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A WORD FROM THE PUBLISHER

Dear **R&R** subscriber:

Thanks to your continued support, both **R&R's** Ratings Report & Directory and the Program Supplier Guide have become the most popular desktop references in radio. After many requests from our subscribers and advertisers, and a tremendous amount of thought, all of this valuable information found in these publications has been combined into one super reference that we now call the **R&R Directory**. This new edition, produced semiannually, contains the information you've always counted on:

- Ratings roundups from all 268 Arbitron markets;
- Ownership listings, dial positions, station power and demographic information from the top 100 markets;
- Graphs showing format share, owner share, and owner reach in the top 50 markets;
- Format leaders and drivetime dominator pages;
- A comprehensive listing of more than 3,000 radio- and record-related companies;
- Scarborough qualitative information format-by-format.

The **R&R Directory** also includes these new features:

- Detailed "Format Focus" profiles with demographic, geographic and qualitative breakouts for all of radio's major formats.
- A directory of nearly 1,800 syndicated programs and program services, production packages, and other on-air products in our Program Supplier section.
- A comprehensive index that allows you to look up a company, program, or product in one location.

The industry's most popular and most-used directories have been combined into a format that's better and more timely than ever. We hope you'll keep the **R&R Directory** handy and use it whenever you need vital reference information about the radio and record industries. And please, don't hesitate to let us know what you think of our new format. Send your comments to mailroom@rronline.com. Thank you, and enjoy!



Erica Farber
Publisher/CEO, **R&R**

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Numbers following market listings indicate market rank in the Fall '98 ratings period.

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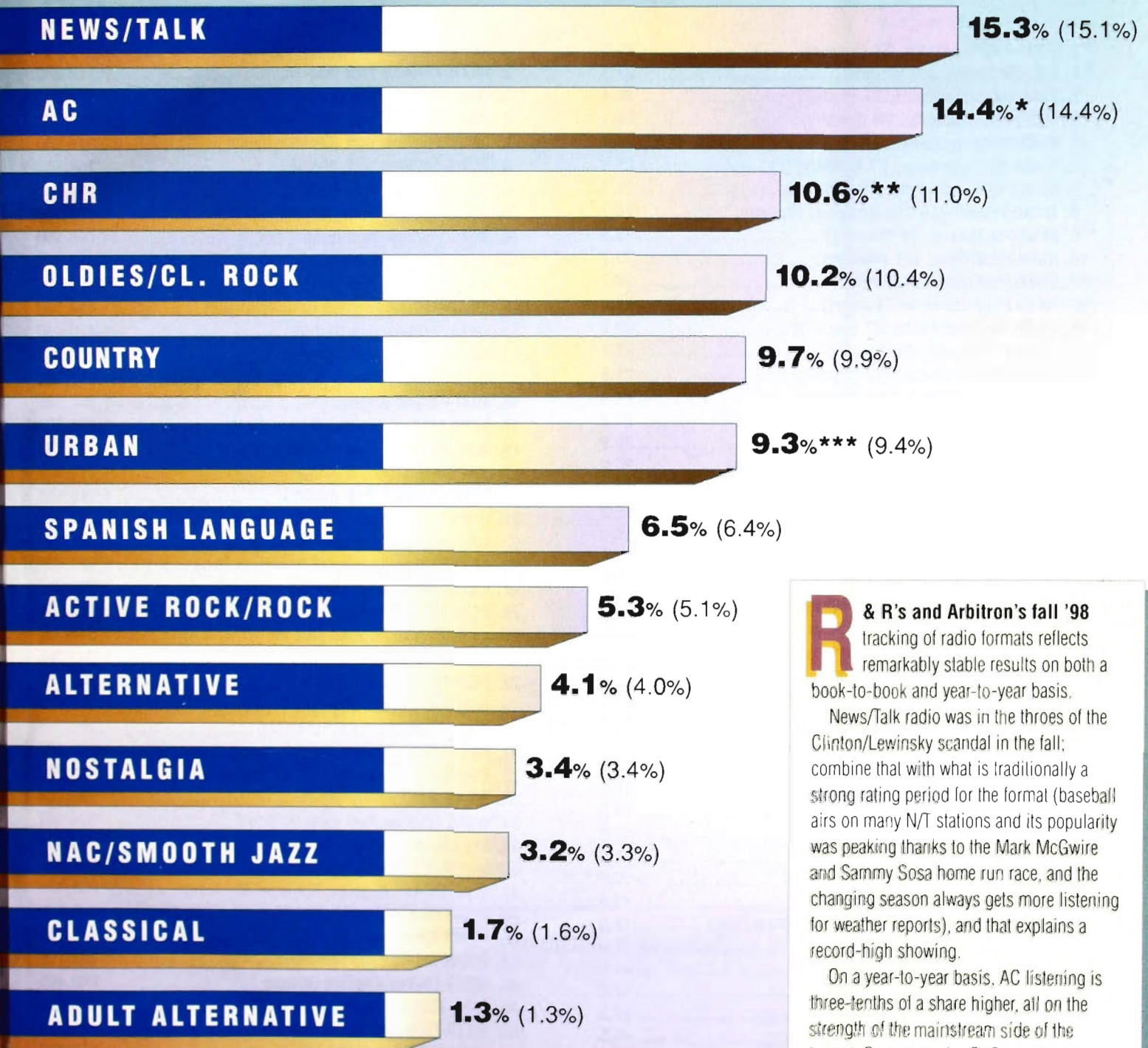
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NATIONAL FORMAT SHARES

FALL 1998

(SUMMER '98 SHARES IN PARENTHESES)



Remaining formats take up 4.9% of listening

* Includes mainstream AC (9.7) and Hot AC (4.7)

** Includes CHR/Pop (5.8) and CHR/Rhythmic (4.8)

*** Includes Urban (5.4) and Urban AC/Urban Oldies (3.9)

R & R's and Arbitron's fall '98 tracking of radio formats reflects remarkably stable results on both a book-to-book and year-to-year basis.

News/Talk radio was in the throes of the Clinton/Lewinsky scandal in the fall; combine that with what is traditionally a strong rating period for the format (baseball airs on many N/T stations and its popularity was peaking thanks to the Mark McGwire and Sammy Sosa home run race, and the changing season always gets more listening for weather reports), and that explains a record-high showing.

On a year-to-year basis, AC listening is three-tenths of a share higher, all on the strength of the mainstream side of the format. Same goes for CHR: its overall listening level was flat from a year ago, but CHR/Pop's popularity continues to surge. And in Urban, mainstream Urban is slightly up while the adult spinoffs are slightly off.

FORMAT FOCUS: NATIONAL/ALL FORMAT



Average Quarter-Hour



12+ Share

1. WFRY-FM/Watertown, NY (Country)	28.8
2. KIXQ-FM/Joplin, MO (Country)	27.3
3. WILQ-FM/Williamsport, PA (Country)	26.4
4. WGSQ-FM/Cookeville, TN (Country)	26.1
5. KYKZ-FM/Lake Charles, LA (Country)	25.7
6. WBKR-FM/Owensboro, KY (Country)	25.0
7. KLUR-FM/Wichita Falls, TX (Country)	24.9
8. WXBQ-FM/Johnson City-Kingsport (Country)	24.7
9. KEAN-FM/Abilene, TX (Country)	23.9
10. KCTR-FM/Billings, MT (Country)	23.7
10. WIVK-FM/Knoxville (Country)	23.7
12. WFGY-FM/Altoona, PA (Country)	22.4
13. KMON-FM/Great Falls, MT (Country)	22.2
14. WIBW-FM/Topeka, KS (Country)	22.1
15. WQBE-FM/Charleston, WV (Country)	21.8
16. WUSQ-FM/Winchester, VA (Country)	21.4
17. KKIX-FM/Fayetteville, AR (Country)	21.2
18. KKYR-FM/Texas, TX (Country)	20.8
18. KKYS-FM/Bryan-College Station, TX (Hot AC)	20.8
20. WCIZ-FM/Watertown, NY (Classic Hits)	19.2
20. WKEE-FM/Huntington, WV (Hot AC)	19.2
20. WTHI-FM/Terre Haute, IN (Country)	19.2
23. WUSY-FM/Chattanooga (Country)	18.8
23. WYXL-FM/Ithaca, NY (AC)	18.8
25. WOKO-FM/Burlington, VT (Country)	18.7
26. WCIR-FM/Beckley, WV (AC)	18.6
26. WJIS-FM/Beckley, WV (Country)	18.6
28. KLLL-FM/Lubbock, TX (Country)	18.5
28. WKNN-FM/Biloxi-Gulfport, MS (Country)	18.5
30. KBCE-FM/Alexandria, LA (Urban)	18.2
30. WOKK-FM/Meridian, MS (Country)	18.2
32. KRRG-FM/Laredo, TX (CHR/Rhythmic)	18.1
32. WIMT-FM/Lima, OH (Country)	18.1
34. WTCR-FM/Huntington-Ashland, WV (Country)	18.0
34. WZID-FM/Manchester, NH (AC)	18.0
36. KGLI-FM/Sioux City, IA (CHR/Pop)	17.9
36. WVSR-FM/Charleston, WV (CHR/Pop)	17.9
38. WJIZ-FM/Albany, GA (Urban)	17.8
39. KFGO-AM/Fargo-Moorhead, ND-MN (News/Talk)	17.5
39. WFXE-FM/Columbus, GA (Urban)	17.5
39. WIKY-FM/Evansville, IN (AC)	17.5
42. WFRG & WRUN/Utica, NY (Country)	17.4
43. WAPL-FM/Appleton-Oshkosh, WI (Rock)	17.3
43. WHWK-FM/Binghamton, NY (Country)	17.3
45. KFFM-FM/Yakima, WA (CHR/Pop)	17.2
45. WIFC-FM/Wausau, WI (CHR/Pop)	17.2
47. WDRM-FM/Huntsville, AL (Country)	17.1
48. WHBX-FM/Tallahassee, FL (Urban AC)	17.0
49. KJBZ-FM/Laredo, TX (Tejano)	16.7
49. WAXX-FM/Eau Claire, WI (Country)	16.7
49. WFRE-FM/Frederick, MD (Country)	16.7
49. WOVK-FM/Wheeling, WV (Country)	16.7

Cume



12+ Cume

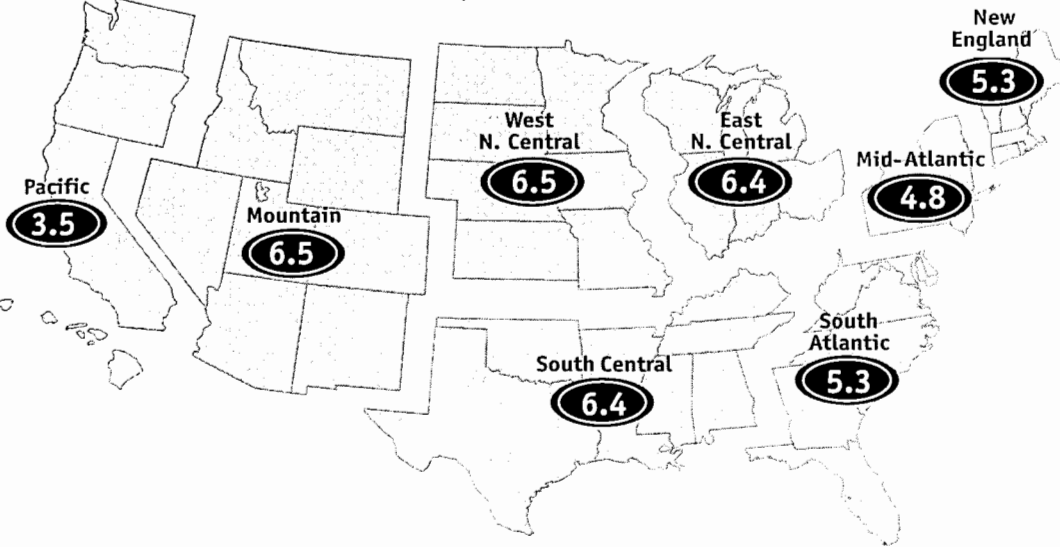
1. WHTZ-FM/New York (CHR/Pop)	2,379,200
2. WLTW-FM/New York (AC)	2,112,200
3. WINS-AM/New York (News)	2,075,600
4. WQHT-FM/New York (CHR/Rhythmic)	1,950,700
5. WKTU-FM/New York (CHR/Rhythmic)	1,941,200
6. WCBS-AM/New York (News)	1,748,100
7. WCBS-FM/New York (Oldies)	1,744,000
8. WXRK-FM/New York (Alternative)	1,608,500
9. WBLI-FM/New York (Urban)	1,585,000
10. KIIS-FM/Los Angeles (CHR/Pop)	1,566,700
11. WRKS-FM/New York (Urban AC)	1,482,000
12. KPWR-FM/Los Angeles (CHR/Rhythmic)	1,434,500
13. WPLJ-FM/New York (Hot AC)	1,426,400
14. WFAN-AM/New York (Sports)	1,384,400
15. KLVE-FM/Los Angeles (Spanish AC)	1,351,300
16. KOST-FM/Los Angeles (AC)	1,253,500
17. KROQ-FM/Los Angeles (Alternative)	1,244,300
18. WSKQ-FM/New York (Tropical)	1,226,800
19. WABC-AM/New York (Talk)	1,221,900
20. WQCD-FM/New York (NAC/SJ)	1,215,500
21. WBBM-FM/Chicago (CHR/Rhythmic)	1,214,800
22. KRTH-FM/Los Angeles (Oldies)	1,183,100
23. KKBT-FM/Los Angeles (Urban)	1,146,400
24. WBIX-FM/New York (Hot AC)*	1,136,300
25. KSCA-FM/Los Angeles (Regional Mexican)	1,124,200
26. KYSR-FM/Los Angeles (Hot AC)	1,048,100
27. KYW-AM/Philadelphia (News)	1,042,000
28. WOR-AM/New York (Talk)	1,025,100
29. WGN-AM/Chicago (News/Talk)	1,006,600
30. WKQX-FM/Chicago (Alternative)	1,003,300
31. KNX-AM/Los Angeles (News)	1,001,200
32. KGO-AM/San Francisco (News/Talk)	986,600
33. WBBM-AM/Chicago (News)	982,700
34. WAXQ-FM/New York (Classic Rock)	975,000
35. KFI-AM/Los Angeles (Talk)	966,000
36. WNEW-FM/New York (Rock)	962,500
37. KLAX-FM/Los Angeles (Regional Mexican)	932,300
38. KTWW-FM/Los Angeles (NAC/SJ)	928,500
39. WTMX-FM/Chicago (Hot AC)	917,100
40. WJMK-FM/Chicago (Oldies)	895,100
41. KCMG-FM/Los Angeles (Oldies)	892,400
42. KCBS-FM/Los Angeles (Classic Rock)	886,000
43. WQXR-FM/New York (Classical)	885,200
44. WGCI-FM/Chicago (Urban)	873,600
45. WBZ-AM/Boston (News)	864,800
46. KBIG-FM/Los Angeles (AC)	858,800
47. KCBS-AM/San Francisco (News)	853,800
48. WPAT-FM/New York (Spanish AC)	826,500
49. WNUA-FM/Chicago (NAC/SJ)	815,800
50. KRBE-FM/Houston-Galveston (CHR/Pop)	802,200

* Switched to Rhythmic Oldies on December 4.

FORMAT FOCUS: ACTIVE ROCK/ROCK

Fall '97	Winter '98	Spring '98	Summer '98	Fall '98
5.2	5.2	5.1	5.1	5.3

12+ AQH SHARE BY REGION



Who's LISTENING:

GENDER

Male 18+:	67%
Female 18+:	26%
Teens:	7%

RACE/ETHNICITY

White:	96%
African-American:	2%
Asian-American:	1%
Spanish/Latin:	7%
Other:	2%

EDUCATION

Some High School:	8%
High School:	38%
Some College or more:	54%

EMPLOYMENT STATUS

Full-Time:	74%
------------	-----

Average Quarter-Hour



Cume



12+ Share		12+ Cume	
1. WAPL-FM/Appleton-Oshkosh, WI	17.3	1. WNEW-FM/New York	962,500
2. KRKX-FM/Billings, MT	14.1	2. KLON-FM/Los Angeles	721,000
3. WRKT-FM/Erie, PA	12.8	3. WYSP-FM/Philadelphia	692,600
4. KFMW-FM/Waterloo-Cedar Falls, IA	12.4	4. WWDC-FM/Washington	491,800
5. WHBR-FM/Parkersburg-Marietta, WV-OH	12.3	5. WRIF-FM/Detroit	463,400
6. WBIM-FM/Lewiston-Auburn, ME	11.7	6. WMMR-FM/Philadelphia	459,200
7. KLAQ-FM/EI Paso	11.6	7. KEGL-FM/Dallas-Ft. Worth	446,500
8. KEZO-FM/Omaha-Council Bluffs	11.3	8. WKLS-FM/Atlanta	435,200
8. WXRK-FM/Rockford, IL	11.3	9. KLOL-FM/Houston-Galveston	427,000
10. WRKR-FM/Kalamazoo, MI	11.2	10. WKRK-FM/Detroit	333,800

HOUSEHOLD INCOME

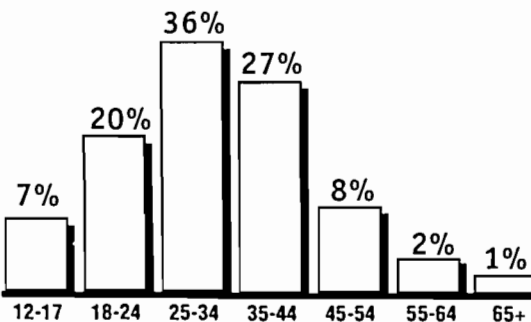
Less than \$25K:	16%
\$25-50K:	43%
\$50-75K:	20%
\$75+K:	21%

MARITAL STATUS

Married:	50%
Single:	50%

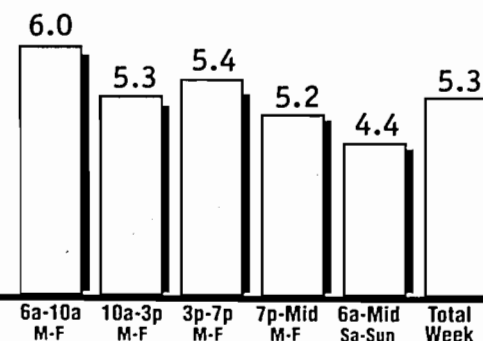
AQH AUDIENCE BY COMPOSITION

M-SU 6AM-MID TOTAL U.S.



AQH SHARE BY DAYPART

M-SU 6AM-MID TOTAL U.S.



PRESENCE OF CHILDREN

None:	46%
One:	22%
Two:	21%
Three:	8%
Four or more:	3%

REGISTERED VOTER

Yes:	72%
No:	28%

FORMAT FOCUS: ADULT CONTEMPORARY



Who's LISTENING:

GENDER

Male 18+:	33%
Female 18+:	65%
Teens:	3%

RACE/ETHNICITY

White:	90%
African-American:	6%
Asian-American:	4%
Spanish/Latin:	11%
Other:	1%

EDUCATION

Some High School:	7%
High School:	33%
Some College: or more	60%

EMPLOYMENT STATUS

Full-Time:	63%
------------	-----

HOUSEHOLD INCOME

Less than \$25K:	17%
\$25-50K:	40%
\$50-75K:	21%
\$75+K:	22%

MARITAL STATUS

Married:	60%
Single:	40%

PRESENCE OF CHILDREN

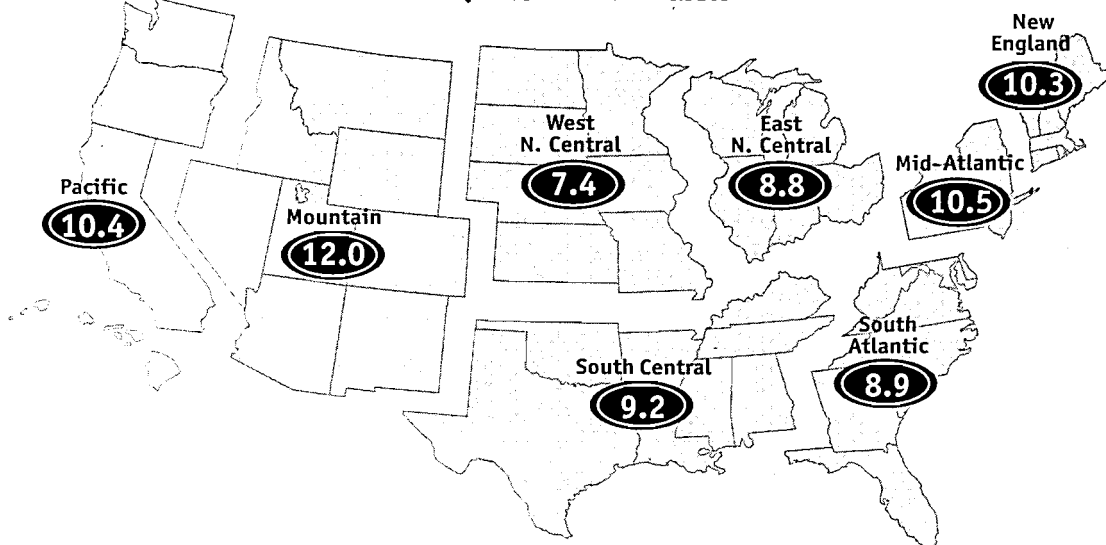
None:	52%
One:	19%
Two:	19%
Three:	8%
Four or more:	3%

REGISTERED VOTER

Yes:	77%
No:	23%

Fall '97	Winter '98	Spring '98	Summer '98	Fall '98
9.3	10.3	9.7	9.3	9.7

12+ AQH SHARE BY REGION



Average Quarter-Hour

LITE 97FM
WYXL - 97.3 FM
WE PLAY FAVORITES

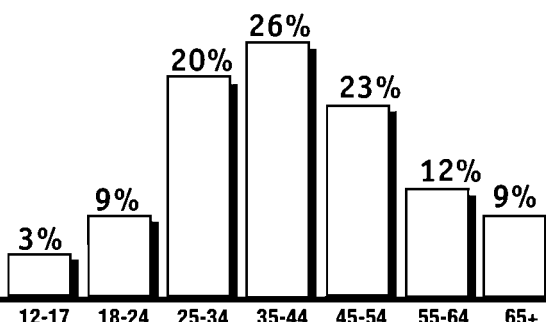
Cume

106.7
Litefm

Average Quarter-Hour		Cume	
12+ Share		12+ Cume	
1. WYXL-FM/Ithaca, NY	18.8	1. WLTW-FM/New York	2,112,200
2. WCIR-FM/Beckley, WV	18.6	2. KOST-FM/Los Angeles	1,253,500
3. WZID-FM/Manchester, NH	18.0	3. KBIG-FM/Los Angeles	858,800
4. WIKY-FM/Evansville, IN	17.5	4. WLIT-FM/Chicago	711,700
5. KFYZ-FM/Bismarck, ND	16.1	5. WNND-FM/Chicago	685,000
6. WJDQ-FM/Meridian, MS	15.9	6. WNIC-FM/Detroit	657,000
7. WSRS-FM/Worcester, MA	15.8	7. KOIT-AM & FM/San Francisco	649,100
8. WFSY-FM/Panama City, FL	14.4	8. KODA-FM/Houston-Galveston	620,000
9. KIGN-FM/Cheyenne, WY	13.9	9. WBEB-FM/Philadelphia	624,300
10. WDAG-FM/Danbury, CT	13.7	10. KVIL-FM/Dallas-Ft. Worth	581,700

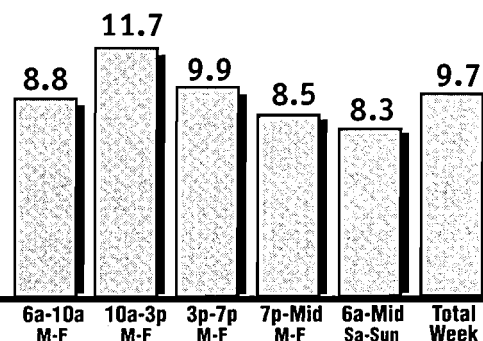
AQH AUDIENCE BY COMPOSITION

M-SU 6AM-MID TOTAL U.S.



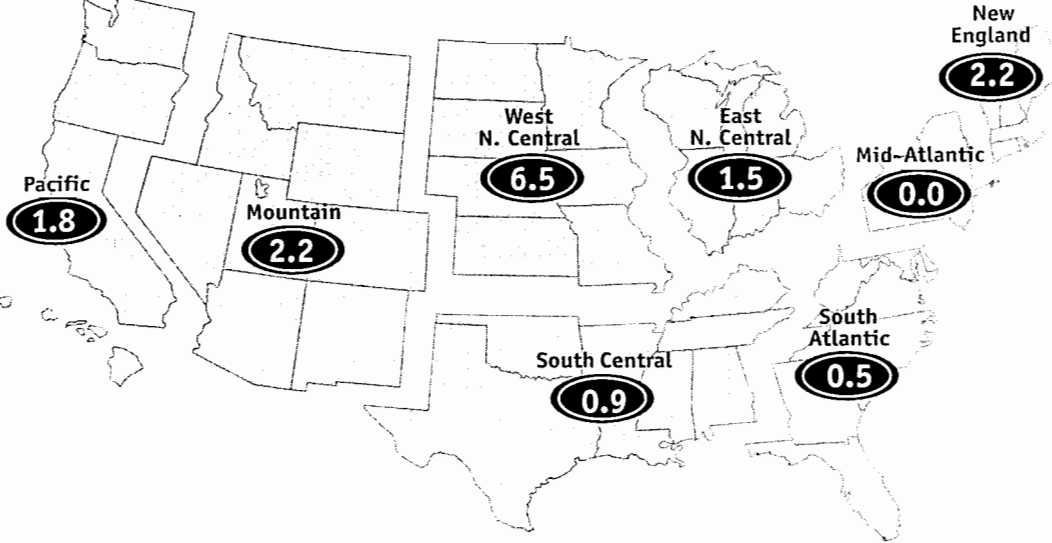
AQH SHARE BY DAYPART

M-SU 6AM-MID TOTAL U.S.



Fall '97	Winter '98	Spring '98	Summer '98	Fall '98
1.2	1.2	1.3	1.3	1.3

12+ AQH SHARE BY REGION



Who's LISTENING:

GENDER

Male 18+:	55%
Female 18+:	43%
Teens:	2%

RACE/ETHNICITY

White:	97%
African-American:	1%
Asian-American:	1%
Spanish/Latin:	6%
Other:	1%

EDUCATION

Some High School:	4%
High School:	25%
Some College: or more	71%

EMPLOYMENT STATUS

Full-Time:	76%
------------	-----

Average Quarter-Hour

Cume

92 KQRS

92 KQRS

	12+ Share		12+ Cume
1. KQRS-FM/Minneapolis-St. Paul	10.7	1. KQRS-FM/Minneapolis-St. Paul	569,700
2. WHPT-FM/Sarasota-Bradenton	6.8	2. WXRT-FM/Chicago	544,800
3. WDOD-FM/Chattanooga, TN	6.6	3. KFFG & KFOG/San Francisco	489,800
4. KTYD-FM/Santa Barbara, CA	5.9	4. KTCZ-FM/Minneapolis-St. Paul	273,300
5. KAEP-FM/Spokane	5.5	5. KBCO-FM/Denver-Boulder	272,000
6. KBCO-FM/Denver-Boulder	5.1	6. WBOS-FM/Boston	271,200
7. KENZ-FM/Salt Lake City	4.7	7. KKZN & KXZN/Dallas-Ft. Worth	249,000
8. WMMM-FM/Madison, WI	4.6	8. WVRV-FM/St. Louis	230,900
9. KPIG-FM/Monterey-Salinas	4.4	9. KMTT-FM/Seattle-Tacoma	225,300
10. WKPQ-FM/Elmira-Corning, NY	4.1	10. KINK-FM/Portland, OR	157,400

HOUSEHOLD INCOME

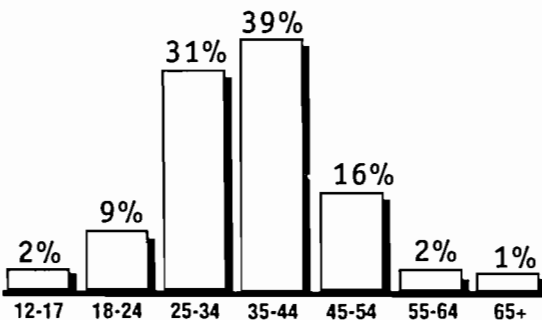
Less than \$25K:	11%
\$25-50K:	38%
\$50-75K:	23%
\$75+K:	27%

MARITAL STATUS

Married:	52%
Single:	48%

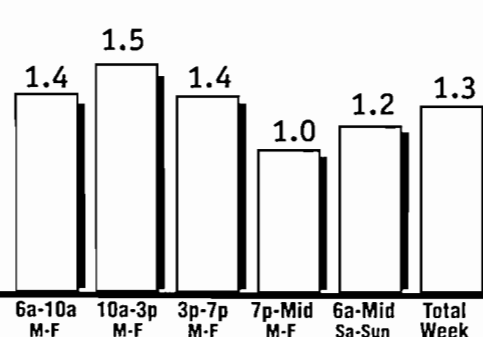
AQH AUDIENCE BY COMPOSITION

M-SU 6AM-MID TOTAL U.S.



AQH SHARE BY DAYPART

M-SU 6AM-MID TOTAL U.S.



PRESENCE OF CHILDREN

None:	51%
One:	18%
Two:	21%
Three:	8%
Four or more:	2%

REGISTERED VOTER

Yes:	77%
No:	23%

WHO'S LISTENING:

GENDER

Male 18+:
Female 18+:
Teens:

RACE/ETHNICITY

White: 93%
African-American: 3%
Asian-American: 2%
Spanish/Latin: 10%
Other: 2%

EDUCATION

Some High School: 7%
High School: 32%
Some College: 61%
or more

EMPLOYMENT STATUS

Full-Time: 69%

HOUSEHOLD INCOME

Less than \$25K: 14%
\$25-50K: 40%
\$51-75K: 21%
\$75+K: 25%

MARITAL STATUS

Married: 39%
Single: 61%

PRESENCE OF CHILDREN

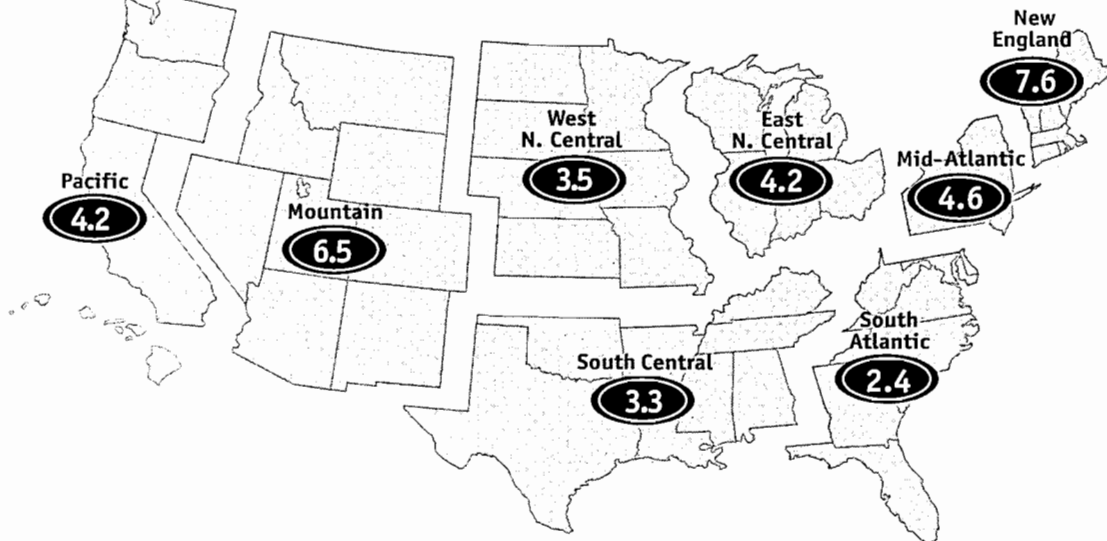
None: 54%
One: 21%
Two: 17%
Three: 6%
Four or more: 2%

REGISTERED VOTER

Yes: 72%
No: 28%

Fall '97 4.0 Winter '98 4.1 Spring '98 4.0 Summer '98 4.0 Fall '98 4.1

12+ AQH SHARE BY REGION



Average Quarter-Hour



	12+ Share
1. WGBD-FM/Lafayette, IN	9.4
2. WFSM-FM/Wilmington, NC	9.0
3. WGMR-FM/State College, PA	7.7
4. KIOC-FM/Beaumont-Port Arthur, TX	7.6
5. KFMZ-FM/Columbia, MO	7.5
6. WRAX-FM/Birmingham	7.3
7. WQBJ & WQBK/Albany-Schenectady	7.0
8. KNRQ-A/F/Eugene-Springfield, OR	6.9
9. WCYI & WCYY/Portland, ME	6.7
10. WBTZ-FM/Burlington, VT	6.6

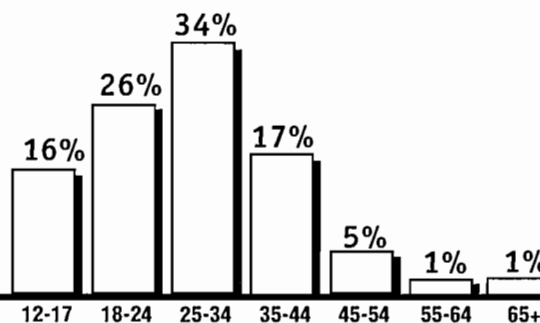
Cume



	12+ Cume
1. WXRK-FM/New York	1,608,500
2. KROQ-FM/Los Angeles	1,244,300
3. WKQX-FM/Chicago	1,003,300
4. WBCN-FM/Boston	678,200
5. KLYY-FM/Los Angeles	534,900
6. KITS-FM/San Francisco	508,100
7. WNNX-FM/Atlanta	452,000
8. KTBZ-FM/Houston-Galveston	450,900
9. WPLT-FM/Detroit	445,000
10. WPLY-FM/Philadelphia	444,100

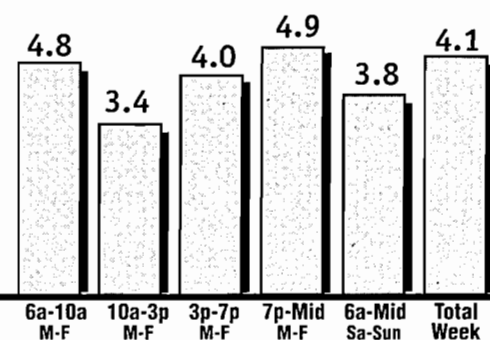
AQH AUDIENCE BY COMPOSITION

M-SU GAM-MID TOTAL U.S.



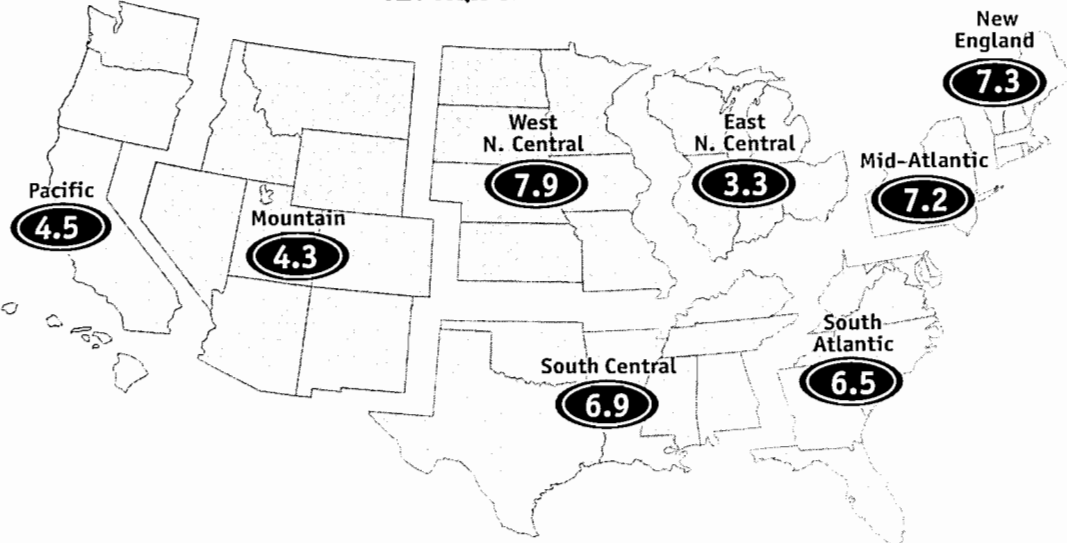
AQH SHARE BY DAYPART

M-SU GAM-MID TOTAL U.S.



Fall '97	Winter '98	Spring '98	Summer '98	Fall '98
5.4	5.8	6.0	6.0	5.8

12+ AQH SHARE BY REGION



WHO'S LISTENING:

GENDER

Male 18+:	35%
Female 18+:	36%
Teens:	29%

RACE/ETHNICITY

White:	89%
African-American:	6%
Asian-American:	3%
Spanish/Latin:	14%
Other:	2%

EDUCATION

Some High School:	8%
High School:	36%
Some College: or more	55%

EMPLOYMENT STATUS

Full-Time:	64%
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HOUSEHOLD INCOME

Less than \$25K:	19%
\$25-50K:	42%
\$50-75K:	20%
\$75+K:	19%

MARITAL STATUS

Married:	44%
Single:	56%

PRESENCE OF CHILDREN

None:	44%
One:	23%
Two:	21%
Three:	8%
Four or more:	4%

REGISTERED VOTER

Yes:	71%
No:	29%

Average Quarter-Hour



	12+ Share
1. KGLI-FM/Sioux City, IA	17.9
1. WWSR-FM/Charleston, WV	17.9
3. KFFM-FM/Yakima, WA	17.2
3. WIFC-FM/Wausau-Stevens Pt., WI	17.2
5. KIXY-FM/San Angelo, TX	16.0
6. KBFM-FM/McAllen-Brownsville	15.9
7. WXLK-FM/Blacksburg, VA	15.8
8. WBNQ-FM/Bloomington, IL	15.4
9. KMGZ-FM/Lawton, OK	15.1
9. KSYN-FM/Joplin, MO	15.1

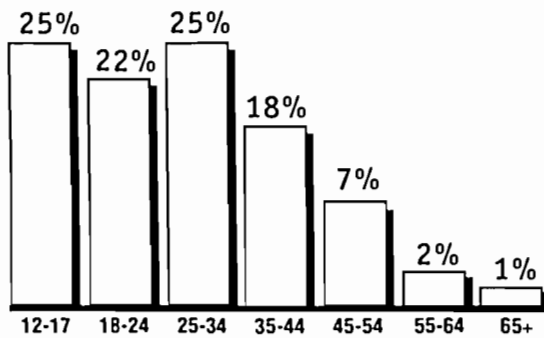
Cume



	12+ Cume
1. WHTZ-FM/New York	2,379,200
2. KIIS-FM/Los Angeles	1,566,700
3. KRBE-FM/Houston-Galveston	802,200
4. WSTR-FM/Atlanta	771,000
5. KHKS-FM/Dallas-Ft. Worth	761,000
6. WXKS-FM/Boston	662,400
7. WIOQ-FM/Philadelphia	599,800
8. KDWB-FM/Minneapolis-St. Paul	550,600
9. KZQZ-FM/San Francisco	522,900
10. KBKS & KRPM/Seattle-Tacoma	503,400

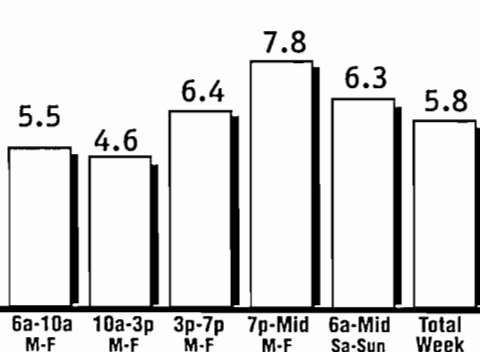
AQH AUDIENCE BY COMPOSITION

M-SU 6AM-MID TOTAL U.S.



AQH SHARE BY DAYPART

M-SU 6AM-MID TOTAL U.S.



FORMAT FOCUS: CHR/RHYTHMIC



WHO'S LISTENING:

GENDER

Male 18+:	29%
Female 18+:	46%
Teens:	25%

RACE/ETHNICITY

White:	66%
African-American:	26%
Asian-American:	4%
Spanish/Latin:	30%
Other:	3%

EDUCATION

Some High School:	12%
High School:	39%
Some College: or more	49%

EMPLOYMENT STATUS

Full-Time:	59%
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HOUSEHOLD INCOME

Less than \$25K:	22%
\$25-50K:	43%
\$50-75K:	16%
\$75+K:	19%

MARITAL STATUS

Married:	34%
Single:	66%

PRESENCE OF CHILDREN

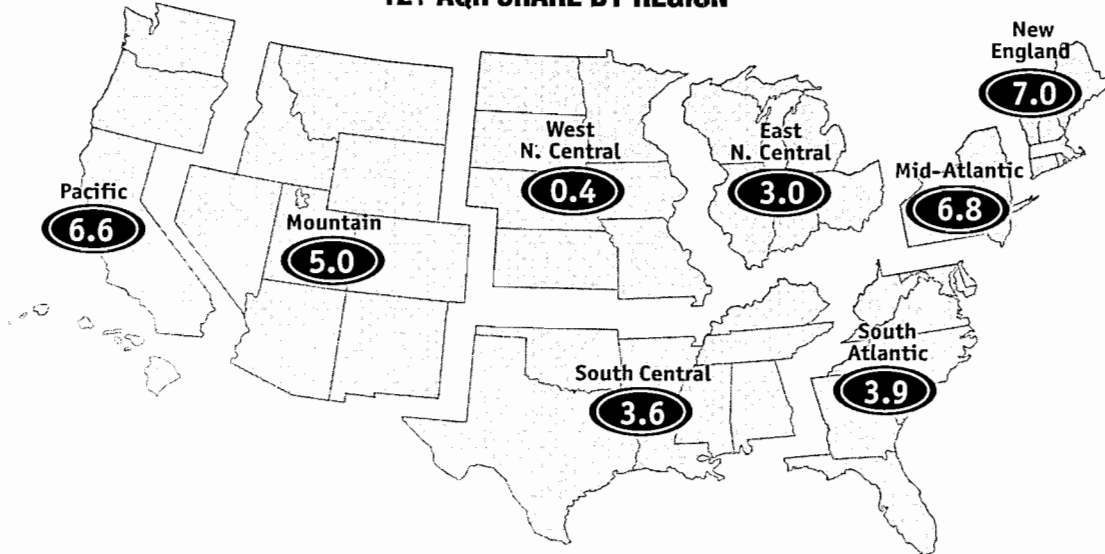
None:	42%
One:	24%
Two:	20%
Three:	10%
Four or more:	5%

REGISTERED VOTER

Yes:	66%
No:	34%

Fall '97	Winter '98	Spring '98	Summer '98	Fall '98
5.2	4.7	4.9	5.0	4.8

12+ AQH SHARE BY REGION



Average Quarter-Hour

KRRG-FM

12+ Share

1. KRRG-FM/Laredo, TX	18.1
2. KPRR-FM/EI Paso	13.5
3. WZNS-FM/Ft. Walton Beach, FL	12.1
4. WBHJ-FM/Birmingham (Tuscaloosa book)	11.9
5. KWIN-FM/Stockton	11.4
6. KDON-FM/Monterey-Salinas	10.1
7. KPSI-FM/Palm Springs, CA	9.8
8. WJMH-FM/Greensboro-Winston Salem	9.7
9. WERQ-FM/Baltimore	9.6
10. WQCQ-FM/Salisbury, MD	12.6

Cume

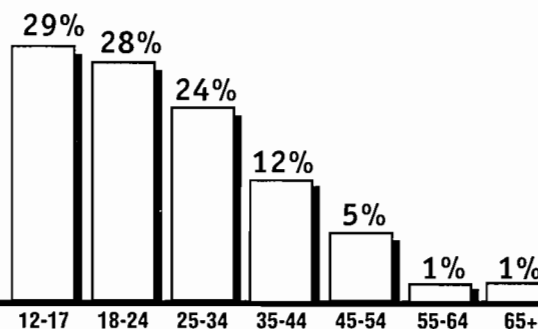


12+ Cume

1. WQHT-FM/New York	1,950,700
2. WKTU-FM/New York	1,941,200
3. KPWR-FM/Los Angeles	1,434,500
4. WBBM-FM/Chicago	1,214,800
5. KYLD-FM/San Francisco	660,300
6. WPGC-FM/Washington	654,400
7. WJMN-FM/Boston	628,900
8. KMEL-FM/San Francisco	609,400
9. KBXX-FM/Houston-Galveston	581,900
10. WDRQ-FM/Detroit	438,000

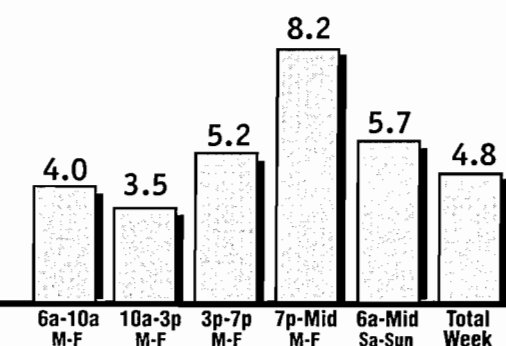
AQH AUDIENCE BY COMPOSITION

M-SU 6AM-MID TOTAL U.S.



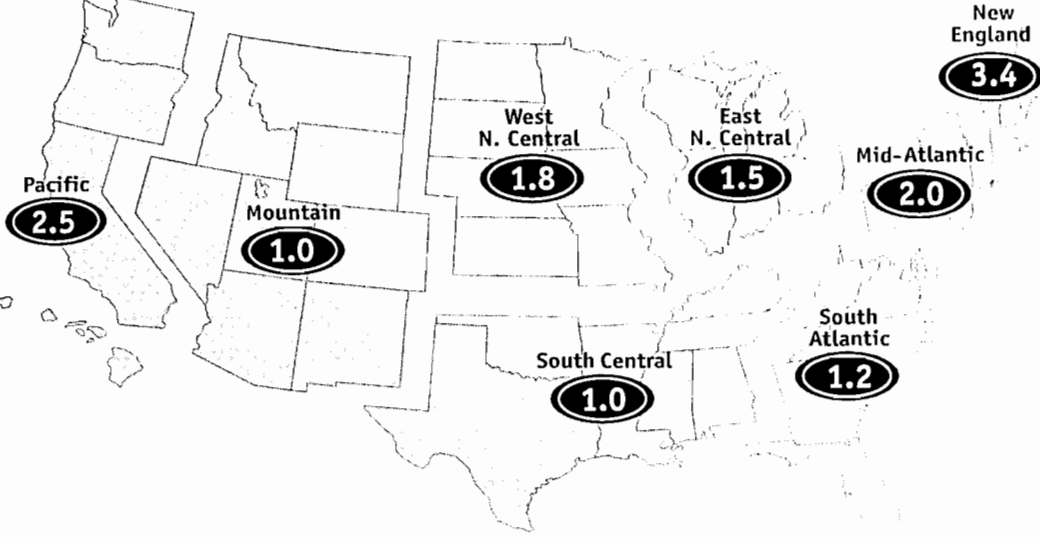
AQH SHARE BY DAYPART

M-SU 6AM-MID TOTAL U.S.



Fall '97	Winter '98	Spring '98	Summer '98	Fall '98
1.9	1.8	1.7	1.6	1.7

12+ AQH SHARE BY REGION



Average Quarter-Hour



	12+ Share
1. WFGC-FM/Cape Cod, MA	7.5
2. WQXR-FM/Stamford-Norwalk, CT	6.0
3. KHFM-FM/Santa Fe, NM	5.9
4. KDB-FM/Santa Barbara, CA	4.4
5. KHFM-FM/Albuquerque	4.1
6. WCRB-FM/Boston	3.9
7. KING-FM/Seattle-Tacoma	3.8
8. KLEF-FM/Anchorage, AK	3.6
8. WGMS-FM/Washington	3.6
10. KBOQ-FM/Monterey-Salinas	3.5
10. KDFC-FM/San Francisco	3.5

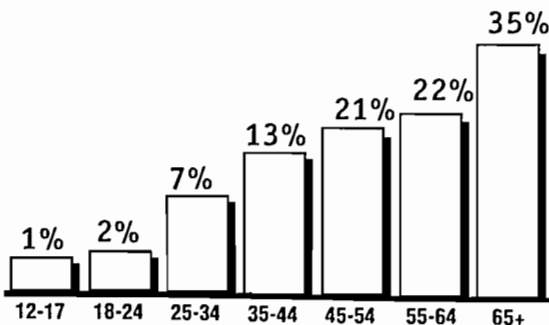
Cume



	12+ Cume
1. WQXR-FM/New York	885,200
2. KKGQ-FM/Los Angeles	522,100
3. KDFC-FM/San Francisco	474,400
4. WCRB-FM/Boston	400,100
5. WRR-FM/Dallas-Ft. Worth	333,000
6. WGMS-FM/Washington, DC	332,000
7. WNIB-FM/Chicago	324,900
8. WFMT-FM/Chicago	284,300
9. KING-FM/Seattle-Tacoma	279,500
10. WTMI-FM/Miami-Ft. Lauderdale	276,800

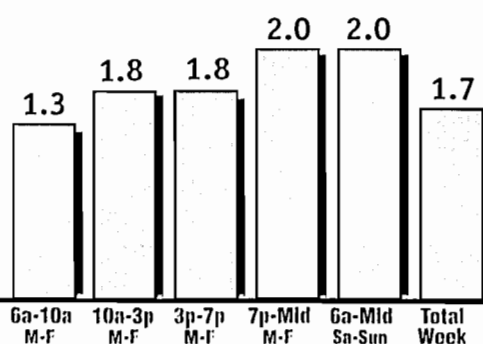
AQH AUDIENCE BY COMPOSITION

M-SU 6A-MID TOTAL U.S.



AQH SHARE BY DAYPART

M-SU 6A-MID TOTAL U.S.



Who's LISTENING:

GENDER

Male 18+:	47%
Female 18+:	52%
Teens:	1%

RACE/ETHNICITY

White:	93%
African-American:	3%
Asian-American:	3%
Spanish/Latin:	1%
Other:	5%

EDUCATION

Some High School:	5%
High School:	22%
Some College or more:	73%

EMPLOYMENT STATUS

Full-Time:	52%
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HOUSEHOLD INCOME

Less than \$25K:	15%
\$25-50K:	35%
\$51-75K:	20%
\$75+K:	30%

MARITAL STATUS

Married:	62%
Single:	38%

PRESENCE OF CHILDREN

None:	73%
One:	12%
Two:	10%
Three:	4%
Four or more:	1%

REGISTERED VOTER

Yes:	84%
No:	16%

FORMAT FOCUS: COUNTRY



Who's Listening:

GENDER

Male 18+:	44%
Female 18+:	52%
Teens:	3%

RACE/ETHNICITY

White:	97%
African-American:	1%
Asian-American:	0%
Spanish/Latin:	5%
Other:	1%

EDUCATION

Some High School:	10%
High School:	42%
Some College: or more	49%

EMPLOYMENT STATUS

Full-Time:	65%
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HOUSEHOLD INCOME

Less than \$25K:	18%
\$25-50K:	45%
\$50-75K:	20%
\$75+K:	17%

MARITAL STATUS

Married:	62%
Single:	38%

PRESENCE OF CHILDREN

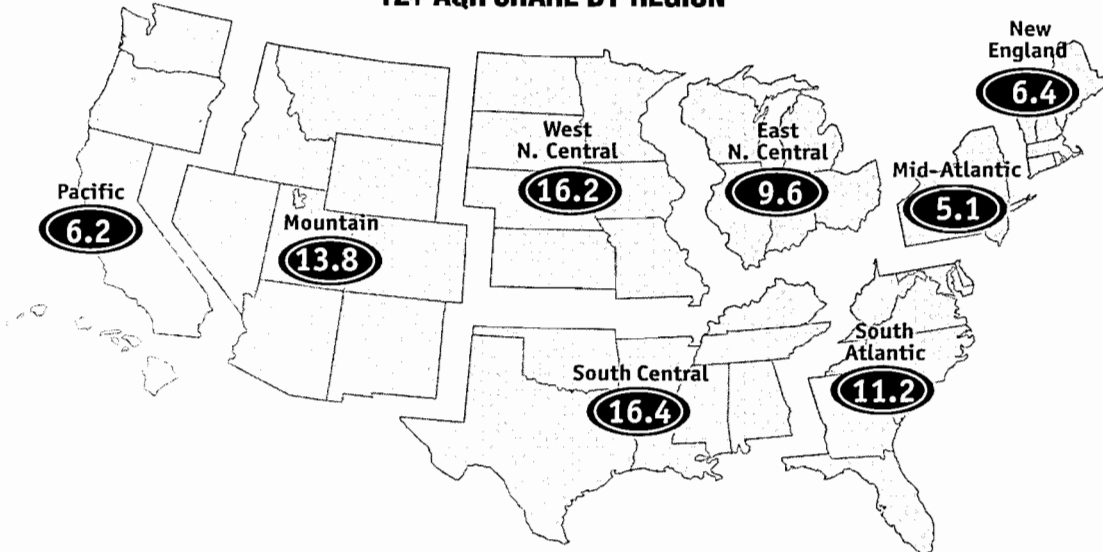
None:	53%
One:	19%
Two:	18%
Three:	7%
Four or more:	3%

REGISTERED VOTER

Yes:	77%
No:	23%

Fall '97	Winter '98	Spring '98	Summer '98	Fall '98
10.4	9.8	9.7	9.9	9.7

12+ AQH SHARE BY REGION



Average Quarter-Hour



	12+ Share
1. WFRY-FM/Watertown, NY	28.8
2. KIXQ-FM/Joplin, MO	27.3
3. WILQ-FM/Williamsport, PA	26.4
4. WGSQ-FM/Cookeville, TN	26.1
5. KYKZ-FM/Lake Charles, LA	25.7
6. WBKR-FM/Dwensboro, KY	25.0
7. KLUR-FM/Wichita Falls, TX	24.9
8. WXBQ-FM/Johnson City-Kingsport	24.7
9. KEAN-FM/Abilene, TX	23.9
10. KCTR-FM/Billings, MT	23.7
10. WIVK-FM/Knoxville	23.7

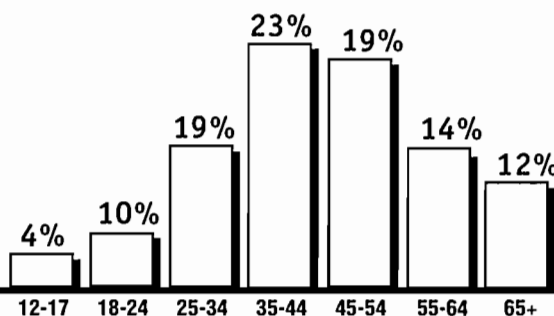
Cume



	12+ Cume
1. KZLA-FM/Los Angeles	639,300
2. WUSL-FM/Chicago	606,100
3. KSCS-FM/Dallas-Ft. Worth	491,600
4. WKHX-FM/Atlanta	435,400
5. WMZQ-FM/Washington, DC	430,700
6. KPLX-FM/Dallas-Ft. Worth	430,200
7. KEEY-FM/Minneapolis-St. Paul	428,400
8. WXTU-FM/Philadelphia	398,400
9. KILT-FM/Houston-Galveston	384,800
10. WWWW-FM/Detroit	356,600

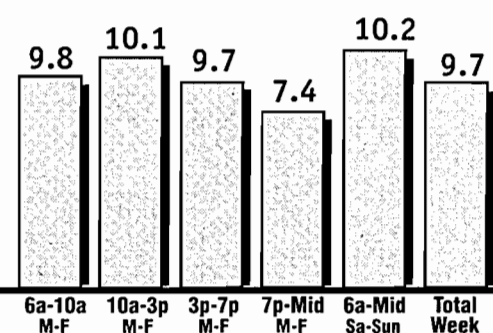
AQH AUDIENCE BY COMPOSITION

M-SU 6AM-MID TOTAL U.S.



