AM	NTK	0.5	0.4	0.5	0.4	0.3		680	II	50.0	50.0	DA-2	Atlantic Ventures Co	BOSTON, MA
*WNBH-AM	AC	0.4	0.4	0.4	0.4	0.6		1340	IV	1.0	1.0	ND-U	Hall Communications	NEW BEDFORD, MA
*WOTB-FM	JZ	0.4	0.6	0.6	0.4	0.8		100.3	A	3.0	3.0	292.0	Perry Communications	MIDDLETOWN, RI
*WWON-AM	AC	0.4	0.3	----	0.4	0.3		1240	IV	1.0	1.0	ND-U	LePage, David Richar	WOONSOCKET, R.I
*WADK-AM	NWS	0.3	0.4	0.3	----	0.5		1540	II	1.0	0.0	ND-D	Newport Broadcasting	NEWPORT, RI
WMJX-FM	AC	0.3	0.4	----	0.4	----		106.7	B	24.5	24.5	718.5	Greater Media	BOSTON, MA
WROR-FM	AC	0.3	1.0	----	0.4	0.6		98.5	B	8.1	8.1	1190.9	Atlantic Ventures Co	BOSTON, MA
WVBF-FM	AC	0.3	0.3	0.6	----	0.4		105.7	B	14.0	14.0	954.7	Fairbanks Communicat	FRAMINGHAM, MA
WVVE-FM	NA	0.3	----	----	----	----		102.3	A	3.0	3.0	298.6	SHORELINE COMMUNICAT	STONINGTON, CT
WCAV-FM	CTY	----	0.4	----	0.5	0.5	CP	97.7	A	3.0	3.0	275.6	Enterprise Publishin	BROCKTON, MA
WCIB-FM	AC	----	0.3	----	----	----	CP	101.9	B	50.0	50.0	479.0	Ardman Broadcasting	FALMOUTH, MA
WBOS-FM	CR	----	0.3	----	0.4	0.8	CP	92.9	B	8.8	8.8	1151.6	Ackerley Communicati	BROOKLINE, MA
*WARV-AM	REL	----	----	0.5	0.5	----		1590	III	5.0	5.0	ND-U	Blount Communicaiton	WARWICK, R.I.
*WARA-AM	AC	----	----	0.4	0.4	----		1320	III	5.0	5.0	DA-1	ATTLEBORO RADIO ASSO	ATTLEBORO, MA
*WERI-AM	BB	----	----	0.3	----	----		1230	IV	1.0	1.0	DA-D	Bear Broadcasting Co	WESTERLY, RI
*WJFD-FM	ETH	----	----	0.3	----	----		97.3	B	50.0	50.0	498.7	WJFD-FM INC	NEW BEDFORD, MA
*WRCP-AM	ETH	----	----	----	0.4	----		1290	III	5.0	5.0	DA-1	NETO COMMUNICATIONS	PROVIDENCE, RI
WQGN-FM	CHR	----	----	----	0.4	----		105.5	A	3.0	3.0	275.6	H & D Broadcast Grou	GROTON, CT
WCBS-AM	NWS	----	----	----	0.3	----		880	I-A	50.0	50.0	ND-U	CBS Incorporated	NEW YORK, NY
WPLM-AM	BB	----	----	----	0.0	----		1390	III	5.0	5.0	DA-N	PLYMOUTH ROCK BCG CO	BOSTON, MA

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".
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 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 077 PROVIDENCE-WARWICK-PAWTUCKET, RI

ARBITRON Rank: 028-Demo: P 12+ Mon-Sun 6A-MID

US Region : NE

TSL

ADI : Providence-New Bedford

US Region : NE

Rk. Station

Share

AQH Per

Cume Per

HR:MM

T/O

Year	(000) Pop (0+)	(000) HsHlds	(\$000) EBI	(\$000) Retail Sls	(\$000) Radio Rev	Radio Rev %RtSls	PerCap
1986	1473.8	539.2	18169812	9967169	22936.6	0.0023	15.56
1987	1485.7	545.1	19486284	10644415	25619.3	0.0024	17.24
1988	1495.8	550.6	21038281	11426031	27581.5	0.0024	18.44
1989	1504.1	555.8	22776484	12392673	29846.1	0.0024	19.84
1990	1511.0	560.7	24654342	13498086	32646.8	0.0024	21.61
1991	1517.1	565.4	26625303	14696012	35849.5	0.0024	23.63
1992	1522.7	570.0	28642815	15940195	39320.2	0.0025	25.82
1993	1530.7	577.0	30634004	17160752	42925.0	0.0025	28.04
1994	1538.6	582.7	32642064	18391534	46461.4	0.0025	30.20
1995	1546.4	588.4	34650123	19622316	50027.3	0.0025	32.35
1996	1554.2	594.2	36658182	20853099	53593.3	0.0026	34.48
1997	1562.0	599.9	38666242	22083881	57159.2	0.0026	36.59
1998	1569.8	605.6	40674301	23314663	60725.2	0.0026	38.68
1999	1577.6	611.3	42682360	24545445	64291.1	0.0026	40.75
2000	1585.4	617.1	44690420	25776228	67857.1	0.0026	42.80

1. WPRO-FM	10.7	25600	369000	8:44	14.4
2. WHJY-FM	8.0	19200	236000	10:15	12.3
3. WWLI-FM	7.7	18500	195100	11:57	10.5
4. WPRO-AM	5.4	12900	181800	8:56	14.1
5. WHJJ-AM	5.0	11900	158900	9:26	13.4
6. WWBB-FM	4.8	11400	200200	7:10	17.6
7. WSNE-FM	4.4	10500	177100	7:28	16.9
8. WWRX-FM	3.8	9200	129800	8:56	14.1
9. WCTK-FM	3.8	9000	114700	9:53	12.7
10. WPLM-FM	3.5	8300	91800	11:24	11.1
11. WWKX-FM	3.1	7400	112600	8:17	15.2
12. WHIM-AM	2.6	6100	57200	13:26	9.4
13. WFHN-FM	2.5	6000	51700	14:37	8.6
14. WALE-AM	1.8	4400	40300	13:45	9.2
15. WODS-FM	1.8	4400	82400	6:44	18.7
16. WJIB-FM	1.7	4000	58700	8:35	14.7
17. WBZ -AM	1.5	3700	53800	8:40	14.5
18. WBRU-FM	1.5	3500	101000	4:22	28.9
19. WNRI-AM	1.3	3200	25700	15:41	8.0
20. WZLX-FM	1.2	2800	36700	9:37	13.1
21. WAAF-FM	1.1	2700	42700	7:58	15.8
22. WBSM-AM	1.1	2700	22700	14:59	8.4
23. WZOU-FM	1.0	2400	57500	5:16	24.0
24. WWAZ-AM	0.9	2200	45300	6:07	20.6
25. WICE-AM	0.8	2000	27700	9:06	13.9
26. WHTB-AM	0.8	1900	17300	13:50	9.1
27. WBCN-FM	0.8	1800	45700	4:58	25.4
28. WHDH-AM	0.7	1700	24700	8:40	14.5
29. WPEP-AM	0.7	1600	15600	12:55	9.7
30. WCRB-FM	0.7	1600	30000	6:43	18.8
0. TOT MKT	100.0	239200	1213400	24:50	5.1

The Radio Marketplace

AM Home to Market	: 13	ARBITRON Market	: CONTINUOUS
FM Home to Market	: 11	Surveys	: Wi, Sp, Su, Fa
Tot Stations MSA Survey	: 42	Most Current Survey	: Winter 1990
Tot Listed Share Points	: 89.5		
Points Above Line	: 72.2		
Points Below Line	: 17.3		
Balance of Points	: 10.5		
Mean Points/AL Station	: 3.0		
Median Points/AL Station	: 2.2		
Revenue/AL Point	: 413,380		
Revenue/AL Mean Station	: 1,243,587		
AL -- Above Line (Home to Market)			

Demographics

12+ Tot Pop	: 1,268,500	100.0%
12+ Blk Pop	: 29,800	2.3%
12+ His Pop	: 25,000	2.0%
Median Age	: 34.3	
Eth Controls	: NO CONTROLS	

Demo: Rank	P 18+ Station	Demo: Rank	M 18-34 Station	Demo: Rank	W 18-34 Station	Demo: Rank	P 18-34 Station	Demo: Rank	M 25-54 Station	Demo: Rank	W 25-54 Station	Demo: Rank	P 25-54 Station
1	WPRO-FM	1	WHJY-FM	1	WPRO-FM	1	WHJY-FM	1	WHJY-FM	1	WPRO-FM	1	WPRO-FM
2	WWLI-FM	2	WWRX-FM	2	WHJY-FM	2	WPRO-FM	2	WWRX-FM	2	WWLI-FM	2	WWLI-FM
3	WHJY-FM	3	WPRO-FM	3	WWLI-FM	3	WWRX-FM	3	WWBB-FM	3	WSNE-FM	3	WHJY-FM
4	WPRO-AM	4	WWKX-FM	4	WSNE-FM	4	WWLI-FM	4	WPRO-FM	4	WWBB-FM	4	WWBB-FM
5	WHJJ-AM	5	WWBB-FM	5	WWKX-FM	5	WWKX-FM	5	WWLI-FM	5	WHJY-FM	5	WSNE-FM
6	WWBB-FM	6	WZLX-FM	6	WFHN-FM	6	WSNE-FM	6	WCTK-FM	6	WCTK-FM	6	WWRX-FM
7	WSNE-FM	7	WBRU-FM	7	WWRX-FM	7	WWBB-FM	7	WSNE-FM	7	WODS-FM	7	WCTK-FM
8	WWRX-FM	8	WWLI-FM	8	WWBB-FM	8	WFHN-FM	8	WPRO-AM	8	WPRO-AM	8	WPRO-AM

Demo: Rank	P 12-17 Station	Demo: Rank	M 18-24 Station	Demo: Rank	W 18-24 Station	Demo: Rank	P 18-24 Station	Demo: Rank	M 25-34 Station	Demo: Rank	W 25-34 Station	Demo: Rank	P 25-34 Station
1	WPRO-FM	1	WHJY-FM	1	WPRO-FM	1	WHJY-FM	1	WHJY-FM	1	WPRO-FM	1	WHJY-FM
2	WHJY-FM	2	WPRO-FM	2	WHJY-FM	2	WPRO-FM	2	WWRX-FM	2	WHJY-FM	2	WPRO-FM
3	WWKX-FM	3	WWKX-FM	3	WSNE-FM	3	WWKX-FM	3	WWBB-FM	3	WWLI-FM	3	WWRX-FM
4	WFHN-FM	4	WWRX-FM	4	WWLI-FM	4	WWLI-FM	4	WPRO-FM	4	WSNE-FM	4	WWBB-FM
5	WAAF-FM	5	WWLI-FM	5	WWKX-FM	5	WWRX-FM	5	WZLX-FM	5	WWRX-FM	5	WWLI-FM
6	WWBB-FM	6	WAAF-FM	6	WFHN-FM	6	WSNE-FM	6	WBRU-FM	6	WFHN-FM	6	WSNE-FM
7	WCTK-FM	7	WHIM-AM	7	WBRU-FM	7	WAAF-FM	7	WWKX-FM	7	WWBB-FM	7	WZLX-FM
8	WSNE-FM	8	WBRU-FM	8	WAAF-FM	8	WBRU-FM	8	WBCN-FM	8	WCTK-FM	8	WFHN-FM

Demo: Rank	P 35+ Station	Demo: Rank	M 35-44 Station	Demo: Rank	W 35-44 Station	Demo: Rank	P 35-44 Station	Demo: Rank	M 45-54 Station	Demo: Rank	W 45-54 Station	Demo: Rank	P 45-54 Station
1	WWLI-FM	1	WPRO-FM	1	WPRO-FM	1	WPRO-FM	1	WCTK-FM	1	WWLI-FM	1	WWLI-FM
2	WPRO-AM	2	WSNE-FM	2	WWBB-FM	2	WWBB-FM	2	WJIB-FM	2	WPRO-FM	2	WCTK-FM
3	WHJJ-AM	3	WHJY-FM	3	WSNE-FM	3	WSNE-FM	3	WPRO-AM	3	WHIM-AM	3	WWBB-FM
4	WPLM-FM	4	WWBB-FM	4	WWLI-FM	4	WWLI-FM	4	WWBB-FM	4	WSNE-FM	4	WHIM-AM
5	WPRO-FM	5	WWLI-FM	5	WCTK-FM	5	WHJY-FM	5	WWLI-FM	5	WODS-FM	5	WPRO-FM
6	WWBB-FM	6	WWRX-FM	6	WODS-FM	6	WWRX-FM	6	WHJJ-AM	6	WWBB-FM	6	WPRO-AM
7	WCTK-FM	7	WPRO-AM	7	WHJJ-AM	7	WODS-FM	7	WHIM-AM	7	WCTK-FM	7	WODS-FM
8	WSNE-FM	8	WHJJ-AM	8	WPRO-AM	8	WPRO-AM	8	WODS-FM	8	WQRC-FM	8	WJIB-FM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary

Metro: 115 RALEIGH-DURHAM, NC

ARBITRON Rank: 060

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FA89	SU89	SP89	WI89								
*WRDU-FM	AOR	9.2	8.2	8.7	10.1	7.4		106.1	C	100.0	100.0	1348.4	Voyager Communicatio	WILSON, NC
*WQDR-FM	CTY	8.4	6.9	6.2	6.4	9.3	CP	94.7	C	99.0	99.0	1227.0	Durham Life Broadcas	RALEIGH, NC
*WQOK-FM	URB	7.7	7.6	7.5	7.2	7.2		97.5	C1	100.0	100.0	981.0	US Radio, Ltd.	SOUTH BOSTON, V
*WPTF-AM	NTK	7.6	7.1	8.9	7.8	8.1		680	II	50.0	50.0	DA-N	Durham Life Broadcas	RALEIGH, NC
*WRAL-FM	AC	7.2	7.2	6.0	8.1	7.3		101.5	C	97.0	97.0	1889.8	Capitol Broadcasting	RALEIGH, NC
*WDCC-FM	CHR	6.6	7.2	7.1	8.1	9.0		105.1	C	100.0	100.0	1040.0	Durham Herald Compan	DURHAM, NC
*WFXC-FM	URB	5.9	6.6	5.6	5.8	9.2		107.1	A	1.2	1.2	505.2	Pinnacle Broadcastin	DURHAM, NC
*WTRG-FM	OLD	5.2	5.6	5.6	5.5	2.6		100.7	C	100.0	100.0	1968.5	Capitol Broadcasting	ROCKY MOUNT, NC
*WYLT-FM	AC	3.3	5.1	2.4	3.6	4.7	CP	96.1	C	98.0	98.0	984.3	Alchemy Communicatio	RALEIGH, NC
*WZZU-FM	AOR	3.3	4.3	6.5	3.0	2.7		93.9	C	100.0	100.0	1269.7	Village Companies	BURLINGTON, NC
*WLLE-AM	URB	2.9	2.6	4.3	1.7	2.5		570	III	0.5	0.0	ND-D	Special Markets Medi	RALEIGH, NC
*WDNC-AM	OLD	2.7	3.0	1.4	1.8	2.9		620	III	5.0	1.0	DA-2	Durham Herald Compan	DURHAM, NC
*WDUR-AM	URB	2.1	1.6	3.0	3.4	1.8		1490	IV	1.0	1.0	ND-U	Pinnacle Broadcastin	DURHAM, NC
*WNND-FM	EZ	2.0	3.4	2.2	1.8	1.4	CP	103.9	A	1.5	1.5	465.9	Mohr-Engledow Broadc	FUQUAY-VARINA,
*WCLY-AM	REL	1.3	0.6	0.7	0.4	0.7		1550	II	1.0	0.0	ND-D	RFB Broadcasting	RALEIGH, NC
WPCM-FM	CTY	1.1	0.9	1.9	1.1	0.5		101.1	C	100.0	100.0	1190.9	GREAT AMERICAN MEDIA	BURLINGTON, NC
WKRR-FM	AOR	1.0	0.5	1.0	0.7	0.5	CP	92.3	C	100.0	100.0	1289.4	Dick Broadcasting Co	ASHEBORO, NC
*WKIX-AM	OLD	0.5	0.8	1.2	0.9	1.0		850	II	10.0	5.0	DA-2	Alchemy Communicatio	RALEIGH, NC
*WSRC-AM	URB	0.4	0.6	0.6	1.4	0.5		1410	III	1.0	0.0	ND-D	Willis Broadcasting	DURHAM, NC
*WCHL-AM	AC	0.4	0.6	0.5	0.4	0.5		1360	III	5.0	1.0	DA-N	Village Companies	CHAPEL HILL, NC
*WKTC-FM	CTY	0.4	0.5	0.4	0.3	0.5	CP	104.3	C1	100.0	100.0	981.0	Coastal Plains Broad	TARBORO, NC
*WYRN-AM	OLD	0.4	----	1.2	1.0	0.7		1480	III	0.5	0.0	ND-D	Franklin Broadcastin	LOUISBURG, NC
*WRTP-AM	REL	0.4	----	----	----	----		1530	II	10.0	0.0	DA-D	Carolina Christian C	CHAPEL HILL, NC
*WPJL-AM	REL	0.3	0.8	0.3	0.7	----		1240	IV	1.0	1.0	ND-U	WPJL, Inc.	RALEIGH, NC
*WHLO-FM	OLD	0.0	----	----	----	----		102.5	A	3.0	3.0	328.0	Franklin Broadcastin	LOUISBURG, NC
*WTIK-AM	CTY	----	0.3	0.3	0.4	0.4		1310	III	5.0	1.0	DA-1	W & W Broadcasting C	DURHAM, NC
WJMH-FM	URB	----	0.3	----	0.3	0.7	CP	102.1	C	99.0	99.0	1204.1	Beasley Broadcasting	REIDSVILLE, NC
*WAUG-AM	URB	----	----	1.2	0.7	----		750	II	0.5	0.0	ND-D	St. Augustine's Coll	NEW HOPE, NC
WOMG-FM	URB	----	----	0.5	----	----	CP	97.1	C	99.0	99.0	1233.6	North State Broadcas	GREENSBORO, NC
WMAG-FM	AC	----	----	0.4	0.4	0.5	CP	99.5	C	100.0	100.0	1496.1	Voyager Communicatio	HIGH POINT, NC

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".
 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 115 RALEIGH-DURHAM, NC

ARBITRON Rank: 060 Demo: P 12+

Mon-Sun 6A-MID

TSL

ADI : Raleigh-Durham

US Region : SA

Rk. Station

Share

AQH Per

Cume Per

HR:MN

T/O

Year	Pop (0+)	HsHlds	(\$000) EBI	(\$000) Retail Sls	(\$000) Radio Rev	%RtSls	Radio Rev PerCap
1986	648.3	245.6	8476044	4251058	24163.6	0.0057	37.27
1987	667.9	255.6	9455071	4291034	26016.9	0.0061	38.95
1988	685.9	265.0	10585518	4478437	26284.2	0.0059	38.32
1989	701.0	272.8	11787513	4889623	27537.2	0.0056	39.28
1990	714.0	279.4	13043169	5468647	30286.4	0.0055	42.42
1991	725.6	285.3	14334598	6159563	34157.7	0.0055	47.08
1992	736.4	290.7	15643915	6906424	38777.2	0.0056	52.66
1993	748.9	298.3	16948935	7644037	43770.7	0.0057	58.45
1994	761.1	305.6	18256248	8389948	48702.4	0.0058	63.99
1995	773.3	313.0	19563561	9135860	53689.5	0.0059	69.43
1996	785.6	320.3	20870874	9881772	58676.7	0.0059	74.69
1997	797.8	327.7	22178187	10627684	63663.9	0.0060	79.80
1998	810.0	335.0	23485500	11373595	68651.0	0.0060	84.75
1999	822.3	342.4	24792813	12119507	73638.2	0.0061	89.55
2000	834.5	349.7	26100126	12865419	78625.4	0.0061	94.22

1. WRDU-FM	9.2	9100	120300	9:32	13.2
2. WQDR-FM	8.4	8300	104200	10:02	12.6
3. WQOK-FM	7.7	7600	83900	11:25	11.0
4. WPTF-AM	7.6	7500	102600	9:13	13.7
5. WRAL-FM	7.2	7100	107000	8:22	15.1
6. WDCG-FM	6.6	6500	122700	6:40	18.9
7. WFXC-FM	5.9	5800	81600	8:57	14.1
8. WTRG-FM	5.2	5100	71500	8:59	14.0
9. WYLT-FM	3.3	3300	67400	6:10	20.4
10. WZZU-FM	3.3	3300	70800	5:52	21.5
11. WLLE-AM	2.9	2900	41700	8:46	14.4
12. WDNC-AM	2.7	2700	42900	7:56	15.9
13. W DUR-AM	2.1	2100	22100	11:58	10.5
14. WNND-FM	2.0	2000	37000	6:49	18.5
15. WCLY-AM	1.3	1300	17200	9:31	13.2
16. WPCM-FM	1.1	1100	24100	5:45	21.9
17. WKRR-FM	1.0	1000	26900	4:41	26.9
18. WKIX-AM	0.5	500	24300	2:36	48.6
19. WSRC-AM	0.4	400	9500	5:18	23.8
20. WCHL-AM	0.4	400	13500	3:44	33.8
21. WKTC-FM	0.4	400	13300	3:47	33.2
22. WYRN-AM	0.4	400	6800	7:25	17.0
23. WRTP-AM	0.4	400	5800	8:41	14.5
24. WPJL-AM	0.3	300	10400	3:38	34.7
25. WHLQ-FM	0.0	0	1000	0:00	0.0

The Radio Marketplace

AM Home to Market	: 11	ARBITRON Market	: CONTINUOUS
FM Home to Market	: 12	Surveys	: Wi, Sp, Su, Fa
Tot Stations MSA Survey	: 25	Most Current Survey	: Winter 1990
Tot Listed Share Points	: 80.3		
Points Above Line	: 78.2		
Points Below Line	: 2.1		
Balance of Points	: 19.7		
Mean Points/AL Station	: 3.4		
Median Points/AL Station	: 2.7		
Revenue/AL Point	: 352,137		
Revenue/AL Mean Station	: 1,197,268		
AL -- Above Line (Home to Market)			

Demographics

12+ Tot Pop	: 592,600	100.0%
12+ Blk Pop	: 144,100	24.3%
12+ His Pop	: 4,800	0.8%
Median Age	: 30.7	
Eth Controls	: BLACK CONTROLS	

0. TOT MKT 100.0 98800 569300 21:52 5.8

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 WRDU-FM	1 WRDU-FM	1 WRAL-FM	1 WRDU-FM	1 WRDU-FM	1 WRAL-FM	1 WRDU-FM
2 WQDR-FM	2 WQOK-FM	2 WRDU-FM	2 WQOK-FM	2 WQDR-FM	2 WQOK-FM	2 WQDR-FM
3 WPTF-AM	3 WDCG-FM	3 WQOK-FM	3 WQDR-FM	3 WTRG-FM	3 WRDU-FM	3 WRAL-FM
4 WRAL-FM	4 WQDR-FM	4 WQDR-FM	4 WDCG-FM	4 WQOK-FM	4 WDCG-FM	4 WQOK-FM
5 WQOK-FM	5 WTRG-FM	5 WDCG-FM	5 WRAL-FM	5 WRAL-FM	5 WFXC-FM	5 WTRG-FM
6 WTRG-FM	6 WFXC-FM	6 WFXC-FM	6 WFXC-FM	6 WPTF-AM	6 W DUR-AM	6 WFXC-FM
7 WDCG-FM	7 WZZU-FM	7 WTRG-FM	7 WTRG-FM	7 WFXC-FM	7 WQDR-FM	7 WDCG-FM
8 WFXC-FM	8 WRAL-FM	8 WZZU-FM	8 WZZU-FM	8 WNND-FM	8 WTRG-FM	8 WPTF-AM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 WDCG-FM	1 WRDU-FM	1 WQOK-FM	1 WRDU-FM	1 WRDU-FM	1 WRAL-FM	1 WRDU-FM
2 WFXC-FM	2 WDCG-FM	2 WRDU-FM	2 WQOK-FM	2 WQDR-FM	2 WRDU-FM	2 WQDR-FM
3 WQOK-FM	3 WQOK-FM	3 WRAL-FM	3 WDCG-FM	3 WQOK-FM	3 WQOK-FM	3 WQOK-FM
4 WZZU-FM	4 WZZU-FM	4 WFXC-FM	4 WZZU-FM	4 WTRG-FM	4 WDCG-FM	4 WRAL-FM
5 WRDU-FM	5 WQDR-FM	5 WQDR-FM	5 WQDR-FM	5 WFXC-FM	5 WQDR-FM	5 WTRG-FM
6 WTRG-FM	6 WFXC-FM	6 WZZU-FM	6 WFXC-FM	6 WDCG-FM	6 WFXC-FM	6 WDCG-FM
7 WRAL-FM	7 WRAL-FM	7 WTRG-FM	7 WRAL-FM	7 WRAL-FM	7 WTRG-FM	7 WFXC-FM
8 WYRN-AM	8 WTRG-FM	8 WDCG-FM	8 WTRG-FM	8 WNND-FM	8 WYLT-FM	8 WYLT-FM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 WPTF-AM	1 WQOK-FM	1 WRAL-FM	1 WRAL-FM	1 WQDR-FM	1 W DUR-AM	1 WQDR-FM
2 WQDR-FM	2 WRAL-FM	2 WFXC-FM	2 WQOK-FM	2 WPTF-AM	2 WRAL-FM	2 WPTF-AM
3 WRAL-FM	3 WTRG-FM	3 WRDU-FM	3 WRDU-FM	3 WTRG-FM	3 WQDR-FM	3 WTRG-FM
4 WDNC-AM	4 WRDU-FM	4 WDCG-FM	4 WTRG-FM	4 WNND-FM	4 WQOK-FM	4 W DUR-AM
5 WTRG-FM	5 WQDR-FM	5 WQOK-FM	5 WFXC-FM	5 WYLT-FM	5 WPTF-AM	5 WRAL-FM
6 WQOK-FM	6 WPTF-AM	6 W DUR-AM	6 WQDR-FM	6 WPCM-FM	6 WCLY-AM	6 WQOK-FM
7 WLLE-AM	7 WNND-FM	7 WTRG-FM	7 WDCG-FM	7 WDNC-AM	7 WFXC-FM	7 WYLT-FM
8 WYLT-FM	8 WLLE-AM	8 WYLT-FM	8 WPTF-AM	8 WKIX-AM	8 WDCG-FM	8 WFXC-FM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary

Metro: 105 RICHMOND, VA

ARBITRON Rank: 055

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FA89	SUB9	SP89	WI89								
*WCDX-FM	URB	11.4	9.6	10.2	11.1	7.9		92.7	A	2.3	2.3	367.5	Sinclair Telecable	MECHANICSVILLE,
*WRVQ-FM	CHR	10.6	12.5	12.2	9.4	11.7		94.5	B	200.0	200.0	351.0	Edens Broadcasting	RICHMOND, VA
*WKHK-FM	CTY	9.7	7.8	7.5	9.3	5.3	CP	95.3	B1	13.0	13.0	449.5	ABS Communications,	COLONIAL HEIGHT
*WRVA-AM	AC	9.6	11.7	11.4	14.7	15.9		1140	I-B	50.0	50.0	DA-1	Edens Broadcasting	RICHMOND, VA
*WRXL-FM	AOR	9.3	12.1	9.7	9.9	11.6		102.1	B	140.0	140.0	321.5	Capitol Broadcasting	RICHMOND, VA
*WTVR-FM	CTY	8.0	7.1	6.6	5.4	8.1		98.1	B	50.0	0.0	839.9	Park Communications,	RICHMOND, VA
*WPLZ-FM	URB	7.4	7.7	7.2	7.8	7.8		99.3	A	3.0	3.0	328.1	Paco-Jon Broadcastin	PETERSBURG, VA
*WMXB-FM	AC	5.4	4.7	8.0	8.3	6.7		103.7	B	20.0	20.0	839.9	Radio Ventures I	RICHMOND, VA
*WVGO-FM	AC	3.4	4.0	3.0	3.6	1.2	CP	106.5	B	7.6	7.6	1233.6	First City Broadcast	RICHMOND, VA
*WFTH-AM	REL	2.6	0.8	2.4	1.4	1.1		1590	III	5.0	0.0	ND-D	Tri-City Christian B	RICHMOND, VA
*WQSF-FM	EZ	1.6	1.9	1.0	1.3	2.6		96.5	B	50.0	50.0	492.1	Keymarket Communicat	WILLIAMSBURG, V
WAFX-FM	CR	1.5	0.6	0.3	0.6	----	CP	106.9	C	100.0	100.0	1200.8	Radio Ventures I	SUFFOLK, VA
*WANT-AM	URB	1.1	1.2	1.7	1.0	1.2		990	II	1.0	0.3	ND-U	Opticom, Inc.	RICHMOND, VA
*WRNL-AM	OLD	1.0	0.7	1.2	0.9	1.8		910	III	5.0	5.0	DA-N	Capitol Broadcasting	RICHMOND, VA
*WGCV-AM	REL	0.9	0.8	1.7	1.1	1.1		1240	IV	1.0	1.0	ND-U	Paco-Jon Broadcastin	PETERSBURG, VA
*WTVR-AM	CTY	0.9	1.7	0.8	0.9	0.5		1380	III	5.0	5.0	DA-2	Park Communications,	RICHMOND, VA
*WXGI-AM	CTY	0.8	----	----	----	0.3		950	III	5.0	0.0	ND-D	Willis Broadcasting	RICHMOND, VA
*WLEE-AM	NWS	0.5	0.7	----	0.6	1.2		1320	III	5.0	0.0	DA-D	Humphrey, Doy R.	RICHMOND, VA
*WHAP-AM	CTY	0.5	----	----	----	0.3		1340	IV	1.0	1.0	ND-U	GREAT LAKES BROADCAST	HOPEWELL, VA
*WDYL-FM	REL	0.5	1.3	0.9	1.1	1.2		92.1	A	3.0	3.0	328.1	Hoffman Communicatio	CHESTER, VA
*WCLM-AM	OLD	0.4	----	0.3	----	----		1450	IV	1.0	1.0	DA-1	Momentum Broadcastin	HIGHLAND SPRING
*WGGM-AM	REL	0.3	----	----	----	----		820	II	10.0	1.0	DA-2	Hoffman Communicatio	CHESTER, VA
*WKIE-AM	URB	----	0.6	0.6	0.7	1.5		1540	II	10.0	0.0	DA-D	Belle, W& Cummings,	RICHMOND, VA
WOWI-FM	URB	----	0.3	----	0.7	----		102.9	B	50.0	50.0	469.2	US Radio, Ltd.	NORFOLK, VA
WMYK-FM	URB	----	----	0.4	0.3	----	CP	93.7	C	100.0	100.0	997.4	Edge Broadcasting Co	ELIZABETH CITY,
*WSTK-AM	NTK	----	----	----	0.4	1.0		1290	III	5.0	0.0	ND-D	ABS Communications,	COLONIAL HGHTS,

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".
 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 105 RICHMOND, VA		ARBITRON Rank: 055-Demo: P 12+ Mon-Sun 6A-MID						TSL					
ADI : Richmond		US Region : SA											
Year	Pop (0+)	(000) Hshlds	(\$000) EBI	(\$000) Retail Sls	(\$000) Radio Rev	Radio Rev %RtSls	PerCap	Rk. Station	Share	AQH Per	Cume Per	HR:MN	T/O
1986	817.5	294.4	10364220	5309667	21719.1	0.0041	26.57	1. WCDX-FM	11.4	14900	111700	16:48	7.5
1987	829.4	299.8	11162577	6056580	22378.5	0.0037	26.98	2. WRVQ-FM	10.6	13900	201600	8:41	14.5
1988	841.6	305.9	12138965	6886561	25915.5	0.0038	30.79	3. WKHK-FM	9.7	12700	124300	12:52	9.8
1989	851.5	310.7	13208458	7588788	29845.9	0.0039	35.05	4. WRVA-AM	9.6	12600	171500	9:15	13.6
1990	859.5	314.4	14347779	8195199	33171.4	0.0040	38.59	5. WRXL-FM	9.3	12100	137900	11:03	11.4
1991	866.4	317.4	15533654	8737733	36043.1	0.0041	41.60	6. WTVR-FM	8.0	10500	110300	11:60	10.5
1992	872.6	320.1	16742804	9248329	38612.3	0.0042	44.25	7. WPLZ-FM	7.4	9700	106300	11:30	11.0
1993	881.1	324.6	17782694	9769625	41030.2	0.0042	46.57	8. WMBX-FM	5.4	7000	116300	7:35	16.6
1994	889.1	328.9	18862436	10287198	43498.8	0.0042	48.93	9. WVGO-FM	3.4	4500	90400	6:16	20.1
1995	897.1	333.2	19942179	10804772	45949.8	0.0043	51.22	10. WFTH-AM	2.6	3400	23800	18:00	7.0
1996	905.1	337.5	21021922	11322345	48400.8	0.0043	53.47	11. WQSF-FM	1.6	2100	40400	6:33	19.2
1997	913.2	341.8	22101665	11839919	50851.8	0.0043	55.69	12. WAFX-FM	1.5	1900	23800	10:04	12.5
1998	921.2	346.1	23181407	12357492	53302.8	0.0043	57.86	13. WANT-AM	1.1	1500	29600	6:23	19.7
1999	929.2	350.5	24261150	12875066	55753.8	0.0043	60.00	14. WRNL-AM	1.0	1300	32000	5:07	24.6
2000	937.3	354.8	25340893	13392639	58204.8	0.0043	62.10	15. WGCV-AM	0.9	1200	16300	9:17	13.6
								16. WTVR-AM	0.9	1200	25100	6:01	20.9
								17. WXGI-AM	0.8	1000	13400	9:24	13.4
								18. WLEE-AM	0.5	700	9500	9:17	13.6
								19. WHAP-AM	0.5	600	12100	6:15	20.2
								20. WDYL-FM	0.5	600	19200	3:56	32.0
								21. WCLM-AM	0.4	500	7800	8:05	15.6
								22. WGGM-AM	0.3	400	5700	8:51	14.2
								0. TOT MKT	100.0	130700	687500	23:57	5.3

The Radio Marketplace

AM Home to Market	: 11	ARBITRON Market	: CONTINUOUS
FM Home to Market	: 10	Surveys	: Wi, Sp, Su, Fa
Tot Stations MSA Survey	: 22	Most Current Survey	: Winter 1990
Tot Listed Share Points	: 87.4		
Points Above Line	: 85.9		
Points Below Line	: 1.5		
Balance of Points	: 12.6		
Mean Points/AL Station	: 4.1		
Median Points/AL Station	: 1.6		
Revenue/AL Point	: 347,449		
Revenue/AL Mean Station	: 1,421,234		
AL -- Above Line (Home to Market)			

Demographics

12+ Tot Pop	: 712,500	100.0%
12+ Blk Pop	: 194,200	27.3%
12+ His Pop	: 6,100	0.9%
Median Age	: 32.3	
Eth Controls	: BLACK CONTROLS	

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 WCDX-FM	1 WRXL-FM	1 WCDX-FM	1 WCDX-FM	1 WRXL-FM	1 WCDX-FM	1 WRXL-FM
2 WKHK-FM	2 WCDX-FM	2 WRVQ-FM	2 WRXL-FM	2 WKHK-FM	2 WRVQ-FM	2 WCDX-FM
3 WRVA-AM	3 WKHK-FM	3 WRXL-FM	3 WRVQ-FM	3 WCDX-FM	3 WMBX-FM	3 WKHK-FM
4 WRXL-FM	4 WRVQ-FM	4 WPLZ-FM	4 WPLZ-FM	4 WRVA-AM	4 WKHK-FM	4 WRVQ-FM
5 WTVR-FM	5 WPLZ-FM	5 WMBX-FM	5 WKHK-FM	5 WPLZ-FM	5 WPLZ-FM	5 WRVA-AM
6 WRVQ-FM	6 WMBX-FM	6 WKHK-FM	6 WMBX-FM	6 WRVQ-FM	6 WRXL-FM	6 WPLZ-FM
7 WPLZ-FM	7 WRVA-AM	7 WVGO-FM	7 WRVA-AM	7 WVGO-FM	7 WRVA-AM	7 WMBX-FM
8 WMBX-FM	8 WQSF-FM	8 WTVR-FM	8 WVGO-FM	8 WMBX-FM	8 WTVR-FM	8 WTVR-FM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 WRVQ-FM	1 WCDX-FM	1 WCDX-FM	1 WCDX-FM	1 WRXL-FM	1 WCDX-FM	1 WRXL-FM
2 WCDX-FM	2 WRXL-FM	2 WRVQ-FM	2 WRVQ-FM	2 WKHK-FM	2 WRXL-FM	2 WCDX-FM
3 WPLZ-FM	3 WRVQ-FM	3 WPLZ-FM	3 WRXL-FM	3 WCDX-FM	3 WRVQ-FM	3 WRVQ-FM
4 WRXL-FM	4 WKHK-FM	4 WKHK-FM	4 WPLZ-FM	4 WPLZ-FM	4 WMBX-FM	4 WPLZ-FM
5 WKHK-FM	5 WPLZ-FM	5 WMBX-FM	5 WKHK-FM	5 WRVQ-FM	5 WPLZ-FM	5 WKHK-FM
6 WAFX-FM	6 WTVR-FM	6 WRXL-FM	6 WMBX-FM	6 WMBX-FM	6 WKHK-FM	6 WMBX-FM
7 WRVA-AM	7 WAFX-FM	7 WFTH-AM	7 WTVR-FM	7 WRVA-AM	7 WVGO-FM	7 WRVA-AM
8 WMBX-FM	8 WMBX-FM	8 WQSF-FM	8 WQSF-FM	8 WQSF-FM	8 WTVR-FM	8 WVGO-FM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 WRVA-AM	1 WRXL-FM	1 WMBX-FM	1 WRVA-AM	1 WKHK-FM	1 WTVR-FM	1 WKHK-FM
2 WTVR-FM	2 WTVR-FM	2 WRVA-AM	2 WMBX-FM	2 WRVA-AM	2 WRVA-AM	2 WRVA-AM
3 WKHK-FM	3 WCDX-FM	3 WKHK-FM	3 WKHK-FM	3 WTVR-FM	3 WKHK-FM	3 WTVR-FM
4 WMBX-FM	4 WVGO-FM	4 WRVQ-FM	4 WCDX-FM	4 WVGO-FM	4 WMBX-FM	4 WMBX-FM
5 WPLZ-FM	5 WRVA-AM	5 WPLZ-FM	5 WRVQ-FM	5 WFTH-AM	5 WPLZ-FM	5 WVGO-FM
6 WVGO-FM	6 WKHK-FM	6 WCDX-FM	6 WPLZ-FM	6 WANT-AM	6 WFTH-AM	6 WFTH-AM
7 WFTH-AM	7 WRVQ-FM	7 WRXL-FM	7 WRXL-FM	7 WMBX-FM	7 WRVQ-FM	7 WPLZ-FM
8 WRVQ-FM	8 WPLZ-FM	8 WTVR-FM	8 WTVR-FM	8 WCDX-FM	8 WQSF-FM	8 WRVQ-FM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary

Metro: 379 RIVERSIDE-SAN BERNARDINO, CA

ARBITRON Rank: 035

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FA89	SU89	SP89	WI89								
*KDUO-FM	EZ	9.3	7.0	7.5	8.2	10.0		97.5	B	68.0	68.0	1571.5	Henry Broadcasting	RIVERSIDE, CA
*KGGI-FM	CHR	8.6	10.1	8.5	7.0	8.9	CP	99.1	B	2.5	2.5	1843.8	American Media	RIVERSIDE, CA
KQLZ-FM	CHR	6.3	4.6	6.1	6.7	1.1		100.3	B	5.3	5.3	3005.2	Westwood One, Inc.	LOS ANGELES, CA
KLOS-FM	AOR	5.6	6.0	4.6	4.3	5.4		95.5	B	61.0	61.0	3129.9	Capital Cities/ABC	LOS ANGELES, CA
KIIS-FM	CHR	4.3	2.7	3.2	3.3	4.4		102.7	B	8.0	8.0	2959.3	Gannett Company	LOS ANGELES, CA
KOST-FM	AC	4.3	4.2	4.5	4.6	4.4		103.5	B	12.5	12.5	3100.4	Cox Enterprises	LOS ANGELES, CA
*KCAL-FM	AOR	3.3	2.3	3.9	3.5	2.9		96.7	A	1.8	1.8	377.3	SBR BCG CO	REDLANDS, CA
KFI -AM	TLK	3.1	3.4	3.4	3.9	4.3		640	I-A	50.0	50.0	ND-U	Cox Enterprises	LOS ANGELES, CA
KRTH-FM	OLD	3.1	3.7	3.9	4.8	5.8		101.1	B	51.0	51.0	3129.9	Beasley Broadcasting	LOS ANGELES, CA
*KFRG-FM	AC	2.9	2.6	2.0	2.3	1.6	CP	95.1	B	49.0	49.0	488.8	Tremont Group, Ltd.	SAN BERNARDINO, CA
KNX -AM	NWS	2.9	2.4	2.6	3.4	1.8		1070	I-B	50.0	50.0	ND-U	CBS Incorporated	LOS ANGELES, CA
KODJ-FM	OLD	2.5	3.4	3.3	2.8	1.0		93.1	B	28.5	28.5	3497.4	CBS Incorporated	LOS ANGELES, CA
*KCKC-AM	CTY	2.5	3.4	3.7	2.8	2.4		1350	III	5.0	0.5	DA-2	Pennino Music Compan	SAN BERNARDINO, CA
KTWV-FM	NAC	2.4	1.8	1.8	1.4	1.6		94.7	B	55.0	55.0	2831.4	Westinghouse Broadca	LOS ANGELES, CA
*KBON-FM	AC	1.9	1.0	1.3	0.5	1.0		103.9	A	0.4	0.4	2539.4	Pennino Music Compan	LAKE ARROWHEAD, CA
KBIG-FM	AC	1.7	2.0	2.3	2.2	2.7		104.3	B	78.0	78.0	2890.4	Bonneville Internati	LOS ANGELES, CA
*KCAL-AM	SPN	1.6	1.4	1.6	1.0	0.9		1410	III	5.0	4.0	DA-2	SBR BCG CO	RELANDS, CA
*KWDJ-FM	CTY	1.5	1.9	2.5	1.4	2.9		92.7	A	3.0	3.0	298.6	RIVERSIDE COUNTY BRO	RIVERSIDE, CA
*KRSO-AM	NTK	1.3	1.0	1.3	1.7	1.5		590	III	1.0	1.0	DA-2	Henry Broadcasting	SAN BERNARDINO, CA
*KDIF-AM	SPN	1.3	1.9	1.1	1.6	1.3		1440	III	1.0	1.0	DA-1	Deller, Lincoln	RIVERSIDE, CA
KPWR-FM	CHR	1.3	0.9	1.3	0.9	1.2	CP	105.9	B	25.0	25.0	2965.9	Emmis Broadcasting	LOS ANGELES, CA
KLAC-AM	CTY	1.2	1.2	1.6	1.0	1.1		570	III	5.0	5.0	DA-N	Malrite Communicatio	LOS ANGELES, CA
*KNTF-FM	CTY	1.1	2.6	1.5	1.6	1.7		93.5	A	3.0	3.0	-164.0	BOULDER RIDGE CABLE	ONTARIO, CA
KROQ-FM	AOR	1.1	1.8	1.7	1.4	1.6		106.7	B	5.5	5.5	1387.8	Infinity Broadcastin	PASADENA, CA
KLSX-FM	CR	1.0	0.6	0.8	0.6	0.6	CP	97.1	B	21.0	21.0	3002.0	Greater Media	LOS ANGELES, CA
*KOLA-FM	CHR	1.0	0.7	1.6	1.8	2.7	CP	99.9	B	29.0	29.0	1673.2	KOLA INC	SAN BERNARDINO, CA
KZLA-FM	CTY	1.0	1.2	0.9	0.5	0.6	CP	93.9	B	21.5	21.5	1177.8	Malrite Communicatio	LOS ANGELES, CA
KMPC-AM	BB	0.9	1.6	1.8	1.3	1.2		710	II	50.0	10.0	DA-N	Golden West Broadcas	LOS ANGELES, CA
*KMEN-AM	OLD	0.9	0.7	0.8	0.7	0.4		1290	III	5.0	5.0	DA-2	American Media	SAN BERNARDINO, CA
KABC-AM	TLK	0.9	0.7	1.5	1.4	1.4		790	III	5.0	5.0	DA-N	Capital Cities/ABC	LOS ANGELES, CA
KLVE-FM	SPN	0.9	1.4	0.4	1.6	0.7		107.5	B	29.5	29.5	2998.7	Heftel Communication	LOS ANGELES, CA
KFWB-AM	NWS	0.8	1.0	0.6	0.6	0.9		980	III	5.0	5.0	ND-U	Westinghouse Broadca	LOS ANGELES, CA
*KHSJ-AM	EZ	0.7	0.8	0.8	----	0.6		1320	III	0.5	0.0	DA-D	Newport Corporation	HEMET, CA
*KHYE-FM	CTY	0.7	1.0	0.7	0.5	1.1	CP	105.7	A	0.2	0.2	1023.6	2588 NEWPORT CORPORA	HEMET, CA
KLIT-FM	AC	0.6	0.6	0.7	0.3	----	CP	101.9	B	4.4	4.4	1325.5	Golden West Broadcas	GLENDALE, CA
KKBT-FM	URB	0.5	----	1.6	0.8	1.6		92.3	B	39.0	39.0	2910.1	Evergreen Media	LOS ANGELES, CA
KTNQ-AM	SPN	0.5	0.3	----	0.9	1.1		1020	II	50.0	50.0	DA-2	Heftel Communication	LOS ANGELES, CA
KKGO-FM	JZ	0.5	0.6	1.2	0.6	0.9		105.1	B	18.0	18.0	2887.1	Mount Wilson FM Broa	LOS ANGELES, CA
*KLFE-AM	REL	0.4	0.4	----	----	----		1240	IV	1.0	1.0	ND-U	Salem Communication	SAN BERNARDINO, CA
KWXY-FM	EZ	0.3	0.5	----	0.6	----		98.5	B	50.0	50.0	498.7	Glen Barmett, Inc.	CATHEDRAL CITY, CA
KXEZ-FM	AC	0.3	0.6	0.5	0.5	0.7		98.7	B	75.0	75.0	1181.1	Command Communicatio	LOS ANGELES, CA
KNAC-FM	AOR	0.3	----	0.4	0.3	----		105.5	A	1.0	1.0	469.2	FLAGSHIP BCG INC	LONG BEACH, CA
KBRT-AM	REL	0.3	0.7	0.5	0.7	----		740	II	10.0	0.0	DA-D	Crawford Broadcastin	LOS ANGELES, CA
KIIS-AM	CHR	0.2	----	0.0	0.0	----		1150	III	5.0	5.0	DA-N	Gannett Company	LOS ANGELES, CA
KRTH-AM	OLD	0.0	----	----	----	----		930	III	5.0	5.0	DA-N	Beasley Broadcasting	LOS ANGELES, CA
*KWRM-AM	BB	----	0.4	0.4	0.4	----		1370	III	5.0	2.5	DA-2	MAJOR MARKET STATION	CORONA, CA
KWVE-FM	AC	----	0.4	----	----	----		107.9	B	50.0	50.0	495.4	CALVARY CHAPEL OF CO	SAN CLEMENTE, C
KIEV-AM	TLK	----	0.3	----	----	----		870	II	5.0	1.0	ND-U	Southern California	GLENDALE, CA
KWXY-AM	EZ	----	0.0	----	0.0	----		1340	IV	1.0	1.0	ND-U	Glen Barmett, Inc.	CATHEDRAL CITY, CA
*KTOT-FM	AC	----	----	0.5	0.1	0.2		101.7	A	0.1	0.1	1489.5	Mountain Broadcastin	BIG BEAR LAKE, CA
XTRA-AM	OLD	----	----	0.5	----	----		690	II	50.0	50.0	DA-2	Noble Broadcast Grou	TIJUANA, MX
KRLA-AM	OLD	----	----	0.3	0.5	----		1110	II	50.0	20.0	DA-2	Greater Media	LOS ANGELES, CA
*KBBV-AM	AC	----	----	0.2	0.2	1.1		1050	II	0.5	0.0	ND-D	Mountain Broadcastin	BIG BEAR LAKE, CA
KKJZ-AM	CL	----	----	----	0.0	0.0		540	II	1.5	0.0	DA-D	Mount Wilson FM Broa	HESPERIA, CA