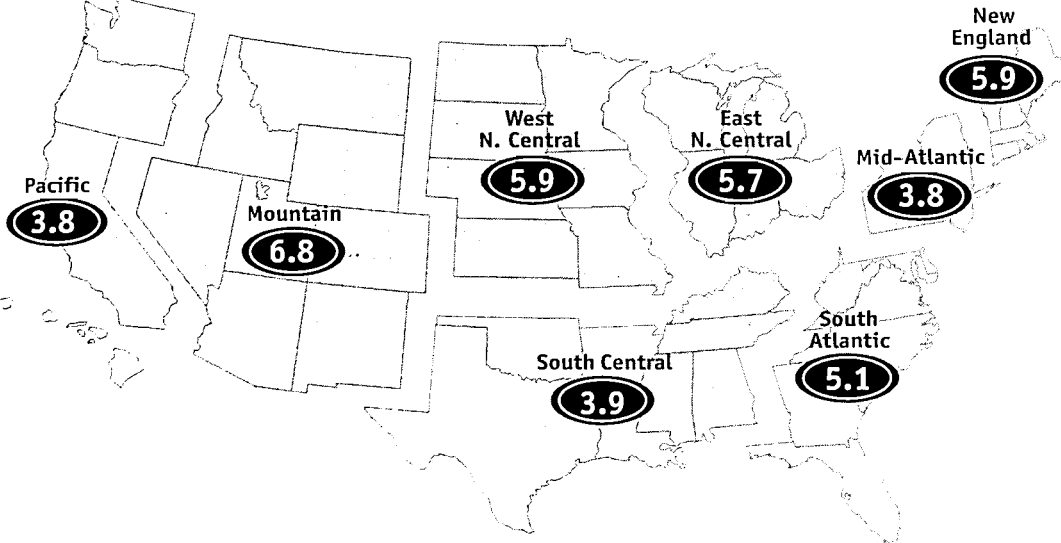
AQH SHARE BY DAYPART

M-SU 6AM-MID TOTAL U.S.



Fall '97	Winter '98	Spring '98	Summer '98	Fall '98
4.8	4.9	5.4	5.1	4.7

12+ AQH SHARE BY REGION



Who's Listening:

GENDER

Male 18+:	36%
Female 18+:	57%
Teens:	7%

RACE/ETHNICITY

White:	94%
African-American:	3%
Asian-American:	2%
Spanish/Latin:	8%
Other:	1%

EDUCATION

Some High School:	6%
High School:	33%
Some College: or more	61%

EMPLOYMENT STATUS

Full-Time:	67%
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HOUSEHOLD INCOME

Less than \$25K:	14%
\$25-50K:	41%
\$50-75K:	22%
\$75+K:	23%

MARITAL STATUS

Married:	54%
Single:	46%

PRESENCE OF CHILDREN

None:	46%
One:	21%
Two:	21%
Three:	8%
Four or more:	3%

REGISTERED VOTER

Yes:	76%
No:	24%

Average Quarter-Hour

KKYS-FM

12+ Share

1. KKYS-FM/Bryan-College Station, TX 20.8
2. WKEE-FM/Huntington-Ashland, WV-KY 19.2
3. KMXV-FM/Grand Junction, CO 15.6
4. WHAJ-FM/Bluefield, WV 14.8
5. KAAK-FM/Great Falls, MT 13.3
6. KYYY-FM/Bismarck, ND 12.7
7. WAZY-FM/Lafayette, IN 10.9
8. KTTY-FM/Columbia, MD 10.7
9. WXIL-FM/Parkersburg, WV 10.4
10. WMT-FM/Cedar Rapids 10.3
10. WOMP-FM/Wheeling, WV 10.3

Cume

95.5 WPLJ NEW YORK

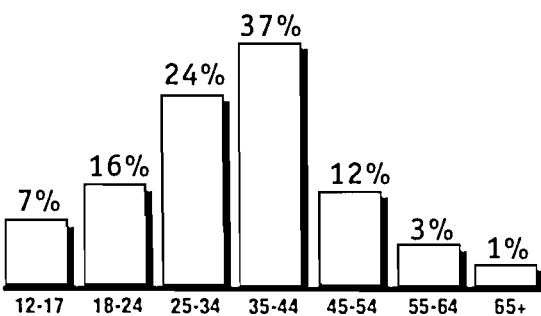
12+ Cume

1. WPLJ-FM/New York 1,426,400
2. WBIX-FM/New York* 1,136,300
3. KYSR-FM/Los Angeles 1,048,100
4. WTMX-FM/Chicago 917,100
5. WKQI-FM/Detroit 594,700
6. KOMX-FM/Dallas-Ft. Worth 566,700
7. WBMX-FM/Boston 560,200
8. KLLC-FM/San Francisco 548,800
9. WRQX-FM/Washington, DC 539,500
10. KHMV-FM/Houston-Galveston 512,700

* Switched to Rhythmic Oldies on December 4.

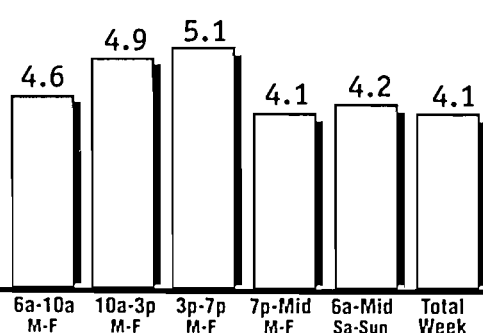
AQH AUDIENCE BY COMPOSITION

M-SU 6AM-MID TOTAL U.S.



AQH SHARE BY DAYPART

M-SU 6AM-MID TOTAL U.S.



Who's LISTENING:

GENDER

Male 18+:	47%
Female 18+:	52%
Teens:	1%

RACE/ETHNICITY

White:	65%
African-American:	30%
Asian-American:	3%
Spanish/Latin:	10%
Other:	2%

EDUCATION

Some High School:	5%
High School:	27%
Some College: or more	67%

EMPLOYMENT STATUS

Full-Time:	70%
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HOUSEHOLD INCOME

Less than \$25K:	15%
\$25-50K:	38%
\$50-75K:	22%
\$75+K:	25%

MARITAL STATUS

Married:	55%
Single:	45%

PRESENCE OF CHILDREN

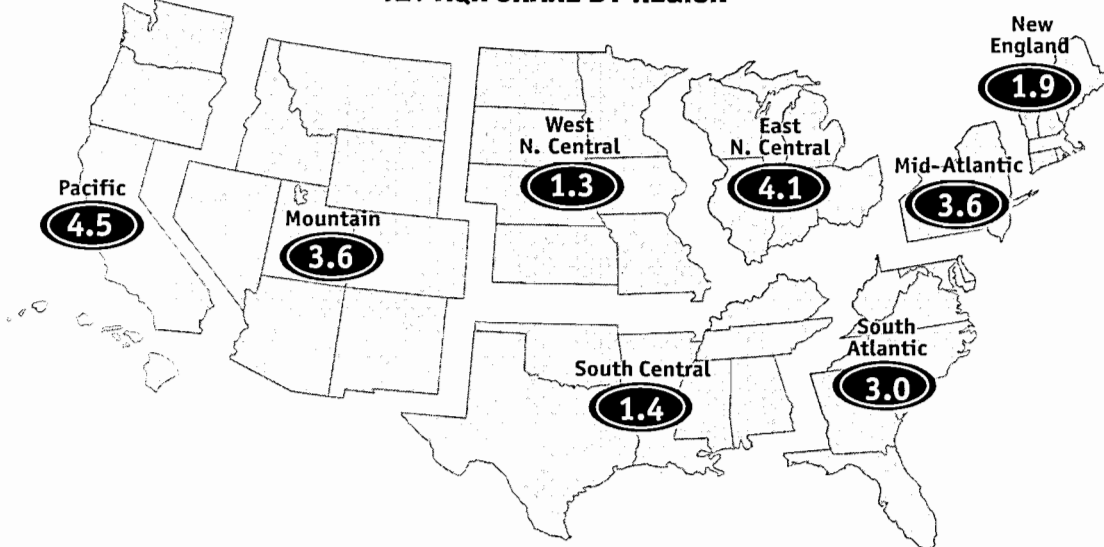
None:	54%
One:	18%
Two:	18%
Three:	7%
Four or more:	3%

REGISTERED VOTER

Yes:	78%
No:	22%

Fall '97	Winter '98	Spring '98	Summer '98	Fall '98
3.2	3.3	3.1	3.3	3.2

12+ AQH SHARE BY REGION



Average Quarter-Hour



	12+ Share
1. WJZT-FM/Tallahassee, FL	7.3
2. WNWV-FM/Cleveland	5.4
3. KQJZ-FM/San Luis Obispo, CA	5.0
4. WLOQ-FM/Orlando	4.8
4. WJCD-FM/Norfolk-Virginia Beach	4.8
6. WVMV-FM/Detroit	4.5
7. WJZJ-FM/Philadelphia (Trenton book)	4.3
8. KKSF-FM/San Francisco	4.2
8. KNIK-FM/Anchorage, AK	4.2
8. WNUA-FM/Chicago	4.2

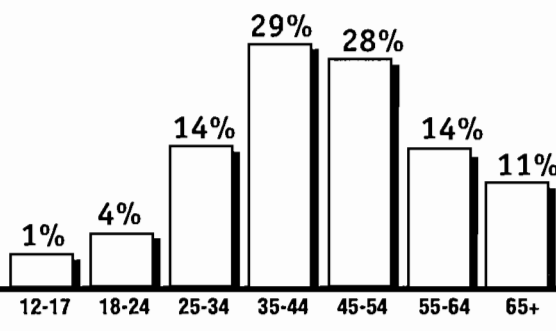
Cume



	12+ Cume
1. WQCD-FM/New York	1,215,500
2. KTWV-FM/Los Angeles	928,500
3. WNUA-FM/Chicago	815,800
4. KKSF-FM/San Francisco	464,300
5. WJZJ-FM/Philadelphia	450,200
6. WVMV-FM/Detroit	404,400
7. WLVE-FM/Miami-Ft. Lauderdale	304,800
8. KOAI-FM/Dallas-Ft. Worth	295,500
9. WJZF-FM/Atlanta	236,600
10. KWJZ-FM/Seattle-Tacoma	232,700

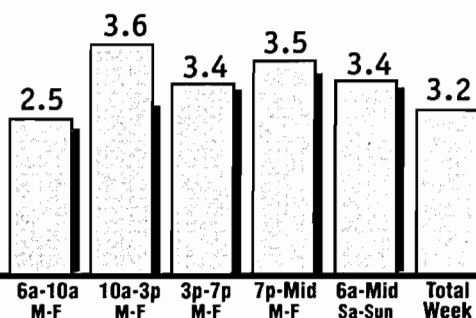
AQH AUDIENCE BY COMPOSITION

M-SU 6AM-MID TOTAL U.S.



AQH SHARE BY DAYPART

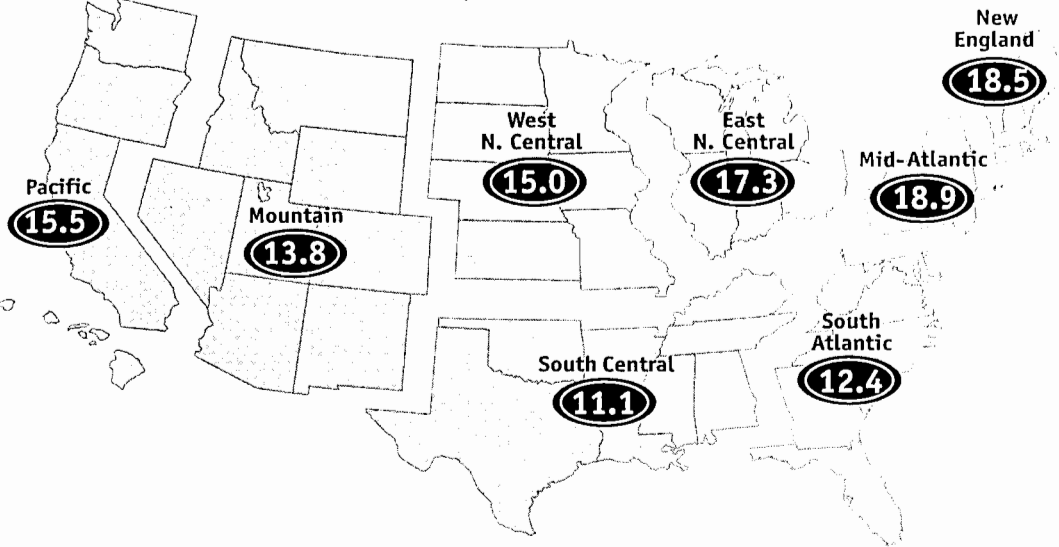
M-SU 6AM-MID TOTAL U.S.



FORMAT FOCUS: NEWS/TALK

Fall '97	Winter '98	Spring '98	Summer '98	Fall '98
15.2	14.7	14.6	15.1	15.3

12+ AQH SHARE BY REGION



Who's LISTENING:

GENDER

Male 18+:	57%
Female 18+:	42%
Teens:	1%

RACE/ETHNICITY

White:	92%
African-American:	6%
Asian-American:	1%
Spanish/Latin:	3%
Other:	1%

EDUCATION

Some High School:	7%
High School:	30%
Some College: or more	63%

EMPLOYMENT STATUS

Full-Time:	56%
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HOUSEHOLD INCOME

Less than \$25K:	18%
\$25-50K:	39%
\$50-75K:	21%
\$75+K:	23%

MARITAL STATUS

Married:	68%
Single:	32%

PRESENCE OF CHILDREN

None:	68%
One:	14%
Two:	12%
Three:	5%
Four or more:	2%

REGISTERED VOTER

Yes:	85%
No:	15%

Average Quarter-Hour



	12+ Share
1. KFGO-AM/Fargo ND (News/Talk)	17.5
2. WJBC-AM/Bloomington, IL (News/Talk)	16.0
3. WSVA-AM/Harrisonburg, VA (News/Talk)	14.6
4. KQMS-AM/Redding, CA (News/Talk)	13.9
5. WMT-AM/Cedar Rapids, IA (News/Talk)	13.5
6. KFRU-AM/Columbia, MO (News/Talk)	13.2
7. WHAM-AM/Rochester (News Talk)	13.1
8. WHAS-AM/Louisville (Full Service)	12.8
9. KDKA-AM/Pittsburgh (News/Talk)	11.9
10. WINA-AM/Charlottesville, VA (News/Talk)	11.4

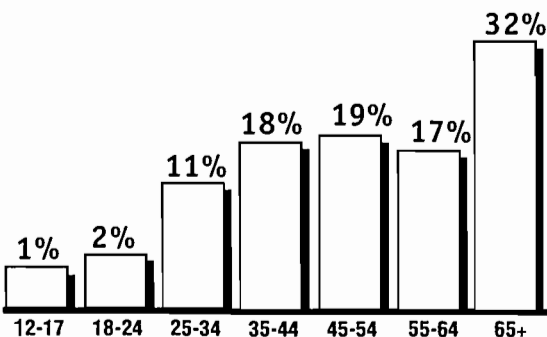
Cume



	12+ Cume
1. WINS-AM/New York (News)	2,075,600
2. WCBS-AM/New York (News)	1,748,100
3. WFAN-AM/New York (Sports)	1,384,400
4. WABC-AM/New York (Talk)	1,221,900
5. KYW-AM/Philadelphia (News)	1,042,000
6. WOR-AM/New York (Talk)	1,025,100
7. WGN-AM/Chicago (News/Talk)	1,006,600
8. KNX-AM/Los Angeles (News)	1,001,200
9. KGO-AM/San Francisco (News/Talk)	986,600
10. WBBM-AM/Chicago (News)	982,700

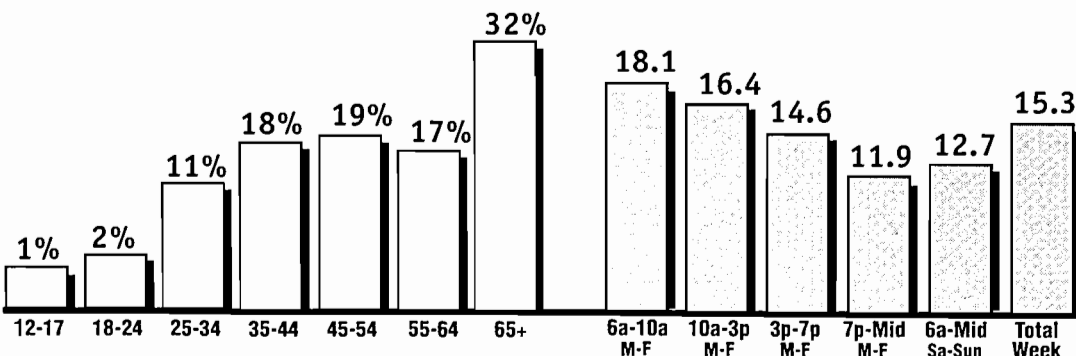
AQH AUDIENCE BY COMPOSITION

M-SU 6AM-MID TOTAL U.S.



AQH SHARE BY DAYPART

M-SU 6AM-MID TOTAL U.S.



Who's Listening:

GENDER

Male 18+:	40%
Female 18+:	60%
Teens:	0%

RACE/ETHNICITY

White:	96%
African-American:	3%
Asian-American:	1%
Spanish/Latin:	1%
Other:	3%

EDUCATION

Some High School:	9%
High School:	34%
Some College or more:	57%

EMPLOYMENT STATUS

Full-Time:	31%
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HOUSEHOLD INCOME

Less than \$25K:	25%
\$25-50K:	41%
\$51-75K:	16%
\$75+K:	17%

MARITAL STATUS

Married:	66%
Single:	34%

PRESENCE OF CHILDREN

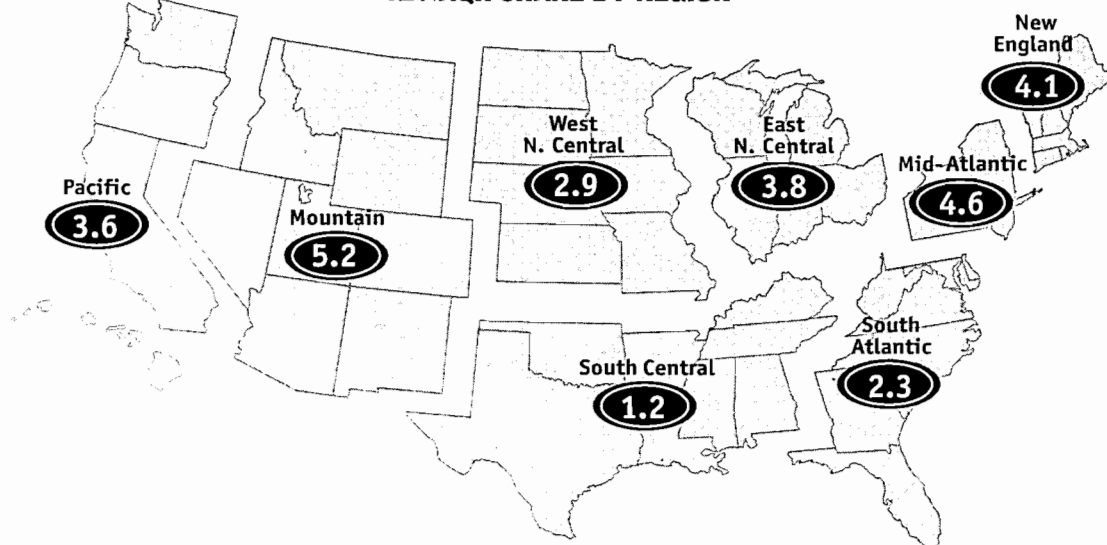
None:	85%
One:	7%
Two:	5%
Three:	1%
Four or more:	1%

REGISTERED VOTER

Yes:	88%
No:	12%

Fall '97	Winter '98	Spring '98	Summer '98	Fall '98
3.6	3.6	3.5	3.4	3.4

12+ AQH SHARE BY REGION



Average Quarter-Hour

95.5MYLfm
music of your life

Station	12+ Share
1. WMYL-FM/Williamsport, PA	10.4
2. WFBG-AM/Altoona, PA	10.3
3. KJUL-FM/Las Vegas	8.5
4. WOCN-FM/Cape Cod, MA	8.2
5. WMOG-AM/Brunswick, GA	8.0
6. KXGF-AM/Great Falls, MT	7.8
7. WMMB & WMMV/Melbourne-Titusville	7.2
7. WNLC-FM/New London, CT	7.2
9. WLAM-AM & FM/Lewiston-Auburn, ME	7.0
10. KLXR-AM/Redding, CA	6.9

Cume

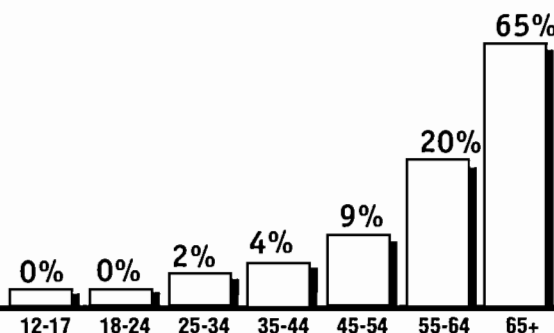
1560
WQEWam
The Home of American Popular Standards

Station	12+ Cume
1. WQEW-AM/New York*	666,000
2. KLAC-AM/Los Angeles	598,000
3. WGAY-FM/Washington (MOR)	390,200
4. KABL-AM/San Francisco	294,600
5. WPEN-AM/Philadelphia	281,000
6. WAIT-AM/Chicago	246,700
7. KIXI-AM/Seattle-Tacoma	218,600
8. KOY-AM/Phoenix	208,700
9. CKWW-AM/Detroit	205,000
10. WJAS-AM/Pittsburgh	203,600

* Switched to Radio Disney on December 27.

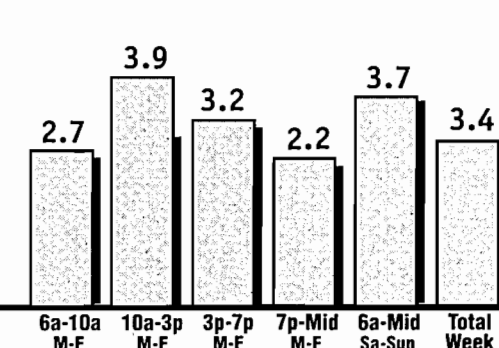
AQH AUDIENCE BY COMPOSITION

M-SU 6AM-MID TOTAL U.S.



AQH SHARE BY DAYPART

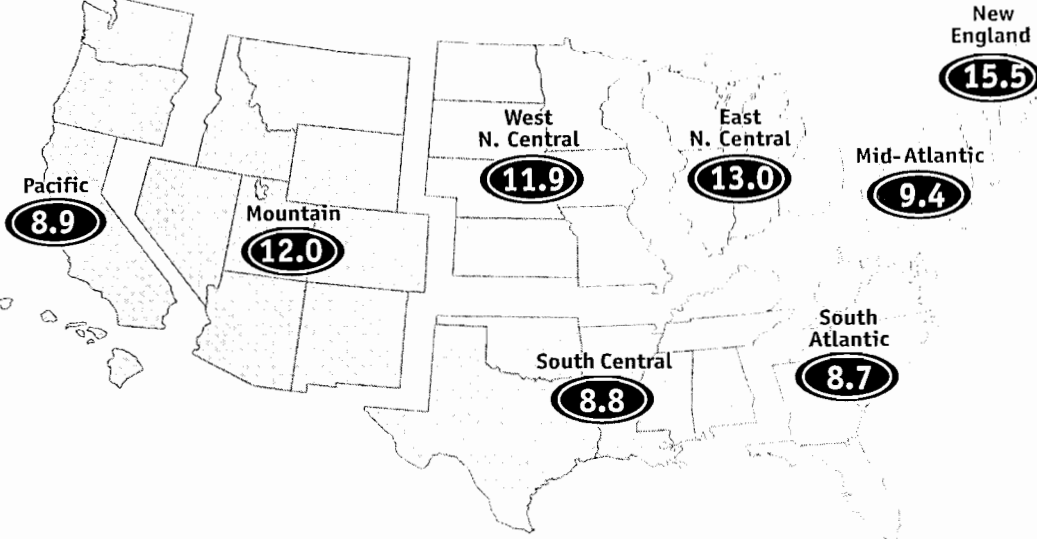
M-SU 6AM-MID TOTAL U.S.



FORMAT FOCUS: OLDIES/CLASSIC ROCK

Fall '97	Winter '98	Spring '98	Summer '98	Fall '98
10.3	9.8	10.1	10.4	10.2

12+ AQH SHARE BY REGION



Who's LISTENING:

GENDER

Male 18+:	42%
Female 18+:	55%
Teens:	3%

RACE/ETHNICITY

White:	95%
African-American:	3%
Asian-American:	1%
Spanish/Latin:	9%
Other:	1%

EDUCATION

Some High School:	8%
High School:	36%
Some College: or more	57%

EMPLOYMENT STATUS

Full-Time:	69%
------------	-----

HOUSEHOLD INCOME

Less than \$25K:	14%
\$25-50K:	39%
\$50-75K:	23%
\$75+K:	24%

MARITAL STATUS

Married:	64%
Single:	36%

PRESENCE OF CHILDREN

None:	51%
One:	21%
Two:	18%
Three:	7%
Four or more:	3%

REGISTERED VOTER

Yes:	79%
No:	21%

Average Quarter-Hour



Cume

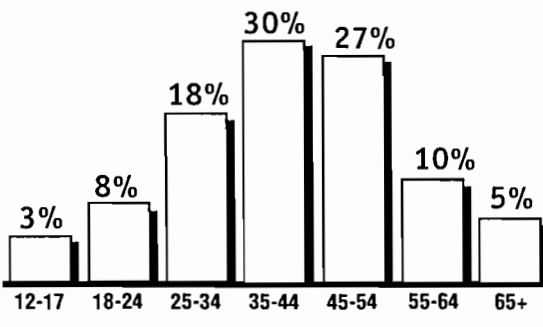


	12+ Share
1. WCIZ-FM/Watertown, NY (Classic Hits)	19.2
2. WABK & WIGY/Augusta-Waterville, ME	15.9
3. KJKJ-FM/Grand Forks, ND (Classic Rock)	14.5
4. WQUT-FM/Johnson City (Classic Rock)	13.4
5. KLFM-FM/Great Falls, MT	12.2
5. KQDI-FM/Great Falls, MT (Classic Rock)	12.2
7. WMTD-FM/Beckley, WV (Classic Rock)	11.6
8. WKOY & WKQY/Bluefield, WV	11.5
9. KWFR-FM/San Angelo, TX (Classic Rock)	11.2
10. KRVK-FM/Casper, WY (Classic Rock)	11.1

	12+ Cume
1. WCBS-FM/New York	1,744,000
2. KRTH-FM/Los Angeles	1,183,100
3. WAXQ-FM/New York (Classic Rock)	975,000
4. WJMK-FM/Chicago	895,100
5. KCMG-FM/Los Angeles	892,400
6. KCBS-FM/Los Angeles (Classic Rock)	886,000
7. WXCD-FM/Chicago (Classic Rock)	671,400
8. WOGL-FM/Philadelphia	644,200
9. WUBT-FM/Chicago	637,100
10. WOMC-FM/Detroit	587,200

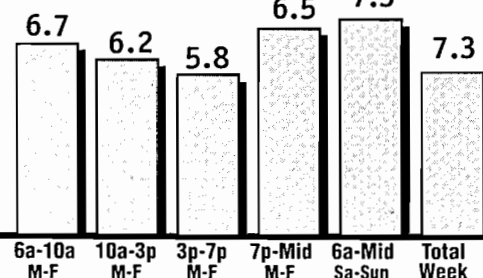
AQH AUDIENCE BY COMPOSITION

M-SU 6AM-MID TOTAL U.S.



AQH SHARE BY DAYPART

M-SU 6AM-MID TOTAL U.S.



Who's Listening:

GENDER

Male 18+:	45%
Female 18+:	50%
Teens:	4%

RACE/ETHNICITY

White:	85%
African-American:	14%
Asian-American:	0%
Spanish/Latin:	84%
Other:	1%

EDUCATION

Some High School:	31%
High School:	35%
Some College: or more	33%

EMPLOYMENT STATUS

Full-Time:	59%
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HOUSEHOLD INCOME

Less than \$25K:	38%
\$25-50K:	41%
\$50-75K:	10%
\$75+K:	11%

MARITAL STATUS

Married:	54%
Single:	46%

PRESENCE OF CHILDREN

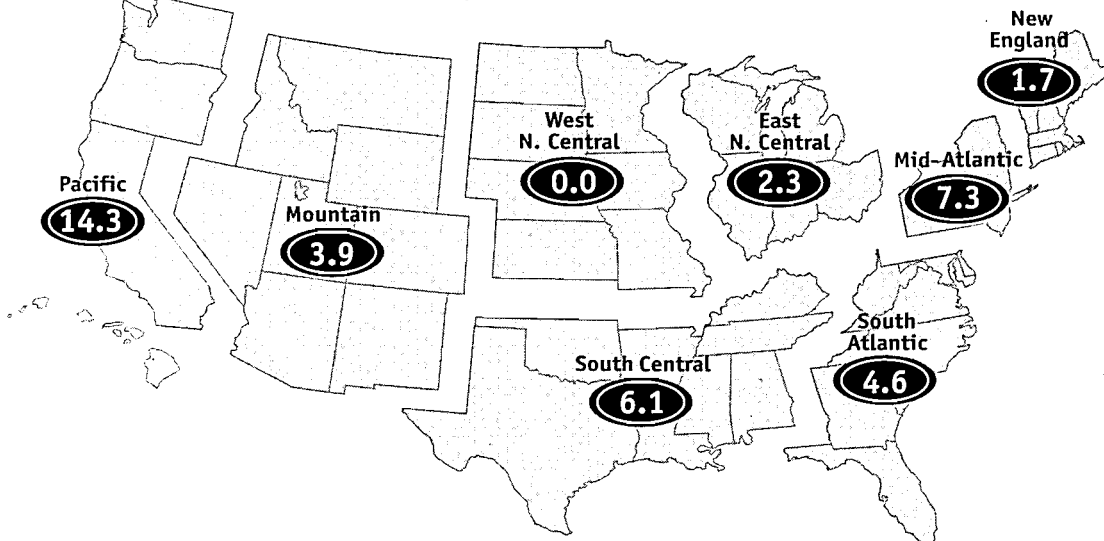
None:	38%
One:	21%
Two:	22%
Three:	12%
Four or more:	7%

REGISTERED VOTER

Yes:	54%
No:	46%

Fall '97	Winter '98	Spring '98	Summer '98	Fall '98
6.2	6.5	6.5	6.4	6.5

12+ AQH SHARE BY REGION



Average Quarter-Hour

Cume

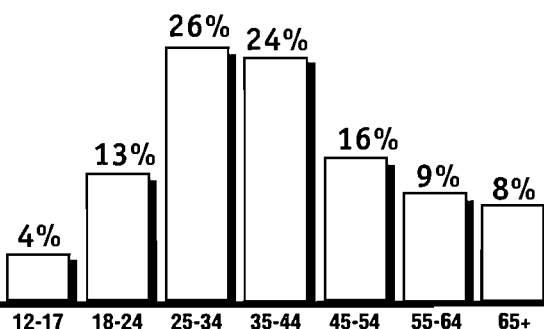
KJBZ-FM

KLVE 107.5 FM

12+ Share		12+ Cume	
1. KJBZ-FM/Laredo, TX (Tejano)	16.7	1. KLVE-FM/Los Angeles (Spanish AC)	1,351,300
2. KBNA-AM & FM/El Paso (Spanish AC)	14.4	2. WSKQ-FM/New York (Tropical)	1,226,800
3. KSJT-FM/San Angelo, TX (Spanish Con.)	13.6	3. KSCA-FM/Los Angeles (Reg. Mexican)	1,124,200
4. KNEX-FM/Laredo, TX (Spanish Con.)	11.9	4. KLAX-FM/Los Angeles (Reg. Mexican)	932,300
5. KGBT-FM/McAllen (Reg. Mexican)	10.1	5. WPAT-FM/New York (Spanish AC)	826,500
6. WPRM-FM/Puerto Rico (Tropical)	10.0	6. WKAQ-FM/Puerto Rico (Tropical/CHR)	783,000
7. KVNA-FM/Palm Springs (Reg. Mexican)	9.3	7. WPRM-FM/Puerto Rico (Tropical)	773,600
8. KQIM-FM/Odessa, TX (Spanish AC)	8.6	8. WCAA-FM/New York (Tropical)	624,400
9. KIWW-FM/McAllen (Tejano)	8.5	9. KSSE-FM/Los Angeles (Spanish Con.)	548,200
10. KLOQ-FM/Merced, CA (Reg. Mexican)	8.4	10. WKAQ-AM/Puerto Rico (Spanish N/T)	544,200

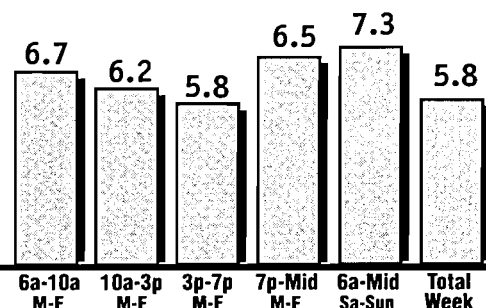
AQH AUDIENCE BY COMPOSITION

M-SU 6AM-MID TOTAL U.S.



AQH SHARE BY DAYPART

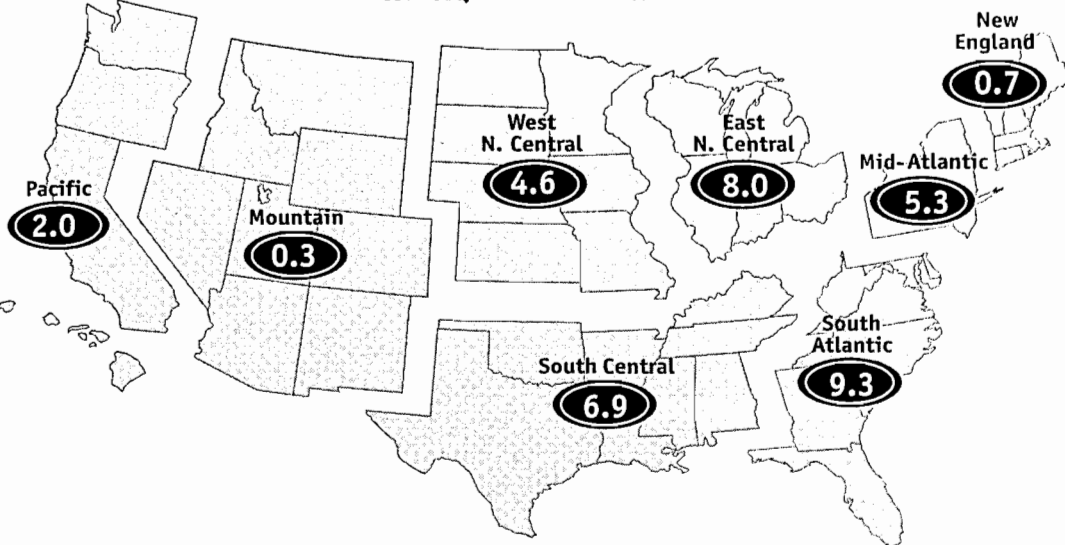
M-SU 6AM-MID TOTAL U.S.



FORMAT FOCUS: URBAN

Fall '97	Winter '98	Spring '98	Summer'98	Fall '98
5.3	5.0	5.2	5.4	5.4

12+ AQH SHARE BY REGION



WHO'S LISTENING:

GENDER

Male 18+:	36%
Female 18+:	44%
Teens:	20%

RACE/ETHNICITY

White:	29%
African-American:	66%
Asian-American:	2%
Spanish/Latin:	11%
Other:	3%

EDUCATION

Some High School:	12%
High School:	42%
Some College: or more	46%

EMPLOYMENT STATUS

Full-Time:	62%
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HOUSEHOLD INCOME

Less than \$25K:	29%
\$25-50K:	45%
\$50-75K:	14%
\$75+K:	12%

MARITAL STATUS

Married:	30%
Single:	70%

PRESENCE OF CHILDREN

None:	40%
One:	25%
Two:	20%
Three:	10%
Four or more:	6%

REGISTERED VOTER

Yes:	72%
No:	28%

Average Quarter-Hour



Rank	Station	12+ Share
1.	KBCE-FM/Alexandria, LA	18.2
2.	WJIZ-FM/Albany, GA	17.8
3.	WFXE-FM/Columbus, GA	17.5
4.	WFKX-FM/Jackson, TN	16.5
5.	WYNN-FM/Florence, SC	16.3
6.	WZFX-FM/Fayetteville, NC	16.1
7.	KRVV-FM/Monroe, LA	15.7
8.	KIIZ-FM/Killeen-Temple, TX	15.6
9.	KJMZ-FM/Lawton, OK	15.1
9.	WFFM & WRXZ/Albany, GA	15.1

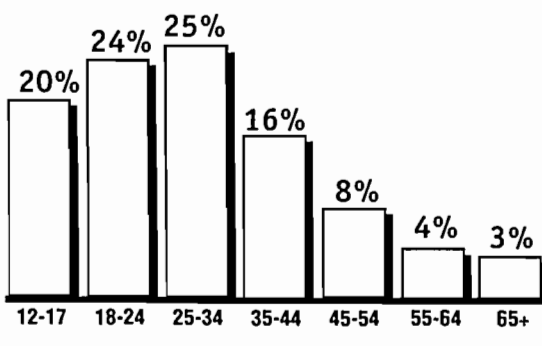
Cume



Rank	Station	12+ Cume
1.	WBL-FM/New York	1,585,000
2.	KKBT-FM/Los Angeles	1,146,400
3.	WGCI-FM/Chicago	873,600
4.	WVEE-FM/Atlanta	644,200
5.	WJLB-FM/Detroit	632,700
6.	WUSL-FM/Philadelphia	594,100
7.	WEDR-FM/Miami-Ft. Lauderdale	545,300
8.	WKYS-FM/Washington	535,800
9.	KKDA-FM/Dallas-Ft. Worth	518,800
10.	WDTJ-FM/Detroit	437,700

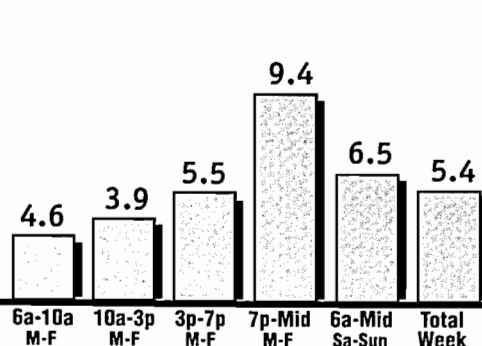
AQH AUDIENCE BY COMPOSITION

M-SU 6AM-MID TOTAL U.S.



AQH SHARE BY DAYPART

M-SU 6AM-MID TOTAL U.S.



Who's Listening:

GENDER

Male 18+:	40%
Female 18+:	57%
Teens:	3%

RACE/ETHNICITY

White:	30%
African-American:	67%
Asian-American:	1%
Spanish/Latin:	10%
Other:	2%

EDUCATION

Some High School:	9%
High School:	36%
Some College: or more	55%

EMPLOYMENT STATUS

Full-Time:	66%
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HOUSEHOLD INCOME

Less than \$25K:	23%
\$25-50K:	41%
\$50-75K:	16%
\$75+K:	19%

MARITAL STATUS

Married:	41%
Single:	59%

PRESENCE OF CHILDREN

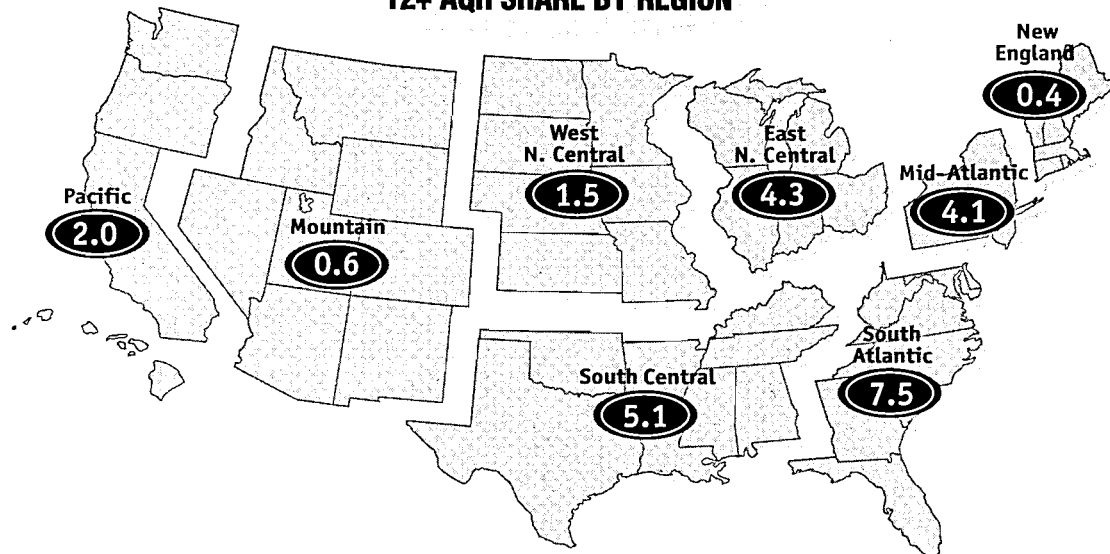
None:	46%
One:	22%
Two:	19%
Three:	9%
Four or more:	5%

REGISTERED VOTER

Yes:	76%
No:	24%

Fall '97	Winter '98	Spring '98	Summer '98	Fall '98
4.1	4.4	4.6	4.0	3.9

12+ AQH SHARE BY REGION



Average Quarter-Hour



	12+ Share
1. WHBX-FM/Tallahassee, FL	17.0
2. WSOI-FM/Brunswick, GA	16.0
3. WIKS-FM/Greenville-New Bern	13.4
4. WEMX-FM/Baton Rouge	9.8
5. KXZZ-AM/Lake Charles, LA	9.6
6. WLVI-FM/Savannah, GA	9.4
7. WAGU-FM/Columbus, GA	9.2
8. WZKS-FM/Meridian, MS	9.1
9. WDIA-AM/Memphis	8.5
10. WKJS-FM/Richmond	8.2
10. WUVA-FM/Charlottesville, VA	8.2

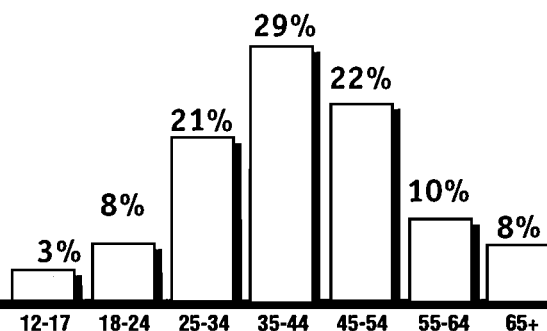
Cume



	12+ Cume
1. WRKS-FM/New York	1,482,000
2. WVAZ-FM/Chicago	591,100
3. KISQ-FM/San Francisco	522,700
4. WHUR-FM/Washington, DC	447,900
5. WDAS-FM/Philadelphia	433,600
6. KBLX-FM/San Francisco	411,200
7. WALR-FM/Atlanta	404,400
8. KMJQ-FM/Houston-Galveston	400,600
9. WHQT-FM/Miami-Ft. Lauderdale	377,600
10. WMXD-FM/Detroit	370,600

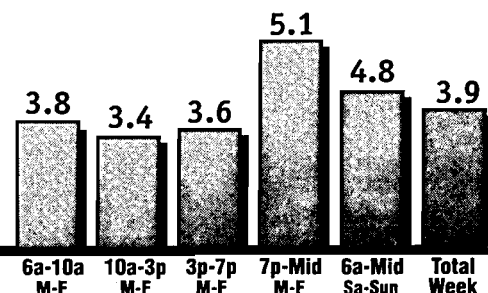
AQH AUDIENCE BY COMPOSITION

M-SU 6AM-MID TOTAL U.S.



AQH SHARE BY DAYPART

M-SU 6AM-MID TOTAL U.S.



All About Scarborough Information

On the following four pages, you'll find a detailed format-by-format breakout of consumer profiles and consumption data for some of radio's largest spending categories. Each column contains two figures: Comp. % (composition percentage) indicates the proportion of that format's cume listeners who represent that characteristic, buy that product, or engage in that activity. The second figure is the Index, where 100 would be the average.

Scarborough data is collected using a two-phase phone/mail method. This method consists of a telephone interview, where radio listening, newspaper reading, and demographic information are collected. The interview respondents are then mailed a consumer survey booklet which collects their lifestyle and shopping information, and a seven-day television diary to record viewing.

The sample frame is adults 18+ in telephone households. The sample source is Survey Sampling Inc.'s "Random A" sample. A single adult respondent is randomly selected within the household to be interviewed using the "last birthday" method.

Scarborough uses a five-step process to build a relationship with the survey respondent. This includes:

- The telephone interview
- The consumer survey and TV diary mailing, including an up-front cash incentive
- A reminder phone call
- A reminder postcard

- A final reminder postcard with an extra \$10 incentive offer, for respondents whose mailing materials have not been returned after 28 days.


In the largest 11 markets, males 18-34, African-Americans, and Hispanics receive an additional reminder call.

Scarborough uses a systematic incentive treatment depending on the market's historical cooperation rates and whether the market qualifies for ethnic weighting. Differential Survey Treatments (DST) are used for ethnic respondents, including higher incentives, the creation of High Density Black and High Density Hispanic Sampling Areas (HDBAs and HDHAs), and bilingual interviewers and mailing materials.

Scarborough data is collected in 61 markets in the U.S. All data is collected in dedicated facilities by trained interviewers using CATI systems (Computer Assisted Telephone Interviewing). Fieldwork is conducted continuously in two six-month periods. Data is released two times per year in a rolling 12-month average. Each fieldwork period represents one half of the data set for each release.

Scarborough Research is available through a number of different software retrieval systems including PRIME, Maximiser, IMS, TapScan, and Strata.

For questions regarding Scarborough's methodology, please contact your local account executive or call Research Director Jane Mulligan at (212) 789-3556.



*... Because Music
Isn't The Only Reason
They Listen*

408.420.1400

PRODCUT CONSUMPTION BY R&R FORMAT

	AC		Active Rock		Alt. Alternative		Alternative		CHR/Pop		CHR/Rhythmic		Classic Rock	
	Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index
Auto Models Owned														
Domestic Compact	21%	105	25%	124	21%	107	22%	111	23%	114	20%	100	23%	113
Domestic Large	9%	97	8%	81	7%	73	6%	68	7%	77	6%	65	8%	83
Domestic Luxury	6%	90	4%	60	3%	47	4%	63	5%	69	4%	59	5%	69
Domestic Mid-size:	24%	98	24%	95	22%	90	22%	88	23%	95	21%	83	25%	103
Domestic Sport/utility/special purp	13%	110	14%	119	14%	122	14%	121	13%	110	11%	95	14%	120
Domestic Subcompact	9%	106	13%	147	10%	113	11%	132	11%	129	10%	115	10%	122
Domestic Trucks	22%	94	27%	114	20%	88	21%	89	22%	95	15%	63	27%	117
Domestic Vans	16%	108	16%	107	15%	104	14%	95	15%	104	13%	87	18%	121
Other Domestic model	0%	138	0%	81	0%	24	0%	49	0%	77	0%	56	0%	69
Foreign Compact	15%	110	14%	102	19%	139	18%	132	17%	122	17%	123	15%	111
Foreign Large	0%	115	0%	48	0%	110	0%	69	0%	83	0%	44	0%	100
Foreign Luxury	6%	115	5%	93	7%	130	7%	136	6%	115	7%	127	6%	101
Foreign Mid-size	7%	107	6%	91	7%	112	7%	110	7%	105	7%	110	6%	98
Foreign Sport/utility/special purp	4%	115	4%	132	4%	141	4%	142	4%	127	4%	113	4%	129
Foreign Subcompact	16%	111	18%	120	21%	141	21%	143	18%	126	21%	140	16%	109
Foreign Trucks	5%	102	7%	122	6%	108	6%	121	5%	102	5%	97	5%	99
Foreign Vans	1%	114	1%	91	1%	109	1%	117	2%	127	2%	121	1%	100
Other Foreign model	0%	42	0%	220	0%	37	0%	102	0%	70	0%	7	0%	101
Automotive: Repairs Past Year														
Anti-freeze/coolant	30%	106	31%	110	29%	102	30%	108	30%	105	26%	92	32%	113
Brake repair	37%	107	38%	109	37%	106	39%	113	39%	113	37%	105	40%	114
Car battery	27%	102	29%	112	28%	108	27%	101	27%	102	24%	92	29%	109
Car radio/stereo equipment	8%	100	15%	172	10%	120	13%	159	11%	137	12%	143	11%	129
Muffler	15%	102	17%	110	18%	116	17%	113	17%	113	14%	95	18%	120
New tires	45%	105	47%	109	47%	109	47%	109	48%	113	40%	94	48%	112
Oil filter/oil change	75%	105	78%	109	79%	109	77%	108	76%	106	66%	92	79%	110
Other car repair	30%	105	33%	115	34%	118	32%	111	32%	110	28%	97	32%	112
Paint/body work	12%	107	14%	126	14%	124	14%	123	13%	119	12%	103	13%	117
Shocks/struts	10%	106	11%	117	9%	100	10%	109	10%	105	10%	111	11%	116
Transmission repair	10%	106	11%	115	10%	104	11%	113	10%	108	11%	113	11%	112
Tune-up/spark plugs	40%	105	44%	117	43%	113	42%	111	42%	110	37%	99	42%	111
None	6%	92	6%	82	6%	82	5%	79	5%	82	7%	111	5%	77
Wine Consumed Past Month														
Blush or rose wine	17%	116	14%	95	18%	123	15%	102	16%	105	13%	85	16%	105
Champagne or sparkling wine	14%	105	15%	117	17%	133	17%	128	15%	114	16%	120	13%	101
Red wine	24%	107	22%	98	33%	144	26%	114	22%	96	21%	91	24%	105
White wine	27%	110	23%	94	33%	132	27%	107	24%	96	22%	88	25%	102
Wine coolers	10%	112	11%	117	10%	111	11%	118	13%	138	13%	143	9%	104
Other wine	3%	97	4%	102	4%	111	4%	104	4%	102	4%	117	3%	90
No wine	49%	93	54%	101	42%	78	50%	95	52%	98	53%	100	53%	99
Wine Bought Last 3 Months														
Almaden	5%	108	2%	53	3%	70	3%	61	3%	64	3%	70	3%	78
Beringer	12%	120	12%	118	14%	141	12%	121	11%	107	10%	98	11%	112
Blossom Hill	3%	119	3%	129	4%	158	4%	137	3%	123	3%	105	3%	104
Carlo Rossi	5%	99	3%	72	3%	73	4%	86	4%	82	5%	99	4%	88
Ernest & Julio Gallo	12%	104	10%	90	11%	99	11%	93	12%	105	10%	90	11%	94
Fetzer	4%	115	4%	109	7%	183	5%	137	3%	88	3%	88	4%	96
Franzia	3%	114	3%	107	4%	122	3%	101	3%	103	2%	70	3%	111
Gallo Livingston Cellars	3%	98	2%	58	2%	78	2%	75	2%	76	3%	86	3%	80
Glen Ellen	6%	120	5%	105	8%	163	5%	111	4%	93	4%	86	5%	105
Kendall-Jackson	6%	117	7%	136	12%	220	9%	163	6%	109	5%	101	6%	119
Other wine	26%	109	25%	101	31%	128	27%	111	24%	100	25%	101	26%	106
Peter Vella	1%	121	0%	35	1%	123	0%	93	0%	73	0%	52	0%	74
Robert Mondavi	6%	120	6%	117	9%	172	7%	144	6%	116	5%	95	6%	110
Sebastiani	2%	106	2%	80	4%	152	3%	112	2%	80	2%	86	3%	114
Sutter Home	14%	119	13%	109	16%	135	13%	113	14%	117	11%	95	14%	116
Turning Leaf	4%	120	4%	118	7%	180	5%	128	4%	112	3%	72	4%	118
Vendange	2%	113	2%	134	3%	192	2%	146	2%	93	2%	98	2%	119
Woodbridge	6%	129	5%	118	9%	205	7%	158	6%	139	4%	103	5%	126
None	50%	92	54%	100	43%	80	51%	94	54%	99	55%	102	52%	97

PRODUCT CONSUMPTION BY R&R FORMAT

Country		Hot AC		NAC/Smooth Jazz		News/Talk		Oldies		Rock		Spanish		Urban		Urban AC	
Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index
22%	110	23%	116	18%	92	19%	93	21%	107	23%	117	15%	74	22%	109	18%	92
10%	105	8%	82	8%	84	11%	119	10%	101	7%	75	6%	59	7%	78	7%	68
6%	93	5%	70	7%	97	9%	132	7%	108	4%	55	5%	70	6%	82	5%	80
26%	106	24%	96	22%	90	27%	111	26%	106	25%	100	17%	69	21%	83	19%	78
14%	121	14%	120	11%	91	11%	93	13%	114	15%	131	8%	70	10%	85	8%	69
10%	114	10%	120	9%	101	7%	84	9%	106	12%	144	8%	98	10%	115	8%	91
32%	140	22%	94	17%	73	23%	99	24%	103	28%	122	14%	60	17%	75	12%	52
17%	115	16%	109	14%	99	14%	97	18%	123	16%	112	12%	82	14%	95	12%	86
0%	111	0%	75	0%	87	0%	118	0%	103	0%	41	0%	53	0%	29	0%	39
13%	96	16%	118	16%	114	14%	101	15%	107	16%	120	15%	112	15%	110	16%	119
0%	97	0%	91	0%	153	0%	108	0%	113	0%	58	0%	40	0%	39	0%	103
4%	80	6%	109	7%	126	6%	105	6%	108	5%	90	6%	102	5%	96	6%	107
6%	87	7%	106	8%	122	7%	105	7%	107	6%	92	7%	109	6%	100	7%	116
3%	107	4%	129	4%	119	3%	95	3%	109	4%	131	3%	101	3%	107	3%	102
14%	94	18%	122	16%	112	13%	86	15%	99	18%	119	18%	124	17%	116	16%	111
7%	125	5%	102	5%	94	5%	98	6%	104	6%	117	6%	115	5%	87	3%	64
1%	94	1%	101	1%	113	1%	102	1%	116	1%	85	2%	163	1%	85	1%	99
0%	97	0%	88	0%	240	0%	189	0%	214	0%	74	0%	14	0%	21	0%	188
31%	108	31%	108	28%	101	28%	101	31%	109	34%	120	22%	78	26%	94	25%	89
37%	106	39%	111	37%	105	34%	98	39%	112	43%	123	31%	90	37%	105	35%	102
29%	109	26%	100	28%	105	29%	112	28%	106	30%	113	25%	94	27%	102	25%	96
9%	111	11%	135	9%	101	7%	80	9%	105	13%	153	10%	114	11%	133	9%	110
16%	105	16%	105	14%	91	15%	99	16%	108	19%	124	11%	72	13%	88	13%	88
47%	110	46%	108	43%	100	44%	103	46%	107	50%	117	36%	85	43%	100	37%	87
78%	108	79%	109	71%	99	75%	104	76%	106	80%	111	57%	79	65%	91	61%	85
31%	108	32%	110	29%	99	30%	103	30%	104	35%	122	25%	85	26%	90	24%	84
13%	111	13%	119	11%	97	11%	98	13%	112	13%	118	8%	73	11%	96	10%	85
10%	106	11%	114	10%	110	9%	100	11%	117	12%	127	9%	100	10%	103	9%	101
11%	110	10%	105	10%	99	10%	98	11%	112	13%	133	11%	118	10%	102	9%	88
41%	107	42%	110	40%	105	38%	99	41%	109	45%	119	34%	89	37%	98	35%	91
5%	82	5%	81	6%	97	6%	95	6%	84	5%	68	8%	121	7%	103	7%	107
15%	100	17%	116	15%	103	17%	113	18%	118	13%	89	10%	70	10%	64	11%	74
12%	88	15%	115	16%	125	12%	94	13%	100	13%	99	13%	98	15%	115	18%	133
20%	87	24%	107	26%	114	28%	122	24%	107	21%	93	18%	80	15%	67	19%	83
22%	87	27%	108	30%	119	30%	120	27%	109	21%	86	17%	68	18%	71	23%	91
11%	116	12%	127	9%	102	7%	77	9%	103	11%	117	10%	107	15%	165	13%	137
3%	79	3%	94	4%	109	3%	96	3%	93	3%	95	5%	158	3%	95	4%	117
56%	106	48%	91	48%	90	49%	92	50%	93	56%	105	58%	109	57%	107	54%	101
3%	80	4%	87	5%	126	5%	124	5%	119	2%	57	3%	64	2%	57	4%	98
9%	95	12%	124	13%	130	10%	105	11%	115	10%	102	7%	70	8%	83	10%	101
2%	84	3%	124	3%	116	3%	99	3%	107	3%	101	2%	83	4%	142	3%	120
4%	77	4%	92	5%	106	5%	119	5%	107	3%	73	5%	115	4%	87	4%	97
11%	96	12%	105	12%	106	13%	115	12%	108	10%	90	10%	91	12%	106	13%	111
3%	81	5%	127	6%	154	4%	110	4%	105	4%	97	2%	62	2%	57	3%	82
4%	123	4%	119	3%	103	4%	116	4%	125	3%	101	2%	60	2%	81	2%	68
3%	89	2%	78	4%	117	3%	108	4%	112	2%	75	3%	94	3%	98	4%	120
4%	88	6%	120	6%	127	5%	114	6%	117	4%	89	2%	50	3%	58	4%	82
5%	92	7%	140	8%	144	6%	121	6%	114	5%	103	3%	65	3%	64	5%	86
21%	88	26%	108	28%	116	27%	111	26%	106	23%	96	25%	102	22%	89	25%	104
0%	87	0%	81	1%	138	1%	135	1%	117	0%	51	0%	46	0%	79	1%	97
5%	88	7%	128	8%	149	7%	126	6%	113	6%	108	3%	64	3%	61	4%	83
2%	84	2%	94	3%	132	3%	126	3%	115	2%	101	1%	60	2%	81	2%	88
12%	98	15%	126	14%	116	14%	114	14%	120	13%	110	7%	57	11%	94	12%	100
4%	102	5%	138	5%	128	4%	115	4%	116	4%	103	2%	53	2%	59	3%	69
1%	84	2%	125	3%	159	2%	106	2%	119	2%	93	1%	45	2%	97	1%	86
4%	90	6%	147	5%	124	5%	119	5%	120	5%	112	2%	48	3%	66	3%	78
58%	107	49%	91	47%	88	49%	92	50%	93	56%	105	58%	107	58%	108	53%	99

AM Drive/Top 10 Average Quarter-Hour Share 12+, M-F, 6-10 am

1. **KCTR-FM/BILLINGS, MT (COUNTRY) 29.8**
Mark & Paul, The Breakfast Flakes
2. **KEAN-AM/ABILENE, TX (COUNTRY) 28.9**
Doc & Kelly Jay
3. **WFRY-FM/WATERTOWN, NY (COUNTRY) 28.4**
Tad Poole & Ann Phiban
4. **KKYR-AM & FM/TEXARKANA, TX-AR (COUNTRY) 27.9**
Wilhite & Wall
5. **WIVK-FM/KNOXVILLE (COUNTRY) 26.9**
Andy & Alison



Sky Phillips & The WBKR Wake-Up Crew
WBKR-FM/Owensboro, KY



Kelly Jay & Doc Alexander
KEAN-FM/Abilene, TX

6. **KIXQ-FM/JOPLIN, MO (COUNTRY) 26.7**
Mike Lang
7. **WILQ-FM/WILLIAMSPORT, PA (COUNTRY) 26.6**
Todd Steward & Neal Bowes
8. **KYKZ-FM/LAKE CHARLES, LA (COUNTRY) 26.5**
Dale Mann & Co.
9. **WBKR-FM/OWENSBORO, KY (COUNTRY) 26.2**
Sky Phillips & The Wake-Up Crew; Kelly G.
9. **WGSQ-FM/COOKEVILLE, TN (COUNTRY) 26.2**
Gator Harrison

AM Drive/Top 10 Average Cume Persons 12+, M-F, 6-10 am

1. **WINS-AM/NEW YORK (NEWS) 1,427,600**
Lee Harris, Bob Hagen, Judy DeAngelis
2. **WXRK-FM/NEW YORK (ALTERNATIVE) 1,186,300**
Howard Stern
3. **WHTZ-FM/NEW YORK (CHR/POP) 1,172,800**
Elvis, Elliot & Z Morning Zoo
4. **WCBS-AM/NEW YORK (NEWS) 1,116,100**
Jeff Caplan & Pat Carroll
5. **WLTW-FM/NEW YORK (AC) 1,023,100**
Bill Buchner & Rasa Kaye



Lee Harris, Bob Hagen, Judy DeAngelis
WINS-AM/New York



Elvis, Elliot & Z Morning Zoo
WHTZ-FM/New York

6. **WQHT-FM/NEW YORK (CHR/RHYTHMIC) 998,800**
Ed Lover, Majja, & DJ Enuff
7. **KIIS-FM/LOS ANGELES (CHR/POP) 855,900**
Rick Dees (with Ellen K.)
8. **WCBS-AM/NEW YORK (OLDIES) 848,600**
Harry Harrison, Dan Daniel
9. **WKTU-FM/NEW YORK (CHR/RHYTHMIC) 810,100**
Hollywood Hamilton & Goumba Johnny
10. **WSKQ-FM/NEW YORK (TROPICAL) 791,300**
Luis Jimenez & El Valicon de la mañana

PM Drive/Top 10

Average Quarter-Hour Share 12+, M-F, 3-7 pm

1. **WFRY-FM/WATERTOWN, NY (COUNTRY) 29.3**
Annie Croakley
2. **WGSQ-FM/COOKEVILLE, TN (COUNTRY) 27.5**
Marty McFly*
3. **KYKZ-FM/LAKE CHARLES, LA (COUNTRY) 27.3**
Charlie Grant
4. **WILQ-FM/WILLIAMSPORT, PA (COUNTRY) 27.2**
John O'Brien
5. **KIXQ-FM/JOPLIN, MO (COUNTRY) 27.1**
Brett James



Charlie Grant
KYKZ-FM/Lake Charles, LA



Gunner Jackson
WXBQ-FM/Johnson City



Annie Croakley
WFRY-FM/Watertown, NY



Marty McFly
WGSQ-FM/Cookeville, TN

5. **WBKR-FM/OWENSBORO, KY (COUNTRY) 27.1**
Nick Weber
7. **KMON-FM/GREAT FALLS, MT (COUNTRY) 26.1**
Kim Taylor
8. **WXBQ-FM/JOHNSON CITY-KINGSPORT (COUNTRY) 24.5**
Gunner Jackson
9. **WIMT-FM/LIMA, OH (COUNTRY) 23.9**
Gordy Price
10. **KLUR-FM/WICHITA FALLS, TX (COUNTRY) 23.8**
Scotty Preston; Frank Romeo

* JANE ELLEN TOOK OVER SHIFT IN JANUARY

PM Drive/Top 10

Average Cume Persons 12+, M-F, 3-7 pm

1. **WHTZ-FM/NEW YORK (CHR/POP) 1,381,500**
Paul "Cubby" Bryant
2. **WQHT-FM/NEW YORK (CHR/RHYTHMIC) 1,184,600**
Angie Martinez
3. **WLTW-FM/NEW YORK (AC) 1,158,300**
Valerie Smaldone; Steve Roy & Sandy Jackson
4. **WKTU-FM/NEW YORK (CHR/RHYTHMIC) 1,058,100**
Broadway Bill Lee
5. **WCBS-FM/NEW YORK (OLDIES) 912,100**
Bob Shannon



Paul "Cubby" Bryant
WHTZ-FM/New York



Angie Martinez
WQHT-FM/New York



Valerie Smaldone; Steve Roy & Sandy Jackson
WLTW-FM/New York

6. **WCBS-AM/NEW YORK (NEWS) 827,000**
Harley Carnes & Deborah Rodrigues
7. **KPWR-FM/LOS ANGELES (CHR/RHYTHMIC) 814,900**
Baka Boyz
8. **KIIS-FM/LOS ANGELES (CHR/POP) 802,700**
Gary Spears; Valentine
9. **WINS-AM/NEW YORK (NEWS) 781,900**
Ralph Howard, Sandy Klein, & Larry Kanter
10. **WPLJ-FM/NEW YORK (HOT AC) 761,500**
Rocky Allen*

* MOVED TO MORNINGS AT WABC-AM/NEW YORK IN JANUARY 1999.