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 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 379 RIVERSIDE-SAN BERNARDINO, CA

ARBITRON Rank: 035-Demo: P 12+ Mon-Sun 6A-MID

TSL

ADI : Los Angeles

US Region : PAC

Year	Pop (000)	HsHlds (000)	EBI (\$000)	Retail Sls (\$000)	Radio Rev (\$000)	RtSls	PerCap	Rk.	Station	Share	AQH Per	Cume Per	HR:MN	T/O
1986	1165.3	423.3	14153838	6600858	16153.0	0.0024	13.86	1.	KDUO-FM	9.3	18800	162800	14:33	8.7
1987	1260.4	453.8	16719061	7101454	17391.8	0.0024	13.80	2.	KGGI-FM	8.6	17400	247500	8:51	14.2
1988	720.2	262.4	10648347	4387614	18562.5	0.0042	25.77	3.	KQLZ-FM	6.3	12600	136900	11:36	10.9
1989	748.4	272.6	11892241	4833904	12216.2	0.0025	16.32	4.	KLOS-FM	5.6	11300	136300	10:27	12.1
1990	768.5	281.1	12959451	5339994	13259.8	0.0025	17.25	5.	KIIS-FM	4.3	8700	155200	7:04	17.8
1991	783.1	288.6	13908872	5885951	14443.3	0.0025	18.44	6.	KOST-FM	4.3	8600	102300	10:36	11.9
1992	1469.3	535.6	26896453	11394728	15720.0	0.0014	10.70	7.	KCAL-FM	3.3	6600	106200	7:50	16.1
1993	807.3	302.5	15696490	7003900	28602.2	0.0041	35.43	8.	KFI -AM	3.1	6300	113600	6:59	18.0
1994	819.1	309.5	16585390	7560576	18334.3	0.0024	22.38	9.	KRTH-FM	3.1	6200	108300	7:13	17.5
1995	831.0	316.4	17474289	8117253	19636.1	0.0024	23.63	10.	KFRG-FM	2.9	5900	82400	9:01	14.0
1996	842.9	323.3	18363189	8673929	20937.9	0.0024	24.84	11.	KNX -AM	2.9	5800	124000	5:54	21.4
1997	854.7	330.2	19252089	9230606	22239.7	0.0024	26.02	12.	KODJ-FM	2.5	5100	78400	8:12	15.4
1998	866.6	337.2	20140989	9787282	23541.4	0.0024	27.17		KCKC-AM	2.5	5100	48300	13:18	9.5
1999	878.5	344.1	21029888	10343958	24843.2	0.0024	28.28	14.	KTWV-FM	2.4	4800	69400	8:43	14.5
2000	890.3	351.0	21918788	10900635	26145.0	0.0024	29.37	15.	KBON-FM	1.9	3800	45200	10:36	11.9
								16.	KBIG-FM	1.7	3400	53500	8:00	15.7
								17.	KCAL-AM	1.6	3300	38300	10:51	11.6
								18.	KWDJ-FM	1.5	3000	42200	8:57	14.1
								19.	KRSO-AM	1.3	2700	43100	7:54	16.0
									KDIF-AM	1.3	2700	33200	10:15	12.3
								21.	KPWR-FM	1.3	2600	46600	7:02	17.9
								22.	KLAC-AM	1.2	2500	35700	8:49	14.3
								23.	KNTF-FM	1.1	2300	32200	9:00	14.0
									KROQ-FM	1.1	2300	43400	6:41	18.9
								25.	KLSX-FM	1.0	2100	31600	8:22	15.0
									KOLA-FM	1.0	2100	46100	5:44	22.0
								27.	KZLA-FM	1.0	2000	41200	6:07	20.6
								28.	KMPC-AM	0.9	1900	33300	7:11	17.5
								29.	KMEN-AM	0.9	1800	23000	9:52	12.8
									KABC-AM	0.9	1800	38000	5:58	21.1
								0.	TOT MKT	100.0	201300	1073000	23:38	5.3

The Radio Marketplace

AM Home to Market	: 7	ARBITRON Market	: CONTINUOUS
FM Home to Market	: 9	Surveys	: Wi, Sp, Su, Fa
Tot Stations MSA Survey	: 45	Most Current Survey	: Winter 1990

Points Above Line	: 39.0
Points Below Line	: 48.8
Balance of Points	: 12.2
Mean Points/AL Station	: 2.4
Median Points/AL Station	: 1.4
Revenue/AL Point	: 313,235
Revenue/AL Mean Station	: 763,511
AL -- Above Line (Home to Market)	

Demographics

12+ Tot Pop	: 1,129,100	100.0%
12+ Blk Pop	: 54,600	4.8%
12+ His Pop	: 174,600	15.5%
Median Age	: 32.2	
Eth Controls	: HISPANIC CONTROLS	

Demo: Rank	P 18+ Station	Demo: Rank	M 18-34 Station	Demo: Rank	W 18-34 Station	Demo: Rank	P 18-34 Station	Demo: Rank	M 25-54 Station	Demo: Rank	W 25-54 Station	Demo: Rank	P 25-54 Station
1	KDUO-FM	1	KLOS-FM	1	KGGI-FM	1	KGGI-FM	1	KLOS-FM	1	KGGI-FM	1	KLOS-FM
2	KGGI-FM	2	KQLZ-FM	2	KOST-FM	2	KQLZ-FM	2	KCAL-FM	2	KOST-FM	2	KGGI-FM
3	KLOS-FM	3	KCAL-FM	3	KQLZ-FM	3	KLOS-FM	3	KRTH-FM	3	KDUO-FM	3	KOST-FM
4	KQLZ-FM	4	KGGI-FM	4	KLOS-FM	4	KCAL-FM	4	KGGI-FM	4	KLOS-FM	4	KRTH-FM
5	KOST-FM	5	KIIS-FM	5	KIIS-FM	5	KOST-FM	5	KODJ-FM	5	KIIS-FM	5	KDUO-FM
6	KCAL-FM	6	KOST-FM	6	KCAL-FM	6	KIIS-FM	6	KFI -AM	6	KRTH-FM	6	KCAL-FM
7	KIIS-FM	7	KRTH-FM	7	KBIG-FM	7	KRTH-FM	7	KFRG-FM	7	KODJ-FM	7	KODJ-FM
8	KFI -AM	8	KCAL-AM	8	KTWV-FM	8	KTWV-FM	8	KNX -AM	8	KFRG-FM	8	KIIS-FM

Demo: Rank	P 12-17 Station	Demo: Rank	M 18-24 Station	Demo: Rank	W 18-24 Station	Demo: Rank	P 18-24 Station	Demo: Rank	M 25-34 Station	Demo: Rank	W 25-34 Station	Demo: Rank	P 25-34 Station
1	KGGI-FM	1	KQLZ-FM	1	KGGI-FM	1	KQLZ-FM	1	KLOS-FM	1	KLOS-FM	1	KLOS-FM
2	KQLZ-FM	2	KGGI-FM	2	KQLZ-FM	2	KGGI-FM	2	KCAL-FM	2	KGGI-FM	2	KCAL-FM
3	KIIS-FM	3	KIIS-FM	3	KOST-FM	3	KOST-FM	3	KQLZ-FM	3	KOST-FM	3	KGGI-FM
4	KPWR-FM	4	KLOS-FM	4	KIIS-FM	4	KIIS-FM	4	KGGI-FM	4	KIIS-FM	4	KQLZ-FM
5	KROQ-FM	5	KCAL-FM	5	KCAL-FM	5	KCAL-FM	5	KRTH-FM	5	KQLZ-FM	5	KOST-FM
6	KDIF-AM	6	KCAL-AM	6	KBIG-FM	6	KLOS-FM	6	KIIS-FM	6	KCAL-FM	6	KIIS-FM
7	KFRG-FM	7	KNAC-FM	7	KTWV-FM	7	KCAL-AM	7	KOST-FM	7	KBIG-FM	7	KRTH-FM
8	KLOS-FM	8	KKBT-FM	8	KDIF-AM	8	KKBT-FM	8	KTWV-FM	8	KTWV-FM	8	KTWV-FM

Demo: Rank	P 35+ Station	Demo: Rank	M 35-44 Station	Demo: Rank	W 35-44 Station	Demo: Rank	P 35-44 Station	Demo: Rank	M 45-54 Station	Demo: Rank	W 45-54 Station	Demo: Rank	P 45-54 Station
1	KDUO-FM	1	KLOS-FM	1	KGGI-FM	1	KLOS-FM	1	KCKC-AM	1	KDUO-FM	1	KDUO-FM
2	KNX -AM	2	KRTH-FM	2	KIIS-FM	2	KODJ-FM	2	KFI -AM	2	KOST-FM	2	KCKC-AM
3	KFI -AM	3	KODJ-FM	3	KOST-FM	3	KRTH-FM	3	KFRG-FM	3	KGGI-FM	3	KFI -AM
4	KFRG-FM	4	KGGI-FM	4	KDUO-FM	4	KGGI-FM	4	KNX -AM	4	KCKC-AM	4	KOST-FM
5	KCKC-AM	5	KBON-FM	5	KODJ-FM	5	KBON-FM	5	KLAC-AM	5	KRTH-FM	5	KFRG-FM
6	KODJ-FM	6	KFI -AM	6	KFRG-FM	6	KDUO-FM	6	KTWV-FM	6	KWDJ-FM	6	KNX -AM
7	KRTH-FM	7	KLSX-FM	7	KBON-FM	7	KIIS-FM	7	KZLA-FM	7	KFRG-FM	7	KGGI-FM
8	KOST-FM	8	KNX -AM	8	KOLA-FM	8	KOST-FM	8	KOST-FM	8	KRSO-AM	8	KTWV-FM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary

Metro: 079 ROCHESTER, NY

ARBITRON Rank: 043

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FA89	SU89	SP89	WI89								
*WCMF-FM	AOR	16.7	15.7	15.6	17.4	15.3	CP	96.5	B	46.0	46.0	511.8	Stoner Broadcasting	ROCHESTER, NY
*WBEE-FM	CTY	11.3	10.2	9.0	8.9	8.5		92.5	B	50.0	50.0	498.7	Heritage Media Corpo	ROCHESTER, NY
*WHAM-AM	AC	9.3	7.6	7.4	8.7	9.5		1180	I-A	50.0	50.0	ND-U	Lincoln Group, Ltd.	ROCHESTER, NY
*WPXY-FM	CHR	9.3	10.7	10.7	11.3	10.8	CP	97.9	B	50.0	50.0	400.3	Rich Communications	ROCHESTER, NY
*WVOR-FM	AC	9.0	8.1	10.1	11.0	9.0		100.5	B	50.0	50.0	479.0	Lincoln Group, Ltd.	ROCHESTER, NY
*WRMM-FM	AC	6.7	6.9	5.9	5.5	6.1		101.3	B	27.0	27.0	639.8	Atlantic Ventures Co	ROCHESTER, NY
*WKLX-FM	CH	6.4	7.6	7.0	5.8	6.0	CP	98.9	B	37.0	37.0	564.3	WKLX, Inc.	ROCHESTER, NY
*WZSH-FM	EZ	5.2	6.6	6.7	4.7	7.4	CP	95.1	B	50.0	50.0	492.1	Great Lakes Wireless	SOUTH BRISTOL T
*WDX-FM	URB	4.9	4.2	5.6	6.2	5.2		103.9	A	0.8	0.8	541.3	MONROE COUNTY BROADC	ROCHESTER, NY
*WRMM-AM	BB	2.2	3.6	2.7	2.9	3.0		990	II	5.0	2.5	DA-2	Atlantic Ventures Co	ROCHESTER, NY
*WBBF-AM	OLD	1.3	0.8	0.9	0.6	0.8		950	III	1.0	1.0	DA-2	Heritage Media Corpo	ROCHESTER, NY
*WWG-AM	REL	1.2	0.8	0.9	0.9	0.5		1460	III	5.0	5.0	DA-N	American General Med	ROCHESTER, NY
*WPXY-AM	CHR	1.2	0.4	0.1	0.3	0.1		1280	III	5.0	5.0	DA-N	Rich Communications	ROCHESTER, NY
WMJQ-FM	CHR	1.0	1.3	1.5	0.8	1.0		102.5	B	105.0	105.0	1338.6	Algonquin Broadcasti	BUFFALO, NY
WBMW-FM	NAC	0.5	0.5	0.4	0.7	----		107.7	B	11.5	11.5	800.5	Casciani, J. & B.	WETHERSFIELD TO
WKFM-FM	CR	0.4	----	----	----	----		104.7	B	50.0	50.0	492.1	Wilks-Schwartz Broad	FULTON, NY
WKSE-FM	CHR	0.4	----	----	----	0.4		98.5	B	46.0	46.0	419.9	Price Communications	NIAGARA FALLS,
*WLKA-FM	CTY	----	0.5	----	----	0.4	CP	102.3	A	0.5	0.5	800.5	DELL BROADCASTING CO	CANANDAIGUA, NY
WPCX-FM	CTY	----	----	0.6	----	0.6	CP	106.9	B	14.0	14.0	941.6	Great Scott Stations	AUBURN, NY
*WGVA-AM	OLD	----	----	0.4	----	----		1240	IV	1.0	1.0	ND-U	Eastern Radio Compan	GENEVA, NY
WGR-FM	AOR	----	----	----	0.6	----	CP	96.9	B	15.5	15.5	889.1	Rich Communications	BUFFALO, NY
WYSL-AM	AC	----	----	----	----	1.0		1030	II	1.0	0.0	ND-D	Radio Livingston Ltd	ROCHESTER, NY
WMHR-FM	REL	----	----	----	----	0.3		102.9	B	20.0	20.0	780.8	Mars Hill Broadcasti	SYRACUSE, NY
WBEN-AM	AC	----	----	----	----	0.3		930	III	5.0	5.0	DA-N	Algonquin Broadcasti	BUFFALO, NY

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".
 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 079 ROCHESTER, NY		ADI : Rochester, NY		ARBITRON Rank: 043 Demo: P 12+ Mon-Sun 6A-MID				US Region : MA		TSL			
Year	(000) Pop (0+)	(000) Hshlds	(000) EBI	(000) Retail Sls	(000) Radio Rev	Radio Rev %RtSls	PerCap	Rk. Station	Share	AQH Per	Cume Per	HR:MN	T/O
1986	992.6	364.9	14169649	5914110	20564.1	0.0035	20.72	1. WCMF-FM	16.7	22500	232700	12:11	10.3
1987	996.1	367.7	14581278	6299533	22132.0	0.0035	22.22	2. WBEE-FM	11.3	15200	149300	12:50	9.8
1988	1001.7	371.2	15124340	6752054	23821.8	0.0035	23.78	3. WHAM-AM	9.3	12500	191200	8:14	15.3
1989	1005.1	374.0	16028169	7256542	25805.8	0.0036	25.68	4. WPXY-FM	9.3	12500	207800	7:35	16.6
1990	1006.9	376.2	17202573	7800005	28017.6	0.0036	27.83	5. WVOR-FM	9.0	12100	169600	8:59	14.0
1991	1007.6	378.1	18557360	8369453	30400.3	0.0036	30.17	6. WRMM-FM	6.7	9000	150000	7:34	16.7
1992	1007.8	379.8	20002338	8951892	32896.9	0.0037	32.64	7. WKLX-FM	6.4	8600	150700	7:11	17.5
1993	1010.8	383.1	20914745	9428793	35450.5	0.0038	35.07	8. WZSH-FM	5.2	7000	95000	9:17	13.6
1994	1013.6	385.8	21886000	9919278	37541.4	0.0038	37.04	9. WDKX-FM	4.9	6600	69500	11:58	10.5
1995	1016.4	388.5	22857254	10409763	39691.8	0.0038	39.05	10. WRMM-AM	2.2	2900	46100	7:56	15.9
1996	1019.2	391.2	23828509	10900247	41842.2	0.0038	41.06	11. WBBF-AM	1.3	1800	34900	6:30	19.4
1997	1021.9	393.9	24799763	11390732	43992.7	0.0039	43.05	12. WWJG-AM	1.2	1600	29100	6:56	18.2
1998	1024.7	396.6	25771018	11881217	46143.1	0.0039	45.03	13. WPXY-AM	1.2	1600	24300	8:18	15.2
1999	1027.5	399.3	26742273	12371702	48293.5	0.0039	47.00	14. WMJQ-FM	1.0	1300	34700	4:43	26.7
2000	1030.3	402.0	27713527	12862187	50444.0	0.0039	48.96	15. WBMW-FM	0.5	700	25200	3:30	36.0
								16. WKFM-FM	0.4	500	8700	7:14	17.4
								WKSE-FM	0.4	500	6200	10:10	12.4

The Radio Marketplace

AM Home to Market : 5	ARBITRON Market : CONTINUOUS
FM Home to Market : 8	Surveys : Wi,Sp,Su,Fa
Tot Stations MSA Survey : 17	Most Current Survey : Winter 1990
Tot Listed Share Points : 87.0	
Points Above Line : 84.7	
Points Below Line : 2.3	
Balance of Points : 13.0	
Mean Points/AL Station : 6.5	
Median Points/AL Station : 6.4	
Revenue/AL Point : 304,672	
Revenue/AL Mean Station : 1,985,058	
AL -- Above Line (Home to Market)	

Demographics

12+ Tot Pop :	829,400	100.0%
12+ Blk Pop :	63,400	7.6%
12+ His Pop :	15,700	1.9%
Median Age :	32.5	
Eth Controls:	NO CONTROLS	

0. TOT MKT 100.0 134800 789100 21:31 5.9

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 WCMF-FM	1 WCMF-FM	1 WCMF-FM	1 WCMF-FM	1 WCMF-FM	1 WVOR-FM	1 WCMF-FM
2 WBEE-FM	2 WBEE-FM	2 WPXY-FM	2 WPXY-FM	2 WBEE-FM	2 WRMM-FM	2 WVOR-FM
3 WHAM-AM	3 WPXY-FM	3 WVOR-FM	3 WVOR-FM	3 WKLX-FM	3 WCMF-FM	3 WBEE-FM
4 WVOR-FM	4 WKLX-FM	4 WRMM-FM	4 WBEE-FM	4 WHAM-AM	4 WBEE-FM	4 WKLX-FM
5 WPXY-FM	5 WDKX-FM	5 WDKX-FM	5 WDKX-FM	5 WVOR-FM	5 WPXY-FM	5 WRMM-FM
6 WRMM-FM	6 WVOR-FM	6 WBEE-FM	6 WKLX-FM	6 WPXY-FM	6 WKLX-FM	6 WHAM-AM
7 WKLX-FM	7 WHAM-AM	7 WKLX-FM	7 WRMM-FM	7 WRMM-FM	7 WHAM-AM	7 WPXY-FM
8 WZSH-FM	8 WRMM-FM	8 WHAM-AM	8 WHAM-AM	8 WZSH-FM	8 WDKX-FM	8 WDKX-FM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 WPXY-FM	1 WCMF-FM	1 WPXY-FM	1 WCMF-FM	1 WCMF-FM	1 WCMF-FM	1 WCMF-FM
2 WCMF-FM	2 WDKX-FM	2 WCMF-FM	2 WPXY-FM	2 WBEE-FM	2 WVOR-FM	2 WVOR-FM
3 WMJQ-FM	3 WPXY-FM	3 WDKX-FM	3 WDKX-FM	3 WPXY-FM	3 WPXY-FM	3 WPXY-FM
4 WBEE-FM	4 WBEE-FM	4 WRMM-FM	4 WBEE-FM	4 WKLX-FM	4 WRMM-FM	4 WBEE-FM
5 WDKX-FM	5 WKLX-FM	5 WVOR-FM	5 WRMM-FM	5 WVOR-FM	5 WBEE-FM	5 WKLX-FM
6 WRMM-FM	6 WHAM-AM	6 WBEE-FM	6 WVOR-FM	6 WRMM-FM	6 WKLX-FM	6 WRMM-FM
7 WHAM-AM	7 WVOR-FM	7 WKLX-FM	7 WKLX-FM	7 WHAM-AM	7 WDKX-FM	7 WDKX-FM
8 WKLX-FM	8 WKFM-FM	8 WZSH-FM	8 WHAM-AM	8 WDKX-FM	8 WHAM-AM	8 WHAM-AM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 WHAM-AM	1 WKLX-FM	1 WRMM-FM	1 WVOR-FM	1 WBEE-FM	1 WBEE-FM	1 WBEE-FM
2 WBEE-FM	2 WVOR-FM	2 WVOR-FM	2 WKLX-FM	2 WHAM-AM	2 WVOR-FM	2 WHAM-AM
3 WVOR-FM	3 WCMF-FM	3 WKLX-FM	3 WRMM-FM	3 WVOR-FM	3 WRMM-FM	3 WVOR-FM
4 WZSH-FM	4 WHAM-AM	4 WPXY-FM	4 WCMF-FM	4 WZSH-FM	4 WHAM-AM	4 WRMM-FM
5 WRMM-FM	5 WBEE-FM	5 WCMF-FM	5 WHAM-AM	5 WRMM-FM	5 WDKX-FM	5 WZSH-FM
6 WKLX-FM	6 WPXY-FM	6 WBEE-FM	6 WPXY-FM	6 WCMF-FM	6 WPXY-FM	6 WDKX-FM
7 WRMM-AM	7 WRMM-FM	7 WHAM-AM	7 WBEE-FM	7 WKLX-FM	7 WKLX-FM	7 WKLX-FM
8 WCMF-FM	8 WBBF-AM	8 WDKX-FM	8 WDKX-FM	8 WRMM-AM	8 WZSH-FM	8 WRMM-AM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary

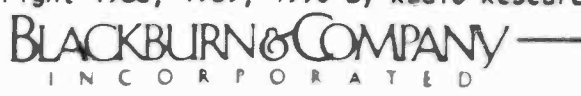
Metro: 065 SACRAMENTO, CA

ARBITRON Rank: 031

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	MPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		W190	FA89	SU89	SP89	W189								
*KFBK-AM	NTK	11.4	8.5	8.1	9.3	8.2		1530	I-B	50.0	50.0	DA-2	Westinghouse Broadca	SACRAMENTO, CA
*KRXQ-FM	AOR	8.7	6.9	5.6	5.8	7.1		93.7	B1	25.0	25.0	324.8	Fuller-Jeffrey Broad	ROSEVILLE, CA
*KRAK-FM	CTY	7.9	9.3	6.7	7.0	7.6		105.1	B	50.0	50.0	498.7	EZ Communications	SACRAMENTO, CA
*KSFM-FM	CHR	6.6	7.1	7.1	7.4	6.0		102.5	B	50.0	50.0	498.7	Genesis Broadcasting	WOODLAND, CA
*KZAP-FM	AOR	6.5	6.9	6.4	6.0	5.5		98.5	B	50.0	50.0	498.7	Nationwide Communica	SACRAMENTO, CA
*KXOA-FM	AC	6.1	8.1	7.8	6.9	6.1	CP	107.9	B	50.0	50.0	492.1	Brown Broadcasting	SACRAMENTO, CA
*KHYL-FM	OLD	5.8	4.7	5.5	5.1	3.8		101.1	B	36.0	36.0	567.6	Parker Companies	AUBURN, CA
*KOPT-FM	WAC	5.6	3.9	4.9	4.1	6.4	CP	100.5	B	115.0	115.0	328.1	Duchossois Communica	SACRAMENTO, CA
*KYMX-FM	EZ	4.7	7.4	7.6	7.9	8.3		96.1	B	50.0	50.0	475.7	Tribune Broadcasting	SACRAMENTO, CA
*KAER-FM	AC	4.7	4.1	4.7	3.4	3.7		92.5	B	50.0	50.0	449.5	Westinghouse Broadca	SACRAMENTO, CA
*KWOOD-FM	CHR	3.3	2.5	3.4	3.8	3.7	CP	106.5	B	50.0	50.0	410.1	Royce International	SACRAMENTO, CA
*KRAK-AM	CTY	3.2	2.8	3.5	4.3	4.1		1140	II	50.0	50.0	DA-2	EZ Communications	SACRAMENTO, CA
*KROY-FM	CHR	2.9	3.3	3.3	3.1	4.8		96.9	B	50.0	50.0	498.7	Great American Broad	SACRAMENTO, CA
KFRC-AM	BB	1.9	1.7	2.4	1.5	1.4		610	III	5.0	5.0	ND-U	First City Broadcast	SAN FRANCISCO,
*KCTC-AM	OLD	1.9	1.1	0.8	1.9	1.2		1320	III	5.0	5.0	DA-2	Tribune Broadcasting	SACRAMENTO, CA
KGO-AM	NTK	1.3	1.2	1.4	1.8	0.8		810	I-B	50.0	50.0	DA-1	Capital Cities/ABC	SAN FRANCISCO,
*KSMJ-AM	URB	0.9	1.3	0.8	0.3	0.6		1380	III	5.0	5.0	ND-U	Genesis Broadcasting	SACRAMENTO, CA
*KRCK-AM	SPN	0.8	0.9	0.8	1.7	1.3		1110	II	5.0	0.5	DA-2	Fuller-Jeffrey Broad	SACRAMENTO, CA
*KSAC-AM	CL	0.6	1.7	0.4	1.0	0.7		1240	IV	1.0	1.0	ND-U	Jonsson Communicatio	SACRAMENTO, CA
*KFIA-AM	REL	0.6	0.6	0.7	0.7	0.6		710	II	10.0	0.3	DA-2	Olympic Broadcasters	CARMICHAEL, CA
KRQR-FM	AOR	0.4	----	0.5	----	----		97.3	B	82.0	82.0	1099.1	CBS Incorporated	SAN FRANCISCO,
*KLIQ-FM	REL	0.4	----	----	----	----		102.1	A	1.0	1.0	564.3	Lobster Communicatio	SHINGLE SPRINGS
KBEE-FM	EZ	0.4	----	----	----	----		103.3	B	50.0	50.0	498.7	Price Broadcasting C	MODESTO, CA
KNBR-AM	NTK	0.4	1.6	1.7	1.8	1.1		680	I-B	50.0	50.0	ND-U	Susquehanna Broadcas	SAN FRANCISCO,
*KRLT-FM	AC	0.3	0.3	----	----	----	CP	93.9	B1	5.0	5.0	-68.9	Fuller-Jeffrey Broad	SOUTH LAKE TAHO
KMEL-FM	CHR	0.3	----	0.5	0.3	0.6		106.1	B	69.0	69.0	1289.4	Century Broadcasting	SAN FRANCISCO,
*KXOA-AM	MOR	0.3	0.4	----	0.7	1.9		1470	III	5.0	1.0	DA-2	Brown Broadcasting	SACRAMENTO, CA
KCBS-AM	NWS	----	----	0.6	0.4	0.5		740	II	50.0	50.0	DA-2	CBS Incorporated	SAN FRANCISCO,
KHOP-FM	CHR	----	----	0.4	----	----		104.1	B	50.0	50.0	498.7	Fuller-Jeffrey Broad	MODESTO, CA
*KYLO-FM	OLD	----	----	0.3	1.0	0.7		105.5	A	3.0	3.0	298.6	KYLO Radio, Inc.	DAVIS, CA
KODS-FM	CHR	----	----	----	----	0.4	CP	103.7	C1	5.9	5.9	2985.6	Americom	CARNELIAN BAY,
KOIT-FM	AC	----	----	----	----	0.3		96.5	B	33.0	33.0	1410.8	Bonneville Internati	SAN FRANCISCO,
KOIT-AM	AC	----	----	----	----	0.0		1260	III	5.0	1.0	ND-U	Bonneville Internati	SAN FRANCISCO,

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".
 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 065 SACRAMENTO, CA				ARBITRON Rank: 031			Demo: P 12+		Mon-Sun 6A-MID		TSL	
ADI : Sacramento-Stockton				US Region : PAC			Rk.	Station	Share	AGH Per	Cume Per	HR:MN T/O
Year	(000) Pop (0+)	(000) Hshlds	(\$000) EBI	(\$000) Retail Sls	(\$000) Radio Rev	Radio Rev XrTsls PerCap						
1986	1304.8	508.4	17921233	8635629	39615.1	0.0046	30.36	1. KFBK-AM	11.4	23100	264100	11:01 11.4
1987	1354.6	525.8	20071423	9145316	42969.3	0.0047	31.72	2. KRXQ-FM	8.7	17500	197500	11:10 11.3
1988	1398.9	541.9	22298052	9888571	46093.8	0.0047	32.95	3. KRAK-FM	7.9	15900	214200	9:21 13.5
1989	1435.3	556.5	24512272	10855161	50650.0	0.0047	35.29	4. KSFM-FM	6.6	13300	213300	7:51 16.0
1990	1465.8	570.1	26717184	11989251	56575.3	0.0047	38.60	5. KZAP-FM	6.5	13200	169300	9:49 12.8
1991	1492.3	583.0	28915892	13235008	63527.4	0.0048	42.57	6. KXOA-FM	6.1	12400	202500	7:43 16.3
1992	1516.8	595.6	31111498	14536598	71164.0	0.0049	46.92	7. KHYL-FM	5.8	11800	195500	7:36 16.6
1993	1549.9	610.1	33241524	15773821	79142.9	0.0050	51.06	8. KQPT-FM	5.6	11400	143400	10:01 12.6
1994	1582.0	624.5	35377869	17032527	86727.2	0.0051	54.82	9. KYMX-FM	4.7	9500	159000	7:32 16.7
1995	1614.1	638.8	37514214	18291232	94443.1	0.0052	58.51	10. KAER-FM	4.7	9500	146300	8:11 15.4
1996	1646.3	653.1	39650559	19549937	102159.1	0.0052	62.05	11. KWOD-FM	3.3	6700	142800	5:55 21.3
1997	1678.4	667.5	41786904	20808643	109875.1	0.0053	65.46	12. KRAK-AM	3.2	6400	77400	10:25 12.1
1998	1710.5	681.8	43923249	22067348	117591.1	0.0053	68.74	13. KROY-FM	2.9	5800	152700	4:47 26.3
1999	1742.7	696.1	46059594	23326054	125307.1	0.0054	71.90	14. KFRC-AM	1.9	3900	60100	8:11 15.4
2000	1774.8	710.4	48195939	24584759	133023.1	0.0054	74.95	15. KCTC-AM	1.9	3800	60300	7:56 15.9
								16. KGO -AM	1.3	2700	49300	6:54 18.3
								17. KSMJ-AM	0.9	1800	40500	5:36 22.5
								18. KRCX-AM	0.8	1600	25200	8:00 15.7
								19. KSAC-AM	0.6	1300	33000	4:58 25.4
								20. KFIA-AM	0.6	1200	24600	6:09 20.5
								21. KRQR-FM	0.4	900	21300	5:19 23.7
								22. KLIQ-FM	0.4	900	7400	15:19 8.2
								23. KBEE-FM	0.4	900	13000	8:43 14.4
								24. KNBR-AM	0.4	800	32600	3:06 40.7
								25. KRLT-FM	0.3	700	10200	8:39 14.6
								26. KMEL-FM	0.3	700	14600	6:02 20.9
								27. KXOA-AM	0.3	700	19800	4:27 28.3
								0. TOT MKT	100.0	202300	1144200	22:17 5.7

The Radio Marketplace

AM Home to Market	: 8	ARBITRON Market	: CONTINUOUS
FM Home to Market	: 13	Surveys	: Wi, Sp, Su, Fa
Tot Stations MSA Survey	: 27	Most Current Survey	: Winter 1990
Tot Listed Share Points	: 87.9		
Points Above Line	: 83.2		
Points Below Line	: 4.7		
Balance of Points	: 12.1		
Mean Points/AL Station	: 4.0		
Median Points/AL Station	: 3.3		
Revenue/AL Point	: 608,774		
Revenue/AL Mean Station	: 2,411,904		
AL -- Above Line (Home to Market)			

Demographics

12+ Tot Pop	: 1,195,200	100.0%
12+ Blk Pop	: 55,800	4.7%
12+ His Pop	: 110,300	9.2%
Median Age	: 32.3	
Eth Controls	: HISPANIC CONTROLS	

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	KFBK-AM	1	KRXQ-FM	1	KRXQ-FM	1	KZAP-FM
2	KRAK-FM	2	KZAP-FM	2	KRXQ-FM	2	KRAK-FM
3	KRXQ-FM	3	KRAK-FM	3	KFBK-AM	3	KHYL-FM
4	KZAP-FM	4	KFBK-AM	4	KHYL-FM	4	KAER-FM
5	KXOA-FM	5	KHYL-FM	5	KRAK-FM	5	KSFM-FM
6	KHYL-FM	6	KSFM-FM	6	KQPT-FM	6	KRXQ-FM
7	KQPT-FM	7	KAER-FM	7	KXOA-FM	7	KQPT-FM
8	KYMX-FM	8	KXOA-FM	8	KAER-FM	8	KAER-FM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	KSFM-FM	1	KRXQ-FM	1	KRXQ-FM	1	KRXQ-FM
2	KWOD-FM	2	KSFM-FM	2	KZAP-FM	2	KZAP-FM
3	KRXQ-FM	3	KWOD-FM	3	KRAK-FM	3	KRAK-FM
4	KROY-FM	4	KROY-FM	4	KFBK-AM	4	KHYL-FM
5	KRQR-FM	5	KXOA-FM	5	KHYL-FM	5	KAER-FM
	KHYL-FM	6	KZAP-FM	6	KAER-FM	6	KFBK-AM
	KRAK-FM	7	KRAK-FM	7	KQPT-FM	7	KXOA-FM
	KAER-FM	8	KWOD-FM	8	KXOA-FM	8	KQPT-FM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	KFBK-AM	1	KZAP-FM	1	KFBK-AM	1	KRAK-FM
2	KRAK-FM	2	KQPT-FM	2	KRAK-FM	2	KFBK-AM
3	KYMX-FM	3	KFBK-AM	3	KHYL-FM	3	KXOA-FM
4	KXOA-FM	4	KHYL-FM	4	KXOA-FM	4	KHYL-FM
5	KQPT-FM	5	KZAP-FM	5	KRAK-AM	5	KYMX-FM
6	KHYL-FM	6	KYMX-FM	6	KQPT-FM	6	KQPT-FM
7	KRAK-AM	7	KAER-FM	7	KYMX-FM	7	KRAK-AM
8	KZAP-FM	8	KRAK-FM	8	KSMJ-AM	8	KAER-FM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary

Metro: 101 SALT LAKE CITY-OGDEN-PROVO, UT

ARBITRON Rank: 038

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		W190	FA89	SU89	SP89	W189								
*KKAT-FM	CTY	10.7	10.6	9.1	9.3	8.6		101.9	C	26.0	26.0	3740.2	Apollo Radio	OGDEN, UT
*KSFI-FM	EZ	9.3	11.3	9.4	7.3	9.8		100.3	C	26.0	26.0	3740.2	Simmons Family, Inc.	SALT LAKE CITY,
*KSL -AM	AC	8.5	7.8	4.6	6.7	7.0		1160	I-A	50.0	50.0	DA-1	Bonneville Internati	SALT LAKE CITY,
*KISN-FM	CHR	7.5	6.8	8.0	7.3	6.9		97.1	C	30.0	30.0	3651.6	SUN MOUNTAIN BROADCA	SALT LAKE CITY,
*KLZX-FM	CR	5.9	6.1	3.0	3.3	2.5		93.3	C	26.0	26.0	3740.2	Citadel Communicatio	SALT LAKE CITY,
*KCPX-FM	CHR	5.8	4.9	6.9	7.2	7.9		98.7	C	40.0	40.0	2933.1	Price Broadcasting C	SALT LAKE CITY,
*KSOP-FM	CTY	5.3	5.5	5.2	7.4	7.5		104.3	C	25.0	25.0	3638.5	KSOP, INC.	SALT LAKE CITY,
*KMGR-FM	AC	4.4	4.1	2.9	2.6	3.2		107.5	C	43.0	43.0	2851.0	B & B Broadcasting,	OREM, UT
*KBER-FM	AC	3.8	5.8	5.3	5.0	4.5		106.5	C1	7.5	7.5	2710.0	Positive Communicati	SPANISH FORK, U
*KALL-AM	AC	3.7	2.9	2.4	2.4	2.3		910	III	5.0	1.0	DA-N	Hatch Stations	SALT LAKE CITY,
*KLVV-FM	AC	3.4	2.5	2.2	1.2	0.5		99.5	C	39.0	39.0	2952.8	BOUNTIFUL BROADCASTI	BOUNTIFUL, UT
*KRSP-FM	AOR	2.9	2.0	3.7	5.3	5.6		103.5	C	27.5	27.5	3628.6	Carlson Communicatio	SALT LAKE CITY,
*KJQN-FM	AOR	2.9	2.0	3.8	2.2	3.3	CP	95.5	C	75.0	75.0	2293.3	S.G.S. BROADCASTING	OGDEN, UT
*KTKK-AM	TLK	2.6	1.3	3.0	1.7	3.1		630	III	1.0	0.5	DA-2	D & B Broadcasting C	SANDY, UT
*KDYL-AM	BB	2.4	2.4	2.4	2.3	1.6		1280	III	5.0	0.8	DA-N	Simmons Family, Inc.	SALT LAKE CITY,
*KZHT-FM	CHR	2.1	2.3	4.9	2.6	1.7	CP	94.9	C	47.0	47.0	2788.7	Marriott, Steven	PROVO, UT
*KLCY-FM	AC	1.7	2.7	2.2	3.7	3.0		94.1	C	40.0	40.0	3061.0	Hatch Stations	SALT LAKE CITY,
*KISN-AM	CHR	1.5	1.0	0.7	1.4	0.4		570	III	5.0	5.0	DA-1	SUN MOUNTAIN BROADCA	SALT LAKE CITY,
*KRPN-FM	OLD	1.0	1.3	1.0	0.5	0.8		107.9	C	67.0	67.0	2378.6	Bonneville Internati	ROY, UT
*KZOL-FM	OLD	0.9	1.4	2.5	2.2	1.3		96.1	C	53.0	53.0	2631.2	Great Stock Company	PROVO, UT
*KKWY-FM	AOR	0.9	1.8	2.1	2.2	1.0		97.9	C	26.0	26.0	3769.7	USA Broadcasting Com	OGDEN, UT
*KSRR-AM	AC	0.7	0.4	0.4	0.3	0.7		1400	IV	1.0	1.0	ND-U	Positive Communicati	PROVO, UT
*KRSP-AM	OLD	0.7	0.6	1.6	1.0	0.7		1060	II	10.0	1.0	DA-N	Carlson Communicatio	SOUTH SALT LAKE
*KUTR-AM	AC	0.7	1.2	----	0.4	1.0		1320	III	5.0	5.0	DA-1	Price Broadcasting C	SALT LAKE CITY,
*KSOP-AM	CTY	0.7	0.5	0.4	0.9	0.5		1370	III	5.0	0.5	DA-N	KSOP, INC.	SOUTH SALT LAKE
*KFAM-AM	EZ	0.7	0.6	0.5	0.6	0.6		700	II	50.0	1.0	DA-1	General Broadcasting	NORTH SALT LAKE
*KSOS-FM	AC	0.6	----	1.1	1.2	0.8		106.9	C	68.0	68.0	2368.8	FIRST NATIONAL BROAD	BRIGHAM CITY, U
*KBCK-FM	REL	0.5	----	0.4	0.3	0.7	CP	105.7	C2	13.5	13.5	961.3	Mid America Gospel	CENTERVILLE, UT
*KLZX-AM	AC	0.2	0.1	0.0	1.7	1.1		860	II	50.0	0.2	ND-U	Citadel Communicatio	SALT LAKE CITY
*KMGR-AM	MOR	0.1	----	----	----	0.0		1230	IV	1.0	1.0	ND-U	B & B Broadcasting,	MURRAY, UT
*KANN-AM	REL	----	0.8	0.4	----	0.3		1120	II	10.0	1.0	DA-N	Faith Communications	ROY, UT
*KLO -AM	MOR	----	0.8	0.3	0.4	0.6		1430	III	5.0	5.0	DA-N	KLO Broadcasting Com	OGDEN, UT
*KDAB-FM	NAC	----	0.6	1.7	2.2	2.3		101.1	C	25.0	25.0	3740.2	Devine Communicatio	OGDEN, UT
*KFMY-AM	OLD	----	0.1	0.1	0.0	----		960	III	5.0	1.0	DA-N	Great Stock Company	PROVO, UT
*KSVN-AM	CTY	----	----	----	----	0.8		730	II	1.0	0.0	ND-D	Weber Broadcasting,	OGDEN, UT
*KZQQ-AM	CL	----	----	----	----	0.3		1550	II	10.0	0.5	DA-2	KARGO BROADCASTING,	WEST VALLEY CEN

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 101 SALT LAKE CITY-OGDEN-PROVO, UT						ARBITRON Rank: 038-Demo: P 12+		Mon-Sun 6A-MID		TSL			
ADI : Salt Lake City						US Region : MT		Rk. Station	Share	AQH Per	Cume Per	HR:MN	T/O
Year	(000) Pop (0+)	(000) HsHlds	(\$000) EBI	(\$000) Retail Sls	(\$000) Radio Rev	Radio Rev %RtSls	Radio Rev PerCap						
1986	1336.0	417.7	12511646	6390532	26916.2	0.0042	20.15	1. KKAT-FM	10.7	17100	216300	9:58	12.6
1987	1340.1	418.7	13456166	6492910	28254.7	0.0044	21.08	2. KSFI-FM	9.3	15000	185200	10:12	12.3
1988	1349.4	420.9	14733911	6767209	28779.3	0.0043	21.33	3. KSL -AM	8.5	13700	242400	7:07	17.7
1989	1364.9	425.7	16224133	7266573	30184.8	0.0042	22.12	4. KISN-FM	7.5	12000	202600	7:28	16.9
1990	1385.0	432.4	17873711	7934734	32743.5	0.0041	23.64	5. KLZX-FM	5.9	9400	124700	9:30	13.3
1991	1408.2	440.4	19629527	8715428	36167.1	0.0041	25.68	6. KCPX-FM	5.8	9300	182200	6:26	19.6
1992	1432.9	449.1	21438463	9552388	40167.2	0.0042	28.03	7. KSOP-FM	5.3	8500	136800	7:50	16.1
1993	1454.6	457.0	23236583	10339812	44455.7	0.0043	30.56	8. KMGR-FM	4.4	7000	102100	8:38	14.6
1994	1476.8	465.1	25042449	11158893	48490.4	0.0043	32.83	9. KBER-FM	3.8	6100	105800	7:16	17.3
1995	1499.0	473.1	26848314	11977974	52687.3	0.0044	35.15	10. KALL-AM	3.7	5900	93800	7:56	15.9
1996	1521.3	481.1	28654180	12797056	56884.2	0.0044	37.39	11. KLVV-FM	3.4	5500	92500	7:30	16.8
1997	1543.5	489.2	30460045	13616137	61081.1	0.0045	39.57	12. KRSP-FM	2.9	4600	109100	5:19	23.7
1998	1565.7	497.2	32265911	14435218	65277.9	0.0045	41.69	13. KJQN-FM	2.9	4600	94600	6:08	20.6
1999	1588.0	505.2	34071776	15254300	69474.8	0.0046	43.75	14. KTKK-AM	2.6	4200	41500	12:45	9.9
2000	1610.2	513.2	35877642	16073381	73671.7	0.0046	45.75	15. KDYL-AM	2.4	3900	50100	9:49	12.8
								16. KZHT-FM	2.1	3300	85000	4:54	25.8
								17. KLCY-FM	1.7	2800	88100	4:00	31.5
								18. KISN-AM	1.5	2400	89200	3:23	37.2
								19. KRPN-FM	1.0	1600	33400	6:02	20.9
								20. KZOL-FM	0.9	1500	46800	4:02	31.2
								21. KKWY-FM	0.9	1400	52200	3:23	37.3
								22. KSRR-AM	0.7	1200	26300	5:45	21.9
								23. KRSP-AM	0.7	1200	28900	5:14	24.1
								24. KUTR-AM	0.7	1100	36700	3:47	33.4
								25. KSOP-AM	0.7	1100	31100	4:27	28.3
								26. KFAM-AM	0.7	1100	15800	8:46	14.4
								27. KSOS-FM	0.6	900	31500	3:36	35.0
								28. KBCK-FM	0.5	800	18200	5:32	22.7
								29. KLZX-AM	0.2	400	9500	5:18	23.8
								30. KMGR-AM	0.1	100	3300	3:49	33.0
								0. TOT MKT	100.0	160500	971100	20:49	6.1