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How To Use The Ratings Information

As you examine the ratings section of the R&R Directory, Vol. 1, '99 you'll find the following highlights featured in the detailed breakouts for markets 1-100:

1 SHARE TRENDS

All stations in the Top 50 markets which earned at least a 1.0 share and the top 10 stations in markets 51-100 (according to the Fall '98 Arbitron) are listed. Trends read left to right, with the most recent results on the right. Up to five rating periods are included in any market's trend report, which covers the past year. Stations are ranked according to their Monday-Sunday (total persons 12+) average quarter-hour share.

2 STATION/FORMAT

The call letters are printed in bold type with the station format listed beneath in italics.

3 FREQUENCY/POWER

The frequency and power for the radio signal(s) are shown as listed in each Arbitron report.

4 AUDIENCE RANKINGS

The seven rankings to the right of the frequency power column will help you determine a station's core strength. The first listing shows the 12+ cume in thousands, the cume rank, followed by five AQH demo ranks.

5 TIME SPENT LISTENING

This column shows the average number of minutes the audience spent listening to the station weekly. Based on 12+ total week listening.

6 MORNING AQH SHARE

The 12+, Monday-Friday, 6-10am, Average Quarter-Hour Share for each station is given.

7 OWNER & REP INFORMATION

Station owners (as of February 10) and their national rep affiliations, as listed in each Arbitron report.

8 FORMAT SHARE

The lower-left corner of each Top 50 market page features a bar graph ranking format share. Format totals are computed by adding the Fall '98 12+ Monday-Sunday AQH numbers shown in each market breakout. For example, all News/Talk shares are added together.

9 NOTATIONS

Updates are listed noting format and call letter changes, as well as LMA activity.

10 OWNERSHIP SHARE

Each Top 50 market page features a bar graph ranking owner share. Owner totals are computed by merging the Fall '98 12+ Monday-Sunday AQH numbers of the companies. For example, Infinity's AQH is a 19.0 share.

OWNERSHIP REACH

Each Top 50 market page features a bar graph ranking owner reach. Owner totals are computed by merging the Fall '98 12+ Monday-Sunday cume numbers of the companies, then dividing into the market's 12+ population base. For example, Infinity's stations reach 45.7% of the market's 12+ population each week.

12 MARKET POPULATION

The 12+ population for each market is shown, with the black and Hispanic percentages in parentheses. In those markets where the ethnic populations do not achieve established thresholds, the code N/A is used.

#1 NEW YORK 12

12+ POPULATION: 14,291,500 (Black: 19.5%; Hispanic: 21.7%)

Complete Market Index, Page 8

12+ CUMES (in thousands)	12+ CUME RANK	17-19 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AQH SHARE	OWNER	NATIONAL REP
6.2	6.6	5.9	5.5	5.9	1	2	9:00	4.3	Chancellor Media	KATZ
5.9	5.5	5.6	5.8	5.3	2	1	8:45	4	Infinity	ARP
5.6	6.1	5.9	6.0	5.3	2	3	13:30	4	Chancellor Media	CAB
4.6	4.6	4.6	4.2	4.7	7	12	8:45	4.1	Infinity	CBS
3.9	4.7	5.1	4.6	4.5	5	2	6:00	4.1	Chancellor Media	CHR
4.6	3.8	4.2	3.9	4.0	6	4	6:45	2.8	Chancellor Media	EAST
4.4	4.2	4.3	3.6	3.8	7	7	8:15	3.9	Emmis	D&R
2.3	2.5	2.7	3.3	3.7	8	8	7:30	3.1	Inner City	MCG
4.1	4.3	3.8	3.7	3.6	9	6	7:15	8.5	Infinity	IRS
3.0	3.6	3.2	3.6	3.5	10	16	5:30	6.2	Infinity	CBS
2.8	3.2	2.8	3.1	3.1	11	15	8:15	2.4	Emmis	CHR
3.1	3.0	3.2	3.3	3.0	12	14	8:00	2.6	ABC Inc.	ABC
3.2	2.8	3.0	2.8	3.0	12	6	5:30	4.7	Infinity	CBS
3.3	3.5	3.2	3.0	3.0	12	21	11:45	2.3	SBS	CAB
3.0	3.1	3.2	2.9	2.9	15	17	9:00	3.6	Buckley	MCG

¹ Switched to Children's radio programming on December 27; now operating under an LMA by ABC.

8 FORMAT SHARE (By AQH Share)	10 OWNERSHIP SHARE (By AQH Share)	11 OWNERSHIP REACH (By Unduplicated Cume)
News/Talk 15.2	Infinity 19.0	Infinity 45.7%
CHR 13.8	Chancellor 17.0	Chancellor 39.3%
Spanish 11.3	Emmis 12.3	Emmis 25.6%
AC 9.9	SBS 8.2	ABC 21.7%
Urban 7.5	ABC 7.4	Inner City 12.3%
Oldies/CR 6.4	Inner City 4.5	SBS 11.1%
Alternative 3.6	Heftel 3.1	Buckley 7.2%
NAC/SJ 3.1	Buckley 2.9	Heftel 6.6%
Classical 2.8	NYTimes 2.8	NYTimes 6.2%
Nostalgia 2.1	Cox 1.3	Cox 4.7%
Rock 1.5	Big City 0.9	Big City 2.4%
		Jarad 2.2%

* Includes WQEW-AM, which is owned by The New York Times.

* Includes WQEW-AM, which is owned by The New York Times.

Reps Abbreviation Key

21ST	21st Century Broadcasting	KBS	Keystone Broadcasting System
ABC	ABC Radio Sales	KT-H	Katz Hispanic
AMA	Art Moore & Associates	LOTUS	Lotus Hispanic Reps
ARP	Allied Radio Partners	MCG	McGavren-Guild, Inc.
BAN	Banner Radio	MG/S	McGavren-Guild/Susquehanna
CAB	Caballero Spanish Media	MSS	Mid-South Sales
CAN	Canadian Br. Sales	PATT	Patt Media
CBS	CBS Radio Spot Sales	REG	Regional Representatives
CCRS	Clear Channel Radio Sales	REP	Republic Radio Inc.
CHR	The Christal Company	ROS	Roslin Radio Sales, Inc.
CRA	Crawford Broadcasting Co.	RSS	Radio Spot Sales
D&R	D&R	SAV	Savalli Broadcast Sales
DCA	Dora-Clayton Agency	SBS	Spanish Broadcasting System
EAST	Eastman Radio, Inc.	SEN	Sentry
G/W	Group W Radio Sales	SRR	Salem Radio Representatives
IRS	Infinity Radio Sales	SSS	Southern Spot Sales
K&P	Katz & Powell	TNS	TN Spot Sales
KATZ	Katz Radio	WRS	Williams Radio Sales

12+ POPULATION: 14,291,500 (Black: 19.5%; Hispanic: 21.7%)

Complete Market Index, Page 8

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
6.2	6.6	5.9	5.5	5.9	1	1	WLTW-FM AC	106.7 6kw	2,112	2	8	6	2	1	2	9:00	4.3	Chancellor Media	KATZ
5.9	5.5	5.6	5.8	5.3	2	2	WQHT-FM CHR/Rhythmic	97.1 6.7kw	1,950	4	1	1	3	12	26	8:45	4.3	Emmis	ARP
5.6	6.1	5.9	6.0	5.2	3	3	WSKO-FM Tropical	97.9 7.8kw	1,226	13	5	5	1	2	3	13:30	6.5	SBS	CAB
4.6	4.6	4.6	4.2	4.7	4	4	WCBS-FM Oldies	101.1 6.8kw	1,744	7	12	16	9	3	1	8:45	4.1	Infinity	CBS
3.9	4.7	5.1	4.6	4.5	5	5	WHTZ-FM CHR/Pop	100.3 6kw	2,379	1	2	3	6	10	17	6:00	4.1	Chancellor Media	CHR
4.6	3.8	4.2	3.9	4.0	6	6	WKTU-FM CHR/Rhythmic	103.5 5.4kw	1,941	5	4	2	4	6	14	6:45	2.8	Chancellor Media	EAST
4.4	4.2	4.3	3.6	3.8	7	7	WRKS-FM Urban AC	98.7 7.8kw	1,482	10	7	9	7	4	4	8:15	3.9	Emmis	D&R
2.3	2.5	2.7	3.3	3.7	8	8	WBLS-FM Urban	107.5 4.2kw	1,585	9	3	6	8	8	10	7:30	3.1	Inner City	MCG
4.1	4.3	3.8	3.7	3.6	9	9	WXRK-FM Alternative	92.3 6kw	1,608	8	6	4	5	5	12	7:15	8.5	Infinity	IRS
3.0	3.6	3.2	3.6	3.5	10	10	WINS-AM News	1010 50kw	2,075	3	16	18	16	13	6	5:30	6.2	Infinity	CBS
2.8	3.2	2.8	3.1	3.1	11	11	WQCD-FM NAC/SJ	101.9 6.2kw	1,215	15	20	17	12	7	5	8:15	2.4	Emmis	CHR
3.1	3.0	3.2	3.3	3.0	12	12	WABC-AM Talk	770 50kw	1,221	14	16	19	20	19	11	8:00	2.6	ABC Inc.	ABC
3.2	2.8	3.0	2.8	3.0	12	12	WCBS-AM News	880 50kw	1,748	6	28	19	19	17	9	5:30	4.7	Infinity	CBS
3.3	3.5	3.2	3.2	3.0	12	12	WPAT-FM Spanish AC	93.1 5.4kw	826	21	15	10	10	9	7	11:45	2.3	SBS	CAB
3.0	3.1	3.2	2.8	2.9	15	15	WOR-AM Talk	710 50kw	1,025	17	20	33	25	23	15	9:00	3.6	Buckley	MCG
2.8	2.2	2.6	2.6	2.8	16	16	WFAN-AM Sports	660 50kw	1,384	12	12	14	13	13	8	6:30	3.1	Infinity	IRS
2.4	2.9	3.1	2.4	2.8	16	16	WQXR-FM Classical	96.3 7.8kw	885	20	20	26	21	21	12	10:00	1.8	New York Times	ARP
2.8	2.6	2.7	2.9	2.3	18	18	WPLJ-FM Hot AC	95.5 6.7kw	1,426	11	10	8	11	11	15	5:15	2.5	ABC Inc.	ABC
2.1	2.0	1.8	2.0	2.1	19	19	WQEW-AM ¹ Nostalgia	1560 50kw	666	22	—	—	40	32	22	10:00	1.5	New York Times	ARP
1.4	1.5	1.6	1.7	1.7	20	20	WAXQ-FM Classic Rock	104.3 6kw	975	18	18	13	14	15	19	5:30	1.0	Chancellor Media	KATZ

¹ Switched to Children's radio programming on December 27; now operating under an LMA by ABC.

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95.5

WPLJ

NEW YORK

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at **(212) 735-1111**

NEW YORK'S HIT RADIO STATION

12+ POPULATION: 14,291,500 (Black: 19.5%; Hispanic: 21.7%)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	METRO RANK 12+ AQH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AQH SHARE	OWNER	NATIONAL REP. FIRM
1.5	1.5	1.5	1.6	1.7	20	WBIX-FM ² Hot AC	105.1 6kw	1,136	16	12	11	15	16	21	5:00	1.4	Chancellor Media	SEN
2.0	2.4	2.4	1.6	1.6	22	WADO-AM Spanish News/Talk	1280 50(5)kw	406	26	20	28	22	22	17	12:45	2.7	Heftel	KT-H
0.7	0.6	0.9	1.7	1.5	23	WCAA-FM Tropical	105.9 .61kw	624	23	11	12	18	19	24	8:00	0.9	Heftel	KT-H
1.7	1.5	1.7	1.5	1.5	24	WNEW-FM Rock	102.7 6kw	962	19	18	15	17	17	20	5:00	1.3	Infinity	CBS

² Switched to Rhythmic Oldies on December 4.

FORMAT SHARE (By AQH Share)	OWNERSHIP SHARE (By AQH Share)	OWNERSHIP REACH (By Unduplicated Cume)
News/Talk 15.2 CHR 13.8 Spanish 11.3 AC 9.9 Urban 7.5 Oldies/CR 6.4 Alternative 3.6 NAC/SJ 3.1 Classical 2.8 Nostalgia 2.1 Rock 1.5	Infinity 19.0 Chancellor 17.0 Emmis 12.3 SBS 8.2 ABC* 7.4 Inner City 4.5 Heftel 3.1 Buckley 2.9 NYTimes 2.8 Cox 1.3 Big City 9	Infinity 45.7% Chancellor 39.3% Emmis 25.6% ABC* 21.7% Inner City 12.3% SBS 11.1% Buckley 7.2% Heftel 6.6% NYTimes 6.2% Cox 4.7% Big City 2.4% Jarad 2.2%
	* Includes WQEW-AM, which is owned by The New York Times.	* Includes WQEW-AM, which is owned by The New York Times.

More than Research—AnswersSM

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#2 LOS ANGELES



12+ POPULATION: 10,162,200 (Black: 9.5%; Hispanic: 38.1%)

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FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	METRO RANK 12+ AD	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING ACH SHARE	OWNER	NATIONAL REP FIRM
4.9	5.4	5.8	6.0	6.9	1	KSCA-FM Regional Mexican	101.9 4.8kw	1,124	8	8	1	1	1	1	13:30	10.5	Heftel	KT-H
6.1	5.3	6.3	6.0	6.5	2	KLVE-FM Spanish AC	107.5 29.5kw	1,351	3	8	2	2	2	1	10:30	7.0	Heftel	KT-H
2.1	3.4	3.5	3.2	4.1	3	KLAX-FM Regional Mexican	97.9 33kw	932	12	7	4	3	3	7	9:45	2.9	SBS	CABA
4.2	4.0	3.9	3.7	4.1	3	KPWR-FM CHR/Rhythmic	105.9 25kw	1,434	2	1	5	7	20	31	6:15	3.3	Emmis	D&R
4.0	4.4	3.9	3.4	3.9	5	KFI-AM Talk	640 50kw	966	11	29	21	16	8	4	8:45	4.3	Cox	CHR
4.5	3.9	3.8	4.0	3.8	6	KKBT-FM Urban	92.3 43kw	1,146	7	4	3	4	12	23	7:15	3.8	Chancellor Media	ARP
4.0	3.8	3.3	3.5	3.6	7	KIIS-FM CHR/Pop	102.7 8kw	1,566	1	2	7	8	16	17	5:00	3.8	Jacor	EAST
3.8	3.8	3.3	3.9	3.6	7	KOST-FM AC	103.5 12.5kw	1,253	4	14	10	6	5	5	6:16	2.9	Cox	CHR
3.0	3.4	3.3	3.4	3.5	9	KROQ-FM Alternative	106.7 5.6kw	1,244	5	3	6	5	12	26	6:00	3.5	Infinity	IRS
3.4	3.3	3.3	3.3	3.5	9	KTWV-FM NAC/SJ	94.7 55kw	928	13	29	16	9	4	3	8:15	2.6	Infinity	CBS
4.0	3.4	3.3	3.4	3.0	11	KRTH-FM Oldies	101.1 51kw	1,183	6	12	18	16	8	6	5:30	2.4	Infinity	CBS
1.4	2.7	3.1	3.2	2.8	12	KCMG-FM Oldies	100.3 15kw	892	14	5	13	9	8	8	6:45	2.0	Chancellor Media	EAST
2.8	2.9	2.9	3.1	2.5	13	KYSR-FM Hot AC	98.7 75kw	1,048	9	10	8	9	15	21	5:15	2.5	Chancellor Media	EAST
3.0	2.6	2.9	2.8	2.4	14	KABC-AM Talk	790 5kw	653	19	—	33	23	22	13	8:00	2.6	ABC Inc.	ABC
2.7	3.0	2.6	2.6	2.4	14	KBIG-FM AC	104.3 105kw	858	17	16	11	14	12	15	6:00	2.0	Chancellor Media	SEN
2.5	2.4	2.2	2.5	2.4	14	KLXS-FM Talk	97.1 21kw	638	21	18	11	12	8	14	8:00	4.7	Infinity	ARP
2.7	2.5	2.4	2.4	2.3	17	KCBS-FM Classic Rock	93.1 28.5kw	886	15	17	17	14	7	8	5:45	2.2	Infinity	CBS
2.3	2.2	2.2	2.1	2.3	17	KLAC-AM Nostalgia	570 5kw	598	22	34	35	32	28	17	8:15	2.1	Chancellor Media	SEN
2.6	2.3	2.6	2.4	2.3	17	KLOS-FM Rock	95.5 63kw	721	18	23	14	12	6	11	7:00	2.8	ABC Inc.	ABC
2.7	2.3	2.3	2.1	2.2	20	KZLA-FM Country	93.9 18.5kw	639	20	23	21	20	17	10	7:30	2.1	Bonneville Int.	SEN
2.0	2.5	2.4	2.1	2.1	21	KNX-AM News	1070 50kw	1,001	10	23	28	23	20	12	4:45	2.8	Infinity	CBS



790KABC
TalkRadio



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WHERE SOUTHERN CALIFORNIA TALKS



12+ POPULATION: 10,162,200 (Black: 9.5%; Hispanic: 38.1%)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	METRO RANK	12+ AQH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AQH SHARE	OWNER	NATIONAL REP FIRM
2.1	2.1	1.9	2.1	2.0	22		KFWB-AM News	980 5kw	878	16	34	26	25	25	16	5:00	3.1	Infinity	G/W
1.8	1.9	1.7	1.5	1.9	23		KBUA/KBUE Regional Mexican	94.3/105.5 3kw/1.05kw	520	26	11	15	19	19	22	7:30	1.8	Lieberman	—
1.2	1.5	1.3	1.8	1.9	23		KSSE-FM Spanish Contemporary	97.5 72kw	548	23	6	9	18	22	31	7:45	1.5	EXCL	CAB
1.7	1.9	1.9	1.6	1.8	25		KKGO-FM Classical	105.1 18kw	522	25	23	26	30	28	20	7:30	1.3	Mt. Wilson FM	MCG
2.1	1.8	2.2	1.9	1.7	26		KTNQ-AM Spanish News/Talk	1020 50kw	368	27	23	19	20	18	17	10:30	1.5	Heftel	KT-H
1.4	1.2	1.5	1.3	1.2	27		KJLH-FM Urban AC	102.3 2.25kw	352	28	18	23	22	22	23	7:45	1.1	Taxi	MCG

FORMAT SHARE (By AQH Share)	OWNERSHIP SHARE (By AQH Share)	OWNERSHIP REACH (By Unduplicated Cume)
Spanish 23.0 News/Talk 12.8 AC 8.5 Oldies/CR 8.1 CHR 7.7 Urban 5.0 Alternative 3.5 NAC/SJ 3.5 Nostalgia 2.3 Rock 2.3 Country 2.2 Classical 1.8	CBS 19.5 Heftel 15.1 Chancellor 13.9 Cox 8.4 Jacor 5.1 ABC 5.0 Emmis 4.1 SBS 4.1 Lieberman 2.7 Bonneville 2.2 Mt. Wilson FM 2.2 EXCL 1.9 Taxi 1.2 Big City .8	CBS 46.5% Chancellor 36.3% Cox 23.0% Heftel 20.3% Jacor 19.9% ABC 15.0% Emmis 14.1% SBS 9.2% Lieberman 8.0% Bonneville 6.3% Mt. Wilson FM 6.2% EXCL 5.4% Big City 5.3% Taxi 3.5%

More than Research—AnswersSM

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12+ POPULATION: 7,020,100 (Black: 18.6%; Hispanic: 13.0%)

Complete Market Index, Page 8

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP. FIRM
6.1	6.6	5.8	6.6	6.6	1	WGN-AM News/Talk	720 50kw	1,006	2	24	24	20	15	1	10:00	11.2	Tribune	EAST
7.2	6.3	7.7	8.0	6.4	2	WGCI-FM Urban	107.5 33kw	873	6	2	1	1	1	11	11:00	5.1	Chancellor Media	MCG
4.6	4.4	4.8	5.3	4.8	3	WBBM-FM CHR/Rhythmic	96.3 4.2kw	1,214	1	1	3	3	17	8	6:00	4.3	Infinity	CBS
4.8	4.6	4.1	4.3	4.2	4	WNUA-FM NAC/SJ	95.5 8.3kw	815	8	21	16	6	3	2	7:45	3.1	Chancellor Media	KATZ
4.3	4.0	4.3	4.3	4.0	5	WLS-AM Talk	890 50kw	611	14	26	18	18	13	5	9:45	4.2	ABC Inc.	ABC
4.3	4.3	4.7	4.9	4.0	5	WVAZ-FM Urban AC	102.7 6kw	591	16	9	6	3	2	4	10:00	3.8	Chancellor Media	EAST
2.9	3.0	2.8	3.4	3.9	7	WKQX-FM Alternative	101.1 8.3kw	1,003	3	3	2	2	12	25	5:45	5.3	Emmis	D&R
3.6	4.0	3.6	3.4	3.7	8	WBBM-AM News	780 50kw	982	4	26	21	19	18	21	5:45	5.8	Infinity	CBS
3.4	3.3	3.9	3.4	3.6	9	WJMK-FM Oldies	104.3 4.1kw	895	5	6	17	12	4	3	6:00	3.2	Infinity	IRS
4.5	4.8	4.6	3.8	3.5	10	WLIT-FM AC	93.9 4kw	711	10	11	14	13	11	6	7:30	2.9	Chancellor Media	CHR
3.5	3.4	3.9	4.2	3.5	10	WUSN-FM Country	99.5 6.3kw	606	15	11	5	8	6	6	8:45	3.0	Infinity	CBS
2.6	2.6	3.3	2.9	3.2	12	WTMX-FM Hot AC	101.9 4.2kw	817	7	4	4	5	9	15	6:00	3.3	Bonneville Int.	SEN
2.3	2.7	2.6	2.6	3.1	13	WNND-FM AC	100.3 8.3kw	685	11	6	10	9	6	9	6:45	2.7	Bonneville Int.	SEN
2.6	2.6	2.7	2.2	2.6	14	WXCD-FM Classic Rock	94.7 4.4kw	671	12	10	15	11	9	10	5:45	2.7	ABC Inc.	ABC
1.9	2.6	2.5	2.3	2.6	14	WXRT-FM Adult Alternative	93.1 6.7kw	544	18	21	12	7	5	11	7:15	2.7	Infinity	CBS
2.3	2.9	2.2	2.6	2.5	16	WCKG-FM Talk	105.9 4.1kw	468	19	21	8	9	6	13	8:00	3.4	Infinity	CBS
3.0	3.0	3.2	2.0	2.4	17	WUBT-FM¹ Oldies	103.5 4.3kw	637	13	6	8	13	14	15	5:30	1.6	Chancellor Media	EAST
2.3	2.8	2.0	1.9	2.3	18	WAIT-AM Nostalgia	850 25kw	246	25	—	—	36	36	25	7:30	1.3	Pride	—
2.5	2.3	2.2	1.9	2.3	18	WLEY-FM Regional Mexican	107.9 21kw	322	22	4	7	15	18	19	10:45	1.9	SBS	CAB
2.3	2.3	1.7	2.0	2.2	20	WMAQ-AM News	670 50kw	734	9	28	22	22	21	13	4:30	2.7	Infinity	G/W

¹ Was WRCX-FM (Rock) until November 2.

FLASHBACK!

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CHICAGO'S CLASSIC ROCK

12+ POPULATION: 7,020,100 (Black: 18.6%; Hispanic: 13.0%)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12+ ADI MKTG RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AQH SHARE	OWNER	NATIONAL REP. FIRM
15	16	17	21	20	21	WLUP-FM Classic Rock	97.9 6kw	563	17	13	12	15	15	17	5:15	1.8	Bonneville Int.	SEN
18	22	20	22	20	21	WOJO-FM Regional Mexican	105.1 8.4kw	348	20	16	11	17	18	17	8:45	1.7	Heftel	KT-H
12	12	12	12	13	23	WFMT-FM Classical	98.7 15.5kw	284	23	28	32	24	24	24	7:00	1.2	Chicago Educ.	ARP
17	12	11	12	13	23	WGCI-AM ² Gospel	1390 5kw	873	6	15	20	23	23	21	9:30	1.1	Chancellor Media	CHR
17	19	14	17	13	23	WNIB-FM Classical	97.1 8.4kw	324	21	24	32	24	24	21	5:45	1.1	North Illinois	MCG
20	15	17	17	13	23	WSCR-AM Sports	1160 5(.5)kw	246	24	28	19	21	22	19	7:45	1.3	Infinity	CBS

² Was Urban Oldies until October 5

FORMAT SHARE (By AQH Share)	OWNERSHIP SHARE (By AQH Share)	OWNERSHIP REACH (By Unduplicated Cume)
News/Talk _____ 20.3	Infinity _____ 24.3	Infinity _____ 56.3%
Oldies/CR _____ 10.6	Chancellor _____ 21.8	Chancellor _____ 38.4%
Urban _____ 10.4	ABC _____ 7.0	ABC _____ 19.9%
AC _____ 9.8	Tribune _____ 6.6	Bonneville _____ 17.8%
CHR _____ 4.8	Bonneville _____ 5.3	Emmis _____ 14.3%
Spanish _____ 4.3	Emmis _____ 3.9	Tribune _____ 14.3%
NAC/SJ _____ 4.2	Heftel _____ 2.5	Heftel _____ 5.5%
Alternative _____ 3.9	Pride _____ 2.3	No. Illin. _____ 4.6%
Country _____ 3.5	SBS _____ 2.3	SBS _____ 4.6%
Adult Alt. _____ 2.6	Chi. Educ. _____ 1.3	Chi. Educ. _____ 4.1%
Classical _____ 2.6	No. Illin. _____ 1.3	Pride _____ 3.5%
Nostalgia _____ 2.3		
Religious _____ 1.3		

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#4 SAN FRANCISCO



12+ POPULATION: 5,665,700 (Black: 10.4%; Hispanic: 17.8%)

Complete Market Index, Page 8

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
6.6	6.4	6.6	6.5	7.3	1	KGO-AM News/Talk	810 50kw	986	1	17	18	4	2	1	8:00	8.4	ABC Inc.	ABC
3.8	4.3	4.7	4.2	4.9	2	KOIT-A/F AC	1260/96.5 5(1)kw/33kw	649	4	8	5	1	1	2	8:15	4.4	Bonneville Int.	KATZ
4.8	5.3	4.5	4.6	4.4	3	KCBS-AM News	740 50kw	853	2	25	23	14	8	3	5:30	6.9	Infinity	CBS
4.2	3.8	4.7	4.4	3.9	4	KYLD-FM CHR/Rhythmic	94.9 30kw	660	3	1	1	3	16	26	6:15	4.6	Chancellor Media	KATZ
3.3	2.7	2.8	3.0	3.6	5	KKSF-FM NAC/SJ	103.7 7.8kw	464	15	25	16	7	4	4	8:15	2.9	Chancellor Media	EAST
3.4	2.8	3.5	2.9	3.6	5	KMEL-FM CHR/Rhythmic	106.1 69kw	609	5	2	2	5	14	21	6:30	2.5	Chancellor Media	CHR
2.8	2.3	2.7	3.0	3.5	7	KDFC-FM Classical	102.1 33kw	474	14	25	18	18	11	7	8:00	2.7	Bonneville Int.	KATZ
3.0	3.5	2.9	3.4	3.4	8	KISQ-FM Urban AC	98.1 100kw	522	10	9	8	2	3	6	7:00	3.0	Chancellor Media	EAST
3.3	2.9	3.5	3.4	3.2	9	KFRC-A/F Oldies	610/99.7 5kw/40kw	537	8	13	20	12	6	5	6:15	3.3	Infinity	CBS
4.3	4.4	3.9	3.6	3.1	10	KNEW/KIOI¹ AC	910/101.3 5kw/125kw	562	6	10	8	7	6	9	6:00	3.2	Chancellor Media	CHR
2.6	3.3	3.1	3.2	3.1	10	KSFO-AM Talk	560 5kw	320	18	—	32	22	16	9	10:15	3.4	ABC Inc.	ABC
4.1	3.1	4.4	3.8	2.8	12	KNBR-AM Sports	680 50kw	519	11	21	20	15	11	11	5:45	2.6	Susquehanna	MCG
2.9	2.9	2.6	2.1	2.7	13	KBLX-FM² Urban AC	102.9 6.6kw	411	16	14	14	11	8	8	7:15	2.7	Inner City	D&R
2.9	3.2	2.6	2.7	2.7	13	KFFG/KFOG Adult Alternative	97.7/104.5 1.6kw/7.9kw	489	13	14	11	5	5	11	6:00	2.4	Susquehanna	MCG
1.8	1.8	1.9	3.0	2.7	13	KITS-FM Alternative	105.3 15kw	508	12	4	3	10	13	21	5:45	4.1	Infinity	D&R
2.5	2.6	2.4	2.8	2.6	16	KLLC-FM Hot AC	97.3 82kw	548	7	6	4	7	10	15	5:00	2.8	Infinity	CBS
2.7	2.9	3.0	2.5	2.5	17	KZQZ-FM CHR/Pop	95.7 6.9kw	522	9	3	7	16	22	26	5:00	1.8	Bonneville Int.	SEN
3.2	3.3	2.8	3.6	2.4	18	KABL-AM Nostalgia	960 5kw	294	20	—	35	35	29	14	8:45	1.8	Chancellor Media	CHR
1.6	1.6	1.7	2.2	1.8	19	KFJO/KSJO/KXJO³ Rock	92.1/92.3/92.7 3kw/50kw/1.8kw	321	17	5	6	13	14	25	6:45	2.3	Jacor	EAST
2.4	1.3	1.4	2.0	1.7	20	KSOL/KZOL Regional Mexican	98.9/99.1 6kw/1.1kw	226	21	11	10	16	18	18	8:30	1.8	Heftel	KT-H

¹ KNEW-AM (Country) began simulcasting KIOI-FM in October. ² Evolved from NAC/SJ in October.
³ KXJO-FM was KZSF-FM (Regional Mexican) until is began simulcasting KFJO & KSJO-FM in October.

+

610AM 99.7FM

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OLDIES 99.7 KFRC-FM

12+ POPULATION: 5,665,700 (Black: 10.4%; Hispanic: 17.8%)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	METRO RANK	12+ AQH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AQH SHARE	OWNER	NATIONAL REP FIRM
0.7	1.4	1.3	1.4	1.6	21		KBRG-FM Spanish AC	100.3 14.5kw	173	26	14	12	19	20	21	9:45	1.2	EXCL	CAB
1.4	1.1	1.4	1.2	1.6	21		KLOK-AM Regional Mexican	1170 50(5)kw	145	28	25	12	19	21	16	11:45	1.8	EXCL	CAB
1.1	2.0	1.6	2.0	1.5	23		KSAN-FM Classic Hits	107.7 8.9kw	300	19	17	22	21	18	13	5:15	1.7	Susquehanna	MCG
0.7	0.4	0.6	0.6	1.2	24		KIQI-AM Spanish News/Talk	1010 10(.5)kw	118	32	29	25	26	24	16	10:45	1.7	Radio Unica	—
1.5	2.1	1.6	1.8	1.1	25		KYCY-FM Country	93.3 45kw	220	22	21	30	27	26	18	5:15	1.0	Infinity	CBS
1.2	1.2	1.1	0.8	1.0	26		KBAY-FM AC	94.5 1.2kw	175	25	21	28	28	26	21	6:15	0.9	Infinity	CHR
0.9	0.9	1.0	1.1	1.0	26		KEZR-FM Hot AC	106.5 50kw	204	24	11	17	23	24	29	5:30	0.8	Infinity	CHR
1.9	1.8	1.6	1.2	1.0	26		KUFX-FM* Classic Rock	98.5 12.5kw	204	23	21	25	23	22	18	5:15	1.0	Jacor	EAST

* Was KOME-FM (Alternative) until late June, when it began to simulcast KUFX-FM; assumed those calls on October 1.

FORMAT SHARE (By AQH Share)	OWNERSHIP SHARE (By AQH Share)	OWNERSHIP REACH (By Unduplicated Cume)
News/Talk 17.6	Chancellor 19.9	Infinity 40.9%
AC 12.6	Infinity 16.0	Chancellor 39.2%
CHR 10.0	Bonneville 10.8	Bonneville 26.2%
NAC/SJ 6.3	ABC 10.6	ABC 20.9%
Spanish 6.1	Susquehanna 6.9	Susquehanna 20.3%
Urban 6.1	Jacor 3.9	Jacor 10.1%
Oldies/CR 5.7	EXCL 3.2	Inner City 8.0%
Classical 3.5	Inner City 3.0	EXCL 4.7%
Adult Alt. 2.7	Heftel 1.8	Empire 4.1%
Alternative 2.7	Empire 1.5	Heftel 4.0%
Nostalgia 2.4	Radio Unica 1.2	Empire 2.3%
Rock 1.8		Radio Unica 2.1%
Country 1.1		

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#5 PHILADELPHIA



12+ POPULATION: 4,065,900 (Black: 18.9%; Hispanic: 4.1%)

Complete Market Index, Page 8

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP/FIRM
6.8	7.4	7.2	6.4	6.4	1	KYW-AM News	1060 50kw	1,042	1	16	18	14	8	3	5:15	10.4	Infinity	G/W
5.9	5.8	7.2	6.2	5.9	2	WBEB-FM AC	101.1 14kw	624	4	10	8	3	2	2	8:15	5.3	WEAZ Radio Inc.	MCG
5.5	6.4	6.2	5.8	5.9	2	WDAS-FM Urban AC	105.3 16.5kw	433	13	9	3	2	1	4	12:00	5.6	Chancellor Media	EAST
6.3	5.4	5.1	5.4	5.6	4	WYSP-FM Rock	94.1 16kw	692	2	8	1	1	3	9	7:15	11.5	Infinity	IRS
5.0	4.6	4.9	4.9	5.5	5	WQGL-FM Oldies	98.1 12.5kw	644	3	13	16	8	4	1	7:30	4.6	Infinity	CBS
4.7	4.3	5.1	4.7	5.3	6	WUSL-FM Urban	98.9 18kw	594	6	1	2	4	10	14	7:45	4.4	Chancellor Media	KATZ
4.6	5.1	4.0	5.0	4.4	7	WWDB-FM Talk	96.5 17kw	437	12	—	19	17	14	8	9:00	4.1	Beasley	D&R
4.2	5.1	4.5	4.1	4.2	8	WJZZ-FM NAC/SJ	106.1 22.5kw	450	10	17	14	9	6	5	8:15	2.9	Chancellor Media	CHR
3.7	4.2	4.3	4.7	4.2	8	WXTU-FM Country	92.5 15.5kw	398	16	10	12	11	10	6	9:15	4.2	Beasley	D&R
3.2	3.7	3.9	4.0	4.1	10	WIOQ-FM CHR/Pop	102.1 27kw	599	5	3	6	7	9	13	6:00	3.5	Chancellor Media	EAST
3.6	3.8	4.1	3.3	4.0	11	WPEN-AM Nostalgia	950 5kw	281	19	—	—	25	22	14	12:30	4.1	Greater Media Inc.	MCG
4.7	3.9	4.1	4.1	3.9	12	WVGK-FM Classic Hits	102.9 8.5kw	475	8	12	7	5	5	7	7:15	3.2	Greater Media Inc.	MCG
3.2	3.1	3.0	3.6	3.6	13	WMMR-FM Rock	93.3 18kw	459	9	13	4	6	6	11	6:45	3.1	Greater Media Inc.	MCG
3.5	3.5	3.4	3.1	3.3	14	WPHI-FM Urban	103.9 .34kw	403	14	2	5	12	16	21	7:00	2.2	Radio One	MCG
3.0	3.2	3.3	3.1	3.1	15	WYXR-FM Hot AC	104.5 16kw	484	7	7	9	10	12	12	5:45	3.0	Chancellor Media	KATZ
3.7	3.4	2.6	2.7	2.9	16	WIP-AM Sports	610 5kw	387	17	15	13	13	13	10	6:30	3.5	Infinity	IRS
2.6	2.2	2.3	2.3	2.1	17	WPLY-FM Alternative	100.3 35kw	444	11	4	11	16	16	21	4:00	1.6	Greater Media Br.	ARP
1.6	2.2	2.2	2.3	2.1	17	WXXM-FM Hot AC	95.7 50kw	401	15	5	10	15	15	20	4:30	1.7	Greater Media Inc.	ARP
1.1	1.3	1.3	1.5	1.4	19	WPST-FM CHR/Pop	97.5 50kw	310	18	5	15	18	19	25	3:45	1.1	Nassau	KATZ
0.9	1.0	0.9	0.9	1.3	20	WKXW-FM Talk	101.5 19kw	170	20	19	17	19	18	17	6:30	1.0	Press	CHR



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12+ POPULATION: 4,065,900 (Black: 18.9%; Hispanic: 4.1%)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	METRO RANK	12+ ADI	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AQH SHARE	OWNER	NATIONAL REP. FIRM
1.2	1.3	1.2	1.0	1.2	21	21	WDAS-AM Religious	1480 5(1)kw	105	22	19	21	20	22	18	9:30	1.5	Chancellor Media	EAST
0.7	1.1	1.2	1.3	1.0	22	22	WPHT-AM Talk	1210 50kw	148	21	—	24	20	22	16	6:00	1.3	Infinity	IRS

FORMAT SHARE (By AQH Share)		OWNERSHIP SHARE (By AQH Share)		OWNERSHIP REACH (By Unduplicated Cume)	
News/Talk	16.0	Chancellor	23.9	Infinity	50.3%
Urban	14.5	Infinity	20.7	Chancellor	42.6%
AC	11.1	Gr. Media Inc.	13.6	Gr. Media Inc.	32.2%
Oldies/CR	9.4	Beasley	9.3	Beasley	19.8%
Rock	9.2	WEAZ Radio	5.9	WEAZ Radio	15.4%
CHR	5.5	Radio One	3.3	Gr. Media Br.	10.9%
Country	4.2	Gr. Media Br.	2.1	Radio One	9.9%
NAC/SJ	4.2	Nassau	2.0	Nassau	9.8%
Nostalgia	4.0	Press	1.3	Press	4.2%
Alternative	2.1				
Religious	1.2				

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12+ POPULATION: **3,823,900** (Black: 21.4%; Hispanic: N/A)

Complete Market Index, Page 8

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12+ ACH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING ACH SHARE	OWNER	NATIONAL REP FIRM
7.4	7.6	7.5	8.0	8.0	1	WNIC-FM AC	100.3 32kw	657	2	10	3	1	1	1	9:45	8.6	Chancellor Media	EAST
7.9	8.1	7.7	7.1	6.8	2	WJLB-FM Urban	97.9 50kw	632	4	1	1	2	3	8	8:30	6.5	Chancellor Media	SEN
6.4	5.8	6.8	6.0	6.8	3	WJR-AM Talk	760 50kw	683	1	16	18	9	8	3	8:00	7.5	ABC Inc.	ABC
5.5	5.9	5.6	6.6	5.6	4	WOMC-FM Oldies	104.3 190kw	587	6	11	19	7	2	2	7:30	6.6	Infinity	IRS
5.2	4.9	5.1	5.3	4.7	5	WWJ-AM News	950 5kw	649	3	19	23	16	10	6	5:45	7.0	Infinity	CBS
3.9	4.0	3.9	3.6	4.5	6	WMXD-FM Urban AC	92.3 50kw	370	13	12	11	5	4	5	9:45	4.5	Chancellor Media	ARP
3.5	4.7	4.1	4.8	4.5	6	WVMV-FM NAC/SJ	98.7 50kw	404	12	13	12	6	6	4	9:00	3.4	Infinity	G/W
3.8	4.1	3.4	3.5	4.1	8	WRIF-FM Rock	101.1 27kw	463	7	9	2	3	5	12	7:15	6.6	Greater Media Inc.	MCG
3.1	3.0	3.9	4.1	3.7	9	WCSX-FM Classic Rock	94.7 13.5kw	428	11	14	7	4	7	7	7:00	3.2	Greater Media Inc.	MCG
3.4	3.7	3.2	4.0	3.6	10	WWW-FM Country	106.7 61kw	356	14	15	15	14	11	9	8:00	3.4	Chancellor Media	KATZ
4.1	4.1	4.3	4.6	3.5	11	WKQI-FM Hot AC	95.5 100kw	594	5	4	4	7	9	11	4:45	3.3	Chancellor Media	EAST
3.6	3.4	2.8	3.1	3.4	12	WXYT-AM Talk	1270 5kw	346	15	23	20	18	13	9	8:00	2.6	Infinity	CBS
3.2	3.4	3.5	3.2	3.3	13	WDTJ-FM ¹ Urban	105.9 20kw	437	10	2	5	10	17	16	6:00	2.4	Radio One	ARP
3.0	2.3	3.1	2.0	2.6	14	CKWW-AM Nostalgia	580 .5kw	205	21	—	28	29	27	22	10:00	2.1	CHUM Group Ltd.	D&R
3.5	3.0	3.0	3.2	2.6	14	WYCD-FM Country	99.5 17.5kw	311	17	16	9	13	12	13	6:45	2.2	Infinity	G/W
3.2	2.6	3.5	3.0	2.5	16	WDRQ-FM CHR/Rhythmic	93.1 26.5kw	438	9	3	10	15	18	22	4:30	2.0	ABC Inc.	ABC
3.0	2.7	2.6	2.3	2.4	17	WPLT-FM Alternative	96.3 20kw	445	8	6	8	11	13	14	4:15	2.1	ABC Inc.	ABC
1.4	1.7	2.0	1.8	2.3	18	WKRK-FM ² Rock	97.1 50kw	333	16	6	6	12	16	16	5:30	3.5	Infinity	CBS
1.8	1.9	1.6	1.5	1.6	19	WDFN-AM Sports	1130 50(10)kw	171	24	23	13	17	15	15	7:45	1.3	Chancellor Media	KATZ
1.9	1.1	1.6	1.1	1.5	20	WXDG-FM Alternative	105.1 20kw	229	19	8	13	20	21	25	5:15	1.3	Greater Media Inc.	MCG

¹ Was WCHB-FM until August. ² Switched to Talk in December.

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the Mitch Albom show

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WJR

760am

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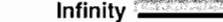

























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THE GREAT LAKES' BEST NEWS, TALK & SPORTS

12+ POPULATION: 3,823,900 (Black: 21.4%; Hispanic: N/A)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AQH SHARE	OWNER	NATIONAL REP FIRM
2.3	1.8	2.0	1.7	1.4	21	WWBR-FM ³ Classic Rock	102.7 50kw	212	20	16	17	19	19	16	5:15	1.7	Syndicated Com.	D&R
1.2	1.4	1.3	1.0	1.3	22	WGPR-FM Urban	107.5 50kw	177	23	19	20	21	20	19	5:45	0.7	WGPR Inc.	—
1.1	1.1	0.9	1.4	1.3	22	WQBH-AM Urban Oldies	1400 1kw	104	26	23	27	26	25	19	9:45	1.0	Queen's Br.	PATT
1.5	1.4	1.5	1.4	1.2	24	CIMX-FM Alternative	88.7 100kw	278	18	5	16	22	24	27	3:30	1.2	CHUM Group Ltd.	D&R
1.5	1.2	0.8	0.7	1.0	25	WMUZ-FM Religious	103.5 50kw	142	25	21	24	24	21	19	5:30	0.9	Crawford Br.	CRA

³ Switching to AC on January 16.

FORMAT SHARE (By AQH Share)	OWNERSHIP SHARE (By AQH Share)	OWNERSHIP REACH (By Unduplicated Cume)
Urban  17.2	Chancellor  28.0	Chancellor  53.7%
News/Talk  16.6	Infinity  23.2	Infinity  52.2%
AC  11.5	ABC  11.6	ABC  35.4%
Oldies/CR  10.7	Gr. Media Inc.  9.3	Gr. Media Inc.  23.3%
Rock  6.4	CHUM Group  5.0	CHUM Group  17.6%
Country  6.2	Radio One  3.3	Radio One  11.5%
Alternative  5.1	Syndicated  1.4	Queen's Br.  17.3%
NAC/SJ  4.5	WGPR Inc.  1.3	Syndicated  5.6%
Nostalgia  2.6	Queen's Br.  1.3	WGPR Inc.  4.7%
CHR  2.5	Crawford Br.  1.0	Crawford  3.7%
Religious  1.0		

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#7 DALLAS-FT. WORTH

12+ POPULATION: 3,822,200 (Black: 13.3%; Hispanic: 14.5%)

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FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
7.5	7.1	8.0	7.7	7.3	1	KHKS-FM CHR/Pop	106.1 100kw	761	1	2	1	1	1	9	7:15	10.0	Chancellor Media	D&R
7.2	7.0	7.1	7.0	6.4	2	KKDA-FM Urban	104.5 100kw	518	4	1	2	2	11	19	9:15	6.6	Service Br.	CHR
4.9	4.7	3.9	4.7	5.3	3	WBAP-AM News/Talk	820 50kw	474	6	18	24	15	8	1	8:30	5.6	ABC Inc.	ABC
5.5	6.1	4.6	5.1	5.0	4	KSCS-FM Country	96.3 100kw	491	5	9	6	6	2	3	7:45	5.6	ABC Inc.	ABC
5.7	4.9	5.3	5.2	4.6	5	KVIL-FM AC	103.7 100kw	581	2	15	11	7	2	2	6:00	5.5	Infinity	IRS
2.7	3.3	4.4	4.1	4.3	6	KEGL-FM Rock	97.1 100kw	446	7	4	3	3	12	18	7:15	3.7	Jacor	KATZ
3.9	3.8	5.0	3.8	4.2	7	KDMX-FM Hot AC	102.9 100kw	566	3	5	4	4	7	14	5:30	3.7	Jacor	ARP
2.8	2.7	3.1	3.3	4.2	7	KPLX-FM Country	99.5 100kw	430	9	8	5	8	6	9	7:15	3.5	Susquehanna	MG/S
3.9	3.4	3.3	4.0	3.8	9	KZPS-FM Classic Rock	92.5 98kw	409	12	14	9	5	5	6	7:00	4.1	Chancellor Media	SEN
3.8	4.1	3.5	4.2	3.6	10	KRLD-AM News/Talk	1080 50kw	440	8	23	21	17	15	8	6:00	4.6	Infinity	CBS
2.4	2.7	2.4	2.1	3.6	10	KTXQ-FM¹ Oldies	102.1 100kw	359	13	9	12	8	4	5	7:30	2.7	Chancellor Media	CHR
3.7	3.8	3.6	3.6	3.4	12	KLUV-FM Oldies	98.7 100kw	426	10	15	22	12	10	4	6:00	3.2	Infinity	CBS
2.7	3.3	3.2	3.4	3.2	13	KOAI-FM NAC/SJ	107.5 28kw	295	16	12	20	15	14	7	8:00	2.2	Infinity	CBS
2.7	2.7	2.3	2.8	3.2	13	KTCK-AM Sports	1310 5(2.5)kw	236	21	23	6	10	8	12	10:15	3.3	Susquehanna	MG/S
3.2	3.4	2.8	3.2	3.1	15	KLTY-FM Religious	94.1 100kw	288	17	6	10	11	13	13	8:00	3.1	Rodriguez Com.	KATZ
3.1	2.6	2.4	2.1	2.8	16	WRR-FM Classical	101.1 98kw	333	14	18	22	22	19	11	6:30	2.3	City of Dallas	ARP
2.7	2.4	2.5	2.3	2.7	17	KDGE-FM Alternative	94.5 100kw	425	11	3	8	13	20	24	4:45	2.2	Chancellor Media	SEN
2.9	2.8	2.8	2.5	2.4	18	KRBV-FM Urban AC	100.3 100kw	249	19	12	14	13	16	15	7:15	2.3	Infinity	CBS
3.6	3.5	3.2	3.1	2.3	19	KYNG-FM Country	105.3 100kw	323	15	7	12	19	18	21	5:15	1.7	Infinity	CBS
2.6	2.5	2.8	2.4	2.0	20	KBFB-FM AC	97.9 100kw	276	18	18	15	17	17	16	5:30	1.6	Chancellor Media	CHR

¹ Was Rock until August 31.

FLASHBACK!

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K★LUV 98.7

DALLAS/FORT WORTH **FM**

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For information, call
ABC/RADIO TODAY
at **(212) 735-1111**

I K★LUV MY OLDIES

12+ POPULATION: 3,822,200 (Black: 13.3%; Hispanic: 14.5%)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	METRO RANK	12+ AQH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AQH SHARE	OWNER	NATIONAL REP FIRM
2.0	1.6	1.5	1.4	1.6	21		KKLF/KLIF News/Talk	950/570 .5kw/5kw	199	22	—	29	24	22	16	6:00	2.3	Susquehanna	MG/S
0.5	1.0	0.9	1.1	1.3	22		KDXX-A/F Spanish AC	1480/107.9 5(1.9)kw/100kw	106	25	18	15	21	24	28	8:45	1.0	Heftel	KT-H
1.7	1.3	1.3	1.4	1.3	22		KESS-AM Regional Mexican	1270 5kw	104	26	23	17	22	23	23	9:30	1.4	Heftel	KT-H
1.4	1.5	1.9	2.0	1.3	22		KKZN/KXZN Adult Alternative	93.3/104.1 50kw/11kw	249	19	—	18	20	20	22	4:00	1.1	Susquehanna	EAST
1.3	1.5	1.1	1.0	1.2	25		KHVN-AM Gospel	970 1kw	119	24	18	31	28	25	20	7:45	1.3	Infinity	MCG
1.4	1.3	1.1	1.1	1.1	26		KHCK-FM Tejano	99.1 100kw	130	23	11	19	25	25	26	6:00	0.7	Heftel	KT-H
0.0	0.0	0.0	0.5	1.0	27		KXEB-AM² Nostalgia	970 1kw	66	31	—	—	—	36	31	10:45	0.6	Rodriguez Com.	—

² Was Gospel until September.