The Radio Marketplace			
AM Home to Market	: 12	ARBITRON Market	: CONTINUOUS
FM Home to Market	: 18	Surveys	: Wi, Sp, Su, Fa
Tot Stations MSA Survey	: 30	Most Current Survey	: Winter 1990
Tot Listed Share Points	: 92.1		
Points Above Line	: 92.1		
Points Below Line	: 0.0		
Balance of Points	: 7.9		
Mean Points/AL Station	: 3.1		
Median Points/AL Station	: 2.3		
Revenue/AL Point	: 327,739		
Revenue/AL Mean Station	: 1,006,159		
AL -- Above Line (Home to Market)			

Demographics	
12+ Tot Pop	: 1,004,800 100.0%
12+ Blk Pop	: 7,100 0.7%
12+ His Pop	: 43,400 4.3%
Median Age	: 27.4
Eth Controls	: NO CONTROLS

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	KKAT-FM	1	KLZX-FM	1	KISN-FM	1	KKAT-FM
2	KSFI-FM	2	KKAT-FM	2	KKAT-FM	2	KLZX-FM
3	KSL -AM	3	KBER-FM	3	KLZX-FM	3	KSFI-FM
4	KISN-FM	4	KISN-FM	4	KCPX-FM	4	KMGR-FM
5	KLZX-FM	5	KRSP-FM	5	KBER-FM	5	KISN-FM
6	KSOP-FM	6	KCPX-FM	6	KLZX-FM	6	KMGR-FM
7	KCPX-FM	7	KJQN-FM	7	KBER-FM	7	KLZX-FM
8	KMGR-FM	8	KSOP-FM	8	KSOP-FM	8	KLVV-FM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	KCPX-FM	1	KCPX-FM	1	KISN-FM	1	KLZX-FM
2	KISN-FM	2	KISN-FM	2	KKAT-FM	2	KKAT-FM
3	KKAT-FM	3	KJQN-FM	3	KCPX-FM	3	KISN-FM
4	KZHT-FM	4	KKAT-FM	4	KBER-FM	4	KMGR-FM
5	KBER-FM	5	KBER-FM	5	KLZX-FM	5	KSOP-FM
6	KRSP-FM	6	KLZX-FM	6	KMGR-FM	6	KLVV-FM
7	KJQN-FM	7	KRSP-FM	7	KJQN-FM	7	KCPX-FM
8	KSOP-FM	8	KZHT-FM	8	KSOP-FM	8	KBER-FM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	KSFI-FM	1	KLZX-FM	1	KKAT-FM	1	KSFI-FM
2	KSL -AM	2	KKAT-FM	2	KISN-FM	2	KSL -AM
3	KKAT-FM	3	KSOP-FM	3	KSFI-FM	3	KKAT-FM
4	KSOP-FM	4	KSL -AM	4	KMGR-FM	4	KSOP-FM
5	KALL-AM	5	KMGR-FM	5	KSL -AM	5	KALL-AM
6	KDYL-AM	6	KALL-AM	6	KLZX-FM	6	KISN-FM
7	KTKK-AM	7	KLVV-FM	7	KCPX-FM	7	KDYL-AM
8	KMGR-FM	8	KRPN-FM	8	KLZX-FM	8	KRSP-AM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary

Metro: 059 SAN ANTONIO, TX

ARBITRON Rank: 036

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FA89	SU89	SP89	WI89								
*KCYF-FM	CTY	10.9	10.3	9.0	8.4	9.5	CP	100.3	C	100.0	100.0	984.3	NewCity Communicatio	SAN ANTONIO, TX
*KTFM-FM	CHR	6.9	7.7	6.6	6.0	7.2		102.7	C1	100.0	70.0	669.3	Waterman Broadcastin	SAN ANTONIO, TX
*KCOR-AM	SPN	6.8	5.1	3.6	5.2	5.6		1350	III	5.0	5.0	ND-U	Tichenor Media Syste	SAN ANTONIO, TX
*KITY-FM	CHR	6.1	6.5	7.6	6.8	6.2		92.9	C	100.0	100.0	1017.1	Genesis Broadcasting	SAN ANTONIO, TX
*KAJA-FM	CTY	5.9	5.0	5.3	5.6	5.1	CP	97.3	C	100.0	100.0	984.3	Clear Channel Commun	SAN ANTONIO, TX
*KSMG-FM	OLD	5.1	4.5	7.3	6.4	3.9		105.3	C	94.0	94.0	1250.0	Jacor Communications	SEGUIN, TX
*WOAI-AM	NTK	5.1	5.7	4.7	6.0	7.9		1200	I-A	50.0	50.0	ND-U	Clear Channel Commun	SAN ANTONIO, TX
*KQXT-FM	EZ	4.7	4.4	4.2	4.7	6.3		101.9	C1	100.0	50.0	669.3	Westinghouse Broadca	SAN ANTONIO, TX
*KZEP-FM	CR	4.2	3.6	4.2	3.1	3.5		104.5	C1	100.0	64.0	659.4	Lotus Communications	SAN ANTONIO, TX
*KTSB-AM	BB	4.2	4.2	4.2	3.4	2.5		550	III	5.0	5.0	DA-N	Waterman Broadcastin	SAN ANTONIO, TX
*KSAQ-FM	CHR	4.0	4.8	4.4	3.1	3.3	CP	96.1	C1	100.0	100.0	577.4	Inner City Broadcast	SAN ANTONIO, TX
*KMMX-FM	AC	3.9	5.5	4.5	5.1	4.4		106.7	C	100.0	100.0	1017.1	Vision Communication	TERRELL HILLS,
*KKYX-AM	CTY	3.8	4.6	5.1	5.4	4.2		680	II	50.0	10.0	DA-2	NewCity Communicatio	SAN ANTONIO, TX
*KONO-AM	OLD	3.8	2.5	3.3	3.1	3.3		860	II	5.0	1.0	DA-N	Genesis Broadcasting	SAN ANTONIO, TX
*KISS-FM	AOR	3.7	4.4	5.5	5.1	5.0		99.5	C	100.0	100.0	1112.2	Adams Communications	SAN ANTONIO, TX
*KZVE-FM	SPN	2.7	2.2	3.0	3.1	2.1		107.5	C	97.0	97.0	1469.8	TK Communications	SAN ANTONIO, TX
*KSJL-AM	AOR	2.1	0.8	2.0	1.2	1.6		760	II	50.0	1.0	ND-U	Inner City Broadcast	SAN ANTONIO, TX
*KSAH-AM	SPN	1.7	1.3	1.3	1.0	----		720	II	10.0	1.0	DA-2	Ganadores Inc.	UNIVERSAL CITY,
*KEDA-AM	SPN	1.4	1.6	1.9	2.8	2.2		1540	II	5.0	1.0	DA-2	D&E Broadcasting	SAN ANTONIO, TX
*KCHL-AM	URB	1.3	1.2	0.9	1.1	1.0		1480	III	2.5	0.0	DA-D	Vision Communication	SAN ANTONIO, TX
*KSLR-AM	CC	1.2	1.6	1.0	1.1	1.6		630	III	5.0	5.0	DA-2	Communicom	SAN ANTONIO, TX
*KXTN-AM	SPN	1.2	1.2	1.1	3.1	1.2		1310	III	5.0	0.0	DA-D	TK Communications	SAN ANTONIO, TX
*KDRY-AM	REL	0.7	0.5	----	0.4	0.3		1100	II	11.0	1.0	DA-N	National Enterprises	ALAMO HEIGHTS,
*KFAN-FM	AC	0.7	2.0	1.7	0.8	1.3		101.1	C	98.0	98.0	1371.4	GILLESPIE BROADCASTI	FREDERICKSBURG,
*KFHM-AM	SPN	0.4	0.4	----	----	0.3		1160	II	10.0	1.0	ND-U	Morales, Felix H.	SAN ANTONIO, TX
*KGNB-AM	BB	0.4	----	0.4	0.5	----		1420	III	1.0	0.0	ND-D	NEW BRAUNFELS BROADC	NEW BRAUNFELS,
*KZEP-AM	SPN	0.3	0.6	----	0.7	1.0		1250	III	1.0	1.0	DA-N	Lotus Communications	SAN ANTONIO, TX
*KWED-AM	AC	0.3	0.3	0.7	0.5	0.7		1580	II	1.0	0.0	ND-D	Kaplan, Albert	SEGUIN, TX
*KISS-AM	SPN	----	0.3	----	----	----		930	III	5.0	1.0	DA-N	Adams Communications	TERRELL HILLS,
*KNBT-FM	CTY	----	----	----	----	0.5		92.1	A	3.0	3.0	298.6	NEW BRAUNFELS BROADC	NEW BRAUNFELS,
KEYI-FM	AC	----	----	----	----	0.3		103.5	C	96.0	96.0	1256.6	Degree Communication	SAN MARCOS, TX
KMOW-AM	BB	----	----	----	----	0.0		1490	IV	1.0	1.0	ND-U	Degree Communication	AUSTIN, TX

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".
 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 059 SAN ANTONIO, TX

ARBITRON Rank: 036 Demo: P 12+

Mon-Sun 6A-MID

TSL

ADI : San Antonio

US Region : WSC

Rk. Station

Share

AQH Per

Cume Per

HR:MN

T/O

Year	(000) Pop (0+)	(000) HsHlds	(\$000) EBI	(\$000) Retail Sls	(\$000) Radio Rev	Radio Rev %RtSls	PerCap
1986	1251.2	422.8	13193202	7188738	36981.3	0.0051	29.56
1987	1271.5	430.3	13630757	7172213	39828.2	0.0056	31.32
1988	1286.5	436.4	14529954	7331409	39727.0	0.0054	30.88
1989	1303.8	443.8	15954794	7830931	40701.2	0.0052	31.22
1990	1322.6	452.1	17773867	8585698	43757.8	0.0051	33.08
1991	1342.6	461.0	19855760	9510628	48376.2	0.0051	36.03
1992	1363.1	470.2	22069065	10520639	54035.9	0.0051	39.64
1993	1384.9	479.6	24265830	11494150	60216.1	0.0052	43.48
1994	1406.5	488.9	26480523	12483832	66173.1	0.0053	47.05
1995	1428.1	498.3	28695217	13473514	72229.0	0.0054	50.58
1996	1449.8	507.6	30909910	14463195	78284.9	0.0054	54.00
1997	1471.4	516.9	33124604	15452877	84340.8	0.0055	57.32
1998	1493.0	526.3	35339297	16442559	90396.6	0.0055	60.55
1999	1514.7	535.6	37553991	17432240	96452.5	0.0055	63.68
2000	1536.3	545.0	39768684	18421922	102508.4	0.0056	66.72

1.	KCYY-FM	10.9	21100	215700	12:20	10.2
2.	KTFM-FM	6.9	13300	217000	7:43	16.3
3.	KCOR-AM	6.8	13200	92000	18:05	7.0
4.	KITY-FM	6.1	11900	190600	7:52	16.0
5.	KAJA-FM	5.9	11400	148500	9:40	13.0
6.	KSMG-FM	5.1	9800	157100	7:52	16.0
8.	KQXT-FM	4.7	9100	150200	8:13	15.3
9.	WOAI-AM	5.1	9800	150200	8:13	15.3
8.	KQXT-FM	4.7	9100	127600	8:59	14.0
9.	KZEP-FM	4.2	8100	107900	9:28	13.3
	KTSA-AM	4.2	8100	89200	11:27	11.0
11.	KSAQ-FM	4.0	7800	127100	7:44	16.3
12.	KMMX-FM	3.9	7500	112800	8:23	15.0
13.	KKYX-AM	3.8	7400	89000	10:29	12.0
14.	KONO-AM	3.8	7300	82400	11:10	11.3
15.	KISS-FM	3.7	7200	143900	6:18	20.0
16.	KZVE-FM	2.7	5300	65100	10:15	12.3
17.	KSJL-AM	2.1	4000	37000	13:37	9.2
18.	KSAH-AM	1.7	3300	27100	15:21	8.2
19.	KEDA-AM	1.4	2700	46000	7:24	17.0
20.	KCHL-AM	1.3	2500	26300	11:59	10.5
21.	KSLR-AM	1.2	2400	44900	6:44	18.7
22.	KXTN-AM	1.2	2300	39100	7:25	17.0
23.	KDRY-AM	0.7	1400	17900	9:51	12.8
24.	KFAN-FM	0.7	1300	46600	3:31	35.8
25.	KFHM-AM	0.4	800	22600	4:28	28.2
26.	KGNB-AM	0.4	700	16400	5:23	23.4
27.	KZEP-AM	0.3	600	19300	3:55	32.2
	KWED-AM	0.3	600	11300	6:41	18.8
0.	TOT MKT	100.0	194000	1005200	24:19	5.2

The Radio Marketplace

AM Home to Market	: 16	ARBITRON Market	: CONTINUOUS
FM Home to Market	: 12	Surveys	: Wi, Sp, Su, Fa
Tot Stations MSA Survey	: 28	Most Current Survey	: Winter 1990
Tot Listed Share Points	: 93.5		
Points Above Line	: 93.5		
Points Below Line	: 0.0		
Balance of Points	: 6.5		
Mean Points/AL Station	: 3.3		
Median Points/AL Station	: 3.8		
Revenue/AL Point	: 435,306		
Revenue/AL Mean Station	: 1,453,613		
AL -- Above Line (Home to Market)			

Demographics

12+ Tot Pop	: 1,054,000	100.0%
12+ Blk Pop	: 72,600	6.9%
12+ His Pop	: 489,300	46.4%
Median Age	: 30.1	
Eth Controls	: HISPANIC CONTROLS	

Demo: Rank	P 18+ Station	Demo: Rank	M 18-34 Station	Demo: Rank	W 18-34 Station	Demo: Rank	P 18-34 Station	Demo: Rank	M 25-54 Station	Demo: Rank	W 25-54 Station	Demo: Rank	P 25-54 Station
1	KCYY-FM	1	KCYY-FM	1	KCYY-FM	1	KCYY-FM	1	KCYY-FM	1	KCYY-FM	1	KCYY-FM
2	KCOR-AM	2	KISS-FM	2	KTFM-FM	2	KTFM-FM	2	KZEP-FM	2	KSMG-FM	2	KSMG-FM
3	KAJA-FM	3	KZEP-FM	3	KITY-FM	3	KITY-FM	3	WOAI-AM	3	KAJA-FM	3	KAJA-FM
4	KTFM-FM	4	KITY-FM	4	KMMX-FM	4	KMMX-FM	4	KSMG-FM	4	KQXT-FM	4	KZEP-FM
	WOAI-AM	5	KSAQ-FM	5	KSMG-FM	5	KISS-FM	5	KAJA-FM	5	KCOR-AM	5	KMMX-FM
6	KSMG-FM	6	KAJA-FM	6	KSAQ-FM	6	KSAQ-FM	6	KMMX-FM	6	KMMX-FM	6	KTFM-FM
7	KQXT-FM	7	KMMX-FM	7	KAJA-FM	7	KAJA-FM	7	KTFM-FM	7	KONO-AM	7	KQXT-FM
8	KTSA-AM	8	KTFM-FM	8	KISS-FM	8	KZEP-FM	8	KONO-AM	8	KTFM-FM	8	KONO-AM

Demo: Rank	P 12-17 Station	Demo: Rank	M 18-24 Station	Demo: Rank	W 18-24 Station	Demo: Rank	P 18-24 Station	Demo: Rank	M 25-34 Station	Demo: Rank	W 25-34 Station	Demo: Rank	P 25-34 Station
1	KITY-FM	1	KSAQ-FM	1	KTFM-FM	1	KSAQ-FM	1	KCYY-FM	1	KCYY-FM	1	KCYY-FM
2	KTFM-FM	2	KISS-FM	2	KITY-FM	2	KITY-FM	2	KZEP-FM	2	KSMG-FM	2	KMMX-FM
3	KSAQ-FM	3	KCYY-FM	3	KCYY-FM	3	KTFM-FM	3	KMMX-FM	3	KMMX-FM	3	KZEP-FM
4	KSJL-AM	4	KITY-FM	4	KSAQ-FM	4	KCYY-FM	4	KAJA-FM	4	KAJA-FM	4	KSMG-FM
	KAJA-FM	5	KSJL-AM	5	KMMX-FM	5	KISS-FM	5	KISS-FM	5	KTFM-FM	5	KAJA-FM
6	KISS-FM	6	KTFM-FM	6	KISS-FM	6	KSJL-AM	6	WOAI-AM	6	KZEP-FM	6	KTFM-FM
7	KZVE-FM	7	KZEP-FM	7	KAJA-FM	7	KAJA-FM	7	KSMG-FM	7	KQXT-FM	7	KISS-FM
8	KCYY-FM	8	KAJA-FM	8	KSMG-FM	8	KZEP-FM	8	KITY-FM	8	KZVE-FM	8	KITY-FM

Demo: Rank	P 35+ Station	Demo: Rank	M 35-44 Station	Demo: Rank	W 35-44 Station	Demo: Rank	P 35-44 Station	Demo: Rank	M 45-54 Station	Demo: Rank	W 45-54 Station	Demo: Rank	P 45-54 Station
1	KCYY-FM	1	KZEP-FM	1	KCYY-FM	1	KCYY-FM	1	KCYY-FM	1	KCYY-FM	1	KCYY-FM
2	KCOR-AM	2	KCYY-FM	2	KAJA-FM	2	KSMG-FM	2	WOAI-AM	2	KQXT-FM	2	KQXT-FM
3	WOAI-AM	3	KSMG-FM	3	KSMG-FM	3	KAJA-FM	3	KONO-AM	3	KONO-AM	3	KONO-AM
4	KQXT-FM	4	KAJA-FM	4	KONO-AM	4	KZEP-FM	4	KKYX-AM	4	KCOR-AM	4	WOAI-AM
5	KTSA-AM	5	KONO-AM	5	KCOR-AM	5	KONO-AM	5	KQXT-FM	5	KTSA-AM	5	KKYX-AM
6	KKYX-AM	6	KZVE-FM	6	KTFM-FM	6	KTFM-FM	6	KTFM-FM	6	KEDA-AM	6	KCOR-AM
7	KONO-AM	7	KMMX-FM	7	KQXT-FM	7	KCOR-AM	7	KCOR-AM	7	KKYX-AM	7	KTSA-AM
8	KSMG-FM	8	KTFM-FM	8	KSAH-AM	8	KQXT-FM	8	KTSA-AM	8	KSMG-FM	8	KEDA-AM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary
 Metro: 313 SAN DIEGO NORTH COUNTY, CA ARBITRON Rank: 062

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FA89	SU89	SP89	WI89								
KFMB-FM	AC	5.6	5.0	6.8	6.0	9.2		100.7	B	30.0	30.0	620.1	Midwest Television I	SAN DIEGO, CA
KJQY-FM	AC	5.6	5.8	7.0	6.8	9.0		103.7	B	36.0	36.0	580.7	LBI Holdings, Inc.	SAN DIEGO, CA
KKLQ-FM	CHR	5.4	3.7	5.9	4.5	4.2	CP	106.5	B	7.4	7.4	1072.8	Edens Broadcasting	SAN DIEGO, CA
XTRA-FM	AOR	5.1	4.9	4.6	3.7	4.2		91.1	C	100.0	100.0	1000.0	Noble Broadcast Grou	TJUANA, MX
KFSD-FM	CL	4.9	4.1	2.2	3.0	2.9		94.1	B	100.0	100.0	639.8	Lotus Communications	SAN DIEGO, CA
KKYY-FM	AC	4.7	3.4	5.4	3.4	3.8		94.9	B	22.0	22.0	702.1	Sandusky Broadcastin	SAN DIEGO, CA
KGB -FM	AOR	4.2	4.9	3.2	6.1	6.1	CP	101.5	B	7.4	7.4	1072.8	Brown Broadcasting	SAN DIEGO, CA
*KGMG-FM	CR	4.0	5.2	5.0	4.5	4.8		102.1	B	9.5	9.5	981.0	PAR BCG CO	OCEANSIDE, CA
KYXY-FM	AC	3.8	2.4	2.9	4.5	4.2		96.5	B	41.0	41.0	541.3	PARKER BCG CO	SAN DIEGO, CA
KFMB-AM	AC	3.6	4.1	7.5	4.4	5.4		760	II	5.0	50.0	DA-N	Midwest Television I	SAN DIEGO, CA
*KGMG-AM	CH	3.2	4.3	2.2	3.0	1.9		1320	III	0.5	0.5	DA-1	PAR BCG CO	SAN DIEGO, CA
KSON-FM	CTY	3.1	4.1	3.8	4.7	2.1	CP	97.3	B	7.4	7.4	1072.8	Jefferson-Pilot	SAN DIEGO, CA
KIFM-FM	NAC	2.9	2.9	2.5	1.8	2.3	CP	98.1	B	28.0	28.0	639.8	AFC Broadcasting, In	SAN DIEGO, CA
KSDO-AM	NTK	2.8	2.0	2.6	2.1	2.5		1130	II	10.0	10.0	DA-2	Gannett Company	SAN DIEGO, CA
KNX -AM	NWS	2.6	2.9	2.1	2.1	3.1		1070	I-B	50.0	50.0	ND-U	CBS Incorporated	LOS ANGELES, CA
*KKOS-FM	AC	2.4	1.7	1.9	2.6	3.4		95.9	A	3.0	3.0	298.6	TRI-CITIES BROADCAST	CARLSBAD, CA
KPOP-AM	BB	2.2	0.9	1.3	2.5	0.8		1360	III	5.0	1.0	ND-U	Brown Broadcasting	SAN DIEGO, CA
KCBQ-FM	CH	1.9	1.0	2.6	2.3	1.4		105.3	B	29.0	29.0	620.1	Adams Communications	SAN DIEGO, CA
KLOS-FM	AOR	1.9	2.0	0.9	1.1	0.7		95.5	B	61.0	61.0	3129.9	Capital Cities/ABC	LOS ANGELES, CA
*KOWF-FM	AC	1.3	1.7	1.6	1.7	0.7		92.1	A	0.2	0.2	1020.3	Aries Communications	ESCONDIDO, CA
KBIG-FM	AC	1.3	1.0	----	1.5	----		104.3	B	78.0	78.0	2890.4	Bonneville Internati	LOS ANGELES, CA
*KOWA-AM	CTY	1.2	0.6	1.4	1.0	0.8		1450	IV	1.0	1.0	ND-U	Aries Communications	ESCONDIDO, CA
*KPRZ-AM	REL	1.2	0.7	0.9	1.1	1.3		1210	II	10.0	5.0	DA-2	Salem Communication	SAN MARCOS, CA
KKLQ-AM	CHR	1.1	0.7	1.0	0.8	0.9		600	III	5.0	5.0	DA-1	Edens Broadcasting	SAN DIEGO, CA
XEMO-AM	SPN	1.1	1.5	----	----	1.3		860	II	5.0	5.0	ND-U	J. C. Gates & Compan	TIJUANA, BJ
XLTN-FM	SPN	1.1	----	----	----	0.3		104.5	B	60.0	60.0	1200.0	Noventa FM 90, Inc.	TIJUANA, BJ
KFI -AM	TLK	1.1	2.1	1.3	1.6	0.9		640	I-A	50.0	50.0	ND-U	Cox Enterprises	LOS ANGELES, CA
KSDO-FM	NAC	1.0	0.8	1.4	1.4	1.6	CP	102.9	B	32.0	32.0	616.8	Gannett Company	SAN DIEGO, CA
XPRS-AM	OTH	1.0	2.2	----	----	----		1090	II	50.0	50.0	DA-N	Mexican Ownership	TIJUANA, MX
KCBQ-AM	CH	1.0	0.7	0.3	0.3	0.3		1170	II	50.0	5.0	DA-2	Adams Communications	SAN DIEGO, CA
*KCEO-AM	NTK	0.9	0.7	1.2	1.2	0.8		1000	II	2.5	0.3	DA-2	TRI-CITIES BROADCAST	VISTA, CA
XTRA-AM	OLD	0.9	1.3	1.1	1.2	0.9		690	II	50.0	50.0	DA-2	Noble Broadcast Grou	TIJUANA, MX
KPWR-FM	CHR	0.9	1.1	1.3	2.7	1.7	CP	105.9	B	25.0	25.0	2965.9	Emmis Broadcasting	LOS ANGELES, CA
KRTH-FM	OLD	0.8	0.9	0.7	0.5	1.3		101.1	B	51.0	51.0	3129.9	Beasley Broadcasting	LOS ANGELES, CA
KQLZ-FM	CHR	0.8	1.9	1.2	0.8	----		100.3	B	5.3	5.3	3005.2	Westwood One, Inc.	LOS ANGELES, CA
KWVE-FM	AC	0.6	----	0.9	0.5	1.3		107.9	B	50.0	50.0	495.4	CALVARY CHAPEL OF CO	SAN CLEMENTE, C
XHRM-FM	URB	0.3	1.3	0.8	----	1.1		92.5	B	25.0	25.0	203.0	Mexican Ownership	TIJUANA, BJ
KSON-AM	CTY	0.0	0.3	1.1	0.3	----		1240	IV	1.0	1.0	ND-U	Jefferson-Pilot	SAN DIEGO, CA
KXEZ-FM	AC	----	0.8	0.9	0.6	0.8		98.7	B	75.0	75.0	1181.1	Command Communicatio	LOS ANGELES, CA
XHTZ-FM	URB	----	0.7	----	0.4	0.7		90.3	C	100.0	100.0	1000.0	Noventa FM 90, Inc.	TIJUANA, BJ
KTWV-FM	NAC	----	0.6	----	----	----		94.7	B	55.0	55.0	2831.4	Westinghouse Broadca	LOS ANGELES, CA
KBRT-AM	REL	----	0.6	0.9	1.0	0.7		740	II	10.0	0.0	DA-D	Crawford Broadcastin	LOS ANGELES, CA
KODJ-FM	OLD	----	0.3	0.3	----	----		93.1	B	28.5	28.5	3497.4	CBS Incorporated	LOS ANGELES, CA
KABC-AM	TLK	----	----	0.3	1.0	0.8		790	III	5.0	5.0	DA-N	Capital Cities/ABC	LOS ANGELES, CA
KMPC-AM	BB	----	----	----	0.3	----		710	II	50.0	10.0	DA-N	Golden West Broadcas	LOS ANGELES, CA

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".
 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 313 SAN DIEGO NORTH COUNTY, CA

ARBITRON Rank: 062 Demo: P 12+

Mon-Sun 6A-MID

TSL

ADI : San Diego

US Region : PAC

Rk. Station Share AQH Per Cume Per HR:MN T/O

Year	Pop (0+)	Hshlds	EBI	Retail Sls	Radio Rev	Radio Rev %	RtSls	PerCap
1986	601.2	219.3	8588034	3889429	0.0	0.0000	0.00	0.00
1987	627.3	227.7	9679595	4145966	0.0	0.0000	0.00	0.00
1988	649.7	235.6	10842114	4494760	0.0	0.0000	0.00	0.00
1989	667.3	242.2	11966846	4947888	0.0	0.0000	0.00	0.00
1990	681.1	247.8	13063236	5479265	0.0	0.0000	0.00	0.00
1991	692.5	252.8	14140733	6062809	0.0	0.0000	0.00	0.00
1992	702.6	257.5	15208783	6672436	0.0	0.0000	0.00	0.00
1993	712.9	263.5	16282474	7278803	0.0	0.0000	0.00	0.00
1994	723.0	269.4	17350244	7888731	0.0	0.0000	0.00	0.00
1995	733.1	275.3	18418013	8498658	0.0	0.0000	0.00	0.00
1996	743.3	281.1	19485783	9108586	0.0	0.0000	0.00	0.00
1997	753.4	287.0	20553553	9718513	0.0	0.0000	0.00	0.00
1998	763.5	292.9	21621323	10328441	0.0	0.0000	0.00	0.00
1999	773.6	298.8	22689093	10938368	0.0	0.0000	0.00	0.00
2000	783.7	304.6	23756862	11548295	0.0	0.0000	0.00	0.00

1.	KFMB-FM	5.6	5000	113500	5:33	22.7
	KJQY-FM	5.6	5000	63300	9:57	12.7
3.	KKLQ-FM	5.4	4900	80400	7:41	16.4
4.	XTRA-FM	5.1	4600	51100	11:21	11.1
5.	KFSD-FM	4.9	4400	45200	12:16	10.3
6.	KKYY-FM	4.7	4200	64000	8:16	15.2
7.	KGB -FM	4.2	3800	52200	9:10	13.7
8.	KGMG-FM	4.0	3600	62100	7:18	17.2
9.	KYXY-FM	3.8	3400	58200	7:22	17.1
10.	KFMB-AM	3.6	3200	59600	6:46	18.6
11.	KGMG-AM	3.2	2900	27800	13:09	9.6
12.	KSON-FM	3.1	2800	43300	8:09	15.5
13.	KIFM-FM	2.9	2600	35800	9:09	13.8
14.	KSDO-AM	2.8	2500	37300	8:27	14.9
15.	KNX -AM	2.6	2300	58100	4:59	25.3
16.	KKOS-FM	2.4	2200	45800	6:03	20.8
17.	KPOP-AM	2.2	2000	21200	11:53	10.6
18.	KCBQ-FM	1.9	1700	49500	4:20	29.1
	KLOS-FM	1.9	1700	19300	11:06	11.4
20.	KOWF-FM	1.3	1200	30300	4:59	25.2
	KBIG-FM	1.3	1200	17300	8:44	14.4
22.	KOWA-AM	1.2	1100	20200	6:52	18.4
	KPRZ-AM	1.2	1100	25800	5:22	23.5
24.	KKLQ-AM	1.1	1000	17400	7:14	17.4
	XEMO-AM	1.1	1000	17700	7:07	17.7
	XLTN-FM	1.1	1000	13800	9:08	13.8
	KFI -AM	1.1	1000	23100	5:27	23.1
28.	KSDO-FM	1.0	900	32500	3:29	36.1
	XPRS-AM	1.0	900	9900	11:27	11.0
	KCBQ-AM	1.0	900	12000	9:27	13.3
0.	TOT MKT	100.0	90000	545700	20:47	6.1

The Radio Marketplace

AM Home to Market	: 4	ARBITRON Market	: CONTINUOUS
FM Home to Market	: 3	Surveys	: Wi, Sp, Su, Fa
Tot Stations MSA Survey	: 38	Most Current Survey	: Winter 1990
Tot Listed Share Points	: 87.5		
Points Above Line	: 14.2		
Points Below Line	: 73.3		
Balance of Points	: 12.5		
Mean Points/AL Station	: 2.0		
Median Points/AL Station	: 1.3		
Revenue/AL Point	: 0		
Revenue/AL Mean Station	: 0		
AL -- Above Line (Home to Market)			

Demographics

12+ Tot Pop	: 584,700	100.0%
12+ Blk Pop	: 11,400	1.9%
12+ His Pop	: 71,500	12.2%
Median Age	: 31.3	
Eth Controls	: HISPANIC CONTROLS	

Demo: Rank	P 18+ Station	Demo: Rank	M 18-34 Station	Demo: Rank	W 18-34 Station	Demo: Rank	P 18-34 Station	Demo: Rank	M 25-54 Station	Demo: Rank	W 25-54 Station	Demo: Rank	P 25-54 Station
1	KJQY-FM	1	XTRA-FM	1	KFMB-FM	1	XTRA-FM	1	KGB -FM	1	KFMB-FM	1	KFMB-FM
2	KFMB-FM	2	KKLQ-FM	2	KKYY-FM	2	KKLQ-FM	2	KGMG-FM	2	KKYY-FM		KKYY-FM
3	XTRA-FM	3	KGB -FM	3	KYXY-FM	3	KGB -FM	3	XTRA-FM	3	KJQY-FM	3	KGB -FM
4	KFSD-FM	4	KGMG-FM	4	KKLQ-FM	4	KFMB-FM	4	KJQY-FM	4	KFMB-AM	4	KJQY-FM
5	KKYY-FM	5	KLOS-FM	5	KKOS-FM	5	KKYY-FM	5	KLOS-FM		KYXY-FM		KGMG-FM
6	KKLQ-FM	6	KYXY-FM		KGMG-FM		KGMG-FM		KSON-FM	6	KSON-FM	6	KFMB-AM
7	KGB -FM	7	KFMB-FM		KGB -FM	7	KYXY-FM		KIFM-FM	7	KIFM-FM		KSON-FM
8	KGMG-FM		KKOS-FM		XTRA-FM	8	KKOS-FM		KKYY-FM	8	KKOS-FM		XTRA-FM

Demo: Rank	P 12-17 Station	Demo: Rank	M 18-24 Station	Demo: Rank	W 18-24 Station	Demo: Rank	P 18-24 Station	Demo: Rank	M 25-34 Station	Demo: Rank	W 25-34 Station	Demo: Rank	P 25-34 Station
1	KKLQ-FM	1	XTRA-FM	1	KFMB-FM	1	KKLQ-FM	1	KGB -FM	1	KFMB-FM	1	KGB -FM
2	KKLQ-AM	2	KKLQ-FM	2	KYXY-FM	2	XTRA-FM	2	XTRA-FM	2	KKYY-FM	2	XTRA-FM
3	KFMB-FM	3	KGB -FM	3	KKYY-FM	3	KFMB-FM	3	KGMG-FM	3	KGB -FM	3	KGMG-FM
	XLTN-FM	4	XPRS-AM	4	KKLQ-FM	4	KYXY-FM	4	KLOS-FM	4	KKOS-FM		KKYY-FM
5	KPWR-FM		KGMG-FM	5	KGMG-FM	5	KGMG-FM	5	KKLQ-FM		KQLZ-FM		KFMB-FM
	XEMO-AM	6	KBIG-FM	6	KKOS-FM	6	KKYY-FM	6	KYXY-FM	6	XTRA-FM	6	KLOS-FM
	KFMB-AM		KKOS-FM		KBIG-FM	7	KGB -FM	7	KFI -AM	7	KGMG-FM	7	KKLQ-FM
8	KQLZ-FM	8	KPWR-FM		KFSD-FM	8	KKOS-FM		KKYY-FM	8	KFSD-FM	8	KYXY-FM

Demo: Rank	P 35+ Station	Demo: Rank	M 35-44 Station	Demo: Rank	W 35-44 Station	Demo: Rank	P 35-44 Station	Demo: Rank	M 45-54 Station	Demo: Rank	W 45-54 Station	Demo: Rank	P 45-54 Station
1	KJQY-FM	1	KCBQ-AM	1	KFMB-FM	1	KFMB-FM	1	KSON-FM	1	KSON-FM	1	KSON-FM
2	KFSD-FM		KFMB-AM	2	KJQY-FM	2	KKYY-FM	2	KJQY-FM	2	KFMB-AM	2	KFMB-AM
3	KGMG-AM		KFMB-FM		KKYY-FM	3	KJQY-FM	3	KIFM-FM	3	KJQY-FM	3	KJQY-FM
4	KFMB-AM		KFSD-FM	4	KCBQ-FM	4	KFMB-AM	4	KCBQ-FM	4	KFSD-FM	4	KFSD-FM
5	KSDO-AM		KKYY-FM		KYXY-FM	6	KFMB-AM	6	KFMB-AM	5	KIFM-FM		KIFM-FM
6	KNX -AM		KSDO-AM	6	KFMB-AM	7	KIFM-FM	7	KNX -AM	7	KYXY-FM	6	KSDO-AM
	KSON-FM	7	KIFM-FM		KIFM-FM	8	KSDO-AM	8	KSDO-AM	7	KFMB-FM	7	KCBQ-FM
8	KPOP-AM		KJQY-FM		KKOS-FM				KFSD-FM		KSDO-AM		KYXY-FM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary

Metro: 063 SAN DIEGO, CA

ARBITRON Rank: 016

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FA89	SU89	SP89	WI89								
*KKLQ-FM	CHR	9.3	8.3	9.0	8.1	8.1	CP	106.5	B	7.4	7.4	1072.8	Edens Broadcasting	SAN DIEGO, CA
*KSON-FM	CTY	6.2	5.0	5.0	6.0	5.0	CP	97.3	B	7.4	7.4	1072.8	Jefferson-Pilot	SAN DIEGO, CA
*KGB -FM	AOR	6.1	7.0	5.0	8.8	6.5	CP	101.5	B	7.4	7.4	1072.8	Brown Broadcasting	SAN DIEGO, CA
*KSDO-AM	NTK	6.0	4.9	6.2	6.0	5.6		1130	II	10.0	10.0	DA-2	Gannett Company	SAN DIEGO, CA
*KJQY-FM	AC	5.3	6.5	5.4	6.6	8.3		103.7	B	36.0	36.0	580.7	LBI Holdings, Inc.	SAN DIEGO, CA
*KYXY-FM	AC	5.0	4.3	3.6	3.6	5.2		96.5	B	41.0	41.0	541.3	PARKER BCG CO	SAN DIEGO, CA
*KPOP-AM	BB	4.8	4.4	3.0	2.5	3.7		1360	III	5.0	1.0	ND-U	Brown Broadcasting	SAN DIEGO, CA
*KFMB-AM	AC	4.6	4.2	8.3	6.7	4.4		760	II	5.0	50.0	DA-N	Midwest Television I	SAN DIEGO, CA
*KFMB-FM	AC	4.5	4.1	5.4	5.7	5.2		100.7	B	30.0	30.0	620.1	Midwest Television I	SAN DIEGO, CA
*XTRA-FM	AOR	4.3	4.8	5.6	4.6	5.0		91.1	C	100.0	100.0	1000.0	Noble Broadcast Grou	TJUANA, MX
*KFSD-FM	CL	4.3	3.9	3.0	2.6	3.4		94.1	B	100.0	100.0	639.8	Lotus Communications	SAN DIEGO, CA
*KKYY-FM	AC	4.2	3.2	3.1	3.5	3.8		94.9	B	22.0	22.0	702.1	Sandusky Broadcastin	SAN DIEGO, CA
*KIFM-FM	NAC	4.2	3.7	3.5	3.1	3.2	CP	98.1	B	28.0	28.0	639.8	AFC Broadcasting, In	SAN DIEGO, CA
*KCBQ-FM	CH	2.6	2.1	3.2	2.5	3.0		105.3	B	29.0	29.0	620.1	Adams Communications	SAN DIEGO, CA
*KSDO-FM	NAC	2.0	1.7	2.0	1.9	1.8	CP	102.9	B	32.0	32.0	616.8	Gannett Company	SAN DIEGO, CA
KNX -AM	NWS	1.5	1.6	1.1	1.6	1.6		1070	I-B	50.0	50.0	ND-U	CBS Incorporated	LOS ANGELES, CA
*KGMG-FM	CR	1.3	2.1	2.3	1.8	2.0		102.1	B	9.5	9.5	981.0	PAR BCG CO	OCEANSIDE, CA
*XHRM-FM	URB	1.3	3.3	3.2	3.2	3.8		92.5	B	25.0	25.0	203.0	Mexican Ownership	TIJUANA, BJ
*KCBQ-AM	CH	1.2	1.3	0.6	0.5	0.5		1170	II	50.0	5.0	DA-2	Adams Communications	SAN DIEGO, CA
*XTRA-AM	OLD	1.2	1.6	1.1	0.8	0.9		690	II	50.0	50.0	DA-2	Noble Broadcast Grou	TIJUANA, MX
*XLTN-FM	SPN	1.1	1.4	0.6	1.3	0.3		104.5	B	60.0	60.0	1200.0	Noventa FM 90, Inc.	TIJUANA, BJ
*KKLQ-AM	CHR	1.0	0.7	0.6	0.7	0.8		600	III	5.0	5.0	DA-1	Edens Broadcasting	SAN DIEGO, CA
*KGMG-AM	CH	0.9	1.1	0.6	0.8	0.7		1320	III	0.5	0.5	DA-1	PAR BCG CO	SAN DIEGO, CA
*XHTZ-FM	URB	0.8	1.4	1.9	1.1	1.3		90.3	C	100.0	100.0	1000.0	Noventa FM 90, Inc.	TIJUANA, BJ
KLOS-FM	AOR	0.8	0.6	0.3	0.4	----		95.5	B	61.0	61.0	3129.9	Capital Cities/ABC	LOS ANGELES, CA
*XEMO-AM	SPN	0.8	0.9	0.6	0.3	0.6		860	II	5.0	5.0	ND-U	J. C. Gates & Compan	TIJUANA, BJ
*XHKY-FM	SPN	0.7	0.6	0.8	0.5	----		95.7	B	3.0	3.0	1000.0	Noventa FM 90, Inc.	MONTERREY, MX
*KKOS-FM	AC	0.6	0.5	0.5	0.7	1.0		95.9	A	3.0	3.0	298.6	TRI-CITIES BROADCAST	CARLSBAD, CA
KFI -AM	TLK	0.6	0.9	0.8	0.8	0.4		640	I-A	50.0	50.0	ND-U	Cox Enterprises	LOS ANGELES, CA
KBIG-FM	AC	0.5	0.3	----	0.5	----		104.3	B	78.0	78.0	2890.4	Bonneville Internati	LOS ANGELES, CA
KABC-AM	TLK	0.5	----	0.5	0.4	0.6		790	III	5.0	5.0	DA-N	Capital Cities/ABC	LOS ANGELES, CA
*KSON-AM	CTY	0.4	0.7	1.1	1.0	1.1		1240	IV	1.0	1.0	ND-U	Jefferson-Pilot	SAN DIEGO, CA
*KPRZ-AM	REL	0.4	0.4	0.5	0.6	0.6		1210	II	10.0	5.0	DA-2	Salem Communication	SAN MARCOS, CA
KWVE-FM	AC	0.3	----	0.5	----	0.4		107.9	B	50.0	50.0	495.4	CALVARY CHAPEL OF CO	SAN CLEMENTE, C
XPRS-AM	OTH	0.3	0.6	----	----	----		1090	II	50.0	50.0	DA-N	Mexican Ownership	TIJUANA, MX
*KCEO-AM	NTK	0.3	----	0.5	0.5	0.6		1000	II	2.5	0.3	DA-2	TRI-CITIES BROADCAST	VISTA, CA
*KOWF-FM	AC	0.3	0.5	0.4	0.5	----		92.1	A	0.2	0.2	1020.3	Aries Communications	ESCONDIDO, CA
*KOWA-AM	CTY	0.3	0.1	0.4	----	----		1450	IV	1.0	1.0	ND-U	Aries Communications	ESCONDIDO, CA
KLVE-FM	SPN	0.3	----	----	----	----		107.5	B	29.5	29.5	2998.7	Heftel Communication	LOS ANGELES, CA
KQLZ-FM	CHR	----	0.8	0.4	----	----		100.3	B	5.3	5.3	3005.2	Westwood One, Inc.	LOS ANGELES, CA
KRTH-FM	OLD	----	0.4	0.5	----	0.5		101.1	B	51.0	51.0	3129.9	Beasley Broadcasting	LOS ANGELES, CA
XEAZ-AM	SPN	----	0.4	0.4	----	----		1270	III	1.0	1.0	ND-U	La Voz de Oro S.A.	TIJUANA, BJ
KPWR-FM	CHR	----	0.4	0.4	0.9	0.6	CP	105.9	B	25.0	25.0	2965.9	Emmis Broadcasting	LOS ANGELES, CA
KBRT-AM	REL	----	----	0.4	----	0.3		740	II	10.0	0.0	DA-D	Crawford Broadcastin	LOS ANGELES, CA
XEXX-AM	SPN	----	----	0.3	----	----		1420	III	2.0	2.0	ND-U	Operadora De Radio Y	TIJUANA, BJ
KXEZ-FM	AC	----	----	----	0.3	----		98.7	B	75.0	75.0	1181.1	Command Communicatio	LOS ANGELES, CA

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".
 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 063 SAN DIEGO, CA		ARBITRON Rank: 016-Demo: P 12+		Mon-Sun 6A-MID		TSL							
ADI : San Diego		US Region : PAC		Rk.	Station	Share	AQH Per	Cume Per	HR:MN	T/O			
(000)	(000)	(\$000)	(\$000)	(\$000)	Radio Rev	Radio Rev	%RtSls	PerCap					
Year	Pop (0+)	HsHlds	EBI	Retail Sls	Radio Rev	%RtSls	PerCap						
1986	2217.7	808.8	31678473	14346841	63711.7	0.0044	28.73	1. KKLQ-FM	9.3	32600	459000	8:57	14.1
1987	2313.9	840.0	35704887	15293123	70542.9	0.0046	30.49	2. KSON-FM	6.2	21900	251300	10:59	11.5
1988	2396.7	869.0	39993044	16579714	76137.0	0.0046	31.77	3. KGB -FM	6.1	21500	259200	10:27	12.1
1989	2461.3	893.3	44141814	18251155	83742.9	0.0046	34.02	4. KSDO-AM	6.0	20900	242200	10:52	11.6
1990	2512.4	914.1	48186044	20211233	93624.0	0.0046	37.27	5. KJQY-FM	5.3	18700	242500	9:43	13.0
1991	2554.3	932.5	52160580	22363736	105211.4	0.0047	41.19	6. KYXY-FM	5.0	17500	257000	8:35	14.7
1992	2591.7	949.8	56100269	24612452	117936.3	0.0048	45.51	7. KPOP-AM	4.8	16900	132400	16:05	7.8
1993	2629.7	972.0	60060767	26849146	131230.0	0.0049	49.90	8. KFMB-AM	4.6	16100	232200	8:44	14.4
1994	2667.0	993.7	63999423	29098970	144452.7	0.0050	54.16	9. KFMB-FM	4.5	15900	320700	6:15	20.2
1995	2704.3	1015.3	67938080	31348795	157753.0	0.0050	58.33	10. XTRA-FM	4.3	15100	247900	7:40	16.4
1996	2741.7	1037.0	71876736	33598619	171053.2	0.0051	62.39	11. KFSD-FM	4.3	15000	184300	10:15	12.3
1997	2779.0	1058.7	75815393	35848444	184353.5	0.0051	66.34	12. KKYY-FM	4.2	14800	238100	7:50	16.1
1998	2816.3	1080.4	79754049	38098269	197653.8	0.0052	70.18	13. KIFM-FM	4.2	14700	185000	10:01	12.6
1999	2853.6	1102.0	83692706	40348093	210954.1	0.0052	73.92	14. KCBQ-FM	2.6	9100	207300	5:32	22.8
2000	2891.0	1123.7	87631362	42597918	224254.3	0.0053	77.57	15. KSDO-FM	2.0	6900	152900	5:41	22.2
								16. KNX -AM	1.5	5100	112000	5:44	22.0
								17. KGMG-FM	1.3	4700	107200	5:31	22.8
								18. XHRM-FM	1.3	4500	134000	4:14	29.8
								19. KCBQ-AM	1.2	4200	65200	8:07	15.5
								20. XTRA-AM	1.2	4100	113800	4:32	27.8
								21. XLTN-FM	1.1	4000	52300	9:38	13.1
								22. KKLQ-AM	1.0	3500	67800	6:30	19.4
								23. KGMG-AM	0.9	3000	29000	13:02	9.7
								24. XHTZ-FM	0.8	2900	101100	3:37	34.9
								KLOS-FM	0.8	2900	38900	9:24	13.4
								26. XEMO-AM	0.8	2700	49400	6:53	18.3
								27. XHKY-FM	0.7	2600	34900	9:23	13.4
								28. KKOS-FM	0.6	2200	47600	5:49	21.6
								29. KFI -AM	0.6	2000	45100	5:35	22.5
								30. KBIG-FM	0.5	1900	32400	7:23	17.1
								0. TOT MKT	100.0	351000	1946700	22:43	5.5

The Radio Marketplace

AM Home to Market	: 12	ARBITRON Market	: CONTINUOUS
FM Home to Market	: 19	Surveys	: Wi,Sp,Su,Fa
Tot Stations MSA Survey	: 39	Most Current Survey	: Winter 1990
Tot Listed Share Points	: 90.8		
Points Above Line	: 86.0		
Points Below Line	: 4.8		
Balance of Points	: 9.2		
Mean Points/AL Station	: 2.8		
Median Points/AL Station	: 1.3		
Revenue/AL Point	: 973,755		
Revenue/AL Mean Station	: 2,701,385		
AL -- Above Line (Home to Market)			

Demographics

12+ Tot Pop	: 2,046,800	100.0%
12+ Blk Pop	: 99,300	4.9%
12+ His Pop	: 289,100	14.1%
Median Age	: 31.3	
Eth Controls	: HISPANIC CONTROLS	

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	KKLQ-FM	1	KGB -FM	1	KKLQ-FM	1	KGB -FM
2	KSON-FM	2	XTRA-FM	2	KKYY-FM	2	KKLQ-FM
3	KSDO-AM	3	KKLQ-FM	3	KFMB-FM	3	XTRA-FM
4	KGB -FM	4	KKYY-FM	4	KYXY-FM	4	KKYY-FM
5	KJQY-FM	5	KFMB-FM	5	XTRA-FM	5	KFMB-FM
6	KYXY-FM	6	KSON-FM	6	KIFM-FM	6	KYXY-FM
7	KPOP-AM	7	KSDO-FM	7	KSON-FM	7	KSON-FM
8	KFMB-AM	8	KGMG-FM	8	KGB -FM	8	KFMB-FM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	KKLQ-FM	1	KGB -FM	1	KKLQ-FM	1	KGB -FM
2	KKLQ-AM	2	KKLQ-FM	2	XTRA-FM	2	KKYY-FM
3	XTRA-FM	3	XTRA-FM	3	KFMB-FM	3	KFMB-FM
4	XHRM-FM	4	KKYY-FM	4	KKYY-FM	4	KIFM-FM
5	KGB -FM	5	KGMG-FM	5	KYXY-FM	5	KYXY-FM
6	KFMB-FM	6	KFMB-FM	6	KGB -FM	6	KSON-FM
7	XLTN-FM	7	KSDO-FM	7	KJQY-FM	7	KIFM-FM
8	KFMB-AM	8	KFSD-FM	8	XHRM-FM	8	KYXY-FM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	KSDO-AM	1	KFMB-AM	1	KJQY-FM	1	KJQY-FM
2	KPOP-AM	2	KSON-FM	2	KSDO-AM	2	KSON-FM
3	KJQY-FM	3	KIFM-FM	3	KIFM-FM	3	KYXY-FM
4	KSON-FM	4	KCBQ-FM	4	KSON-FM	4	KPOP-AM
5	KFMB-AM	5	KSDO-AM	5	KYXY-FM	5	KFSD-FM
6	KFSD-FM	6	KFMB-FM	6	KFMB-AM	6	KSDO-AM
7	KYXY-FM	7	KKLQ-FM	7	KPOP-AM	7	KFMB-AM
8	KIFM-FM	8	KCBQ-AM	8	KFSD-FM	8	KFMB-AM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary

Metro: 009 SAN FRANCISCO, CA

ARBITRON Rank: 004

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FA89	SU89	SP89	WI89								
*KGO -AM	NTK	7.4	8.2	7.6	7.0	8.3		810	I-B	50.0	50.0	DA-1	Capital Cities/ABC	SAN FRANCISCO,
*KMEL-FM	CHR	5.5	4.9	4.8	5.6	5.0		106.1	B	69.0	69.0	1289.4	Century Broadcasting	SAN FRANCISCO,
*KCBS-AM	NWS	4.9	6.1	5.3	4.6	4.6		740	II	50.0	50.0	DA-2	CBS Incorporated	SAN FRANCISCO,
*KOIT-FM	AC	4.6	4.1	3.3	4.2	3.2		96.5	B	33.0	33.0	1410.8	Bonneville Internati	SAN FRANCISCO,
*KFRC-AM	BB	4.2	3.6	3.1	3.5	3.7		610	III	5.0	5.0	ND-U	First City Broadcast	SAN FRANCISCO,
*KIOI-FM	AC	3.7	2.6	3.6	3.9	3.6	CP	101.3	B	125.0	125.0	1161.4	Fairmont Communicati	SAN FRANCISCO,
*KABL-FM	EZ	3.0	3.4	2.2	3.0	3.7		98.1	B	100.0	100.0	961.3	Shamrock Broadcastin	SAN FRANCISCO,
*KRQR-FM	AOR	2.9	2.9	2.9	3.0	2.8		97.3	B	82.0	82.0	1099.1	CBS Incorporated	SAN FRANCISCO,
*KSOL-FM	URB	2.7	2.9	3.0	2.7	2.7		107.7	B	8.9	8.9	1161.4	United Broadcasting	SAN MATEO, CA
*KXXX-FM	CHR	2.7	2.7	2.7	2.8	2.8		99.7	B	45.0	45.0	1240.2	Emmis Broadcasting	SAN FRANCISCO,
*KKSF-FM	NAC	2.7	2.7	2.8	2.3	3.0		103.7	B	7.8	7.8	1469.8	Brown Broadcasting	SAN FRANCISCO,
*KBAY-FM	EZ	2.6	2.0	2.1	2.0	2.2		100.3	B	14.5	14.5	2578.7	Golden Pacific	SAN JOSE, CA
*KBLX-FM	NAC	2.5	1.9	1.9	2.3	2.3		102.9	B	6.6	6.6	1289.4	Inner City Broadcast	BERKELEY, CA
*KNBR-AM	NTK	2.5	3.7	5.0	3.5	2.6		680	I-B	50.0	50.0	ND-U	Susquehanna Broadcas	SAN FRANCISCO,
*KSAN-FM	CTY	2.4	2.6	2.7	3.4	3.2		94.9	B	30.0	30.0	1210.6	Malrite Communicatio	SAN FRANCISCO,
*KITS-FM	AOR	2.3	1.8	2.3	2.7	2.6	CP	105.3	B	15.0	15.0	1200.8	Entercom	SAN FRANCISCO,
*KOME-FM	AOR	2.3	2.0	1.6	2.0	1.4		98.5	B	12.5	12.5	879.3	Infinity Broadcastin	SAN JOSE, CA
*KDFC-FM	CL	2.2	2.2	2.1	2.1	2.5		102.1	B	33.0	33.0	1049.9	Sundial Broadcasting	SAN FRANCISCO,
*KFOG-FM	AOR	2.0	2.0	2.1	2.0	2.0		104.5	B	7.9	7.9	1450.1	Susquehanna Broadcas	SAN FRANCISCO,
*KKHI-FM	CL	1.9	1.5	1.6	1.7	1.6		95.7	B	6.9	6.9	1289.4	Buckley Broadcasting	SAN FRANCISCO,
*KNEW-AM	CTY	1.8	1.5	1.1	1.4	1.3		910	III	5.0	5.0	DA-N	Malrite Communicatio	SAN FRANCISCO,
*KHQT-FM	CHR	1.6	1.2	1.7	1.2	1.7		97.7	A	1.6	1.6	449.5	Anaheim Broadcasting	LOS ALTOS, CA
*KSJO-FM	AOR	1.4	1.1	1.1	1.1	1.4		92.3	B	50.0	50.0	465.9	Narragansett Broadca	SAN JOSE, CA
*KDIA-AM	URB	1.4	1.3	1.0	1.1	0.8		1310	III	5.0	5.0	DA-1	US Radio, Ltd.	OAKLAND, CA
*KYA -FM	OLD	1.4	1.1	1.5	1.7	1.5		93.3	B	33.1	33.1	593.0	King Broadcasting Co	SAN FRANCISCO,
*KARA-FM	AC	1.3	1.1	1.4	1.3	1.1		105.7	B	50.0	50.0	498.7	Empire Broadcasting	SANTA CLARA, CA
*KSFO-AM	OLD	1.3	2.0	2.9	2.4	1.7		560	III	5.0	5.0	DA-2	King Broadcasting Co	SAN FRANCISCO,
*KEZR-FM	AC	1.1	0.8	1.0	1.2	0.7		106.5	B	50.0	50.0	429.8	Alta Broadcasting Co	SAN JOSE, CA
*KLOK-AM	SPN	1.1	1.1	0.5	0.6	0.5		1170	II	50.0	5.0	DA-2	Radio America, Inc.	SAN JOSE, CA
KRAK-AM	CTY	0.9	0.5	0.3	0.4	0.4		1140	II	50.0	50.0	DA-2	EZ Communications	SACRAMENTO, CA
*KIQI-AM	SPN	0.9	0.9	0.8	1.2	1.3		1010	II	10.0	2.0	DA-1	Oro Spanish Broadcas	SAN FRANCISCO,
*KJAZ-FM	JZ	0.8	1.1	1.3	0.7	1.1	CP	92.7	A	0.6	0.6	744.8	Cowan, Ronald H.	ALAMEDA, CA
*KABL-AM	EZ	0.8	1.2	1.4	1.5	1.3		960	III	5.0	5.0	DA-1	Shamrock Broadcastin	OAKLAND, CA
*KBRG-FM	SPN	0.8	1.5	1.1	0.8	1.0		104.9	A	3.0	3.0	298.6	Radio America, Inc.	FREMONT, CA
*KOFY-AM	OLD	0.8	0.8	0.8	1.0	1.0		1050	II	50.0	1.0	ND-D	Pacific FM, Inc.	SAN FRANCISCO,
*KZST-FM	AC	0.7	0.6	0.5	0.8	0.7		100.1	A	3.0	3.0	239.5	Redwood Empire Stere	SANTA ROSA, CA
*KFAX-AM	REL	0.7	0.6	0.5	0.6	0.6		1100	II	50.0	50.0	DA-1	Salem Communication	SAN FRANCISCO,
*KEAR-FM	REL	0.7	----	0.5	----	----		106.9	B	80.0	63.0	1118.8	Family Stations	SAN FRANCISCO,
*KOIT-AM	AC	0.6	0.7	0.7	0.7	0.6		1260	III	5.0	1.0	ND-U	Bonneville Internati	SAN FRANCISCO,
*KWSS-FM	CHR	0.6	0.9	1.0	1.2	1.0		94.5	B	1.1	1.1	2578.7	Nationwide Communica	GILROY, CA
*KLIV-AM	BB	0.5	0.5	0.3	0.7	0.6		1590	III	5.0	5.0	DA-N	Empire Broadcasting	SAN JOSE, CA
*KEEN-AM	CTY	0.5	0.5	0.8	1.0	0.6		1370	III	5.0	5.0	DA-2	Golden Pacific	SAN JOSE, CA
*KOFY-FM	OLD	0.4	0.6	0.7	0.7	0.7	CP	98.9	B	6.0	6.0	1355.0	Pacific FM, Inc.	SAN FRANCISCO,
*KKIS-FM	AC	0.4	0.4	----	0.2	0.6		92.1	A	3.0	3.0	88.6	Diamond Broadcasting	WALNUT CREEK, C
*KUIC-FM	AC	0.4	----	----	----	----	CP	95.3	A	0.6	0.6	689.0	QUICK BCG INC	VACAVILLE, CA
KSFM-FM	CHR	0.4	----	0.4	0.3	----		102.5	B	50.0	50.0	498.7	Genesis Broadcasting	WOODLAND, CA
*KHTT-FM	CHR	0.3	0.5	----	0.3	0.4		92.9	B	2.3	2.3	1948.8	Fuller-Jeffrey Broad	HEALDSBURG, CA
*KKIQ-FM	AC	0.3	----	----	0.3	----		101.7	A	2.2	2.2	380.6	TRI VALLEY BCRS INC	LIVERMORE, CA
*KKHI-AM	CL	0.3	0.4	0.5	0.3	0.7		1550	II	10.0	10.0	DA-2	Buckley Broadcasting	SAN FRANCISCO,
*KDFC-AM	CL	0.3	0.4	0.2	0.2	0.3		1220	II	5.0	0.0	ND-D	Sundial Broadcasting	PALO ALTO, CA
*KIXA-AM	AC	0.2	----	----	0.3	0.3		990	II	5.0	5.0	DA-2	Diamond Broadcasting	PITTSBURG, CA
KNTA-AM	SPN	----	0.5	----	----	0.3		1430	III	1.0	1.0	DA-1	Tamarack Communicati	SANTA CLARA, CA
*KXFX-FM	AOR	----	0.5	----	0.5	0.3		101.7	B1	18.5	18.5	383.9	Keffco	SANTA ROSA, CA
KAZA-AM	SPN	----	0.4	----	----	----		1290	III	5.0	0.0	DA-D	SOUTH VALLEY BCRS	SAN JOSE, CA
KRTY-FM	CHR	----	0.3	0.3	0.3	0.5		95.3	A	0.4	0.4	859.6	Ethnic Radio, Inc.	LOS GATOS, CA
KRPQ-FM	CTY	----	----	0.5	----	----		104.9	A	0.3	0.3	915.4	Sunrise Broadcasting	ROHNERT PARK, C

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".

CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases. Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 009 SAN FRANCISCO, CA				ARBITRON Rank: 004-Demo: P 12+				Mon-Sun 6A-MID				TSL	
ADI : San Francisco				US Region : PAC				Rk. Station	Share	AQH Per	Cume Per	HR:MN	T/O
Year	(000) Pop (0+)	(000) HsHlds	(\$000) EBI	(\$000) Retail Sls	(\$000) Radio Rev	Radio Rev %RtSls	PerCap						
1986	5679.4	2190.6	93514408	42694685	152775.8	0.0036	26.90	1. KGO -AM	7.4	63300	880900	9:03	13.9
1987	5767.2	2225.6	103707870	44023397	160523.4	0.0036	27.83	2. KMEL-FM	5.5	46800	701500	8:24	15.0
1988	5845.2	2258.1	114295574	46513549	164975.2	0.0035	28.22	3. KCBS-AM	4.9	41700	802100	6:33	19.2
1989	5918.5	2289.0	124507941	50365510	173318.5	0.0034	29.28	4. KOIT-FM	4.6	39000	604200	8:08	15.5
1990	5988.5	2318.7	134438805	55238826	186224.5	0.0034	31.10	5. KFRC-AM	4.2	36100	499800	9:06	13.8
1991	6056.2	2347.7	144181999	60793047	202552.7	0.0033	33.45	6. KIOI-FM	3.7	31500	614700	6:27	19.5
1992	6122.8	2376.3	153831359	66687720	221162.1	0.0033	36.12	7. KABL-FM	3.0	25800	382700	8:30	14.8
1993	6200.9	2403.5	163681590	72515216	240912.3	0.0033	38.85	8. KRQR-FM	2.9	24600	454900	6:49	18.5
1994	6277.6	2431.1	173510137	78459656	260437.4	0.0033	41.49	9. KSOL-FM	2.7	23300	428300	6:51	18.4
1995	6354.3	2458.6	183338684	84404096	280354.3	0.0033	44.12	10. KXXX-FM	2.7	23200	536300	5:27	23.1
1996	6431.0	2486.2	193167232	90348536	300271.2	0.0033	46.69	11. KGSF-FM	2.7	22900	326800	8:50	14.3
1997	6507.7	2513.7	202995779	96292977	320188.2	0.0033	49.20	12. KBAY-FM	2.6	22100	288300	9:40	13.0
1998	6584.4	2541.3	212824326	102237417	340105.1	0.0033	51.65	13. KBLX-FM	2.5	21700	289300	9:27	13.3
1999	6661.1	2568.8	222652874	108181857	360022.0	0.0033	54.05	14. KNBR-AM	2.5	21100	456300	5:50	21.6
2000	6737.8	2596.4	232481421	114126297	379938.9	0.0033	56.39	15. KSAN-FM	2.4	20700	308700	8:27	14.9
								16. KITS-FM	2.3	20000	361400	6:58	18.1
								17. KOME-FM	2.3	19800	273700	9:07	13.8
								18. KDFC-FM	2.2	18500	317300	7:21	17.2
								19. KFOG-FM	2.0	17300	347500	6:16	20.1
								20. KKHI-FM	1.9	15900	266300	7:31	16.7
								21. KNEW-AM	1.8	15200	204400	9:22	13.4
								22. KHQT-FM	1.6	13400	221800	7:37	16.6
								23. KSJO-FM	1.4	12000	223700	6:46	18.6
								24. KDIA-AM	1.4	11800	150600	9:52	12.8
								26. KARA-FM	1.3	11300	181200	7:51	16.0
								28. KEZR-FM	1.1	9000	179300	6:19	19.9
								30. KRAK-AM	0.9	7500	55000	17:11	7.3
								0. TOT MKT	100.0	853000	4806500	22:22	5.6

The Radio Marketplace

AM Home to Market	: 18	ARBITRON Market	: CONTINUOUS
FM Home to Market	: 31	Surveys	: Wi, Sp, Su, Fa
Tot Stations MSA Survey	: 51	Most Current Survey	: Winter 1990
Tot Listed Share Points	: 89.7		
Points Above Line	: 88.4		
Points Below Line	: 1.3		
Balance of Points	: 10.3		
Mean Points/AL Station	: 1.8		
Median Points/AL Station	: 1.4		
Revenue/AL Point	: 1,960,616		
Revenue/AL Mean Station	: 3,537,112		
AL -- Above Line (Home to Market)			

Demographics

12+ Tot Pop	: 5,017,400	100.0%
12+ Blk Pop	: 404,100	8.1%
12+ His Pop	: 624,900	12.5%
Median Age	: 35.8	
Eth Controls	: BLACK & HISPANIC	

Demo: Rank	P 18+ Station	Demo: Rank	M 18-34 Station	Demo: Rank	W 18-34 Station	Demo: Rank	P 18-34 Station	Demo: Rank	M 25-54 Station	Demo: Rank	W 25-54 Station	Demo: Rank	P 25-54 Station
1	KGO -AM	1	KMEL-FM	1	KMEL-FM	1	KMEL-FM	1	KGO -AM	1	KOIT-FM	1	KOIT-FM
2	KCBS-AM	2	KRQR-FM	2	KIOI-FM	2	KRQR-FM	2	KOIT-FM	2	KIOI-FM	2	KGO -AM
3	KOIT-FM	3	KOME-FM	3	KOIT-FM	3	KIOI-FM	3	KGSF-FM	3	KGO -AM	3	KIOI-FM
4	KFRC-AM	4	KITS-FM	4	KITS-FM	4	KOME-FM	4	KCBS-AM	4	KMEL-FM	4	KGSF-FM
5	KMEL-FM	5	KOIT-FM	5	KXXX-FM	5	KITS-FM	5	KRQR-FM	5	KBLX-FM	5	KBLX-FM
6	KIOI-FM	6	KSJO-FM	6	KSOL-FM	6	KOIT-FM	6	KFOG-FM	6	KGSF-FM	6	KCBS-AM
7	KABL-FM	7	KFOG-FM	7	KRQR-FM	7	KXXX-FM	7	KBLX-FM	7	KSOL-FM	7	KMEL-FM
8	KRQR-FM	8	KXXX-FM	8	KBLX-FM	8	KSOL-FM	8	KNBR-AM	8	KABL-FM	8	KRQR-FM

Demo: Rank	P 12-17 Station	Demo: Rank	M 18-24 Station	Demo: Rank	W 18-24 Station	Demo: Rank	P 18-24 Station	Demo: Rank	M 25-34 Station	Demo: Rank	W 25-34 Station	Demo: Rank	P 25-34 Station
1	KMEL-FM	1	KMEL-FM	1	KMEL-FM	1	KMEL-FM	1	KRQR-FM	1	KIOI-FM	1	KMEL-FM
2	KXXX-FM	2	KRQR-FM	2	KITS-FM	2	KITS-FM	2	KMEL-FM	2	KMEL-FM	2	KIOI-FM
3	KHQT-FM	3	KOME-FM	3	KXXX-FM	3	KRQR-FM	3	KOIT-FM	3	KOIT-FM	3	KOIT-FM
4	KSOL-FM	4	KSJO-FM	4	KIOI-FM	4	KXXX-FM	4	KOME-FM	4	KBLX-FM	4	KRQR-FM
5	KITS-FM	5	KITS-FM	5	KRAK-AM	5	KOME-FM	5	KFOG-FM	5	KGSF-FM	5	KOME-FM
6	KIOI-FM	6	KXXX-FM	6	KSOL-FM	6	KSJO-FM	6	KGSF-FM	6	KSOL-FM	6	KGSF-FM
7	KWSS-FM	7	KSOL-FM	7	KHQT-FM	7	KSOL-FM	7	KGO -AM	7	KRQR-FM	7	KBLX-FM
8	KHTT-FM	8	KHQT-FM	8	KOIT-FM	8	KHQT-FM	8	KITS-FM	8	KOME-FM	8	KSOL-FM

Demo: Rank	P 35+ Station	Demo: Rank	M 35-44 Station	Demo: Rank	W 35-44 Station	Demo: Rank	P 35-44 Station	Demo: Rank	M 45-54 Station	Demo: Rank	W 45-54 Station	Demo: Rank	P 45-54 Station
1	KGO -AM	1	KGO -AM	1	KOIT-FM	1	KGO -AM	1	KGO -AM	1	KOIT-FM	1	KGO -AM
2	KCBS-AM	2	KCBS-AM	2	KIOI-FM	2	KOIT-FM	2	KGSF-FM	2	KGO -AM	2	KOIT-FM
3	KFRC-AM	3	KFOG-FM	3	KGO -AM	3	KIOI-FM	3	KNBR-AM	3	KCBS-AM	3	KCBS-AM
4	KOIT-FM	4	KIOI-FM	4	KBLX-FM	4	KBLX-FM	4	KDFC-FM	4	KABL-FM	4	KDFC-FM
5	KABL-FM	5	KBLX-FM	5	KGSF-FM	5	KCBS-AM	5	KCBS-AM	5	KBAY-FM	5	KABL-FM
6	KBAY-FM	6	KOIT-FM	6	KBAY-FM	6	KGSF-FM	6	KFRC-AM	6	KNEW-AM	6	KGSF-FM
7	KNBR-AM	7	KGSF-FM	7	KCBS-AM	7	KFOG-FM	7	KOIT-FM	7	KDFC-FM	7	KFRC-AM
8	KDFC-FM	8	KRQR-FM	8	KMEL-FM	8	KSAN-FM	8	KKHI-FM	8	KYA -FM	8	KBAY-FM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary

Metro: 215 SAN JOSE, CA

ARBITRON Rank: 029

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FA89	SU89	SP89	WI89								
KGO -AM	NTK	7.6	7.8	7.5	8.2	8.0		810	I-B	50.0	50.0	DA-1	Capital Cities/ABC	SAN FRANCISCO,
*KBAY-FM	EZ	7.0	6.2	6.3	6.6	6.9		100.3	B	14.5	14.5	2578.7	Golden Pacific	SAN JOSE, CA
*KOME-FM	AOR	6.8	4.8	4.8	5.0	4.2		98.5	B	12.5	12.5	879.3	Infinity Broadcastin	SAN JOSE, CA
*KHQT-FM	CHR	6.2	4.5	6.2	4.1	6.3		97.7	A	1.6	1.6	449.5	Anaheim Broadcasting	LOS ALTOS, CA
KCBS-AM	NWS	4.9	5.4	4.1	3.6	4.6		740	II	50.0	50.0	DA-2	CBS Incorporated	SAN FRANCISCO,
*KARA-FM	AC	4.8	4.2	5.2	5.2	3.7		105.7	B	50.0	50.0	498.7	Empire Broadcasting	SANTA CLARA, CA
*KSJO-FM	AOR	4.0	2.2	3.4	3.9	3.5		92.3	B	50.0	50.0	465.9	Narragansett Broadca	SAN JOSE, CA
*KEZR-FM	AC	3.8	3.1	3.7	4.4	2.8		106.5	B	50.0	50.0	429.8	Alta Broadcasting Co	SAN JOSE, CA
KOIT-FM	AC	3.1	2.6	2.3	2.7	2.1		96.5	B	33.0	33.0	1410.8	Bonneville Internati	SAN FRANCISCO,
KSAN-FM	CTY	3.0	2.4	2.9	3.7	3.1		94.9	B	30.0	30.0	1210.6	Malrite Communicatio	SAN FRANCISCO,
KITS-FM	AOR	2.6	2.1	2.6	1.9	2.7	CP	105.3	B	15.0	15.0	1200.8	Entercom	SAN FRANCISCO,
KIOI-FM	AC	2.6	2.1	2.5	2.3	3.1	CP	101.3	B	125.0	125.0	1161.4	Fairmont Communicati	SAN FRANCISCO,
KMEL-FM	CHR	2.5	2.0	2.1	2.8	2.3		106.1	B	69.0	69.0	1289.4	Century Broadcasting	SAN FRANCISCO,
*KWSS-FM	CHR	2.2	3.5	4.2	4.4	3.8		94.5	B	1.1	1.1	2578.7	Nationwide Communica	GILROY, CA
KNBR-AM	NTK	2.1	3.7	4.5	3.5	1.9		680	I-B	50.0	50.0	ND-U	Susquehanna Broadcas	SAN FRANCISCO,
KBLX-FM	NAC	1.8	1.0	0.9	1.8	1.8		102.9	B	6.6	6.6	1289.4	Inner City Broadcast	BERKELEY, CA
*KEEN-AM	CTY	1.8	1.3	2.3	3.4	2.4		1370	III	5.0	5.0	DA-2	Golden Pacific	SAN JOSE, CA
KFRC-AM	BB	1.8	1.8	1.5	1.5	1.4		610	III	5.0	5.0	ND-U	First City Broadcast	SAN FRANCISCO,
*KLIV-AM	BB	1.7	1.9	1.3	2.3	1.7		1590	III	5.0	5.0	DA-N	Empire Broadcasting	SAN JOSE, CA
KKSF-FM	NAC	1.7	2.0	1.9	1.1	2.0		103.7	B	7.8	7.8	1469.8	Brown Broadcasting	SAN FRANCISCO,
KFOG-FM	AOR	1.6	1.2	1.6	1.3	1.1		104.5	B	7.9	7.9	1450.1	Susquehanna Broadcas	SAN FRANCISCO,
KSOL-FM	URB	1.5	1.8	1.6	0.6	1.8		107.7	B	8.9	8.9	1161.4	United Broadcasting	SAN MATEO, CA
KKHI-FM	CL	1.5	1.4	1.2	1.1	0.6		95.7	B	6.9	6.9	1289.4	Buckley Broadcasting	SAN FRANCISCO,
KXXX-FM	CHR	1.5	2.4	1.5	1.6	1.7		99.7	B	45.0	45.0	1240.2	Emmis Broadcasting	SAN FRANCISCO,
KBRG-FM	SPN	1.3	4.2	1.1	1.0	1.5		104.9	A	3.0	3.0	298.6	Radio America, Inc.	FREMONT, CA
*KDFC-FM	CL	1.3	1.5	1.8	1.2	1.2		102.1	B	33.0	33.0	1049.9	Sundial Broadcasting	SAN FRANCISCO,
KFAX-AM	REL	1.3	----	----	0.3	0.7		1100	II	50.0	50.0	DA-1	Salem Communication	SAN FRANCISCO,
KYA -FM	OLD	1.3	0.5	0.6	0.8	1.8		93.3	B	33.1	33.1	593.0	King Broadcasting Co	SAN FRANCISCO,
KSFO-AM	OLD	1.0	1.2	1.3	1.7	1.4		560	III	5.0	5.0	DA-2	King Broadcasting Co	SAN FRANCISCO,
*KLRS-FM	NA	0.8	0.6	0.6	0.9	1.1	CP	99.1	B	1.1	1.1	2628.0	Fuller-Jeffrey Broad	SANTA CRUZ, CA
KIQI-AM	SPN	0.8	----	0.7	----	0.8		1010	II	10.0	2.0	DA-1	Oro Spanish Broadcas	SAN FRANCISCO,
*KLOK-AM	SPN	0.7	2.4	1.2	1.1	1.1		1170	II	50.0	5.0	DA-2	Radio America, Inc.	SAN JOSE, CA
*KAZA-AM	SPN	0.7	1.7	0.4	0.8	1.1		1290	III	5.0	0.0	DA-D	SOUTH VALLEY BCBS	SAN JOSE, CA
*KDFC-AM	CL	0.6	0.4	0.2	0.2	0.2		1220	II	5.0	0.0	ND-D	Sundial Broadcasting	PALO ALTO, CA
*KNTA-AM	SPN	0.6	1.7	0.4	0.8	1.1		1430	III	1.0	1.0	DA-1	Tamarack Communicati	SANTA CLARA, CA
KABL-FM	EZ	0.6	1.7	0.7	1.4	1.3		98.1	B	100.0	100.0	961.3	Shamrock Broadcastin	SAN FRANCISCO,
KOFY-AM	OLD	0.5	0.6	1.0	0.8	0.4		1050	II	50.0	1.0	ND-D	Pacific FM, Inc.	SAN FRANCISCO,
KRQR-FM	AOR	0.5	0.5	1.1	1.1	0.7		97.3	B	82.0	82.0	1099.1	CBS Incorporated	SAN FRANCISCO,
*KRTY-FM	CHR	0.4	1.1	1.3	1.3	2.2		95.3	A	0.4	0.4	859.6	Ethnic Radio, Inc.	LOS GATOS, CA
KJAZ-FM	JZ	0.4	----	----	----	----	CP	92.7	A	0.6	0.6	744.8	Cowan, Ronald H.	ALAMEDA, CA
KDIA-AM	URB	0.3	----	----	----	----		1310	III	5.0	5.0	DA-1	US Radio, Ltd.	OAKLAND, CA
KOIT-AM	AC	0.1	0.8	0.4	0.5	0.3		1260	III	5.0	1.0	ND-U	Bonneville Internati	SAN FRANCISCO,
KABL-AM	EZ	0.1	0.4	0.4	0.3	0.6		960	III	5.0	5.0	DA-1	Shamrock Broadcastin	OAKLAND, CA
KKHI-AM	CL	0.1	0.0	0.2	0.1	0.0		1550	II	10.0	10.0	DA-2	Buckley Broadcasting	SAN FRANCISCO,
KDON-FM	CHR	----	0.4	0.5	----	0.5	CP	102.5	B	18.5	18.5	2270.3	Henry Broadcasting	SALINAS, CA
KNEW-AM	CTY	----	0.4	0.6	0.3	1.1		910	III	5.0	5.0	DA-N	Malrite Communicatio	SAN FRANCISCO,
KWAV-FM	AC	----	----	0.6	----	----		96.9	B	18.0	18.0	2450.8	Buckley Broadcasting	MONTEREY, CA
KHIP-FM	CR	----	----	0.3	----	----	CP	93.5	A	0.1	0.1	2237.5	Media Mark II	HOLLISTER, CA
*KSJX-AM	NWS	----	----	----	----	0.5		1500	II	10.0	5.0	DA-1	Narragansett Broadca	SAN JOSE, CA

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".
 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 215 SAN JOSE, CA		ADI : San Francisco		ARBITRON Rank: 029 Demo: P 12+ Mon-Sun 6A-MID				US Region : PAC		TSL				
Year	Pop (0+)	Hshlds	EBI	Retail Sls	Radio Rev	%RtSls	PerCap	Rk.	Station	Share	AQH Per	Cume Per	HR:MN	T/O
1986	1409.1	493.7	22888039	10350236	26034.9	0.0025	18.48	1.	KGO -AM	7.6	15700	213300	9:16	13.6
1987	1422.8	502.9	26136654	10772138	26750.8	0.0025	18.80	2.	KBAY-FM	7.0	14500	159200	11:29	11.0
1988	1437.3	511.4	29391113	11499351	27749.4	0.0024	19.31	3.	KOME-FM	6.8	13900	182000	9:37	13.1
1989	1452.4	517.6	32115781	12460947	29470.7	0.0024	20.29	4.	KHQT-FM	6.2	12700	184800	8:40	14.6
1990	1468.0	522.1	34443106	13598332	31746.7	0.0023	21.63	5.	KCBS-AM	4.9	10100	186700	6:49	18.5
1991	1483.9	525.5	36505535	14852910	34438.8	0.0023	23.21	6.	KARA-FM	4.8	9900	150100	8:19	15.2
1992	1500.0	528.4	38435516	16166083	37408.3	0.0023	24.94	7.	KSJO-FM	4.0	8300	153400	6:49	18.5
1993	1516.1	534.5	40635689	17482295	40516.5	0.0023	26.72	8.	KEZR-FM	3.8	7900	149800	6:39	19.0
1994	1532.2	540.3	42804581	18827959	43631.9	0.0023	28.48	9.	KOIT-FM	3.1	6400	124700	6:28	19.5
1995	1548.3	546.1	44973474	20173623	46816.9	0.0023	30.24	10.	KSAN-FM	3.0	6200	78500	9:57	12.7
1996	1564.3	551.9	47142366	21519287	50002.0	0.0023	31.96	11.	KITS-FM	2.6	5400	92700	7:20	17.2
1997	1580.4	557.7	49311258	22864950	53187.1	0.0023	33.65	12.	KIOI-FM	2.6	5300	124700	5:21	23.5
1998	1596.5	563.5	51480150	24210614	56372.2	0.0023	35.31	13.	KMEL-FM	2.5	5100	98100	6:33	19.2
1999	1612.6	569.2	53649042	25556278	59557.3	0.0023	36.93	14.	KWSS-FM	2.2	4600	135200	4:17	29.4
2000	1628.7	575.0	55817935	26901942	62742.4	0.0023	38.52	15.	KNBR-AM	2.1	4400	96000	5:47	21.8
								16.	KBLX-FM	1.8	3800	57400	8:20	15.1
								17.	KEEN-AM	1.8	3700	39700	11:45	10.7
								18.	KFRC-AM	1.8	3600	52500	8:38	14.6
								19.	KLIV-AM	1.7	3400	41900	10:13	12.3
									KKSF-FM	1.7	3400	66900	6:24	19.7
								21.	KFOG-FM	1.6	3300	66000	6:18	20.0
								22.	KSOL-FM	1.5	3100	66900	5:50	21.6
									KKHI-FM	1.5	3100	61900	6:19	20.0
									KXXX-FM	1.5	3100	87000	4:29	28.1
								25.	KBRG-FM	1.3	2700	27900	12:12	10.3
									KDFC-FM	1.3	2700	65900	5:10	24.4
									KFAX-AM	1.3	2700	27400	12:25	10.1
									KYA -FM	1.3	2700	68900	4:56	25.5
								29.	KSFO-AM	1.0	2000	52200	4:50	26.1
								30.	KLRS-FM	0.8	1600	43600	4:37	27.2
								0.	TOT MKT	100.0	205700	1162900	22:17	5.7

The Radio Marketplace	
AM Home to Market	: 6
FM Home to Market	: 10
Tot Stations MSA Survey	: 44
Tot Listed Share Points	: 91.5
Points Above Line	: 43.4
Points Below Line	: 48.1
Balance of Points	: 8.5
Mean Points/AL Station	: 2.7
Median Points/AL Station	: 1.8
Revenue/AL Point	: 679,047
Revenue/AL Mean Station	: 1,841,917
AL -- Above Line (Home to Market)	

Demographics	
12+ Tot Pop	: 1,211,400 100.0%
12+ Blk Pop	: 36,000 3.0%
12+ His Pop	: 216,400 17.9%
Median Age	: 31.5
Eth Controls	: HISPANIC CONTROLS

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54	
Rank	Station	Rank	Station	Rank	Station	Rank	Station
1	KGO -AM	1	KOME-FM	1	KOME-FM	1	KOME-FM
2	KBAY-FM	2	KSJO-FM	2	KHQT-FM	2	KGO -AM
3	KOME-FM	3	KHQT-FM	3	KEZR-FM	3	KARA-FM
4	KCBS-AM	4	KITS-FM	4	KARA-FM	4	KBAY-FM
5	KARA-FM	5	KEZR-FM	5	KMEL-FM	5	KEZR-FM
6	KSJO-FM	6	KARA-FM	6	KITS-FM	6	KSAN-FM
7	KHQT-FM	7	KFOG-FM	7	KMEL-FM	7	KOIT-FM
8	KEZR-FM	8	KMEL-FM	8	KOIT-FM	8	KCBS-AM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34	
Rank	Station	Rank	Station	Rank	Station	Rank	Station
1	KHQT-FM	1	KOME-FM	1	KHQT-FM	1	KOME-FM
2	KWSS-FM	2	KSJO-FM	2	KITS-FM	2	KEZR-FM
3	KXXX-FM	3	KHQT-FM	3	KOME-FM	3	KARA-FM
4	KMEL-FM	4	KITS-FM	4	KMEL-FM	4	KSJO-FM
5	KITS-FM	5	KMEL-FM	5	KSJO-FM	5	KOIT-FM
6	KEZR-FM	6	KFOG-FM	6	KWSS-FM	6	KSAN-FM
7	KOME-FM	7	KARA-FM	7	KARA-FM	7	KIOI-FM
8	KIOI-FM	8	KXXX-FM	8	KEZR-FM	8	KKSF-FM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54	
Rank	Station	Rank	Station	Rank	Station	Rank	Station
1	KGO -AM	1	KGO -AM	1	KARA-FM	1	KGO -AM
2	KBAY-FM	2	KIOI-FM	2	KBAY-FM	2	KBAY-FM
3	KCBS-AM	3	KCBS-AM	3	KGO -AM	3	KARA-FM
4	KARA-FM	4	KOME-FM	4	KSAN-FM	4	KBLX-FM
5	KSAN-FM	5	KARA-FM	5	KCBS-AM	5	KOIT-FM
6	KOIT-FM	6	KSAN-FM	6	KBAY-FM	6	KEEN-AM
7	KLIV-AM	7	KHQT-FM	7	KOIT-FM	7	KKHI-FM
8	KFRC-AM	8	KOIT-FM	8	KMEL-FM	8	KSAN-FM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary

Metro: 039 SEATTLE-TACOMA, WA

ARBITRON Rank: 014

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		W190	FA89	SUB9	SP89	W189								
*KIRO-AM	NTK	9.0	8.7	9.7	9.6	10.0		710	II	50.0	50.0	DA-N	Bonneville Internati	SEATTLE, WA
*KPLZ-FM	CHR	8.0	9.1	7.2	7.0	8.6		101.5	C	99.0	99.0	1200.8	Golden West Broadcas	SEATTLE, WA
*KUBE-FM	CHR	6.3	6.0	8.7	7.0	6.9		93.3	C	99.0	99.0	1289.4	Cook Inlet Radio Par	SEATTLE, WA
*KMPS-FM	CTY	5.7	4.8	6.1	4.1	4.5	CP	94.1	C	57.0	57.0	2342.5	EZ Communications	SEATTLE, WA
*KOMO-AM	AC	4.7	5.3	4.5	6.0	5.5		1000	II	50.0	50.0	DA-N	Fisher Broadcasting	SEATTLE, WA
*KISW-FM	AOR	4.4	4.7	6.0	4.7	4.2		99.9	C	100.0	100.0	1148.3	Nationwide Communica	SEATTLE, WA
*KXRX-FM	AOR	4.2	4.2	4.6	4.1	3.8		96.5	C	100.0	100.0	1223.8	Shamrock Broadcastin	SEATTLE, WA
*KBRD-FM	EZ	4.1	5.3	4.4	4.7	4.6		103.7	C	84.0	84.0	1669.9	Entercom	TACOMA, WA
*KING-FM	CL	4.0	3.5	2.9	3.7	3.6		98.1	C1	100.0	0.0	698.8	King Broadcasting Co	SEATTLE, WA
*KBSG-FM	OLD	3.6	3.1	2.9	3.6	3.7	CP	97.3	C	18.5	18.5	2391.7	Viacom Broadcasting	TACOMA, WA
*KING-AM	NTK	3.2	2.8	2.4	2.8	2.7		1090	II	50.0	50.0	DA-2	King Broadcasting Co	SEATTLE, WA
*KLSY-FM	AC	3.1	2.9	2.9	3.5	2.9	CP	92.5	C	57.0	57.0	2342.5	Sandusky Broadcastin	BELLEVUE, WA
*KNUA-FM	WAC	3.1	1.8	1.8	2.5	2.2		106.9	C	96.0	96.0	1492.8	Brown Broadcasting	BREMERTON, WA
*KSEA-FM	AC	3.1	2.5	2.3	2.2	2.9	CP	100.7	C	100.0	100.0	1072.8	Bonneville Internati	SEATTLE, WA
*KLTX-FM	AC	2.9	2.9	2.8	3.3	2.6	CP	95.7	C	100.0	100.0	1220.5	Ackerley Communicati	SEATTLE, WA
*KZOK-FM	CR	2.9	3.2	2.0	2.3	2.2	CP	102.5	C	100.0	100.0	1194.2	Adams Communications	SEATTLE, WA
*KRPM-FM	CTY	2.6	3.0	3.5	2.5	2.3	CP	106.1	C	30.0	30.0	2342.5	Heritage Media Corpo	TACOMA, WA
*KIXI-AM	BB	2.6	3.7	4.6	2.8	3.1		880	II	50.0	1.0	DA-2	Noble Broadcast Grou	MERCER ISLAND-S
*KCMS-FM	CC	1.9	1.8	1.4	1.6	2.1	CP	105.3	C	100.0	100.0	990.8	Crista Ministries	EDMONDS, WA
*KJR -AM	AC	1.7	1.6	1.1	2.0	1.7		950	III	5.0	5.0	DA-1	Ackerley Communicati	SEATTLE, WA
*KVI -AM	OLD	1.7	1.8	1.5	1.6	2.0		570	III	5.0	5.0	ND-U	Golden West Broadcas	SEATTLE, WA
*KEZX-FM	AOR	1.6	1.3	1.5	1.3	1.9		98.9	C	96.0	96.0	1108.9	Park Communications,	SEATTLE, WA
*KMG1-FM	AC	1.5	2.5	2.0	2.7	2.8		107.7	C	100.0	100.0	1194.2	Noble Broadcast Grou	SEATTLE, WA
*KCIS-AM	NTK	1.2	0.8	0.5	0.6	0.8		630	III	5.0	2.5	DA-2	Crista Ministries	EDMONDS, WA
*KMPS-AM	CTY	1.2	1.0	1.3	0.9	1.2		1300	III	5.0	5.0	ND-D	EZ Communications	SEATTLE, WA
*KGNW-AM	AC	0.7	0.5	0.4	0.4	0.6		820	II	50.0	10.0	DA-2	Salem Communication	BURIEN-SEATTLE,
*KRIZ-AM	MOR	0.4	0.4	----	----	0.5		1420	III	1.0	0.5	DA-D	Christopher H. Benne	RENTON, WA
*KEZX-AM	AOR	0.4	----	----	0.2	0.1		1150	III	5.0	5.0	DA-N	Park Communications,	SEATTLE, WA
*KKFX-AM	URB	0.4	----	0.5	0.6	0.6		1250	III	5.0	5.0	DA-N	Bingham Communicatio	SEATTLE, WA
*KZOK-AM	CHR	0.3	----	----	----	----		1590	III	5.0	5.0	DA-2	Adams Communications	SEATTLE, WA
*KRKO-AM	AC	0.3	----	----	----	----		1380	III	5.0	5.0	DA-N	SR Broadcasting	EVERETT, WA
*KRPM-AM	CTY	0.3	0.2	0.2	0.3	0.7		770	II	50.0	5.0	DA-2	Heritage Media Corpo	SEATTLE, WA
*KLSY-AM	AC	0.2	0.1	0.2	0.3	0.2		1540	II	5.0	5.0	DA-2	Sandusky Broadcastin	BELLEVUE, WA
*KBSG-AM	OLD	0.1	0.2	0.1	----	----	CP	1210	II	50.0	10.0	DA-2	Viacom Broadcasting	AUBURN, WA
*KJUN-AM	CTY	----	0.4	----	----	----		1450	IV	1.0	0.0	ND-D	777 Broadcasting, In	PUYALLUP,WA
*KKMO-AM	AC	----	----	----	0.3	----		1360	III	5.0	5.0	ND-U	KAMT INC	TACOMA, WA
KISM-FM	CHR	----	----	----	----	0.5		92.9	C	50.0	50.0	2441.0	KGMI, Inc.	BELLINGHAM, WA
*KTAC-AM	AC	----	----	----	----	0.4		850	II	10.0	1.0	DA-2	Entercom	TACOMA, WA