FORMAT SHARE (By AQH Share)	OWNERSHIP SHARE (By AQH Share)	OWNERSHIP REACH (By Unduplicated Cume)
News/Talk 13.7	Infinity 20.8	Infinity 47.1%
Country 11.5	Chancellor 19.4	Chancellor 42.8%
AC 10.8	ABC 10.4	Susquehanna 24.9%
Oldies/CR 10.8	Susquehanna 10.3	ABC 24.1%
Urban 8.8	Jacor 8.5	Jacor 23.5%
CHR 7.3	Service 7.8	Service 15.7%
Religious 4.3	Rodriguez 4.1	Rodriguez 9.2%
Rock 4.3	Heftel 3.8	City of Dallas 8.7%
Spanish 3.7	City of Dallas 2.8	Heftel 7.0%
NAC/SJ 3.2		
Classical 2.8		
Alternative 2.7		
Adult Alt. 1.3		
Nostalgia 1.0		

More than Research—AnswersSM

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12+ POPULATION: 3,700,800 (Black: 5.8%; Hispanic: 5.3%)

Complete Market Index, Page 8

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12+ ADJ METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
9.4	7.9	7.8	7.9	8.7	1	WBZ-AM News	1030 50kw	864	1	12	12	8	3	1	7:30	13.5	Infinity	G/W
6.2	6.6	7.1	6.9	6.3	2	WJMN-FM CHR/Rhythmic	94.5 11.5kw	628	4	1	2	2	8	12	7:30	5.7	Chancellor Media	KATZ
6.0	6.8	6.0	6.8	5.5	3	WMJX-FM AC	106.7 24.5kw	535	6	6	6	5	1	2	7:45	4.0	Greater Media Inc.	MCG
5.2	5.5	5.8	5.7	5.4	4	WBCN-FM Alternative	104.1 21kw	678	2	4	1	1	2	11	6:00	7.9	Infinity	CBS
5.9	6.3	5.8	5.6	5.0	5	WXKS-FM CHR/Pop	107.9 23.5kw	662	3	2	3	3	5	14	5:45	5.2	Chancellor Media	KATZ
6.4	5.7	5.7	6.0	4.9	6	WRKO-AM News/Talk	680 50kw	443	8	12	18	17	13	7	8:15	4.6	Entercom	EAST
5.0	4.3	4.1	4.6	4.3	7	WODS-FM Oldies	103.3 16kw	496	7	11	14	11	6	3	6:30	3.6	Infinity	CBS
3.6	3.9	4.6	4.8	4.1	8	WBMX-FM Hot AC	98.5 9kw	560	5	5	4	4	4	12	5:30	4.2	Infinity	CHR
4.0	4.8	4.6	3.3	3.9	9	WCRB-FM Classical	102.5 15kw	400	10	16	16	14	11	4	7:15	3.0	Charles River	ARP
3.4	3.7	3.9	3.6	3.8	10	WEEI-AM Sports	850 50kw	409	9	12	10	10	8	6	7:00	4.2	Entercom	EAST
3.2	3.3	2.5	2.7	3.5	11	WKLB-FM Country	99.5 32kw	267	16	12	11	13	12	7	9:45	3.0	Greater Media Inc.	MCG
3.0	2.7	3.2	2.6	3.4	12	WAAF-FM Rock	107.3 18.5kw	317	13	3	5	7	16	21	8:15	2.8	Entercom	D&R
3.3	3.0	3.2	3.3	3.2	13	WZLX-FM Classic Rock	100.7 20kw	348	11	9	7	6	7	9	7:00	2.7	Infinity	IRS
2.9	2.7	3.0	2.8	3.0	14	WROR-FM Oldies	105.7 21kw	324	12	20	17	12	10	4	7:00	4.1	Greater Media Inc.	MCG
1.8	2.8	2.4	2.3	2.4	15	WSJZ-FM NAC/SJ	96.9 21.5kw	223	17	—	21	16	15	9	8:15	1.9	Greater Media Inc.	MCG
2.7	2.1	2.2	2.6	2.3	16	WEGQ-FM Oldies	93.7 34kw	286	14	9	8	9	13	15	6:00	2.2	Entercom	CHR
2.1	2.5	2.2	2.0	1.7	17	WBOS-FM Adult Alternative	92.9 8.8kw	271	15	20	12	14	16	16	4:45	1.6	Greater Media Inc.	MCG
2.5	1.4	1.7	2.3	1.6	18	WXKS-AM Nostalgia	1430 5(1)kw	126	20	—	33	32	30	20	9:30	0.5	Chancellor Media	KATZ
1.2	1.2	1.2	1.6	1.3	19	WFNX-FM Alternative	101.7 1.65kw	207	18	7	9	18	18	24	4:45	1.3	MCC Br.	ARP

Note: The Boston Metro Survey Area was changed for the Fall 1998 Survey. The change in survey area will have an effect on radio station share trends from Summer 1998 to Fall 1998.

Business Reports

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every day.

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WBZ NEWS RADIO 1030 - EVERYDAY

12+ POPULATION: 3,700,800 (Black: 5.8%; Hispanic: 5.3%)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	METRO RANK	12+ AQH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AQH SHARE	OWNER	NATIONAL REP FIRM
0.6	0.4	0.4	0.6	1.0	20	20	WXLO-FM Hot AC	104.5 37kw	148	19	16	19	20	20	18	5:00	1.0	Massachusetts Br.	MCG
0.0	0.0	0.0	0.0	1.0	20	20	WZID-FM AC	95.7 14.5kw	752	23	20	24	22	21	17	9:30	1.0	Saga	MCG

FORMAT SHARE (By AQH Share)	OWNERSHIP SHARE (By AQH Share)	OWNERSHIP REACH (By Unduplicated Cume)
News/Talk 17.4 Oldies/CR 12.8 AC 11.6 CHR 11.3 Alternative 6.7 Classical 3.9 Country 3.5 Rock 3.4 NAC/SJ 2.4 Adult Alt. 1.7 Nostalgia 1.6	Infinity 25.7 Gr. Media Inc. 16.1 Entercom 14.5 Chancellor 12.9 Charles River 3.9 MCC Br. 1.3 Massachusetts 1.0 Saga 1.0 Capstar .9 Nash .9 Northeast Br. .9	Infinity 56.6% Gr. Media Inc. 34.6% Entercom 32.9% Chancellor 31.0% Charles River 10.8% MCC Br. 5.6% Massachusetts 4.0% Northeast Br. 3.4% Capstar 2.4% Saga 2.0% Nash 1.5%

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#9 WASHINGTON, DC

12+ POPULATION: 3,600,900 (Black: 26.0%; Hispanic: 7.7%)

Complete Market Index, Page 8

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
5.2	6.1	6.1	5.6	5.6	1	WHUR-FM Urban AC	96.3 24kw	447	8	9	6	2	1	1	9:00	7.4	Howard University	D&R
5.6	5.5	6.1	6.3	5.6	1	WPGC-FM CHR/Rhythmic	95.5 50kw	654	1	2	2	3	9	14	6:15	4.9	Infinity	IRS
6.3	4.9	5.2	5.3	5.4	3	WKYS-FM Urban	93.9 24kw	535	3	1	1	4	10	16	7:15	5.6	Radio One	MCG
4.3	4.5	4.0	4.3	5.1	4	WRQX-FM Hot AC	107.3 36kw	539	2	6	3	1	2	7	6:45	5.8	ABC Inc.	ABC
4.0	4.2	4.1	3.7	5.0	5	WMMJ-FM Urban AC	102.3 2.9kw	350	15	11	6	6	3	3	10:15	3.7	Radio One	MCG
4.2	5.5	4.2	4.0	4.7	6	WASH-FM AC	97.1 26kw	467	7	7	5	5	4	5	7:15	4.3	Chancellor Media	BAN
5.1	4.8	5.5	4.2	4.5	7	WMZO-FM Country	98.7 50kw	430	10	14	11	9	8	6	7:30	4.1	Chancellor Media	CHR
4.1	3.8	3.7	4.5	4.4	8	WBIG-FM Oldies	100.3 36kw	491	6	7	15	11	6	2	6:30	4.2	Chancellor Media	EAST
4.0	4.6	3.6	4.6	4.2	9	WMAL-AM News/Talk	630 5kw	355	14	—	23	18	15	8	8:30	5.4	ABC Inc.	ABC
3.4	3.5	3.4	4.0	4.1	10	WJZW-FM NAC/SJ	105.9 28kw	330	18	22	12	7	5	3	9:00	3.1	ABC Inc.	ABC
4.0	4.3	3.9	4.5	3.6	11	WGMS-FM Classical	103.5 46kw	332	16	22	16	16	13	10	8:00	3.0	Bonneville Int.	KATZ
4.6	3.4	3.9	4.1	3.5	12	WJFK-FM Talk	106.7 22kw	382	12	13	8	8	7	12	6:45	4.3	Infinity	IRS
4.0	3.4	3.3	3.3	3.5	12	WWDC-FM Rock	101.1 22.5kw	491	5	4	4	10	11	16	5:00	3.1	Chancellor Media	CHR
3.7	3.4	3.4	3.2	3.2	14	WGAY-FM MOR	99.5 22kw	390	11	22	18	15	12	9	6:00	3.2	Chancellor Media	ARP
3.3	3.4	3.7	3.5	3.2	14	WTOP-A/F News	1500/107.7 50kw/29kw	500	4	19	20	16	15	11	4:30	4.8	First Virginia Com.	KATZ
3.5	3.9	3.7	3.6	2.7	16	WWZZ-FM CHR/Pop	104.1 22kw	432	9	3	10	14	18	19	4:30	2.3	Bonneville Int.	SEN
2.3	2.1	2.5	2.3	2.3	17	WHFS-FM Alternative	99.1 50kw	364	13	5	9	13	17	21	4:30	1.7	Infinity	CBS
2.6	2.1	2.8	2.6	2.2	18	WARW-FM Classic Rock	94.7 20.5kw	331	17	11	13	12	13	13	4:45	2.2	Infinity	CBS
0.7	1.1	1.0	1.3	1.5	19	WPGC-AM Urban Oldies	1580 50kw	105	23	17	16	19	18	15	10:15	1.4	Infinity	IRS



+ WKYS-FM =

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VOTE YES - KYS

12+ POPULATION: 3,600,900 (Black: 26.0%; Hispanic: 7.7%)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12+ AQH METHOD RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AQH SHARE	OWNER	NATIONAL REP FIRM
1.1	1.0	1.4	1.1	1.3	20	WTEM-AM Sports	980 50(5)kw	190	19	19	19	20	20	16	5:00	1.1	Chancellor Media	EAST
0.9	1.0	1.0	1.2	1.0	21	WAVA-FM Religious	105.1 41kw	129	20	22	22	22	21	19	5:30	1.2	Salem Com.	SRR

FORMAT SHARE (By AQH Share)	OWNERSHIP SHARE (By AQH Share)	OWNERSHIP REACH (By Unduplicated Cume)
Urban 17.5 News/Talk 12.2 AC 9.8 CHR 8.3 Oldies/CR 6.6 Country 4.5 NAC/SJ 4.1 Classical 3.6 Rock 3.5 Nostalgia 3.2 Alternative 2.3 Religious 1.0	Chancellor 22.7 Infinity 15.1 ABC 13.5 Radio One 12.0 Bonneville 6.6 Howard Univ. 5.6 First Virginia 3.2 Salem 1.0 Capstar 0.9	Chancellor 49.3% Infinity 41.3% ABC 30.3% Radio One 22.9% Bonneville 20.9% First Virginia 13.9% Howard Univ. 12.4% Salem 3.6% Capstar 2.2%

More than Research—AnswersSM

Harker Research

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#10 HOUSTON-GALVESTON

12+ POPULATION: 3,524,600 (Black: 17.3%; Hispanic: 22.7%)

Complete Market Index, Page 8

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP-FIRM
7.1	7.2	7.4	6.4	7.1	1	KODA-FM AC	99.1 95kw	620	2	13	8	3	1	1	8:30	6.2	Chancellor Media	SEN
6.8	6.2	6.7	7.6	6.8	2	KBXX-FM CHR/Rhythmic	97.9 100kw	581	3	1	1	5	7	14	8:45	5.8	Clear Channel	CCRS
6.3	6.4	6.7	6.3	6.8	3	KRBE-FM CHR/Pop	104.1 100kw	802	1	2	3	2	5	8	6:15	6.8	Susquehanna	MG/S
5.4	6.3	5.7	5.6	5.8	4	KMJO-FM Urban AC	102.1 100kw	400	9	7	6	4	2	3	10:45	5.1	Clear Channel	CCRS
1.9	1.5	1.7	3.8	5.6	5	KLTN-FM Regional Mexican	102.9 100kw	282	14	5	2	1	3	10	14:30	6.8	Heftel	KT-H
5.3	5.2	4.7	5.8	5.0	6	KILT-FM Country	100.3 100kw	384	10	6	10	8	6	2	9:30	6.0	Infinity	CBS
3.1	4.5	4.4	4.0	4.6	7	KHMX-FM Hot AC	96.5 100kw	512	4	11	7	6	3	7	6:30	4.9	Jacor	MCG
3.9	4.4	4.2	4.1	4.5	8	KTRH-AM News	740 50kw	512	5	13	18	14	11	4	6:30	6.2	Chancellor Media	CHR
3.2	3.1	3.5	3.8	4.4	9	KTBS-FM Alternative	107.5 98kw	450	6	3	4	9	13	18	7:00	3.6	Jacor	MCG
4.1	4.0	4.2	3.5	3.8	10	KLOL-FM Rock	101.1 100kw	427	7	12	5	7	9	13	6:30	5.3	Chancellor Media	CHR
4.5	4.6	4.3	4.3	3.4	11	KLDE-FM Oldies	94.5 100kw	408	8	13	18	12	10	5	6:00	3.0	Chancellor Media	D&R
4.5	3.7	3.5	3.7	3.3	12	KKBQ-FM Country	92.9 100kw	352	12	8	9	11	12	11	7:00	3.1	Chancellor Media	KATZ
3.6	3.7	3.8	3.3	3.2	13	KKRW-FM Classic Hits	93.7 100kw	378	11	17	12	10	8	6	6:15	3.2	Chancellor Media	SEN
3.0	2.8	2.1	2.7	3.0	14	KPRC-AM News/Talk	950 5kw	234	16	—	24	17	15	8	9:30	3.2	Clear Channel	CCRS
2.5	2.2	2.7	2.9	2.8	15	KIKK-A/F Country	650/95.7 .25kw/100kw	284	13	9	11	12	14	12	7:00	3.1	Infinity	CBS
2.6	3.1	2.3	2.2	2.1	16	KQQK-FM Tejano	106.5 100kw	230	17	9	14	16	17	14	6:45	1.8	El Dorado	TED
0.2	0.8	1.4	1.8	1.9	17	KBME-AM Nostalgia	790 5kw	127	21	—	30	31	31	20	11:15	1.7	Chancellor Media	CHR
1.6	1.7	2.0	2.7	1.9	17	KILT-AM Sports	610 5kw	225	18	20	14	15	15	16	6:15	1.8	Infinity	G/W
1.2	1.4	1.4	1.8	1.5	19	KOVA/KOVE¹ Spanish AC	104.9/93.3 2.55kw/100kw	142	20	17	12	18	18	21	7:30	1.0	Heftel	KT-H

¹ KOVA-FM was KLTO-FM until August.



FLASHBACK!

Classic Rock

93.7

The Arrow

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CLASSIC ROCK 93.7 - THE ARROW



12+ POPULATION: 3,524,600 (Black: 17.3%; Hispanic: 22.7%)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AQH SHARE	OWNER	NATIONAL REP FIRM
2.3	1.7	1.7	1.8	1.3	20	KHYS/KJOJ² CHR/Rhythmic	98.5/103.3 100kw/100kw	282	15	4	16	20	22	28	3:15	0.7	Clear Channel	CCRS
1.4	1.8	1.1	1.3	1.1	21	KXTJ-FM Regional Mexican	107.9 100kw	122	22	13	16	19	19	22	6:45	0.8	El Dorado	TED
1.1	1.1	1.1	1.3	1.0	22	KSEV-AM News/Talk	700 15(1)kw	157	19	—	29	23	21	17	5:00	0.9	Clear Channel	CCRS

² Switched to Oldies on January 1.

FORMAT SHARE (By AQH Share)	OWNERSHIP SHARE (By AQH Share)	OWNERSHIP REACH (By Unduplicated Cume)
Country 21.0	Chancellor 27.1	Chancellor 52.3%
CHR 14.9	Clear Channel 17.9	Clear Channel 33.1%
AC 11.7	Infinity 9.7	Jacor 24.1%
News/Talk 10.4	Jacor 9.1	Susquehanna 22.8%
Spanish 10.3	Heftel 8.4	Infinity 21.3%
Oldies/CR 6.6	Susquehanna 6.8	Heftel 11.5%
Urban 5.8	El Dorado 3.6	El Dorado 9.2%
Alternative 4.4		
Rock 3.8		
Nostalgia 1.9		

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#11 MIAMI-FORT LAUDERDALE-HOLLYWOOD



12+ POPULATION: 3,111,400 (Black: 16.3%; Hispanic: 38.4%)

Complete Market Index, Page 8

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
4.9	6.6	6.1	7.4	8.0	1	WEDR-FM Urban	99.1 100kw	545	2	1	1	1	1	4	10:30	5.9	Chancellor Media	SEN
5.7	5.4	5.0	5.0	5.5	2	WPOW-FM CHR/Rhythmic	96.5 100kw	571	1	2	2	3	6	17	7:00	4.4	Beasley	D&R
5.1	5.1	4.7	4.9	5.2	3	WHQT-FM Urban AC	105.1 100kw	377	4	4	5	2	2	1	9:45	6.0	Cox	CHR
5.1	4.9	4.8	4.0	4.8	4	WLYF-FM AC	101.5 100kw	374	5	9	7	7	3	3	9:00	3.8	Jefferson-Pilot	CBS
4.5	4.7	4.1	5.0	4.6	5	WAMR-FM Spanish AC	107.5 95kw	284	12	15	9	9	4	1	11:30	6.6	Heftel	KT-H
3.5	3.8	4.0	4.4	4.4	6	WAQI-AM Spanish News/Talk	710 50kw	207	20	20	27	25	20	12	14:45	5.4	Heftel	KT-H
4.1	3.8	3.3	4.2	3.7	7	WLVE-FM NAC/SJ	93.9 100kw	320	7	15	12	10	8	4	8:00	3.1	Clear Channel	CCRS
3.3	2.8	3.8	2.7	3.5	8	WZTA-FM Rock	94.9 100kw	296	10	5	3	4	6	17	8:15	4.0	Clear Channel	CCRS
3.4	3.6	3.9	4.2	3.4	9	WHYI-FM CHR/Pop	100.7 100kw	425	3	3	4	5	10	20	5:45	3.1	Clear Channel	CCRS
3.8	3.7	3.9	4.2	3.3	10	WKIS-FM Country	99.9 100kw	266	14	8	12	12	13	8	8:45	3.4	Beasley	D&R
3.9	3.9	2.8	3.3	3.3	10	WRMA-FM Spanish AC	106.7 100kw	235	18	11	13	13	12	6	10:00	2.6	SBS	—
3.4	2.9	3.1	3.4	3.1	12	WMXJ-FM Oldies	102.7 100kw	318	8	11	17	15	14	7	6:45	2.4	Jefferson-Pilot	CBS
2.8	2.8	3.1	2.9	3.1	12	WQAM-AM Sports	560 5(1)kw	266	14	20	15	14	14	11	8:15	2.6	Beasley	D&R
3.0	3.2	2.7	2.8	3.1	12	WTMI-FM Classical	93.1 100kw	276	13	11	18	19	19	15	7:45	2.2	Marlin	MCG
2.8	3.2	3.3	2.9	3.1	12	WXDJ-FM Tropical	95.7 40kw	294	11	6	10	10	8	7	7:30	3.0	SBS	—
3.3	2.6	3.3	3.3	3.0	16	WBGJ-FM Classic Rock	105.9 100kw	306	9	15	6	5	5	13	7:00	6.0	Clear Channel	CCRS
3.8	3.8	4.2	3.5	2.9	17	WFLC-FM AC	97.3 100kw	350	6	15	8	8	10	14	6:00	2.3	Cox	CHR
2.4	3.4	3.1	2.7	2.8	18	WCMQ-FM Spanish Oldies	92.3 31kw	204	21	—	19	18	16	6	9:45	4.4	SBS	SBS
1.2	1.5	2.2	2.1	2.3	19	WRTO-FM Tropical	98.3 100kw	253	16	7	15	16	17	16	6:15	1.3	Heftel	KT-H
2.7	2.0	1.9	1.7	1.8	20	WINZ-AM Talk	940 50(25)kw	195	22	20	19	20	21	21	6:45	1.2	Clear Channel	CCRS
1.4	1.7	1.4	2.0	1.6	21	WIOD-AM News	610 5kw	230	19	20	21	21	22	22	5:00	2.5	Clear Channel	CCRS

Continued on Page 68

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WORLD WIDE RADIO

12+ POPULATION: 3,095,200 (Black: 24.8%; Hispanic: N/A)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REF. FIRM
9.7	8.7	8.9	8.9	10.4	1	WVEE-FM Urban	103.3 100kw	664	3	1	1	1	1	3	9:45	9.4	Infinity	CBS
9.3	11.0	10.2	9.9	9.7	2	WSB-AM Talk	750 50kw	735	2	10	8	4	3	1	8:00	13.5	Cox	CHR
8.1	8.3	8.4	7.9	8.4	3	WSTR-FM CHR/Pop	94.1 100kw	771	1	2	2	2	2	5	6:30	9.3	Jefferson-Pilot	CBS
6.2	5.5	5.5	6.1	5.7	4	WALR-FM Urban AC	104.7 100kw	404	10	9	7	4	4	2	8:30	6.5	Midwestern Br.	KATZ
7.3	6.6	6.8	6.7	5.4	5	WKHX-FM Country	101.5 99kw	435	6	5	9	8	7	5	7:30	5.7	ABC Inc.	ABC
5.1	5.6	5.5	4.6	5.4	5	WPCH-FM AC	94.9 99kw	416	9	10	10	9	6	4	8:00	4.7	Jacor	EAST
5.5	5.9	4.2	5.2	5.2	7	WNNX-FM Alternative	99.7 100kw	452	5	4	3	3	8	15	7:00	5.4	Susquehanna	MG/S
5.7	5.7	5.4	4.3	4.6	8	WSB-FM AC	98.5 100kw	476	4	7	6	7	5	8	6:00	3.9	Cox	CHR
5.0	4.7	4.6	4.8	4.5	9	WHTA-FM Urban	97.5 6.6kw	385	11	3	4	10	16	19	7:00	3.7	Radio One	ARP
4.5	3.8	5.0	4.3	4.4	10	WKLS-FM Rock	96.1 100kw	435	7	6	5	6	9	11	6:00	4.3	Jacor	EAST
3.1	4.1	3.5	3.9	3.9	11	WGST-A/F News/Talk	640/105.7 50(1)kw/50kw	352	12	13	11	14	12	10	6:45	2.8	Jacor	EAST
4.2	3.6	4.1	4.0	3.7	12	WFOX-FM Oldies	97.1 100kw	418	8	8	17	12	10	7	5:15	4.1	Chancellor Media	SEN
3.9	3.5	3.1	3.1	3.1	13	WZGC-FM Classic Hits	92.9 99kw	306	13	13	12	11	10	9	6:15	3.0	Infinity	CBS
3.4	2.9	3.9	3.8	2.9	14	WYAY-FM Country	106.7 99kw	237	14	10	13	13	13	11	7:15	3.1	ABC Inc.	ABC
2.6	2.4	2.4	2.5	2.3	15	WJZF-FM NAC/SJ	104.1 60kw	236	15	15	15	15	14	13	5:45	1.2	Cox	CHR
0.0	2.2	2.6	2.3	1.8	16	WAMJ-FM Urban Oldies	107.5 6kw	162	16	16	14	15	15	14	6:45	1.1	Radio One	ARP
2.1	2.1	1.7	1.7	1.6	17	WAOQ-AM Religious	1380 5kw	109	17	—	19	19	18	16	9:15	1.7	Infinity	CBS
0.1	0.1	0.4	0.8	1.3	18	WALR-AM Gospel	1340 1kw	63	20	16	18	18	18	17	12:15	1.1	Midwestern Br.	KATZ
0.9	0.8	0.9	0.7	1.1	19	WQXI-AM Sports	790 28(1)kw	107	18	16	15	17	17	18	6:15	0.8	Jefferson-Pilot	CBS

Continued on Page 68



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LISTEN WHILE YOU WORK



#13 PUERTO RICO



12+ POPULATION: 3,095,100 (Black: N/A; Hispanic: N/A)

Complete Market Index, Page XX

SPRING '98	SUMMER '98	FALL '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
—	8.0	10.0	1	WPRM-FM Tropical	98.5 25kw	773	2	4	1	1	1	1	10:15	16.4	Arso Radio	CAB
—	5.1	6.2	2	WKAQ-FM Tropical/CHR	104.7 50kw	783	1	1	2	2	5	4	6:15	4.0	El Mundo	—
—	5.0	5.9	3	WKAQ-AM Spanish News/Talk	580 10kw	544	3	28	20	9	6	2	8:30	6.5	El Mundo	—
—	4.7	4.7	4	WZNT-FM Tropical	93.7 50kw	392	9	16	6	3	2	3	9:30	3.4	Chancellor Media	—
—	3.7	4.6	5	WMEG-FM CHR/Pop	106.9 25kw	445	5	2	2	4	7	12	8:00	3.9	SBS	—
—	3.8	3.9	6	WFID-FM AC	95.7 50kw	397	8	14	4	5	4	5	7:45	2.9	Arso Radio	CAB
—	4.3	3.8	7	WIAC-FM Spanish AC	102.5 50kw	465	4	12	4	6	3	7	6:30	4.7	Bestov Br.	—
—	2.8	2.8	8	WXYX-FM Tropical/CHR	100.7 50kw	437	7	6	7	7	9	11	5:00	3.0	RAAD Br.	—
—	2.3	2.6	9	WDOY-FM Tropical	96.5 11.5kw	331	11	5	8	10	14	14	6:15	1.5	SBS	—
—	2.9	2.5	10	WCOM-FM Tropical/CHR	94.7 32kw	445	6	3	9	11	17	21	4:30	2.1	Chancellor Media	—
—	2.7	2.5	10	WIOA-FM Spanish AC	99.9 50kw	334	10	12	11	8	8	8	6:00	2.8	Chancellor Media	—
—	1.3	2.3	12	WAPA-AM Spanish News/Talk	680 10(9.5)kw	216	14	36	33	27	22	9	8:15	2.8	Wilfredo Blanco	—
—	3.2	2.1	13	WORD-FM B/EZ	92.5 50kw	229	12	28	35	17	10	6	7:15	1.1	Catholic Apostolic	—
—	1.2	1.9	14	WCMN-FM Tropical/CHR	107.3 50kw	197	15	9	11	12	10	14	7:45	1.5	Caribbean Br.	—
—	1.8	1.8	15	WUKQ-FM Tropical/CHR	99.1 25kw	222	13	6	10	13	14	27	6:30	1.3	El Mundo	—
—	1.2	1.7	16	WIAC-AM Spanish Oldies	940 10kw	149	20	—	43	37	27	10	9:00	1.8	PR Public Br.	—
—	0.9	1.5	17	WNRT-FM Spanish Religious	96.9 50kw	155	19	19	18	16	12	12	6:30	1.5	La Voz Evangelica	—
—	1.9	1.4	18	WOYE-FM Tropical/CHR	94.1 25kw	189	16	10	13	14	22	30	6:00	1.5	Chancellor Media	—
—	1.5	1.3	19	WZAR-FM Tropical	101.9 14kw	130	21	11	25	22	14	14	8:00	0.8	Ponce Br.	—
—	1.5	1.2	20	WIOC-FM Spanish AC	105.1 50kw	115	25	24	15	15	13	21	8:30	1.0	Chancellor Media	—
—	0.7	1.2	20	WOQI-FM Tropical/CHR	93.3 14.5kw	106	30	8	15	19	35	44	8:45	1.0	Chancellor Media	—

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ABC RADIO TODAY

12+ POPULATION: 893,000 (Black: N/A; Hispanic: N/A)

SPRING '98	SUMMER '98	FALL '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
—	1.7	1.2	20	WVJP-FM Spanish AC	103.3 28kw	169	17	28	22	22	17	17	5:45	Borinquen Br.	—
—	1.7	1.1	23	WCTA-FM Tropical	95.1 25kw	106	29	23	26	22	17	17	8:00	Chancellor Media	—
—	1.2	1.1	23	WRIO-FM Tropical	101.1 50kw	109	27	15	22	22	24	21	8:15	Arso Radio	CAB
—	1.1	1.1	23	WUNO-AM Spanish News	1320 5(2.3)kw	121	23	—	39	39	35	21	7:15	Madisida Inc.	CAB
—	1.0	1.0	26	WCAD-FM Hot AC	105.7 50kw	166	18	19	14	18	24	40	4:45	Br. & Prog. Sys/PR	—
—	0.8	1.0	26	WCMN-AM Spanish News/Talk	1280 5(1)kw	59	38	36	31	37	40	28	13:45	Caribbean Br.	—
—	1.3	1.0	26	WIOB-FM Spanish AC	97.5 50kw	115	24	19	18	19	17	28	6:45	Chancellor Media	—
—	1.8	1.0	26	WIVA-FM Tropical	100.3 22kw	128	22	24	17	19	17	21	6:30	Arso Radio	CAB

FORMAT SHARE (By AQH Share)	OWNERSHIP SHARE (By AQH Share)	OWNERSHIP REACH (By Unduplicated Cume)
Spanish 62.8 AC 4.9 CHR 4.6 B/EZ 2.1	Arso Radio 16.0 Chancellor Media 15.6 El Mundo 13.8 SBS 7.2 Bestov Br. 3.8 Caribbean Br. 2.9 RAAD Br. 2.8 Wilfredo Blanco 2.3 Catholic Apos. 2.1 PR Public Br. 1.7 La Voz Evan. 1.5 Ponce Br. 1.3 Borinquen Br. 1.2 Madisida Inc. 1.1 B&P Sys/PR 1.0	Chancellor Media 45.4% El Mundo 44.9% Arso Radio 40.2% SBS 23.3% Bestov Br. 15.1% RAAD Br. 14.1% Caribbean Br. 7.8% Catholic Apos. 7.4% Wilfredo Blanco 7.0% Borinquen Br. 5.5% B&P Sys/PR 5.4% La Voz 5.0% PR Public Br. 4.8% Ponce Br. 4.2% Madisida Inc. 3.9%

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10.4 to 11.0 #1
Sum98 F98

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3.3 to 6.3
Sum98 F98

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Amy Bolton @ Media America 202-546-7940

Arbitron Metros Orlando, Atlanta, Tulsa P35-54

#14 SEATTLE-TACOMA

12+ POPULATION: 2,844,400 (Black: N/A; Hispanic: N/A)

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FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AQH SHARE	OWNER	NATIONAL REP FIRM
6.3	5.9	6.2	6.6	6.0	1	KUBE-FM CHR/Rhythmic	93.3 100kw	479	3	1	1	1	12	22	6:45	7.2	Ackerley Group	ARP
4.7	4.0	5.2	5.2	5.5	2	KMP5-FM Country	94.1 98kw	324	9	7	7	4	1	3	9:15	6.1	Infinity	EAST
3.6	4.5	3.9	4.8	4.9	3	KBKS/KRPM¹ CHR/Pop	106.1/1090 58kw/50kw	503	1	2	2	3	9	14	5:30	3.9	Infinity	EAST
7.2	5.6	7.5	7.8	4.9	3	KIRO-AM News/Talk	710 50kw	492	2	15	18	14	11	4	5:30	6.6	Entercom	KATZ
3.4	4.8	4.6	4.8	4.7	5	KLSY-FM AC	92.5 58kw	390	6	4	6	2	3	5	6:30	4.8	Sandusky	CHR
4.6	5.0	5.8	5.1	4.6	6	KBSG-A/F Oldies	1210/97.3 27.5(10)kw/55kw	424	4	5	15	8	1	1	6:00	3.7	Entercom	D&R
4.7	3.9	4.5	3.6	4.3	7	KVI-AM Talk	570 5kw	232	15	15	19	16	15	7	10:15	5.7	Fisher	SEN
3.9	3.2	3.2	3.1	4.1	8	KOMO-AM News/Talk	1000 50kw	407	5	20	19	19	19	10	5:30	3.7	Fisher	SEN
3.5	4.3	3.8	3.8	3.8	9	KING-FM² Classical	98.1 58kw	279	11	20	22	20	15	7	7:15	3.0	Beethoven, Inc.	SEN
4.0	3.6	3.7	4.0	3.8	9	KIXI-AM Nostalgia	880 50(10)kw	218	17	15	25	25	22	15	9:30	2.6	Sandusky	CHR
3.5	3.8	3.8	3.6	3.8	9	KWJZ-FM NAC/SJ	98.9 58kw	232	14	12	21	12	5	2	9:00	3.2	Sandusky	CHR
4.2	3.9	3.2	4.6	3.6	12	KNDD-FM Alternative	107.7 100kw	348	8	3	5	11	17	23	5:45	3.3	Entercom	D&R
3.8	3.8	3.5	3.6	3.5	13	KISW-FM Rock	99.9 100kw	239	13	7	3	5	7	18	8:00	4.2	Entercom	MCG
3.8	4.6	4.2	4.2	3.5	13	KPLZ-FM Hot AC	101.5 100kw	366	7	5	4	7	10	15	5:15	3.3	Fisher	SEN
2.6	3.1	2.7	3.1	3.4	15	KJR-FM Classic Hits	95.7 100kw	304	10	12	10	9	7	11	6:00	3.3	Ackerley Group	ARP
3.4	3.2	3.5	3.0	3.4	15	KZOK-FM Classic Rock	102.5 100kw	252	12	12	8	6	4	6	7:30	3.6	Infinity	EAST
2.6	3.6	3.2	2.8	3.1	17	KRWM-FM AC	106.9 100kw	208	18	20	14	15	14	9	8:15	2.7	Sandusky	CHR
3.1	3.1	2.3	2.4	3.0	18	KMTT-FM Adult Alternative	103.7 58kw	225	16	15	9	9	6	12	7:15	3.0	Entercom	D&R
2.8	2.9	2.1	2.7	2.7	19	KIRO-FM Talk	100.7 57kw	192	20	11	11	13	13	13	7:15	1.9	Entercom	KATZ
2.9	2.5	2.3	2.0	2.1	20	KKHO/KJR Sports	850/950 10(1)kw/5kw	199	19	15	13	17	18	15	5:45	2.1	Ackerley Group	—

¹ KRPM-AM switched to Country in January ² Operates under a Joint Sales Agreement with Entercom.

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97.3 KBSG

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For information, call
ABC/RADIO TODAY
at (212) 735-1111

OLDIES 97.3

12+ POPULATION: 2,844,400 (Black: N/A; Hispanic: N/A)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	METRO RANK 12+ AQH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AQH SHARE	OWNER	NATIONAL REP FIRM
2.8	2.9	2.1	2.3	2.1	20	KYCW-FM Country	96.5 100kw	146	22	20	12	17	20	19	7:45	2.2	Infinity	EAST
1.5	1.2	1.1	1.4	1.6	22	KNWX-AM ³ News	770 50(5)kw	185	21	—	24	23	23	19	4:45	1.6	Entercom	KATZ
1.7	1.9	1.6	1.4	1.5	22	KCMS-FM Religious	105.3 115kw	140	23	9	17	21	21	21	5:45	1.3	Crista	RSS
0.0	0.0	1.1	0.8	1.0	24	KKBY-FM Urban	104.9 2.5kw	59	24	9	15	22	24	25	9:30	0.9	Y Com.	—

³ Switched to Urban Oldies in January.

FORMAT SHARE (By AQH Share)	OWNERSHIP SHARE (By AQH Share)	OWNERSHIP REACH (By Unduplicated Cume)
News/Talk 19.7 Oldies/CR 11.5 AC 11.3 CHR 10.9 Country 7.6 Classical 3.8 NAC/SJ 3.8 Nostalgia 3.8 Alternative 3.6 Rock 3.5 Adult Alt. 3.0 Religious 1.5 Urban 1.0	Ackerley Gr. 27.6 Entercom 27.6 Infinity 16.0 Fisher 11.9 Sandusky 11.8 Crista 1.5 Y Comm. 1.0	Entercom 57.2% Ackerley Gr. 51.7% Infinity 35.0% Fisher 30.7% Sandusky 26.2% Crista 4.9% Y Comm. 2.1%


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AT NIGHT

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12+ POPULATION: 2,318,100 (Black: N/A; Hispanic: 17.2%)

Complete Market Index, Page 8

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AQH SHARE	OWNER	NATIONAL REP FIRM
4.9	5.2	4.4	4.9	6.7	1	1	KESZ-FM AC	99.9 100kw	329	5	7	8	1	1	1	9:45	7.8	Media America	KATZ
5.2	6.2	5.4	5.3	5.9	2	2	KMLE-FM Country	107.9 100kw	346	3	8	4	2	2	5	8:00	5.3	Chancellor Media	SEN
4.3	5.3	5.4	5.2	5.7	3	3	KKFR-FM CHR/Rhythmic	92.3 100kw	307	7	1	1	5	15	19	9:00	5.2	Chancellor Media	D&R
6.5	5.1	6.4	6.1	5.7	3	3	KNIX-FM Country	102.5 98kw	354	2	10	9	6	3	3	7:45	6.2	Buck Owens	KATZ
5.2	4.7	5.1	5.3	5.3	5	5	KFYI-AM News/Talk	910 5kw	256	10	17	15	15	10	6	9:45	3.9	Chancellor Media	SEN
4.7	5.7	5.8	5.7	4.6	6	6	KZZP-FM Hot AC	104.7 100kw	368	1	4	3	4	5	10	6:00	3.8	Jacor	MCG
6.4	5.7	5.6	5.6	4.5	7	7	KTAR-AM News/Talk	620 5kw	331	4	17	21	17	16	7	6:30	6.8	Hearst	CHR
4.9	4.7	4.1	4.6	4.4	8	8	KUPD-FM Rock	97.9 100kw	238	11	5	2	3	6	13	8:45	4.4	Sandusky	EAST
5.1	5.0	4.4	4.0	4.3	9	9	KOOL-FM Oldies	94.5 100kw	325	6	13	18	11	4	2	6:15	4.1	Chancellor Media	CHR
3.6	3.6	3.8	4.3	4.1	10	10	KYOT-FM NAC/SJ	95.5 96kw	197	16	13	19	12	8	3	9:45	3.3	Chancellor Media	SEN
3.5	3.2	3.2	4.3	3.9	11	11	KDDJ/KEDJ Alternative	100.3/106.3 90kw/23kw	287	8	3	5	8	11	16	6:30	7.4	New Century AZ	ARP
5.3	5.4	4.5	3.9	3.6	12	12	KOY-AM Nostalgia	550 5(1)kw	208	15	17	28	29	24	14	8:15	3.3	Chancellor Media	SEN
3.0	3.3	3.7	3.8	3.6	12	12	KZON-FM Alternative	101.5 100kw	259	9	6	6	6	6	10	6:45	3.7	Chancellor Media	SEN
3.0	3.4	2.9	3.4	3.0	14	14	KKLT-FM AC	98.7 100kw	220	12	12	11	13	13	8	6:30	3.0	Hearst	CHR
2.4	2.4	2.7	3.2	3.0	14	14	KMXP-FM ¹ Hot AC	96.9 100kw	193	17	17	7	9	9	15	7:30	2.5	Jacor	MCG
2.5	2.2	2.7	2.7	2.5	16	16	KSLX-AF Classic Rock	1440/100.7 5kw/100kw	218	13	17	13	10	11	9	5:30	2.3	Sandusky	EAST
2.4	2.2	2.1	1.4	2.2	17	17	KPTY-FM CHR/Pop	103.9 43kw	210	14	2	10	17	22	32	5:00	1.7	New Planet Radio	ROS
2.6	3.3	3.0	3.0	2.1	18	18	KDKB-FM Rock	93.3 100kw	165	18	13	11	14	14	12	6:00	3.1	Sandusky	EAST
0.9	1.5	1.7	1.5	1.7	19	19	KHOT-FM Urban AC	105.9 8.2kw	127	19	8	15	16	17	16	6:30	1.7	Heffel	ARP
1.2	1.0	0.9	0.9	1.2	20	20	KVVA-FM Spanish AC	107.1 25kw	70	23	16	14	19	18	21	7:45	1.0	Z Spanish	LOTUS

¹ Was KGLQ-FM (Classic Hits) until September.

RELEASE 2.0

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KFYI
Hottest News-Talk
910AM

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For information, call
ABC/RADIO TODAY
at **(212) 735-1111**

STIMULATING TALK RADIO

12+ POPULATION: 2,318,100 (Black: N/A; Hispanic: 17.2%)

FALL '98	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AQH SHARE	OWNER	NATIONAL REP FIRM
2.2	1.9	1.4	1.3	1.2	20	KWCV-FM Country	103.5 62kw	115	20	10	19	20	20	18	4:45	0.9	Z Spanish	KATZ
0.0	0.3	0.4	0.8	1.1	22	KISO-AM Country	1230 1kw	53	24	—	24	24	24	19	9:30	0.9	New Century AZ	ARP
0.9	0.7	1.1	0.6	1.0	23	KGME-AM Sports	1360 50(1)kw	84	21	—	17	21	18	22	5:30	1.0	New Century AZ	ARP

FORMAT SHARE (By AQH Share)	OWNERSHIP SHARE (By AQH Share)	OWNERSHIP REACH (By Unduplicated Cume)
<p>AC 17.3</p> <p>Country 13.9</p> <p>News/Talk 9.8</p> <p>CHR 7.9</p> <p>Alternative 7.5</p> <p>Oldies/CR 6.8</p> <p>Rock 6.5</p> <p>NAC/SJ 4.1</p> <p>Nostalgia 3.6</p> <p>Urban 1.7</p> <p>Spanish 1.2</p>	<p>Chancellor 32.5</p> <p>Sandusky 9.1</p> <p>Hearst 8.1</p> <p>New Century 6.0</p> <p>Jacor 7.6</p> <p>Media America 6.7</p> <p>Buck Owens 5.8</p> <p>New Planet 2.2</p> <p>Heftel* 1.7</p> <p>* Assumed ownership after the Fall '98 book.</p>	<p>Chancellor 60.4%</p> <p>Hearst 24.1%</p> <p>Jacor 21.2%</p> <p>Sandusky 20.7%</p> <p>New Century 17.5%</p> <p>Buck Owens 15.6%</p> <p>Media America 14.2%</p> <p>New Planet 9.1%</p> <p>Heftel* 5.5%</p> <p>* Assumed ownership after the Fall '98 book.</p>

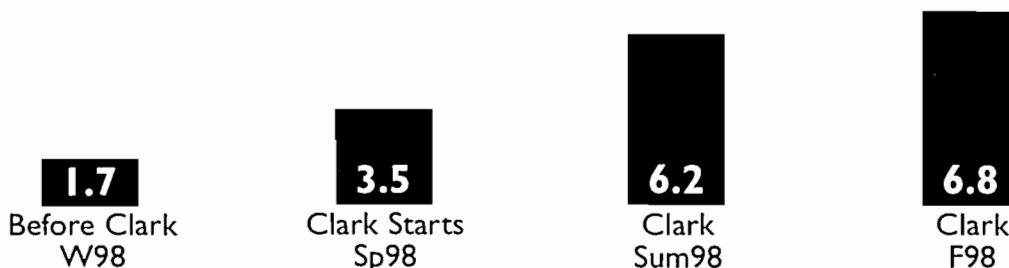
Turbocharge Your Ratings

The Clark Howard Show



M-F 2P-4P ET

WDBO Orlando



Paul Douglas @ Cox Radio 404-962-2078

Amy Bolton @ Media America 202-546-7940

Arbitron Orlando Metro W98-F98 M 35-54

12+ POPULATION: 2,307,700 (Black: 5.1%; Hispanic: 24.3%)

Complete Market Index, Page 8

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
6.4	6.6	5.2	5.0	6.2	1	KSON-FM Country	97.3 50kw	292	6	6	6	3	1	1	9:30	6.3	Jefferson-Pilot	BAN
5.1	4.8	6.8	6.3	5.6	2	KYXY-FM AC	96.5 41kw	335	4	7	8	6	4	2	7:30	5.7	Chancellor Media	CHR
4.1	3.9	3.9	4.7	5.2	3	KHTS-FM¹ CHR/Pop	93.3 50kw	404	1	2	5	7	10	19	5:45	3.7	Jacor	EAST
4.3	5.1	4.4	5.3	5.0	4	XHTZ-FM CHR/Rhythmic	90.3 100kw	346	3	1	3	8	16	23	6:30	3.8	Califormula	SEN
5.2	6.2	6.3	6.2	4.9	5	KFMB-FM Hot AC	100.7 30kw	375	2	5	4	2	3	7	6:00	7.8	Midwest TV	MCG
4.9	4.9	4.5	4.2	4.5	6	KOGO-AM Talk	600 5kw	221	13	—	25	18	13	4	9:15	5.7	Jacor	KATZ
2.3	3.0	3.7	4.0	4.5	7	XTRA-FM² Alternative	91.1 100kw	323	5	3	1	4	8	23	6:15	4.0	XTRA Com.	EAST
3.6	2.7	4.6	5.1	4.4	8	KFMB-AM Full Service	760 5(50)kw	285	7	18	15	13	7	3	7:00	4.1	Midwest TV	MCG
4.5	4.2	4.3	3.5	4.4	8	KGB-FM Classic Rock	101.5 50kw	256	8	15	7	1	2	6	7:45	6.8	Jacor	EAST
3.5	4.8	3.1	3.9	4.0	10	KIOZ-FM Rock	105.3 29kw	242	9	7	2	5	6	15	7:30	6.0	Jacor	EAST
3.8	3.8	4.0	3.8	3.8	11	KIFM-FM NAC/SJ	98.1 28kw	225	10	18	13	9	5	5	7:45	2.5	Jefferson-Pilot	CBS
1.7	2.2	1.8	2.3	2.8	12	KJQY-FM AC	94.1 100kw	221	12	12	15	15	11	8	5:45	2.8	Jacor	EAST
3.3	3.2	3.2	3.1	2.7	13	XHRM-FM³ AC	92.5 100kw	199	14	10	9	11	13	14	6:00	2.2	Radio Moderna	KATZ
3.5	2.3	3.1	3.0	2.6	14	KBZT-FM Oldies	94.9 22kw	222	11	9	17	16	13	10	5:30	2.5	Jefferson-Pilot	BAN
1.8	2.6	2.5	2.5	2.6	14	KPLN-FM Classic Hits	103.7 36kw	195	15	15	13	10	8	9	6:00	2.6	Chancellor Media	D&R
2.9	2.1	1.7	2.5	2.6	14	XTRA-AM² Sports	690 77(50)kw	192	16	—	10	11	11	11	6:15	2.3	XTRA Com.	EAST
1.9	2.3	2.3	1.7	2.5	17	KLNV-FM⁴ Regional Mexican	106.5 50kw	152	17	4	11	14	17	15	7:30	2.2	Heftel	KT-H
3.1	3.6	3.7	2.8	2.5	17	KPOP-AM Nostalgia	1360 5(1)kw	102	23	—	33	31	24	12	11:00	1.8	Jacor	KATZ
2.2	2.1	2.2	1.9	2.1	19	KFI-AM Talk	640 50kw	132	19	—	20	20	19	13	7:15	2.1	Cox	CHR
0.0	0.0	0.0	0.0	1.6	20	KMSX-FM Hot AC	95.7 29kw	134	18	12	12	17	20	28	5:15	1.3	Jacor	KATZ

¹ Was CHR/Rhythmic until late July. ² Programmed and sold by Jacor.

³ Programmed and sold by Jacor; was Alternative until August. ⁴ Was **KKLQ-FM** (CHR/Pop) until August, and **KEBN-FM** until October.

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For information, call
ABC/RADIO TODAY
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San Diego's Country

12+ POPULATION: 2,307,700 (Black: 5.1%; Hispanic: 24.3%)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	METRO RANK	12+ AQH RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AQH SHARE	OWNER	NATIONAL REP FIRM
1.0	1.3	2.0	1.3	1.5	21	21	KSDO-AM⁵ News/Talk	1130 10kw	128	20	—	30	22	22	17	5:30	1.2	Jacor	KATZ
0.0	0.0	0.0	0.6	1.4	22	22	KLOV-FM Spanish AC	102.9 32kw	76	25	—	18	20	21	21	8:15	1.4	Heftel	KT-H
1.4	1.2	1.3	1.7	1.3	23	23	KFSD-FM Classical	92.1 .58kw	103	22	—	30	25	24	21	5:45	0.8	Astor Br.	—
1.1	1.1	1.0	1.0	1.3	23	23	XBAC-AM Classical	540 1kw	55	28	18	30	25	28	20	11:00	1.0	Mt. Wilson FM	ARP
1.6	1.1	1.3	1.3	1.3	23	23	KXST-FM Adult Alternative	102.1 14.5kw	98	24	18	20	19	18	17	5:45	1.4	Compass Radio	CHR
1.1	1.1	1.4	1.0	1.1	26	26	KNX-AM News	1070 50kw	105	21	—	33	35	31	26	5:00	1.3	Infinity	CBS

⁵ Switched to Business Talk in January.

FORMAT SHARE (By AQH Share)	OWNERSHIP SHARE (By AQH Share)	OWNERSHIP REACH (By Unduplicated Cume)
<ul style="list-style-type: none"> AC 17.6 News/Talk 16.2 CHR 10.2 Oldies/CR 9.4 Country 6.2 Alternative 4.5 Rock 4.0 Spanish 3.9 NAC/SJ 3.8 Classical 2.6 Nostalgia 2.5 Adult Alt. 1.3 	<ul style="list-style-type: none"> Jacor 36.3 Jefferson-Pilot 13.0 MidwestTV 9.3 Chancellor 8.3 Capstar 8.2 Califormula 6.3 Heftel 4.2 Radio Moderna 2.7 Cox 2.2 Astor 2.0 Infinity 1.4 Compass 1.3 Mt. Wilson FM 1.3 Energy 0.6 	<ul style="list-style-type: none"> Jacor 62.6% Jefferson-Pilot 30.0% MidwestTV 26.3% Chancellor 22.1% Capstar 21.5% Califormula 18.2% Heftel 9.4% Radio Moderna 8.6% Cox 6.4% Astor 6.2% Infinity 6.2% Compass 4.3% Mt. Wilson FM 2.4% Energy 2.2%

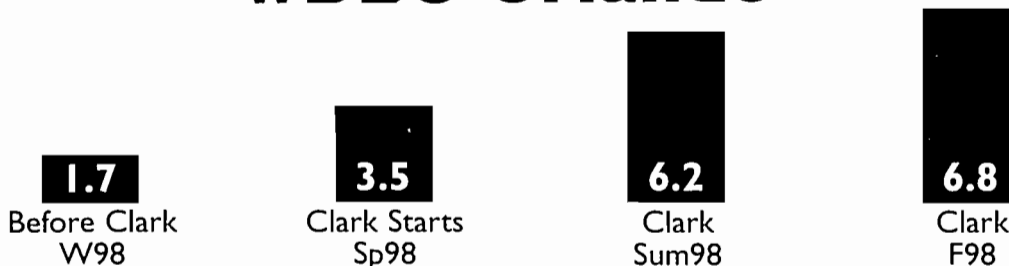
Turbocharge Your Ratings

The Clark Howard Show



M-F 2P-4P ET

WDBO Orlando



Paul Douglas @ Cox Radio 404-962-2078

Amy Bolton @ Media America 202-546-7940

Arbitron Orlando Metro W98-F98 M 35-54

#17 NASSAU-SUFFOLK



12+ POPULATION: 2,266,100 (Black: 7.4%; Hispanic: 7.7%)

Complete Market Index, Page 8

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REF FIRM
5.3	5.7	5.5	5.8	5.8	1	1	WALK-FM AC	97.5 39kw	287	6	8	9	3	2	1	10:00	6.7	Chancellor Media	KATZ
4.9	5.6	5.5	5.1	5.4	2	2	WHTZ-FM CHR/Pop	100.3 6kw	464	1	1	2	2	9	17	5:45	5.0	Chancellor Media	CHR
5.3	5.3	5.5	5.1	5.4	2	2	WXRK-FM Alternative	92.3 6kw	359	2	4	1	1	1	8	7:15	12.0	Infinity	IRS
4.4	3.9	4.2	4.0	4.5	4	4	WCBS-FM Oldies	101.1 6.8kw	248	10	16	16	7	3	2	8:45	4.2	Infinity	CBS
4.3	3.9	4.3	3.7	4.3	5	5	WLTW-FM AC	106.7 6kw	242	11	16	15	9	4	3	8:45	3.2	Chancellor Media	KATZ
5.0	4.5	4.3	5.3	4.2	6	6	WBLI-FM CHR/Pop	106.1 49kw	301	5	3	5	4	5	11	6:45	3.3	Cox	MCG
4.2	3.6	3.3	3.5	4.0	7	7	WCBS-AM News	880 50kw	328	3	21	28	20	15	5	6:00	6.3	Infinity	CBS
3.9	3.4	3.8	3.6	3.5	8	8	WFAN-AM Sports	660 50kw	283	7	16	13	10	7	4	6:00	4.2	Infinity	IRS
3.6	3.2	3.6	3.6	3.4	9	9	WKTU-FM CHR/Rhythmic	103.5 5.4kw	308	4	5	3	5	8	15	5:30	2.6	Chancellor Media	EAST
3.3	3.7	3.6	3.2	3.2	10	10	WOR-AM Talk	710 50kw	177	18	—	34	29	27	14	8:45	3.7	Buckley	MCG
3.3	3.0	3.9	3.1	3.2	10	10	WQHT-FM CHR/Rhythmic	97.1 6.7kw	220	12	2	4	11	26	32	7:15	2.2	Emmis	ARP
2.9	3.8	3.5	3.2	3.0	12	12	WABC-AM Talk	770 50kw	206	14	21	30	23	17	10	7:00	2.8	ABC Inc.	ABC
3.5	2.9	3.5	3.4	2.8	13	13	WBAB/WHFM Rock	102.3/95.3 3kw/5kw	215	13	10	7	6	5	12	6:30	2.4	Cox	MCG
2.8	3.6	2.5	3.1	2.8	13	13	WHLI-AM Nostalgia	1100 10kw	78	29	—	—	39	36	20	9:45	1.9	Barnstable	D&R
2.4	3.3	2.0	2.7	2.8	13	13	WKLY-FM AC	98.3 3kw	155	19	21	12	12	13	8	8:45	2.4	Barnstable	D&R
2.8	2.6	2.7	2.5	2.7	16	16	WBZO-FM Oldies	103.1 3kw	181	17	10	22	15	11	6	7:15	2.3	Barnstable	D&R
2.9	3.1	2.8	3.2	2.6	17	17	WPLJ-FM Hot AC	95.5 6.7kw	257	9	10	6	7	10	18	5:00	2.5	ABC Inc.	ABC
2.3	2.1	2.1	2.5	2.4	18	18	WQCD-FM NAC/SJ	101.9 6.2kw	146	21	—	21	14	12	7	8:00	1.9	Emmis	CHR
1.8	1.9	1.8	2.2	2.1	19	19	WAXQ-FM Classic Rock	104.3 6kw	182	16	10	18	12	14	12	5:45	1.2	Chancellor Media	KATZ
2.5	2.2	2.2	2.2	2.1	19	19	WINS-AM News	1010 50kw	262	8	—	26	21	18	15	4:00	3.4	Infinity	CBS
1.9	2.5	2.0	1.3	2.1	19	19	WQXR-FM Classical	96.3 7.8kw	115	24	—	30	32	28	20	9:00	1.5	New York Times	ARP



For information, call
ABC/RADIO TODAY
at (212) 735-1111

LONG ISLAND'S OLDIES 103.1 FM



12+ POPULATION: 2,266,100 (Black: 7.4%; Hispanic: 7.7%)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	MICRO RANK	12+ AQH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AQH SHARE	OWNER	NATIONAL REP. FIRM
0.9	1.0	1.2	1.3	1.9	22		WLUX-AM Nostalgia	540 .25kw	79	28	—	—	37	36	22	12:00	1.5	L.I. Multi Media	—
1.3	1.5	1.6	1.5	1.8	23		WDRE/WLIR Alternative	98.5/92.7 6kw/1kw	185	15	8	8	15	15	27	4:45	1.5	Jarad	MCG
1.3	1.0	1.5	1.5	1.6	24		WBLS-FM Urban	107.5 4.2kw	131	23	6	10	18	24	28	6:00	1.1	Inner City	MCG
1.2	1.8	1.6	2.0	1.6	24		WMJC-FM Country	94.3 3kw	85	26	—	19	25	20	19	9:15	1.3	Barnstable	KATZ
1.2	1.3	1.5	1.5	1.5	26		WSKQ-FM Tropical	97.9 7.8kw	78	30	10	10	18	21	29	9:15	1.5	Spanish Br. Sys.	CAB
2.0	2.3	1.9	1.9	1.3	27		WNEW-FM Rock	102.7 6kw	151	20	21	17	17	19	25	4:15	0.8	Infinity	CBS
1.7	1.5	1.4	1.4	1.3	27		WRKS-FM Urban AC	98.7 7.8kw	101	25	16	19	21	22	22	6:15	1.0	Emmis	D&R
1.2	1.1	1.0	1.1	1.1	29		WBIX-FM¹ Hot AC	105.1 6kw	138	22	21	23	24	22	22	4:00	1.1	Chancellor Media	SEN
0.9	1.0	0.8	0.7	1.0	20		WPAT-FM Spanish AC	93.1 5.4kw	58	33	21	23	25	24	26	8:30	0.9	Heftel	CAB

¹ Switched to Rhythmic Oldies on December 4.