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".
 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 039 SEATTLE-TACOMA, WA								ARBITRON Rank: 014-Demo: P 12+			Mon-Sun 6A-MID		TSL				
ADI : Seattle-Tacoma								US Region : PAC			Rk.	Station	Share	AQH Per	Cume Per	HR:MN	T/O
Year	(000) Pop (0+)	(000) Hshlds	(000) EBI	(000) Retail Sls	(000) Radio Rev	Radio Rev %	RtSls PerCap										
1986	2466.4	972.4	34405468	15898506	65277.5	0.0041	26.47	1.	KIRO-AM	9.0	31400	526400	7:31	16.8			
1987	2516.8	997.0	38236941	16974545	70226.4	0.0041	27.90	2.	KPLZ-FM	8.0	28000	433500	8:08	15.5			
1988	2558.5	1018.0	42342698	18302650	75180.0	0.0041	29.38	3.	KUBE-FM	6.3	22000	363800	7:37	16.5			
1989	2594.6	1037.2	46533419	19941679	81294.0	0.0041	31.33	4.	KMPS-FM	5.7	19800	249200	10:01	12.6			
1990	2626.7	1055.2	50787862	21813901	88839.3	0.0041	33.82	5.	KOMO-AM	4.7	16300	318000	6:28	19.5			
1991	2655.9	1072.2	55084788	23841585	97458.2	0.0041	36.69	6.	KISW-FM	4.4	15400	261400	7:25	17.0			
1992	2683.8	1088.8	59402954	25947000	106792.7	0.0041	39.79	7.	KXRX-FM	4.2	14800	247300	7:32	16.7			
1993	2725.1	1111.1	63569230	27875477	116485.1	0.0042	42.75	8.	KBRD-FM	4.1	14300	161100	11:11	11.3			
1994	2764.9	1132.8	67744276	29893839	125362.9	0.0042	45.34	9.	KING-FM	4.0	14100	252300	7:02	17.9			
1995	2804.7	1154.5	71919322	31912202	134654.5	0.0042	48.01	10.	KBSG-FM	3.6	12600	210800	7:32	16.7			
1996	2844.5	1176.2	76094369	33930564	143946.1	0.0042	50.61	11.	KING-AM	3.2	11200	168800	8:22	15.1			
1997	2884.3	1197.9	80269415	35948927	153237.7	0.0043	53.13	12.	KLSY-FM	3.1	10800	209600	6:30	19.4			
1998	2924.0	1219.6	84444462	37967289	162529.3	0.0043	55.58	13.	KNUA-FM	3.1	10800	142000	9:35	13.1			
1999	2963.8	1241.3	88619508	39985652	171821.0	0.0043	57.97	14.	KSEA-FM	3.1	10700	163200	8:16	15.3			
2000	3003.6	1263.0	92794554	42004014	181112.6	0.0043	60.30	15.	KLTX-FM	2.9	10200	179200	7:10	17.6			
								16.	KZOK-FM	2.9	10000	248900	5:04	24.9			
								17.	KRPM-FM	2.6	9100	132400	8:40	14.5			
								18.	KIXI-AM	2.6	9000	149000	7:37	16.6			
								19.	KCMS-FM	1.9	6500	92900	8:49	14.3			
								20.	KJR -AM	1.7	6100	159000	4:50	26.1			
									KVI -AM	1.7	6100	134600	5:43	22.1			
								22.	KEZX-FM	1.6	5600	86600	8:09	15.5			
								23.	KMGI-FM	1.5	5100	107800	5:58	21.1			
								24.	KCIS-AM	1.2	4100	63400	8:09	15.5			
									KMPS-AM	1.2	4100	76400	6:46	18.6			
								26.	KGNW-AM	0.7	2300	42300	6:51	18.4			
								27.	KRIZ-AM	0.4	1500	16800	11:15	11.2			
								28.	KEZX-AM	0.4	1400	23400	7:32	16.7			
								29.	KKFX-AM	0.4	1300	38800	4:13	29.8			
								30.	KZOK-AM	0.3	1200	19700	7:41	16.4			
								0.	TOT MKT	100.0	350400	2100100	21:01	6.0			

The Radio Marketplace			
AM Home to Market	: 17	ARBITRON Market	: CONTINUOUS
FM Home to Market	: 17	Surveys	: Wi, Sp, Su, Fa
Tot Stations MSA Survey	: 34	Most Current Survey	: Winter 1990
Tot Listed Share Points	: 91.4		
Points Above Line	: 91.4		
Points Below Line	: 0.0		
Balance of Points	: 8.6		
Mean Points/AL Station	: 2.7		
Median Points/AL Station	: 2.6		
Revenue/AL Point	: 889,430		
Revenue/AL Mean Station	: 2,390,999		
AL -- Above Line (Home to Market)			

Demographics		
12+ Tot Pop	: 2,186,300	100.0%
12+ Blk Pop	: 82,200	3.8%
12+ His Pop	: 41,300	1.9%
Median Age	: 32.2	
Eth Controls	: NO CONTROLS	

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54					
Rank	Station	Rank	Station	Rank	Station	Rank					
1	KIRO-AM	1	KISW-FM	1	KUBE-FM	1	KPLZ-FM	1	KIRO-AM	1	KIRO-AM
2	KUBE-FM	2	KXRX-FM	2	KPLZ-FM	2	KUBE-FM	2	KXRX-FM	2	KBSG-FM
3	KMPS-FM	3	KPLZ-FM	3	KLSY-FM	3	KISW-FM	3	KIRO-AM	3	KMPS-FM
4	KPLZ-FM	4	KUBE-FM	4	KISW-FM	4	KXRX-FM	4	KNUA-FM	4	KBSG-FM
5	KOMO-AM		KZOK-FM	5	KXRX-FM	5	KZOK-FM	5	KISW-FM	5	KUBE-FM
6	KXRX-FM	6	KIRO-AM	6	KMPS-FM	6	KLSY-FM	6	KUBE-FM	6	KLSY-FM
7	KISW-FM	7	KLSY-FM	7	KBSG-FM	7	KIRO-AM	7	KMPS-FM	7	KPLZ-FM
8	KBRD-FM	8	KBSG-FM	8	KSEA-FM	8	KBSG-FM	8	KBSG-FM	8	KNUA-FM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	KPLZ-FM	1	KISW-FM	1	KUBE-FM	1	KXRX-FM
2	KUBE-FM	2	KPLZ-FM	2	KPLZ-FM	2	KLSY-FM
3	KMPS-FM	3	KUBE-FM	3	KISW-FM	3	KPLZ-FM
4	KISW-FM	4	KXRX-FM	4	KSEA-FM	4	KMPS-FM
5	KLSY-FM	5	KLSY-FM	5	KLSY-FM	5	KBSG-FM
6	KCMS-FM	6	KIRO-AM	6	KXRX-FM	6	KNUA-FM
7	KLTX-FM	7	KBSG-FM	7	KBSG-FM	7	KLTX-FM
	KBSG-FM		KZOK-FM		KMPS-FM	8	KXRX-FM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	KIRO-AM	1	KIRO-AM	1	KBSG-FM	1	KIRO-AM
2	KOMO-AM	2	KNUA-FM	2	KLTX-FM	2	KMPS-FM
3	KBRD-FM	3	KXRX-FM	3	KING-FM	3	KIRO-AM
4	KMPS-FM	4	KBSG-FM	4	KIRO-AM	4	KING-FM
5	KING-FM	5	KVI -AM	5	KPLZ-FM	5	KOMO-AM
6	KING-AM	6	KUBE-FM	6	KLSY-FM	6	KSEA-FM
7	KIXI-AM	7	KJR -AM	7	KNUA-FM	7	KING-FM
8	KBSG-FM	8	KMPS-FM	8	KUBE-FM	8	KRPM-FM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary

Metro: 117 SPRINGFIELD, MA

ARBITRON Rank: 071

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FA89	SU89	SP89	WI89								
*WHYN-FM	AC	10.9	8.5	9.7	11.5	8.2		93.1	B	8.9	8.9	1000.7	Wilks-Schwartz Broad	SPRINGFIELD, MA
*WAQY-FM	AOR	9.8	9.6	10.7	9.8	8.6		102.1	B	17.0	17.0	780.8	Sunshine Group Broad	SPRINGFIELD, MA
WTIC-FM	CHR	8.6	7.5	10.5	7.6	9.1		96.5	B	20.0	20.0	810.4	Chase Broadcasting,	HARTFORD, CT
*WMAS-AM	BB	7.4	7.7	4.0	5.3	5.9		1450	IV	1.0	1.0	ND-U	Lappin Communication	SPRINGFIELD, MA
*WMAS-FM	AC	6.1	8.5	8.0	9.2	7.3		94.7	B	50.0	50.0	193.6	Lappin Communication	SPRINGFIELD, MA
*WHYN-AM	AC	5.8	7.1	7.8	8.3	5.3		560	III	5.0	1.0	DA-1	Wilks-Schwartz Broad	SPRINGFIELD, MA
WRCH-FM	EZ	4.4	6.5	6.1	7.2	10.1		100.5	B	7.5	7.5	1250.0	RADIO CORPORATION OF	NEW BRITAIN, CT
WWYZ-FM	CTY	4.4	3.8	3.0	3.5	2.6	CP	92.5	B	17.0	17.0	849.7	WATR, Inc.	WATERBURY, CT
WCCC-FM	AOR	3.7	4.1	3.1	2.2	2.9		106.9	B	23.0	23.0	731.6	Greater Hartford Com	HARTFORD, CT
WAAF-FM	AOR	2.9	1.9	1.3	1.8	2.6		107.3	B	18.5	18.5	820.2	Zapis Communications	WORCESTER, MA
WKSS-FM	CHR	2.3	1.1	1.7	1.6	1.2		95.7	B	16.5	16.5	879.3	Precision Media	HARTFORD-MERIDE
WDRG-FM	OLD	2.3	2.8	2.0	1.7	2.6		102.9	B	19.5	19.5	810.4	Buckley Broadcasting	HARTFORD, CT
*WHMP-FM	CHR	2.3	2.1	2.9	2.4	3.2		99.3	A	3.0	3.0	321.5	Sillerman, Robert	NORTHAMPTON, MA
WHCN-FM	CHR	2.1	1.5	0.6	1.3	1.4	CP	105.9	B	16.0	16.0	866.1	Beck-Ross Communicat	HARTFORD, CT
*WHMP-AM	AC	1.9	1.7	1.7	1.8	1.9		1400	IV	1.0	1.0	ND-U	Sillerman, Robert	NORTHAMPTON, MA
*WREB-AM	TLK	1.7	0.8	2.4	1.2	1.8		930	III	0.5	0.0	ND-D	DuMont Holding Compa	HOLYOKE, MA
*WSPR-AM	NTK	1.4	1.3	2.1	1.2	0.8		1270	III	5.0	1.0	DA-2	Dycom, Incorporated	SPRINGFIELD, MA
WTIC-AM	AC	1.2	1.9	1.8	1.3	2.1		1080	I-B	50.0	50.0	DA-N	Chase Broadcasting,	HARTFORD, CT
*WNNZ-AM	OLD	1.2	2.2	1.8	2.7	3.5		640	II	50.0	1.0	DA-2	Celia Communications	WESTFIELD, MA
WSRS-FM	AC	1.2	0.6	1.3	1.1	0.6	CP	96.1	B	16.5	16.5	862.9	Knight Quality Stati	WORCESTER, MA
*WARE-AM	OLD	0.7	----	1.4	0.4	0.6		1250	III	5.0	2.5	ND-U	Ware Communications	WARE, MA
WIOF-FM	AC	0.6	0.8	1.4	1.1	0.5		104.1	B	18.0	18.0	836.6	Merv Griffin Group	WATERBURY, CT
*WIXY-AM	CTY	0.4	0.4	0.6	1.6	0.9		1600	III	5.0	2.5	DA-N	Sunshine Group Broad	EAST LONGMEADOW
WCCC-AM	AOR	0.0	0.0	----	----	----		1290	III	0.5	0.0	ND-D	Greater Hartford Com	HARTFORD, CT
WLVH-FM	OTH	----	0.9	0.8	----	----		93.7	B	21.0	21.0	780.8	Multi Market Communi	HARTFORD, CT
*WACE-AM	REL	----	0.8	0.6	0.4	0.6		730	II	5.0	0.0	ND-D	Carter Broadcasting	CHICOPEE, MA
WBZ -AM	AC	----	0.7	----	0.3	----		1030	I-A	50.0	50.0	DA-1	Westinghouse Broadca	BOSTON, MA
WRSI-FM	AC	----	0.5	0.6	----	----		95.3	A	0.3	0.3	780.8	GREEN VALLEY BCG CO	GREENFIELD, MA
WFAN-AM	SPT	----	0.5	----	----	----		660	I-A	50.0	50.0	DA-1	Emmis Broadcasting	NEW YORK, NY
*WTTT-AM	BB	----	0.4	----	----	0.7		1430	III	5.0	0.0	DA-D	Amherst Broadcasting	AMHERST, MA

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 117 SPRINGFIELD, MA		ARBITRON Rank: 071		Demo: P 12+		Mon-Sun 6A-MID		TSL				
ADI : Springfield		US Region : NE		Rk. Station		Share	AQH Per	Cume Per	HR:MN	T/O		
Year	(000) Pop (0+)	(000) Hshlds	(000) EBI	(000) Retail Sls	(000) Radio Rev	%RtSls	PerCap					
1986	589.8	216.0	7172438	4213284	10346.9	0.0025	17.54	1.0	9800	134200	9:12	13.7
1987	591.4	217.1	7767802	4304932	11527.0	0.0027	19.49	2.0	8800	121800	9:06	13.8
1988	592.4	218.0	8382424	4453996	11779.7	0.0026	19.89	3.0	7700	102700	9:27	13.3
1989	593.3	219.3	9007285	4761648	12190.6	0.0026	20.55	4.0	6700	50800	16:37	7.6
1990	594.2	220.8	9639825	5188241	13038.8	0.0025	21.94	5.0	5500	85200	8:08	15.5
1991	595.1	222.5	10277485	5694128	14214.9	0.0025	23.89	6.0	5200	86800	7:33	16.7
1992	596.0	224.3	10917705	6239662	15609.6	0.0025	26.19	7.0	4000	62600	8:03	15.6
1993	597.3	225.9	11543229	6733873	17113.5	0.0025	28.65	8.0	4000	39900	12:38	10.0
1994	598.6	227.7	12172793	7238721	18476.0	0.0026	30.87	9.0	3300	56000	7:26	17.0
1995	599.9	229.4	12802358	7743570	19867.9	0.0026	33.12	10.0	2600	45700	7:10	17.6
1996	601.2	231.1	13431923	8248419	21259.7	0.0026	35.36	11.0	2100	42300	6:15	20.1
1997	602.5	232.8	14061487	8753267	22651.5	0.0026	37.60	12.0	2100	41500	6:23	19.8
1998	603.8	234.5	14691052	9258116	24043.3	0.0026	39.82	13.0	2100	46700	5:40	22.2
1999	605.1	236.3	15320616	9762964	25435.1	0.0026	42.03	14.0	1900	34800	6:53	18.3
2000	606.4	238.0	15950181	10267813	26826.9	0.0026	44.24	15.0	1700	23300	9:12	13.7

The Radio Marketplace		ARBITRON Market	
AM Home to Market	: 8	Surveys	: CONTINUOUS
FM Home to Market	: 4	Most Current Survey	: Wi, Sp, Su, Fa
Tot Stations MSA Survey	: 24		
Tot Listed Share Points	: 83.3		
Points Above Line	: 49.6		
Points Below Line	: 33.7		
Balance of Points	: 16.7		
Mean Points/AL Station	: 4.1		
Median Points/AL Station	: 2.1		
Revenue/AL Point	: 245,779		
Revenue/AL Mean Station	: 1,015,887		
AL -- Above Line (Home to Market)			

Demographics	
12+ Tot Pop :	502,000 100.0%
12+ Blk Pop :	27,700 5.5%
12+ His Pop :	16,900 3.4%
Median Age :	32.8
Eth Controls:	NO CONTROLS

Rk. Station	Share	AQH Per	Cume Per	HR:MN	T/O
1. WHYN-FM	10.9	9800	134200	9:12	13.7
2. WAQY-FM	9.8	8800	121800	9:06	13.8
3. WTIC-FM	8.6	7700	102700	9:27	13.3
4. WMAS-AM	7.4	6700	50800	16:37	7.6
5. WMAS-FM	6.1	5500	85200	8:08	15.5
6. WHYN-AM	5.8	5200	86800	7:33	16.7
7. WRCH-FM	4.4	4000	62600	8:03	15.6
8. WWYZ-FM	4.4	4000	39900	12:38	10.0
9. WCCC-FM	3.7	3300	56000	7:26	17.0
10. WAAF-FM	2.9	2600	45700	7:10	17.6
11. WKSS-FM	2.3	2100	42300	6:15	20.1
12. WDRC-FM	2.3	2100	41500	6:23	19.8
13. WHMP-FM	2.3	2100	46700	5:40	22.2
14. WHCN-FM	2.1	1900	34800	6:53	18.3
15. WHMP-AM	1.9	1700	23300	9:12	13.7
16. WREB-AM	1.7	1500	12900	14:39	8.6
17. WSPR-AM	1.4	1300	23300	7:02	17.9
18. WTIC-AM	1.2	1100	22700	6:06	20.6
19. WNNZ-AM	1.2	1100	22100	6:16	20.1
20. WSRF-FM	1.2	1100	17500	7:55	15.9
21. WARE-AM	0.7	600	13300	5:41	22.2
22. WIOF-FM	0.6	500	9300	6:46	18.6
23. WIXY-AM	0.4	400	9600	5:15	24.0
24. WCCC-AM	0.0	0	1300	0:00	0.0
0. TOT MKT	100.0	90000	475300	23:52	5.3

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54					
Rank	Station	Rank	Station	Rank	Station	Rank					
1	WHYN-FM	1	WAQY-FM	1	WTIC-FM	1	WAQY-FM	1	WHYN-FM	1	WHYN-FM
2	WAQY-FM	2	WCCC-FM	2	WAQY-FM	2	WHYN-FM	2	WMAS-FM	2	WAQY-FM
3	WMAS-AM	3	WTIC-FM	3	WHYN-FM	3	WHCN-FM	3	WTIC-FM	3	WMAS-FM
4	WTIC-FM	4	WHCN-FM	4	WMAS-FM	4	WCCC-FM	4	WHYN-AM	4	WTIC-FM
5	WMAS-FM	5	WHYN-FM	5	WKSS-FM	5	WMAS-FM	5	WWYZ-FM	5	WWYZ-FM
6	WHYN-AM	6	WAAF-FM	6	WAAF-FM	6	WAAF-FM	6	WRCH-FM	6	WHYN-AM
7	WWYZ-FM	7	WDRC-FM	7	WCCC-FM	7	WHCN-FM	7	WAQY-FM	7	WRCH-FM
8	WRCH-FM	8	WHMP-FM	8	WHCN-FM	8	WKSS-FM	8	WDRC-FM	8	WDRC-FM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34					
Rank	Station	Rank	Station	Rank	Station	Rank					
1	WTIC-FM	1	WAQY-FM	1	WTIC-FM	1	WAQY-FM	1	WHYN-FM	1	WAQY-FM
2	WAQY-FM	2	WCCC-FM	2	WAQY-FM	2	WHCN-FM	2	WTIC-FM	2	WTIC-FM
3	WHYN-FM	3	WHMP-FM	3	WMAS-FM	3	WCCC-FM	3	WAQY-FM	3	WHYN-FM
4	WKSS-FM	4	WTIC-FM	4	WKSS-FM	4	WMAS-FM	4	WHYN-FM	4	WCCC-FM
5	WHMP-FM	5	WMAS-FM	5	WAAF-FM	5	WAAF-FM	5	WCCC-FM	5	WHCN-FM
6	WAAF-FM	6	WAAF-FM	6	WHYN-FM	6	WKSS-FM	6	WDRC-FM	6	WDRC-FM
7	WCCC-FM	7	WHYN-FM	7	WCCC-FM	7	WHYN-FM	7	WAAF-FM	7	WWYZ-FM
8	WHYN-AM	8	WHCN-FM	8	WHCN-FM	8	WHMP-FM	8	WWYZ-FM	8	WAAF-FM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54					
Rank	Station	Rank	Station	Rank	Station	Rank					
1	WMAS-AM	1	WHYN-FM	1	WHYN-FM	1	WHYN-FM	1	WHYN-FM	1	WHYN-FM
2	WHYN-FM	2	WAQY-FM	2	WMAS-FM	2	WAQY-FM	2	WHYN-AM	2	WMAS-FM
3	WHYN-AM	3	WSPR-AM	3	WWYZ-FM	3	WMAS-FM	3	WMAS-FM	3	WHYN-AM
4	WMAS-FM	4	WDRC-FM	4	WAQY-FM	4	WDRC-FM	4	WRCH-FM	4	WRCH-FM
5	WRCH-FM	5	WHYN-AM	5	WDRC-FM	5	WHYN-AM	5	WHYN-AM	5	WHYN-AM
6	WWYZ-FM	6	WMAS-FM	6	WTIC-FM	6	WTIC-FM	6	WWYZ-FM	6	WWYZ-FM
7	WHMP-AM	7	WTIC-FM	7	WHYN-AM	7	WWYZ-FM	7	WAQY-FM	7	WSRS-FM
8	WREB-AM	8	WNNZ-AM	8	WRCH-FM	8	WSPR-AM	8	WNNZ-AM	8	WMAS-AM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary

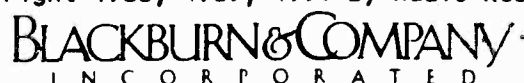
Metro: 017 ST. LOUIS, MO

ARBITRON Rank: 015

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FA89	SU89	SP89	WI89								
*KMOX-AM	NTK	16.3	18.8	22.3	21.2	18.7		1120	I-A	50.0	50.0	ND-U	CBS Incorporated	ST. LOUIS, MO
*KSHE-FM	AOR	8.8	8.4	9.3	9.7	8.3		94.7	C	100.0	100.0	1026.9	Emmis Broadcasting	CRESTWOOD, MO
*KMJM-FM	URB	7.9	7.0	7.6	5.7	5.5		107.7	C	100.0	100.0	1026.9	Noble Broadcast Grou	ST. LOUIS, MO
*KEZK-FM	EZ	7.6	9.5	6.4	8.1	7.7		102.5	C	100.0	100.0	1026.9	Channel One Communic	ST. LOUIS, MO
*KSD -FM	CR	6.7	6.0	4.9	5.1	4.7	CP	93.7	C	100.0	100.0	1026.9	Gannett Company	ST. LOUIS, MO
*WKBO-FM	CHR	6.6	6.7	8.5	6.1	6.4	CP	106.5	C1	90.0	90.0	1026.9	Chase Broadcasting,	GRANITE CITY, I
*WIL -FM	CTY	5.8	5.4	4.4	5.8	4.9	CP	92.3	C	99.0	99.0	984.3	Heritage Media Corpo	ST. LOUIS, MO
*KYKY-FM	AC	5.3	5.5	5.5	4.7	5.0		98.1	C1	90.0	90.0	1026.9	EZ Communications	ST. LOUIS, MO
*KLOU-FM	OLD	3.8	4.3	3.5	5.2	7.0		103.3	C1	100.0	100.0	918.6	CBS Incorporated	ST. LOUIS, MO
*WKXK-FM	CTY	2.5	3.5	1.7	1.8	3.0		104.1	C2	39.0	39.0	551.2	Gateway Radio Partne	JERSEYVILLE, IL
*KATZ-AM	OLD	2.5	2.0	1.6	2.1	1.6		1600	III	5.0	5.0	DA-N	Inter Urban Broadcas	ST. LOUIS, MO
*KHTK-FM	AC	2.4	1.0	0.6	0.8	0.7		97.1	C1	100.0	100.0	561.0	Frischling, Saul	FLORISSANT, MO
*KRJY-FM	AC	2.3	2.5	2.5	2.5	3.0		96.3	C1	100.0	100.0	551.2	Communications Fund,	ST. LOUIS, MO
*WEW -AM	BB	1.9	1.3	1.3	1.0	1.4		770	II	1.0	0.0	ND-D	Radio WEW Inc.	ST. LOUIS, MO
*KFUO-FM	CL	1.6	1.2	2.0	1.6	1.2	CP	99.1	C	100.0	100.0	1026.9	THE LUTHERAN CHURCH-	CLAYTON, MO
*KATZ-FM	URB	1.6	1.6	1.1	1.4	1.0	CP	100.3	B	50.0	50.0	482.3	Inter Urban Broadcas	ALTON, IL
*WSNL-FM	AOR	1.4	1.5	1.2	0.6	1.4	CP	101.1	B	44.0	44.0	524.9	River Cities Broadca	EAST ST. LOUIS,
*KUSA-AM	CTY	1.3	2.3	1.5	2.0	1.8		550	III	5.0	5.0	DA-N	Gannett Company	ST. LOUIS, MO
*KSTZ-FM	AC	1.0	1.0	1.4	1.2	1.8	CP	105.7	C	100.0	100.0	1374.7	Tenore Broadcasting	ST. GENEVIEVE,
*WGNU-AM	NTK	0.7	0.6	0.6	0.6	0.5		920	III	0.5	0.5	DA-2	Norman Broadcasting	ST. LOUIS, MO
*WCBW-FM	REL	0.7	0.8	0.7	0.7	0.8	CP	104.9	A	2.0	2.0	400.3	Universal Broadcasti	COLUMBIA, IL
*KSTL-AM	REL	0.7	----	0.4	0.3	0.3		690	II	1.0	0.0	ND-D	Radio St. Louis, Inc	ST. LOUIS, MO
*WESL-AM	REL	0.6	0.5	1.0	0.7	0.9		1490	IV	1.0	1.0	DA-1	Willis Broadcasting	ST. LOUIS, MO
*KIRL-AM	CC	0.5	----	----	0.6	0.3		1460	III	5.0	0.5	ND-D	Bronco Broadcasting	ST. CHARLES, MO
*KSIV-AM	OTH	0.5	0.4	0.6	0.6	0.7		1320	III	5.0	0.0	BD-D	Bott Broadcasting	ST. LOUIS, MO
*KGLD-AM	OLD	0.5	0.6	0.3	0.7	0.9		1380	III	5.0	1.0	DA-2	Chase Broadcasting,	ST. LOUIS, MO
*WCEO-AM	BB	0.3	----	0.3	0.6	0.6		590	III	1.0	1.0	DA-1	Channel One Communic	WOOD RIVER, MO
*KXOK-AM	NTK	0.3	0.4	0.7	1.2	1.2		630	III	5.0	5.0	DA-2	Frischling, Saul	ST. LOUIS, MO
*KXEN-AM	REL	0.3	----	----	----	----		1010	II	50.0	0.0	DA-D	Mid-America Gospel	FESTUS-ST LOUIS
*WIBV-AM	AC	0.3	----	0.3	0.4	0.5		1260	III	5.0	5.0	DA-2	Metro Broadcasting,	BELLEVILLE, IL
*WIL -AM	CTY	0.3	0.4	0.6	0.7	1.2		1430	III	5.0	5.0	DA-2	Heritage Media Corpo	ST. LOUIS, MO
KTJJ-FM	CTY	----	----	0.3	----	----		98.5	C	100.0	100.0	1040.0	Shepherd Group	FARMINGTON, MO
*WBGZ-AM	CTY	----	----	----	----	0.4		1570	II	1.0	0.0	ND-D	Metroplex Comm. Inc.	ALTON, IL

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".
 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 017 ST. LOUIS, MO

ARBITRON Rank: 015-Demo: P 12+ Mon-Sun 6A-MID

ADI : St. Louis

US Region : WNC

Year	(000) Pop (0+)	(000) HsHlds	(\$000) EBI	(\$000) Retail Sls	(\$000) Radio Rev	Radio Rev %RtSls	PerCap	Rk. Station	Share	AQH Per	Cume Per	TSL HR:MN	T/O
1986	2451.2	889.6	31446290	16174236	60406.2	0.0037	24.64	1. KMOX-AM	16.3	61300	716600	10:47	11.7
1987	2463.7	900.2	33836957	16439385	63512.7	0.0039	25.78	2. KSHE-FM	8.8	33200	399300	10:29	12.0
1988	2470.8	908.2	36658096	17735160	64571.0	0.0036	26.13	3. KMJM-FM	7.9	29600	254900	14:38	8.6
1989	2479.8	915.4	39702750	20258220	69742.7	0.0034	28.12	4. KEZK-FM	7.6	28600	299000	12:03	10.5
1990	2490.3	922.1	42915040	23701745	79812.7	0.0034	32.05	5. KSD -FM	6.7	25300	350500	9:06	13.9
1991	2501.7	928.3	46239088	27758913	93556.5	0.0034	37.40	6. WKBQ-FM	6.6	25000	361600	8:43	14.5
1992	2513.7	934.4	49619014	32122903	109749.5	0.0034	43.66	7. WIL -FM	5.8	21700	256300	10:40	11.8
1993	2524.7	943.7	52874936	36401430	127167.1	0.0035	50.37	8. KYKY-FM	5.3	20000	313300	8:03	15.7
1994	2535.5	952.2	56170850	40727932	144243.6	0.0035	56.89	9. KLOU-FM	3.8	14200	276600	6:28	19.5
1995	2546.3	960.7	59466763	45054434	161511.6	0.0036	63.43	10. WKKX-FM	2.5	9500	163800	7:18	17.2
1996	2557.1	969.2	62762676	49380935	178779.5	0.0036	69.91	11. KATZ-AM	2.5	9300	117400	9:59	12.6
1997	2567.9	977.7	66058590	53707437	196047.5	0.0037	76.34	12. KHTK-FM	2.4	9000	145700	7:47	16.2
1998	2578.7	986.2	69354503	58033939	213315.4	0.0037	82.72	13. KRJY-FM	2.3	8600	133300	8:08	15.5
1999	2589.5	994.7	72650416	62360440	230583.4	0.0037	89.05	14. WEW -AM	1.9	7000	58700	15:02	8.4
2000	2600.3	1003.2	75946330	66686942	247851.3	0.0037	95.32	15. KFUE-FM	1.6	6200	104800	7:27	16.9
								16. KATZ-FM	1.6	6100	119900	6:25	19.7
								17. WSNL-FM	1.4	5100	98700	6:31	19.4
								18. KUSA-AM	1.3	5000	99600	6:20	19.9
								19. KSTZ-FM	1.0	3600	106200	4:16	29.5
								20. WGNU-AM	0.7	2700	40700	8:22	15.1
								21. WCBW-FM	0.7	2600	58400	5:37	22.5
								22. KSTL-AM	0.7	2500	23900	13:11	9.6
								23. WESL-AM	0.6	2100	37600	7:02	17.9
								24. KIRL-AM	0.5	1800	35700	6:21	19.8
								KSIV-AM	0.5	1800	36700	6:11	20.4
								26. KGLD-AM	0.5	1700	51100	4:12	30.1
								27. WCEO-AM	0.3	1300	27000	6:04	20.8
								28. KXOK-AM	0.3	1200	47100	3:13	39.2
								29. KXEN-AM	0.3	1100	19000	7:18	17.3
								WIBV-AM	0.3	1100	38200	3:38	34.7
								0. TOT MKT	100.0	376800	1966500	24:09	5.2

The Radio Marketplace

AM Home to Market : 15	ARBITRON Market : CONTINUOUS
FM Home to Market : 16	Surveys : Wi, Sp, Su, Fa
Tot Stations MSA Survey : 31	Most Current Survey : Winter 1990
Tot Listed Share Points : 93.0	
Points Above Line : 93.0	
Points Below Line : 0.0	
Balance of Points : 7.0	
Mean Points/AL Station : 3.0	
Median Points/AL Station : 1.6	
Revenue/AL Point : 749,921	
Revenue/AL Mean Station : 2,249,763	
AL -- Above Line (Home to Market)	

Demographics

12+ Tot Pop : 2,052,400	100.0%
12+ Blk Pop : 326,800	15.9%
12+ His Pop : 19,200	0.9%
Median Age : 32.9	
Eth Controls: BLACK CONTROLS	

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 KMOX-AM	1 KSHE-FM	1 KMJM-FM	1 KSHE-FM	1 KSHE-FM	1 KMOX-AM	1 KMOX-AM
2 KSHE-FM	2 KSD -FM	2 KSHE-FM	2 KSD -FM	2 KMOX-AM	2 KYKY-FM	2 KSD -FM
3 KEZK-FM	3 KMJM-FM	3 WKBQ-FM	3 KMJM-FM	3 KSD -FM	3 KEZK-FM	3 KSHE-FM
4 KSD -FM	4 KYKY-FM	4 KYKY-FM	4 KYKY-FM	4 WIL -FM	4 KMJM-FM	4 KYKY-FM
5 KMJM-FM	5 WIL -FM	5 KSD -FM	5 WKBQ-FM	5 KLOU-FM	5 WIL -FM	5 KMJM-FM
6 WIL -FM	6 KMOX-AM	6 KRJY-FM	6 WIL -FM	6 KYKY-FM	6 KLOU-FM	6 WIL -FM
7 KYKY-FM	7 WKBQ-FM	7 KHTK-FM	7 KMOX-AM	7 KMJM-FM	7 KSD -FM	7 KLOU-FM
8 KLOU-FM	8 WKKX-FM	8 WIL -FM	8 KLOU-FM	8 WKKX-FM	8 WKBQ-FM	8 KEZK-FM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 WKBQ-FM	1 KSHE-FM	1 KSHE-FM	1 KSHE-FM	1 KSHE-FM	1 KMJM-FM	1 KSHE-FM
2 KMJM-FM	2 KSD -FM	2 KMJM-FM	2 KMJM-FM	2 KSD -FM	2 KYKY-FM	2 KSD -FM
3 KHTK-FM	3 KMJM-FM	3 WKBQ-FM	3 KSD -FM	3 KMJM-FM	3 KSD -FM	3 KMJM-FM
4 KSHE-FM	4 KYKY-FM	4 KYKY-FM	4 WKBQ-FM	4 WIL -FM	4 KSHE-FM	4 KYKY-FM
5 KYKY-FM	5 WKBQ-FM	5 KSD -FM	5 KYKY-FM	5 KMOX-AM	5 WKBQ-FM	5 WKBQ-FM
6 WIL -FM	6 KEZK-FM	6 KHTK-FM	6 KHTK-FM	6 KYKY-FM	6 KRJY-FM	6 WIL -FM
7 KMOX-AM	7 WIL -FM	7 WIL -FM	7 WIL -FM	7 WKBQ-FM	7 KLOU-FM	7 KMOX-AM
8 KSD -FM	8 KATZ-FM	8 KATZ-FM	8 KATZ-FM	8 WKKX-FM	8 KMOX-AM	8 KLOU-FM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54
Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station	Rank Station
1 KMOX-AM	1 KMOX-AM	1 KLOU-FM	1 KMOX-AM	1 KMOX-AM	1 KMOX-AM	1 KMOX-AM
2 KEZK-FM	2 KLOU-FM	2 KYKY-FM	2 KLOU-FM	2 KEZK-FM	2 KEZK-FM	2 KEZK-FM
3 WIL -FM	3 KSD -FM	3 KMOX-AM	3 KYKY-FM	3 WIL -FM	3 WIL -FM	3 WIL -FM
4 KLOU-FM	4 KYKY-FM	4 KEZK-FM	4 KSD -FM	4 KLOU-FM	4 KLOU-FM	4 KLOU-FM
5 KYKY-FM	5 KMJM-FM	5 KMJM-FM	5 KMJM-FM	5 KYKY-FM	5 WSNL-FM	5 KYKY-FM
6 KMJM-FM	6 KSHE-FM	6 WIL -FM	6 WIL -FM	6 KFUE-FM	6 KYKY-FM	6 WSNL-FM
7 WEW -AM	7 WIL -FM	7 WKBQ-FM	7 KATZ-AM	7 WEW -AM	7 KRJY-FM	7 KFUE-FM
8 KATZ-AM	8 KATZ-AM	8 KATZ-FM	8 KEZK-FM	8 WSNL-FM	8 KATZ-AM	8 KRJY-FM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary

Metro: 091 SYRACUSE, NY

ARBITRON Rank: 064

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FA89	SU89	SP89	WI89								
*WNTQ-FM	CHR	12.8	11.4	10.0	13.9	15.3		93.1	B	97.0	97.0	659.4	Osborn Communication	SYRACUSE, NY
*WYYY-FM	AC	11.3	14.1	15.7	11.8	14.7		94.5	B	100.0	100.0	649.6	NewCity Communicatio	SYRACUSE, NY
*WSYR-AM	AC	9.7	9.6	10.0	10.8	10.0		570	III	5.0	5.0	DA-2	NewCity Communicatio	SYRACUSE, NY
*WKFM-FM	CR	8.0	6.2	7.3	7.4	5.9		104.7	B	50.0	50.0	492.1	Wilks-Schwartz Broad	FULTON, NY
*WAQX-FM	AOR	7.5	6.7	7.3	7.8	6.2		95.7	B1	25.0	25.0	298.6	Atlantic Ventures Co	MANLIUS, NY
*WRHP-FM	CTY	5.6	6.9	6.6	6.5	7.7		107.9	B	50.0	50.0	498.7	Park Communications,	SYRACUSE, NY
*WSEN-FM	OLD	5.2	5.2	5.2	5.2	4.6		92.1	B1	25.0	25.0	298.6	Buckley Broadcasting	BALDWINVILLE,
*WHEN-AM	AC	3.5	3.3	3.3	4.2	3.2		620	III	5.0	1.0	DA-N	Park Communications,	SYRACUSE, NY
*WEZG-FM	EZ	3.4	3.1	2.7	2.7	4.6	CP	100.9	A	3.0	3.0	165.0	Lorenz Broadcasting	NORTH SYRACUSE,
*WFBF-AM	OTH	2.9	4.5	2.8	0.7	----		1390	III	5.0	5.0	DA-N	Wilks-Schwartz Broad	SYRACUSE, NY
WPCX-FM	CTY	2.8	2.1	2.1	4.0	2.3	CP	106.9	B	14.0	14.0	941.6	Great Scott Stations	AUBURN, NY
*WNRD-AM	MOR	2.0	1.7	1.5	2.6	2.5		1260	III	5.0	5.0	DA-N	Osborn Communication	SYRACUSE, NY
*WSCP-FM	CTY	1.7	1.8	0.9	0.8	1.7		101.7	A	2.5	2.5	364.2	Wheat Hill Broadcast	PULASKI, NY
*WXRA-AM	BB	1.5	1.5	0.6	0.5	1.6		1220	II	1.0	0.0	ND-D	Lorenz Broadcasting	NORTH SYRACUSE,
WOUR-FM	AOR	1.3	1.8	0.9	0.6	0.8	CP	96.9	B	19.5	19.5	790.7	Bendat, Paul N.	UTICA, NY
*WMHR-FM	REL	1.3	1.3	1.6	1.8	0.6		102.9	B	20.0	20.0	780.8	Mars Hill Broadcasti	SYRACUSE, NY
WFRG-FM	EZ	1.1	0.8	1.5	0.5	1.2		96.1	B1	7.4	7.4	600.4	Arrow Communications	ROME, NY
*WGES-FM	AC	0.9	----	----	0.3	0.7	CP	105.5	A	3.0	3.0	328.1	Gessner Communicatio	OSWEGO, NY
WRCK-FM	CHR	0.8	1.0	0.4	----	0.7		107.3	B	50.0	50.0	498.7	H & D Broadcast Grou	UTICA, NY
WKGW-FM	AC	0.6	----	----	----	0.4		104.3	B	100.0	50.0	498.7	Altdoerffer Group	UTICA, NY
*WMCR-FM	MOR	0.6	0.0	----	----	----		106.3	A	0.4	0.4	718.5	Warren Broadcasting	ONIEDA, NY
*WSEN-AM	OLD	0.4	0.3	0.6	0.6	0.3		1050	II	7.5	0.0	DA-D	Buckley Broadcasting	BALDWINVILLE,
*WSCP-AM	CTY	0.3	0.0	0.4	0.0	0.5		1070	II	2.5	0.0	ND-D	Wheat Hill Broadcast	SANDY CREEK, NY
WFRG-AM	MOR	0.0	0.0	0.0	0.0	0.0		1450	IV	1.0	1.0	DA-1	Arrow Communications	ROME, NY
*WSGO-AM	BB	----	1.0	----	1.0	0.5		1440	III	1.0	0.0	ND-D	Gessner Communicatio	OSWEGO, NY
WUUU-FM	AC	----	0.7	----	----	----		102.5	B	27.0	27.0	649.6	Promedia Communicati	ROME, NY
*WMCR-AM	MOR	----	0.4	----	----	----		1600	III	1.0	0.0	ND-D	Warren Broadcasting	ONEIDA, NY
WLZW-FM	CHR	----	0.3	0.4	0.4	0.3		98.7	B	25.0	25.0	659.4	Maritime Broadcastin	UTICA, NY
*WVOA-FM	CC	----	----	0.4	----	----		105.1	B	42.0	42.0	541.3	Forus Communications	DERUYTER, NY
*WZZZ-AM	MOR	----	----	----	----	0.4		1300	III	1.0	0.0	ND-D	Hunn, Peter E.	FULTON, NY

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".

CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases. Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 091 SYRACUSE, NY		ARBITRON Rank: 064		Demo: P 12+		Mon-Sun 6A-MID		TSL					
ADI : Syracuse		US Region : MA		Rk. Station		Share	AQH Per	Cume Per	HR:MN	T/O			
Year	(000) Pop (0+)	(000) HsHlds	(\$000) EBI	(\$000) Retail Sls	(\$000) Radio Rev	%RtSls	PerCap						
1986	654.8	235.7	8693636	3740584	12615.7	0.0034	19.27	1. WNTQ-FM	12.8	11900	150800	9:57	12.7
1987	651.0	235.3	8951038	3979453	13339.2	0.0034	20.49	2. WYYY-FM	11.3	10500	155800	8:29	14.8
1988	650.3	236.0	9299544	4268185	14184.7	0.0033	21.81	3. WSYR-AM	9.7	9000	140000	8:06	15.6
1989	650.5	236.9	9872855	4589214	15206.6	0.0033	23.38	4. WKFM-FM	8.0	7400	87200	10:42	11.8
1990	651.2	238.2	10614771	4934466	16342.9	0.0033	25.10	5. WAQX-FM	7.5	7000	97400	9:03	13.9
1991	652.3	239.6	11469090	5295866	17564.9	0.0033	26.93	6. WRHP-FM	5.6	5200	54400	12:03	10.5
1992	653.7	241.1	12379611	5665341	18844.1	0.0033	28.83	7. WSEN-FM	5.2	4800	59600	10:09	12.4
1993	653.9	242.8	13041040	5940002	20151.8	0.0034	30.82	8. WHEN-AM	3.5	3300	68500	6:04	20.8
1994	654.2	244.2	13736006	6225519	21124.0	0.0034	32.29	9. WEZG-FM	3.4	3200	49600	8:08	15.5
1995	654.5	245.7	14430971	6511037	22134.5	0.0034	33.82	10. WFBL-AM	2.9	2700	37200	9:09	13.8
1996	654.8	247.2	15125937	6796554	23145.1	0.0034	35.35	11. WPCX-FM	2.8	2600	32200	10:10	12.4
1997	655.1	248.6	15820902	7082071	24155.7	0.0034	36.87	12. WNDR-AM	2.0	1900	31600	7:35	16.6
1998	655.4	250.1	16515867	7367589	25166.3	0.0034	38.40	13. WSCP-FM	1.7	1600	16500	12:13	10.3
1999	655.7	251.6	17210833	7653106	26176.8	0.0034	39.92	14. WXRA-AM	1.5	1400	13300	13:16	9.5
2000	656.0	253.0	17905798	7938624	27187.4	0.0034	41.44	15. WOUR-FM	1.3	1200	21400	7:04	17.8
								16. WJHR-FM	1.3	1200	19500	7:45	16.3
								17. WFRG-FM	1.1	1000	12700	9:55	12.7
								18. WGES-FM	0.9	800	11900	8:28	14.9
								19. WRCK-FM	0.8	700	14300	6:10	20.4
								20. WKGW-FM	0.6	600	10900	6:56	18.2
								21. WJCR-FM	0.6	600	6200	12:12	10.3
								22. WSEN-AM	0.4	400	13900	3:38	34.7
								23. WSCP-AM	0.3	300	5100	7:25	17.0
								24. WFRG-AM	0.0	0	1000	0:00	0.0
								0. TOT MKT	100.0	93000	511700	22:54	5.5

The Radio Marketplace

AM Home to Market	: 7	ARBITRON Market	: CONTINUOUS
FM Home to Market	: 11	Surveys	: Wi, Sp, SuFa
Tot Stations MSA Survey	: 24	Most Current Survey	: Winter 1990
Tot Listed Share Points	: 85.2		
Points Above Line	: 78.6		
Points Below Line	: 6.6		
Balance of Points	: 14.8		
Mean Points/AL Station	: 4.4		
Median Points/AL Station	: 3.2		
Revenue/AL Point	: 193,468		
Revenue/AL Mean Station	: 844,811		
AL -- Above Line (Home to Market)			

Demographics

12+ Tot Pop	: 540,300	100.0%
12+ Blk Pop	: 24,600	4.6%
12+ His Pop	: 4,800	0.9%
Median Age	: 31.7	
Eth Controls	: NO CONTROLS	

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54	
Rank	Station	Rank	Station	Rank	Station	Rank	Station
1	WYYY-FM	1	WAQX-FM	1	WNTQ-FM	1	WYYY-FM
2	WSYR-AM	2	WKFM-FM	2	WNTQ-FM	2	WKFM-FM
3	WNTQ-FM	3	WYYY-FM	3	WAQX-FM	3	WEZG-FM
4	WKFM-FM	4	WNTQ-FM	4	WKFM-FM	4	WSYR-AM
5	WAQX-FM	5	WSEN-FM	5	WSEN-FM	5	WKFM-FM
6	WRHP-FM	6	WPCX-FM	6	WOUR-FM	6	WNTQ-FM
7	WSEN-FM	7	WRHP-FM	7	WPCX-FM	7	WRHP-FM
8	WHEN-AM	8	WOUR-FM	8	WHEN-AM	8	WAQX-FM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34	
Rank	Station	Rank	Station	Rank	Station	Rank	Station
1	WNTQ-FM	1	WAQX-FM	1	WNTQ-FM	1	WYYY-FM
2	WAQX-FM	2	WKFM-FM	2	WYYY-FM	2	WKFM-FM
3	WRCK-FM	3	WNTQ-FM	3	WAQX-FM	3	WAQX-FM
4	WKFM-FM	4	WRHP-FM	4	WSEN-FM	4	WNTQ-FM
5	WYYY-FM	5	WYYY-FM	5	WPCX-FM	5	WSEN-FM
6	WFRG-FM	6	WSYR-AM	6	WNTQ-FM	6	WEZG-FM
7	WSEN-FM	7	WRCK-FM	7	WOUR-FM	7	WSYR-AM
8	WOUR-FM	8	WKGW-FM	8	WHEN-AM	8	WHEN-AM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54	
Rank	Station	Rank	Station	Rank	Station	Rank	Station
1	WSYR-AM	1	WSEN-FM	1	WNTQ-FM	1	WYYY-FM
2	WRHP-FM	2	WYYY-FM	2	WYYY-FM	2	WSEN-FM
3	WYYY-FM	3	WKFM-FM	3	WEZG-FM	3	WNTQ-FM
4	WSEN-FM	4	WSYR-AM	4	WSYR-AM	4	WSYR-AM
5	WEZG-FM	5	WNTQ-FM	5	WSEN-FM	5	WEZG-FM
6	WFBL-AM	6	WHEN-AM	6	WPCX-FM	6	WKFM-FM
7	WNTQ-FM	7	WRHP-FM	7	WKFM-FM	7	WPCX-FM
8	WHEN-AM	8	WEZG-FM	8	WHEN-AM	8	WHEN-AM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary
 Metro: 087 TAMPA-ST. PETERSBURG-CLEARWATER, FL ARBITRON Rank: 021

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FA89	SU89	SP89	WI89								
*WFLZ-FM	AC	10.1	11.6	2.6	3.5	2.7	CP	93.3	C	99.0	99.0	1358.3	Jacor Communications	TAMPA, FL
*WWRM-FM	AC	8.9	8.2	9.9	7.5	6.3		107.3	C1	100.0	100.0	620.1	Cox Enterprises	ST. PETERSBURG, FL
*WRBQ-FM	CHR	8.9	8.8	13.9	14.6	14.9		104.7	C1	100.0	100.0	561.0	Edens Broadcasting	TAMPA, FL
*WQYK-FM	CTY	7.5	8.9	7.5	7.8	6.1	CP	99.5	C1	44.0	44.0	1358.3	Infinity Broadcastin	ST. PETERSBURG, FL
*WYNF-FM	AOR	6.4	5.6	7.4	6.8	7.5		94.9	C	100.0	100.0	1289.4	CBS Incorporated	TAMPA, FL
*WUSA-FM	AC	5.6	7.9	5.0	5.9	5.6		100.7	C1	100.0	100.0	600.4	Gannett Company	TAMPA, FL
WDUV-FM	EZ	5.4	5.4	6.2	6.7	6.8	CP	103.3	C	100.0	100.0	1076.1	Sunshine State Broad	BRADENTON, FL
*WXTB-FM	CR	4.4	2.2	1.9	3.2	3.1		97.9	C1	100.0	100.0	600.4	Great American Broad	CLEARWATER, FL
*WNLT-FM	AC	3.8	3.9	4.4	5.7	4.3		95.7	C1	100.0	100.0	607.0	Metroplex Communicat	CLEARWATER, FL
*WYUU-FM	CL	3.5	2.4	1.4	1.7	2.3	CP	92.5	C2	50.0	50.0	488.8	Entercom	SAFETY HARBOR, FL
*WGUL-FM	BB	3.1	2.5	2.3	2.7	4.4		105.5	A	3.0	3.0	255.9	Gulf Atlantic Media	NEW PORT RICHEY, FL
*WFLA-AM	NTK	3.0	3.8	5.0	4.2	6.3		970	III	5.0	5.0	DA-2	Jacor Communications	TAMPA, FL
WHVE-FM	NAC	2.6	2.3	2.8	3.0	3.1	CP	102.5	C	100.0	100.0	1663.4	Susquehanna Broadcas	SARASOTA, FL
*WDAE-AM	BB	2.6	1.9	2.6	3.9	3.0		1250	III	5.0	5.0	DA-2	Gannett Company	TAMPA, FL
*WSUN-AM	NTK	2.4	2.0	2.2	2.6	1.9		620	III	5.0	5.0	DA-N	Cox Enterprises	ST. PETERSBURG, FL
*WTMP-AM	URB	2.2	1.8	2.5	1.6	2.4		1150	III	5.0	2.5	DA-2	Westerville Broadcas	TEMPLE TERRACE, FL
*WLUV-FM	BB	1.3	2.2	1.5	1.2	0.8		106.3	A	3.0	3.0	298.6	PASCO PINELLAS BROAD	HOLIDAY, FL
*WGUL-AM	BB	1.2	1.0	1.5	1.0	1.1		860	II	2.0	1.6	DA-1	Gulf Atlantic Media	DUNEDIN, FL
*WTKN-AM	NTK	1.2	1.6	1.0	1.1	0.9		570	III	5.0	5.0	DA-2	Susquehanna Broadcas	PINELLAS PARK, FL
*WLFF-AM	BB	1.1	1.2	1.5	0.9	1.2		680	II	1.0	0.0	ND-D	Century Broadcasting	ST. PETERSBURG, FL
*WHBO-AM	OLD	0.6	1.1	1.1	0.4	0.9		1040	II	3.6	0.4	DA-N	Metroplex Communicat	PINELLAS PARK, FL
*WRBQ-AM	CHR	0.6	0.8	0.5	0.5	0.6		1380	III	5.0	5.0	DA-N	Edens Broadcasting	ST. PETERSBURG, FL
*WQYK-AM	CTY	0.6	0.2	0.7	0.9	0.4		1010	II	50.0	5.0	DA-2	Infinity Broadcastin	SEFFNER, FL
*WAMA-AM	SPN	0.5	----	----	----	----		1550	II	10.0	0.1	ND-U	Archilla-Roig, Efrai	TAMPA, FL
*WWJB-AM	MOR	0.4	----	----	----	----		1450	IV	1.0	1.0	ND-U	Hernando Broadcastin	BROOKSVILLE, FL
*WRXB-AM	AC	0.3	0.9	0.4	1.2	1.2		1590	III	5.0	1.0	DA-2	Royln Communications	ST. PETERSBURG, FL
*WPSO-AM	TLK	0.3	----	----	----	----		1500	II	0.3	0.0	ND-D	Ceresoli Communicati	NEW PORT RICHEY, FL
WPCV-FM	CTY	----	0.6	----	----	0.6	CP	97.5	C	100.0	100.0	1017.1	Hall Communications	WINTER HAVEN, FL
*WPAS-AM	MOR	----	0.5	----	----	0.5		1400	IV	1.0	1.0	ND-U	Ayers, David L. Rcvr	ZEPHYRHILLS, FL
WXXL-FM	CHR	----	----	1.0	0.5	0.4	CP	106.7	C1	98.0	98.0	905.5	Taylor Communication	LEESBURG, FL
*WQBN-AM	SPN	----	----	0.6	----	----		1300	III	5.0	1.0	DA-2	Associated Communica	TEMPLE TERRACE, FL
WTKT-FM	AC	----	----	0.5	----	----		98.5	C	92.0	92.0	1322.2	Entercom	CRYSTAL RIVER, FL
*WEND-AM	OTH	----	----	----	0.4	0.4		760	II	10.0	1.0	DA-2	Asti Broadcasting Co	BRANDON, FL
WEZY-FM	EZ	----	----	----	0.3	0.4	CP	94.1	C	100.0	100.0	1049.9	Root Communications	LAKELAND, FL

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 087 TAMPA-ST. PETERSBURG-CLEARWATER, FL								ARBITRON Rank: 021		Demo: P 12+		Mon-Sun 6A-MID		TSL		
ADI : Tampa-St. Petersburg								US Region : SA		Rk.	Station	Share	AQH Per	Cume Per	HR:MN	T/O
Year	(000) Pop (0+)	(000) Hshlds	(\$000) EBI	(\$000) Retail Sls	(\$000) Radio Rev	Radio Rev %RtSls	PerCap									
1986	1916.2	807.2	23414615	12338307	49009.3	0.0040	25.58	1.	WFLZ-FM	10.1	33600	401400	10:33	11.9		
1987	1979.3	838.9	25703901	13442895	53558.0	0.0040	27.06	2.	WWRM-FM	8.9	29700	359200	10:25	12.1		
1988	2037.9	869.2	28453003	14792211	59688.6	0.0040	29.29	3.	WRBQ-FM	8.9	29600	382500	9:45	12.9		
1989	2088.2	895.0	31446850	16355587	67177.3	0.0041	32.17	4.	WQYK-FM	7.5	24900	261900	11:59	10.5		
1990	2132.5	917.4	34624258	18079510	75854.1	0.0042	35.57	5.	WYNF-FM	6.4	21200	249100	10:43	11.7		
1991	2172.6	937.6	37924038	19910463	85422.0	0.0043	39.32	6.	WUSA-FM	5.6	18700	272400	8:39	14.6		
1992	2210.7	956.6	41285004	21794931	95583.8	0.0044	43.24	7.	WUVV-FM	5.4	17900	183900	12:16	10.3		
1993	2257.8	978.4	44586366	23623798	106042.7	0.0045	46.97	8.	WXTB-FM	4.4	14500	189200	9:39	13.0		
1994	2303.9	1001.9	47904420	25476473	116193.0	0.0046	50.43	9.	WNLT-FM	3.8	12800	194400	8:18	15.2		
1995	2350.0	1025.3	51222475	27329147	126475.4	0.0046	53.82	10.	WYUU-FM	3.5	11700	166100	8:53	14.2		
1996	2396.1	1048.8	54540530	29181821	136757.8	0.0047	57.08	11.	WGUL-FM	3.1	10400	96100	13:38	9.2		
1997	2442.2	1072.2	57858585	31034496	147040.3	0.0047	60.21	12.	WFLA-AM	3.0	10000	163500	7:42	16.4		
1998	2488.3	1095.7	61176640	32887170	157322.7	0.0048	63.23	13.	WHVE-FM	2.6	8800	127000	8:44	14.4		
1999	2534.4	1119.1	64494694	34739845	167605.1	0.0048	66.13	14.	WDAE-AM	2.6	8600	90000	12:02	10.5		
2000	2580.5	1142.6	67812749	36592519	177887.5	0.0049	68.94	15.	WSUN-AM	2.4	7900	119400	8:20	15.1		
								16.	WTMP-AM	2.2	7300	66700	13:47	9.1		
								17.	WLUV-FM	1.3	4300	56600	9:34	13.2		
								18.	WGUL-AM	1.2	4100	39100	13:13	9.5		
									WTKN-AM	1.2	4100	82100	6:18	20.0		
								20.	WLFF-AM	1.1	3800	40300	11:53	10.6		
								21.	WHBO-AM	0.6	2000	27900	9:02	13.9		
								22.	WRBQ-AM	0.6	1900	30000	7:59	15.8		
									WQYK-AM	0.6	1900	35500	6:45	18.7		
								24.	WAMA-AM	0.5	1600	10400	19:23	6.5		
								25.	WVJB-AM	0.4	1300	12800	12:48	9.8		
								26.	WRXB-AM	0.3	1100	20500	6:46	18.6		
								27.	WPSO-AM	0.3	1000	11100	11:21	11.1		
								0.	TOT MKT	100.0	332900	1699400	24:41	5.1		

The Radio Marketplace

AM Home to Market : 14	ARBITRON Market : CONTINUOUS
FM Home to Market : 11	Surveys : Wi,Sp,Su,Fa
Tot Stations MSA Survey : 27	Most Current Survey : Winter 1990
Tot Listed Share Points : 88.5	
Points Above Line : 80.5	
Points Below Line : 8.0	
Balance of Points : 11.5	
Mean Points/AL Station : 3.2	
Median Points/AL Station : 2.4	
Revenue/AL Point : 834,500	
Revenue/AL Mean Station : 2,687,092	
AL -- Above Line (Home to Market)	

Demographics

12+ Tot Pop : 1,803,700	100.0%
12+ Blk Pop : 145,700	8.1%
12+ His Pop : 89,200	4.9%
Median Age : 40.5	
Eth Controls: BLACK CONTROLS	

Demo: Rank	P 18+ Station	Demo: Rank	M 18-34 Station	Demo: Rank	W 18-34 Station	Demo: Rank	P 18-34 Station	Demo: Rank	M 25-54 Station	Demo: Rank	W 25-54 Station	Demo: Rank	P 25-54 Station
1	WWRM-FM	1	WYNF-FM	1	WFLZ-FM	1	WFLZ-FM	1	WYNF-FM	1	WRBQ-FM	1	WRBQ-FM
2	WRBQ-FM	2	WFLZ-FM	2	WRBQ-FM	2	WYNF-FM	2	WRBQ-FM	2	WWRM-FM	2	WWRM-FM
3	WQYK-FM	3	WXTB-FM	3	WUSA-FM	3	WRBQ-FM	3	WWRM-FM	3	WFLZ-FM	3	WYNF-FM
4	WFLZ-FM	4	WRBQ-FM	4	WYNF-FM	4	WXTB-FM	4	WYUU-FM	4	WUSA-FM	4	WFLZ-FM
5	WYNF-FM	5	WWRM-FM	5	WNLT-FM	5	WUSA-FM	5	WFLZ-FM	5	WQYK-FM	5	WQYK-FM
6	WUSA-FM	6	WHVE-FM	6	WXTB-FM	6	WWRM-FM	6	WQYK-FM	6	WNLT-FM	6	WUSA-FM
7	WUVV-FM	7	WYUU-FM	7	WWRM-FM	7	WNLT-FM	7	WHVE-FM	7	WTMP-AM	7	WNLT-FM
8	WXTB-FM	8	WQYK-FM	8	WQYK-FM	8	WHVE-FM	8	WXTB-FM	8	WYUU-FM	8	WYUU-FM

Demo: Rank	P 12-17 Station	Demo: Rank	M 18-24 Station	Demo: Rank	W 18-24 Station	Demo: Rank	P 18-24 Station	Demo: Rank	M 25-34 Station	Demo: Rank	W 25-34 Station	Demo: Rank	P 25-34 Station
1	WFLZ-FM	1	WFLZ-FM	1	WFLZ-FM	1	WFLZ-FM	1	WYNF-FM	1	WFLZ-FM	1	WYNF-FM
2	WRBQ-FM	2	WYNF-FM	2	WYNF-FM	2	WYNF-FM	2	WFLZ-FM	2	WRBQ-FM	2	WFLZ-FM
3	WTMP-AM	3	WXTB-FM	3	WUSA-FM	3	WXTB-FM	3	WRBQ-FM	3	WUSA-FM	3	WRBQ-FM
4	WXTB-FM	4	WRBQ-FM	4	WRBQ-FM	4	WRBQ-FM	4	WXTB-FM	4	WNLT-FM	4	WXTB-FM
5	WNLT-FM	5	WNLT-FM	5	WXTB-FM	5	WUSA-FM	5	WWRM-FM	5	WWRM-FM	5	WWRM-FM
6	WYNF-FM	6	WWRM-FM	6	WNLT-FM	6	WNLT-FM	6	WHVE-FM	6	WYNF-FM	6	WUSA-FM
7	WUSA-FM	7	WRBQ-AM	7	WQYK-FM	7	WQYK-FM	7	WYUU-FM	7	WXTB-FM	7	WNLT-FM
8	WYUU-FM	8	WHVE-FM	8	WYUU-FM	8	WWRM-FM	8	WQYK-FM	8	WTMP-AM	8	WHVE-FM

Demo: Rank	P 35+ Station	Demo: Rank	M 35-44 Station	Demo: Rank	W 35-44 Station	Demo: Rank	P 35-44 Station	Demo: Rank	M 45-54 Station	Demo: Rank	W 45-54 Station	Demo: Rank	P 45-54 Station
1	WWRM-FM	1	WYUU-FM	1	WRBQ-FM	1	WRBQ-FM	1	WRBQ-FM	1	WWRM-FM	1	WWRM-FM
2	WQYK-FM	2	WUSA-FM	2	WWRM-FM	2	WYUU-FM	2	WWRM-FM	2	WQYK-FM	2	WRBQ-FM
3	WUVV-FM	3	WQYK-FM	3	WFLZ-FM	3	WWRM-FM	3	WQYK-FM	3	WRBQ-FM	3	WQYK-FM
4	WRBQ-FM	4	WRBQ-FM	4	WUSA-FM	4	WUSA-FM	4	WHVE-FM	4	WUSA-FM	4	WUSA-FM
5	WUSA-FM	5	WYNF-FM	5	WNLT-FM	5	WQYK-FM	5	WUSA-FM	5	WNLT-FM	5	WHVE-FM
6	WGUL-FM	6	WNLT-FM	6	WQYK-FM	6	WNLT-FM	6	WSUN-AM	6	WFLZ-FM	6	WNLT-FM
7	WFLA-AM	7	WWRM-FM	7	WTMP-AM	7	WFLZ-FM	7	WYUU-FM	7	WUVV-FM	7	WFLZ-FM
8	WDAE-AM	8	WFLZ-FM	8	WYUU-FM	8	WTMP-AM	8	WFLZ-FM	8	WXTB-FM	8	WSUN-AM

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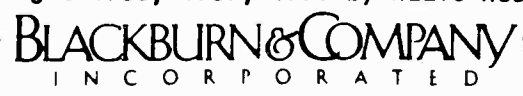
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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary
 Metro: 097 TOLEDO, OH ARBITRON Rank: 072

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License	
		W190	FA89	SU89	SP89	WI89									
*WIOT-FM	AOR	13.7	12.7	9.7	12.9	11.4		104.7	B	50.0	50.0	541.3	Reams Broadcasting C	TOLEDO, OH	
*WVKS-FM	CHR	10.0	7.5	9.3	7.7	9.7		92.5	B	50.0	50.0	479.0	Noble Broadcast Grou	TOLEDO, OH	
*WKKO-FM	CTY	9.5	10.7	10.9	9.6	9.1		99.9	B	50.0	50.0	498.7	Booth American Compa	TOLEDO, OH	
*WRQN-FM	CHR	7.9	10.5	11.6	11.3	11.8		93.5	A	2.0	2.0	400.3	ABS Communications,	BOWLING GREEN,	
*WLQR-FM	EZ	7.9	10.4	8.2	8.7	9.3	CP	101.5	B	19.0	19.0	807.1	WHP, Inc.	TOLEDO, OH	
*WSPD-AM	AC	7.1	5.9	5.5	5.7	5.7		1370	III	5.0	5.0		WHP, Inc.	TOLEDO, OH	
*WWWM-FM	AC	7.1	7.6	9.9	6.9	9.1		105.5	A	2.2	2.2	390.4	Midwestern Broadcast	SYLVANIA, OH	
*WTOD-AM	CTY	3.7	3.5	2.4	3.3	2.6		1560	II	5.0	0.0		Booth American Compa	TOLEDO, OH	
*WVOI-AM	URB	3.6	1.7	2.7	3.2	2.8		1520	II	1.0	1.0		McDowell Communicati	TOLEDO, OH	
CKLW-AM	BB	3.4	2.5	4.9	3.6	3.3		800	II	50.0	50.0		AMICUS COMMUNICATION	WINDSOR, ON	
WJR -AM	MOR	2.8	3.6	4.9	6.8	4.0		760	I-A	50.0	50.0		Capital Cities/ABC	DETROIT, MI	
*WCWA-AM	OLD	2.3	2.8	1.7	2.3	1.3		1230	IV	1.0	1.0		Reams Broadcasting C	TOLEDO, OH	
*WOHO-AM	AC	2.0	0.8	1.0	1.3	0.9		1470	III	1.0	1.0		Midwestern Broadcast	TOLEDO, OH	
CKMR-FM	CH	1.2	0.4	0.8	0.9	0.3		93.9	C1	100.0	100.0	656.0	AMICUS COMMUNICATION	WINDSOR, ON	
WJLB-FM	URB	0.9	1.3	0.8	1.1	1.0		97.9	B	50.0	50.0	488.8	Booth American Compa	DETROIT, MI	
WLLZ-FM	AOR	0.8	----	----	----	----	CP	98.7	B	50.0	50.0	462.6	Westinghouse Broadca	DETROIT, MI	
*WRED-FM	OTH	0.8	0.5	0.4	----	----		95.7	A	1.8	1.8	433.1	Carr, Buddy & Caroly	GIBSONBURG, OH	
WIQB-FM	CH	0.6	0.7	0.6	----	----		102.9	B	49.0	42.0	498.7	TRANS-AMERICA COMM C	ANN ARBOR, MI	
*WMTR-FM	AC	0.6	1.0	0.5	0.5	0.3	CP	95.9	A	2.0	2.0	400.3	Nobco, Inc.	ARCHBOLD, OH	
WRIF-FM	AOR	0.6	1.1	0.7	0.5	0.6		101.1	B	27.0	27.0	879.3	Great American Broad	DETROIT, MI	
WQTE-FM	AC	0.5	0.6	----	----	0.8		95.3	A	3.0	3.0	298.6	David Keister Statio	ADRIAN, MI	
WGPR-FM	URB	0.3	0.4	0.4	----	----		107.5	B	50.0	50.0	360.9	WGPR INC	DETROIT, MI	
*WJYM-AM	REL	0.3	----	----	----	0.5		730	II	1.0	0.0		Jimmy Swaggart Minis	BOWLING GREEN,	
*WFOB-AM	AC	----	0.4	0.5	----	----		1430	III	1.0	1.0		Tri-County Bcstg	FOSTORIA, OH	
WTWR-FM	AC	----	----	0.5	0.7	----		98.3	A	1.4	1.4	465.9	LESNICK COMM INC	MONROE, MI	
WWJ -AM	NWS	----	----	0.4	----	----		950	III	5.0	5.0		DA-N	CBS Incorporated	DETROIT, MI
WWWE-AM	NTK	----	----	0.4	----	----		1100	I-A	50.0	50.0		ND-U	Booth American Compa	CLEVELAND, OH
WHYT-FM	CHR	----	----	----	0.6	0.3		96.3	B	20.0	20.0	787.4	Capital Cities/ABC	DETROIT, MI	
WKXA-FM	CTY	----	----	----	0.3	0.3		100.5	B	20.0	20.0	439.6	Findlay Publishing	FINDLAY, OH	
WJZZ-FM	JZ	----	----	----	----	0.5		105.9	B	20.0	20.0	725.1	Bell Broadcasting Co	DETROIT, MI	
WOSE-FM	AC	----	----	----	----	0.3		94.5	B	30.0	30.0	629.9	Michel, Donald L. &	PORT CLINTON, O	

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".
 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 097 TOLEDO, OH		ARBITRON Rank: 072		Demo: P 12+		Mon-Sun 6A-MID		TSL					
ADI : Toledo		US Region : ENC		Rk. Station		Share AQH Per		Cume Per HR:MN T/O					
Year	(000) Pop (0+)	(000) Hshlds	(\$000) EBI	(\$000) Retail Sls	(\$000) Radio Rev	%RtSls	PerCap						
1986	614.8	230.3	7557547	4622851	15587.1	0.0034	25.35	1. WIOT-FM	13.7	11800	130000	11:26	11.0
1987	615.6	232.0	8187383	4732575	16152.4	0.0034	26.24	2. WVKS-FM	10.0	8600	142600	7:36	16.6
1988	616.4	233.5	8956788	4977169	16485.9	0.0033	26.75	3. WKKO-FM	9.5	8200	102600	10:04	12.5
1989	615.9	234.5	9751730	5363045	17229.4	0.0032	27.97	4. WRQN-FM	7.9	6800	115800	7:24	17.0
1990	614.5	235.0	10565825	5854883	18402.3	0.0031	29.95	5. WLQR-FM	7.9	6800	84100	10:11	12.4
1991	612.5	235.2	11392689	6417362	19897.4	0.0031	32.49	6. WSPD-AM	7.1	6100	75400	10:12	12.4
1992	610.1	235.3	12225937	7015161	21607.1	0.0031	35.42	7. WJRM-FM	7.1	6100	101200	7:36	16.6
1993	609.7	236.6	13074213	7608359	23424.2	0.0031	38.42	8. WTOD-AM	3.7	3200	25000	16:08	7.8
1994	608.8	237.7	13919618	8206378	25227.3	0.0031	41.44	9. WVOI-AM	3.6	3100	34400	11:21	11.1
1995	608.0	238.9	14765023	8804396	27045.1	0.0031	44.48	10. CKLW-AM	3.4	2900	36900	9:54	12.7
1996	607.1	240.1	15610428	9402415	28862.8	0.0031	47.54	11. WJR -AM	2.8	2400	54300	5:34	22.6
1997	606.3	241.2	16455833	10000433	30680.6	0.0031	50.61	12. WCWA-AM	2.3	2000	30500	8:16	15.2
1998	605.4	242.4	17301238	10598452	32498.4	0.0031	53.68	13. WOHO-AM	2.0	1700	23500	9:07	13.8
1999	604.6	243.5	18146643	11196470	34316.1	0.0031	56.76	14. CKMR-FM	1.2	1000	20500	6:09	20.5
2000	603.7	244.7	18992048	11794489	36133.9	0.0031	59.85	15. WJLB-FM	0.9	800	13000	7:45	16.3
								16. WLLZ-FM	0.8	700	17000	5:11	24.3
								17. WRED-FM	0.8	700	14400	6:08	20.6
								18. WIQB-FM	0.6	500	11000	5:44	22.0
								19. WRIF-FM	0.6	500	6600	9:33	13.2
								20. WQTE-FM	0.5	400	8100	6:13	20.2
								21. WGPR-FM	0.3	300	6800	5:34	22.7
								22. WJYM-AM	0.3	300	4800	7:53	16.0

The Radio Marketplace

AM Home to Market	: 6	ARBITRON Market	: CONTINUOUS
FM Home to Market	: 8	Surveys	: Wi, Sp, Su, Fa
Tot Stations MSA Survey	: 23	Most Current Survey	: Winter 1990

Points Above Line	: 76.5
Points Below Line	: 11.1
Balance of Points	: 12.4
Mean Points/AL Station	: 5.5
Median Points/AL Station	: 5.4
Revenue/AL Point	: 225,221
Revenue/AL Mean Station	: 1,230,672
AL -- Above Line (Home to Market)	

Demographics

12+ Tot Pop	: 502,600	100.0%
12+ Blk Pop	: 50,500	10.0%
12+ His Pop	: 11,600	2.3%
Median Age	: 31.3	
Eth Controls	: BLACK CONTROLS	

0. TOT MKT 100.0 86300 485200 22:25 5.6

Demo: Rank	P 18+ Station	Demo: Rank	M 18-34 Station	Demo: Rank	W 18-34 Station	Demo: Rank	P 18-34 Station	Demo: Rank	M 25-54 Station	Demo: Rank	W 25-54 Station	Demo: Rank	P 25-54 Station
1	WIOT-FM	1	WIOT-FM	1	WVKS-FM	1	WIOT-FM	1	WIOT-FM	1	WKKO-FM	1	WIOT-FM
2	WKKO-FM	2	WRQN-FM	2	WIOT-FM	2	WVKS-FM	2	WLQR-FM	2	WVKS-FM	2	WKKO-FM
3	WVKS-FM	3	WVKS-FM	3	WJRM-FM	3	WRQN-FM	3	WJRM-FM	3	WJRM-FM	3	WJRM-FM
4	WLQR-FM	4	WJRM-FM	4	WKKO-FM	4	WJRM-FM	4	WKKO-FM	4	WIOT-FM	4	WVKS-FM
5	WSPD-AM	5	WKKO-FM	5	WRQN-FM	5	WKKO-FM	5	WVKS-FM	5	WLQR-FM	5	WLQR-FM
6	WJRM-FM	6	WLQR-FM	6	WVOI-AM	6	WLQR-FM	6	WJR -AM	6	WVOI-AM	6	WRQN-FM
7	WRQN-FM	7	WLLZ-FM	7	WLQR-FM	7	WVOI-AM	7	WRQN-FM	7	WRQN-FM	7	WVOI-AM
8	WTOD-AM	8	WVOI-AM	8	WJLB-FM	8	WLLZ-FM	8	CKMR-FM	8	WCWA-AM	8	WSPD-AM

Demo: Rank	P 12-17 Station	Demo: Rank	M 18-24 Station	Demo: Rank	W 18-24 Station	Demo: Rank	P 18-24 Station	Demo: Rank	M 25-34 Station	Demo: Rank	W 25-34 Station	Demo: Rank	P 25-34 Station
1	WRQN-FM	1	WIOT-FM	1	WIOT-FM	1	WIOT-FM	1	WIOT-FM	1	WVKS-FM	1	WIOT-FM
2	WVKS-FM	2	WRQN-FM	2	WVKS-FM	2	WRQN-FM	2	WVKS-FM	2	WJRM-FM	2	WVKS-FM
3	WIOT-FM	3	WVKS-FM	3	WRQN-FM	3	WVKS-FM	3	WJRM-FM	3	WIOT-FM	3	WJRM-FM
4	WVOI-AM	4	WKKO-FM	4	WKKO-FM	4	WKKO-FM	4	WLLZ-FM	4	WKKO-FM	4	WKKO-FM
5	WJLB-FM	5	WLQR-FM	5	WJRM-FM	5	WJRM-FM	5	WRQN-FM	5	WLQR-FM	5	WLQR-FM
6	WJRM-FM	6	WLLZ-FM	6	WVOI-AM	6	WVOI-AM	6	WKKO-FM	6	WRQN-FM	6	WRQN-FM
7	CKMR-FM	7	WGPR-FM	7	WIQB-FM	7	WLQR-FM	7	WLQR-FM	7	WVOI-AM	7	WVOI-AM
8	WJR -AM	8	WRIF-FM	8	WGPR-FM	8	WLLZ-FM	8	WQTE-FM	8	WJLB-FM	8	WLLZ-FM

Demo: Rank	P 35+ Station	Demo: Rank	M 35-44 Station	Demo: Rank	W 35-44 Station	Demo: Rank	P 35-44 Station	Demo: Rank	M 45-54 Station	Demo: Rank	W 45-54 Station	Demo: Rank	P 45-54 Station
1	WSPD-AM	1	WLQR-FM	1	WKKO-FM	1	WJRM-FM	1	WKKO-FM	1	WKKO-FM	1	WKKO-FM
2	WKKO-FM	2	WJRM-FM	2	WVKS-FM	2	WKKO-FM	2	WLQR-FM	2	WLQR-FM	2	WLQR-FM
3	WLQR-FM	3	WIOT-FM	3	WVKS-FM	3	WLQR-FM	3	WJR -AM	3	WVOI-AM	3	WSPD-AM
4	WTOD-AM	4	WVKS-FM	4	WIOT-FM	4	WIOT-FM	4	WSPD-AM	4	WSPD-AM	4	WJR -AM
5	CKLW-AM	5	WKKO-FM	5	WLQR-FM	5	WVKS-FM	5	WJRM-FM	5	WVKS-FM	5	WVKS-FM
6	WJRM-FM	6	WCWA-AM	6	WRQN-FM	6	WCWA-AM	6	WVKS-FM	6	WCWA-AM	6	WVOI-AM
7	WVKS-FM	7	CKMR-FM	7	WRED-FM	7	WRQN-FM	7	CKMR-FM	7	WTOD-AM	7	WJRM-FM
8	WJR -AM	8	WRQN-FM	8	WVOI-AM	8	WRED-FM	8	WRQN-FM	8	WJRM-FM	8	WCWA-AM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary
 Metro: 207 TUCSON, AZ ARBITRON Rank: 063

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FAB9	SU89	SP89	WI89								
*KRQQ-FM	CHR	18.1	16.7	20.9	21.5	23.0		93.7	C	91.0	91.0	2030.8	Nationwide Communica	TUCSON, AZ
*KIIM-FM	CTY	13.7	9.3	10.3	6.9	10.4		99.5	C	90.0	90.0	2037.4	Rex Broadcasting Cor	TUCSON, AZ
*KLPX-FM	AOR	8.0	10.0	10.5	7.9	8.9	CP	96.1	C	97.0	97.0	1952.1	Lotus Communications	TUCSON, AZ
*KKLD-FM	AC	7.2	6.3	8.9	8.0	7.6		94.9	C	97.0	97.0	1952.1	Duchossois Communica	TUCSON, AZ
*KWFM-FM	AC	7.1	8.4	7.9	8.3	5.0		92.9	C	90.0	90.0	2037.4	American Media	TUCSON, AZ
KUPD-FM	AOR	4.3	3.6	2.5	3.0	2.7		97.9	C	100.0	100.0	1620.7	Tri-State Broadcasti	TEMPE, AZ
*KXEW-AM	SPN	4.3	3.5	2.8	0.9	2.9		1600	III	2.5	1.0	DA-N	Cactus Broadcasting,	SOUTH TUCSON, A
*KNST-AM	NTK	3.3	4.9	3.2	4.0	4.0		940	II	1.0	0.3	DA-1	Nationwide Communica	TUCSON, AZ
*KMRR-AM	BB	3.0	3.9	2.5	3.5	3.9		1330	III	2.0	5.0	DA-2	Golden State Broadca	SOUTH TUCSON, A
*KGVY-AM	BB	2.9	5.3	2.7	2.9	3.6		1080	II	1.0	0.0	ND-D	Crystal Sets, Inc.	GREEN VALLEY, A
*KQYT-FM	AOR	2.8	2.0	1.7	2.6	2.1		92.1	A	1.9	1.9	406.8	Nova Communications,	GREEN VALLEY, A
*KTZR-AM	REL	2.4	0.8	0.8	1.0	0.4		1450	IV	1.0	1.0	ND-U	Southwestern Wireles	TUCSON, AZ
*KQTL-AM	SPN	1.8	0.8	1.5	2.1	3.8		1210	II	10.0	1.0	DA-2	El Saguarita Broadca	SAHUARITA, AZ
*KXMG-FM	SPN	1.6	0.6	1.7	0.9	0.4	CP	98.3	A	3.0	3.0	298.6	Cactus Broadcasting,	MARANA, AZ
*KTKT-AM	AC	1.3	1.7	1.3	2.3	0.9		990	II	10.0	1.0	DA-2	Lotus Communications	TUCSON, AZ
*KTUC-AM	NWS	1.1	1.9	0.9	1.8	1.6		1400	IV	1.0	1.0	ND-U	KTUC Investments	TUCSON, AZ
*KAWV-FM	AC	1.1	0.4	1.1	1.7	0.9		103.1	A	0.6	0.6	610.2	Golden State Broadca	ORACLE, AZ
*KIIM-AM	CTY	0.9	1.7	3.0	3.9	2.7		1290	III	1.0	1.0	ND-U	Rex Broadcasting Cor	TUCSON, AZ
*KCEE-AM	AC	0.7	1.5	0.7	1.4	2.0		790	III	5.0	0.5	DA-2	American Media	TUCSON, AZ
*KVOI-AM	REL	0.6	1.3	0.9	0.6	0.3		700	II	10.0	1.0	DA-2	Abundant Ministries	ORO VALLEY, AR
KTAR-AM	NTK	0.3	----	----	----	0.3		620	III	5.0	5.0	DA-N	Pulitzer Broadcast S	PHOENIX, AZ
*KJYK-AM	EZ	----	0.6	0.9	1.6	0.9		1490	IV	1.0	1.0	DA-1	Duchossois Communica	TUCSON, AZ
KNIX-FM	CTY	----	----	----	0.5	0.3		102.5	C	98.0	98.0	1620.7	Buck Owens Broadcast	PHOENIX, AZ
KCWW-AM	CTY	----	----	----	0.0	0.0		1580	II	50.0	50.0	DA-N	Buck Owens Broadcast	TEMPE, AZ

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".
 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 207 TUCSON, AZ				ARBITRON Rank: 063-Demo: P 12+				Mon-Sun 6A-MID			TSL			
ADI : Tucson				US Region : MT				Rk.	Station	Share	AQH Per	Cume Per	HR:MN	T/O
Year	(000) Pop (0+)	(000) HsHlds	(\$000) EBI	(\$000) Retail Sls	(\$000) Radio Rev	%RtSls	PerCap							
1986	616.6	244.7	6788082	3405661	16344.0	0.0048	26.51	1. KRQQ-FM	18.1	17000	191500	11:11	11.3	
1987	640.6	253.2	7342181	3634277	16994.8	0.0047	26.53	2. KIIM-FM	13.7	12900	135300	12:01	10.5	
1988	669.9	265.1	8067897	3938119	18473.2	0.0047	27.57	3. KLPX-FM	8.0	7500	107800	8:46	14.4	
1989	688.8	273.6	8824362	4279964	20438.1	0.0048	29.67	4. KKLD-FM	7.2	6800	84700	10:07	12.5	
1990	699.8	279.7	9603890	4650312	22648.8	0.0049	32.37	5. KWFM-FM	7.1	6700	106600	7:55	15.9	
1991	705.5	284.2	10398792	5039661	25043.7	0.0050	35.50	6. KUPD-FM	4.3	4000	41900	12:02	10.5	
1992	708.6	287.8	11201382	5438511	27561.6	0.0051	38.90	8. KXEW-AM	4.3	4000	27100	18:36	6.8	
1993	725.7	296.0	11923164	5815944	30140.9	0.0052	41.54	9. KNST-AM	3.3	3100	67800	5:46	21.9	
1994	739.8	303.3	12656537	6197669	32581.7	0.0053	44.04	18. KIIM-AM	0.9	800	20400	4:56	25.5	
1995	754.0	310.5	13389910	6579393	35050.3	0.0053	46.49	19. KCEE-AM	0.7	700	12800	6:53	18.3	
1996	768.2	317.8	14123283	6961118	37518.8	0.0054	48.84	20. KVOI-AM	0.6	600	12600	6:00	21.0	
1997	782.3	325.0	14856657	7342842	39987.4	0.0054	51.11	21. KTAR-AM	0.3	300	6200	6:06	20.7	
1998	796.5	332.3	15590030	7724566	42455.9	0.0055	53.30							
1999	810.7	339.6	16323403	8106291	44924.5	0.0055	55.42							
2000	824.8	346.8	17056776	8488015	47393.0	0.0056	57.46							

The Radio Marketplace

AM Home to Market : 11	ARBITRON Market : CONTINUOUS
FM Home to Market : 8	Surveys : Wi, Sp, Su, Fa
Tot Stations MSA Survey : 21	Most Current Survey : Winter 1990
Tot Listed Share Points : 86.5	
Points Above Line : 81.9	
Points Below Line : 4.6	
Balance of Points : 13.5	
Mean Points/AL Station : 4.3	
Median Points/AL Station : 2.8	
Revenue/AL Point : 249,549	
Revenue/AL Mean Station : 1,075,689	
AL -- Above Line (Home to Market)	

Demographics

12+ Tot Pop :	551,100	100.0%
12+ Blk Pop :	12,900	2.3%
12+ His Pop :	105,500	19.1%
Median Age :	32.1	
Eth Controls:	HISPANIC CONTROLS	

0. TOT MKT 100.0 93900 524400 22:34 5.6

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	KIIM-FM	1	KRQQ-FM	1	KRQQ-FM	1	KIIM-FM
2	KRQQ-FM	2	KLPX-FM	2	KKLD-FM	2	KRQQ-FM
3	KLPX-FM	3	KUPD-FM	3	KLPX-FM	3	KWFM-FM
4	KKLD-FM	4	KIIM-FM	4	KIIM-FM	4	KKLD-FM
5	KWFM-FM	5	KWFM-FM	5	KXEW-AM	5	KLPX-FM
6	KXEW-AM	6	KKLD-FM	6	KWFM-FM	6	KUPD-FM
7	KUPD-FM	7	KXMG-FM	7	KAWV-FM	7	KNST-AM
8	KNST-AM	8	KNST-AM	8	KUPD-FM	8	KXMG-FM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	KRQQ-FM	1	KRQQ-FM	1	KRQQ-FM	1	KRQQ-FM
2	KLPX-FM	2	KUPD-FM	2	KLPX-FM	2	KIIM-FM
3	KKLD-FM	3	KLPX-FM	3	KKLD-FM	3	KLPX-FM
4	KTZR-AM	4	KWFM-FM	4	KIIM-FM	4	KKLD-FM
5	KUPD-FM	5	KIIM-FM	5	KUPD-FM	5	KUPD-FM
6	KWFM-FM	6	KNST-AM	6	KWFM-FM	6	KWFM-FM
7	KXMG-FM	7	KKLD-FM	7	KXMG-FM	7	KXEW-AM
8	KQTL-AM	8	KXMG-FM	8	KAWV-FM	8	KTZR-AM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54	
Rank	Station	Rank	Station	Rank	Station	Rank	
1	KIIM-FM	1	KIIM-FM	1	KWFM-FM	1	KIIM-FM
2	KWFM-FM	2	KWFM-FM	2	KKLD-FM	2	KWFM-FM
3	KKLD-FM	3	KLPX-FM	3	KTZR-AM	3	KKLD-FM
4	KMRR-AM	4	KRQQ-FM	4	KRQQ-FM	4	KMRR-AM
5	KGvy-AM	5	KKLD-FM	5	KIIM-FM	5	KXEW-AM
6	KXEW-AM	6	KCEE-AM	6	KLPX-FM	6	KRQQ-FM
7	KQYT-FM	7	KNST-AM	7	KQYT-FM	7	KQTL-AM
8	KNST-AM	8	KUPD-FM	8	KMRR-AM	8	KQYT-FM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary
 Metro: 103 TULSA, OK ARBITRON Rank: 057

Station	Fmt	ARBITRON		12+ Metro Shares			CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		W190	FA99	SU89	SP89	WI89								
*KWEN-FM	CTY	12.4	9.5	11.0	11.7	8.1		95.5	C	96.0	96.0	1328.7	NewCity Communicatio	TULSA, OK
*KMOD-FM	AOR	10.6	9.7	12.5	10.6	11.0		97.5	C	96.0	96.0	1328.7	Clear Channel Commun	TULSA, OK
*KRMG-AM	AC	10.2	9.3	8.6	9.3	11.0		740	II	50.0	25.0	DA-2	NewCity Communicatio	TULSA, OK
*KVOO-AM	CTY	8.3	7.5	7.3	7.2	7.4		1170	I-B	50.0	50.0	DA-W	Great Empire Broadca	TULSA, OK
*KAYI-FM	CHR	8.3	7.5	8.3	9.3	8.0		106.9	C	94.0	94.0	1010.5	Narragansett Broadca	MUSKOGEE, OK
*KRAV-FM	AC	6.8	5.4	4.8	4.2	3.7		96.5	C	96.0	96.0	1328.7	THE KRAVIS COMPANY	TULSA, OK
*KMYZ-FM	CHR	6.8	9.0	7.3	6.3	5.4		104.5	C1	70.0	70.0	1128.6	Shamrock Communicati	PRYOR, OK
*KBEZ-FM	EZ	6.5	8.9	7.1	8.2	9.4	CP	92.9	C	100.0	100.0	1318.9	Renda Broadcasting	TULSA, OK
*KVLV-FM	OLD	4.9	6.3	5.5	4.9	6.4		106.1	C	100.0	100.0	1322.2	Federated Media	OWASSO, OK
*KQMJ-FM	AC	4.3	2.7	3.7	4.1	3.5		99.5	C1	100.0	100.0	981.0	Texoma Broadcasting	HENRYETTA, OK
*KTFX-FM	CTY	3.0	1.3	3.3	2.5	4.0		103.3	C	100.0	100.0	1279.5	Genla Broadcasting C	TULSA, OK
*KVOO-FM	CTY	2.5	3.4	4.1	4.7	4.6		98.5	C	99.0	99.0	1227.0	Great Empire Broadca	TULSA, OK
*KBLK-AM	URB	1.7	1.9	1.1	1.8	2.3		1550	II	2.5	0.0	DA-D	KXOJ, INC.	SAPULPA, OK
*KCMA-FM	CL	1.4	0.7	1.0	0.8	0.6	CP	92.1	A	2.3	2.3	374.0	KCMA, INCORPORATED	BROKEN ARROW, O
*KTOW-FM	AOR	0.9	0.6	0.4	----	----	CP	102.3	A	1.7	1.7	436.4	MUSIC SOUND RADIO, I	SAND SPRINGS, O
*KXOJ-FM	REL	0.9	0.9	1.8	1.2	1.5		100.9	A	2.0	2.0	360.9	KXOJ, INC.	SAPULPA, OK
*KCFO-AM	REL	0.8	1.2	0.6	0.9	1.2		970	III	2.5	1.0	DA-2	Friendship Broadcast	TULSA, OK
*KGTO-AM	OLD	0.0	0.6	0.6	0.5	0.6		1050	II	1.0	0.0	DA-D	THE KRAVIS COMPANY	TULSA, OK
*KTOW-AM	CTY	0.0	----	----	0.6	----		1340	IV	0.5	1.0	DA-1	MUSIC SOUND RADIO, I	SAND SPRINGS, O
*KAKC-AM	OLD	----	0.8	1.0	----	0.9		1300	III	5.0	1.0	DA-2	Clear Channel Commun	TULSA, OK
*KMYZ-AM	CHR	----	0.0	0.0	0.0	----		1570	II	1.0	0.0	ND-D	Shamrock Communicati	PRYOR, OK
*KREK-FM	CTY	----	----	----	0.6	----	CP	104.9	A	2.7	2.7	351.0	Big Chief Broadcasti	BRISTOW, OK

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".
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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 103 TULSA, OK		ADI : Tulsa		US Region : WSC		ARBITRON Rank: 057		Demo: P 12+		Mon-Sun 6A-MID		TSL		
Year	(000) Pop (0+)	(000) HsHlds	(\$000) EBI	(\$000) Retail Sls	(\$000) Radio Rev	%RtSls	Radio Rev PerCap	Rk.	Station	Share	AQH Per	Cume Per	HR:MN	T/O
1986	782.2	300.1	9104948	4512668	18816.2	0.0042	24.06	1.	KWEN-FM	12.4	13200	153900	10:48	11.7
1987	784.7	301.7	9050411	4595483	19013.3	0.0041	24.23	2.	KMOD-FM	10.6	11300	129100	11:02	11.4
1988	791.1	305.0	9325058	4786729	19414.5	0.0041	24.54	3.	KRMG-AM	10.2	10900	129600	10:36	11.9
1989	800.2	309.4	10026773	5076379	20340.9	0.0040	25.42	4.	KVOO-AM	8.3	8900	86700	12:56	9.7
1990	811.5	314.7	11048789	5439831	21744.1	0.0040	26.79	5.	KAYI-FM	8.3	8900	138300	8:07	15.5
1991	824.2	320.5	12284338	5852484	23504.7	0.0040	28.52	6.	KRAV-FM	6.8	7300	93200	9:52	12.8
1992	837.5	326.7	13626655	6289739	25503.8	0.0041	30.45	7.	KMYZ-FM	6.8	7300	121900	7:33	16.7
1993	852.0	332.0	14956072	6670563	27622.0	0.0041	32.42	8.	KBEZ-FM	6.5	6900	75300	11:33	10.9
1994	866.6	337.4	16302064	7060050	29466.8	0.0042	34.00	9.	KVLT-FM	4.9	5200	81600	8:02	15.7
1995	881.1	342.8	17648057	7449537	31353.6	0.0042	35.58	10.	KQMJ-FM	4.3	4600	73100	7:56	15.9
1996	895.7	348.2	18994049	7839024	33240.4	0.0042	37.11	11.	KTFX-FM	3.0	3200	51000	7:54	15.9
1997	910.2	353.6	20340042	8228511	35127.2	0.0043	38.59	12.	KVOO-FM	2.5	2700	62000	5:29	23.0
1998	924.8	359.0	21686034	8617998	37014.0	0.0043	40.02	13.	KBLK-AM	1.7	1800	17100	13:16	9.5
1999	939.4	364.4	23032027	9007485	38900.7	0.0043	41.41	14.	KCMA-FM	1.4	1500	18600	10:10	12.4
2000	953.9	369.8	24378019	9396972	40787.5	0.0043	42.76	15.	KTOW-FM	0.9	1000	13100	9:37	13.1
								16.	KXOJ-FM	0.9	1000	25100	5:01	25.1
								17.	KCFO-AM	0.8	800	19100	5:17	23.9
								18.	KGTO-AM	0.0	0	700	0:00	0.0
									KTOW-AM	0.0	0	3300	0:00	0.0

The Radio Marketplace

AM Home to Market	: 6	ARBITRON Market	: CONTINUOUS
FM Home to Market	: 13	Surveys	: Wi, Sp, Su, Fa
Tot Stations MSA Survey	: 19	Most Current Survey	: Winter 1990
Tot Listed Share Points	: 90.3		
Points Above Line	: 90.3		
Points Below Line	: 0.0		
Balance of Points	: 9.7		
Mean Points/AL Station	: 4.8		
Median Points/AL Station	: 4.3		
Revenue/AL Point	: 225,259		
Revenue/AL Mean Station	: 1,070,574		
AL -- Above Line (Home to Market)			

Demographics

12+ Tot Pop	: 646,600	100.0%
12+ Blk Pop	: 43,800	6.8%
12+ His Pop	: 8,800	1.4%
Median Age	: 32.3	
Eth Controls	: NO CONTROLS	

0. TOT MKT 100.0 106600 619800 21:40 5.8

Demo: P 18+	Demo: M 18-34	Demo: W 18-34	Demo: P 18-34	Demo: M 25-54	Demo: W 25-54	Demo: P 25-54	
Rank	Station	Rank	Station	Rank	Station	Rank	Station
1	KWEN-FM	1	KMOD-FM	1	KRAV-FM	1	KWEN-FM
2	KRMG-AM	2	KAYI-FM	2	KMYZ-FM	2	KMOD-FM
	KMOD-FM	3	KWEN-FM		KWEN-FM	3	KRAV-FM
4	KVOO-AM	4	KMYZ-FM	4	KAYI-FM	4	KVLT-FM
5	KRAV-FM	5	KQMJ-FM	5	KMOD-FM	5	KRMG-AM
6	KBEZ-FM	6	KVLT-FM	6	KVLT-FM	6	KQMJ-FM
7	KAYI-FM	7	KRAV-FM	7	KQMJ-FM	7	KBEZ-FM
	KMYZ-FM	8	KTOW-FM	8	KBEZ-FM	8	KVOO-AM

Demo: P 12-17	Demo: M 18-24	Demo: W 18-24	Demo: P 18-24	Demo: M 25-34	Demo: W 25-34	Demo: P 25-34	
Rank	Station	Rank	Station	Rank	Station	Rank	Station
1	KAYI-FM	1	KMOD-FM	1	KMOD-FM	1	KMOD-FM
2	KMYZ-FM	2	KAYI-FM	2	KMYZ-FM	2	KRAV-FM
3	KWEN-FM	3	KMYZ-FM	3	KAYI-FM	3	KAYI-FM
4	KMOD-FM	4	KWEN-FM	4	KVLT-FM	4	KWEN-FM
5	KTFX-FM	5	KTOW-FM	5	KMOD-FM	5	KMYZ-FM
	KVLT-FM	6	KBLK-AM	6	KVLT-FM	6	KQMJ-FM
	KVOO-FM	7	KVOO-AM	7	KMYZ-FM	7	KVLT-FM
	KBLK-AM	8	KQMJ-FM	8	KRAV-FM	8	KRMG-AM

Demo: P 35+	Demo: M 35-44	Demo: W 35-44	Demo: P 35-44	Demo: M 45-54	Demo: W 45-54	Demo: P 45-54	
Rank	Station	Rank	Station	Rank	Station	Rank	Station
1	KRMG-AM	1	KMOD-FM	1	KRAV-FM	1	KWEN-FM
2	KVOO-AM	2	KRAV-FM	2	KWEN-FM	2	KVOO-AM
	KWEN-FM		KVLT-FM	3	KBEZ-FM	3	KRMG-AM
4	KBEZ-FM	4	KWEN-FM	4	KQMJ-FM	4	KBEZ-FM
5	KRAV-FM	5	KRMG-AM	5	KMYZ-FM	5	KVLT-FM
6	KVLT-FM	6	KBEZ-FM	6	KVLT-FM	6	KRAV-FM
7	KMOD-FM	7	KQMJ-FM	7	KRMG-AM	7	KTFX-FM
8	KTFX-FM	8	KMYZ-FM	8	KAYI-FM	8	KCMA-FM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary
 Metro: 015 WASHINGTON, DC ARBITRON Rank: 009

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		W190	PA89	SU89	SP89	WI89								
*WPGC-FM	CHR	7.4	6.7	5.8	6.4	5.7		95.5	B	50.0	50.0	498.7	Cook Inlet Radio Par	MORNINGSIDE, MD
*WKYS-FM	URB	7.0	5.3	4.6	5.0	5.3		93.9	B	50.0	50.0	479.0	Albimar Communicatio	WASHINGTON, DC
*WGAY-FM	EZ	6.2	7.7	7.1	6.0	7.5		99.5	B	21.0	21.0	771.0	Greater Media	WASHINGTON, DC
*WMZQ-FM	CTY	5.6	6.3	6.2	5.6	5.9		98.7	B	50.0	50.0	488.8	Viacom Broadcasting	WASHINGTON, DC
*WMAL-AM	MOR	5.0	5.4	5.5	5.3	6.1		630	III	5.0	5.0	DA-2	Capital Cities/ABC	WASHINGTON, DC
*WASH-FM	AC	4.5	3.3	3.6	4.0	4.5		97.1	B	26.0	26.0	685.7	Chase Broadcasting,	WASHINGTON, DC
*WCXR-FM	CR	4.3	3.7	5.2	3.8	4.4		105.9	B	28.0	25.0	649.6	Westinghouse Broadca	WOODBIDGE, VA
*WAVA-FM	CHR	4.0	4.8	5.3	4.7	5.2	CP	105.1	B	41.0	41.0	541.3	Emmis Broadcasting	ARLINGTON, VA
*WTOP-AM	NWS	3.9	3.7	4.5	4.1	3.5		1500	I-B	50.0	50.0	DA-2	Chase Broadcasting,	WASHINGTON, D.
*WHUR-FM	URB	3.9	3.8	4.1	3.7	4.8		96.3	B	24.0	24.0	669.3	Howard University Bo	WASHINGTON, DC
*WRQX-FM	CHR	3.4	4.0	4.7	4.2	4.5		107.3	B	36.0	36.0	590.6	Capital Cities/ABC	WASHINGTON, DC
*WMMJ-FM	AC	3.2	2.4	3.3	2.9	0.8		102.3	A	1.4	1.4	479.0	Almic Broadcasting,	BETHESDA, MD
*WXTR-FM	OLD	3.1	3.4	3.1	3.0	3.0	CP	104.1	B	50.0	50.0	498.7	Radio Ventures I	WALDORF, MD
*WLTT-FM	AC	3.1	3.7	3.1	3.3	3.5		94.7	B	22.5	22.5	741.5	CBS Incorporated	BETHESDA, MD
*WHFS-FM	AOR	3.1	1.9	1.9	2.2	1.8	CP	99.1	B	50.0	50.0	459.3	Duchossois Communica	ANNAPOLIS, MD
*WGMS-FM	CL	2.5	2.4	2.7	2.7	2.7		103.5	B	46.0	46.0	508.5	Verstandig Broadcast	WASHINGTON, DC
*WADC-FM	AOR	2.5	3.1	2.8	3.8	4.1		101.1	B	22.5	22.5	761.2	Capitol Broadcasting	WASHINGTON, DC
*WOL -AM	URB	2.1	1.0	1.2	2.0	1.9		1450	IV	1.0	1.0	ND-U	Almic Broadcasting,	WASHINGTON, DC
*WWRC-AM	TLK	1.8	2.4	2.8	2.5	2.1		980	III	5.0	5.0	DA-N	Greater Media	WASHINGTON, D.C
*WJFK-FM	CR	1.8	2.2	1.5	1.4	0.9		106.7	B	22.5	18.5	731.6	Infinity Broadcastin	MANASSAS, VA
*WDJY-FM	URB	1.3	1.9	1.7	2.3	2.5	CP	100.3	B	50.0	50.0	331.4	United Broadcasting	WASHINGTON, DC
*WYCB-AM	REL	0.9	1.2	1.5	1.3	1.5		1340	IV	1.0	1.0	ND-U	Broadcast Holdings	WASHINGTON, DC
WIYY-FM	AOR	0.7	0.8	0.5	0.5	0.7		97.9	B	13.5	13.5	944.9	Hearst Corporation	BALTIMORE, MD
*WADC-AM	BB	0.6	0.7	0.5	1.0	1.1		1260	III	5.0	5.0	DA-2	Capitol Broadcasting	WASHINGTON, D.C
WFLS-FM	CTY	0.6	0.7	----	----	0.4		93.3	B	50.0	50.0	492.1	FREE LANCE-STAR PUBL	FREDERICKSBURG,
*WFRE-FM	EZ	0.5	0.6	----	0.4	0.7		99.9	B	2.3	2.3	1099.1	Gibbons, James L.	FREDERICK, MD
*WGMS-AM	CL	0.5	0.2	0.1	0.1	0.3		570	III	5.0	1.0	DA-2	VerStandig Broadcast	WASHINGTON, D.
*WUST-AM	REL	0.5	0.4	----	----	0.6		1120	II	1.0	0.0	ND-D	Vogel & Israel	WASHINGTON, DC
WGRX-FM	CR	0.4	----	----	0.4	----		100.7	B	16.0	16.0	859.6	Shamrock Communicati	WESTMINSTER, MD
WMMX-FM	AC	0.3	----	----	----	0.5		106.5	B	7.4	7.4	1217.2	Capitol Broadcasting	BALTIMORE, MD
*WFMD-AM	AC	0.3	0.3	0.6	0.4	0.4		930	III	5.0	2.5	DA-N	Gibbons, James L.	WASHINGTON, D.C
*WZYQ-FM	CHR	0.3	----	----	0.4	0.3		103.9	A	0.4	0.4	912.1	MUSICAL HEIGHTS, INC	BRADDOCK HEIGHT
*WMJR-FM	OLD	0.3	0.3	----	0.4	----	CP	107.7	B	45.0	45.0	515.1	FIRST VIRGINIA COMMU	WARRENTON, VA
WPOC-FM	CTY	0.3	----	0.3	----	0.4		93.1	B	16.0	16.0	859.6	Nationwide Communica	BALTIMORE, MD
*WMZQ-AM	CTY	0.2	0.3	0.2	0.5	0.3		1390	III	5.0	5.0	DA-2	Viacom Broadcasting	WASHINGTON, DC
*WQSI-AM	CHR	----	0.4	----	----	----		820	II	5.0	0.5	DA-N	MUSICAL HEIGHTS, INC	FREDERICK, MD
*WCPT-AM	URB	----	0.4	0.4	0.7	0.4		730	II	5.0	0.0	DA-D	Westinghouse Broadca	WASHINGTON, DC
WFSI-FM	REL	----	0.4	0.4	----	----		107.9	B	50.0	37.0	498.7	Family Stations	ANNAPOLIS, MD
WXYV-FM	URB	----	0.3	----	0.4	----		102.7	B	50.0	50.0	436.4	Summit Communication	BALTIMORE, MD
WFLS-AM	CTY	----	0.0	----	----	0.0		1350	III	1.0	0.0	ND-D	Free Lance-Star	WASHINGTON, DC
*WFAX-AM	REL	----	----	0.3	----	----		1220	II	5.0	0.0	ND-D	Newcomb Broadcasting	FALLS CHURCH, V
WARX-FM	AC	----	----	0.3	----	----		106.9	B	15.5	15.5	853.0	MANNING BROADCASTING	HAGERSTOWN, MD
WLIF-FM	AC	----	----	----	0.4	----		101.9	B	13.5	13.5	961.3	Infinity Broadcastin	BALTIMORE, MD
*WNTR-AM	TLK	----	----	----	0.3	----		1050	II	1.0	0.5	ND-U	ALPHA CAPITAL CORP	SILVER SPRING,
*WMDO-AM	ETH	----	----	----	0.3	----		1540	II	1.0	0.0	ND-D	LOTUS CORPORATION	WHEATON, MD

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".
 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.
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 All audience estimates in this report are Monday-Sunday 6AM-MID MSA for those survey periods listed above.
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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 015 WASHINGTON, DC
ADI : Washington, DC

ARBITRON Rank: 009 Demo: P 12+
US Region : SA Rk. Station

Mon-Sun 6A-MID TSL
Share AQH Per Cume Per HR:MN T/O

Year	Pop (0+)	Hshlds	EBI	Retail Sls	Radio Rev	%RtSls	PerCap	Rk. Station	Share	AQH Per	Cume Per	HR:MN	T/O
1986	3544.0	1317.4	61476304	26757621	119830.3	0.0045	33.81	1. WPGC-FM	7.4	40600	517700	9:53	12.8
1987	3624.9	1356.1	67270780	29194343	127733.1	0.0044	35.24	2. WKYS-FM	7.0	38300	441700	10:56	11.5
1988	3698.1	1390.9	73817286	32127162	140256.8	0.0044	37.93	3. WGAY-FM	6.2	34100	418800	10:16	12.3
1989	3753.6	1417.5	80731003	35258336	155330.3	0.0044	41.38	4. WMZQ-FM	5.6	30700	421000	9:11	13.7
1990	3795.8	1438.0	87920128	38538277	171423.2	0.0044	45.16	5. WMAL-AM	5.0	27100	354600	9:38	13.1
1991	3829.2	1454.3	95292858	41917396	188280.7	0.0045	49.17	6. WASH-FM	4.5	24500	338700	9:07	13.8
1992	3858.2	1468.7	102757392	45346104	205648.0	0.0045	53.30	7. WCXR-FM	4.3	23400	396000	7:27	16.9
1993	3894.0	1490.1	109983803	48525791	223270.1	0.0046	57.34	8. WAVA-FM	4.0	22000	439500	6:18	20.0
1994	3929.0	1510.7	117259575	51774138	239612.4	0.0046	60.99	9. WTOP-AM	3.9	21500	468900	5:47	21.8
1995	3964.0	1531.3	124535348	55022486	256307.5	0.0047	64.66	10. WHUR-FM	3.9	21200	386000	6:55	18.2
1996	3999.0	1551.9	131811121	58270833	273002.6	0.0047	68.27	11. WRQX-FM	3.4	18800	401500	5:54	21.4
1997	4034.0	1572.6	139086894	61519181	289697.8	0.0047	71.81	12. WMMJ-FM	3.2	17700	203400	10:58	11.5
1998	4069.0	1593.2	146362667	64767528	306392.9	0.0047	75.30	13. WXTR-FM	3.1	17200	316500	6:51	18.4
1999	4104.0	1613.8	153638439	68015875	323088.0	0.0048	78.73	14. WLTT-FM	3.1	16800	342500	6:11	20.4
2000	4139.0	1634.4	160914212	71264223	339783.2	0.0048	82.09	15. WHFS-FM	3.1	16700	198400	10:36	11.9
								16. WGMS-FM	2.5	13900	236500	7:24	17.0
								17. WDC-FM	2.5	13700	356300	4:51	26.0
								18. WOL -AM	2.1	11700	121500	12:08	10.4
								19. WARC-AM	1.8	9800	167100	7:23	17.1
								20. WJFK-FM	1.8	9700	242700	5:02	25.0
								21. WDJY-FM	1.3	7300	184600	4:59	25.3
								22. WYCB-AM	0.9	4800	64200	9:25	13.4
								23. WIYY-FM	0.7	4000	92200	5:28	23.0
								24. WDC-AM	0.6	3500	61300	7:12	17.5
								25. WFLS-FM	0.6	3400	33900	12:38	10.0
								26. WFRE-FM	0.5	2900	57500	6:21	19.8
								27. WGMS-AM	0.5	2800	49000	7:12	17.5
								28. WUST-AM	0.5	2500	32300	9:45	12.9
								29. WGRX-FM	0.4	2300	34200	8:28	14.9
								30. WMMX-FM	0.3	1800	28900	7:51	16.1
								0. TOT MKT	100.0	547200	3039300	22:41	5.6

The Radio Marketplace
 AM Home to Market : 10
 FM Home to Market : 20
 Tot Stations MSA Survey : 35
 Tot Listed Share Points : 86.1
 Points Above Line : 83.8
 Points Below Line : 2.3
 Balance of Points : 13.9
 Mean Points/AL Station : 2.8
 Median Points/AL Station : 2.8
 Revenue/AL Point : 1,853,583
 Revenue/AL Mean Station : 5,177,676
 AL -- Above Line (Home to Market)

ARBITRON Market : CONTINUOUS
 Surveys : Wi,Sp,Su,Fa
 Most Current Survey : Winter 1990

Demographics
 12+ Tot Pop : 3,171,100 100.0%
 12+ Blk Pop : 748,300 23.6%
 12+ His Pop : 88,400 2.8%
 Median Age : 33.3
 Eth Controls: BLACK CONTROLS

Demo: Rank	P 18+ Station	Demo: Rank	M 18-34 Station	Demo: Rank	W 18-34 Station	Demo: Rank	P 18-34 Station	Demo: Rank	M 25-54 Station	Demo: Rank	W 25-54 Station	Demo: Rank	P 25-54 Station
1	WKYS-FM	1	WPGC-FM	1	WPGC-FM	1	WPGC-FM	1	WCXR-FM	1	WKYS-FM	1	WKYS-FM
2	WGAY-FM	2	WCXR-FM	2	WKYS-FM	2	WKYS-FM	2	WMZQ-FM	2	WASH-FM	2	WASH-FM
3	WPGC-FM	3	WHFS-FM	3	WAVA-FM	3	WCXR-FM	3	WKYS-FM	3	WPGC-FM	3	WMZQ-FM
4	WMZQ-FM	4	WKYS-FM	4	WCXR-FM	4	WHFS-FM	4	WHUR-FM	4	WMZQ-FM	4	WPGC-FM
5	WMAL-AM	5	WHUR-FM	5	WLTT-FM	5	WAVA-FM	5	WHFS-FM	5	WMMJ-FM	5	WCXR-FM
6	WASH-FM	6	WDC-FM	6	WASH-FM	6	WHUR-FM	6	WXTR-FM	6	WLTT-FM	6	WLTT-FM
7	WCXR-FM	7	WMZQ-FM	7	WRQX-FM	7	WMZQ-FM	7	WPGC-FM	7	WGAY-FM	7	WMMJ-FM
8	WTOP-AM	8	WJFK-FM	8	WHFS-FM	8	WDC-FM	8	WLTT-FM	8	WXTR-FM	8	WXTR-FM

Demo: Rank	P 12-17 Station	Demo: Rank	M 18-24 Station	Demo: Rank	W 18-24 Station	Demo: Rank	P 18-24 Station	Demo: Rank	M 25-34 Station	Demo: Rank	W 25-34 Station	Demo: Rank	P 25-34 Station
1	WPGC-FM	1	WPGC-FM	1	WPGC-FM	1	WPGC-FM	1	WCXR-FM	1	WKYS-FM	1	WKYS-FM
2	WAVA-FM	2	WHFS-FM	2	WAVA-FM	2	WAVA-FM	2	WKYS-FM	2	WPGC-FM	2	WPGC-FM
3	WRQX-FM	3	WHUR-FM	3	WKYS-FM	3	WKYS-FM	3	WHFS-FM	3	WLTT-FM	3	WCXR-FM
4	WKYS-FM	4	WAVA-FM	4	WRQX-FM	4	WHFS-FM	4	WPGC-FM	4	WASH-FM	4	WHFS-FM
5	WCXR-FM	5	WDC-FM	5	WCXR-FM	5	WRQX-FM	5	WMZQ-FM	5	WMMJ-FM	5	WHUR-FM
6	WDC-FM	6	WCXR-FM	6	WMZQ-FM	6	WHUR-FM	6	WHUR-FM	6	WCXR-FM	6	WLTT-FM
7	WOL -AM	7	WRQX-FM	7	WHUR-FM	7	WCXR-FM	7	WXTR-FM	7	WHFS-FM	7	WMZQ-FM
8	WDJY-FM	8	WOL -AM	8	WDC-FM	8	WMZQ-FM	8	WDC-FM	8	WHUR-FM	8	WASH-FM

Demo: Rank	P 35+ Station	Demo: Rank	M 35-44 Station	Demo: Rank	W 35-44 Station	Demo: Rank	P 35-44 Station	Demo: Rank	M 45-54 Station	Demo: Rank	W 45-54 Station	Demo: Rank	P 45-54 Station
1	WGAY-FM	1	WCXR-FM	1	WASH-FM	1	WASH-FM	1	WMZQ-FM	1	WGAY-FM	1	WGAY-FM
2	WMAL-AM	2	WLTT-FM	2	WKYS-FM	2	WKYS-FM	2	WMAL-AM	2	WMAL-AM	2	WMZQ-FM
3	WMZQ-FM	3	WHUR-FM	3	WMMJ-FM	3	WMZQ-FM	3	WGAY-FM	3	WMZQ-FM	3	WMAL-AM
4	WTOP-AM	4	WMZQ-FM	4	WMZQ-FM	4	WMMJ-FM	4	WGMS-FM	4	WASH-FM	4	WGMS-FM
5	WASH-FM	5	WHFS-FM	5	WXTR-FM	5	WLTT-FM	5	WOL -AM	5	WGMS-FM	5	WASH-FM
6	WKYS-FM	6	WASH-FM	6	WPGC-FM	6	WXTR-FM	6	WTOP-AM	6	WKYS-FM	6	WTOP-AM
7	WGMS-FM	7	WGAY-FM	7	WGAY-FM	7	WGAY-FM	7	WASH-FM	7	WLTT-FM	7	WKYS-FM
8	WMMJ-FM	8	WDC-FM	8	WRQX-FM	8	WCXR-FM	8	WXTR-FM	8	WPGC-FM	8	WXTR-FM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary
 Metro: 299 WEST PALM BEACH-BOCA RATON, FL ARBITRON Rank: 053

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		WI90	FA89	SU89	SP89	WI89								
*WEAT-FM	EZ	16.2	17.8	17.5	16.8	16.7		104.3	C1	56.0	56.0	1250.0	Taylor Communication	WEST PALM BEACH
*WRMF-FM	AC	7.0	8.5	8.4	11.5	7.2		97.9	C	100.0	100.0	1348.4	Fairbanks Communicat	PALM BEACH, FL
*WJNO-AM	NTK	6.2	6.7	6.9	5.0	5.9		1230	IV	1.0	1.0	DA-1	Fairbanks Communicat	WEST PALM BEACH
WHQT-FM	URB	6.0	5.9	4.7	4.5	6.0		105.1	C	100.0	100.0	1007.2	EZ Communications	CORAL GABLES, F
*WUVV-FM	CHR	5.2	4.4	3.6	3.9	3.3		95.5	C1	100.0	100.0	981.0	Ardman Broadcasting	FORT PIERCE, FL
WSHE-FM	AOR	4.2	3.2	2.5	2.0	2.0		103.5	C	100.0	100.0	1007.2	TK Communications	FORT LAUDERDALE
*WIRK-FM	CTY	3.7	5.4	5.3	5.4	5.6	CP	107.9	C	100.0	100.0	984.3	Price Communications	WEST PALM BEACH
*WPOH-AM	URB	3.1	1.5	1.8	2.1	1.2		1600	III	1.0	1.0	DA-1	Riviera Communicatio	RIVIERA BEACH,
*WKGR-FM	AOR	2.8	3.0	3.1	1.7	2.8		98.7	C	100.0	100.0	1381.2	Gulfstream Broadcast	FORT PIERCE, FL
*WNGS-FM	AC	2.8	2.6	2.2	2.4	2.8		92.1	A	2.3	2.3	380.6	PEARL BROADCASTING,	WEST PALM BEACH
*WOLL-FM	AC	2.5	2.3	2.2	1.5	2.8	CP	94.3	A	1.4	1.4	482.3	Lappin Communication	RIVIERA BEACH,
WJQY-FM	AC	2.2	1.3	1.1	1.5	0.9		106.7	C	100.0	100.0	984.3	Tak Communications	FORT LAUDERDALE
*WSWH-AM	REL	2.2	1.0	0.8	0.7	0.4		900	II	1.0	0.0	ND-D	Dee Rivers Group	BELLE GLADE, FL
WMAX-FM	CH	2.0	1.8	2.4	2.3	3.1		102.7	C	100.0	85.0	1007.2	Sconnix Group	POMPANO BEACH,
WIOD-AM	NTK	2.0	2.3	2.1	2.0	1.8		560	III	5.0	1.0	DA-2	Cox Enterprises	MIAMI, FL
WLYF-FM	EZ	1.9	1.1	1.5	3.1	2.4		101.5	C1	100.0	100.0	810.4	Jefferson-Pilot	MIAMI, FL
WTMI-FM	CL	1.8	1.1	1.3	1.5	1.9		93.1	C1	96.0	78.0	1007.2	Marlin Broadcasting,	MIAMI, FL
WZTA-FM	CR	1.8	1.8	1.5	2.4	1.9	CP	94.9	C	100.0	100.0	1007.2	Guy Gannett Broadcas	MIAMI BEACH, FL
WHYI-FM	CHK	1.5	2.3	2.7	2.2	2.9	CP	100.7	C	100.0	100.0	1007.2	Metroplex Communicat	FORT LAUDERDALE
WPOW-FM	CHR	1.5	1.8	1.5	0.8	2.0		96.5	C	100.0	100.0	1007.2	Beasley Broadcasting	MIAMI, FL
WKIS-FM	CTY	1.5	1.7	1.8	1.5	2.5		99.9	C	100.0	100.0	984.3	Sunshine Wireless	BOCA RATON, FL
*WYFX-AM	URB	1.3	0.9	2.2	0.8	----		1040	II	10.0	1.0	DA-2	Beach Broadcasting C	BOYNTON BEACH,
WLVE-FM	AC	1.3	0.7	1.6	1.1	0.7	CP	93.9	C	100.0	82.0	1007.2	Gilmore Broadcasting	MIAMI BEACH, FL
WGTR-FM	AOR	1.2	1.6	1.0	1.0	2.0	CP	97.3	C	100.0	100.0	1007.2	Cox Enterprises	MIAMI, FL
*WDBF-AM	BB	1.0	1.0	0.5	1.4	0.8		1420	III	5.0	0.5	DA-N	Quality Broadcasting	DELRAY BEACH, F
WQBA-FM	SPN	0.9	0.5	1.3	----	0.8		107.5	C1	95.0	80.0	1007.2	Tichenor Media Syste	MIAMI, FL
WNWS-AM	NTK	0.8	0.4	0.8	1.4	1.0		790	III	5.0	5.0	DA-2	Jefferson-Pilot	SOUTH MIAMI, FL
WAXY-FM	AC	0.8	1.0	0.8	1.1	1.5		105.9	C	100.0	100.0	1023.6	Ackerley Communicati	FORT LAUDERDALE
WINZ-AM	NTK	0.6	0.5	----	----	0.4		940	II	50.0	25.0	DA-2	Guy Gannett Broadcas	MIAMI, FL
*WEAT-AM	EZ	0.6	1.5	1.2	0.7	1.3		850	II	5.0	1.0	DA-N	Taylor Communication	WEST PALM BEACH
*WPBR-AM	TLK	0.6	1.2	0.7	2.1	1.2		1340	IV	1.0	1.0	ND-U	PBR Communications S	PALM BEACH, FL
*WSBR-AM	NWS	0.5	0.4	1.0	0.5	0.5		740	II	2.5	0.5	DA-1	Goldsmith, Susan	BOCA RATON, FL
WZZR-FM	CHR	0.5	----	----	----	----	CP	92.7	C2	50.0	50.0	482.3	CRB Broadcasting Cor	STUART, FL
WQAM-AM	CTY	0.3	----	0.3	----	----		560	III	5.0	1.0	DA-1	Sunshine Wireless	MIAMI, FL
*WPBG-AM	OLD	0.3	1.0	0.6	0.5	0.7		1290	III	5.0	5.0	DA-N	Price Communications	WEST PALM BEACH
WAQI-AM	SPN	----	1.1	----	----	----		710	II	50.0	25.0	DA-2	HISPANIC-AMERICAN RA	MIAMI, FL
WVNN-AM	TLK	----	0.4	----	----	----		980	III	5.0	1.0	DA-1	Winners Information,	POMPANO BEACH,
WXDJ-FM	NAC	----	----	0.4	----	----	CP	95.7	C1	100.0	100.0	981.0	NEW AGE BROADCASTING	HOMESTEAD, FL
WRBD-AM	BLK	----	----	0.3	----	----		1470	III	5.0	2.5	DA-1	Sunano, Broadcasting	POMPANO BEACH,
WFTL-AM	BB	----	----	----	0.4	0.6		1400	IV	1.0	1.0	ND-U	King Broadcasting	FT. LAUDERDALE,

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".
 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings, Snapshot

Metro: 299 WEST PALM BEACH-BOCA RATON, FL

ARBITRON Rank: 053-Demo: P 12+

Mon-Sun 6A-MID

TSL

ADI : West Palm Beach-Ft. Pierce-Vero Beach

US Region : SA

Rk. Station Share AQH Per Cume Per HR:MN T/O

Year	Pop (0+)	Hshlds	EBI	Retail Sls	Radio Rev	%RtSls	PerCap
1986	760.7	324.8	11886599	6002627	17514.9	0.0029	23.02
1987	804.0	346.0	13603705	6593307	19624.0	0.0030	24.41
1988	842.4	365.4	15509492	7304348	21823.9	0.0030	25.91
1989	873.2	380.8	17423970	8173128	24472.0	0.0030	28.03
1990	898.3	393.2	19344966	9160210	27707.7	0.0030	30.84
1991	919.5	403.7	21270309	10226162	31384.0	0.0031	34.13
1992	938.9	413.1	23197824	11331548	35354.0	0.0031	37.65
1993	968.1	427.5	25124153	12418878	39470.8	0.0032	40.77
1994	996.2	441.4	27050679	13537829	43520.4	0.0032	43.69
1995	1024.3	455.3	28977206	14656780	47687.8	0.0033	46.56
1996	1052.4	469.2	30903732	15775731	51855.2	0.0033	49.28
1997	1080.5	483.0	32830259	16894682	56022.6	0.0033	51.85
1998	1108.6	496.9	34756786	18013633	60190.0	0.0033	54.30
1999	1136.7	510.8	36683312	19132584	64357.4	0.0034	56.62
2000	1164.8	524.7	38609839	20251535	68524.8	0.0034	58.83

1.	WEAT-FM	16.2	21000	194900	13:35	9.3
2.	WRMF-FM	7.0	9100	124900	9:11	13.7
3.	WJNO-AM	6.2	8100	106700	9:34	13.2
4.	WHQT-FM	6.0	7800	70600	13:55	9.1
5.	WOVV-FM	5.2	6800	91300	9:23	13.4
6.	WSHE-FM	4.2	5500	63100	10:59	11.5
7.	WIRK-FM	3.7	4800	73800	8:12	15.4
8.	WPOM-AM	3.1	4000	28800	17:30	7.2
9.	WKGR-FM	2.8	3600	63900	7:06	17.7
	WNGS-FM	2.8	3600	53600	8:28	14.9
11.	WOLL-FM	2.5	3200	46000	8:46	14.4
12.	WJQY-FM	2.2	2900	30700	11:54	10.6
	WSWN-AM	2.2	2900	28000	13:03	9.7
14.	WMXJ-FM	2.0	2600	38600	8:29	14.8
	WIOD-AM	2.0	2600	37600	8:43	14.5
16.	WLYF-FM	1.9	2500	30800	10:14	12.3
17.	WTMI-FM	1.8	2400	31200	9:42	13.0
	WZTA-FM	1.8	2400	45600	6:38	19.0
19.	WHYI-FM	1.5	2000	54800	4:36	27.4
20.	WPOW-FM	1.5	1900	32200	7:26	16.9
	WKIS-FM	1.5	1900	35100	6:49	18.5
22.	WYFX-AM	1.3	1700	14100	15:11	8.3
	WLVE-FM	1.3	1700	29300	7:19	17.2
24.	WGTR-FM	1.2	1600	36200	5:34	22.6
25.	WDBF-AM	1.0	1300	19600	8:21	15.1
26.	WQBA-FM	0.9	1200	11700	12:55	9.7
27.	WNWS-AM	0.8	1000	19800	6:22	19.8
	WAXY-FM	0.8	1000	27000	4:40	27.0
29.	WINZ-AM	0.6	800	18700	5:23	23.4
	WEAT-AM	0.6	800	14000	7:12	17.5
0.	TOT MKT	100.0	129900	715700	22:52	5.5

The Radio Marketplace

AM Home to Market : 9
 FM Home to Market : 7
 Tot Stations MSA Survey : 35
 Tot Listed Share Points : 88.8
 Points Above Line : 56.0
 Points Below Line : 32.8
 Balance of Points : 11.2
 Mean Points/AL Station : 3.5
 Median Points/AL Station : 2.7
 Revenue/AL Point : 437,000
 Revenue/AL Mean Station : 1,529,502
 AL -- Above Line (Home to Market)

ARBITRON Market : CONTINUOUS
 Surveys : Wi, Sp, Su, Fa
 Most Current Survey : Winter 1990

Demographics

12+ Tot Pop : 751,900 100.0%
 12+ Blk Pop : 86,800 11.5%
 12+ His Pop : 34,400 4.6%
 Median Age : 41.7
 Eth Controls: BLACK CONTROLS

Demo: Rank	P 18+ Station	Demo: Rank	M 18-34 Station	Demo: Rank	W 18-34 Station	Demo: Rank	P 18-34 Station	Demo: Rank	M 25-54 Station	Demo: Rank	W 25-54 Station	Demo: Rank	P 25-54 Station
1	WEAT-FM	1	WSHE-FM	1	WHQT-FM	1	WHQT-FM	1	WRMF-FM	1	WRMF-FM	1	WRMF-FM
2	WRMF-FM	2	WRMF-FM	2	WOVV-FM	2	WRMF-FM	2	WSHE-FM	2	WHQT-FM	2	WHQT-FM
3	WJNO-AM	3	WHQT-FM	3	WRMF-FM	3	WSHE-FM	3	WKGR-FM	3	WOVV-FM	3	WEAT-FM
4	WHQT-FM	4	WKGR-FM	4	WSHE-FM	4	WOVV-FM	4	WJNO-AM	4	WEAT-FM	4	WOVV-FM
5	WOVV-FM		WOVV-FM	5	WSWN-AM	5	WKGR-FM	5	WMXJ-FM	5	WNGS-FM		WKGR-FM
6	WIRK-FM	6	WLVE-FM	6	WPOM-AM	6	WSWN-AM	6	WEAT-FM	6	WYFX-AM		WSHE-FM
	WSHE-FM		WGTR-FM	7	WOLL-FM	7	WPOM-AM	7	WOLL-FM	7	WOLL-FM	7	WNGS-FM
8	WNGS-FM		WZTA-FM	8	WKGR-FM	8	WOLL-FM	8	WIRK-FM		WJNO-AM		WJNO-AM

Demo: Rank	P 12-17 Station	Demo: Rank	M 18-24 Station	Demo: Rank	W 18-24 Station	Demo: Rank	P 18-24 Station	Demo: Rank	M 25-34 Station	Demo: Rank	W 25-34 Station	Demo: Rank	P 25-34 Station
1	WOVV-FM	1	WHQT-FM	1	WHQT-FM	1	WHQT-FM	1	WSHE-FM	1	WRMF-FM	1	WRMF-FM
2	WHQT-FM	2	WSHE-FM	2	WOVV-FM	2	WOVV-FM	2	WRMF-FM	2	WHQT-FM	2	WHQT-FM
3	WPOW-FM	3	WOVV-FM	3	WSHE-FM	3	WSHE-FM	3	WKGR-FM	3	WOVV-FM	3	WSHE-FM
4	WSHE-FM	4	WRMF-FM	4	WSWN-AM	4	WSWN-AM	4	WLVE-FM	4	WHYI-FM	4	WOVV-FM
5	WSWN-AM		WSWN-AM	5	WPOM-AM	5	WRMF-FM	5	WOLL-FM	5	WKGR-FM	5	WKGR-FM
6	WPOM-AM	6	WZTA-FM	6	WRMF-FM	6	WPOM-AM	6	WGTR-FM	6	WNGS-FM	6	WOLL-FM
	WHYI-FM		WKGR-FM	7	WJQY-FM		WZTA-FM		WHQT-FM		WPOM-AM	7	WLVE-FM
8	WZZR-FM	8	WQBA-FM		WOLL-FM	8	WKGR-FM	8	WNGS-FM		WOLL-FM		WNGS-FM

Demo: Rank	P 35+ Station	Demo: Rank	M 35-44 Station	Demo: Rank	W 35-44 Station	Demo: Rank	P 35-44 Station	Demo: Rank	M 45-54 Station	Demo: Rank	W 45-54 Station	Demo: Rank	P 45-54 Station
1	WEAT-FM	1	WRMF-FM	1	WRMF-FM	1	WRMF-FM	1	WEAT-FM	1	WEAT-FM	1	WEAT-FM
2	WJNO-AM	2	WMXJ-FM	2	WYFX-AM	2	WMXJ-FM	2	WJNO-AM	2	WJNO-AM	2	WJNO-AM
3	WRMF-FM	3	WZTA-FM	3	WHQT-FM	3	WNGS-FM	3	WKIS-FM	3	WRMF-FM	3	WRMF-FM
4	WIRK-FM	4	WIRK-FM	4	WNGS-FM	4	WKGR-FM	4	WMXJ-FM	4	WNGS-FM	4	WKIS-FM
5	WLYF-FM		WEAT-FM	5	WOLL-FM	5	WOLL-FM	5	WIRK-FM	5	WIRK-FM	5	WIRK-FM
6	WTMI-FM	6	WSHE-FM	6	WOVV-FM	6	WEAT-FM	6	WOVV-FM	6	WPOM-AM	6	WPOM-AM
7	WNGS-FM		WKGR-FM	7	WKGR-FM	7	WYFX-AM	7	WPOM-AM	7	WQBA-FM	7	WMXJ-FM
8	WMXJ-FM	8	WJNO-AM	8	WEAT-FM	8	WZTA-FM	8	WTMI-FM		WKIS-FM	8	WNGS-FM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary
 Metro: 175 WILKES BARRE-SCRANTON, PA ARBITRON Rank: 059