FORMAT SHARE (By AQH Share)	OWNERSHIP SHARE (By AQH Share)	OWNERSHIP REACH (By Unduplicated Cume)
<ul style="list-style-type: none"> AC 16.5 CHR 16.1 News/Talk 15.8 Oldies/CR 9.3 Alternative 7.2 Nostalgia 4.7 Rock 4.1 Urban 2.9 Spanish 2.5 NAC/SJ 2.4 Classical 2.1 Country 1.6 	<ul style="list-style-type: none"> Chancellor 22.2 Infinity 20.7 Barnstable 10.5 Cox 7.6 Emmis 6.9 ABC* 6.4 Buckley 3.2 SBS 2.5 NYTimes 2.1 Inner City 1.9 L.I. Multi Media 1.9 Jarad 1.8 Big City 0.8 	<ul style="list-style-type: none"> Infinity 50.2% Chancellor 48.7% Cox 23.2% ABC* 21.9% Barnstable 21.9% Emmis 17.4% Jarad 8.2% Buckley 7.9% Inner City 6.4% NYTimes 5.1% SBS 4.8% L.I. Multi Media 3.5% Big City 2.2%
	<small>* Includes WOEAM, which is owned by The New York Times.</small>	<small>* Includes WOEAM, which is owned by The New York Times.</small>

GIVE YOUR RATINGS A BOOSTER SHOT

BOORTZ

The Neal Boortz Show

M-F 10A-N ET

#1 M 25-54 13.5 Share

#1 M 35-54 15.0 Share

Atlanta Arbitron Fall 98

Paul Douglas @ Cox Radio 404-962-2078

Amy Bolton @ Media America 202-546-7940

#11 MIAMI-FORT LAUDERDALE-HOLLYWOOD

R&R

Continued from Page 56

12+ POPULATION: 3,111,400 (Black: 16.3%; Hispanic: 38.4%)

Complete Market Index, Page

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AQH SHARE	OWNER	NATIONAL REP EST.
1.4	1.4	0.9	1.6	1.5	22	WJNA-AM Nostalgia	1230 1kw	94	24	—	—	37	37	35	11:30	1.3	James Crystal	ARP
2.3	2.1	2.2	1.8	1.5	22	WPLL-FM AC	103.5 100kw	248	17	11	11	16	18	26	4:30	1.2	Clear Channel	EAST
2.4	2.0	2.4	1.9	1.4	24	WQBA-AM Spanish News/Talk	1140 50(10)kw	104	23	—	27	28	27	24	9:45	1.2	Heftel	KT-H
1.6	1.4	1.0	0.9	1.4	24	WSUA-AM Tropical	1260 5kw	82	26	—	21	21	22	19	12:00	1.8	El Dorado	—
0.5	1.0	1.1	0.9	1.2	26	WFBA-AM Spanish Nost.	990 5kw	81	27	—	33	27	25	23	10:45	0.7	W.R.A. Br.	LOTU
0.8	0.9	1.1	1.5	1.2	26	WMBM-AM Gospel	1490 1kw	50	33	9	21	23	24	24	16:30	1.2	New Birth	—

FORMAT SHARE (By AQH Share)	OWNERSHIP SHARE (By AQH Share)	OWNERSHIP REACH (By Unduplicated Cume)
Spanish 23.5 Urban 13.2 AC 9.2 CHR 8.9 News/Talk 6.5 Oldies/CR 6.1 NAC/SJ 3.7 Rock 3.5 Country 3.3 Classical 3.1 Nostalgia 1.5 Religious 1.2	Clear Channel 18.7 Heftel 12.7 Beasley 12.0 SBS 9.3 Cox 8.1 Jefferson-Pilot 7.8 Marlin 3.1 James Crystal 2.3 El Dorado 1.4 W.R.A. Br. 1.2 New Birth 1.2 Radio Unica .9 Radio WAVS .4	Clear Channel 42.3% Beasley 32.4% Cox 22.0% Heftel 20.3% Jefferson-Pilot 19.5% SBS 18.3% Marlin 8.9% James Crystal 6.2% El Dorado 2.6% W.R.A. Br. 2.3% Radio Unica 2.3% New Birth 1.6% Radio WAVS 1.1%

#12 ATLANTA

R&R

Continued from Page 57

12+ POPULATION: 3,095,200 (Black: 24.8%; Hispanic: N/A)

FORMAT SHARE (By AQH Share)	OWNERSHIP SHARE (By AQH Share)	OWNERSHIP REACH (By Unduplicated Cume)
Urban 22.4 News/Talk 14.7 AC 10.0 CHR 8.4 Country 8.3 Oldies/CR 6.8 Alternative 5.2 Rock 4.4 Religious 2.9 NAC/SJ 2.3	Cox 16.6 Infinity 15.2 Jacor 13.7 Jefferson-Pilot 9.5 ABC 8.3 Midwestern 7.6 Radio One 6.3 Susquehanna 5.2 Chancellor 3.7	Cox 40.3% Jacor 33.7% Infinity 31.7% Jefferson-Pilot 27.2% ABC 17.8% Midwestern 17.0% Radio One 15.9% Susquehanna 14.6% Chancellor 13.5%

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MINNEAPOLIS-ST. PAUL #18

12+ POPULATION: 2,260,600 (Black: N/A; Hispanic: N/A)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP. FIRM
11.2	11.2	10.1	11.3	10.7	1	KQRS-FM Adult Alternative	92.5 100kw	569	2	7	1	1	1	1	8:30	19.4	ABC Inc.	ABC
12.3	11.8	10.3	10.3	10.7	1	WCCO-AM Full Service	830 50kw	641	1	11	14	9	5	2	7:30	14.3	Infinity	CBS
8.0	8.1	7.6	6.7	8.1	3	KEEY-FM Country	102.1 100kw	428	5	4	3	2	2	3	8:30	7.4	Chancellor Media	CHR
7.8	8.0	8.5	7.9	8.0	4	KDWB-FM CHR/Pop	101.3 100kw	550	3	1	2	3	6	8	6:30	7.1	Chancellor Media	KATZ
6.3	5.9	6.5	5.3	6.2	5	WLTE-FM AC	102.9 100kw	374	7	9	10	5	3	4	7:30	5.3	Infinity	CBS
5.0	5.3	5.0	5.2	5.1	6	KSTP-AM Talk	1500 50kw	292	9	—	12	8	7	6	8:00	3.5	Hubbard	CHR
5.3	5.1	5.3	6.1	4.6	7	KSTP-FM Hot AC	94.5 100kw	444	4	6	5	4	4	9	4:45	4.1	Hubbard	CHR
2.9	3.1	3.2	3.6	4.5	8	WXPT-FM ¹ Hot AC	104.1 89kw	388	6	2	4	6	11	11	5:15	3.1	Infinity	IRS
4.5	5.2	5.4	5.1	4.1	9	KQQL-FM Oldies	107.9 97kw	331	8	8	13	9	7	5	5:30	3.6	Chancellor Media	EAST
4.0	3.8	3.7	4.7	3.5	10	KTCZ-FM Adult Alternative	97.1 100kw	273	10	11	8	7	9	7	5:45	3.0	Chancellor Media	KATZ
2.8	3.5	4.4	3.4	3.0	11	KXXR-FM Rock	93.7 100kw	208	12	5	6	9	12	12	6:30	2.1	ABC Inc.	ABC
2.6	2.2	2.1	2.3	2.7	12	KFAN-AM Sports	1130 50(25)kw	180	14	13	10	12	10	10	6:45	1.7	Chancellor Media	CHR
2.0	3.1	3.1	2.7	2.6	13	KZNR/KZNT/KZNZ Alternative	105.1/105.7/105.3 2.5kw/6kw/25kw	220	11	3	7	13	13	16	5:30	1.7	ABC Inc.	ABC
3.8	3.5	3.1	3.2	2.1	14	WRQC-FM Rock	100.3 100kw	205	13	9	9	14	14	13	4:30	3.7	Chancellor Media	EAST
1.7	1.6	1.8	1.7	1.7	15	KLBB/WLOL Nostalgia	1400/1470 1kw/5kw	106	15	—	16	17	16	15	7:15	1.4	Cargill	—

¹ Was KMJZ-FM (NAC/SJ) until September 24.

Continued on Page 71



+ am1500 KSTP =

**AM 1500 KSTP...
THE TALK STATION**

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#19 ST. LOUIS

12+ POPULATION: 2,112,400 (Black: 17.0%; Hispanic: N/A)

Complete Market Index, Page 6

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	METRO RANK	12+ ADH RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
11.2	10.7	13.9	14.1	11.0	1	1	KMOX-AM Talk	1120 50kw	559	1	11	14	7	3	1	8:15	13.2	Infinity	CBS
8.5	7.3	8.6	6.9	6.8	2	2	WIL-FM Country	92.3 100kw	354	2	5	8	3	1	3	8:15	7.1	Sinclair Com.	CHR
6.8	6.1	6.6	6.0	6.7	3	3	KMJM-FM Urban	104.9 7.8kw	268	7	1	1	1	6	11	10:30	5.5	Jacor	EAST
5.5	6.8	7.0	7.1	6.5	4	4	KEZK-FM AC	102.5 100kw	337	3	13	9	4	2	2	8:15	5.4	Infinity	KATZ
4.8	4.7	4.9	4.9	5.0	5	5	KYKY-FM Hot AC	98.1 90kw	299	6	8	2	2	4	8	7:00	5.2	Infinity	KATZ
3.7	3.9	3.9	4.5	4.8	6	6	KLOU-FM Oldies	103.3 100kw	305	5	8	18	16	5	4	6:45	4.4	Jacor	CBS
1.8	4.6	3.9	4.4	4.3	7	7	KSLZ-FM CHR/Pop	107.7 100kw	326	4	2	6	13	19	17	5:45	3.5	Jacor	EAST
3.4	3.3	3.0	3.4	4.0	8	8	KTRS-AM News/Talk	550 5kw	241	10	17	16	17	14	5	7:00	4.4	Dorsey Group	MCG
5.0	4.2	4.7	4.3	3.8	9	9	WKKX-FM Country	106.5 90kw	233	11	6	6	8	11	11	7:00	5.2	Zimmer	D&R
1.8	3.0	2.2	2.7	3.7	10	10	KATZ-FM Urban AC	100.3 50kw	147	18	13	11	9	8	7	10:45	3.3	Jacor	EAST
2.3	2.3	1.9	2.4	3.7	10	10	KXOK-FM ¹ Classic Rock	97.1 100kw	191	16	13	3	5	8	15	8:15	3.4	Sinclair Com.	ARP
4.6	5.0	4.7	4.7	3.6	12	12	KSHE-FM Classic Rock	94.7 100kw	243	8	11	12	6	7	5	6:15	4.4	Emmis	D&R
4.6	4.9	3.8	3.3	3.3	13	13	KPNT-FM Alternative	105.7 100kw	243	9	3	5	11	16	20	5:45	2.7	Sinclair Com.	ARP
3.1	2.8	2.8	2.4	3.2	14	14	KFUO-FM Classical	99.1 100kw	174	17	13	20	19	17	9	7:45	3.0	Lutheran Ch/MOS	ARP
3.0	3.2	2.4	2.7	3.2	14	14	WVRV-FM Adult Alternative	101.1 44kw	230	12	6	10	9	10	14	5:45	2.7	Sinclair Com.	MCG
3.7	2.9	2.0	2.8	2.9	15	15	WXTM-FM ² Rock	104.1 39kw	193	15	4	4	11	15	20	6:30	4.2	Zimmer	D&R
3.0	2.5	2.4	2.8	2.7	16	16	KSD-FM ³ Classic Rock	93.7 100kw	215	14	17	15	13	12	10	5:15	3.3	Jacor	KATZ
3.1	3.1	3.1	3.0	2.6	17	17	KIHT-FM Classic Hits	96.3 80kw	219	13	17	13	15	13	11	5:15	2.6	Sinclair Com.	MCG
2.1	1.9	2.4	2.1	2.3	18	18	KATZ-AM Gospel	1600 5kw	90	21	8	17	18	18	16	10:30	1.8	Jacor	EAST

¹ Was Urban AC until September. ² Was WALC-FM until July 20. ³ Switched to Hot AC on January 15.



Y98 FM
ST. LOUIS' BIGGEST VARIETY



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ST. LOUIS BIGGEST VARIETY

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12+ POPULATION: 2,260,600 (Black: N/A; Hispanic: N/A)

FORMAT SHARE (By AQH Share)	OWNERSHIP SHARE (By AQH Share)	OWNERSHIP REACH (By Unduplicated Cume)
News/Talk 18.5 AC 15.3 Adult Alt. 14.2 Country 8.1 CHR 8.0 Rock 5.1 Oldies/CR 4.1 Alternative 2.6 Nostalgia 1.7	Chancellor 28.5 Infinity 21.4 ABC 16.3 Hubbard 9.7 Cargill 1.7	Chancellor 59.4% Infinity 52.1% ABC 35.2% Hubbard 30.5% Cargill 4.7%

12+ POPULATION: 2,112,400 (Black: 17.0%; Hispanic: N/A)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AQH SHARE	OWNER	NATIONAL REP FIRM
2.1	2.4	2.6	2.5	2.0	19	WRTH-AM Nostalgia	1430 5kw	109	19	—	21	22	21	19	7:45	1.7	Sinclair Com.	CHR
1.2	1.0	0.9	1.0	1.4	20	KFNS-AM Sports	590 1kw	108	20	—	19	19	20	17	5:30	1.3	Missouri Sports	D&R

FORMAT SHARE (By AQH Share)	OWNERSHIP SHARE (By AQH Share)	OWNERSHIP REACH (By Unduplicated Cume)
Oldies/CR 17.4 News/Talk 16.4 AC 11.5 Country 10.6 Urban 10.4 CHR 4.3 Alternative 3.3 Adult Alt. 3.2 Classical 3.2 Rock 2.9 Religious 2.3 Nostalgia 2.0	Infinity 22.5 Sinclair 21.6 Jacor 20.1 Zimmer 6.8 Dorsey Gr. 4.0 Emmis 3.6 Lutheran/MOS 3.2 MO Sports 1.4	Sinclair 46.9% Infinity 46.6% Jacor 38.4% Zimmer 19.0% Emmis 11.6% Dorsey Gr. 11.5% Lutheran/MOS 8.2% MO Sports 5.1%

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#20 BALTIMORE

12+ POPULATION: 2,075,800 (Black: 26.9%; Hispanic: N/A)

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FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
9.8	9.8	8.8	9.5	9.6	1	WERO-FM CHR/Rhythmic	92.3 37kw	372	1	1	1	1	1	7	11:45	8.3	Radio One	ARP
6.4	6.7	7.2	7.4	6.8	2	WPOC-FM Country	93.1 16kw	312	4	13	5	5	4	2	10:00	7.8	Jacor	EAST
5.0	5.4	4.7	4.9	6.0	3	WWMX-FM Hot AC	106.5 7.4kw	362	2	4	2	2	1	6	7:30	5.2	Infinity	KATZ
7.0	6.8	6.8	8.4	5.9	4	WBAL-AM News/Talk	1090 50kw	317	3	18	15	11	9	4	8:30	6.7	Hearst	D&R
7.2	5.5	6.1	5.8	5.6	5	WQSR-FM Oldies	105.7 50kw	310	5	10	13	6	5	1	8:00	8.3	Infinity	CHR
3.4	4.1	5.8	4.7	5.5	6	WWIN-FM Urban AC	95.5 3kw	208	11	10	7	3	3	3	12:00	4.8	Radio One	ARP
4.5	5.8	5.0	5.7	4.9	7	WLIF-FM AC	101.9 13.5kw	265	8	16	9	9	7	5	8:30	4.2	Infinity	CBS
4.3	3.9	4.2	4.2	4.3	8	WIYY-FM Rock	97.9 13.5kw	255	9	7	3	4	6	9	7:30	5.3	Hearst	D&R
2.7	2.4	3.4	2.8	3.6	9	WHFS-FM Alternative	99.1 50kw	299	6	3	4	8	10	15	5:30	2.9	Infinity	CBS
4.1	4.8	4.0	3.8	3.5	10	WXYV-FM CHR/Pop	102.7 50kw	278	7	2	5	10	12	13	5:45	3.2	Infinity	CBS
2.8	2.9	3.3	3.8	3.3	11	WOCT-FM Oldies	104.3 10kw	251	10	7	8	7	7	8	6:00	2.5	Jacor	EAST
4.2	3.3	2.9	2.8	2.7	12	WCAO-AM Religious	600 5kw	129	13	13	11	13	11	11	9:30	2.6	Jacor	MCG
2.3	2.1	2.1	2.1	2.4	13	WCBM-AM News/Talk	680 10(5)kw	118	16	—	22	23	19	12	9:15	3.2	Mangione	KATZ
1.6	1.7	1.7	1.7	1.9	14	WPGC-FM CHR/Rhythmic	95.5 50kw	173	12	4	10	12	14	21	4:45	1.5	Infinity	IRS
1.9	2.2	1.7	1.5	1.8	15	WRBS-FM Religious	95.1 50kw	99	18	16	22	17	14	10	8:00	1.8	Peter & John	—
1.4	2.0	1.5	1.5	1.5	16	WHUR-FM Urban AC	96.3 24kw	98	19	—	17	14	13	13	7:00	1.9	Howard Univ.	D&R
1.8	1.7	1.6	1.4	1.5	16	WJFK-AM Talk	1300 5kw	117	17	10	12	14	16	16	6:00	2.2	Infinity	CBS
1.2	1.3	1.1	1.3	1.4	18	WWLG-AM Nostalgia	1360 5kw	51	29	—	—	32	33	21	12:15	1.1	M-10 Br.	—
1.2	1.2	1.2	1.2	1.1	19	WGRX-FM Country	100.7 16kw	82	21	18	19	18	21	17	6:00	1.1	Shamrock Com.	ARP
1.0	1.2	0.9	1.0	1.1	19	WWIN-AM Religious	1400 1kw	69	23	18	24	25	26	25	6:45	0.8	Radio One	ARP

Continued on Page 74

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92Q JAMS
 92.3 FM

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92Q JAMS 92.3 FM

12+ POPULATION: 2,002,800 (Black: 8.0%; Hispanic: N/A)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12+ ACH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING ACH SHARE	OWNER	NATIONAL REP FIRM
12.4	12.6	12.9	12.9	11.9	1	KDKA-AM News/Talk	1020 50kw	483	1	12	11	12	3	1	10:00	18.1	Infinity	CBS
7.4	7.4	6.2	7.4	8.2	2	WDSY-FM Country	107.9 50kw	324	4	4	4	2	2	2	10:15	7.6	Infinity	EAST
9.2	8.6	8.4	9.7	7.3	3	WDVE-FM Rock	102.5 55kw	352	3	4	1	1	1	5	8:30	9.7	Chancellor Media	CHR
5.2	6.2	5.2	4.9	6.0	4	WJAS-AM Nostalgia	1320 5kw	203	11	—	24	22	18	10	11:45	3.7	Renda	APR
5.0	4.2	5.0	5.0	5.6	5	WXDX-FM Alternative	105.9 72kw	290	7	3	2	3	4	11	7:45	7.9	Chancellor Media	CHR
6.5	6.9	6.2	5.8	5.4	6	WBZZ-FM CHR/Pop	93.7 41kw	402	2	1	3	4	6	9	5:30	5.7	Infinity	EAST
4.6	5.4	4.6	4.7	5.2	7	WSHH-FM AC	99.7 10.5kw	251	8	7	8	5	7	4	8:15	4.1	Renda	KATZ
5.5	5.6	6.1	6.2	4.7	8	WWSW-AF Oldies	970/94.5 5kw/50kw	293	6	9	12	7	5	3	6:30	3.9	Chancellor Media	SEN
3.5	2.8	3.9	3.0	3.8	9	WJJJ-FM NAC/SJ	104.7 50kw	184	14	15	12	13	12	6	8:15	2.8	Chancellor Media	D&R
3.9	4.4	4.5	4.1	3.7	10	WLTJ-FM AC	92.9 47kw	215	10	9	9	10	9	21	7:00	2.8	Frischling	K&P
3.4	4.1	4.2	4.1	3.6	11	WAMO-FM Urban	106.7 47kw	202	25	2	6	11	13	7	7:00	2.7	Sheridan	D&R
3.2	2.8	3.0	3.6	3.5	12	WDRV-FM Hot AC	96.1 49kw	304	5	6	5	6	8	11	4:30	2.8	Chancellor Media	SEN
2.4	2.7	3.2	3.0	3.2	13	WRRK-FM Classic Rock	96.9 45kw	203	12	7	10	9	9	8	6:15	4.9	Frischling	MCG
3.5	3.9	4.5	3.6	2.9	14	WZPT-FM Classic Hits	100.7 17kw	220	9	9	7	8	11	11	5:15	2.0	Infinity	EAST
3.4	1.4	1.2	1.3	2.2	15	WEAE-AM Sports	1250 5kw	183	15	—	12	14	14	14	4:45	1.6	ABC Inc.	KATZ
1.5	1.7	1.5	1.5	1.5	16	WASP-FM Country	94.9 1.65kw	62	19	15	15	15	15	16	9:45	1.5	Humes Br.	DOME
1.2	1.3	1.0	1.3	1.3	17	KQV-AM News	1410 5kw	111	16	—	22	24	22	19	4:30	1.4	Calvery	—
0.4	0.0	0.8	0.8	1.2	18	WPTT-AM Talk	1360 5(1)kw	82	17	15	13	17	17	17	5:45	0.3	Renda	—

* Was WTAE-AM until August

Continued on Page 74



+ B94 =
today's hit music

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TODAY'S HIT MUSIC



#20 BALTIMORE

R&R

Continued from Page 72

12+ POPULATION: 2,075,800 (Black: 26.9%; Hispanic: N/A)

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FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	METRO RANK	12+ AQH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AQH SHARE	OWNER	NATIONAL REP FIRM
0.8	0.9	0.6	0.5	1.0	21		WASH-FM AC	97.1 26kw	67	24	18	20	16	17	17	6:45	1.1	Chancellor Media	BAN
1.2	0.9	1.0	1.1	1.0	21		WKYS-FM Urban	93.9 24kw	119	15	4	13	18	25	34	4:00	1.0	Radio One	MCG

FORMAT SHARE (By AQH Share)	OWNERSHIP SHARE (By AQH Share)	OWNERSHIP REACH (By Unduplicated Cume)
<p>CHR 15.0</p> <p>AC 11.9</p> <p>News/Talk 9.8</p> <p>Country 9.0</p> <p>Oldies/CR 8.9</p> <p>Urban 8.0</p> <p>Religious 4.5</p> <p>Rock 4.3</p> <p>Alternative 3.6</p> <p>Nostalgia 1.4</p>	<p>Infinity 27.8</p> <p>Radio One 16.1</p> <p>Jacor 12.9</p> <p>Hearst 10.1</p> <p>Chancellor 3.9</p> <p>Mangione 2.4</p> <p>Peter & John 1.8</p> <p>Howard Univ. 1.5</p> <p>M-10 Br. 1.4</p> <p>Shamrock 1.2</p> <p>ABC 0.9</p> <p>Bonneville 0.4</p>	<p>Infinity 56.6%</p> <p>Jacor 30.9%</p> <p>Hearst 26.2%</p> <p>Radio One 23.7%</p> <p>Chancellor 16.1%</p> <p>Mangione 5.7%</p> <p>Peter & John 4.8%</p> <p>Howard Univ. 4.7%</p> <p>Shamrock 4.6%</p> <p>ABC 4.5%</p> <p>Bonneville 2.8%</p> <p>M-10 Br. 2.5%</p>

#21 PITTSBURGH

R&R

Continued from Page 73

12+ POPULATION: 2,002,800 (Black: 8.0%; Hispanic: N/A)

FORMAT SHARE (By AQH Share)	OWNERSHIP SHARE (By AQH Share)	OWNERSHIP REACH (By Unduplicated Cume)
<p>News/Talk 16.6</p> <p>AC 12.4</p> <p>Oldies/CR 10.8</p> <p>Country 9.7</p> <p>Rock 7.3</p> <p>Nostalgia 6.0</p> <p>Alternative 5.6</p> <p>CHR 5.4</p> <p>NAC/SJ 3.8</p> <p>Urban 3.6</p>	<p>Infinity 28.5</p> <p>Chancellor 12.6</p> <p>Renda 12.2</p> <p>Frischling 6.9</p> <p>Sheridan 4.4</p> <p>ABC 2.2</p> <p>Humes Br. 1.5</p> <p>Calvery 1.3</p> <p>Salem 1.1</p>	<p>Infinity 58.1%</p> <p>Chancellor 41.2%</p> <p>Renda 24.1%</p> <p>Frischling 19.6%</p> <p>Sheridan 10.9%</p> <p>ABC 9.2%</p> <p>Calvery 4.1%</p> <p>Salem 4.4%</p> <p>Humes Br. 3.1%</p>

TURBOCHARGE YOUR RATINGS

THE NEAL BOORTZ SHOW
M-F 10A-N ET

#1 25-54 ATLANTA 4 BOOKS IN A ROW

Paul Douglas @ Cox Radio 404-962-2078

THE CLARK HOWARD SHOW
M-F 2P-4P ET

9.7 SHARE A 25-54 #1 IN ATLANTA-ARBITRON F98

Amy Bolton @ Media America 202-546-7940

TAMPA-ST. PETERSBURG #22

12+ POPULATION: 1,976,800 (Black: 9.2%; Hispanic: 9.0%)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	METRO RANK	12+ AOH RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
7.1	7.0	6.5	6.8	8.5	1	1	WDUV-FM B/EZ	103.5 100kw	269	3	—	21	17	17	3	13:00	8.0	Jacor	EAST
6.3	6.5	6.6	6.1	6.6	2	2	WFLA-AM News/Talk	970 5kw	251	5	—	13	13	13	4	10:45	7.3	Jacor	EAST
9.3	9.7	9.0	6.4	6.5	3	3	WFLZ-FM CHR/Pop	93.3 100kw	397	1	2	2	3	3	10	6:45	10.1	Jacor	EAST
0.0	0.0	2.1	5.9	5.6	4	4	WLLD-FM CHR/Rhythmic	98.7 50kw	262	4	1	3	4	16	18	8:45	3.8	Infinity	D&R
8.2	6.9	7.5	7.4	5.6	5	5	WQYK-FM Country	99.5 100kw	289	2	13	8	7	5	2	8:00	5.8	Infinity	CBS
4.5	5.6	4.5	5.0	5.6	5	5	WXTB-FM Rock	97.9 100kw	228	7	3	1	1	2	16	10:00	6.5	Jacor	EAST
5.5	5.8	5.5	6.2	5.2	7	7	WTBT-FM Classic Rock	105.5 46kw	234	6	10	6	2	1	1	9:00	4.3	Cox	EAST
4.4	4.6	4.8	4.7	4.2	8	8	WRBQ-FM Country	104.7 100kw	181	10	5	8	8	7	20	9:15	4.3	Infinity	CCRS
6.5	4.8	4.3	5.3	4.1	9	9	WWRM-FM AC	94.9 100kw	216	9	6	10	10	6	4	7:45	4.0	Cox	CHR
1.2	1.3	0.9	1.6	3.9	10	10	WFJO-FM ¹ Oldies	101.5 100kw	173	11	6	5	5	4	6	9:00	3.2	Cox	CCRS
4.0	4.2	4.9	3.8	3.9	10	10	WGUL-A/F ² MOR	860/96.1 2(1.5)kw/2.75kw	136	18	—	—	30	30	17	11:30	3.3	WGUL-FM Inc.	ARP
4.2	4.3	4.5	3.5	3.3	12	12	WSSR-FM Hot AC	95.7 100kw	220	8	4	4	5	7	15	6:00	3.0	Clear Channel	CCRS
3.9	4.6	4.0	4.0	3.0	13	13	WSJT-FM NAC/SJ	94.1 100kw	153	17	13	15	14	10	6	8:00	2.5	Infinity	CCRS
3.5	4.4	3.2	4.3	2.9	14	14	WAKS-FM Hot AC	100.7 100kw	173	12	6	7	9	9	12	6:45	2.8	Jacor	EAST
1.7	2.0	1.3	2.3	2.6	15	15	WSUN-FM ³ Oldies	97.1 11.5kw	162	14	10	27	15	14	10	6:30	2.5	Cox	—
3.4	2.8	2.9	3.0	2.6	15	15	WYUU-FM Oldies	92.5 50kw	170	13	13	19	16	14	9	6:15	2.2	Infinity	D&R
3.4	2.6	3.6	3.1	2.3	17	17	WCOF-FM Classic Hits	107.3 100kw	157	15	13	11	11	12	14	6:00	2.3	Cox	CHR
2.0	2.0	2.0	2.0	2.2	18	18	WHPT-FM Adult Alternative	102.5 100kw	156	16	13	12	12	11	13	5:45	2.1	Cox	CCRS
1.3	0.8	1.1	1.0	1.3	19	19	WZTM-AM Sports	820 50(1)kw	78	19	—	17	18	19	20	6:30	1.0	Mega	CCRS

¹ Was WILV-FM (AC) until August 28 ² WGUL-FM moved to 106.3 MHz with 25kw ³ Was WLUV-FM (Nostalgia) until late September.

Continued on Page 77



For information, call
ABC/RADIO TODAY
at (212) 735-1111

TAMPA BAY'S CLASSIC ROCK



#23 DENVER-BOULDER

R&R

12+ POPULATION: 1,816,300 (Black: 5.1%; Hispanic: 12.6%)

Complete Market Index, Page 2

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP. FIRM
7.9	6.7	8.5	7.4	7.1	1	KOA-AM Talk	850 50kw	411	1	12	12	9	4	1	6:15	7.2	Jacor	EAST
9.3	7.8	8.2	7.9	7.1	1	KYGO-FM Country	98.5 100kw	316	2	5	5	3	2	3	8:15	7.3	Jefferson-Pilot	CBS
6.5	5.9	5.8	5.6	6.9	3	KRFX-FM Classic Rock	103.5 100kw	267	5	6	2	1	1	4	9:15	7.9	Jacor	EAST
5.6	6.1	6.2	5.6	6.5	4	KQKS-FM CHR/Rhythmic	107.5 100kw	267	6	1	4	6	12	13	9:00	5.4	Jefferson-Pilot	CBS
6.2	6.3	6.1	5.2	5.4	5	KOSI-FM AC	101.1 100kw	243	8	10	7	8	7	5	8:00	4.9	Tribune	KATZ
5.2	5.1	4.7	5.0	5.1	6	KBCO-FM Adult Alternative	97.3 100kw	272	4	11	6	2	3	7	6:45	4.7	Jacor	ARP
3.5	3.4	5.0	4.6	5.0	7	KBPI-FM Rock	106.7 100kw	224	9	2	1	4	10	16	8:00	4.0	Jacor	EAST
4.7	4.5	4.8	4.9	4.8	8	KXKL-FM Oldies	105.1 100kw	255	7	9	15	10	5	2	6:45	4.6	Chancellor Media	SEN
4.7	4.4	4.0	5.1	4.5	9	KALC-FM Hot AC	105.9 100kw	272	3	3	3	5	9	14	6:00	5.1	Chancellor Media	CHR
4.7	4.3	3.8	4.4	4.5	9	KHOW-AM Talk	630 5kw	178	13	—	15	14	12	8	9:15	7.1	Jacor	ARP
4.4	4.5	4.0	3.6	4.0	11	KKHK-FM Classic Rock	99.5 100kw	221	10	12	10	7	6	9	6:30	3.8	Tribune	KATZ
4.1	5.3	4.2	3.6	3.8	12	KHIH-FM NAC/SJ	95.7 100kw	193	11	16	15	12	8	6	7:00	3.1	Jacor	ARP
3.4	3.7	3.2	3.5	3.5	13	KIMN-FM AC	100.3 100kw	174	14	6	11	11	10	10	7:15	3.6	Chancellor Media	CHR
2.8	2.1	2.5	2.3	2.7	14	KCKK/KYGO Country	104.3/1600 58kw/5kw	145	16	16	18	16	15	11	6:45	2.5	Jefferson-Pilot	CBS
2.6	3.5	3.3	3.0	2.6	15	KEZW-AM Nostalgia	1430 10(5)kw	109	17	—	26	25	23	15	8:45	2.7	Tribune	BAN
3.0	2.9	2.3	2.9	2.4	16	KXPK-FM ¹ Alternative	96.5 100kw	188	12	6	8	13	14	18	4:45	2.7	Chancellor Media	SEN
1.9	2.5	3.0	2.8	2.3	17	KTCL-FM Alternative	93.3 100kw	158	15	4	9	15	16	20	5:15	2.0	Jacor	EAST
2.2	2.3	2.3	1.7	2.3	17	KVOD-FM Classical	92.5 57kw	103	18	—	18	19	17	12	8:00	2.0	Chancellor Media	SEN
0.4	0.6	0.7	0.8	1.1	19	KJMN-FM Spanish AC	92.1 33kw	42	22	12	14	17	19	22	10:00	0.8	EXCL	CAB
0.9	0.7	1.0	1.7	1.1	19	KMXA-AM Regional Mexican	1090 50(.5)kw	40	23	12	13	17	20	22	10:00	1.4	EXCL	CAB

¹ Was Adult Alternative until mid-October.




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For information, call
ABC/RADIO TODAY
at (212) 735-1111



GOOD TIMES AND GREAT OLDIES

TAMPA-ST. PETERSBURG #22

Continued from Page 75

12+ POPULATION: 1,976,800 (Black: 9.2%; Hispanic: 9.0%)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AQH SHARE	OWNER	NATIONAL REP FIRM
0.3	0.3	0.7	0.5	1.1	20	WBDN-AM <i>Tropical</i>	760 10(1)kw	29	26	—	15	18	18	19	15:15	1.0	Mega	—
1.9	1.7	1.5	1.2	1.1	20	WRBO-AM <i>Urban AC</i>	1380 5kw	51	24	6	18	18	19	8	8:30	1.5	ABC Inc.	CCRS
1.7	1.5	1.2	1.0	1.0	22	WTMP-AM <i>Urban</i>	1150 5(2.5)kw	50	25	10	13	18	21	24	8:00	1.0	Tampa Br.	ROS

FORMAT SHARE (By AQH Share)

OWNERSHIP SHARE (By AQH Share)

OWNERSHIP REACH (By Unduplicated Cume)

Oldies/CR	16.6
CHR	12.1
AC	10.3
Country	9.8
News/Talk	9.0
B/EZ	8.5
Rock	5.6
Nostalgia	3.9
NAC/SJ	3.0
Adult Alt.	2.2
Urban	2.1

Jacor	36.2
Cox	20.9
Infinity	17.9
Clear Channel	3.9
WGUL-FM Inc.	3.9
Mega	2.4
ABC*	1.1
Tampa Br.	1.0
ZGS Br.	.9
Rolyn Com.	.7

Jacor	58.9%
Infinity	40.7%
Cox	40.1%
Clear Channel	14.2%
WGUL-FM Inc.	6.9%
Mega	5.5%
ABC*	2.6%
Tampa Br.	2.6%
ZGS Br.	1.3%
Rolyn Com.	1.2%

* Assumed ownership after the Fall '98 book.

* Assumed ownership after the Fall '98 book.

DENVER-BOULDER #23

12+ POPULATION: 1,816,300 (Black: 5.1%; Hispanic: 12.6%)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AQH SHARE	OWNER	NATIONAL REP FIRM
13	08	07	09	11	19	KTLK-AM <i>Talk</i>	760 50(1)kw	83	20	—	25	21	20	17	4 45	1.2	Jacor	EAST
14	15	11	07	10	22	KKFN-AM <i>Sports</i>	950 5kw	93	19	—	18	19	18	19	4 00	0.7	Jefferson-Pilot	CBS

FORMAT SHARE (By AQH Share)

OWNERSHIP SHARE (By AQH Share)

OWNERSHIP REACH (By Unduplicated Cume)

Oldies/CR	15.7
News/Talk	13.7
AC	13.4
Country	9.8
CHR	6.5
Adult Alt.	5.1
Rock	5.0
Alternative	4.7
NAC/SJ	3.8
Nostalgia	2.6
Classical	2.3
Spanish	2.2

Jacor	35.7
Chancellor	17.5
Tribune	12.1
Jefferson-Pilot	10.9
EXCL	2.3

Jacor	59.6%
Chancellor	41.5%
Tribune	28.7%
Jefferson-Pilot	25.7%
EXCL	3.8%

#24 CLEVELAND

12+ POPULATION: 1,763,500 (Black: 18.3%; Hispanic: N/A)

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FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12-MO METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
9.9	9.3	9.0	8.7	8.7	1	WZAK-FM <i>Urban</i>	93.1 27.5kw	268	9	2	1	1	2	6	11:30	9.9	Chancellor Media	D&R
8.0	8.1	8.5	9.0	7.4	2	WMJI-FM <i>Oldies</i>	105.7 16kw	351	1	9	13	5	1	1	7:30	9.7	Jacor	MCG
7.5	6.9	8.0	6.6	7.3	3	WGAR-FM <i>Country</i>	99.5 50kw	276	8	6	7	8	6	3	9:15	7.2	Jacor	MCG
6.9	7.2	6.3	6.1	7.0	4	WDOK-FM <i>AC</i>	102.1 12kw	288	6	12	9	9	5	2	8:30	7.9	Chancellor Media	KATZ
4.3	4.9	8.3	8.7	6.9	5	WTAM-AM <i>News/Talk</i>	1100 50kw	348	2	11	10	10	7	4	7:00	5.7	Jacor	EAST
6.0	4.8	4.9	5.6	5.8	6	WZJM-FM <i>CHR/Pop</i>	92.3 40kw	334	3	1	5	7	11	12	6:00	4.9	Chancellor Media	D&R
4.4	4.6	4.1	4.1	5.4	7	WMMS-FM <i>Rock</i>	100.7 34kw	260	10	3	2	3	9	10	7:15	4.3	Jacor	KATZ
3.3	5.7	5.9	5.8	5.4	7	WMVX-FM <i>Hot AC</i>	106.5 11.5kw	282	7	8	4	3	3	7	6:45	4.8	Jacor	EAST
6.9	5.1	5.3	5.2	5.4	7	WNCX-FM <i>Classic Rock</i>	98.5 16kw	296	5	7	3	2	4	8	6:30	10.2	Infinity	CCRS
4.0	3.9	4.3	4.1	5.4	7	WNWV-FM <i>NAC/SJ</i>	107.3 50kw	201	11	9	11	11	10	5	9:15	4.3	Elyria-Lorain	ARP
5.0	4.5	4.0	4.5	5.0	11	WQAL-FM <i>Hot AC</i>	104.1 11kw	298	4	5	6	6	7	9	6:00	4.6	Chancellor Media	EAST
5.5	6.2	5.4	5.8	4.8	12	WRMR-AM <i>Nostalgia</i>	850 10(5)kw	155	13	—	22	22	22	14	11:00	4.3	Chancellor Media	KATZ
1.7	2.5	2.1	2.2	2.6	13	WJMO-AM <i>Urban Oldies</i>	1490 1kw	99	16	12	14	13	12	10	9:15	2.4	Chancellor Media	D&R
2.0	2.6	2.5	2.1	2.4	14	WENZ-FM <i>Alternative</i>	107.9 16kw	185	12	4	8	12	14	16	4:30	1.8	Radio One	CCRS
2.9	3.4	2.3	3.1	2.3	15	WCLV-FM <i>Classical</i>	95.5 31kw	114	15	—	18	15	15	13	7:15	1.9	Radio Seaway	ARP
4.5	2.2	2.0	1.6	2.1	16	WKNR-AM <i>Sports</i>	1220 50kw	132	14	12	11	14	13	15	5:30	1.4	Capstar	SEN
1.0	1.7	1.0	1.3	1.0	17	WABQ-AM <i>Religious</i>	1540 1kw	36	21	—	20	20	20	17	5:30	0.4	John R. Linn	—

Continued on Page 80

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CLEVELAND'S BEST MUSIC VARIETY OF THE '80s, '90s and TODAY

For information, call
ABC/RADIO TODAY
at (212) 735-1111

12+ POPULATION: 1,707,900 (Black: N/A; Hispanic: 5.4%)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
9.6	10.7	11.1	9.5	9.3	1	KKRZ-FM CHR/Pop	100.3 95kw	404	1	1	1	1	5	11	7:15	9.0	Jacor	KATZ
6.4	5.4	5.8	5.6	6.4	2	KUPL-FM Country	98.7 37kw	214	7	7	3	4	4	3	9:30	7.3	Infinity	KATZ
5.1	6.7	6.9	6.7	6.0	3	KKCW-FM AC	103.3 95kw	234	5	11	8	3	1	2	8:00	6.9	Jacor	KATZ
6.3	5.3	5.8	6.1	5.8	4	KKSN-FM Oldies	97.1 100kw	263	2	9	—	5	2	1	7:00	5.4	Entercom	D&R
4.8	5.1	4.8	5.3	5.1	5	KGON-FM Classic Rock	92.3 100kw	239	4	7	5	2	2	4	6:45	6.9	Entercom	CBS
5.7	5.9	5.0	4.7	4.6	6	KEX-AM Full Service	1190 50kw	202	8	13	16	13	10	5	7:15	6.5	Jacor	KATZ
4.3	5.0	4.6	5.1	4.4	7	KUFO-FM Rock	101.1 100kw	220	6	3	2	5	7	15	6:15	4.7	Infinity	CHR
4.1	3.4	3.3	4.7	4.3	8	KEWS-AM Talk	620 5kw	169	13	—	12	12	11	7	8:00	3.7	Embarcadero Media	KATZ
5.3	5.5	4.8	3.8	4.3	8	KWJJ-FM Country	99.5 52kw	201	10	6	7	8	9	9	6:45	3.9	Fisher	SEN
3.2	3.4	2.7	4.4	3.9	10	KRSK-FM¹ Hot AC	105.1 100kw	249	3	3	6	7	6	12	5:00	3.2	Entercom	D&R
2.9	3.0	3.1	3.8	3.8	11	KNRK-FM Alternative	94.7 17kw	202	9	2	4	8	13	16	6:00	3.3	Entercom	CBS
3.9	3.8	3.8	3.6	3.7	12	KXL-AM News/Talk	750 50(20)kw	187	12	—	20	15	15	10	6:15	4.2	Rose City Radio	MCG
3.4	2.8	4.2	3.3	3.5	13	KINK-FM Adult Alternative	101.9 100kw	157	14	—	11	10	7	6	7:00	3.7	Infinity	ARP
2.9	3.8	3.2	3.6	3.2	14	KKJZ-FM NAC/SJ	106.7 100kw	125	15	13	14	14	12	8	8:00	2.8	Infinity	KATZ
2.3	2.7	3.1	2.7	2.6	15	KBBT-FM Hot AC	107.5 6.3kw	200	11	5	9	11	14	13	4:00	1.9	Infinity	CHR
3.2	2.8	3.2	2.8	2.4	16	KKSJ-AM Nostalgia	1520 50(15)kw	71	19	—	10	26	23	20	10:15	1.5	Entercom	CHR
1.4	1.1	0.9	1.4	1.5	17	KOTK-AM Talk	1080 50(10)kw	69	20	—	20	17	16	14	7:00	2.4	Fisher	SEN
1.5	1.5	2.0	1.5	1.4	18	KPDQ-FM Religious	93.7 100kw	73	18	—	22	28	19	17	5:45	1.5	Salem	SRR
1.8	1.8	1.2	1.4	1.2	19	KFX-AM Sports	910 5kw	79	17	13	18	16	17	17	4:30	0.9	Entercom	D&R
2.3	1.5	0.9	1.1	1.2	19	KXL-FM Adult Alternative	95.5 100kw	94	16	—	16	17	18	19	4:00	0.9	Rose City Radio	MCG

¹ Was KKRH-FM until August.

Continued on Page 80



1190
KEX
RADIO

For information, call
ABC/RADIO TODAY
at (212) 735-1111

DEPEND ON US



#24 CLEVELAND

R&R

Continued from Page 78

12+ POPULATION: 1,763,500 (Black: 18.3%; Hispanic: N/A)

Complete Market Index, Page 18

FORMAT SHARE <i>(By AQH Share)</i>	OWNERSHIP SHARE <i>(By AQH Share)</i>	OWNERSHIP REACH <i>(By Unduplicated Cume)</i>
Oldies/CR <input type="checkbox"/> 12.8 AC <input type="checkbox"/> 12.4 Urban <input type="checkbox"/> 11.3 News/Talk <input type="checkbox"/> 9.0 Country <input type="checkbox"/> 7.3 CHR <input type="checkbox"/> 5.8 NAC/SJ <input type="checkbox"/> 5.4 Rock <input type="checkbox"/> 5.4 Nostalgia <input type="checkbox"/> 4.8 Alternative <input type="checkbox"/> 2.4 Classical <input type="checkbox"/> 2.3 Religious <input type="checkbox"/> 1.0	Chancellor <input type="checkbox"/> 34.0 Jacor <input type="checkbox"/> 32.4 Elyria-Lorain <input type="checkbox"/> 5.8 Infinity* <input type="checkbox"/> 5.4 Radio One* <input type="checkbox"/> 2.8 Radio Seaway <input type="checkbox"/> 2.3 Capstar <input type="checkbox"/> 2.1 John R. Linn <input type="checkbox"/> 1.0 Rubber City <input type="checkbox"/> .6 * Assumed ownership after the Fall '98 book.	Jacor <input type="checkbox"/> 59.0% Chancellor <input type="checkbox"/> 56.9% Infinity* <input type="checkbox"/> 16.8% Elyria-Lorain <input type="checkbox"/> 13.0% Radio One* <input type="checkbox"/> 13.0% Capstar <input type="checkbox"/> 7.5% Radio Seaway <input type="checkbox"/> 6.5% Rubber City <input type="checkbox"/> 3.9% John R. Linn <input type="checkbox"/> 2.1% * Assumed ownership after the Fall '98 book.

#25 PORTLAND, OR

R&R

Continued from Page 79

12+ POPULATION: 1,707,900 (Black: N/A; Hispanic: 5.4%)

FORMAT SHARE <i>(By AQH Share)</i>	OWNERSHIP SHARE <i>(By AQH Share)</i>	OWNERSHIP REACH <i>(By Unduplicated Cume)</i>
News/Talk <input type="checkbox"/> 15.3 AC <input type="checkbox"/> 12.5 Oldies/CR <input type="checkbox"/> 10.9 Country <input type="checkbox"/> 10.7 CHR <input type="checkbox"/> 9.3 Adult Alt. <input type="checkbox"/> 4.7 Rock <input type="checkbox"/> 4.4 Alternative <input type="checkbox"/> 3.8 NAC/SJ <input type="checkbox"/> 3.2 Nostalgia <input type="checkbox"/> 2.4 Religious <input type="checkbox"/> 1.4	Entercom <input type="checkbox"/> 22.2 Infinity <input type="checkbox"/> 20.9 Jacor <input type="checkbox"/> 19.9 Fisher <input type="checkbox"/> 5.8 Rose City <input type="checkbox"/> 4.9 Embarcadero <input type="checkbox"/> 4.3 Salem <input type="checkbox"/> 1.4	Entercom <input type="checkbox"/> 47.2% Infinity <input type="checkbox"/> 44.7% Jacor <input type="checkbox"/> 42.7% Rose City <input type="checkbox"/> 15.7% Fisher <input type="checkbox"/> 15.5% Embarcadero <input type="checkbox"/> 9.9% Salem <input type="checkbox"/> 4.3%

GIVE YOUR RATINGS A BOOSTER SHOT

BOORTZ

The Neal Boortz Show

M-F 10A-N ET

#1 M 25-54 13.5 Share

#1 M 35-54 15.0 Share

Atlanta Arbitron Fall 98

Paul Douglas @ Cox Radio 404-962-2078

Amy Bolton @ Media America 202-546-7940

12+ POPULATION: 1,584,300 (Black: 11.0%; Hispanic: N/A)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REF FIRM
8.6	6.6	9.6	9.8	8.4	1	WLW-AM Full Service	700 50kw	319	2	13	10	9	5	2	8:00	11.3	Jacor	EAST
8.0	7.5	7.6	7.6	8.0	2	WEBN-FM Rock	102.7 16kw	293	4	4	1	1	1	6	8:15	8.1	Jacor	EAST
9.4	9.1	8.6	8.7	8.0	2	WLUE-FM Country	105.1 11kw	307	3	6	2	2	2	4	8:00	8.5	Chancellor	CHR
6.2	5.9	6.3	7.0	6.7	4	WGRR-FM Oldies	103.5 11kw	232	6	11	11	8	3	1	8:45	7.4	Infinity	MCG
5.6	7.0	6.1	6.0	6.5	5	WRRM-FM AC	98.5 17.5kw	232	7	9	8	3	4	3	8:45	6.5	Susquehanna	MC/S
5.8	5.8	5.5	5.7	5.5	6	WIZF-FM Urban	100.9 1.25kw	182	10	3	3	5	9	11	9:15	4.7	Blue Chip	D&R
6.0	5.2	6.7	6.1	5.3	7	WKRO-FM CHR/Pop	101.9 16kw	344	1	2	5	7	8	10	4:45	4.3	Infinity	KATZ
4.8	4.3	3.9	4.2	4.8	8	WKRC-AM Full Service	550 5(1)kw	179	11	13	20	13	11	5	8:15	4.9	Jacor	EAST
4.2	5.1	5.2	4.7	4.8	8	WVMX-FM Hot AC	94.1 32kw	209	8	13	4	3	6	9	7:00	4.7	Jacor	EAST
4.6	5.2	4.7	4.9	4.4	9	WOFX-FM Classic Rock	92.5 16kw	256	5	9	6	6	7	8	5:15	5.6	Jacor	EAST
3.3	4.2	4.4	4.2	4.1	10	WVAE-FM NAC/SJ	94.9 10.5kw	160	12	13	12	10	10	7	8:00	3.8	Susquehanna	KATZ
3.5	3.8	3.8	3.2	3.5	11	WSAI-AM Nostalgia	1530 50kw	99	14	—	27	27	19	11	10:45	4.0	Jacor	EAST
2.2	2.7	2.3	2.4	3.1	12	WKFS-FM ¹ CHR/Pop	107.1 2.8kw	200	9	1	7	11	14	17	4:45	2.5	Jacor	EAST
4.0	2.9	3.0	2.6	2.2	13	WYGY-FM Country	96.5 19.5kw	131	13	6	9	12	13	15	5:00	1.6	Chancellor	CHR
2.1	1.7	1.7	1.4	1.8	14	WAKW-FM Religious	93.3 50kw	89	15	13	15	14	12	11	6:00	2.2	Pillar Of Fire	—
0.9	1.2	0.7	0.7	1.3	15	WCIN-AM Urban AC	1480 5kw	35	24	—	27	16	15	11	11:45	1.2	J 4	—
1.1	1.1	1.2	1.3	1.3	15	WHKO-FM Country	99.1 50kw	72	16	13	15	18	18	16	5:45	1.3	Cox	D&R
0.9	0.9	0.7	0.9	1.0	17	WBOB-AM Sports	1160 5kw	59	18	—	14	17	17	17	5:15	0.9	Chancellor	CHR
0.7	0.6	0.8	1.3	1.0	17	WYLY-FM Classic Hits	97.3 4.3kw	60	17	13	13	15	15	17	5:15	0.7	Infinity	KATZ

¹ Was WAQZ-FM (Alternative) until late August.

Continued on Page 83



For information, call
ABC/RADIO TODAY
at (212) 735-1111

**BOB & TOM IN THE MORNING...
CLASSIC ROCK ALL DAY**



#27 SAN JOSE

12+ POPULATION: 1,427,100 (Black: N/A; Hispanic: 24.0%)

Complete Market Index, Page 1

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING ACH SHARE	OWNER	NATIONAL RANK
7.5	6.8	7.2	6.7	7.9	1	KGO-AM News/Talk	810 50kw	254	1	15	18	5	1	1	8:00	9.0	ABC Inc.	ABC
5.0	5.3	5.3	5.4	5.6	2	KYLD-FM CHR/Rhythmic	94.9 30kw	196	2	1	1	1	20	26	7:30	5.9	Susquehanna	KAT
3.4	3.2	3.7	3.8	3.9	3	KEZR-FM Hot AC	106.5 50kw	158	4	6	3	2	2	10	6:30	3.2	Infinity	CHR
3.8	4.7	3.7	4.4	3.8	4	KCBS-AM News	740 50kw	193	3	—	24	21	12	2	5:00	6.4	Infinity	CBS
3.9	4.0	3.7	2.3	3.6	5	KBAY-FM AC	94.5 1.2kw	128	9	10	14	9	3	3	7:30	3.1	Infinity	CHR
2.9	3.4	4.1	4.6	3.6	5	KFJO/KSJO/KXJO¹ Rock	92.1/92.3/92.7 3kw/50kw/1.8kw	131	8	5	2	3	6	20	6:15	3.8	Jacor	EAS
2.5	3.0	2.8	3.3	3.4	7	KOIT-A/F AC	1260/96.5 5(1)kw/24kw	153	5	15	12	8	4	4	6:00	2.8	Bonneville Int.	KAT
2.5	2.3	3.3	2.5	3.1	8	KLOK-AM Regional Mexican	1170 50(5)kw	71	22	15	6	4	5	11	11:30	3.4	EXCL	CAB
0.9	2.5	1.8	2.5	3.0	9	KBRG-FM Spanish AC	100.3 14.5kw	67	25	15	6	7	7	17	11:30	2.2	EXCL	CAB
2.3	2.4	2.6	2.2	3.0	9	KDFC-FM Classical	102.1 33kw	99	17	15	18	24	18	9	7:45	1.9	Chancellor Media	KAT
1.3	0.9	1.7	3.0	3.0	9	KITS-FM Alternative	105.3 15kw	135	7	4	4	6	15	21	5:45	5.2	Infinity	D&F
2.8	3.0	3.0	3.2	2.9	12	KRTY-FM Country	95.3 .87kw	104	15	8	8	9	11	17	7:15	2.8	Empire	ARP
2.6	3.5	3.4	2.8	2.9	12	KZDZ-FM CHR/Pop	95.7 6.9kw	143	6	2	11	18	27	30	5:15	2.0	Bonneville Int.	SEN
2.2	2.7	2.4	2.9	2.8	14	KKSF-FM NAC/SJ	103.7 7.8kw	99	16	—	26	22	10	4	7:30	2.4	Chancellor Media	EAS
4.7	2.9	3.7	3.7	2.8	14	KNBR-AM Sports	680 50kw	126	10	15	23	17	12	7	5:45	2.7	Susquehanna	MC
3.3	3.3	2.7	3.0	2.7	16	KARA-FM AC	105.7 50kw	97	18	15	14	15	15	13	7:00	2.9	Empire	ARP
3.3	3.2	2.2	3.4	2.7	16	KSFO-AM Talk	560 5kw	62	26	—	29	26	23	13	11:15	3.1	ABC Inc.	ABC
2.3	2.5	2.6	3.9	2.4	18	KFRC-A/F Oldies	610/99.7 5kw/40kw	107	14	15	24	18	17	6	6:00	2.0	Infinity	CBS
4.5	4.6	4.0	2.4	2.4	18	KUFX-FM² Classic Rock	98.5 12.5kw	112	12	10	22	11	7	8	5:30	2.2	Infinity	EAS
2.1	2.2	2.5	2.1	2.3	20	KISQ-FM Urban AC	98.1 100kw	88	20	9	14	13	12	15	6:45	2.3	Chancellor Media	EAS
2.7	2.6	2.6	2.5	2.2	21	KFFG/KFOG Adult Alternative	97.7/104.5 1.6kw/7.9kw	94	19	5	20	13	7	11	6:00	2.0	Susquehanna	MC
2.9	3.4	2.9	2.7	2.1	22	KIOI/KNEW³ AC	101.3/910 125kw/5kw	123	11	10	17	18	18	15	4:30	2.2	Chancellor Media	CHR
3.5	2.0	1.7	0.8	2.1	22	KCNL-FM⁴ Oldies	104.9 3kw	69	23	15	5	12	21	26	8:00	1.2	Jacor	EAS
2.4	2.1	1.9	2.2	2.1	22	KSOL/KZOL Regional Mexican	98.9/99.1 6kw/1.1kw	68	24	10	12	15	22	21	8:00	2.5	Heftel	ARP
1.8	1.7	1.4	1.8	1.9	25	KMEL-FM CHR/Rhythmic	106.1 69kw	110	13	3	9	25	29	35	4:30	0.9	Chancellor Media	CHR
2.4	1.8	1.8	1.5	1.7	26	KABL-AM Nostalgia	960 5kw	53	28	—	34	34	34	23	8:15	1.3	Chancellor Media	SEN
1.9	1.4	1.7	1.6	1.6	27	KLLC-FM Hot AC	97.3 3kw	80	21	10	9	22	23	33	5:00	2.0	Infinity	CBS

¹ KXJO-FM was KZSF-FM (Regional Mexican) until it began simulcasting KFJO & KSJO-FM in October.

² Was KOME-FM (Alternative) until late June, when it began to simulcast KUFX-FM; assumed those calls on October 1.

³ KNEW-AM (Country) began simulcasting KIOI-FM in October. ⁴ Was KUFX-FM (Classic Rock) until October 1; KLDZ-FM until February 1.

Continued from Page 81

12+ POPULATION: 1,584,300 (Black: 11.0%; Hispanic: N/A)

FORMAT SHARE (By AQH Share)	OWNERSHIP SHARE (By AQH Share)	OWNERSHIP REACH (By Unduplicated Cume)
News/Talk _____ 14.2 Oldies/CR _____ 12.1 Country _____ 11.5 AC _____ 11.3 CHR _____ 8.4 Rock _____ 8.0 Urban _____ 6.8 NAC/SJ _____ 4.1 Nostalgia _____ 3.5 Religious _____ 1.8	News/Talk _____ 14.2 Oldies/CR _____ 12.1 Country _____ 11.5 AC _____ 11.3 CHR _____ 8.4 Rock _____ 8.0 Urban _____ 6.8 NAC/SJ _____ 4.1 Nostalgia _____ 3.5 Religious _____ 1.8	Jacor _____ 61.6% Infinity _____ 33.7% Chancellor _____ 24.0% Susquehanna _____ 22.5% Blue Chip _____ 11.5% Pillar _____ 5.7% Cox _____ 4.6% Clear Channel _____ 3.7% J4 _____ 2.2%

2+ POPULATION: 1,427,100 (Black: N/A; Hispanic: 24.0%)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AQH SHARE	OWNER	NATIONAL REP FIRM
0.8	1.6	0.7	0.8	1.3	28	KAZA-AM Spanish Oldies	1290 5kw	29	34	—	20	28	25	24	11:30	1.1	Radio Fiesta	LOTUS
1.5	1.6	2.2	1.4	1.2	29	KBLX-FM Urban AC	102.9 6.6kw	55	27	—	27	27	25	19	5:45	1.3	Inner City	D&R

FORMAT SHARE (By AQH Share)	OWNERSHIP SHARE (By AQH Share)	OWNERSHIP REACH (By Unduplicated Cume)
AC _____ 17.3 News/Talk _____ 17.2 CHR _____ 10.4 Spanish _____ 9.5 Oldies/CR _____ 6.9 Rock _____ 3.6 Urban _____ 3.5 Alternative _____ 3.0 Classical _____ 3.0 Country _____ 2.9 NAC _____ 2.8 Adult Alt. _____ 2.2 Nostalgia _____ 1.7	Infinity _____ 21.4 Chancellor _____ 20.2 ABC _____ 10.6 Susquehanna _____ 10.6 Bonneville _____ 6.3 Empire _____ 6.3 EXCL _____ 6.1 Jacor _____ 5.3 Heftel _____ 2.1 Inner City _____ 1.3 Radio Fiesta _____ 1.3	Infinity _____ 46.2% Chancellor _____ 41.7% Susquehanna _____ 28.2% ABC _____ 19.9% Bonneville _____ 19.4% Empire _____ 16.0% Jacor _____ 12.9% EXCL _____ 8.3% Heftel _____ 4.8% Inner City _____ 4.3% Radio Fiesta _____ 2.0%

TURBOCHARGE YOUR RATINGS

THE NEAL BOORZ SHOW

M-F 10A-N E

#1 25-54 ATLANTA 4 WEEKS IN A ROW

Paul Douglas @ Cox Radio 404-962-278

THE CLARK HOWARD SHOW

M-F 2P-4P ET

9.7 SHARE A 25-54 #1 IN ATLANTA-ARBURTON PDP

Amy Edson @ Media America 202-546-7940

#28 SACRAMENTO



12+ POPULATION: 1,412,500 (Black: 6.1%; Hispanic: 13.5%)

Complete Market Index, Page 8

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AQH SHARE	OWNER	NATIONAL REP FIRM
9.6	9.7	9.3	10.0	10.3	1	KFBK-AM News/Talk	1530 50kw	297	1	14	13	4	1	1	9:45	14.2	Chancellor Media	SEN
5.1	4.5	6.1	5.0	5.8	2	KNCF-FM Country	105.1 50kw	165	10	7	7	2	2	2	9:45	7.0	Infinity	KATZ
8.5	6.2	6.8	6.3	5.6	3	KSFM-FM CHR/Rhythmic	102.5 50kw	261	2	1	1	5	11	15	6:00	5.8	Infinity	EAST
3.2	3.0	3.7	3.8	4.9	4	KSEG-FM Classic Rock	96.9 50kw	176	5	8	8	1	3	4	7:45	5.0	Entercom	D&R
7.2	6.3	6.5	6.4	4.6	5	KZZO-FM Hot AC	100.5 115kw	233	3	5	2	3	4	9	5:30	4.0	Infinity	EAST
4.2	3.3	4.1	3.8	4.4	6	KBND-FM¹ CHR/Pop	107.9 50kw	216	4	2	6	8	13	16	5:45	3.3	Entercom	D&R
3.8	4.1	2.4	3.5	4.3	7	KCTC-AM Nostalgia	1320 5kw	115	15	—	24	19	19	11	10:15	3.1	Entercom	D&R
3.5	3.8	4.5	4.1	4.3	7	KYMX-FM AC	96.1 50kw	173	7	8	11	12	8	7	6:45	3.7	Infinity	EAST
4.0	4.7	4.2	4.5	4.0	9	KGBY-FM AC	92.5 50kw	168	8	11	10	6	5	6	6:45	4.3	Chancellor Media	SEN
4.2	4.3	4.3	4.1	4.0	9	KHYL-FM Oldies	101.1 36kw	176	6	8	17	14	7	3	6:15	3.8	Chancellor Media	SEN
4.1	4.5	4.1	5.1	4.0	9	KRXQ-FM Rock	98.5 50kw	142	11	6	4	7	9	13	7:45	4.1	Entercom	D&R
2.7	2.4	3.8	3.7	4.0	9	KSSJ-FM NAC/SJ	94.7 25kw	123	13	14	16	13	6	4	9:15	3.4	Entercom	D&R
0.9	4.0	3.6	3.7	3.8	13	KBMB-FM CHR/Rhythmic	103.5 3kw	137	12	3	5	9	16	17	7:45	3.4	Diamond Radio	ARP
4.2	3.3	4.5	4.3	3.4	14	KWOD-FM Alternative	106.5 50kw	167	9	4	3	9	14	19	5:45	3.8	Royce Int'l	D&R
2.3	3.5	2.2	3.2	3.3	15	KSTE-AM News/Talk	650 25(1)kw	120	14	—	14	16	11	8	7:45	2.7	Chancellor Media	SEN
3.0	4.2	2.4	3.6	3.2	16	KHTK-AM Talk	1140 50kw	98	17	14	9	9	9	10	9:15	3.3	Infinity	KATZ
1.0	1.4	1.6	1.1	2.5	17	KQBR-FM² Urban Oldies	104.3 2.95kw	78	18	11	12	15	14	14	8:45	2.4	Progressive Media	—
3.1	3.0	2.7	2.6	2.4	18	KRAK-FM Country	93.7 25kw	100	16	—	18	17	17	11	6:45	2.3	Infinity	KATZ
0.9	0.9	0.9	0.9	1.1	19	KRCX-A/F Regional Mexican	1110/99.9 5kw/1.75kw	29	23	14	15	18	18	24	10:30	1.0	Embarcadero Media	CAB
1.2	0.9	0.6	0.8	1.0	20	KGO-AM News/Talk	810 50kw	36	20	—	—	28	27	26	7:45	0.9	ABC Inc.	ABC

¹ Was KXOA-FM (Cl. Hits) until July 14. ² Was Urban AC until August, and CHR/Pop until October. Note: The Sacramento Metro Survey Area was changed for the Fall 1998 Survey. The change in survey area will have an effect on radio station share trends from Summer 1998 to Fall 1998.

FORMAT SHARE (By AQH Share)	OWNERSHIP SHARE (By AQH Share)	OWNERSHIP REACH (By Unduplicated Cume)
News/Talk 17.8	Infinity 26.4	Infinity 54.4%
CHR 13.8	Chancellor 21.6	Entercom 44.8%
AC 12.9	Entercom 21.6	Chancellor 43.9%
Oldies/CR 8.9	Diamond 3.8	Royce Int'l 11.9%
Country 8.2	Royce Int'l 3.4	Diamond 9.7%
Nostalgia 4.3	Progressive 2.5	Progressive 5.5%
NAC/SJ 4.0	ABC 1.7	ABC 3.9%
Rock 4.0	Embarcadero 1.1	Susquehanna 3.2%
Alternative 3.4	EXCL .7	Embarcadero 2.1%
Urban 2.5	Susquehanna .7	EXCL 1.6%
Spanish 1.0		

12+ POPULATION: 1,406,100 (Black: 7.3%; Hispanic: 31.0%)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	METRO RANK	12+ AOH RANK	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
11.3	12.3	11.2	9.6	9.9	1	1	KFRG/KXFG Country	95.1/92.9 50kw/6kw	254	2	7	2	1	1	1	11:00	10.8	Infinity	ARP
7.0	5.6	6.1	5.9	7.0	2	2	KGCI-FM CHR/Rhythmic	99.1 2.55kw	254	1	1	1	2	3	5	7:00	5.9	Chancellor Media	SEN
6.1	7.7	6.0	6.9	6.6	3	3	KFI-AM Talk	640 50kw	191	3	21	17	7	4	3	9:45	7.4	Cox	CHR
4.2	3.7	4.6	4.6	4.7	4	4	KOLA-FM Oldies	99.9 29.5kw	168	5	10	15	3	2	2	8:00	4.5	Stanfield	D&R
3.2	4.6	2.8	3.7	3.7	5	5	KSCA-FM Regional Mexican	101.9 4.8kw	79	19	14	4	5	6	6	13:15	4.7	Heftel	KT-H
2.4	3.2	3.0	3.9	3.3	6	6	KIIS-FM CHR/Pop	102.7 8kw	187	4	2	8	10	15	14	5:00	3.0	Jacor	KATZ
2.9	1.9	2.7	2.8	3.2	7	7	KCAL-FM Rock	96.7 1.75kw	119	10	10	4	4	7	10	7:30	2.9	Anaheim	BAN
2.8	2.2	3.0	2.9	3.2	7	7	KWRP-FM Nostalgia	96.1 .25kw	69	21	—	—	38	33	14	13:00	3.4	Magic Br.	—
3.9	3.8	3.6	3.4	3.1	9	9	KKBT-FM Urban	92.3 43kw	122	8	4	3	7	13	22	7:15	3.3	Chancellor Media	EAST
3.0	2.9	2.9	3.3	3.1	9	9	KOST-FM AC	103.5 12.5kw	135	6	14	12	9	8	8	6:30	2.0	Cox	CHR
2.9	2.7	3.2	2.7	3.0	11	11	KLOS-FM Rock	95.5 63kw	116	11	21	10	5	5	7	7:15	4.6	ABC Inc.	ABC
2.3	2.8	2.3	2.6	2.8	12	12	KLVE-FM Spanish AC	107.5 29.5kw	84	17	14	14	15	9	10	9:15	3.2	Heftel	KT-H
1.6	1.8	1.5	2.1	2.5	13	13	KROQ-FM Alternative	106.7 5.6kw	121	9	5	7	10	16	17	5:45	2.8	Infinity	IRS
2.1	2.2	2.1	2.6	2.5	13	13	KTWV-FM NAC/SJ	94.7 55kw	80	18	21	30	17	11	4	9:00	2.0	Infinity	CBS
3.2	3.0	2.7	2.5	2.4	15	15	KCXX-FM Alternative	103.9 .18kw	122	7	6	6	10	19	22	5:30	1.5	All Pro	MCG
1.9	2.2	1.9	1.6	2.1	16	16	KNX-AM News	1070 50kw	101	14	—	32	24	21	13	5:45	2.6	Infinity	CBS
2.7	2.7	1.8	2.3	2.1	16	16	KSSE-FM Spanish Contemporary	97.5 72kw	74	20	7	9	14	14	20	7:45	2.1	Embarcadero Media	CAB
1.4	1.8	1.8	1.8	2.0	18	18	KBIG-FM AC	104.3 105kw	86	16	14	13	16	12	14	6:30	1.6	Chancellor Media	SEN
2.4	2.8	1.7	2.3	2.0	18	18	KCBS-FM Classic Rock	93.1 28.5kw	109	13	21	20	13	9	9	5:15	1.5	Infinity	CBS
1.4	1.7	2.3	2.0	2.0	18	18	KPWR-FM CHR/Rhythmic	105.9 25kw	113	12	3	10	17	29	41	4:45	1.7	Emmis	D&R
1.4	1.6	1.8	1.8	1.7	21	21	KRTH-FM Oldies	101.1 51kw	88	15	13	23	21	17	12	5:15	1.3	Infinity	CBS
1.0	1.3	1.2	1.5	1.4	22	22	KXRS/KXSB Regional Mexican	105.7/101.7 .17kw/.3kw	47	26	10	16	17	19	25	8:15	1.3	Lazer Br.	LOTUS
0.6	1.1	1.3	1.6	1.3	23	23	KCMG-FM Oldies	100.3 15kw	60	23	9	21	22	22	17	6:00	0.9	Chancellor Media	EAST
1.4	1.6	1.6	1.3	1.2	24	24	KLSX-FM Talk	97.1 21kw	52	24	—	18	17	18	20	6:45	2.6	Infinity	ARP
1.6	1.0	1.0	0.7	1.0	25	25	KLAC-AM Nostalgia	570 5kw	39	28	—	—	—	39	37	7:15	0.8	Chancellor Media	SEN

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Group Owner Updates: www.rronline.com

12+ POPULATION: 1,402,100 (Black: 12.7%; Hispanic: N/A)

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FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AQH SHARE	OWNER	NATIONAL REP FIRM
10.0	8.3	7.8	9.0	9.3	1	KPRS-FM Urban	103.3 100kw	201	6	2	1	1	1	6	12:45	8.1	Carter Br.	MCG
6.7	6.5	6.6	5.6	7.2	2	KFKF-FM Country	94.1 100kw	227	3	8	9	5	2	1	8:45	8.1	Infinity	EAST
6.6	6.3	7.8	7.1	6.5	3	KMXV-FM CHR/Pop	93.3 100kw	292	2	1	3	6	5	12	6:15	5.7	Infinity	ARP
6.3	7.3	6.7	6.9	6.5	3	WDAF-AM Country	610 5kw	164	11	—	19	14	12	2	11:00	9.0	Entercom	KATZ
6.0	5.0	4.6	5.5	5.9	5	KCFX-FM Classic Rock	101.1 97kw	307	1	5	4	2	3	5	5:15	3.8	Sinclair Com.	CHR
5.5	5.4	4.6	5.6	5.4	6	KMBZ-AM News/Talk	980 5kw	192	7	—	12	12	11	8	7:45	5.8	Entercom	SEN
5.1	7.0	6.0	4.9	5.4	6	KUDL-FM AC	98.1 100kw	210	4	10	8	8	5	3	7:15	5.2	Infinity	ARP
4.9	5.1	6.3	4.9	5.3	8	KQRC-FM Rock	98.9 100kw	173	8	4	2	3	7	13	8:30	6.3	Sinclair Com.	CHR
5.3	5.0	5.0	4.3	4.9	9	KYYS-FM Rock	99.7 100kw	150	13	13	6	4	4	7	9:00	5.8	Entercom	D&R
5.1	5.2	4.7	4.6	4.6	10	KCMO-FM Oldies	94.9 100kw	209	5	10	12	9	8	4	6:00	4.7	Entercom	D&R
5.9	5.0	5.0	4.8	4.4	11	KBEQ-FM Country	104.3 100kw	167	10	8	5	7	9	10	7:15	5.1	Infinity	EAST
4.3	5.7	5.1	5.1	4.1	12	KCIY-FM NAC/SJ	106.5 100kw	152	12	14	12	10	10	9	7:30	3.2	Sinclair Com.	CHR
3.5	4.2	4.1	3.8	3.6	13	KCMO-AM News/Talk	710 10(5)kw	135	14	14	17	15	13	11	7:30	3.9	Entercom	D&R
3.4	3.7	2.8	3.7	2.8	14	KOZN-FM ¹ Adult Alt.	102.1 100kw	169	9	7	7	11	14	16	4:30	2.3	Infinity	KATZ
3.8	1.9	2.6	2.5	2.8	14	KXTR-FM Classical	96.5 99kw	120	15	—	17	18	15	14	6:45	2.1	Sinclair Com.	CHR
1.5	1.8	1.8	2.0	2.0	16	KNRX-FM ² Alternative	107.3 100kw	101	17	5	10	13	17	19	5:30	2.9	Syndicated	ARP
0.8	1.2	1.2	2.1	1.9	17	KCHZ-FM CHR/Pop	95.7 99kw	119	16	3	11	17	18	23	4:30	1.5	Good Medicine	—
1.0	0.9	1.0	0.9	1.4	18	KCTE-AM Sports	1510 10kw	37	21	—	15	16	16	17	6:00	0.6	Union Br.	ARP
1.1	1.3	1.1	1.2	1.4	18	KFEZ-AM Nostalgia	1340 1kw	39	20	—	—	25	25	20	10:00	1.1	Beal	—
1.3	1.3	1.9	1.5	1.2	20	KPRT-AM Religious	1590 1kw	35	23	14	20	19	19	15	9:15	1.4	Carter Br.	EAST

¹ Became KSRC-FM (Hot AC) in January. ² Switched to Urban in January.

FORMAT SHARE (By AQH Share)	OWNERSHIP SHARE (By AQH Share)	OWNERSHIP REACH (By Unduplicated Cume)
Country 18.1	Infinity 26.3	Infinity 49.3%
Oldies/CR 10.5	Entercom 24.9	Entercom 46.3%
News/Talk 10.4	Sinclair 18.1	Sinclair 43.2%
Rock 10.2	Carter Br. 10.5	Carter Br. 15.5%
Urban 9.3	Syndicated 2.0	Good Medicine 8.6%
CHR 8.4	Good Medicine 1.9	Syndicated 7.3%
AC 5.4	Union Br. 1.4	Lawrence 3.1%
NAC/SJ 4.1	Beal 1.4	Beal 2.8%
Adult Alt. 2.8	Lawrence .7	Union Br. 2.7%
Classical 2.8		
Alternative 2.0		
Nostalgia 1.4		
Religious 1.2		

12+ POPULATION: 1,377,100 (Black: 10.2%; Hispanic: 13.7%)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AQH SHARE	OWNER	NATIONAL REF FIRM
11.1	9.2	9.2	11.5	11.3	1	WTMJ-AM News/Talk	620 50(10)kw	400	1	10	9	7	2	1	8:00	13.0	Journal Br.	CHR
6.6	6.9	7.7	7.7	7.3	2	WMIL-FM Country	106.1 50kw	228	4	5	5	5	5	3	9:00	7.5	Clear Channel	CCRS
5.3	6.6	6.7	7.0	6.8	3	WKV-FM Urban	100.7 50kw	196	8	2	2	3	8	12	10:00	5.3	Clear Channel	CCRS
6.8	6.4	6.2	6.4	6.8	4	WLZR-FM Rock	102.9 50kw	229	3	3	1	1	3	8	8:30	10.9	Saga	MCG
6.2	6.7	5.6	6.0	6.1	5	WKLH-FM Classic Rock	96.5 20kw	213	7	11	6	2	1	2	8:15	7.8	Saga	MCG
5.2	4.9	5.3	4.5	5.8	6	WTKI-FM Hot AC	94.5 15.5kw	245	2	7	3	4	4	7	6:45	7.6	Journal Br.	CHR
5.8	4.6	5.9	5.0	5.8	6	WOKY-AM Nostalgia	920 5(1)kw	166	11	11	16	17	15	11	10:00	5.0	Clear Channel	CCRS
4.2	4.9	4.5	5.1	5.0	8	WISN-AM Talk	1130 50(10)kw	175	9	—	12	11	9	4	8:15	3.0	Capstar	SEN
4.9	5.1	5.3	4.6	4.9	9	WMYX-FM Hot AC	99.1 50kw	223	5	5	4	6	6	9	6:15	5.1	Sinclair Com.	SEN
2.7	2.4	3.0	4.4	4.8	10	WYSS-FM CHR/Pop	103.7 19.5kw	222	6	1	7	8	13	15	6:15	3.4	Sinclair Com.	KATZ
3.7	5.0	4.1	4.0	4.5	11	WLTO-FM AC	97.3 15.5kw	152	13	11	10	9	7	5	8:30	4.2	Capstar	SEN
4.0	4.1	4.2	4.2	3.6	12	WZTR-FM Oldies	95.7 34kw	156	12	11	15	12	10	6	6:30	3.3	Clear Channel	BAN
3.3	3.8	4.2	2.1	2.8	13	WPNT-FM Hot AC	106.9 6kw	172	10	4	8	10	12	16	4:30	2.3	Saga	MCG
2.6	2.7	2.6	3.0	2.7	14	WJZI-FM NAC/SJ	93.3 12.5kw	103	15	11	14	13	11	10	7:30	2.5	Milwaukee Radio	ARP
2.5	2.3	2.8	1.5	1.9	15	WFMR-FM Classical	98.3 6kw	75	16	11	24	19	18	13	7:15	1.2	Saga	MCG
3.3	2.6	2.7	1.9	1.7	16	WLUM-FM ¹ Adult Alternative	102.1 50kw	116	14	8	10	14	15	19	4:00	1.2	Milwaukee Radio	BAN
1.7	2.1	2.4	1.9	1.6	17	WMCS-AM Urban AC	1290 5kw	59	18	11	17	16	14	13	7:30	1.2	Milwaukee Radio	BAN
2.2	1.7	1.6	1.9	1.6	17	WNOV-AM Urban	860 .25kw	65	17	8	12	15	15	17	6:00	1.6	Courier	—
1.0	0.5	0.4	0.7	1.0	19	WAUK/WAUX Sports	1510/1550 10kw/1kw	34	20	—	18	18	18	18	4:15	.3	WALT-WEST Wis.	—

¹ Switched back to Rock in December.

FORMAT SHARE (By AQH Share)	OWNERSHIP SHARE (By AQH Share)	OWNERSHIP REACH (By Unduplicated Cume)
<p>AC 18.0</p> <p>News/Talk 17.3</p> <p>Urban 10.0</p> <p>Oldies/CR 9.7</p> <p>Country 7.3</p> <p>Rock 6.8</p> <p>Nostalgia 5.8</p> <p>CHR 4.8</p> <p>NAC/SJ 2.7</p> <p>Classical 1.9</p> <p>Adult Alt. 1.7</p>	<p>Clear Channel 23.4</p> <p>Saga 17.5</p> <p>Journal 17.1</p> <p>Sinclair 10.0</p> <p>Capstar 9.6</p> <p>Milwaukee Radio 5.9</p> <p>Courier 1.6</p> <p>Bliss 1.4</p> <p>WALT-WEST 1.0</p> <p>Tribune .4</p>	<p>Clear Channel 48.0%</p> <p>Journal 42.4%</p> <p>Saga 37.7%</p> <p>Sinclair 29.0%</p> <p>Capstar 23.1%</p> <p>Milwaukee Radio 18.5%</p> <p>Courier 4.8%</p> <p>Bliss 4.3%</p> <p>WALT-WEST 2.5%</p> <p>Tribune 2.0%</p>

#32 PROVIDENCE-WARWICK-PAWTUCKET



12+ POPULATION: 1,263,700 (Black: N/A; Hispanic: N/A)

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FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
7.9	9.2	6.7	8.7	8.1	1	1	WWLI-FM AC	105.1 50kw	214	2	6	5	3	2	1	10:00	7.3	Citadel	MCG
5.3	7.3	7.3	6.7	6.9	2	2	WPRO-FM CHR/Pop	92.3 39kw	251	1	3	2	2	3	5	7:15	6.4	Citadel	MCG
7.3	6.5	7.7	6.7	6.6	3	3	WHJY-FM Rock	94.1 50kw	201	4	8	1	1	1	6	8:45	7.7	Capstar	D&R
6.1	5.9	5.8	6.2	6.3	4	4	WWBB-FM Oldies	101.5 13.5kw	204	3	10	16	8	5	2	8:00	5.6	Clear Channel	CCRS
4.1	4.4	5.1	4.2	5.7	5	5	WAKX/WWKX CHR/Rhythmic	102.7/106.3 1.95kw/1.15kw	186	5	1	3	4	9	16	8:00	5.9	Back Bay Br.	CHR
4.6	4.9	5.9	5.1	4.7	6	6	WSNE-FM Hot AC	93.3 30kw	167	7	11	6	5	4	3	7:30	5.1	Capstar	D&R
6.0	5.1	4.8	5.3	4.4	7	7	WCTK-FM Country	98.1 47kw	132	11	—	8	7	6	4	8:45	3.5	Hall	D&R
5.3	4.4	5.3	3.9	4.0	8	8	WPRO-AM Talk	630 5kw	145	10	—	24	18	11	7	7:15	6.5	Citadel	MCG
3.4	3.3	3.9	4.0	3.9	9	9	WBRU-FM Alternative	95.5 20kw	178	6	4	4	6	8	12	5:45	2.5	Brown BC Service	—
2.9	4.9	4.3	4.7	3.3	10	10	WLKW-AM Nostalgia	550 1(.5)kw	84	13	—	31	36	39	23	10:30	3.7	Citadel	CHR
3.8	3.1	3.3	3.3	3.3	10	10	WWRX-FM Classic Rock	103.7 50kw	166	8	8	12	8	7	8	5:15	5.1	Clear Channel	CCRS
4.1	4.2	3.0	2.6	2.8	12	12	WHJJ-AM News/Talk	920 5kw	102	12	—	31	29	24	11	7:15	2.3	Capstar	KATZ
2.0	1.8	2.3	2.0	2.8	12	12	WJMN-FM CHR/Rhythmic	94.5 11.5kw	146	9	2	7	10	16	24	5:00	2.4	Chancellor Media	KATZ
2.5	2.3	2.2	2.1	2.1	14	14	WCRB-FM Classical	102.5 15kw	75	16	—	20	21	19	9	7:15	1.6	Charles River	ARP
3.0	1.7	2.1	2.1	2.1	14	14	WFHN-FM CHR/Rhythmic	107.1 2.4kw	65	19	5	14	12	12	13	8:15	2.0	Spring Br.	MCG
0.7	0.0	1.4	1.7	1.8	16	16	WPMZ-AM Spanish Contemporary	1110 5kw	16	39	—	9	11	10	15	15:45	1.5	Bear Br.	—
1.1	0.9	1.2	1.7	1.7	17	17	WBMX-FM Hot AC	98.5 9kw	79	14	11	11	12	13	19	5:45	1.5	Infinity	CHR
1.6	1.5	1.2	1.5	1.6	18	18	WAAF-FM Rock	107.3 18.5kw	53	21	6	10	15	18	35	7:45	1.2	Entercom	D&R
1.0	1.9	1.9	1.5	1.5	19	19	WHKK-FM Classic Hits	100.3 4.2kw	67	18	—	17	14	13	10	5:45	1.1	Citadel	KATZ
1.2	1.8	0.8	0.8	1.4	20	20	WBSM-AM News/Talk	1420 5(1)kw	26	32	—	—	36	39	24	14:00	2.0	Spring Br.	MCG
1.5	1.4	0.8	1.2	1.3	21	21	WBCN-FM Alternative	104.1 21kw	60	20	11	13	15	15	29	6:00	2.1	Infinity	CBS
1.9	1.6	1.7	1.3	1.3	21	21	WBZ-AM News	1030 50kw	68	17	—	28	26	25	16	5:15	1.7	Infinity	G/W
0.9	0.8	0.8	1.1	1.1	23	23	WEEI-AM Sports	850 50kw	40	25	—	28	26	25	18	6:45	1.3	Infinity	EAST
1.1	0.7	0.5	1.3	1.1	23	23	WODS-FM Oldies	103.3 16kw	51	22	—	23	22	20	14	5:30	0.7	Infinity	CBS
2.2	1.3	1.6	1.1	1.1	23	23	WXEX-FM ¹ Alternative	99.7 2.3kw	75	15	11	14	17	20	35	4:00	1.0	Citadel	KATZ

¹ Began simulcasting WHKK-FM on January 1.

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Latest Stock Quotes: www.rronline.com

12+ POPULATION: 1,248,600 (Black: 12.5%; Hispanic: N/A)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
8.3	6.2	7.7	8.8	9.0	1	WCOL-FM Country	92.3 22kw	218	2	3	2	2	2	1	9:15	8.5	Jacor	EAST
9.4	9.6	8.8	9.8	8.3	2	WNCI-FM CHR/Pop	97.9 175kw	314	1	2	1	1	3	6	6:00	9.3	Jacor	EAST
7.1	7.7	7.3	7.8	7.5	3	WTVN-AM Full Service	610 5kw	216	3	—	11	8	6	2	7:45	10.1	Jacor	KATZ
3.5	6.8	7.6	6.2	6.8	4	WCKX-FM Urban	107.5 1.9kw	154	7	1	5	5	7	8	10:00	5.6	Blue Chip	D&R
5.0	5.9	4.8	6.0	6.0	5	WLQ-FM Rock	96.3 18kw	153	8	11	3	3	1	5	8:45	8.0	Infinity	KATZ
7.9	7.7	8.4	6.6	6.0	5	WSNY-FM AC	94.7 22kw	214	4	7	8	4	4	4	6:15	6.3	Saga	MCG
5.9	6.2	3.9	4.7	5.6	7	WBNS-FM Oldies	97.1 20.5kw	198	5	8	13	9	5	3	6:30	4.9	Radiohio Inc.	CHR
3.4	4.3	4.0	3.9	4.2	8	WHOK-FM Country	95.5 21kw	140	9	8	9	10	8	7	6:45	4.2	Infinity	CHR
5.3	5.3	5.4	4.2	4.1	9	WBZX-FM Rock	99.7 20kw	156	6	4	4	6	8	14	5:45	6.9	North American	D&R
0.6	1.1	1.6	2.6	3.1	10	WXST-FM ¹ 80's Oldies	107.9 6kw	92	12	11	6	7	10	18	7:30	2.1	Associated Com.	—
2.7	3.0	3.3	2.9	2.9	11	WMNI-AM Nostalgia	920 1(.5)kw	81	13	—	25	25	23	16	8:00	2.5	North American	D&R
2.4	1.3	1.5	1.6	2.6	12	WBNS-AM Sports	1460 5(1)kw	105	11	11	12	11	11	9	5:30	1.6	Radiohio Inc.	CHR
3.6	3.6	3.9	3.7	2.2	13	WZAZ-FM Alternative	105.7 2.5kw	116	10	6	7	12	14	21	4:30	1.7	Jacor	EAST
0.0	0.0	0.0	0.6	2.0	14	WXMG-FM Urban AC	98.9 .58kw	64	16	11	15	14	13	12	6:45	1.7	Blue Chip	—
2.2	2.2	2.6	2.0	1.8	15	WCLT-FM Country	100.3 50kw	54	19	11	15	16	17	14	7:45	1.9	WCLT Inc.	CHR
0.0	0.0	0.0	0.0	1.8	15	WEGE-FM ² Classic Rock	103.9 5.1kw	61	17	11	15	13	12	11	6:45	1.6	North American	D&R
2.4	3.0	2.7	2.7	1.8	15	WJZA/WJZ NAC/SJ	103.5/104.3 5.4kw/3.4kw	70	15	—	18	17	14	10	6:00	1.3	Scantland Br.	APR
1.8	1.4	1.8	1.5	1.6	18	WWCD-FM Alternative	101.1 6kw	80	14	10	10	15	16	21	4:30	1.2	Ingleside	ROS
0.8	1.1	1.3	0.8	1.5	19	WFII-AM News/Talk	1230 1kw	45	20	—	19	19	18	13	7:15	0.8	Jacor	MCG
1.7	1.7	1.5	2.1	1.5	19	WVKG-AM Gospel	1580 1(.25)kw	35	22	11	21	21	19	17	9:15	1.3	Saga	MCG
1.7	1.2	1.1	1.0	1.3	21	WAZU-FM Rock	107.1 3kw	56	18	5	13	18	19	27	5:15	1.0	Infinity	KATZ

¹ Was WLYR-FM (AC) until June 26. ² Was WAXV-FM until mid-November.

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TURBOCHARGE YOUR RATINGS

THE NEAL BOORTZ SHOW
M-F 10A-N ET

#1 25-54 ATLANTA 4 BOOKS IN A ROW

Paul Douglas @ Cox Radio 404-962-2078

THE CLARK HOWARD SHOW
M-F 2P-4P ET

9.7 SHARE A 25-54 #1 IN ATLANTA-ARBITRON F98

Amy Bolton @ Media America 202-546-7940

#29 RIVERSIDE-SAN BERNARDINO



Continued from Page 85

12+ POPULATION: 1,406,100 (Black: 7.3%; Hispanic: 31.0%)

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FORMAT SHARE (By AQH Share)	OWNERSHIP SHARE (By AQH Share)	OWNERSHIP REACH (By Unduplicated Cume)
CHR 12.3	Infinity 22.6	Infinity 44.8%
Country 9.9	Chancellor 15.3	Chancellor 35.6%
News/Talk 9.9	Cox 10.3	Cox 24.0%
Spanish 9.9	Anaheim 7.9	Anaheim 19.2%
Oldies/CR 9.7	HefTel 7.2	Jacor 16.9%
Rock 6.2	Stanfield 4.7	Stanfield 12.0%
AC 5.1	Jacor 4.3	ABC 10.1%
Alternative 4.9	ABC 3.6	HefTel 9.9%
Nostalgia 4.2	Magic Br. 3.2	All Pro 8.7%
Urban 3.1	All Pro 2.4	Emmis 8.1%
NAC/SJ 2.5	Embarcadero 2.1	Embarcadero 5.3%
	Emmis 2.0	Magic Br. 4.9%
	Lazer Br. 1.4	Lazer Br. 3.4%
	Amaturo Gr. .9	Mt. Wilson FM 2.6%
	Mt. Wilson FM .8	Amaturo Gr. 2.4%

#32 PROVIDENCE-WARWICK-PAWTUCKET



Continued from Page 88

12+ POPULATION: 1,263,700 (Black: N/A; Hispanic: N/A)

FORMAT SHARE (By AQH Share)	OWNERSHIP SHARE (By AQH Share)	OWNERSHIP REACH (By Unduplicated Cume)
CHR 17.5	Citadel 25.0	Citadel 51.8%
AC 14.5	Capstar 14.1	Capstar 33.4%
Oldies/CR 12.2	Clear Channel 9.6	Clear Channel 26.9%
News/Talk 10.6	Infinity 6.4	Infinity 19.7%
Rock 8.2	Back Bay Br. 5.7	Back Bay Br. 14.8%
Alternative 6.3	Hall 4.4	Brown BC 14.1%
Country 4.4	Brown BC 3.9	Chancellor 13.5%
Nostalgia 3.3	Spring Br. 3.5	Hall 10.5%
Classical 2.1	Entercom 3.4	Entercom 10.2%
Spanish 1.8	Chancellor 3.2	Gr. Media 9.1%
	Gr. Media 2.7	Spring Br. 6.9%
	Charles River 2.1	Charles River 5.9%
	Bear Br. 1.8	Plymouth Rock 2.9%
	Plymouth .8	Makkay Group 2.4%
	Makkay Group .7	Bear Br. 1.3%

#33 COLUMBUS, OH



Continued from Page 89

12+ POPULATION: 1,248,600 (Black: 12.5%; Hispanic: N/A)

FORMAT SHARE (By AQH Share)	OWNERSHIP SHARE (By AQH Share)	OWNERSHIP REACH (By Unduplicated Cume)
Country 15.0	Jacor 29.5	Jacor 55.3%
News/Talk 11.6	Infinity 11.4	Infinity 24.8%
Rock 11.4	Blue Chip 9.1	N. American 22.7%
Oldies/CR 10.5	N. American 8.8	Radiohio 22.7%
Urban 8.8	Radiohio 8.3	Blue Chip 19.8%
CHR 8.3	Saga 7.5	Saga 19.7%
AC 6.0	Assoc. Com. 3.1	Ingleside 6.4%
Alternative 3.8	Scatland 1.8	Scatland 5.7%
Nostalgia 2.9	WCLT Inc. 1.8	WCLT Inc. 4.3%
NAC/SJ 1.8	Ingleside 1.6	Stop 26 2.3%
Religious 1.5	Stop 26 .8	

12+ POPULATION: 1,245,700 (Black: 6.1%; Hispanic: 51.3%)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP. FIRM
10.5	10.6	10.0	10.3	9.2	1	KTFM-FM CHR/Rhythmic	102.7 100kw	301	1	1	1	2	3	10	8:15	8.6	Waterman	CHR
0.0	0.0	0.0	0.7	7.4	2	KXXM-FM CHR/Pop	96.1 100kw	232	2	2	2	3	5	15	8:45	6.4	Clear Channel	CCRS
7.0	6.3	7.7	7.4	7.4	2	KZEP-FM Classic Rock	104.5 100kw	196	4	7	4	1	1	1	10:15	7.1	Lotus	D&R
6.1	6.2	6.5	7.5	5.5	4	KSMG-FM Hot AC	105.3 100kw	213	3	6	5	4	2	6	7:00	6.3	Cox	CBS
5.9	5.3	5.0	5.1	5.3	5	KAJA-FM Country	97.3 100kw	167	7	5	6	6	4	4	8:30	5.6	Clear Channel	CCRS
6.2	6.1	5.2	5.5	5.3	5	KXTN-FM Tejano	107.5 100kw	166	8	10	7	7	7	3	8:45	4.7	Heftel	KT-H
4.9	5.5	6.2	6.1	5.2	7	KISS-FM Rock	99.5 100kw	195	5	3	3	5	8	19	7:15	5.1	Cox	CBS
4.4	5.0	3.8	5.9	4.7	8	KTSA-AM News/Talk	550 5kw	132	11	—	15	15	13	5	9:30	4.8	Waterman	EAST
3.4	4.3	4.9	4.3	4.4	9	KONO-FM¹ Oldies	101.1 98kw	174	6	10	13	8	6	2	6:45	5.3	Cox	KATZ
5.6	4.4	4.9	4.8	4.0	10	KCYY-FM Country	100.3 100kw	157	9	8	8	10	10	9	7:00	4.7	Cox	KATZ
4.0	4.2	4.7	4.5	3.5	11	KQXT-FM AC	101.9 100kw	133	10	13	12	8	9	7	7:15	2.8	Clear Channel	CCRS
1.0	1.5	1.0	1.9	3.2	12	KLEY-FM² Tejano	94.1 50kw	92	14	4	10	13	13	13	9:15	2.8	SBS	CAB
2.5	2.7	2.7	2.9	3.1	13	KCJZ-FM NAC/SJ	106.7 100kw	96	13	15	14	12	10	8	8:30	2.5	Cox	KATZ
5.3	4.4	4.0	3.9	2.7	14	KROM-FM Regional Mexican	92.9 100kw	84	15	10	11	14	15	14	8:45	3.0	Heftel	KT-H
3.6	4.4	4.4	3.4	2.7	14	KSJL-A/F³ Urban	810/92.5 .25kw/50kw	59	18	13	9	11	12	12	12:15	3.2	Clear Channel	CCRS
3.6	3.1	3.8	2.5	2.7	14	WOAI-AM News/Talk	1200 50kw	130	12	—	18	16	16	11	5:30	3.4	Clear Channel	CCRS
2.5	3.1	3.4	2.2	2.2	17	KLUP-AM Nostalgia	930 5(1)kw	60	17	—	25	28	23	18	10:00	2.2	Cox	CBS
2.1	2.3	2.2	1.5	2.0	18	KKYX-AM Country	680 50(10)kw	61	16	—	21	19	22	20	8:45	2.2	Cox	KATZ
2.8	1.8	2.7	1.7	1.9	19	KCOR-AM Spanish Oldies	1350 5kw	49	19	—	23	17	17	15	10:15	2.3	Heftel	KT-H
0.8	1.0	0.8	0.7	1.9	19	KEDA-AM Conjunto	1540 5(1)kw	30	23	—	25	19	19	17	16:45	2.1	D&E Br.	CAB

¹ Morning show simulcasts over **KONO-AM**, morning drive figure is from that combo ² Was **KRIO-FM** until July ³ **KSJL-AM** was **KCHG-AM** (Religious) until September.

FORMAT SHARE (By AOH Share)	OWNERSHIP SHARE (By AOH Share)	OWNERSHIP REACH (By Unduplicated Cume)
CHR 16.6	Cox 27.3	Cox 55.8%
Spanish 15.0	Clear Channel 21.6	Clear Channel 46.5%
Oldies/CR 11.8	Waterman 13.9	Waterman 33.7%
Country 11.3	Heftel 10.0	Heftel 21.1%
AC 9.0	Lotus 7.4	Lotus 15.8%
News/Talk 7.4	SBS 3.2	SBS 7.4%
Rock 5.2	D&E Br. 1.9	D&E Br. 2.5%
NAC/SJ 3.1	Salem .7	Salem 2.1%
Urban 2.7		
Nostalgia 2.2		

#35 SALT LAKE-OGDEN-PROVO



12+ POPULATION: 1,233,500 (Black: N/A; Hispanic: N/A)

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FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
7.6	8.6	6.4	6.4	8.0	1	KSFI-FM AC	100.3 26kw	249	3	7	3	1	1	1	6:45	7.9	Simmons Family	APR
7.3	6.2	6.6	5.4	6.5	2	KSL-AM News/Talk	1160 50kw	257	2	10	15	8	3	3	5:15	8.9	Bonneville Int.	SEN
5.3	6.8	7.1	6.7	6.4	3	KZHT-FM CHR/Pop	94.9 48kw	261	1	1	3	6	13	15	5:15	6.6	Jacor	EAST
4.4	5.2	4.3	5.2	5.4	4	KXRK-FM Alternative	96.3 38kw	178	7	2	2	5	15	21	6:30	5.1	Simmons Family	ARP
6.0	5.3	5.3	5.1	4.8	5	KODJ/KWLW¹ Oldies	94.1/700 40kw/50(1)kw	179	5	10	18	9	2	2	5:45	4.2	Jacor	EAST
4.5	4.2	4.6	4.8	4.8	5	KUBL-FM Country	93.3 26kw	159	8	5	6	3	6	5	6:30	5.1	Citadel	MCG
3.9	4.1	3.6	4.6	4.7	7	KENZ-FM Adult Alternative	107.5 45kw	147	10	8	1	2	4	12	6:45	5.0	Citadel	ARP
2.2	2.6	3.2	3.5	4.3	8	KOMB-FM Hot AC	102.7 25.5kw	205	4	3	3	7	8	15	4:30	3.8	Simmons Family	ARP
4.3	4.2	3.8	3.4	4.1	9	KRSP-FM Classic Rock	103.5 27.5kw	147	11	10	9	3	4	4	6:00	4.1	Simmons Family	ARP
5.4	3.6	4.1	4.0	4.0	10	KBER-FM Rock	101.1 25kw	148	9	3	7	10	11	18	5:45	3.6	Citadel	MCG
4.6	4.7	5.1	5.0	4.0	10	KSOP-A/F Country	1370/104.3 5(5)kw/19.5kw	135	14	9	11	12	7	8	6:15	3.6	KSOP Inc.	ARP
4.0	4.5	3.5	3.8	3.6	12	KISN-FM Hot AC	97.1 30kw	178	6	6	8	11	9	10	4:15	3.9	Jacor	CHR
3.8	3.9	3.4	4.1	3.4	13	KKAT-FM Country	101.9 26kw	136	13	10	12	13	9	9	5:15	3.6	Jacor	EAST
0.1	2.5	2.9	3.0	3.3	14	KNRS-AM News	570 5kw	108	16	17	17	17	13	6	6:30	2.7	Jacor	EAST
2.2	1.4	2.5	2.8	2.8	15	KOSY/KSNU AC	106.5/107.9 46kw/67kw	132	15	15	18	16	12	7	4:30	2.4	Trumper	CHR
4.3	3.6	2.9	3.4	2.7	16	KBEE-FM Hot AC	98.7 40kw	139	12	10	9	14	16	14	4:00	2.5	Citadel	MCG
3.6	2.8	2.9	3.5	2.6	17	KDYL/KOVO Nostalgia	1280/960 10kw/5(1.08)kw	75	21	—	—	26	25	20	7:30	2.3	Simmons Family	ARP
2.6	1.6	1.7	2.0	2.1	18	KBZN-FM NAC/SJ	97.9 26kw	75	20	17	21	21	20	10	6:00	1.9	Capitol Br. Inc.	EAST
2.4	3.2	3.6	3.9	2.1	18	KURR-FM Classic Rock	99.5 40kw	76	18	15	13	15	17	21	5:45	2.5	Jacor	EAST
4.7	2.6	1.8	2.0	2.0	20	KALL-AM News/Talk	910 5(1)kw	76	19	—	22	22	22	13	5:30	3.3	Jacor	EAST
2.6	2.6	5.2	1.7	1.9	21	KFNZ-AM Sports	1320 5kw	69	22	17	15	19	17	15	5:45	2.3	Citadel	MCG
1.1	0.8	0.9	0.8	1.6	22	KRAR-FM Rock	106.9 68kw	47	23	17	14	18	21	23	7:15	1.3	Sundance	—
2.0	2.7	2.1	2.4	1.6	22	KUMT-FM Rock AC	105.7 25.5kw	77	17	17	18	20	17	18	4:30	1.8	Trumper	CHR

¹ KWLW-AM was KFAM-AM (B/EZ) until late June, when it began simulcasting KODJ-FM.

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Give Your Weekend Ratings a Booster Shot

HANDEL ON THE LAW

Sat 9A-N ET

The Only Lawyer You'll Ever Love

Paul Douglas @ Cox Radio 404-962-2078

THE MOTLEY FOOL

Sat N-3P ET

The one Radio Show Wall Street doesn't want you to hear

Amy Bolton @ Media America 202-546-7940

R&R NORFOLK-VIRGINIA BEACH-NEWPORT NEWS #36

12+ POPULATION: 1,225,200 (Black: 29.0%; Hispanic: N/A)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REF FIRM
12.4	13.0	13.3	13.3	11.5	1	WOWI-FM Urban	102.9 50kw	255	1	1	1	1	1	10	10:30	9.7	Clear Channel	CCRS
5.7	7.2	6.7	6.4	6.5	2	WCMS-A/F Country	1050/100.5 5kw/50kw	189	3	5	9	7	6	1	8:00	6.2	WCMS Radio	D&R
5.0	6.2	5.7	5.5	6.3	3	WWDE-FM Hot AC	101.3 50kw	184	4	7	4	2	2	4	8:00	6.6	Sinclair Com.	D&R
6.1	6.3	6.1	5.5	5.4	4	WGH-FM Country	97.3 74kw	181	5	8	5	4	4	9	7:00	5.5	Petracom Media	EAST
5.5	6.3	4.8	6.0	5.1	5	WNDR-A/F Rock	1230/98.7 1kw/46kw	169	7	4	2	3	9	13	7:00	7.7	Saga	MCG
6.2	4.6	4.6	5.8	4.8	6	WJCD-FM NAC/SJ	105.3 50kw	135	11	9	11	9	4	2	8:15	4.0	Clear Channel	CCRS
5.0	5.0	5.1	5.8	4.7	7	WNVZ-FM ¹ CHR/Rhythmic	104.5 50kw	220	2	2	6	8	12	14	5:00	3.8	Sinclair Com.	D&R
4.1	3.2	5.8	4.9	4.6	8	WAFX-FM Classic Rock	106.9 100kw	154	8	10	8	6	3	6	7:00	4.4	Saga	CBS
4.6	6.1	5.1	4.6	4.6	8	WPTE-FM Hot AC	94.9 50kw	179	6	6	3	5	8	14	6:00	4.4	Sinclair Com.	D&R
5.3	4.3	4.0	4.0	4.5	10	WFOG-FM AC	92.9 50kw	110	14	13	12	13	12	7	9:30	4.1	Petracom Media	D&R
3.8	2.3	3.3	3.1	4.3	11	WNIS-AM Talk	790 5kw	125	13	—	13	13	14	8	8:00	3.6	Sinclair Telecable	ARP
2.8	2.7	3.6	3.5	4.0	12	WSVY-FM ² Urban AC	107.7 5.2kw	86	15	13	16	12	10	2	10:45	5.2	Clear Channel	CCRS
3.8	4.4	3.5	3.6	3.9	13	WVKL-FM Oldies	95.7 40kw	128	12	10	14	11	7	5	7:15	4.3	Petracom Media	KATZ
1.7	1.9	3.0	2.4	3.2	14	WKOC-FM Adult Alternative	93.7 100kw	143	10	10	7	10	11	12	5:15	3.1	Sinclair Telecable	ARP
3.4	2.7	2.4	3.6	2.6	15	WXEZ-FM AC	94.1 50kw	74	16	—	21	17	16	11	8:15	2.1	Eure	—
2.3	3.1	1.9	2.4	2.5	16	WROX-FM ³ CHR/Pop	96.1 23kw	143	9	3	10	15	20	22	4:15	1.8	Sinclair Telecable	ARP
3.0	0.9	1.5	2.6	1.6	17	WPCE-AM Religious	1400 1(.25)kw	48	21	13	21	22	21	18	7:45	2.3	Willis Br.	MCG
0.6	1.3	1.1	1.1	1.6	17	WSVV-FM Urban	92.1 14.5kw	55	18	—	14	16	15	17	6:45	1.9	Clear Channel	CCRS
2.3	2.1	0.6	0.8	1.4	18	WGPL-AM Gospel	1350 5kw	52	20	13	20	20	19	16	6:15	1.3	Willis Br.	ARP
1.0	1.4	1.5	1.3	1.4	18	WTAR-AM News/Talk	850 50(25)kw	59	17	—	18	19	17	19	5:30	1.6	Sinclair Telecable	ARP
1.2	0.7	0.7	0.5	1.1	20	WGH-AM Sports	1310 5kw	52	19	—	16	18	17	9	4:45	0.8	Petracom Media	KATZ

¹ Was CHR/Pop until October. ² Switched to Rhythmic Oldies in December. ³ Was Alternative until late July.

FORMAT SHARE (By AQH Share)	OWNERSHIP SHARE (By AQH Share)	OWNERSHIP REACH (By Unduplicated Cume)
AC 18.0	Clear Channel 21.9	Sinclair Com. 37.7%
Urban 17.1	Sinclair Com. 15.6	Petracom 31.7%
Country 11.9	Petracom 14.9	Clear Channel 31.6%
Oldies/CR 8.5	SinclairTele. 11.4	SinclairTele. 31.1%
CHR 7.2	Saga 9.7	Saga 22.8%
News/Talk 6.8	WCMS Radio 6.5	WCMS Radio 15.5%
Rock 5.1	Willis 3.0	Willis 6.7%
NAC/SJ 4.8	Eure 2.6	Eure 6.1%
Adult Alt. 3.2		
Religious 3.0		

#37 CHARLOTTE-GASTONIA-ROCK HILL



12+ POPULATION: 1,160,700 (Black: 19.4%; Hispanic: N/A)

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FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AQH SHARE	OWNER	NATIONAL REF FIRM
10.2	9.9	9.8	10.5	11.0	1	WPEG-FM Urban	97.9 95kw	213	2	1	1	1	3	8	11:15	8.9	Infinity	KATZ
5.8	5.6	6.1	6.3	7.8	2	WNKS-FM CHR/Pop	95.1 100kw	250	1	2	2	2	4	11	6:45	7.2	Infinity	CHR
7.4	7.4	7.7	5.9	6.7	3	WSOC-FM Country	103.7 100kw	177	4	5	7	8	5	6	8:15	6.6	Infinity	KATZ
6.1	7.0	5.6	6.8	6.1	4	WBT-A/F Talk	1110/99.3 50kw/7.6kw	172	6	10	12	11	10	2	7:45	6.0	Jefferson-Pilot	CBS
5.3	6.3	7.3	5.5	6.0	5	WKKT-FM Country	96.9 100kw	171	7	4	4	5	9	7	7:45	6.5	Capstar	D&R
7.2	6.6	7.3	5.5	6.0	5	WLYT-FM AC	102.9 31kw	172	5	10	8	5	6	2	7:45	5.6	Capstar	EAST
5.7	6.8	6.1	7.1	6.0	5	WRFX-FM Classic Rock	99.7 100kw	193	3	8	3	3	1	4	6:45	10.7	Capstar	EAST
5.7	5.8	5.0	5.7	5.4	8	WWMG-FM Oldies	96.1 100kw	166	8	10	12	10	7	1	7:00	4.4	Dalton Group	MCG
5.0	5.6	6.1	5.2	5.2	9	WBAV-FM Urban AC	101.9 99kw	109	12	6	10	4	2	4	10:30	5.1	Infinity	KATZ
3.9	4.7	4.2	3.4	4.3	10	WLNK-FM Hot AC	107.9 100kw	163	9	6	8	7	8	8	5:45	6.0	Jefferson-Pilot	CBS
4.1	3.1	4.2	3.9	3.6	11	WSSS-FM Oldies	104.7 100kw	116	10	10	11	9	11	10	6:45	2.6	Infinity	KATZ
4.0	3.5	3.6	3.3	2.9	12	WEND-FM Alternative	106.5 100kw	114	11	3	5	13	13	22	5:45	2.4	Dalton Group	MCG
2.2	2.7	2.3	2.9	2.6	13	WXRC-FM Rock	95.7 100kw	89	13	8	6	11	12	16	6:30	4.7	Pacific	—
2.0	2.5	1.8	2.1	2.4	14	WNMX-FM Nostalgia	106.1 20kw	58	15	—	18	17	18	14	9:00	1.9	GHB Radio Group	ROS
2.4	2.4	1.9	1.7	2.0	15	WCCJ-FM NAC/SJ	92.7 6kw	60	14	10	16	14	14	12	7:00	1.3	Davis Br.	ARP
1.3	0.9	1.3	0.7	1.4	16	WFMX-FM Country	105.7 100kw	50	17	10	19	17	17	14	6:15	1.6	Capstar	TNS
1.4	1.2	1.4	1.5	1.4	16	WMIT-FM Religious	106.9 36kw	51	16	—	22	20	16	13	5:45	1.4	Blue Ridge	—
1.0	0.9	1.3	1.6	1.3	18	WFNZ-AM Sports	610 5(1)kw	38	18	—	12	15	15	16	7:15	0.7	Infinity	EAST
1.0	0.7	0.9	0.9	1.3	18	WGIV-AM Urban Oldies	1600 1kw	27	19	10	15	16	19	19	10:00	1.1	Infinity	—

FORMAT SHARE (By AQH Share)	OWNERSHIP SHARE (By AQH Share)	OWNERSHIP REACH (By Unduplicated Cume)
Urban 17.5	Infinity 34.3	Infinity 55.2%
Oldies/CR 15.0	Capstar 19.6	Capstar 41.0%
Country 14.1	Jefferson-Pilot 10.4	Jefferson-Pilot 26.5%
AC 10.3	Dalton Group 8.3	Dalton Group 23.4%
CHR 7.8	Pacific 2.6	Pacific 7.7%
News/Talk 7.4	GHB Radio 2.4	Davis Br. 5.2%
Alternative 2.9	Davis Br. 2.0	GHB Radio 5.0%
Rock 2.6	Blue Ridge 1.4	Blue Ridge 4.4%
Nostalgia 2.4		
NAC/SJ 2.0		
Religious 1.4		

Group Owner Updates: www.rronline.com

12+ POPULATION: 1,141,100 (Black: 13.5%; Hispanic: N/A)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	CUME PERSONS (M-F 7-10P)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	MARKET RANK
13.7	10.7	11.4	13.6	12.8	1	WFMS-FM Country	95.5 13kw	258	2	6	4	2	2	1	10.45	12.6	Susquehanna	ARP
10.9	10.7	10.7	10.3	9.8	2	WFBO-FM Classic Rock	94.7 52kw	278	1	6	1	1	1	2	7.45	16.2	Capstar	KATZ
8.3	8.5	9.0	7.1	7.8	3	WIBC-AM News/Talk	1070 50(10)kw	194	4	9	12	12	7	4	8.45	8.5	Emmis	CHR
4.7	5.5	6.5	6.2	6.0	4	WTLC-FM Urban	105.7 50kw	143	9	4	3	4	6	8	9.00	5.0	Emmis	MCG
5.0	5.2	5.0	6.0	5.6	5	WGDL-FM Oldies	104.5 50kw	142	10	9	13	8	3	3	8.30	5.3	Indianapolis Radio	MCG
5.7	5.1	4.9	5.4	5.4	6	WHHH-FM CHR/Rhythmic	96.3 3.3kw	164	6	1	5	7	13	15	7.15	4.2	Shirk Inc.	EAST
4.4	5.0	5.2	5.0	5.4	6	WRZX-FM Alternative	103.3 18kw	147	8	2	2	3	7	14	8.00	3.9	Capstar	KATZ
6.3	6.1	6.0	4.9	5.0	8	WTPI-FM AC	107.9 22kw	125	11	13	10	10	5	5	8.45	5.1	My Star Com.	D&R
5.0	6.0	5.9	6.0	5.0	8	WZPL-FM CHR/Pop	99.5 12.5kw	196	3	3	6	6	9	10	5.30	4.9	My Star Com.	D&R
5.4	5.5	6.0	5.5	4.9	10	WENS-FM Hot AC	97.1 23kw	183	5	5	7	5	4	6	5.45	4.2	Emmis	CHR
4.5	4.7	3.4	3.3	3.3	11	WNAP-FM Classic Hits	93.1 12.5kw	147	7	8	8	9	10	9	5.00	3.5	Emmis	CHR
2.3	2.6	2.7	2.8	2.8	12	WTTS-FM Adult Alternative	92.3 37kw	95	12	13	9	11	11	10	6.30	2.6	Sarkes Tarzian	—
2.3	2.1	2.0	1.9	2.7	13	WBKS-FM¹ Urban AC	106.7 3kw	68	13	13	14	13	12	7	8.30	2.5	Dalton Group	EAST
2.8	2.8	3.8	3.3	2.3	14	WMYS-AM Nostalgia	1430 5kw	57	15	—	—	26	22	16	8.45	2.4	My Star Com.	D&R
1.3	1.8	1.4	1.2	1.7	15	WXIR-FM Religious	98.3 3kw	52	17	13	14	14	14	13	7.00	1.6	Radio 1500	—
0.0	0.0	0.3	1.8	1.7	15	WYJZ-FM NAC/SJ	100.9 3kw	38	18	—	19	16	15	12	9.45	1.4	Shirk Inc.	EAST
2.5	2.0	1.6	1.1	1.6	17	WGRL-FM Country	93.9 2.75kw	57	14	13	10	14	16	17	6.00	1.6	Susquehanna	MCG
1.8	1.7	1.4	1.5	1.2	18	WNDE-AM Sports	1260 5kw	53	16	13	17	17	17	18	4.45	0.4	Capstar	KATZ
1.1	0.6	1.0	0.6	1.0	19	WKKG-FM Country	101.5 50kw	32	20	9	16	18	19	23	6.45	0.8	Findlay Publishing	REG

¹ Was WGR-FM until August.