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		MI90	FA89	SU89	SP89	WI89								
*WKRZ-FM	CHR	15.5	13.4	14.9	13.3	13.3		98.5	B	8.7	8.7	1171.3	Keymarket Communicat	WILKES-BARRE, P
*WEZX-FM	ADR	7.9	8.0	6.1	7.1	6.4		107.1	A	0.2	0.2	1266.4	Shamrock Communicati	SCRANTON, PA
*WARM-AM	AC	6.4	5.5	7.6	5.8	5.5		590	III	5.0	5.0	DA-1	Susquehanna Broadcas	SCRANTON, PA
*WNAK-AM	EZ	6.3	8.6	7.3	8.7	7.0		730	II	1.0	0.0	DA-1	Seven Thirty Broadca	NANTICKE, PA
*WMGS-FM	AC	5.1	4.9	3.5	5.4	5.4		92.9	B	5.3	5.3	1384.5	Susquehanna Broadcas	WILKES-BARRE, P
*WWRB-FM	CHR	3.3	2.9	4.6	3.3	4.4		102.3	A	3.0	3.0	72.2	FUTUREMARK COMM INC	PITTSTON, PA
*WWSH-FM	EZ	3.2	5.3	4.0	5.4	5.3		97.9	B	19.5	17.5	728.3	LUZERNE COMPANY	HAZLETON, PA
*WGBI-FM	AC	2.5	2.8	2.6	2.9	3.8		101.3	B	7.0	7.0	1108.9	THE MEGARGEE COMPANY	SCRANTON, PA
*WDLS-FM	OTH	2.5	2.4	2.2	----	----		93.7	A	0.8	0.8	679.1	Mountain Broadcastin	DALLAS, PA
*WEJL-AM	MOR	2.4	4.9	4.0	2.8	2.2		630	III	0.5	0.0	ND-D	Shamrock Communicati	SCRANTON, PA
WZZO-FM	ADR	2.4	1.5	0.9	1.4	1.3	CP	95.1	B	30.0	30.0	629.9	Holt Corporation	BETHLEHEM, PA
*WSGD-FM	OLD	2.3	1.8	3.4	2.7	3.0		94.3	A	0.5	0.5	771.0	Sage Broadcasting Co	CARBONDALE, PA
*WEAY-FM	CHR	2.3	1.8	2.0	2.2	1.7	CP	92.1	A	0.8	0.8	662.7	FRANK AND MALEY, INC	NANTICKE, PA
*WSBG-FM	CHR	1.8	1.8	1.8	1.2	1.6		93.5	A	0.3	0.3	780.8	Keystone Broadcastin	STROUDSBURG, PA
*WHLK-FM	AC	1.8	1.8	2.6	1.8	2.8		106.5	B	36.0	36.0	577.4	MAGEE INDUSTRIAL ENT	BLOOMSBURG, PA
*WWDL-FM	AC	1.8	1.8	1.0	0.6	0.4		104.9	A	0.3	0.3	1092.5	LANE BROADCASTING CO	SCRANTON, PA
*WICK-AM	EZ	1.5	1.5	1.0	2.1	2.1		1400	IV	1.0	1.0	ND-U	Lancom, Inc.	SCRANTON, PA
*WXPX-AM	MOR	1.4	1.0	----	0.7	0.6		1300	III	5.0	5.0	DA-2	FRIENDSHIP COMMUNICA	WEST HAZLETON,
*WARD-AM	TLK	1.4	2.1	1.3	2.2	2.3		1550	II	10.0	0.5	DA-2	Ward Broadcasting Co	PITTSTON, TX
*WILK-AM	AC	1.4	1.3	1.0	1.3	1.5		980	III	5.0	1.0	DA-2	Keymarket Communicat	WILKES-BARRE, P
*WBAX-AM	MOR	1.4	1.2	1.1	2.1	2.4		1240	IV	1.0	1.0	ND-U	Frank & Maley Incorp	WILKES-BARRE, P
*WQEQ-FM	AC	1.3	0.3	0.7	1.6	0.4		103.1	A	0.7	0.7	679.1	FRIENDSHIP COMMUNICA	FREELAND, PA
*WGBI-AM	CTY	1.2	1.6	1.3	1.3	2.1		910	III	1.0	0.5	DA-N	THE MEGARGEE COMPANY	SCRANTON, PA
WKXT-FM	CHR	1.0	1.1	1.0	1.7	1.1		99.9	B	50.0	50.0	449.5	Roth Communications	EASTON, PA
*WCNR-AM	CTY	1.0	1.3	----	0.7	0.8		930	III	1.0	5.0	ND-D	Columbia Montour	BLOOMSBURG, PA
*WCDL-AM	AC	0.9	0.8	0.4	1.0	----		1440	III	5.0	0.0	ND-D	Sage Broadcasting Co	CARBONDALE, PA
WLEV-FM	AC	0.9	0.7	0.6	1.0	0.9		96.1	B	50.0	47.0	498.7	Eastern Broadcasting	EASTON, PA
WFMZ-FM	EZ	0.9	1.3	1.5	0.9	1.3	CP	100.7	B	11.5	11.5	1046.6	Maranatha Broadcasti	ALLENTOWN, PA
*WVPG-AM	AC	0.8	0.8	2.0	----	1.2		840	II	0.3	0.0	ND-D	Keystone Broadcastin	STROUDSBURG, PA
WAVT-FM	OTH	0.8	0.4	----	----	0.4		101.9	B	29.0	29.0	561.0	A. V. Tidmore Group	POTTSVILLE, PA
WILQ-FM	CTY	0.7	0.8	1.2	0.9	0.9	CP	105.1	B	9.2	9.2	1135.2	PENNSYLVANIA RADIO,	WILLIAMSPORT, P
WKSJ-FM	AC	0.7	0.4	0.5	0.7	0.8		102.7	B	53.0	0.0	1269.7	Dame, J. Albert	WILLIAMSPORT, P
WAEB-FM	CHR	0.5	0.3	----	0.9	----		104.1	B	50.0	50.0	498.7	CRB Broadcasting Cor	ALLENTOWN, PA
*WBNE-FM	CTY	0.5	----	0.6	0.4	0.6		95.9	A	3.0	3.0	328.1	Holt Corporation	BENTON, PA
WYSP-FM	CR	0.3	0.5	0.4	0.6	0.4		94.1	B	16.0	16.0	899.0	Infinity Broadcastin	PHILADELPHIA, P
WEAZ-FM	AC	0.2	----	0.8	----	----		101.1	B	14.0	14.0	941.6	WEAZ Radio, Inc.	PHILADELPHIA, P
WEAZ-AM	AC	0.2	----	0.0	----	----		560	III	5.0	5.0	DA-2	Salem Communication	PHILADELPHIA, P
*WAZL-AM	CHR	----	0.8	0.3	0.3	0.7		1490	IV	1.0	1.0	DA-N	LUZERNE COMPANY	HAZELTON, TX
*WJMU-AM	AC	----	0.5	----	0.2	0.1		550	III	1.0	1.0	DA-1	Magee Industrial	BLOOMSBURG, PA
WMMR-FM	ADR	----	0.5	----	----	----	CP	93.3	B	16.0	16.0	889.1	Westinghouse Broadca	PHILADELPHIA, P
WABC-AM	TLK	----	0.3	----	0.5	0.4		770	I-A	50.0	50.0	ND-U	Capital Cities/ABC	NEW YORK, NY
WXTU-FM	CTY	----	----	0.9	0.4	----		92.5	B	15.5	13.0	899.0	Beasley Broadcasting	PHILADELPHIA, P
*WEMR-AM	OTH	----	----	0.6	----	----		1460	III	5.0	1.0	DA-N	Endless Mtn Broadcas	TUNKHANNOCK, PA
WRKZ-FM	CTY	----	----	0.4	----	0.6	CP	106.7	B	14.0	14.0	928.5	Eastern Broadcasting	HERSHEY, PA
WPDH-FM	ADR	----	----	0.3	----	----		101.5	B	4.4	4.4	1538.7	WEOK BROADCASTING CO	POUGHKEEPSIE, N
WOEZ-FM	EZ	----	----	----	0.4	----	CP	100.9	A	0.6	0.6	689.0	WMLP, INC.	MILTON, PA
*WPCN-AM	MOR	----	----	----	----	0.5		960	III	1.0	0.0	DA-D	Mt. Pocono Broadcast	MOUNT POCONO, P
*WBCR-AM	OLD	----	----	----	----	0.4		1340	IV	1.0	1.0	ND-U	Gore-Overgard Broadc	WILKES-BARRE, P
KYW-AM	NWS	----	----	----	----	0.4		1060	I-B	50.0	50.0	DA-1	Westinghouse Broadca	PHILADELPHIA, P

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 175 WILKES BARRE-SCRANTON, PA

ARBITRON Rank: 059 Demo: P 12+ Mon-Sun 6A-MID

Mon-Sun 6A-MID

TSL

ADI : Wilkes Barre-Scranton

US Region : MA

Rk. Station

Share

AQH Per

Cume Per

HR:MM

T/O

Year	Pop (0+)	HsHlds	EBI	Retail Sls	Radio Rev	XRtSls	PerCap
1986	731.2	278.7	7699740	4039737	12402.9	0.0031	16.96
1987	732.2	280.0	8445285	4318954	13864.3	0.0032	18.94
1988	733.9	281.6	9258090	4622707	15105.7	0.0033	20.58
1989	734.6	283.1	10038794	4985687	16456.3	0.0033	22.40
1990	734.5	284.4	10795423	5393085	18070.1	0.0034	24.60
1991	733.9	285.7	11536002	5830096	19881.5	0.0034	27.09
1992	733.1	286.9	12268556	6281914	21824.5	0.0035	29.77
1993	733.4	288.7	13004362	6709427	23833.4	0.0036	32.50
1994	733.6	290.4	13738748	7144297	25734.2	0.0036	35.08
1995	733.8	292.2	14473135	7579167	27667.7	0.0037	37.71
1996	733.9	293.9	15207521	8014037	29601.2	0.0037	40.33
1997	734.1	295.7	15941907	8448908	31534.7	0.0037	42.96
1998	734.3	297.4	16676294	8883778	33468.2	0.0038	45.58
1999	734.5	299.2	17410680	9318648	35401.7	0.0038	48.20
2000	734.6	300.9	18145066	9753518	37335.2	0.0038	50.82

1. WKRZ-FM	15.5	18300	211600	10:54	11.6
2. WEZX-FM	7.9	9400	94000	13:01	9.7
3. WARM-AM	6.4	7600	104200	9:11	13.7
4. WNAK-AM	6.3	7500	51900	18:12	6.9
5. WMGS-FM	5.1	6000	71600	10:34	11.9
6. WWRB-FM	3.3	3900	62600	7:51	16.1
7. WWSH-FM	3.2	3800	50700	9:27	13.3
8. WGBI-FM	2.5	3000	47300	7:59	15.8
9. WDLS-FM	2.5	3000	36100	10:28	12.0
10. WEJL-AM	2.4	2800	41900	8:25	15.0
11. WZZO-FM	2.4	2800	28400	12:25	10.1
12. WSGD-FM	2.3	2700	31300	10:52	11.6
13. WEAY-FM	2.3	2700	36900	9:13	13.7
14. WSBG-FM	1.8	2100	33200	7:58	15.8
15. WHLM-FM	1.8	2100	36500	7:15	17.4
16. WDDL-FM	1.8	2100	34200	7:44	16.3
17. WICK-AM	1.5	1800	25000	9:04	13.9
18. WXPX-AM	1.4	1700	13100	16:21	7.7
19. WARD-AM	1.4	1600	24400	8:16	15.2
20. WILK-AM	1.4	1600	34000	5:56	21.3
21. WBAX-AM	1.4	1600	26800	7:31	16.7
22. WQEQ-FM	1.3	1500	13600	13:54	9.1
23. WGBI-AM	1.2	1400	18300	9:38	13.1
24. WHXT-FM	1.0	1200	17100	8:51	14.2
25. WCNR-AM	1.0	1200	15200	9:57	12.7
26. WCDL-AM	0.9	1100	10800	12:50	9.8
27. WLEV-FM	0.9	1100	13500	10:16	12.3
28. WFMZ-FM	0.9	1100	16500	8:24	15.0
29. WVPO-AM	0.8	1000	8900	14:09	8.9
30. WAVT-FM	0.8	1000	15500	8:08	15.5
0. TOT MKT	100.0	118300	599600	24:52	5.1

The Radio Marketplace

AM Home to Market	: 12	ARBITRON Market	: CONTINUOUS
FM Home to Market	: 14	Surveys	: Wi, Sp, Su, Fa
Tot Stations MSA Survey	: 37	Most Current Survey	: Winter 1990
Tot Listed Share Points	: 86.5		
Points Above Line	: 77.9		
Points Below Line	: 8.6		
Balance of Points	: 13.5		
Mean Points/AL Station	: 3.0		
Median Points/AL Station	: 1.8		
Revenue/AL Point	: 211,248		
Revenue/AL Mean Station	: 632,933		
AL -- Above Line (Home to Market)			

Demographics

12+ Tot Pop	: 627,500	100.0%
12+ Blk Pop	: 4,200	0.7%
12+ His Pop	: 2,700	0.4%
Median Age	: 37.0	
Eth Controls	: NO CONTROLS	

Demo: Rank	P 18+ Station	Demo: Rank	M 18-34 Station	Demo: Rank	W 18-34 Station	Demo: Rank	P 18-34 Station	Demo: Rank	M 25-54 Station	Demo: Rank	W 25-54 Station	Demo: Rank	P 25-54 Station
1	WKRZ-FM	1	WEZX-FM	1	WKRZ-FM	1	WKRZ-FM	1	WKRZ-FM	1	WKRZ-FM	1	WKRZ-FM
2	WEZX-FM	2	WKRZ-FM	2	WEZX-FM	2	WEZX-FM	2	WEZX-FM	2	WMGS-FM	2	WEZX-FM
3	WARM-AM	3	WWRB-FM	3	WMGS-FM	3	WWRB-FM	3	WSGD-FM	3	WEZX-FM	3	WMGS-FM
4	WNAK-AM	4	WZZO-FM	4	WWRB-FM	4	WMGS-FM	4	WMGS-FM	4	WGBI-FM	4	WSGD-FM
5	WMGS-FM	5	WMGS-FM	5	WGBI-FM	5	WZZO-FM	5	WEAY-FM	5	WARM-AM	5	WARM-AM
6	WWSH-FM	6	WSBG-FM	6	WZZO-FM	6	WGBI-FM	6	WZZO-FM	6	WWRB-FM	6	WGBI-FM
7	WWRB-FM	7	WAVT-FM	7	WEAY-FM	7	WSBG-FM	7	WARM-AM	7	WSGD-FM	7	WEAY-FM
8	WDLS-FM		WDLS-FM		WHXT-FM	8	WDLS-FM		WSBG-FM		WWSH-FM	8	WDLS-FM

Demo: Rank	P 12-17 Station	Demo: Rank	M 18-24 Station	Demo: Rank	W 18-24 Station	Demo: Rank	P 18-24 Station	Demo: Rank	M 25-34 Station	Demo: Rank	W 25-34 Station	Demo: Rank	P 25-34 Station
1	WKRZ-FM	1	WKRZ-FM	1	WKRZ-FM	1	WKRZ-FM	1	WEZX-FM	1	WKRZ-FM	1	WEZX-FM
2	WWRB-FM	2	WEZX-FM	2	WEZX-FM	2	WEZX-FM	2	WKRZ-FM	2	WEZX-FM	2	WKRZ-FM
3	WEZX-FM	3	WWRB-FM	3	WWRB-FM	3	WWRB-FM	3	WSBG-FM	3	WMGS-FM	3	WMGS-FM
4	WHXT-FM	4	WZZO-FM	4	WMGS-FM	4	WZZO-FM	4	WMGS-FM	4	WGBI-FM	4	WWRB-FM
5	WAVT-FM	5	WXPX-AM	5	WHXT-FM	5	WMGS-FM	5	WZZO-FM	5	WWRB-FM	5	WSBG-FM
6	WZZO-FM	6	WMGS-FM	6	WGBI-FM	6	WXPX-AM	6	WSGD-FM	6	WEAY-FM	6	WGBI-FM
7	WGBI-FM	7	WAVT-FM	7	WZZO-FM	7	WAVT-FM	7	WWRB-FM	7	WSBG-FM	7	WZZO-FM
8	WHLM-FM	8	WARD-AM	8	WEAY-FM	8	WHXT-FM	8	WDLS-FM	8	WSGD-FM	8	WDLS-FM

Demo: Rank	P 35+ Station	Demo: Rank	M 35-44 Station	Demo: Rank	W 35-44 Station	Demo: Rank	P 35-44 Station	Demo: Rank	M 45-54 Station	Demo: Rank	W 45-54 Station	Demo: Rank	P 45-54 Station
1	WNAK-AM	1	WKRZ-FM	1	WKRZ-FM	1	WKRZ-FM	1	WKRZ-FM	1	WKRZ-FM	1	WKRZ-FM
2	WARM-AM	2	WEAY-FM	2	WMGS-FM	2	WMGS-FM	2	WARM-AM	2	WARM-AM	2	WARM-AM
3	WKRZ-FM	3	WMGS-FM	3	WARM-AM	3	WEZX-FM	3	WSGD-FM	3	WGBI-FM	3	WWSH-FM
4	WWSH-FM	4	WEZX-FM	4	WGBI-FM	4	WEAY-FM	4	WWSH-FM	4	WWSH-FM	4	WGBI-FM
5	WMGS-FM	5	WSGD-FM	5	WHLM-FM	5	WSGD-FM	5	WGBI-FM	5	WEJL-AM	5	WSGD-FM
6	WEJL-AM	6	WZZO-FM	6	WDDL-FM	6	WARM-AM	6	WNAK-AM	6	WXPX-AM	6	WNAK-AM
7	WDLS-FM	7	WHLM-FM	7	WLEV-FM	7	WHLM-FM	7	WEAY-FM	7	WMGS-FM	7	WEJL-AM
8	WEAY-FM		WSBG-FM		WEZX-FM		WDDL-FM		WDLS-FM		WNAK-AM		WDLS-FM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary

Metro: 301 YORK, PA

ARBITRON Rank: 102

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		W190	FA89	SU89	SP89	W189								
*WARM-FM	AC	10.1	10.3	9.2	10.4	12.1		103.3	B	6.4	6.4	1305.8	Susquehanna Broadcas	YORK, PA
*WGTY-FM	CTY	8.7	7.9	7.0	5.6	5.4	CP	107.7	B	16.0	16.0	349.7	TIMES & NEWS PUBLISH	GETTYSBURG, PA
*WQXA-FM	CHR	8.7	5.8	5.3	6.5	6.3		105.7	B	25.0	25.0	705.4	HFG Media Group	YORK, PA
*WSBA-AM	AC	7.9	8.8	9.7	5.6	8.4		910	III	5.0	1.0	DA-1	Susquehanna Broadcas	YORK, PA
*WYCR-FM	CHR	7.9	12.4	12.8	12.8	8.8		98.5	B	10.5	10.5	928.5	RADIO HANOVER, INC.	YORK-HANOVER, P
WNCE-FM	EZ	6.8	6.5	7.5	8.7	9.6		101.3	B	6.9	6.9	1289.4	Hall Communications	LANCASTER, PA
WRKZ-FM	CTY	6.6	8.1	9.2	7.8	11.1	CP	106.7	B	14.0	14.0	928.5	Eastern Broadcasting	HERSHEY, PA
WTPA-FM	AOR	3.6	1.7	2.0	1.6	1.2		93.5	A	0.8	0.8	620.1	QUAKER STATE BROADCA	MECHANICSBURG,
WNNK-FM	CHR	3.0	1.8	1.9	2.0	1.5		104.1	B	22.5	22.5	725.1	Keymarket Communicat	HARRISBURG, PA
*WHTF-FM	AOR	2.8	4.0	2.9	3.1	2.0		92.7	A	0.7	0.7	698.8	STARVIEW MEDIA, INC.	STARVIEW, PA
WGRX-FM	CR	2.8	3.8	3.6	5.1	6.2		100.7	B	16.0	16.0	859.6	Shamrock Communicati	WESTMINSTER, MD
WLIF-FM	AC	1.3	1.3	1.0	0.5	----		101.9	B	13.5	13.5	961.3	Infinity Broadcastin	BALTIMORE, MD
WWKL-FM	OLD	1.3	1.5	1.0	0.8	0.3		94.9	B	25.0	24.5	698.8	Barnstable Broadcast	HARRISBURG, PA
*WGET-AM	MOR	1.3	2.2	0.5	1.7	1.1		1320	III	1.0	0.5	DA-2	Times & News Publica	GETTYSBURG, PA
WFRE-FM	EZ	1.1	0.8	0.7	1.4	0.3		99.9	B	2.3	2.3	1099.1	Gibbons, James L.	FREDERICK, MD
*WHVK-AM	AC	1.1	1.5	1.5	1.6	1.7		1280	III	5.0	5.0	DA-2	Radio Hanover Inc.	HANOVER, PA
WICV-FM	CTY	1.1	0.5	0.3	1.7	1.2	CP	105.1	B	25.0	25.0	695.5	Brill Media	EPHRATA, PA
WDAC-FM	REL	1.1	1.0	0.5	1.4	1.4		94.5	B	19.0	19.0	810.4	WDAC RADIO COMPANY	LANCASTER, PA
WIIY-FM	AOR	0.9	1.3	1.5	0.5	0.3		97.9	B	13.5	13.5	944.9	Hearst Corporation	BALTIMORE, MD
WHP-AM	AC	0.9	0.8	0.9	0.5	1.4		580	III	5.0	5.0	DA-N	WHP, Inc.	HARRISBURG, PA
WXBB-FM	AC	0.9	0.3	0.3	0.8	0.8		97.3	B	17.0	17.0	839.9	WHP, Inc.	HARRISBURG, PA
*WQYK-AM	BB	0.9	0.3	1.5	1.1	0.3		1350	III	5.0	1.0	DA-2	Starview Media	YORK, PA
WHYL-AM	CTY	0.8	0.8	----	----	----		960	III	5.0	0.0	DA-D	Zeve Broadcasting Co	CARLISLE, PA
WWMD-FM	EZ	0.8	0.3	1.5	1.7	1.7		104.7	B	9.4	9.4	1318.9	HAGERSTOWN BROADCAST	HAGERSTOWN, MD
WBAL-AM	NTK	0.6	0.8	0.5	0.9	0.3		1090	II	50.0	50.0	DA-N	Hearst Corporation	BALTIMORE, MD
WPOC-FM	CTY	0.6	0.5	2.2	1.2	1.2		93.1	B	16.0	16.0	859.6	Nationwide Communica	BALTIMORE, MD
WLAN-FM	CHR	0.5	1.0	1.2	0.8	0.8		96.9	B	50.0	50.0	498.7	Altdoerffer Group	LANCASTER, PA
WCMB-AM	OLD	0.5	----	0.7	----	----		1460	III	5.0	5.0	DA-N	McKenna Radio Statio	HARRISBURG, PA
*WQCB-FM	REL	0.3	----	----	0.3	0.3		96.1	B	50.0	50.0	498.7	RED LION BROADCASTIN	RED LION, PA
*WXKU-AM	OLD	0.3	0.5	1.2	0.6	0.8		1250	III	1.0	0.0	ND-D	HFG Media Group	YORK, PA
WMMX-FM	AC	0.3	----	----	----	----		106.5	B	7.4	7.4	1217.2	Capitol Broadcasting	BALTIMORE, MD
WIMX-FM	AC	----	1.2	0.5	0.9	0.6	CP	99.3	A	1.1	1.1	528.2	McKenna Radio Statio	HARRISBURG, PA
WBSB-FM	CHR	----	0.3	----	0.3	0.3		104.3	B	50.0	50.0	419.9	Scripps-Howard Broad	BALTIMORE, MD
WXVY-FM	URB	----	----	----	0.3	0.5		102.7	B	50.0	50.0	436.4	Summit Communication	BALTIMORE, MD

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".
 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 301 YORK, PA		ARBITRON Rank: 102		Demo: P 12+		Mon-Sun 6A-MID		TSL					
ADI : Harrisburg-York-Lancaster-Lebanon		US Region : MA		Rk. Station		Share	AQH Per	Cume Per	HR:MN	T/O			
Year	Pop (000)	HshHlds (000)	EBI (\$000)	Retail Sls (\$000)	Radio Rev (\$000)	%RtSls	PerCap						
1986	397.5	149.1	4723508	1989749	10166.6	0.0051	25.58	1. WARM-FM	10.1	6400	74000	10:54	11.6
1987	400.3	150.8	5210046	2118279	11090.6	0.0052	27.71	2. WGTY-FM	8.7	5500	54200	12:47	9.9
1988	404.3	152.9	5743938	2269585	12048.5	0.0053	29.80	4. WQXA-FM	8.7	5500	63000	11:00	11.5
1989	407.0	154.6	6254974	2448347	13176.1	0.0054	32.38	4. WSBA-AM	7.9	5000	54800	11:30	11.0
1990	408.8	156.1	6748870	2647700	14508.4	0.0055	35.49	6. WYCR-FM	7.9	5000	89400	7:03	17.9
1991	410.0	157.3	7231338	2860782	15994.1	0.0056	39.01	6. WNCE-FM	6.8	4300	43100	12:34	10.0
1992	410.9	158.5	7708092	3080728	17582.1	0.0057	42.79	7. WRKZ-FM	6.6	4200	46600	11:21	11.1
1993	414.1	160.6	8191248	3285531	19221.3	0.0059	46.41	8. WTPA-FM	3.6	2300	22500	12:53	9.8
1994	417.1	162.7	8672708	3495974	20747.7	0.0059	49.74	9. WNNK-FM	3.0	1900	29000	8:15	15.3
1995	420.1	164.7	9154169	3706416	22316.0	0.0060	53.12	10. WHTF-FM	2.8	1800	29300	7:44	16.3
1996	423.1	166.7	9635630	3916859	23884.4	0.0061	56.46	10. WGRX-FM	2.8	1800	35500	6:23	19.7
1997	426.0	168.7	10117090	4127302	25452.8	0.0062	59.74	12. WLIF-FM	1.3	600	7400	13:37	9.2
1998	429.0	170.8	10598551	4337745	27021.2	0.0062	62.99	12. WWKL-FM	1.3	800	15400	6:33	19.2
1999	432.0	172.8	11080012	4548188	28589.5	0.0063	66.18	WGET-AM	1.3	800	10300	9:47	12.9
2000	435.0	174.8	11561472	4758630	30157.9	0.0063	69.34	15. WFRE-FM	1.1	700	9100	9:42	13.0
								WHVR-AM	1.1	700	11400	7:44	16.3
								WIOV-FM	1.1	700	9800	9:00	14.0
								WDAC-FM	1.1	700	10100	8:44	14.4
								19. WIYY-FM	0.9	600	10800	7:00	18.0
								WHP-AM	0.9	600	9000	8:24	15.0
								WXBB-FM	0.9	600	10500	7:12	17.5
								WOYK-AM	0.9	600	7900	9:34	13.2
								23. WHYL-AM	0.8	500	5400	11:40	10.8
								WWMD-FM	0.8	500	8700	7:14	17.4
								25. WBAL-AM	0.6	400	9600	5:15	24.0
								WPOC-FM	0.6	400	7800	6:28	19.5
								27. WLAN-FM	0.5	300	13900	2:43	46.3
								WCMB-AM	0.5	300	5300	7:08	17.7
								29. WGCB-FM	0.3	200	6900	3:39	34.5
								WXKU-AM	-0.3	200	8600	2:56	43.0
								0. TOT MKT	100.0	63500	325600	24:34	5.1

The Radio Marketplace

AM Home to Market : 5
 FM Home to Market : 6
 Tot Stations MSA Survey : 31
 Tot Listed Share Points : 85.5
 Points Above Line : 50.0
 Points Below Line : 35.5
 Balance of Points : 14.5
 Mean Points/AL Station : 4.5
 Median Points/AL Station : 2.8
 Revenue/AL Point : 263,521
 Revenue/AL Mean Station : 1,197,826
 AL -- Above Line (Home to Market)

Demographics

12+ Tot Pop : 340,200 100.0%
 12+ Blk Pop : 8,300 2.4%
 12+ His Pop : 2,600 0.8%
 Median Age : 33.5
 Eth Controls: NO CONTROLS

Demo: Rank	P 18+ Station	Demo: Rank	M 18-34 Station	Demo: Rank	W 18-34 Station	Demo: Rank	P 18-34 Station	Demo: Rank	M 25-54 Station	Demo: Rank	W 25-54 Station	Demo: Rank	P 25-54 Station
1	WARM-FM	1	WTPA-FM	1	WQXA-FM	1	WQXA-FM	1	WARM-FM	1	WARM-FM	1	WARM-FM
2	WGTY-FM	2	WHTF-FM	2	WYCR-FM	2	WYCR-FM	2	WGTY-FM	2	WGTY-FM	2	WGTY-FM
3	WSBA-AM	3	WGTY-FM	3	WARM-FM	3	WARM-FM	3	WRKZ-FM	3	WQXA-FM	3	WQXA-FM
4	WQXA-FM	4	WYCR-FM	4	WNNK-FM	4	WTPA-FM	4	WQXA-FM	4	WSBA-AM	4	WRKZ-FM
5	WNCE-FM	5	WARM-FM	5	WGRX-FM	5	WHTF-FM	5	WHTF-FM	5	WNCE-FM	5	WSBA-AM
6	WRKZ-FM		WQXA-FM	6	WRKZ-FM		WGTY-FM	6	WTPA-FM	6	WRKZ-FM		WYCR-FM
7	WYCR-FM	7	WNNK-FM		WTPA-FM		WNNK-FM	7	WNNK-FM		WYCR-FM	7	WNCE-FM
8	WTPA-FM		WGRX-FM		WGTY-FM	8	WGRX-FM	8	WSBA-AM	8	WGRX-FM	8	WHTF-FM

Demo: Rank	P 12-17 Station	Demo: Rank	M 18-24 Station	Demo: Rank	W 18-24 Station	Demo: Rank	P 18-24 Station	Demo: Rank	M 25-34 Station	Demo: Rank	W 25-34 Station	Demo: Rank	P 25-34 Station
1	WYCR-FM	1	WGTY-FM	1	WQXA-FM	1	WQXA-FM	1	WHTF-FM	1	WQXA-FM	1	WARM-FM
2	WQXA-FM		WTPA-FM	2	WYCR-FM	2	WYCR-FM	2	WTPA-FM	2	WARM-FM	2	WHTF-FM
3	WGRX-FM	3	WQXA-FM	3	WARM-FM	3	WTPA-FM	3	WARM-FM	3	WYCR-FM	3	WQXA-FM
	WTPA-FM		WYCR-FM	4	WNNK-FM	4	WGTY-FM	4	WGTY-FM	4	WGRX-FM	4	WYCR-FM
	WIYY-FM		WGRX-FM	5	WTPA-FM	5	WNNK-FM	5	WYCR-FM	5	WRKZ-FM	5	WTPA-FM
6	WRKZ-FM		WHTF-FM		WGRX-FM	6	WARM-FM	6	WRKZ-FM	6	WGTY-FM	6	WGTY-FM
	WNNK-FM		WNNK-FM	7	WHTF-FM	7	WGRX-FM	7	WGRX-FM	7	WNNK-FM	7	WRKZ-FM
	WWKL-FM	8	WIYY-FM		WRKZ-FM	8	WHTF-FM	8	WNNK-FM		WHTF-FM	8	WGRX-FM

Demo: Rank	P 35+ Station	Demo: Rank	M 35-44 Station	Demo: Rank	W 35-44 Station	Demo: Rank	P 35-44 Station	Demo: Rank	M 45-54 Station	Demo: Rank	W 45-54 Station	Demo: Rank	P 45-54 Station
1	WSBA-AM	1	WQXA-FM	1	WARM-FM	1	WARM-FM	1	WARM-FM	1	WNCE-FM	1	WARM-FM
2	WNCE-FM	2	WGTY-FM	2	WGTY-FM	2	WQXA-FM	2	WGTY-FM	2	WSBA-AM	2	WSBA-AM
3	WARM-FM		WARM-FM	3	WQXA-FM	3	WGTY-FM	3	WRKZ-FM	3	WARM-FM	3	WNCE-FM
4	WGTY-FM		WRKZ-FM	4	WRKZ-FM	4	WRKZ-FM	4	WLIF-FM	4	WGTY-FM	4	WGTY-FM
5	WRKZ-FM	5	WPOC-FM	5	WNCE-FM	5	WSBA-AM	5	WSBA-AM	5	WRKZ-FM	5	WRKZ-FM
6	WQXA-FM		WSBA-AM	6	WSBA-AM	6	WNCE-FM	6	WQXA-FM	6	WLIF-FM	6	WLIF-FM
7	WGET-AM		WWKL-FM		WYCR-FM		WWKL-FM	7	WCMB-AM	7	WGET-AM	7	WYCR-FM
	WLIF-FM	8	WNCE-FM	8	WWKL-FM		WYCR-FM		WNCE-FM		WWKL-FM	8	WGET-AM

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Blackburn's Radio Econometrics ARBITRON 12+ Audience Trending and Competitive Facilities Summary

Metro: 129 YOUNGSTOWN-WARREN, OH

ARBITRON Rank: 081

Station	Fmt	ARBITRON 12+ Metro Shares					CP	Freq	Cls	HPwr/ Day	VPwr/ Nite	HAAT/ Direct	Ownership	City of License
		W190	FAB9	SU89	SP89	W189								
*WHOT-FM	CHR	12.9	12.8	14.5	14.4	11.9		101.1	B	24.0	24.0	711.9	Jones, Myron	YOUNGSTOWN, OH
*WKBN-AM	AC	11.6	7.9	10.2	8.0	9.0		570	III	5.0	5.0	DA-N	WKBN Broadcasting Co	YOUNGSTOWN, OH
*WBBG-FM	GLD	10.8	8.5	8.8	8.7	6.8		93.3	B	50.0	50.0	278.9	H & D Broadcast Group	YOUNGSTOWN, OH
*WQXK-FM	CTY	9.0	9.7	8.3	10.9	7.9	CP	105.1	B	22.5	22.5	869.4	Legend Broadcasting	SALEM, OH
*WKBN-FM	EZ	8.4	8.2	9.0	10.6	11.3	CP	98.9	B	5.9	5.9	1371.4	WKBN Broadcasting Co	YOUNGSTOWN, OH
*WNCD-FM	CR	7.6	5.2	5.6	5.2	7.0		106.1	A	3.0	3.0	328.1	WNIO BROADCASTING, I	NILES, OH
*WYFM-FM	AC	5.5	7.0	6.6	4.9	5.9		102.9	B	26.0	26.0	459.3	Regional Group	SHARON, PA
*WFMJ-AM	AC	3.7	6.5	6.0	4.7	6.1		1390	III	5.0	5.0	DA-N	WFMJ Broadcasting Co	YOUNGSTOWN, OH
*WRBW-AM	NTK	3.6	3.9	4.0	3.9	3.6		1240	IV	1.0	1.0	ND-U	H & D Broadcast Group	YOUNGSTOWN, OH
*WGFT-AM	REL	2.4	1.0	1.7	1.4	1.9		1500	II	0.5	0.0	DA-D	WGFT Inc.	YOUNGSTOWN, OH
WPHR-FM	CHR	1.7	1.3	1.2	2.4	1.5	CP	107.9	B	16.0	16.0	892.4	Arden Broadcasting	CLEVELAND, OH
*WRKU-FM	AOR	1.4	3.9	3.4	4.5	3.5		95.1	B	19.0	17.0	803.8	WESTERN PENNSYLVANIA	GROVE CITY, PA
*WSOM-AM	BB	1.1	1.5	2.0	0.6	---		600	III	1.0	0.0	DA-D	Legend Broadcasting	SALEM, OH
*WRRQ-AM	OLD	1.0	1.8	0.4	1.1	1.4		1570	II	5.0	5.0	DA-N	Warren Broadcasting	WARREN, OH
WVEE-FM	AOR	1.0	---	0.6	---	1.0		102.5	B	55.0	55.0	820.2	Great American Broad	PITTSBURGH, PA
WMMS-FM	AOR	1.0	2.8	0.7	0.7	2.4		100.7	B	34.0	34.0	600.4	Malrite Communicatio	CLEVELAND, OH
*WOJY-FM	CHR	0.8	1.7	2.3	3.9	2.9		95.9	A	3.0	3.0	328.0	National Communicati	SHARPSVILLE, PA
WVIR-FM	TLK	0.7	0.7	0.4	0.6	---	CP	100.1	A	2.0	2.0	390.4	Media-Com, Inc.	KENT, OH
WTOF-FM	REL	0.7	0.6	---	0.7	0.8		98.1	B	36.0	36.0	574.1	Mortenson Broadcasti	CANTON, OH
WWE-AM	NTK	0.7	1.1	1.4	1.2	0.8		1100	I-A	50.0	50.0	ND-U	Booth American Compa	CLEVELAND, OH
WONE-FM	AOR	0.7	---	0.7	0.6	---		97.5	B	12.0	12.0	889.1	US Radio, Ltd.	AKRON, OH
*WKTU-FM	REL	0.6	---	---	---	---		96.7	A	1.4	1.4	485.6	MERCER COUNTY BROADC	MERCER, PA
*WHOT-AM	CHR	0.6	0.0	1.4	0.2	0.7		1330	III	0.5	1.0	DA-2	WVBR, Inc.	CAMPBELL, OH
WKDD-FM	CHR	0.4	---	0.4	---	---		96.5	B	50.0	50.0	439.6	Barnstable Broadcast	AKRON, OH
WPIC-AM	AC	---	1.0	---	---	1.4		790	III	1.0	0.0	ND-D	Regional Group	SHARON, PA
WMJI-FM	AC	---	0.4	0.8	0.6	0.7		105.7	B	27.0	27.0	899.0	Capstar Communicatio	CLEVELAND, OH
WNCX-FM	CR	---	---	0.6	---	---	CP	98.5	B	16.0	16.0	961.3	Metroplex Communicat	CLEVELAND, OH
WDOK-FM	AC	---	---	0.4	0.6	---		102.1	B	12.0	12.0	1003.9	Independent Group, L	CLEVELAND, OH
*WNIO-AM	CTY	---	---	---	0.6	0.6		1540	II	0.5	0.0	DA-D	WNIO BROADCASTING, I	NILES, OH
KDKA-AM	MOR	---	---	---	0.5	---		1020	I-A	50.0	50.0	ND-U	Westinghouse Broadca	PITTSBURGH, PA
WHBC-FM	EZ	---	---	---	0.4	---		94.1	B	45.0	45.0	515.1	Beaverkettle Company	CANTON, OH
*WOJY-AM	CHR	---	---	---	0.0	0.0		1470	III	1.0	0.5	DA-N	National Communicati	FARRELL, PA
*WWIZ-FM	CTY	---	---	---	0.5	---	CP	103.9	A	3.0	3.0	298.6	GBS COMMUNICATIONS,	SHARON, PA

* Signifies station is "Home to Market" according to ARBITRON's definition of "Home to Market".
 CP Denotes station has applied for a Construction Permit or License Modification, according to the FCC Databases.
 Technical specifics such as power, frequency, class, HAAT, directional pattern are those listed in the CP or APP.

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Blackburn's Radio Econometrics Metro Market Database and Expanded ARBITRON Ratings Snapshot

Metro: 129 YOUNGSTOWN-WARREN, OH

ARBITRON Rank: 081-Demo: P 12+

Mon-Sun 6A-MID

TSL

ADI : Youngstown

US Region : ENC

Rk. Station

Share

AQH Per

Cume-Per

HR:MN

T/O

Year	Pop (0+)	Hshlds	EBI	Retail Sls	Radio Rev	Radio Rev %	RtsSls	PerCap
1986	516.9	191.9	6076654	2867664	9795.0	0.0034	18.95	
1987	512.0	190.9	6198541	2925554	10248.0	0.0035	20.02	
1988	506.9	189.8	6440699	3057274	10572.6	0.0035	20.86	
1989	503.6	189.5	6847566	3255133	11311.2	0.0035	22.46	
1990	501.5	189.7	7377964	3502596	12420.6	0.0035	24.77	
1991	500.2	190.3	7990717	3783130	13808.2	0.0036	27.60	
1992	499.4	191.0	8644646	4080198	15381.2	0.0038	30.80	
1993	496.4	191.5	9211359	4372086	17046.9	0.0039	34.34	
1994	494.2	192.0	9791521	4673960	18683.6	0.0040	37.81	
1995	492.0	192.5	10371682	4975833	20376.2	0.0041	41.41	
1996	489.8	193.0	10951844	5277706	22068.9	0.0042	45.05	
1997	487.7	193.6	11532005	5579580	23761.5	0.0043	48.72	
1998	485.5	194.1	12112166	5881453	25454.2	0.0043	52.43	
1999	483.3	194.6	12692328	6183326	27146.8	0.0044	56.17	
2000	481.1	195.1	13272489	6485200	28839.5	0.0044	59.94	

1. WHOT-FM	12.9	9300	139100	8:25	15.0
2. WKBN-AM	11.6	8400	95000	11:08	11.3
3. WBBG-FM	10.8	7800	81200	12:06	10.4
4. WQXK-FM	9.0	6900	71500	11:27	11.0
5. WKBN-FM	8.4	6100	85100	9:02	14.0
6. WNCB-FM	7.6	5500	59800	11:35	10.9
7. WYFM-FM	5.5	4000	68300	7:23	17.1
8. WFMJ-AM	3.7	2700	35000	9:43	13.0
9. WBBW-AM	3.6	2600	39300	8:20	15.1
10. WGFT-AM	2.4	1700	11700	18:16	6.9
11. WPHR-FM	1.7	1200	27600	5:29	23.0
12. WRKU-FM	1.4	1000	20400	6:11	20.4
13. WSOM-AM	1.1	800	10800	9:20	13.5
14. WRRO-AM	1.0	700	20100	4:23	28.7
15. WQVE-FM	1.0	700	14200	6:13	20.3
16. WMMS-FM	1.0	700	15300	5:46	21.9
17. WOJY-FM	0.8	600	12300	6:09	20.5
18. WNIR-FM	0.7	500	8100	7:47	16.2
19. WTOF-FM	0.7	500	13500	4:40	27.0
20. WQVE-AM	0.7	500	13100	4:49	26.2
21. WONE-FM	0.7	500	10500	6:00	21.0
22. WKTX-FM	0.6	400	5000	10:05	12.5
23. WHOT-AM	0.6	400	12100	4:10	30.2
24. WKDD-FM	0.4	300	10400	3:38	34.7

The Radio Marketplace

AM Home to Market	: 7	ARBITRON Market	: CONTINUOUS
FM Home to Market	: 9	Surveys	: Wi, Sp, Su, Fa
Tot Stations MSA Survey	: 24	Most Current Survey	: Winter 1990
Tot Listed Share Points	: 87.9		
Points Above Line	: 81.0		
Points Below Line	: 6.9		
Balance of Points	: 12.1		
Mean Points/AL Station	: 5.1		
Median Points/AL Station	: 3.7		
Revenue/AL Point	: 139,644		
Revenue/AL Mean Station	: 706,950		
AL -- Above Line (Home to Market)			

Demographics

12+ Tot Pop	: 419,000	100.0%
12+ Blk Pop	: 43,300	10.3%
12+ His Pop	: 5,100	1.2%
Median Age	: 33.9	
Eth Controls	: BLACK CONTROLS	

0. TOT MKT 100.0 72300 396800 22:57 5.5

Demo: Rank	P 18+ Station	Demo: Rank	M 18-34 Station	Demo: Rank	W 18-34 Station	Demo: Rank	P 18-34 Station	Demo: Rank	M 25-54 Station	Demo: Rank	W 25-54 Station	Demo: Rank	P 25-54 Station
1	WKBN-AM	1	WNCB-FM	1	WHOT-FM	1	WHOT-FM	1	WBBG-FM	1	WHOT-FM	1	WBBG-FM
2	WBBG-FM	2	WHOT-FM	2	WNCB-FM	2	WNCB-FM	2	WNCB-FM	2	WBBG-FM	2	WHOT-FM
3	WHOT-FM	3	WBBG-FM	3	WBBG-FM	3	WBBG-FM	3	WQXK-FM	3	WKBN-FM	3	WQXK-FM
4	WQXK-FM	4	WQXK-FM	4	WYFM-FM	4	WYFM-FM	4	WHOT-FM	4	WYFM-FM	4	WKBN-FM
5	WKBN-FM	5	WRKU-FM	5	WKBN-FM	5	WQXK-FM	5	WKBN-AM	5	WQXK-FM	5	WKBN-AM
6	WNCB-FM	6	WYFM-FM	6	WQXK-FM	6	WKBN-FM	6	WYFM-FM	6	WKBN-AM	6	WNCB-FM
7	WYFM-FM	7	WKBN-AM	7	WKBN-AM	7	WRKU-FM	7	WKBN-FM	7	WNCB-FM	7	WYFM-FM
8	WFMJ-AM	8	WQVE-FM	8	WRKU-FM	8	WKBN-AM	8	WMMS-FM	8	WGFT-AM	8	WBBW-AM

Demo: Rank	P 12-17 Station	Demo: Rank	M 18-24 Station	Demo: Rank	W 18-24 Station	Demo: Rank	P 18-24 Station	Demo: Rank	M 25-34 Station	Demo: Rank	W 25-34 Station	Demo: Rank	P 25-34 Station
1	WHOT-FM	1	WNCB-FM	1	WHOT-FM	1	WNCB-FM	1	WNCB-FM	1	WHOT-FM	1	WHOT-FM
2	WNCB-FM	2	WHOT-FM	2	WNCB-FM	2	WHOT-FM	2	WHOT-FM	2	WYFM-FM	2	WNCB-FM
3	WPHR-FM	3	WBBG-FM	3	WKBN-FM	3	WBBG-FM	3	WBBG-FM	3	WBBG-FM	3	WBBG-FM
4	WQXK-FM	4	WQVE-FM	4	WBBG-FM	4	WKBN-FM	4	WQXK-FM	4	WNCB-FM	4	WYFM-FM
5	WYFM-FM	5	WQXK-FM	5	WPHR-FM	5	WQVE-FM	5	WYFM-FM	5	WKBN-FM	5	WQXK-FM
6	WQVE-FM	6	WKBN-FM	6	WYFM-FM	6	WPHR-FM	6	WRKU-FM	6	WQXK-FM	6	WKBN-FM
7	WBBG-FM	7	WRKU-FM	7	WONE-FM	7	WQXK-FM	7	WMMS-FM	7	WKBN-AM	7	WRKU-FM
8	WKBN-FM	8	WONE-FM	8	WKDD-FM	8	WYFM-FM	8	WKBN-AM	8	WRKU-FM	8	WKBN-AM

Demo: Rank	P 35+ Station	Demo: Rank	M 35-44 Station	Demo: Rank	W 35-44 Station	Demo: Rank	P 35-44 Station	Demo: Rank	M 45-54 Station	Demo: Rank	W 45-54 Station	Demo: Rank	P 45-54 Station
1	WKBN-AM	1	WBBG-FM	1	WBBG-FM	1	WBBG-FM	1	WKBN-AM	1	WKBN-AM	1	WKBN-AM
2	WBBG-FM	2	WQXK-FM	2	WHOT-FM	2	WHOT-FM	2	WQXK-FM	2	WBBG-FM	2	WQXK-FM
3	WQXK-FM	3	WNCB-FM	3	WKBN-FM	3	WKBN-FM	3	WBBG-FM	3	WQXK-FM	3	WBBG-FM
4	WKBN-FM	4	WKBN-FM	4	WQXK-FM	4	WQXK-FM	4	WKBN-FM	4	WKBN-FM	4	WKBN-FM
5	WHOT-FM	5	WHOT-FM	5	WYFM-FM	5	WYFM-FM	5	WHOT-FM	5	WHOT-FM	5	WHOT-FM
6	WFMJ-AM	6	WKBN-AM	6	WKBN-AM	6	WKBN-AM	6	WBBW-AM	6	WYFM-FM	6	WYFM-FM
7	WBBW-AM	7	WYFM-FM	7	WGFT-AM	7	WNCB-FM	7	WYFM-FM	7	WFMJ-AM	7	WBBW-AM
8	WYFM-FM	8	WRRO-AM	8	WBBW-AM	8	WOJY-FM	8	WNCB-FM	8	WBBW-AM	8	WFMJ-AM

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