FORMAT SHARE (By AQH Share)	OWNERSHIP SHARE (By AQH Share)	OWNERSHIP REACH (By Unduplicated Cume)
Oldies/CR ██████████ 18.7	Emmis ██████████ 22.9	Emmis ██████████ 50.4%
Country ██████████ 15.4	Capstar ██████████ 16.5	Capstar ██████████ 34.4%
CHR ██████████ 10.4	Susquehanna ██████████ 14.4	My Star ██████████ 30.7%
AC ██████████ 9.9	My Star ██████████ 12.3	Susquehanna ██████████ 24.5%
News/Talk ██████████ 9.0	Shirk Inc. ██████████ 7.1	Shirk Inc. ██████████ 17.1%
Urban ██████████ 8.7	Indiana. Radio ██████████ 5.6	Indiana. Radio ██████████ 12.5%
Alternative ██████████ 5.4	Sarkes Tarzian ██████████ 2.8	Sarkes Tarzian ██████████ 8.4%
Adult Alt. ██████████ 2.8	Dalton Group ██████████ 2.7	Dalton Group ██████████ 6.0%
Nostalgia ██████████ 2.3	Radio 1500 ██████████ 1.7	Radio 1500 ██████████ 4.6%
NAC/SJ ██████████ 1.7	Findlay Pub. ██████████ 1.0	Quinn Br. ██████████ 3.0%
Religious ██████████ 1.7	Panache ██████████ .9	Findlay Pub. ██████████ 2.9%
	Continental ██████████ .8	Panache ██████████ 2.2%
	Quinn Br. ██████████ .6	Continental ██████████ 1.5%

#41 NEW ORLEANS



12+ POPULATION: 1,023,700 (Black: 32.8%; Hispanic: N/A)

Complete Market Index, Page 8

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	METHO RANK 12+ AQH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AQH SHARE	OWNER	NATIONAL REP FIRM
12.7	13.9	13.8	14.2	13.9	1	WQUE-FM Urban	93.3 93kw	243	2	1	1	1	1	7	12:30	12.0	Clear Channel	CCRS
8.3	8.4	7.5	7.2	10.5	2	WWL-AM News/Talk	870 50kw	245	1	9	9	4	3	1	9:15	11.2	Sinclair Com.	ARP
9.0	8.7	8.3	8.9	7.8	3	WYLD-FM Urban AC	98.5 100kw	184	3	6	3	2	2	2	9:15	7.5	Clear Channel	CCRS
5.4	4.6	5.3	5.1	5.9	4	WLMG-FM AC	101.9 100kw	140	7	6	11	5	4	3	9:00	5.1	Sinclair Com.	D&R
4.8	4.3	4.6	5.9	5.6	5	KKND-FM Alternative	106.7 100kw	139	8	3	2	3	8	12	8:45	7.9	Clear Channel	CCRS
8.5	5.5	5.8	6.0	5.6	5	WNOE-FM Country	101.1 100kw	142	6	9	8	6	5	5	8:30	5.7	Clear Channel	CCRS
5.1	5.3	5.5	5.2	5.2	7	WTKL-FM Oldies	95.7 100kw	119	11	13	13	12	5	4	9:30	5.7	Sinclair Com.	EAST
2.5	3.4	3.9	3.7	4.2	8	KMEZ-FM Urban Oldies	102.9 4.7kw	99	12	13	11	10	9	6	9:15	2.4	Centennial	ARP
4.0	3.6	3.9	3.0	4.0	9	WLTS-FM ¹ Hot AC	105.3 100kw	125	9	8	6	6	7	9	7:00	4.3	Sinclair Com.	D&R
3.9	4.6	4.3	4.0	3.9	10	KUMX-FM CHR/Pop	104.1 100kw	152	5	2	4	11	13	13	5:30	3.3	Clear Channel	CCRS
3.3	4.1	2.9	3.8	3.8	11	WYLD-AM Gospel	940 10(.5)kw	73	14	5	13	13	11	8	11:15	4.1	Clear Channel	CCRS
3.8	4.8	4.3	3.6	3.7	12	WEZB-FM CHR/Pop	97.1 100kw	159	4	4	5	8	12	11	5:00	3.5	Sinclair Com.	D&R
4.1	3.7	4.2	3.9	3.3	13	WRNO-FM Classic Rock	99.5 100kw	125	10	9	6	8	10	10	5:45	3.5	Centennial	MCG
3.0	2.9	4.0	4.0	2.1	14	WCKW-FM Rock	92.3 100kw	98	13	9	9	14	14	13	4:45	3.8	222 Corp.	CHR
3.0	2.5	2.3	2.2	2.0	15	WBYS-AM Nostalgia	1450 1kw	47	15	—	19	19	19	16	9:15	2.1	Centennial	—
1.9	1.8	1.4	1.3	1.4	16	WBOK-AM Religious	1230 1kw	31	17	—	15	15	15	15	9:30	1.7	Willis	—

¹ Was AC until August.

FORMAT SHARE (By AQH Share)	OWNERSHIP SHARE (By AQH Share)	OWNERSHIP REACH (By Unduplicated Cume)
Urban 25.9 News/Talk 10.5 AC 9.9 Oldies/CR 8.5 CHR 7.6 Alternative 5.6 Country 5.6 Religious 5.2 Rock 2.1 Nostalgia 2.0	Clear Channel 40.7 Sinclair Com. 29.2 Centennial 9.5 222 Corp. 2.1 Willis 1.4 GHB Radio .8	Clear Channel 61.6% Sinclair Com. 52.0% Centennial 25.8% 222 Corp. 9.7% Willis 3.1% GHB Radio 3.0%

Give Your Weekend Ratings a Booster Shot

HANDEL ON THE LAW Sat 9A-N ET The Only Lawyer You'll Ever Love Paul Douglas @ Cox Radio 404-962-2078	THE MOTLEY FOOL Sat N-3P ET The one Radio Show Wall Street doesn't want you to hear Amy Bolton @ Media America 202-546-7940
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12+ POPULATION: 997,700 (Black: 18.8%; Hispanic: N/A)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12-MO METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AQH SHARE	OWNER	NATIONAL REP FIRM
8.5	7.6	9.2	9.2	9.7	1	WJMH-FM CHR/Rhythmic	102.1 100kw	186	2	1	1	1	5	8	9:45	7.3	Sinclair Com.	D&R
10.4	9.7	11.1	10.1	9.5	2	WTQR-FM Country	104.1 100kw	218	1	6	5	4	3	1	8:15	10.6	Clear Channel	CCRS
7.4	6.3	6.9	6.5	6.6	3	WMAG-FM AC	99.5 100kw	147	6	6	9	6	4	2	8:30	6.1	Capstar	SEN
6.4	6.5	6.1	7.0	6.6	3	WQMG-FM Urban AC	97.1 100kw	115	9	8	6	3	1	3	11:00	6.0	Sinclair Com.	MCG
6.9	4.9	4.9	6.4	6.3	5	WKRR-FM Classic Rock	92.3 100kw	149	5	8	2	2	2	5	8:00	7.7	Dick	KATZ
5.4	5.7	4.8	5.1	5.2	6	WHSL-FM Country	100.3 100kw	133	8	5	8	7	8	6	7:30	4.6	Capstar	SEN
3.9	5.4	4.3	4.9	5.0	7	WKZL-FM Hot AC	107.5 100kw	169	3	3	4	5	7	8	5:45	6.4	Dick	KATZ
5.7	5.9	5.7	6.3	5.0	7	WMQX-FM Oldies	93.1 100kw	138	7	13	12	9	5	4	6:45	4.7	Sinclair Com.	D&R
4.2	4.3	4.1	4.4	4.3	9	WKSI-FM Hot AC	98.7 100kw	156	4	2	6	10	9	10	5:15	3.9	Bahakel	EAST
3.6	5.3	4.7	4.5	4.0	10	WSJS-AM¹ News/Talk	600 5kw	101	11	—	18	11	11	7	7:30	5.3	Clear Channel	MCG
2.2	2.4	2.7	2.8	3.8	11	WXRA-FM² Rock	94.5 100kw	107	10	4	3	8	10	13	6:45	3.3	Clear Channel	MCG
3.8	2.0	1.9	2.0	1.8	12	WKXU-FM Country	101.1 100kw	63	12	13	13	15	12	11	5:15	1.5	Curtis Media	MCG
2.2	1.9	1.7	1.4	1.5	13	WEAL-AM³ Gospel	1510 1kw	18	23	—	15	14	14	13	8:15	1.4	Sinclair Com.	MCG
1.3	1.4	1.3	1.3	1.3	14	WDCG-FM CHR/Pop	105.1 100kw	50	14	13	10	11	12	20	4:45	1.5	Capstar	CHR
1.3	1.1	1.3	0.9	1.3	14	WFMX-FM Country	105.7 100kw	41	15	8	13	16	15	12	6:15	1.0	Capstar	TNS
0.7	1.0	0.8	0.9	1.2	16	WIST-FM Nostalgia	98.3 1.7kw	21	20	—	18	21	21	17	10:30	1.2	WEAM Quality	—
0.9	1.5	0.9	0.9	1.2	16	WMFR-AM News/Talk	1230 1kw	25	18	—	25	21	20	15	9:00	1.9	Capstar	D&R
1.8	1.7	1.6	1.2	1.1	18	WEND-FM Alternative	106.5 100kw	51	13	8	11	13	16	23	4:00	0.8	Dalton Group	MCG
0.8	0.9	0.7	0.9	1.1	18	WWGL-FM Religious	94.1 100kw	34	16	—	15	16	16	15	6:15	1.3	Davidson	TNS

¹ Morning show simulcasts over **WSML-AM**, morning drive figure is from that combo. ² Was Alternative until late August. ³ Was **WQMG-AM** until July 24.

FORMAT SHARE (By AQH Share)	OWNERSHIP SHARE (By AQH Share)	OWNERSHIP REACH (By Unduplicated Cume)
Country 17.8	Sinclair Com. 22.7	Clear Channel 39.2%
AC 15.9	Clear Channel 17.7	Sinclair Com. 36.5%
Oldies/CR 11.3	Capstar 15.6	Capstar 32.8%
CHR 11.0	Dick 11.3	Dick 27.1%
Urban 6.6	Bahakel 4.7	Bahakel 16.5%
News/Talk 5.2	Curtis Media 1.8	Curtis Media 6.4%
Rock 3.8	WEAM Quality 1.2	Dalton Group 5.1%
Religious 2.6	Dalton Group 1.1	Davidson 3.5%
Nostalgia 1.2	Davidson 1.1	WEAM Quality 2.1%
Alternative 1.1	Media Br. .6	Media Br. 1.8%

#43 BUFFALO-NIAGARA FALLS



12+ POPULATION: 972,800 (Black: 10.8%; Hispanic: N/A)

Complete Market Index, Page 8

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12+ AQH MTRD RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AQH SHARE	OWNER	NATIONAL REP FIRM
10.3	8.7	8.3	8.7	9.9	1	WYRK-FM Country	106.5 50kw	192	4	6	5	2	2	1	10.30	10.7	Infinity	CHR
10.2	8.5	7.9	7.1	7.9	2	WBEN-AM News/Talk	930 5kw	212	3	11	14	10	8	4	7:45	11.3	Sinclair Com.	ARP
6.6	7.8	7.5	8.0	7.9	2	WBLK-FM ¹ Urban	93.7 47kw	149	9	2	1	2	4	6	11:00	6.8	Palm Beach Radio	KATZ
7.5	7.5	7.6	8.5	7.7	4	WGRF-FM Classic Rock	96.9 24kw	219	1	5	2	1	1	5	7:15	7.7	Br. Partners	ARP
8.3	8.0	8.5	7.2	7.5	5	WJYE-FM AC	96.1 50kw	178	6	7	8	5	3	2	8:45	6.9	Infinity	CHR
6.4	6.6	7.6	7.0	7.0	6	WKSE-FM CHR/Pop	98.5 46kw	214	2	1	3	4	7	9	6:45	8.1	Sinclair Com.	D&R
6.4	7.2	7.7	6.8	6.2	7	WHTT-FM Oldies	104.1 50kw	185	5	—	8	18	5	3	7:00	5.8	Br. Partners	ARP
5.2	5.6	5.5	4.7	5.3	8	WGR-AM News/Talk	550 5kw	168	8	—	10	11	9	7	6:30	6.3	Sinclair Com.	KATZ
4.6	6.1	4.8	6.8	5.2	9	WECK-AM Nostalgia	1230 1kw	110	12	—	21	19	18	10	9:45	4.3	Infinity	CHR
4.9	4.6	4.2	5.0	4.8	10	WMJQ-FM ² Hot AC	102.5 105kw	148	11	7	7	5	6	8	6:45	4.5	Sinclair Com.	D&R
4.1	4.5	4.6	4.8	4.5	11	WEDG-FM Alternative	103.3 49kw	168	7	3	4	7	9	11	5:30	4.3	Br. Partners	ARP
5.2	4.6	4.0	3.4	3.3	12	WLCE-FM Hot AC	92.9 91kw	149	10	4	5	9	11	13	4:30	2.7	Infinity	CHR
1.5	1.3	1.0	1.4	1.6	13	WNUC-FM Country	107.7 11.5kw	68	14	—	13	13	14	15	5:00	1.3	Casciani	—
0.5	1.2	1.5	1.3	1.5	14	CKEY-FM Hot AC	101.1 52kw	70	13	11	10	12	12	17	4:30	1.2	Fort Com.	—
0.8	0.6	0.7	1.1	1.4	15	WWKB-AM Sports	1520 50kw	47	15	—	16	14	13	17	6:15	0.9	Sinclair Com.	APR
1.0	0.5	0.4	0.4	1.3	16	WHTT-AM Gospel	1120 1kw	17	23	7	18	8	19	14	8:15	1.0	Br. Partners	—
1.0	1.5	1.4	1.6	1.3	16	WWWS-AM Urban Oldies	1400 1kw	32	18	—	18	17	15	12	8:30	1.0	Sinclair Com.	D&R
0.6	0.8	0.7	1.0	1.2	18	CHTZ-FM Rock	97.7 50kw	40	16	7	10	15	16	21	6:15	1.0	Standard Br.	IMS
1.0	0.8	1.2	1.3	1.0	19	CILQ-FM Rock	107.1 40kw	36	17	11	15	16	17	20	5:30	2.8	Western Int'l Com.	CAN
0.7	0.4	1.0	0.7	1.0	19	WUFO-AM Urban AC	1080 1kw	20	22	—	20	19	19	15	5:45	0.9	Sheridan	WRS

¹ Operated under an LMA with Infinity. ² Was AC until late September.

FORMAT SHARE (By AQH Share)	OWNERSHIP SHARE (By AQH Share)	OWNERSHIP REACH (By Unduplicated Cume)
AC 17.1 News/Talk 14.6 Oldies/CR 13.9 Country 11.5 Urban 10.2 CHR 7.0 Nostalgia 5.2 Alternative 4.5 Rock 2.2 Religious 1.3	Infinity 33.7 Sinclair Com. 27.7 Br. Partners 13.6 Casciani 1.6 Standard 1.5 Fort Com. 1.5 Western Int'l 1.0 Sheridan 1.0 Crawford .6	Infinity 62.9% Sinclair Com. 59.2% Br. Partners 36.3% Casciani 7.1% Standard 6.1% Western Int'l 3.8% Crawford 3.2% Sheridan 2.1%

12+ POPULATION: 965,700 (Black: 15.2%; Hispanic: N/A)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	METRO RANK 12+ AQH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AQH SHARE	OWNER	NATIONAL REP FIRM
8.8	10.7	9.2	10.2	9.8	1	WQQ-FM <i>Urban</i>	92.1 3kw	155	5	1	2	2	2	4	11:15	9.1	DDBC LLC	ARP
7.8	8.1	7.6	8.2	8.5	2	WSM-FM <i>Country</i>	95.5 100kw	170	4	6	7	4	4	1	9:00	9.0	Gaylord	CHR
3.4	7.4	9.4	7.6	8.2	3	WNRO-FM <i>Classic Rock</i>	105.9 100kw	178	2	5	1	1	3	8	8:15	8.8	Capstar	SEN
13.7	11.6	10.2	12.3	8.1	4	WSIX-FM <i>Country</i>	97.9 100kw	194	1	6	4	3	1	2	7:30	11.1	Capstar	MCG
5.1	5.1	4.9	4.5	5.7	5	WRVW-FM <i>CHR/Pop</i>	107.5 58kw	173	3	2	3	5	8	11	6:00	5.3	Capstar	SEN
4.3	6.3	5.2	6.0	5.4	6	WJXA-FM <i>AC</i>	92.9 97kw	102	11	10	5	6	5	5	9:30	4.5	South Central	EAST
3.5	3.4	3.2	4.1	4.8	7	WWTN-FM <i>News/Talk</i>	99.7 100kw	120	9	—	8	7	6	6	7:15	4.6	Gaylord	CHR
5.9	4.3	5.1	6.5	4.7	8	WRMX-FM <i>Oldies</i>	96.3 52kw	145	6	8	12	9	7	3	5:45	4.1	South Central	EAST
3.5	3.4	3.2	3.4	4.5	9	WLAC-AM <i>News/Talk</i>	1510 50kw	111	10	10	14	11	10	7	7:15	3.1	Capstar	SEN
4.0	3.2	3.4	2.8	3.7	10	WSM-AM <i>Country</i>	650 50kw	78	13	—	12	15	13	12	8:30	4.2	Gaylord	CHR
5.7	5.9	4.3	3.6	3.6	11	WGFX-FM¹ <i>Classic Hits</i>	104.5 49kw	136	7	8	10	8	9	9	4:45	3.5	Dick	KATZ
5.9	4.6	4.0	4.2	3.4	12	WKDF-FM <i>Alternative</i>	103.3 100kw	122	8	3	6	10	12	15	5:00	3.3	Dick	KATZ
4.0	2.7	3.4	2.9	3.3	13	WJZC-FM <i>NAC/SJ</i>	101.1 47kw	74	14	—	14	11	11	10	8:00	1.8	Capstar	SEN
1.8	1.9	2.8	2.7	2.4	14	WQZQ-FM <i>CHR/Pop</i>	102.5 100kw	97	12	3	9	13	15	18	4:30	1.8	Cromwell Group	—
1.5	2.6	1.0	1.9	1.8	15	WVOL-AM <i>Urban Oldies</i>	1470 5(1)kw	43	17	10	18	17	16	13	7:30	1.1	DDBC LLC	ARP
1.5	1.4	2.6	1.3	1.3	16	WMDB-AM <i>Urban</i>	880 2.5kw	26	19	10	21	19	18	14	4:45	1.0	Bobb	—
1.9	1.1	1.1	1.1	1.3	16	WZPC-FM <i>Country</i>	102.9 100kw	57	15	10	11	14	14	17	4:15	2.6	Cromwell Group	—
0.7	0.8	1.2	0.5	1.0	18	WAMB-AM <i>Nostalgia</i>	1160 50(1)kw	24	20	—	—	24	23	22	7:15	0.4	Great Southern	ROS

¹ Switched to Rhythmic Oldies in December.

FORMAT SHARE (By AQH Share)	OWNERSHIP SHARE (By AQH Share)	OWNERSHIP REACH (By Unduplicated Cume)
Country 21.6	Capstar 29.8	Capstar 56.2%
Oldies/CR 16.5	Gaylord 17.0	Gaylord 33.7%
Urban 12.9	DDBC LLC 11.6	Dick 23.8%
News/Talk 9.3	South Central 10.1	South Central 23.0%
CHR 8.1	Dick 7.0	DDBC LLC 17.5%
AC 5.4	Cromwell 3.8	Cromwell 15.0%
Alternative 3.4	Bobb 1.3	Tuned In 4.1%
NAC/SJ 3.3	Great Southern 1.0	Bobb 2.7%
Nostalgia 1.0	Tuned In .9	Great Southern 2.5%

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#45 HARTFORD-NEW BRITAIN-MIDDLETOWN



12+ POPULATION: 955,200 (Black: 8.1%; Hispanic: N/A)

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FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AQH SHARE	OWNER	NATIONAL REP FIRM
9.9	11.2	11.2	11.5	11.4	1	WRCH-FM AC	100.5 7.5kw	209	4	6	5	1	1	1	10:30	9.9	Infinity	KATZ
11.1	11.3	11.1	10.7	10.9	2	WTIC-AM News/Talk	1080 50kw	229	1	10	11	7	4	2	9:15	13.9	Infinity	G/W
6.7	7.8	7.5	6.8	7.6	3	WKSS-FM CHR/Pop	95.7 16.5kw	223	3	1	1	3	5	7	6:30	6.2	Capstar	CHR
6.8	7.5	6.7	6.5	7.1	4	WTIC-FM Hot AC	96.5 20kw	227	2	2	3	2	2	5	6:00	8.6	Infinity	EAST
8.0	7.0	8.4	6.6	6.9	5	WWYZ-FM Country	92.5 17kw	144	5	5	6	5	3	3	9:15	6.7	Capstar	SEN
5.0	5.0	4.1	4.7	6.0	6	WVOR-AM MOR	1360 5kw	92	11	—	22	18	16	8	12:30	7.8	Buckley	MCG
4.1	4.7	4.7	4.4	4.7	7	WCCC-A/F Rock	1290/106.9 49kw/23kw	118	8	6	2	4	6	10	7:30	7.4	Marlin	ARP
6.0	5.8	6.0	6.2	4.5	8	WDRC-FM Oldies	102.9 19.5kw	134	6	6	13	7	7	4	6:30	3.7	Buckley	MCG
4.8	4.8	4.8	4.7	4.0	9	WMRQ-FM Alternative	104.1 18kw	128	7	4	3	6	10	14	6:00	2.8	Capstar	CHR
4.0	3.8	3.2	3.0	3.3	10	WZMX-FM Classic Hits	93.7 21kw	105	10	—	9	7	8	6	6:00	4.7	Infinity	KATZ
3.0	2.3	2.4	3.0	3.1	11	WHCN-FM Classic Rock	105.9 16kw	108	9	6	7	10	9	9	5:30	2.8	Capstar	CHR
3.5	2.2	2.5	2.6	2.1	12	WNEZ-AM Urban AC	910 5kw	50	14	2	8	11	15	22	8:00	1.5	Mega	ARP
1.5	1.4	1.2	1.1	1.7	13	WFAN-AM Sports	660 50kw	55	13	—	15	12	11	10	6:00	2.1	Infinity	IRS
0.9	0.9	1.0	0.9	1.6	14	WLAT-AM Tropical	1230 1kw	24	18	10	10	13	13	15	12:45	1.4	Mega	CAB
2.0	1.6	2.1	1.7	1.5	15	WAQY-A/F Classic Rock	1600/102.1 2.5kw/17kw	56	12	—	13	13	12	12	5:00	1.6	Saga	KATZ
0.9	0.8	0.7	0.9	1.0	16	WKCI-FM CHR/Pop	101.3 10kw	42	15	10	12	16	17	22	4:30	1.0	Clear Channel	MCG
0.8	0.9	1.0	1.0	1.0	16	WPLR-FM Rock	99.1 14kw	34	16	—	18	15	13	12	5:45	0.8	Capstar	EAST

FORMAT SHARE (By AQH Share)	OWNERSHIP SHARE (By AQH Share)	OWNERSHIP REACH (By Unduplicated Cume)
AC 18.5 News/Talk 12.6 Oldies/CR 12.4 CHR 8.6 Country 6.9 Nostalgia 6.0 Rock 5.7 Alternative 4.0 Urban 2.1 Spanish 1.6	Infinity 35.1 Capstar 16.0 Buckley 10.7 Marlin 4.7 Mega 3.7 Saga 1.5 Clear Channel 1.0 Lappin .8	Infinity 61.9% Capstar 36.7% Buckley 22.4% Marlin 12.4% Mega 7.4% Saga 5.9% Clear Channel 4.5% Lappin 3.1%

Give Your Weekend Ratings a Booster Shot

HANDEL ON THE LAW
Sat 9A-N ET
The Only Lawyer You'll Ever Love
Paul Douglas @ Cox Radio 404-962-2078

THE MOTLEY FOOL
Sat N-3P ET
The one Radio Show Wall Street doesn't want you to hear
Amy Bolton @ Media America 202-546-7940

12+ POPULATION: 950,900 (Black: 39.9%; Hispanic: N/A)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	METRO RANK	12+ AQH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AQH SHARE	OWNER	NATIONAL REP FIRM
8.9	8.3	9.1	6.6	9.3	1	1	WHRK-FM Urban	97.1 100kw	210	1	1	1	1	3	10	8:30	8.2	Clear Channel	CCRS
6.7	7.3	8.3	6.6	8.5	2	2	WDIA-AM Urban Oldies	1070 50(5)kw	136	7	14	8	6	3	2	11:45	11.7	Clear Channel	CCRS
5.4	5.1	5.8	6.0	6.6	3	3	WGKX-FM Country	105.9 100kw	161	2	7	6	5	7	3	7:45	6.4	Barnstable	KATZ
0.0	0.0	0.3	7.6	6.2	4	4	WRBO-FM Urban Oldies	103.5 100kw	146	4	9	4	2	1	3	8:15	3.7	Barnstable	KATZ
4.7	5.1	5.2	4.4	6.0	5	5	KXHT-FM Urban	107.1 2.75kw	129	9	2	2	9	11	15	9:00	4.4	Flinn Br.	WRS
7.0	6.5	6.8	5.0	5.9	6	6	WMC-FM Hot AC	99.7 290kw	155	3	5	5	4	2	5	7:15	5.6	Raycom	MCG
7.2	6.7	5.8	6.6	5.8	7	7	WRVR-FM AC	104.5 100kw	146	5	9	14	8	5	1	7:45	5.4	Sinclair Com.	ARP
5.0	5.1	4.8	5.8	5.4	8	8	WEGR-FM Classic Rock	102.7 100kw	137	6	14	2	3	6	8	7:30	8.0	Clear Channel	CCRS
5.8	6.3	5.8	6.3	5.4	9	9	WLOK-AM Urban AC	1340 1kw	107	12	9	12	11	10	6	9:30	7.0	Gilliam	UNI
6.2	7.4	6.6	3.7	4.5	10	10	KJMS-FM Urban AC	101.1 100kw	134	8	6	7	6	8	9	6:30	4.4	Clear Channel	CCRS
4.7	3.3	3.4	4.4	4.0	11	11	WSRR-FM Classic Hits	98.1 100kw	122	10	14	10	10	9	7	6:15	3.2	Barnstable	KATZ
3.8	4.1	4.2	4.4	3.1	12	12	WOGY-FM Country	94.1 50kw	117	11	4	11	12	12	12	5:00	2.4	Sinclair Com.	ARP
2.7	2.7	2.6	2.8	3.0	13	13	WREC-AM News/Talk	600 5kw	77	14	—	18	16	13	11	7:30	2.5	Clear Channel	CCRS
2.1	3.0	2.3	2.7	2.8	14	14	WKSL-FM CHR/Pop	107.5 3kw	94	13	3	12	14	14	13	5:45	2.2	Flinn Br.	—
2.5	2.6	1.9	2.2	2.1	15	15	WMFS-FM Rock	92.9 6kw	57	16	9	9	12	15	20	7:00	3.4	Belz	—
2.6	2.9	2.8	1.9	1.7	16	16	WMC-AM News/Talk	790 5kw	59	15	—	20	20	19	15	5:30	2.8	Raycom	MCG
1.2	1.6	1.8	2.9	1.4	17	17	KWAM-AM Gospel	990 10kw	40	20	14	16	15	17	18	6:45	1.7	Clear Channel	CCRS
1.3	1.2	0.6	1.0	1.4	17	17	WHBQ-AM Sports	560 5(1)kw	45	19	9	17	17	16	13	6:00	1.4	Flinn Br.	—
1.5	1.5	1.8	1.3	1.3	19	19	WCRV-AM Religious	640 50(.5)kw	48	18	—	21	19	18	15	5:15	2.6	Bott	—
2.2	1.5	2.1	1.2	1.2	20	20	WRXQ-FM Alternative	95.7 6kw	52	17	7	15	17	22	23	4:15	0.9	Clear Channel	CCRS
2.4	2.2	1.2	1.9	1.1	21	21	WPLX-AM Nostalgia	1170 1kw	16	23	—	—	25	25	22	7:00	0.6	Pollack	—

FORMAT SHARE (By AQH Share)

Urban	39.9
AC	11.7
Oldies/CR	9.9
Country	9.7
News/Talk	6.1
CHR	2.8
Religious	2.7
Rock	2.1
Alternative	1.2
Nostalgia	1.1

OWNERSHIP SHARE (By AQH Share)

Clear Channel	31.9
Barnstable	16.9
Flinn Br.	10.2
Sinclair	9.6
Raycom	7.6
Gilliam	5.4
Belz	2.1
Bott	1.3
Pollack	1.1

OWNERSHIP REACH (By Unduplicated Cume)

Clear Channel	53.4%
Barnstable	39.6%
Sinclair	26.8%
Flinn Br.	25.8%
Raycom	21.9%
Gilliam	11.3%
Belz	6.1%
Bott	5.1%
Pollack	1.7%

#47 MONMOUTH-OCEAN



12+ POPULATION: 933,900 (Black: N/A; Hispanic: N/A)

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FALL '97	SPRING '98	FALL '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
5.7	5.5	6.2	1	WKWV-FM Talk	101.5 19kw	193	1	9	7	3	1	1	6:30	7.2	Press Br.	CHR
5.6	5.0	4.9	2	WXRK-FM Alternative	92.3 6kw	139	2	7	1	1	3	10	7:00	11.6	Infinity	IRS
3.4	5.1	4.5	3	WABC-AM Talk	770 50kw	99	7	—	19	15	13	7	9:00	3.6	ABC Inc.	ABC
4.8	2.8	4.5	3	WWZY-FM Country	107.1 4.7kw	85	14	—	8	6	2	2	10:30	3.3	Big City	—
3.6	3.4	4.4	5	WFAN-AM Sports	660 50kw	115	4	9	14	4	3	4	7:30	4.7	Infinity	IRS
3.8	3.8	4.3	6	WLTW-FM AC	106.7 6kw	95	11	11	15	11	7	3	9:00	3.1	Chancellor Media	KATZ
3.1	3.0	4.3	6	WRAT-FM Rock	95.9 4kw	97	8	5	2	2	5	8	8:45	3.2	No. New Jersey	KATZ
3.8	3.0	4.0	8	WOBM-FM AC	92.7 1.4kw	96	9	11	12	9	10	6	8:15	4.5	Nassau Br.	KATZ
4.0	2.7	3.5	9	WCBS-FM Oldies	101.1 6.8kw	85	15	11	25	15	12	4	8:15	2.4	Infinity	CBS
3.5	4.0	3.3	10	WOR-AM Talk	710 50kw	76	17	—	34	35	25	23	8:45	4.7	Buckley	MCG
2.6	3.1	3.2	11	WHTZ-FM CHR/Pop	100.3 6kw	112	5	1	5	12	14	15	5:45	2.7	Chancellor Media	CHR
3.9	3.4	3.2	11	WJLK-FM Hot AC	94.3 3kw	110	6	8	4	7	8	8	5:45	2.9	Nassau Br.	KATZ
3.6	3.8	3.2	11	WPLJ-FM Hot AC	95.5 6.7kw	133	3	11	3	4	6	11	4:45	4.3	ABC Inc.	ABC
2.4	3.8	3.2	11	WRDR-FM Nostalgia	104.9 10kw	51	21	—	—	42	28	15	12:30	2.1	Rodio Radio Inc.	KATZ
2.4	2.8	2.9	15	WBBO-FM CHR/Pop	98.5 6kw	75	18	2	8	14	20	20	7:30	2.7	Nassau Br.	KATZ
2.4	3.8	2.9	15	WOBM-AM AC	1160 5 (8.9)kw	58	19	—	34	31	28	26	9:45	3.3	Nassau Br.	KATZ
1.9	2.3	2.7	17	WAXQ-FM Classic Rock	104.3 6kw	81	16	11	8	10	11	11	6:30	1.7	Chancellor Media	KATZ
2.1	2.4	2.7	17	WNEW-FM Rock	102.7 6kw	90	13	11	5	8	9	13	6:00	2.5	Infinity	CBS
2.6	3.0	2.0	19	WKTU-FM CHR/Rhythmic	103.5 5.4kw	92	12	5	8	13	15	20	4:15	1.5	Chancellor Media	EAST
3.4	2.8	1.9	20	WCBS-AM News	880 50kw	96	10	—	23	22	19	15	4:00	3.0	Infinity	CBS
1.5	2.2	1.8	21	WQHT-FM CHR/Rhythmic	97.1 6.7kw	50	23	3	12	17	25	35	7:00	1.0	Emmis	ARP
1.5	1.6	1.6	22	WJRZ-FM ¹ Hot AC	100.1 1.6kw	50	22	11	19	19	16	14	6:15	2.4	Jersey Shore	CHR
2.0	1.6	1.5	23	WADB-AM Country	1310 2.5(1)kw	35	26	—	—	42	42	23	8:30	1.4	Nassau Br.	KATZ
2.0	1.6	1.5	23	WQXR-FM Classical	96.3 7.8kw	35	27	—	28	29	28	20	8:30	1.1	New York Times	APR
0.7	0.5	1.0	25	WAWZ-FM Religious	99.1 37kw	19	37	—	19	20	17	23	10:45	1.1	Pillar of Fire	—
2.1	1.1	1.0	25	WHTG-FM Alternative	106.3 3.9kw	35	25	11	15	18	24	35	5:45	0.6	WHTG Inc.	ARP

¹ Switched to Country in December.

Continued on Page 107

Group Owner Updates: www.rronline.com

12+ POPULATION: 917,200 (Black: 23.2%; Hispanic: N/A)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	METRO RANK	12+ AQH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AQH SHARE	OWNER	NATIONAL REP FIRM
7.3	7.7	6.4	6.3	8.7	1	1	WDCC-FM CHR/Pop	105.1 100kw	196	2	2	1	1	1	8	7:45	10.7	Capstar	ARP
9.2	7.7	10.0	6.9	8.1	2	2	WQOK-FM Urban	97.5 100kw	150	3	1	2	2	2	8	9:15	6.8	Clear Channel	CCRS
5.5	4.8	5.6	8.2	5.7	3	3	WQDR-FM Country	94.7 99kw	127	6	6	6	6	5	2	7:45	5.4	Curtis Media	MCG
6.6	6.3	5.8	6.8	5.7	3	3	WRAL-FM Hot AC	101.5 96kw	197	1	3	5	5	3	4	5:00	6.3	Capitol Br. Co.	KATZ
5.6	6.7	5.8	5.7	5.4	5	5	WPTF-AM News/Talk	680 50kw	126	7	—	13	11	11	7	7:15	5.8	Curtis Media	MCG
3.9	4.3	5.2	6.3	5.2	6	6	WDUR/WNNL Gospel	1490/103.9 1kw/7.9kw	79	11	6	9	9	9	5	11:00	4.4	Clear Channel	CCRS
5.3	6.0	4.6	4.6	5.1	7	7	WRDU-FM Classic Rock	106.1 100kw	136	5	6	4	3	4	10	6:30	7.2	Capstar	ARP
5.0	5.4	5.8	5.9	5.0	8	8	WTRG-FM Oldies	100.7 100kw	137	4	9	14	10	6	1	6:15	4.8	Capstar	ARP
0.0	4.0	5.9	3.5	4.5	9	9	WBBB-FM Rock	96.1 98kw	123	8	5	3	4	9	15	6:15	3.7	Curtis Media	MCG
4.3	3.7	4.4	4.2	4.5	9	9	WRSN-FM AC	93.9 100kw	118	9	9	7	7	8	5	6:30	3.5	Capstar	ARP
4.8	5.4	5.0	4.1	4.2	11	11	WFXC/WFKX Urban AC	107.1/104.3 2.6kw/100kw	78	12	14	10	8	7	3	9:00	4.6	Pinnacle	EAST
5.2	2.9	3.4	3.0	2.6	12	12	WKIX-FM Country	96.9 100kw	84	10	9	11	14	13	12	5:15	2.3	Alchemy	MCG
2.4	2.4	2.9	2.7	2.3	13	13	WJMH-FM CHR/Rhythmic	102.1 100kw	67	13	4	7	12	15	17	6:00	1.5	Max Media	D&R
0.0	0.0	0.0	1.3	2.3	13	13	WWND-FM NAC/SJ	102.9 1.7kw	43	15	—	16	13	12	11	9:30	1.6	WXXX LLC.	—
1.2	1.8	1.5	1.4	1.4	15	15	WKXU-FM Country	101.1 100kw	44	14	9	19	17	16	14	5:30	1.3	Curtis Media	MCG
0.7	1.5	1.4	1.0	1.3	16	16	WRBZ-AM News/Talk	850 10(5)kw	29	18	—	17	15	14	13	7:45	1.8	Curtis Media	ARP
0.7	0.8	1.0	0.8	1.2	17	17	WMPM-AM Country	1270 5kw	8	25	—	—	25	27	19	15:15	1.0	Carolina Br. Serv.	TNS
0.9	0.0	0.5	0.9	1.0	18	18	WHLQ/WYRN Country	102.5/1480 6kw/.5kw	11	24	—	24	25	24	16	13:45	1.2	Franklin Br.	—

FORMAT SHARE (By AQH Share)

Urban	12.3
Country	11.9
CHR	11.0
Oldies/CR	10.1
AC	9.2
News/Talk	6.7
Religious	5.2
Rock	4.5
NAC/SJ	2.3

OWNERSHIP SHARE (By AQH Share)

Capstar	23.3
Curtis Media	18.4
Clear Channel	13.2
Capitol Br.	5.7
Pinnacle	4.2
Alchemy	2.6
Max Media	2.3
WXXX LLC	2.3
Carolina Br.	1.2
Franklin Br.	1.0
Kinectic	.9

OWNERSHIP REACH (By Unduplicated Cume)

Capstar	46.0%
Curtis Media	38.9%
Clear Channel	22.0%
Capitol Br.	21.6%
Alchemy	9.2%
Pinnacle	8.6%
Max Media	7.4%
WXXX LLC	4.7%
Kinectic	3.6%
Franklin Br.	1.2%
Carolina Br.	.9%

R&R's Industry VIP Package: 310 • 788 • 1625

12+ POPULATION: 908,000 (Black: 9.2%; Hispanic: 23.5%)

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FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12+ ACH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING ACH SHARE	OWNER	NATIONAL REP FIRM
9.9	10.3	11.0	9.4	8.2	1	KASE-FM Country	100.7 100kw	170	1	3	1	1	2	2	8:15	7.6	Capstar	KATZ
6.4	6.5	6.0	7.3	5.9	2	KKMJ-FM AC	95.5 100kw	153	4	8	7	2	1	1	8:15	6.7	Infinity	EAST
0.0	0.0	1.8	7.8	6.8	3	KQBT-FM CHR/Rhythmic	104.3 48kw	147	5	1	3	4	10	12	8:00	4.7	Infinity	EAST
7.2	6.2	4.6	5.7	6.1	4	KVET-FM Country	98.1 100kw	133	6	12	9	8	4	3	8:00	10.3	Capstar	KATZ
5.2	6.9	5.2	5.0	5.1	5	KAMX-FM Hot AC	94.7 100kw	166	2	4	2	3	6	9	5:15	6.3	Infinity	EAST
4.9	4.6	4.7	5.6	4.6	6	KLBJ-AM News/Talk	590 5(1)kw	110	9	12	12	13	9	6	7:15	4.9	LBJ-S Br.	MCG
4.2	4.5	4.3	3.8	4.5	7	KEYI-FM Oldies	103.5 100kw	114	8	10	15	10	5	4	6:45	4.2	Clear Channel	CCRS
9.9	9.4	9.0	5.4	4.5	7	KHFI-FM CHR/Pop	96.7 100kw	155	3	2	4	6	11	10	5:00	3.6	Clear Channel	CCRS
3.6	3.2	3.2	2.8	3.9	9	KGSR-FM Adult Alternative	107.1 39kw	86	13	—	10	5	3	5	7:45	3.7	LBJ-S Br.	MCG
6.7	5.5	5.6	5.7	3.9	9	KLBJ-FM Rock	93.7 97kw	120	7	8	5	7	7	8	5:45	6.3	LBJ-S Br.	MCG
3.9	4.0	4.3	3.5	3.8	11	KPEZ-FM Classic Rock	102.3 20kw	107	10	6	11	9	8	7	6:00	2.9	Clear Channel	CCRS
0.0	0.0	0.0	1.1	3.4	12	KFMK-FM ¹ Oldies	105.9 4.5kw	92	12	4	7	11	12	13	6:16	2.5	Capstar	—
4.2	4.3	3.7	2.6	3.1	13	KROX-FM Alternative	101.5 100kw	106	11	7	6	11	13	21	5:00	2.3	LBJ-S Br.	MCG
1.7	1.5	1.6	1.3	2.0	14	KJCE-AM Urban Oldies	1370 5(.5)kw	37	15	—	16	14	14	10	9:00	3.0	Infinity	EAST
0.9	1.1	1.3	1.5	1.4	15	KKLB-FM Tejano	92.5 1.6kw	33	18	12	18	15	15	14	7:00	1.1	Dynamic Radio	CAB
1.7	2.1	1.4	1.8	1.3	16	KJFK-FM News/Talk	98.9 18.5kw	35	16	—	13	16	16	21	6:30	2.7	Shamrock Com.	D&R
0.4	0.0	0.7	0.5	1.2	17	KFIT-AM Gospel	1060 2kw	14	27	12	26	28	26	26	12:45	1.3	KFIT Inc.	—
2.6	3.2	2.4	1.9	1.2	17	KLNC-FM ² Country	93.3 100kw	33	19	12	18	19	18	15	6:00	0.9	LBJ-S Br.	—
0.0	0.5	1.4	0.5	1.2	17	KQQA/KQQQ ³ Tejano	1530/92.1 10kw/1.65kw	24	21	12	17	17	18	15	7:00	1.1	Yellow Rose	LOTUS
1.7	0.6	1.4	0.9	1.1	20	KELG-AM Tejano Oldies	1440 .5kw	20	24	12	14	17	17	26	9:00	1.0	Dynamic Radio	CAB
1.8	1.5	1.2	1.2	1.1	20	KVET-AM ⁴ Sports	1300 5(1)kw	51	14	—	18	20	18	18	3:45	1.0	Capstar	KATZ

¹ Was Alternative until November 30. ² Was KAJZ-FM (NAC/SJ) until late September.

³ KQQA-AM was KNEZ-AM and KQQQ-FM was KIKY-FM until July 1. ⁴ Was News/Talk until October 2.

TURBOCHARGE YOUR RATINGS

THE NEAL BOORTZ SHOW
M-F 10A-N ET

#1 25-54 ATLANTA 4 BOOKS IN A ROW

Paul Douglas @ Cox Radio 404-962-2078

THE CLARK HOWARD SHOW
M-F 2P-4P ET

9.7 SHARE A 25-54 #1 IN ATLANTA-ARBITRON F98

Amy Bolton @ Media America 202-546-7940

SALT LAKE-OGDEN-PROVO #35

Continued from Page 92

12+ POPULATION: 1,233,500 (Black: N/A; Hispanic: N/A)

FORMAT SHARE (By AQH Share)	OWNERSHIP SHARE (By AQH Share)	OWNERSHIP REACH (By Unduplicated Cume)
AC 23.0	Jacor 25.5	Jacor 57.4%
News/Talk 13.7	Simmons 20.2	Simmons 45.9%
Country 12.2	Citadel 18.0	Citadel 41.2%
Oldies/CR 11.0	Bonneville 10.6	Bonneville 30.5%
CHR 6.4	Trumper 4.2	Trumper 15.0%
Rock 5.6	KSOP, Inc. 3.9	KSOP Inc. 11.0%
Alternative 5.4	Capitol Br. 2.1	Capitol Br. 6.1%
Adult Alt. 4.7	Sundance 1.6	Sundance 3.9%
Nostalgia 2.6		
NAC/SJ 2.1		

MONMOUTH-OCEAN #47

Continued from Page 104

12+ POPULATION: 893,000 (Black: N/A; Hispanic: N/A)

FORMAT SHARE (By AQH Share)	OWNERSHIP SHARE (By AQH Share)	OWNERSHIP REACH (By Unduplicated Cume)
News/Talk 20.3	Infinity 19.1	Infinity 45.0%
AC 19.2	Nassau Br. 13.8	Chancellor 34.7%
CHR 9.9	Chancellor 13.4	Nassau Br. 32.7%
Rock 7.0	ABC 7.7	ABC 24.0%
Oldies/CR 6.2	Press Br. 6.2	Press Br. 20.7%
Country 6.0	Big City 4.5	Emmis 11.2%
Alternative 5.9	Northern NJ 4.3	Northern NJ 10.4%
Nostalgia 3.8	Emmis 3.5	Big City 9.1%
Classical 1.5	Buckley 3.3	Buckley 8.2%
Religious 1.0	Rodio Radio 3.2	Rodio Radio 5.5%
	NYTimes 2.0	Jersey Shore 5.4%
	Jersey Shore 1.6	NYTimes 4.9%
	Pillar of Fire 1.0	WHTG Inc. 3.8%
	WHTG Inc. 1.0	Pillar of Fire 2.0%

AUSTIN #49

12+ POPULATION: 14,236,500 (Black: 19.5%; Hispanic: 22.2%)

FORMAT SHARE (By AQH Share)	OWNERSHIP SHARE (By AQH Share)	OWNERSHIP REACH (By Unduplicated Cume)
Country 15.5	Infinity 21.2	Infinity 44.6%
AC 12.4	Capstar 18.9	Capstar 39.2%
Oldies/CR 11.7	LBJ-S Br. 16.7	LBJ-S Br. 37.8%
CHR 11.3	Clear Channel 12.8	Clear Channel 34.8%
News/Talk 7.0	Dynamic Radio 3.4	Dynamic Radio 6.0%
Adult Alt. 3.9	Shamrock Com. 1.3	Shamrock Com. 4.0%
Rock 3.9	KFIT Inc. 1.2	Simmons 3.9%
Spanish 3.7	Yellow Rose 1.2	Yellow Rose 2.7%
Alternative 3.1	Heftel .9	Heftel 2.4%
Urban 2.0	Intimate Life .9	Intimate Life 2.3%
Religious 1.2	Simmons .9	KFIT Inc. 1.6%

12+ POPULATION: **898,800** (Black: 8.8%; Hispanic: N/A)

Complete Market Index, Page 8

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	METRO RANK 12+ AQH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AQH SHARE	OWNER	NATIONAL REP FIRM
11.9	10.8	10.0	10.8	13.1	1	WHAM-AM News/Talk	1180 50kw	252	1	10	9	3	2	1	8:45	14.6	Jacor	MCG
11.5	10.4	10.0	11.3	12.0	2	WBEE-FM Country	92.5 50kw	177	3	5	1	1	1	2	11:30	12.5	Entercom	KATZ
7.6	7.2	7.5	7.4	7.3	3	WRMM-FM AC	101.3 27kw	165	4	9	6	5	4	3	7:30	6.7	Infinity	ARP
4.5	5.4	5.7	6.9	6.0	4	WDX-FM Urban	103.9 .8kw	94	10	2	4	6	6	6	10:45	4.3	Monroe	ARP
6.5	5.8	5.5	5.3	5.7	5	WCMF-FM Rock	96.5 50kw	138	6	10	3	2	3	5	7:00	8.9	Infinity	CHR
4.5	5.8	7.1	5.1	5.2	6	WVOR-FM AC	100.5 50kw	144	5	10	2	4	5	7	6:15	4.5	Jacor	EAST
4.6	4.6	4.7	5.4	4.6	7	WBBF-FM Oldies	98.9 37kw	131	8	7	13	10	7	4	6:00	4.0	Entercom	KATZ
6.6	7.0	7.3	5.2	4.5	8	WPXY-FM CHR/Pop	97.9 50kw	182	2	3	7	7	8	8	4:15	4.6	Infinity	EAST
6.5	5.4	5.0	3.8	3.9	9	WVNE-FM Alternative	95.1 12kw	134	7	4	5	8	10	13	4:45	5.7	Jacor	D&R
4.8	4.6	5.2	3.7	3.3	10	WZNE-FM Hot AC	94.1 3.1kw	119	9	5	7	9	9	10	4:45	3.0	Infinity	—
0.6	0.7	1.6	2.1	2.7	11	WMAX-FM CHR/Rhythmic	107.3 6kw	89	11	1	10	12	13	15	5:15	1.8	Jacor	EAST
3.3	2.3	2.8	2.7	2.5	12	WEZO-AM Nostalgia	950 1kw	48	13	—	22	21	19	15	9:00	2.1	Entercom	KATZ
2.3	2.3	2.4	2.3	2.5	13	WQRV-FM Classic Rock	93.3 4kw	79	12	10	11	11	11	8	5:30	1.9	Entercom	KATZ
1.2	1.5	1.0	1.7	1.5	14	WHTK-AM Talk	1280 5kw	46	14	—	12	13	12	14	5:15	0.4	Jacor	EAST
1.1	1.4	1.3	1.4	1.4	15	WJZR-FM NAC/SJ	105.9 3kw	38	15	—	17	14	14	10	6:00	1.5	North Coast	—
2.8	1.7	1.6	1.3	1.3	16	WYSY-FM¹ AC	106.7 3.5kw	35	16	—	13	14	14	12	6:30	1.2	Jacor	EAST

¹ Began simulcasting **WMAX-FM** in December; changed calls to **WKGS-FM** in February.

FORMAT SHARE (By AQH Share)	OWNERSHIP SHARE (By AQH Share)	OWNERSHIP REACH (By Unduplicated Cume)
AC ██████████ 17.1 News/Talk ██████████ 14.6 Country ██████████ 12.0 CHR ██████████ 7.2 Oldies/CR ██████████ 7.1 Urban ██████████ 6.0 Rock ██████████ 5.7 Alternative ██████████ 3.9 Nostalgia ██████████ 2.5 NAC/SJ ██████████ 1.4	Jacor ██████████ 28.0 Entercom ██████████ 22.3 Infinity ██████████ 18.0 Monroe ██████████ 6.0 North Coast ██████████ 1.4 Casciani ██████████ .8 Calvary Chapel ██████████ .7	Jacor ██████████ 56.7% Infinity ██████████ 43.1% Entercom ██████████ 42.0% Monroe ██████████ 10.5% North Coast ██████████ 4.3% Casciani ██████████ 2.8% Calvary Chapel ██████████ 2.3%

Give Your Weekend Ratings a Booster Shot

HANDEL ON THE LAW Sat 9A-N ET The Only Lawyer You'll Ever Love Paul Douglas @ Cox Radio 404-962-2078	THE MOTLEY FOOL Sat N-3P ET The one Radio Show Wall Street doesn't want you to hear Amy Bolton @ Media America 202-546-7940
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12+ POPULATION: 896,300 (Black: 12.4%; Hispanic: 9.9%)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
9.2	8.6	8.6	7.3	7.4	1	WEAT-FM AC	104.3 100kw	132	1	7	5	4	1	1	10:00	8.5	Infinity	KATZ
6.8	5.3	6.5	5.5	6.6	2	WIRK-FM Country	107.9 100kw	115	3	5	2	1	3	3	10:15	6.8	Infinity	KATZ
4.4	3.5	3.7	4.9	6.2	3	WEDR-FM Urban	99.1 100kw	105	5	1	1	3	4	5	10:45	4.3	Chancellor Media	SEN
6.5	6.6	7.0	6.4	6.1	4	WRMF-FM AC	97.9 100kw	116	2	—	4	2	2	2	9:30	7.0	James Crystal	APR
5.6	5.7	5.9	6.4	5.7	5	WJBW-FM Nostalgia	99.5 3kw	99	6	—	—	34	31	8	10:15	4.4	Goldsmith	ROS
4.4	3.7	3.5	4.9	4.6	6	WJNO-AM News/Talk	1040 25(1)kw	112	4	—	25	13	9	6	7:30	5.8	Clear Channel	ARP
2.6	3.0	2.6	3.5	3.6	7	WKGR-FM Classic Rock	98.7 100kw	80	9	9	7	5	5	4	8:00	4.6	Clear Channel	CCRS
3.8	3.3	3.5	3.4	3.1	8	WPBZ-FM Alternative	103.1 50kw	75	11	4	3	6	9	22	7:30	2.6	Palm Beach Radio	CHR
1.9	1.6	1.6	1.8	2.5	9	WLDI-FM ¹ CHR/Pop	95.5 100kw	98	7	3	6	8	15	26	4:45	2.3	Clear Channel	CCRS
1.9	1.9	2.6	2.4	2.4	10	WBGG-FM Classic Hits	105.9 100kw	58	13	9	9	7	6	11	7:15	5.9	Clear Channel	CCRS
3.3	2.3	2.2	2.8	2.4	10	WBZT-AM News/Talk	1290 5kw	49	18	—	32	19	18	12	8:45	2.6	Clear Channel	CCRS
2.0	1.6	2.2	2.3	2.4	10	WOLL-FM ² Oldies	105.5 2.8kw	70	12	9	16	16	11	7	6:00	2.0	Clear Channel	CCRS
1.9	3.2	2.8	1.9	2.4	10	WTMI-FM Classical	93.1 100kw	53	16	—	25	24	22	15	8:15	1.6	Marlin	MCG

¹ Was WXFG-FM (Country) until August. ² Was WTPX-FM (Nostalgia) until October.

Turbocharge Your Ratings

The Clark Howard Show

M-F 2P-4P ET



WDBO Orlando



Paul Douglas @ Cox Radio 404-962-2078

Amy Bolton @ Media America 202-546-7940

Arbitron Orlando Metro W98-F98 M 35-54

#52 JACKSONVILLE



12+ POPULATION: 891,100 (Black: 21.4%; Hispanic: N/A)

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FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
7.7	8.3	9.4	9.3	7.4	1	WAPE-FM CHR/Pop	95.1 100kw	174	1	2	2	2	4	9	7:15	7.6	Capstar	CHR
9.4	8.3	8.0	7.5	7.2	2	WFYV-FM Rock	104.5 100kw	141	3	10	1	1	1	5	8:45	11.3	Capstar	CHR
6.4	5.8	5.1	5.9	7.1	3	WKQL-FM Oldies	96.9 100kw	155	2	5	12	5	2	1	7:45	7.1	Capstar	SEN
5.3	5.9	6.4	5.8	7.0	4	WJBT-FM CHR/Rhythmic	92.7 6kw	119	7	1	3	4	10	14	10:00	4.8	Jacor	EAST
6.1	6.8	7.1	7.1	6.5	5	WSOL-FM Urban AC	101.5 100kw	120	6	4	5	3	3	3	9:15	8.1	Jacor	EAST
5.9	7.1	7.8	7.9	5.9	6	WEJZ-FM AC	96.1 100kw	140	4	9	8	8	6	4	7:15	6.0	Renda	KATZ
7.2	8.2	6.9	7.4	5.7	7	WOIK-FM Country	99.1 100kw	128	5	6	6	5	5	6	7:45	6.2	Jacor	EAST
3.9	4.2	4.1	5.0	5.2	8	WOKV-AM News/Talk	690 50(10)kw	103	10	—	12	10	8	2	8:30	4.6	Capstar	MCG
5.8	5.5	5.3	5.3	4.9	9	WROO-FM Country	107.3 100kw	114	8	6	6	7	7	7	7:30	5.8	Clear Channel	CCRS
3.8	4.1	4.9	4.7	4.4	10	WPLA-FM Alternative	93.3 50kw	111	9	3	4	9	11	16	6:45	2.9	Clear Channel	CCRS

#53 LOUISVILLE



12+ POPULATION: 858,800 (Black: 12.2%; Hispanic: N/A)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
14.1	13.7	11.8	15.3	14.2	1	WAMZ-FM Country	97.5 100kw	215	2	4	1	1	1	1	11:30	15.5	Clear Channel	CCRS
12.2	12.2	12.3	11.1	12.8	2	WHAS-AM Full Service	840 50kw	256	1	—	10	3	2	2	8:45	14.4	Clear Channel	CCRS
6.8	6.5	7.1	5.6	6.2	3	WVEZ-FM AC	106.9 24.5kw	113	6	9	8	2	3	3	9:30	5.5	Cox	EAST
6.9	8.0	7.2	6.8	5.5	4	WDJX-FM CHR/Pop	99.7 24kw	159	3	1	5	7	7	7	6:00	4.3	Blue Chip	EAST
7.6	5.6	6.6	5.8	5.2	5	WGZB-FM Urban	96.5 3kw	96	8	3	3	6	9	10	9:30	4.3	Blue Chip	D&R
5.3	3.8	5.9	5.4	4.7	6	WRKA-FM Oldies	103.1 6kw	125	4	7	13	9	5	4	6:30	4.0	Cox	CHR
4.1	4.4	5.4	4.3	4.5	7	WSFR-FM Oldies	107.7 8.2kw	118	5	8	6	4	4	5	6:30	6.6	Jacor	EAST
3.1	3.6	4.0	3.4	4.3	8	WTFX-FM Rock	100.5 38kw	99	7	6	2	5	7	11	7:30	6.1	Clear Channel	CCRS
3.2	4.5	3.9	4.4	3.7	9	WLRS-FM Alternative	102.3 4.3kw	91	10	4	4	10	11	12	7:15	2.4	Blue Chip	EAST
4.8	4.4	3.7	3.6	3.4	10	WQMF-FM Rock	95.7 29.5kw	93	9	9	7	8	6	8	6:15	4.6	Clear Channel	CCRS

12+ POPULATION: 853,900 (Black: 9.9%; Hispanic: N/A)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
10.3	10.8	11.9	10.6	9.9	1	KJYO-FM CHR/Pop	102.7 100kw	217	1	1	2	3	5	7	7:00	9.6	Clear Channel	CCRS
7.2	8.2	8.8	9.3	8.8	2	KATT-FM Rock	100.5 97kw	143	3	2	1	1	3	8	9:15	9.7	Caribou	BAN
7.1	6.0	5.3	6.0	7.6	3	KMGL-FM AC	104.1 100kw	126	4	6	3	4	2	2	9:00	7.1	Renda	EAST
11.1	9.1	9.9	8.4	7.6	3	KOXY-FM Country	96.1 98kw	148	2	9	8	6	4	1	7:45	10.3	Clear Channel	CCRS
7.2	5.9	5.7	7.3	6.9	5	KRXO-FM Classic Rock	107.7 100kw	120	7	8	4	2	1	4	8:30	6.4	Renda	—
5.6	7.5	6.7	6.9	6.8	6	KTOK-AM News/Talk	1000 5kw	122	6	—	12	10	8	2	8:15	8.3	Clear Channel	CCRS
3.7	4.8	4.6	5.4	5.7	7	KQSR-FM AC	94.7 100kw	110	10	9	9	5	6	6	7:45	5.6	Clear Channel	CCRS
7.9	5.1	6.4	5.9	5.3	8	KOMA-FM Oldies	92.5 100kw	118	9	7	14	13	6	4	6:45	6.3	Renda	—
8.5	6.0	5.3	4.6	5.1	9	KTST-FM Country	101.9 100kw	118	8	3	6	7	9	11	6:30	4.5	Clear Channel	CCRS
5.0	6.6	5.6	4.9	4.3	10	KYIS-FM Hot AC	98.9 100kw	125	5	4	5	8	10	13	5:15	4.7	Caribou	D&R

¹ Morning show simulcasts over **KOMA-AM**, morning drive figure is from that combo.

12+ POPULATION: 815,500 (Black: 13.4%; Hispanic: N/A)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
13.6	12.2	12.2	11.1	12.1	1	WHKO-FM Country	99.1 50kw	198	1	8	1	1	1	1	9:15	13.1	Cox	D&R
8.7	9.4	8.6	7.7	7.8	2	WMMX-FM Hot AC	107.7 50kw	145	3	5	2	2	2	2	8:15	8.6	Jacor	EAST
4.6	6.4	4.5	4.6	6.4	3	WGTV-FM CHR/Pop	92.9 40kw	169	2	1	2	5	6	10	5:45	6.3	Blue Chip	CCRS
6.5	6.5	6.4	5.5	5.8	4	WTUE-FM Rock	104.7 50kw	110	7	5	5	3	3	6	8:00	5.8	Jacor	EAST
5.3	4.6	5.7	5.9	5.7	5	WHIO-AM Talk	1290 5kw	117	5	—	10	10	11	6	7:30	6.3	Cox	D&R
6.5	5.3	6.0	5.7	5.7	5	WROU-FM Urban	92.1 .89kw	97	10	2	4	6	7	9	9:00	5.8	Hawes-Southern	ARP
3.9	4.7	4.7	5.7	5.6	7	WING-FM Classic Rock	102.9 50kw	117	4	5	6	4	4	4	7:15	8.5	Blue Chip	CCRS
6.3	5.5	7.1	6.3	5.6	7	WLQT-FM AC	99.9 50kw	112	6	9	9	8	5	3	7:30	5.1	Jacor	EAST
3.3	3.9	3.3	4.3	4.5	9	WLW-AM Full Service	700 50kw	95	11	—	11	9	8	8	7:00	4.1	Jacor	EAST
4.5	3.5	4.4	3.4	4.1	10	WONE-AM Nostalgia	980 5kw	65	13	—	20	19	17	11	9:30	4.3	Jacor	EAST

#56 BIRMINGHAM



12+ POPULATION: 814,500 (Black: 26.3%; Hispanic: N/A)

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FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12+ ACH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING ACH SHARE	OWNER	NATIONAL REP FIRM
5.1	8.0	7.9	7.8	10.4	1	WBHK-FM Urban AC	98.7 31kw	122	4	7	4	1	1	1	13:45	11.1	Cox	EAST
6.2	8.3	7.6	8.1	8.6	2	WBHJ-FM CHR/Rhythmic	95.7 100kw	109	7	1	2	2	6	12	12:45	6.8	Cox	MCG
12.2	11.2	11.3	9.4	7.5	3	WZZK-FM Country	104.7 99kw	177	1	4	5	5	3	3	6:45	8.6	Cox	KATZ
6.0	8.3	8.2	8.3	7.3	4	WRAX-FM Alternative	107.7 100kw	138	2	3	1	2	7	13	8:30	6.0	Dick	CHR
0.9	1.3	2.5	4.6	7.2	5	WQEN-FM CHR/Pop	103.7 100kw	138	3	2	3	4	4	6	8:30	10.1	Capstar	SEN
7.6	5.4	7.2	5.1	6.8	6	WMJJ-FM AC	96.5 100kw	118	5	8	6	6	2	4	9:15	6.9	Capstar	SEN
5.0	5.4	4.7	3.6	5.1	7	WODL-FM Oldies	106.9 99kw	118	5	8	14	8	5	2	7:00	4.5	Cox	KATZ
5.6	5.6	4.5	5.9	4.8	8	WERC-AM News/Talk	960 5kw	82	10	—	12	9	8	5	9:15	4.1	Capstar	SEN
5.0	3.9	3.6	4.5	3.5	9	WYSF-FM AC	94.5 98kw	95	8	11	11	14	11	8	6:00	2.5	Dick	CHR
6.3	6.2	5.6	5.3	3.5	9	WZRR-FM Classic Rock	99.5 100kw	91	9	4	7	7	8	9	6:15	2.5	Dick	CHR

#57 RICHMOND



12+ POPULATION: 793,500 (Black: 29.1%; Hispanic: N/A)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12+ ACH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING ACH SHARE	OWNER	NATIONAL REP FIRM
9.4	10.0	10.3	9.1	9.5	1	WTVR-FM AC	98.1 20kw	154	2	10	6	3	1	1	9:45	9.8	Clear Channel	CCRS
9.8	10.1	10.3	9.5	8.8	2	WCDX-FM Urban	92.1 4.5kw	142	4	1	1	1	4	6	9:45	8.8	Sinclair Com.	ARP
10.3	10.6	10.8	9.5	8.8	2	WKHK-FM Country	95.3 13kw	152	3	6	4	4	3	3	9:15	9.8	Capstar	MCG
3.3	3.1	4.8	5.4	8.2	4	WKJS-FM Urban AC	104.7 100kw	98	10	10	5	2	1	2	13:15	8.1	Capstar	SEN
8.3	8.9	7.9	8.8	7.3	5	WRVA-AM Full Service	1140 50kw	131	5	15	13	11	11	5	8:45	10.0	Clear Channel	CCRS
6.0	7.0	6.7	6.3	6.5	6	WRVQ-FM CHR/Pop	94.5 200kw	154	1	2	3	6	8	9	6:30	6.5	Clear Channel	CCRS
3.9	4.0	3.3	3.6	5.8	7	WRXL-FM Rock	102.1 20kw	101	8	7	2	5	5	10	9:00	6.1	Clear Channel	CCRS
4.4	3.2	4.0	4.7	5.4	8	WRCL-FM ¹ Oldies	106.5 7.6kw	117	7	8	12	10	6	4	7:15	4.6	Capstar	BAN
6.4	5.6	3.9	3.6	4.8	9	WPLZ-FM ² Urban	99.3 6kw	93	11	5	9	9	9	8	8:00	3.9	Sinclair Com.	ARP
3.6	3.6	3.6	4.7	4.6	10	WKLR-FM Classic Hits	96.5 50kw	99	9	10	8	7	7	7	7:30	5.6	Capstar	KATZ

¹ Was WBZU-FM (Alternative) until September 4. ² Switched to Urban Oldies in January.

GREENVILLE-SPARTANBURG #58

12+ POPULATION: 744,900 (Black: 16.9%; Hispanic: N/A)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
9.0	9.0	10.6	10.8	9.3	1	WJMZ-FM Urban	107.3 100kw	113	6	2	2	2	2	6	11:45	8.6	Clear Channel	KATZ
10.2	10.7	9.2	8.1	8.8	2	WGVL/WSSL Country	1440/100.5 5kw/100kw	152	1	4	5	4	4	1	8:15	10.0	Capstar	MCG
7.9	9.0	7.3	7.8	7.8	3	WESC-FM ¹ Country	92.5 100kw	134	3	6	7	8	6	3	8:15	9.4	Clear Channel	CCRS
8.0	5.8	7.5	8.6	7.8	3	WROQ-FM Rock	101.1 100kw	121	5	10	4	1	1	2	9:15	9.7	Capstar	BAN
9.0	9.2	8.1	8.2	7.7	5	WFBC-FM CHR/Pop	93.7 100kw	152	2	1	1	3	7	10	7:15	7.6	Keymarket	KATZ
7.2	6.4	7.6	5.8	7.5	6	WSPA-FM AC	98.9 100kw	106	7	7	6	5	3	4	10:00	6.8	Spartan	ARP
6.5	5.7	5.7	7.1	5.6	7	WMYI-FM AC	102.5 20kw	123	4	7	7	7	5	5	6:30	5.3	Capstar	CHR
4.2	5.2	5.3	6.1	5.5	8	WTPT-FM Rock	93.3 93kw	95	8	3	3	6	7	12	8:15	4.3	Clear Channel	BAN
4.1	4.3	4.0	3.8	4.0	9	WORD/WYRD News/Talk	910/1330 3.6kw/5kw	61	9	—	11	10	10	7	9:15	3.9	Keymarket	ARP
2.3	3.4	3.3	3.9	3.0	10	WOLI/WOLT Oldies	103.9/103.3 6kw/2.7kw	54	10	7	13	10	9	8	8:00	2.2	Palm Br.	ARP

¹ Morning show simulcasts over WESC-AM, morning drive figure is from that combo.

ALBANY-SCHENECTADY-TROY #59

12+ POPULATION: 732,900 (Black: N/A; Hispanic: N/A)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
8.7	10.0	9.7	9.2	9.9	1	WFLY-FM CHR/Pop	92.3 17kw	200	1	1	1	2	3	6	7:15	8.5	Albany Br.	ARP
11.3	9.8	10.9	11.8	8.7	2	WGNA-FM ¹ Country	107.7 12kw	126	5	5	4	4	3	1	10:00	8.4	Capstar	KATZ
9.5	9.9	9.4	9.4	8.5	3	WGY-AM News/Talk	810 50kw	137	3	—	10	7	7	2	9:00	9.3	Clear Channel	CCRS
4.3	5.6	5.7	5.0	8.1	4	WPYX-FM Rock	106.5 15.5kw	124	6	3	3	1	1	4	9:30	9.6	Capstar	EAST
7.6	9.0	7.5	7.3	7.4	5	WYJB-FM AC	95.5 12kw	132	4	5	5	5	2	2	8:15	6.5	Albany Br.	ARP
7.5	6.1	7.1	7.7	7.0	6	WOJB/WQBK Alternative	103.5/103.9 50kw/6kw	138	2	2	2	3	5	10	7:30	12.0	Radio Enterprises	CCRS
5.2	7.3	6.5	7.1	6.7	7	WABY-A/F Nostalgia	1400/94.5 1kw/3kw	101	7	—	14	13	10	9	9:45	5.5	Tele-Media	CHR
5.5	4.3	5.0	5.9	4.5	8	WRVE-FM Rock AC	99.5 14.5kw	86	8	5	7	6	6	5	7:30	4.2	Clear Channel	CCRS
3.4	3.4	3.6	3.3	3.3	9	WTRY-FM ² Oldies	98.3 6kw	81	9	—	13	11	9	7	6:00	6.3	Capstar	KATZ
3.4	2.5	2.5	2.8	3.2	10	WHRL-FM NAC/SJ	103.1 6kw	48	13	—	11	9	8	8	9:45	2.1	Dame Media	CCRS

¹ Morning show simulcasts over WGNA-AM, morning drive figure is from that combo. ² Morning show simulcasts over WTRY-AM, morning drive figure is from that combo.

#60 HONOLULU



12+ POPULATION: 723,500 (Black: N/A; Hispanic: N/A)

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FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
10.9	8.8	9.1	9.8	9.9	1	KSSK-FM¹ <i>Hot AC</i>	92.3 100kw	158	2	6	4	1	1	1	8:45	21.6	Capstar	EAST
12.2	8.8	6.6	8.0	8.8	2	KIKI-FM <i>CHR/Rhythmic</i>	93.9 100kw	160	1	1	1	2	2	8	7:45	8.7	Capstar	CHR
8.1	8.2	8.6	8.9	7.6	3	KCCN-FM <i>Hawaiian/Reggae</i>	100.3 100kw	134	4	4	2	3	2	6	8:00	6.5	Diamondhead	BAN
5.2	6.0	5.9	7.5	6.4	4	KRTR-FM <i>AC</i>	96.3 75kw	112	6	5	5	4	4	6	8:00	5.7	Ohana	MCG
7.7	8.2	7.8	7.3	6.2	5	KINE-FM <i>Hawaiian</i>	105.1 100kw	93	8	9	11	5	6	3	9:30	5.1	Diamondhead	BAN
6.0	4.4	6.7	5.5	6.1	6	KGMZ-A/F² <i>Oldies</i>	1460/107.9 5kw/100kw	103	7	9	13	6	4	2	8:15	7.1	Planet Radio	MCG
5.4	6.3	5.5	5.6	5.6	7	KUMU-FM <i>B/EZ</i>	94.7 100kw	73	10	—	14	14	11	5	10:45	5.0	Pacific West	KATZ
2.0	5.0	6.5	5.5	5.5	8	KXME-FM <i>CHR/Pop</i>	104.3 74kw	121	5	2	3	8	14	22	6:30	3.9	Ho Nua Hou, Inc.	MCG
6.4	6.1	5.6	4.4	5.2	9	KQMU-A/F <i>CHR/Rhythmic</i>	690/93.1 10kw/100kw	135	3	3	6	6	9	9	5:30	4.6	New Wave	ARP
4.8	5.2	5.9	6.0	5.1	10	KSSK-AM¹ <i>AC</i>	590 7.5kw	59	13	—	14	11	7	4	12:00	21.6	Capstar	EAST

¹ The morning show for KSSK-AM & FM is a simulcast, morning drive figure is from that combo. ² KGMZ-AM was KULA-AM until December.

#61 TUCSON



12+ POPULATION: 669,800 (Black: N/A; Hispanic: 26.2%)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
14.2	10.5	12.0	9.3	13.2	1	KIIM-FM <i>Country</i>	99.5 93kw	157	2	3	2	1	1	1	11:45	14.3	Rex	KATZ
8.9	7.4	8.3	9.2	8.5	2	KRQQ-FM <i>CHR/Pop</i>	93.7 91kw	172	1	1	1	3	5	8	6:45	10.0	Capstar	SEN
8.4	9.5	8.6	8.8	7.6	3	KMXZ-FM <i>AC</i>	94.9 100kw	124	3	6	8	4	2	2	8:30	9.2	Journal Br.	EAST
7.1	6.2	6.3	5.4	6.4	4	KLPX-FM <i>Rock</i>	96.1 100kw	99	5	9	3	2	3	5	9:00	6.2	Lotus	CHR
2.2	5.2	5.6	6.2	6.1	5	KOHT-FM <i>CHR/Rhythmic</i>	98.3 6kw	97	6	2	4	7	10	11	8:45	5.1	Big Broadcast	LOTUS
5.2	5.5	4.8	4.8	5.3	6	KHYT-FM <i>Classic Hits</i>	107.5 92kw	97	6	9	6	5	4	5	7:45	4.8	Rex	KATZ
5.3	5.6	5.3	5.1	4.8	7	KNST-AM <i>News/Talk</i>	790 5kw	87	9	—	13	11	9	4	7:30	4.4	Capstar	SEN
4.4	5.1	4.9	4.4	4.5	8	KWFM-FM <i>Oldies</i>	92.9 90kw	95	8	9	13	10	5	3	6:30	4.2	Capstar	SEN
3.3	5.1	4.8	5.8	4.3	9	KZPT-FM <i>Hot AC</i>	104.1 3kw	109	4	3	5	6	7	10	5:30	3.5	Journal Br.	EAST
4.9	0.0	1.7	3.3	3.6	10	KOAZ-FM <i>NAC/SJ</i>	97.5 6kw	58	11	—	11	9	8	7	8:45	3.2	Rex	KATZ

McALLEN-BROWNSVILLE #62

12+ POPULATION: 662,800 (Black: N/A; Hispanic: 85.1%)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
15.0	14.5	14.1	—	15.9	1	KBFM-FM CHR/Pop	104.1 100kw	234	1	1	1	1	1	7	9:00	15.2	Calendar	D&R
7.8	7.4	5.5	—	10.1	2	KGBT-FM¹ Regional Mexican	98.5 100kw	123	5	5	9	6	3	1	10:45	18.2	Heftel	KT-H
4.7	7.1	7.6	—	8.3	3	KFRQ-FM Rock	94.5 100kw	116	6	2	2	2	4	8	9:15	8.5	Sunburst II Inc.	ARP
9.5	9.0	11.8	—	7.9	4	KKPS-FM Tejano	99.5 100kw	155	2	2	3	3	5	4	6:45	7.7	Sunburst II Inc.	—
8.1	7.4	6.7	—	7.9	4	KTEX-FM Country	100.3 100kw	113	7	7	5	5	5	3	9:15	7.9	Calendar	CHR
8.9	7.9	8.4	—	7.3	6	KVLY-FM AC	107.9 100kw	131	3	8	4	3	2	2	7:15	7.3	Sunburst II Inc.	ARP
7.6	6.8	8.5	—	8.5	7	KIWW-FM Tejano	96.1 100kw	130	4	6	6	7	7	6	5:30	5.5	Heftel	KT-H
5.1	5.7	6.3	—	5.3	8	KGBT-AM¹ Regional Mexican	1530 50(10)kw	59	9	13	11	10	8	4	11:45	18.2	Heftel	KT-H
4.3	3.7	3.5	—	3.2	9	KTJN/KTJX Tejano	106.3/105.5 1.55kw/30kw	62	8	4	8	8	11	12	6:45	1.8	La Nueva KBOR	CAB
2.7	3.2	2.3	—	2.8	10	XAAA-FM Regional Mexican	93.1 50kw	50	10	8	6	8	9	16	7:15	1.8	Estrellas Eo Oro	—

¹ The morning show for **KGBT-AM & FM** is a simulcast, morning drive figure is from that combo.

TULSA #63

12+ POPULATION: 661,200 (Black: N/A; Hispanic: N/A)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
7.8	11.2	9.3	9.1	10.4	1	KRMG-AM Full Service	740 50(25)kw	140	2	—	8	4	2	1	9:45	14.1	Cox	CHR
8.4	7.4	8.2	8.1	9.3	2	KMOO-FM Rock	97.5 96kw	105	5	10	1	1	1	2	11:45	12.0	Clear Channel	CCRS
7.7	7.2	8.6	8.7	7.9	3	KHTT-FM CHR/Pop	106.9 100kw	157	1	1	2	3	5	9	6:45	6.4	Renda	EAST
10.0	10.8	9.8	8.4	7.3	4	KWEN-FM Country	95.5 100kw	137	3	3	7	8	4	3	7:00	7.4	Cox	KATZ
7.0	4.4	4.5	6.0	6.7	5	KJSR-FM Classic Rock	103.3 100kw	126	4	5	5	2	3	4	7:00	4.9	Cox	KATZ
6.4	5.9	5.2	5.4	5.5	6	KMYZ-FM Alternative	104.5 70kw	90	8	2	2	5	9	15	8:00	5.1	Shamrock Com.	APR
2.9	3.0	3.6	4.4	5.2	7	KJMM-FM Urban	105.3 10kw	56	12	3	4	6	9	13	12:15	5.1	Perry	UNI
5.2	5.4	4.8	4.2	5.1	8	KBEZ-FM AC	92.9 100kw	82	9	10	10	9	5	6	8:15	5.1	Renda	EAST
6.0	5.8	4.6	6.0	4.5	9	KQLL-FM Oldies	106.1 100kw	94	6	5	14	10	7	5	6:15	3.8	Clear Channel	CCRS
4.1	4.8	4.5	5.0	4.4	10	KRAV-FM Hot AC	96.5 100kw	93	7	5	6	6	8	8	6:15	4.0	Cox	ARP

#64 WILKES BARRE-SCRANTON



12+ POPULATION: 632,600 (Black: N/A; Hispanic: N/A)

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FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
12.9	10.7	13.4	11.8	11.0	1	WKRF/WKRZ CHR/Pop	107.9/98.5 5.7kw/8.7kw	193	1	1	1	1	1	3	7:45	11.2	Sinclair Com.	D&R
9.1	10.2	10.5	8.8	8.9	2	WGGI/WGGY Country	95.9/101.3 6kw/7kw	130	2	5	4	5	4	2	9:00	7.7	Sinclair Com.	KATZ
9.8	7.7	8.4	6.8	8.9	2	WMGS-FM AC	92.9 5.3kw	103	4	6	5	3	3	1	11:30	9.4	Citadel	EAST
5.7	7.8	6.0	7.2	7.9	4	WEZX-FM Rock	106.9 1.45kw	104	3	3	2	2	2	4	10:15	7.3	Shamrock Com.	ARP
4.4	5.9	4.4	5.7	5.5	5	WKQV/WZMT Rock	95.7/97.9 .3kw/26kw	92	6	3	3	4	5	6	7:45	8.0	Citadel	K&P
3.8	4.1	3.9	4.5	4.3	6	WBAX/WEJL Nostalgia	1240/630 1kw/.5kw	58	8	—	15	18	20	11	10:00	4.7	Shamrock Com.	EAST
5.1	3.6	4.0	5.9	3.9	7	WGBI/WILK News/Talk	910/980 1(.5)kw/5(1)kw	16	21	—	—	24	12	9	7:45	3.8	Sinclair Com.	D&P
5.1	4.6	4.9	5.8	3.8	8	WBHT/WEMR CHR/Pop	97.1/107.7 .5kw/.235kw	94	5	2	6	6	9	13	5:15	3.5	Citadel	EAST
3.8	5.0	5.4	3.6	3.6	9	WNAK-AM Nostalgia	730 1kw	34	14	—	—	24	28	11	9:15	1.8	Seven Thirty	LOTUS
2.4	1.5	2.7	3.4	3.1	10	WQFM-FM Oldies	92.1 .28kw	51	11	7	13	9	6	5	8:00	3.0	Shamrock Com.	EAST

#65 FRESNO



12+ POPULATION: 662,600 (Black: N/A; Hispanic: 40.3%)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
10.2	10.1	8.8	9.2	10.2	1	KMJ-AM News/Talk	580 5kw	115	1	—	13	3	1	1	11:15	12.6	Infinity	KATZ
3.6	4.0	4.4	5.4	6.6	2	KSKS-FM Country	93.7 68kw	85	4	11	3	2	3	2	9:45	6.9	Infinity	KATZ
3.5	3.5	3.1	5.7	6.1	3	KNAX-FM ¹ Oldies	97.9 10.5kw	91	3	10	1	1	2	3	8:15	5.3	Infinity	D&R
8.2	6.6	5.3	5.6	4.7	4	KBOS-FM CHR/Rhythmic	94.9 16.5kw	114	2	1	3	8	15	19	5:15	4.3	Capstar	EAST
5.8	5.6	5.5	3.9	4.2	5	KJWL-FM Nostalgia	99.3 5kw	52	14	—	23	21	19	7	10:00	3.2	JSA Br.	—
5.0	5.3	4.8	3.8	3.9	6	KOQO-FM Regional Mexican	101.9 2.25kw	59	9	6	3	4	5	10	8:15	3.2	Infinity	KT-H
4.4	2.8	3.5	4.6	3.9	7	KRZR-FM Rock	103.7 50kw	59	10	4	3	5	8	16	8:15	4.5	Capstar	EAST
2.6	2.7	3.3	2.1	3.8	8	KFRF-FM Alternative	104.1 17kw	67	7	4	2	7	12	19	7:00	5.7	Ionosphere Br.	D&R
4.6	5.9	3.6	3.8	3.8	9	KLBN-FM Regional Mexican	105.1 .57kw	54	13	6	9	12	8	9	8:45	3.2	Lotus	LOTUS
3.6	4.0	3.9	3.9	3.5	10	KJFX-FM Classic Rock	95.7 17.5kw	57	11	14	11	5	4	4	7:45	4.0	Monosphere Br.	D&R
5.0	5.2	4.8	3.2	3.5	10	KVSR-FM Hot AC	101.1 10kw	78	5	6	7	8	8	11	5:30	3.1	Infinity	KATZ

¹ Was Country until August.

12+ POPULATION: 618,000 (Black: N/A; Hispanic: N/A)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
9.9	9.8	8.9	9.3	7.9	1	WLAV-FM Classic Rock	96.9 50kw	114	2	5	5	1	1	1	8:30	7.6	Bloomington	KATZ
7.8	7.1	7.4	6.9	7.8	2	WBCT-FM Country	93.7 320kw	104	5	4	3	2	2	2	9:15	7.3	Clear Channel	CCRS
7.1	7.2	7.7	7.9	7.7	3	WSNX-FM CHR/Pop	104.5 32kw	129	1	1	1	3	7	8	7:30	6.6	Goodrich	D&R
5.5	7.1	6.1	5.4	6.2	4	WOOD-AM News/Talk	1300 5kw	102	6	—	9	11	8	5	7:30	6.4	Clear Channel	CCRS
7.9	6.2	7.0	7.6	6.0	5	WGRD-FM Alternative	97.9 13kw	112	3	3	2	3	5	10	6:30	8.0	Capstar	EAST
6.0	7.1	6.5	5.3	5.8	6	WOOD-FM AC	105.7 265kw	101	7	5	11	7	4	2	7:00	6.0	Clear Channel	CCRS
5.6	5.6	6.1	6.4	5.4	7	WLHT-FM AC	95.7 40kw	84	8	8	7	5	3	4	8:00	5.4	Capstar	EAST
3.1	4.2	5.4	5.5	4.3	8	WKLQ-FM Rock	94.5 50kw	72	10	5	3	6	10	14	7:15	6.9	Bloomington	KATZ
4.3	3.5	3.7	4.1	4.0	9	WCUZ-FM Country	101.3 50kw	59	11	8	13	12	12	7	8:30	4.2	Clear Channel	CCRS
2.4	4.1	4.1	3.5	4.0	9	WVTI-FM CHR/Pop	96.1 50kw	106	4	2	6	7	11	14	4:45	4.0	Clear Channel	CCRS

ALLENTOWN-BETHLEHEM #67

12+ POPULATION: 600,200 (Black: N/A; Hispanic: N/A)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
11.4	9.1	11.3	10.6	13.8	1	WCTO-FM Country	96.1 50kw	130	2	3	1	1	1	1	13:45	13.0	Citadel	MCG
13.1	11.7	14.1	12.2	10.0	2	WAEB-FM CHR/Pop	104.1 50kw	165	1	1	3	2	3	4	7:45	10.3	Capstar	KATZ
8.8	9.4	8.1	9.6	9.7	3	WLEV-FM AC	100.7 11kw	114	5	7	4	4	2	2	11:00	8.5	Citadel	MCG
9.3	9.4	9.4	9.4	8.5	4	WODE-FM Oldies	99.9 50kw	125	3	7	7	5	4	3	8:45	8.6	Clear Channel	CCRS
8.7	9.9	8.7	8.7	7.6	5	WZZO-FM Rock	95.1 30kw	116	4	5	2	3	5	5	8:30	7.1	Capstar	KATZ
4.7	4.7	4.4	3.3	4.8	6	WAEB-AM News/Talk	790 3.6(1.5)kw	83	6	—	10	8	7	6	7:45	7.5	Capstar	KATZ
4.4	4.0	4.7	3.6	4.3	7	WKAP-AM Nostalgia	1470 5kw	48	8	—	19	14	11	9	11:30	4.0	Capstar	KATZ
2.5	3.3	2.2	2.7	3.5	8	WYSP-FM Rock	94.1 16kw	54	7	7	5	6	6	7	8:15	6.9	Infinity	IRS
1.1	1.0	1.0	1.2	2.9	9	WUSL-FM Urban	98.9 18kw	39	9	2	6	7	10	13	9:30	1.9	Chancellor Media	KATZ
1.6	1.6	1.6	1.3	1.8	10	WMGK-FM Classic Hits	102.9 8.5kw	33	11	—	9	9	8	8	7:15	1.6	Greater Media Inc.	MCG

#68 AKRON



12+ POPULATION: 573,400 (Black: 10.4%; Hispanic: N/A)

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FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
7.8	7.5	7.6	6.0	6.7	1	WQMX-FM Country	94.9 16kw	85	3	6	3	2	2	2	9:15	5.8	Rubber City Radio	CHR
5.8	5.7	4.1	5.4	6.1	2	WKDD-FM Hot AC	96.5 50kw	86	2	6	1	1	1	5	8:30	7.2	Barnstable	D&R
5.0	6.7	5.4	6.3	5.6	3	WMJI-FM Oldies	105.7 16kw	90	1	6	10	5	3	1	7:30	6.7	Jacor	MCG
5.9	5.2	6.0	5.3	5.2	4	WNIR-FM Talk	100.1 3kw	59	11	—	17	15	15	7	10:15	4.7	Media-Com Inc.	EAST
5.9	5.5	5.3	5.3	4.9	5	WDOK-FM AC	102.1 12kw	65	10	—	10	7	4	3	9:00	4.6	Independent Group	KATZ
2.2	3.2	3.4	4.8	4.6	6	WTAM-AM News/Talk	1100 50kw	74	5	—	14	11	6	3	7:15	2.8	Jacor	EAST
3.4	2.7	3.6	3.4	3.9	7	WGAR-FM Country	99.5 50kw	55	14	11	12	13	11	7	8:15	3.8	Jacor	MCG
5.0	5.0	5.0	4.4	3.9	8	WNCX-FM Classic Rock	98.5 16kw	72	6	11	4	3	5	9	6:30	8.0	Clear Channel	CCRS
3.0	2.8	3.5	4.6	3.8	9	WAKR-AM News/Talk	1590 5kw	58	12	11	23	24	18	15	7:45	7.0	Rubber City Radio	CHR
3.6	3.3	3.8	2.8	3.8	9	WMMS-FM Rock	100.7 34kw	69	7	6	2	4	6	11	6:30	3.4	Jacor	KATZ

#69 KNOXVILLE



12+ POPULATION: 565,400 (Black: N/A; Hispanic: N/A)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
21.8	17.9	21.7	22.4	23.7	1	WIVK-FM Country	107.7 91kw	255	1	2	1	1	1	1	10:30	26.9	Dick	KATZ
12.5	11.6	9.3	9.5	13.0	2	WJXB-FM AC	97.5 100kw	136	2	5	3	2	2	2	10:45	12.1	South Central	EAST
7.1	7.6	7.4	8.4	7.2	3	WWST-FM CHR/Pop	93.1 2.4kw	121	3	1	2	4	5	8	6:45	6.5	Journal Br.	EAST
10.3	7.4	7.5	6.9	6.5	4	WIMZ-FM Classic Rock	103.5 100kw	96	4	7	4	3	3	4	7:45	8.1	South Central	EAST
5.8	5.5	6.5	6.8	5.6	5	WMYU-FM Oldies	102.1 15kw	90	5	7	8	6	4	3	7:00	5.6	Journal Br.	EAST
4.8	4.5	3.6	4.0	4.4	6	WNOX-AM News/Talk	990 10kw	59	7	—	11	9	7	5	8:15	4.8	Dick	KATZ
4.0	3.3	5.7	5.5	4.3	7	WOKI-FM Classic Hits	100.3 100kw	71	6	7	6	5	5	6	6:45	4.0	Radioak Inc.	ARP
4.3	5.6	5.0	2.7	3.8	8	WJBZ-A/F ¹ Religious	850/96.3 50kw/2.9kw	42	10	7	14	12	9	6	10:00	2.9	M&H Br.	—
0.7	5.5	4.4	4.5	2.9	9	WXVO-FM Rock	98.7 8kw	55	8	3	5	7	8	11	6:00	2.1	Dick	KATZ
1.6	2.7	2.4	2.5	2.4	10	WNFZ-FM Alternative	94.3 2.5kw	46	9	3	6	8	10	16	5:45	2.4	Oak Ridge Br.	ARP

¹ WJBZ-AM was WIOL-AM (News) until July 1.

12+ POPULATION: 557,000 (Black: N/A; Hispanic: 73.0%)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12+ ACH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING ACH SHARE	OWNER	NATIONAL REP FIRM
13.5	12.4	14.3	10.1	14.4	1	KBNA-AF Spanish AC	920/97.5 1(.5)kw/100kw	147	2	3	3	1	1	1	11:15	18.1	Heftel	KT-H
15.5	15.5	13.7	17.3	13.5	2	KPRR-FM CHR/Rhythmic	102.1 100kw	184	1	1	1	3	5	6	8:30	11.6	Clear Channel	CCRS
11.2	11.4	10.8	10.5	11.6	3	KLAQ-FM Rock	95.5 100kw	135	3	2	1	2	2	2	9:45	12.1	Ferrari	MCG
7.1	6.9	8.4	6.0	7.7	4	KTSM-FM AC	99.9 100kw	110	5	5	5	5	6	4	8:00	8.7	Clear Channel	CHR
7.2	6.7	7.8	8.0	6.6	5	KSII-FM Hot AC	93.1 100kw	113	4	4	4	4	3	5	6:45	6.0	Ferrari	MCG
6.2	6.1	4.9	7.4	5.7	6	KOFX-FM Oldies	92.3 100kw	91	6	5	10	6	4	3	7:15	5.7	ELP	KATZ
6.6	6.2	5.7	5.1	4.9	7	KHEY-FM Country	690 10kw	67	8	8	6	7	7	8	8:15	5.4	Clear Channel	CCRS
3.8	3.7	3.9	3.4	4.1	8	KTSM-AM News/Talk	1380 5(.5)kw	39	11	—	17	11	10	7	11:45	4.1	Clear Channel	CHR
2.1	2.7	3.1	2.3	3.8	9	KINT-FM Tejano	93.9 96kw	70	7	12	7	9	8	9	6:15	2.8	Entravision	CAB
2.7	3.2	3.2	3.1	3.4	10	XHH-FM Spanish AC	100.7 100kw	52	9	5	9	8	9	10	7:30	2.5	MexAmerica	CAB

12+ POPULATION: 555,200 (Black: N/A; Hispanic: 36.8%)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12+ ACH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING ACH SHARE	OWNER	NATIONAL REP FIRM
8.5	9.3	8.7	8.4	10.4	1	KKOB-AM Full Service	770 50kw	121	1	9	7	7	2	1	9:15	13.4	Citadel	MCG
11.6	10.2	9.3	7.8	7.4	2	KRST-FM Country	92.3 22kw	105	2	9	3	3	1	2	7:45	8.9	Citadel	MCG
4.6	5.3	5.0	4.6	6.3	3	KPEK-FM Hot AC	100.3 22.5kw	90	3	4	2	1	2	6	7:30	6.2	Trumper Com.	EAST
5.0	5.1	5.5	5.2	5.8	4	KZRR-FM Rock	94.1 22.5kw	73	7	5	1	2	4	12	8:45	6.3	Trumper Com.	EAST
3.6	3.8	3.0	3.4	4.9	5	KMGA-FM AC	99.5 22.5kw	68	9	12	7	8	7	5	7:45	4.2	Citadel	MCG
3.3	5.4	5.2	4.3	4.3	6	KKOB-FM Hot AC	93.3 21.5kw	86	4	12	7	5	6	7	5:30	5.6	Citadel	MCG
4.7	5.1	3.6	4.7	4.1	7	KHFM-FM Classical	96.3 20kw	49	14	—	18	16	12	4	9:15	3.0	Citadel	ARP
3.7	4.5	5.1	5.6	4.1	7	KIOT-FM Classic Rock	102.5 17kw	67	10	12	11	4	5	3	6:45	4.4	Simmons Media	ARP
5.8	4.3	4.2	4.1	4.1	7	KKSS-FM CHR/Rhythmic	97.3 100kw	79	5	2	4	9	12	17	5:45	3.2	Simmons Media	D&R
3.1	3.3	3.9	3.4	3.8	10	KIVA-AM Nostalgia	1310 5(.5)kw	37	16	—	25	27	23	15	11:00	2.9	Simmons Media	ARP
3.6	3.5	4.6	4.1	3.8	10	KTBL-FM Country Oldies	103.3 20.5kw	69	8	12	11	11	9	8	6:00	3.8	Citadel	MCG

#72 OMAHA-COUNCIL BLUFFS



12+ POPULATION: 541,800 (Black: N/A; Hispanic: N/A)

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FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12+ ACH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING ACH SHARE	OWNER	NATIONAL REP FIRM
9.0	9.9	10.1	11.0	11.3	1	KEZO-FM ¹ Rock	92.3 100kw	104	3	4	1	1	1	5	11:45	15.5	Journal Br.	EAST
8.0	6.9	9.4	9.5	8.3	2	KXKT-FM Country	103.7 100kw	100	4	3	4	2	2	2	8:45	9.0	Capstar	CHR
7.3	8.6	6.6	8.6	7.9	3	KFAB-AM News/Talk	1110 50kw	99	5	—	9	9	8	4	8:30	10.0	Capstar	CHR
7.0	6.3	7.0	7.4	7.6	4	KQKQ-FM CHR/Pop	98.5 100kw	122	1	1	2	4	9	10	6:45	6.4	Mitchell	SEN
4.6	5.9	7.2	8.0	7.4	5	KSRZ-FM Hot AC	104.5 100kw	109	2	2	3	3	3	8	7:15	7.2	OMA Inc.	EAST
5.0	5.4	4.9	4.1	6.7	6	KKAR-AM News/Talk	1290 5kw	96	6	—	13	8	5	3	7:30	5.5	Mitchell Br. Com.	SEN
5.6	6.3	7.2	5.6	6.3	7	KGOR-FM Oldies	99.9 115kw	92	7	4	9	5	4	1	7:30	6.0	Capstar	CHR
5.5	5.1	5.2	5.5	4.8	8	WOW-FM ² Country	94.1 100kw	59	11	7	12	11	10	5	8:30	7.7	Journal Br.	ARP
7.3	6.9	4.9	5.6	4.7	9	KEFM-FM AC	96.1 100kw	76	8	4	7	7	6	7	6:45	4.8	Webster	MCG
7.0	6.2	5.9	3.6	4.1	10	KKCD-FM Classic Rock	105.9 50kw	64	10	7	5	6	6	8	7:00	4.2	Journal Br.	EAST

¹ Morning show simulcasts over KOSR-AM (Sports), morning drive figure is from that combo. ² Morning show simulcasts over WOW-AM, morning drive figure is from that combo.

#73 SYRACUSE



12+ POPULATION: 541,300 (Black: N/A; Hispanic: N/A)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12+ ACH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING ACH SHARE	OWNER	NATIONAL REP FIRM
9.7	9.7	9.3	9.7	10.4	1	WBBS-FM Country	104.7 50kw	106	5	4	3	1	1	1	10:30	10.4	Clear Channel	KATZ
7.7	8.4	7.9	8.9	9.9	2	WSYR-AM News/Talk	570 5kw	120	2	10	10	10	8	3	8:45	12.9	Clear Channel	KATZ
7.5	7.9	7.3	7.6	7.0	3	WAQX-FM Rock	95.7 25kw	109	3	4	1	2	2	7	7:00	11.0	Pilot Com.	D&R
7.4	6.7	7.6	5.7	7.0	3	WYYY-FM AC	94.5 100kw	101	6	4	7	3	2	4	7:30	8.0	Clear Channel	KATZ
7.4	6.9	7.4	7.2	6.2	5	WNTQ-FM CHR/Pop	93.1 97kw	133	1	3	5	5	5	8	5:00	7.2	Pilot Com.	D&R
4.9	5.5	6.4	6.7	6.1	6	WWHT-FM CHR/Pop	107.9 50kw	107	4	1	4	7	10	12	6:00	4.8	Clear Channel	EAST
5.5	4.6	5.1	4.2	5.9	7	WKRH/WKRL Alternative	106.5/100.9 5kw/6kw	80	8	2	2	6	9	10	7:45	3.9	Radio Corp.	ARP
6.4	6.3	5.2	5.9	5.9	7	WSEN-FM Oldies	92.1 25kw	92	7	10	11	8	7	2	6:45	5.7	Buckley	MCG
4.6	5.8	4.8	4.6	5.6	9	WLTI-FM AC	105.9 4kw	71	10	10	8	8	6	4	8:30	4.4	Pilot Com.	D&R
4.1	5.0	4.2	4.6	5.6	9	WTKV/WTKW Classic Rock	105.5/99.5 1.8kw/5.7kw	72	9	4	6	4	4	6	8:15	5.5	Radio Corp.	ARP

FT. MYERS-NAPLES-MARCO ISLAND #74

12+ POPULATION: 532,600 (Black: N/A; Hispanic: 9.4%)

FALL '97	SPRING '98	FALL '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
12.1	12.1	15.2	1	WAVV-FM B/EZ	101.1 100kw	116	1	—	13	11	9	1	14:00	12.8	Alpine Br.	CHR
10.7	8.7	8.0	2	WXKB-FM CHR/Pop	103.9 100kw	106	2	1	1	1	2	6	8:00	8.1	Beasley	D&R
5.0	5.2	6.5	3	WOLZ-FM Oldies	95.3 79kw	81	3	—	11	5	4	2	8:30	5.6	Clear Channel	CCRS
6.4	5.8	6.2	4	WINKWNOG News/Talk	1240/1270 1kw/5kw	69	6	—	20	13	9	4	9:45	5.2	Fort Myers Br.	MCG
5.5	5.8	5.8	5	WINK-FM AC	96.9 100kw	79	4	—	5	3	2	3	7:45	7.5	Fort Myers Br.	MCG
6.2	5.7	5.5	6	WRXK-FM Classic Rock	96.1 100kw	71	5	4	3	2	1	8	8:15	9.1	Beasley	D&R
3.4	4.0	5.2	7	WWGR-FM Country	101.9 100kw	53	8	6	4	6	6	7	10:15	5.7	Renda	KATZ
5.8	7.3	5.1	8	WCKT-FM Country	107.1 28.5kw	62	7	4	9	8	5	5	8:30	5.4	Clear Channel	CCRS
4.6	3.6	4.6	9	WJBX-FM Alternative	99.3 50kw	52	9	3	2	4	7	14	9:15	4.4	Beasley	EAST
4.0	5.2	3.8	10	WJST-FM Nostalgia	106.3 6kw	43	12	—	—	21	22	13	9:15	2.9	Beasley	EAST

WILMINGTON, DE #75

12+ POPULATION: 526,500 (Black: 16.1%; Hispanic: N/A)

FALL '97	SPRING '98	FALL '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
83	112	94	1	WJBR-FM AC	99.5 50kw	107	1	6	4	2	1	1	8:30	10.1	Capstar	D&R
95	92	85	2	WSTW-FM CHR/Pop	93.7 50kw	107	2	4	1	1	3	3	7:45	9.3	Steinman Stations	EAST
31	41	71	3	WDAS-FM Urban AC	105.3 16.5kw	50	9	6	6	3	2	2	13:45	7.4	Chancellor Media	EAST
71	51	55	4	WUSL-FM Urban	98.9 18kw	76	4	1	2	5	11	19	7:15	4.3	Chancellor Media	KATZ
53	45	44	5	WYSP-FM Rock	94.1 16kw	80	3	6	3	4	4	5	5:15	9.8	Infinity	IRS
45	33	36	6	WRDX-FM Rock	94.7 50kw	56	8	6	6	6	5	5	6:15	3.1	Capstar	KATZ
29	34	33	7	WWDB-FM Talk	96.5 17kw	44	12	—	21	18	11	8	7:30	2.8	Beasley	D&R
36	30	29	8	WXCX-FM Country	103.7 50kw	37	18	—	11	9	7	8	7:45	2.6	Delmarva	EAST
34	26	29	8	WQGL-FM Oldies	98.1 12.5kw	57	7	6	18	12	7	4	5:00	2.5	Infinity	CBS
28	26	26	10	WPLY-FM Alternative	100.3 35kw	71	5	4	5	7	15	22	4:00	2.0	Greater Media Br	ARP

#76 HARRISBURG-LEBANON-CARLISLE



12+ POPULATION: 522,200 (Black: N/A; Hispanic: N/A)

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FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
9.1	11.3	10.2	12.0	11.5	1	WNNK-FM CHR/Pop	104.1 22.5kw	137	1	1	1	1	1	1	8:30	13.6	Capstar	EAST
8.0	10.3	8.0	8.3	9.1	2	WHP-AM Talk	580 5kw	103	2	—	14	8	7	3	9:00	9.8	Clear Channel	KATZ
6.8	7.2	7.8	8.1	6.6	3	WRBT-FM Country	94.9 25kw	69	6	5	4	5	3	5	9:30	6.6	Clear Channel	KATZ
7.1	7.2	7.2	6.9	6.1	4	WRVV-FM Rock AC	97.3 17kw	84	3	6	5	2	2	4	7:15	6.5	Clear Channel	KATZ
5.6	5.8	5.1	6.0	5.2	5	WQXA-FM Rock	105.7 25kw	79	4	3	2	3	6	11	6:45	7.8	Citadel	MCG
5.4	5.1	4.8	5.4	5.2	6	WWKL-FM ¹ Oldies	99.3 6kw	69	7	10	12	6	4	2	7:45	5.2	Clear Channel	CHR
5.6	4.5	5.6	4.9	5.0	7	WTPA-FM Rock	93.5 1.25kw	71	5	6	3	4	5	7	7:00	5.1	Capstar	SEN
5.6	3.8	6.1	5.0	4.4	8	WRKZ-FM Country	106.7 14kw	63	9	6	7	9	8	6	7:00	4.6	Citadel	ARP
2.5	2.1	3.0	2.6	3.7	9	WTCT-AM Urban AC	1400 1kw	22	19	6	7	7	9	8	17:00	2.8	Capstar	EAST
2.1	3.2	2.6	3.1	3.2	10	WLAN-FM CHR/Pop	96.9 50kw	64	8	2	6	9	12	17	5:00	2.2	Clear Channel	CCRS

¹ Morning show simulcasts over WWKL-AM, morning drive figure is from that combo.

#77 MONTEREY-SALINAS-SANTA CRUZ



12+ POPULATION: 517,600 (Black: N/A; Hispanic: 32.3%)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
8.4	8.8	8.8	9.4	10.1	1	KDON-FM CHR/Rhythmic	102.5 18.5kw	110	1	1	1	1	1	7	9:45	9.1	Clear Channel	CCRS
7.5	6.9	6.1	6.2	8.5	2	KGO-AM News/Talk	810 50kw	94	2	—	15	7	4	1	9:30	9.4	ABC Inc.	ABC
4.6	5.7	4.9	7.1	5.3	3	KTOM-FM Country	100.7 1.4kw	55	5	4	3	2	5	6	10:00	5.7	Lartique	KATZ
3.8	3.6	4.3	4.8	5.0	4	KLOK-FM Regional Mexican	99.5 30kw	39	9	9	2	3	2	4	13:30	5.6	Metro Mix Inc.	CAB
2.8	3.6	4.1	3.8	4.4	5	KPIG-FM Adult Alternative	107.5 2.85kw	48	8	9	10	4	2	2	9:30	3.4	New Wave Br.	ARP
4.0	5.1	4.5	4.0	4.3	6	KOCN-FM Oldies	105.1 4.2kw	57	4	5	12	7	6	3	8:00	4.5	Clear Channel	CCRS
3.6	1.8	2.2	2.1	4.1	7	KSOL/KZOL Regional Mexican	98.9/99.1 6kw/1.1kw	31	16	5	4	5	6	7	13:30	5.0	Heftel	KATZ
4.1	4.8	4.2	4.2	3.9	8	KWAV-FM AC	96.9 18kw	51	6	9	8	6	8	5	8:00	4.0	Buckley	D&R
2.4	3.4	3.3	2.6	3.8	9	KRAY-FM Regional Mexican	103.5 2.5kw	37	11	2	5	10	11	13	10:45	2.9	Z Spanish	LOTUS
3.9	4.2	4.7	3.5	3.5	10	KBOQ-FM Classical	95.5 1.7kw	50	7	—	27	17	15	9	7:15	2.7	J&M Br.	MCG

12+ POPULATION: 499,200 (Black: 11.4%; Hispanic: N/A)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
13.0	11.7	12.4	13.5	13.0	1	WKKO-FM ¹ Country	99.9 50kw	121	2	7	3	1	1	1	10:15	14.8	Cumulus Media	KATZ
10.2	10.7	9.6	11.6	9.2	2	WVKS-FM CHR/Pop	92.5 50kw	138	1	1	1	2	3	5	6:30	10.7	Jacor	MCG
7.6	8.9	8.7	7.5	9.1	3	WRVF-FM AC	101.5 19kw	95	3	7	7	4	2	2	9:00	7.5	Jacor	MCG
6.8	5.6	6.1	5.9	6.6	4	WIOT-FM Rock	104.7 50kw	78	5	6	2	3	4	7	8:00	7.7	Jacor	EAST
6.6	6.2	5.6	5.1	6.3	5	WSPD-AM News/Talk	1370 5kw	73	7	—	13	10	8	4	8:15	7.4	Jacor	MCG
7.4	6.7	6.5	6.3	6.2	6	WWWFM-FM Hot AC	105.5 4.3kw	80	4	7	4	5	4	6	7:15	5.5	Cumulus Media	D&R
6.2	4.7	6.3	5.2	5.5	7	WRON-FM Oldies	93.5 4.1kw	75	6	10	13	6	6	3	7:00	5.4	Cumulus Media	KATZ
4.2	3.9	3.8	4.4	4.3	8	WJUC-FM Urban	107.3 3kw	41	11	2	6	9	9	10	10:00	3.1	Welch Com.	ARP
7.0	5.9	5.1	4.7	3.8	9	WBUZ/WJZE ² Rock	106.5/97.3 3kw/1.6kw	54	8	3	5	8	10	12	6:45	5.4	Cumulus Media	ARP
1.6	3.2	4.1	4.1	3.8	9	WXKR-FM Classic Rock	94.5 30kw	53	9	10	8	6	7	8	7:00	4.1	Cumulus Media	D&R

¹ Morning show simulcasts over WTOD-AM, morning drive figure is from that combo. ² WJZE-FM was Classic Rock until it began simulcasting WBUZ-FM in September.

12+ POPULATION: 499,000 (Black: N/A; Hispanic: N/A)

FALL '97	SPRING '98	FALL '98	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
14.4	14.5	11.9	1	WDUV-FM B/EZ	103.5 100kw	120	1	—	—	18	14	3	10:45	9.6	Jacor	EAST
4.5	4.8	6.8	2	WHPT-FM Adult Alternative	102.5 100kw	72	3	—	1	1	1	1	9:30	7.7	Clear Channel	CCRS
6.1	6.6	6.4	3	WFLA-AM News/Talk	970 5kw	62	5	—	11	9	7	5	10:30	8.7	Jacor	EAST
4.2	7.8	6.2	4	WCTQ-FM Country	92.1 22kw	68	4	3	4	5	2	1	9:15	7.1	Jacor	EAST
7.2	6.3	5.9	5	WFLZ-FM CHR/Pop	93.3 100kw	89	2	2	1	2	3	10	6:45	9.1	Jacor	EAST
4.8	3.7	4.6	6	WWRM-FM AC	94.9 100kw	47	8	8	9	11	7	6	9:45	3.9	Cox	CHR
2.6	2.8	4.2	7	WKII-AM Nostalgia	1070 3.1kw	25	16	—	—	—	—	13	16:30	3.7	Clear Channel	CCRS
4.5	5.2	4.0	8	WSRZ-FM Oldies	106.5 25kw	51	6	—	14	7	5	4	7:45	4.1	Jacor	EAST
3.8	4.7	4.0	8	WYNF-FM Rock	107.9 46kw	47	7	3	3	3	6	11	8:30	3.0	Jacor	EAST
1.1	1.0	3.7	10	WFJD-FM ¹ Oldies	101.5 100kw	35	11	6	8	4	4	6	10:15	3.2	Clear Channel	CCRS

¹ Was WILV-FM (AC) until August 28.

#80 SPRINGFIELD, MA

R&R

12+ POPULATION: 493,800 (Black: N/A; Hispanic: N/A)

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FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
9.3	9.4	10.0	9.4	10.2	1	WMAS-FM AC	94.7 50kw	105	1	3	2	2	2	1	9:30	9.4	Lappin	MCG
6.3	10.2	8.8	7.6	8.8	2	WAQY-A/F Classic Rock	1600/102.1 2.5kw/17kw	87	3	3	1	1	1	3	9:45	9.5	Saga	KATZ
8.1	8.2	7.7	6.9	7.9	3	WPKX-FM Country	97.9 2.2kw	70	6	9	7	4	4	2	11:00	6.8	Capstar	D&R
7.2	7.1	7.3	6.3	5.6	4	WHYN-FM AC	93.1 8.9kw	75	5	7	10	4	3	4	7:15	6.4	Clear Channel	CCRS
4.8	6.0	6.3	6.5	5.3	5	WHYN-AM Full Service	560 5(1)kw	68	7	9	14	11	7	5	7:30	6.9	Clear Channel	CCRS
4.0	4.4	5.5	5.3	5.2	6	WKSS-FM CHR/Pop	95.7 16.5kw	84	4	1	4	4	9	9	6:00	4.1	Multi Media	CHR
4.2	4.5	4.6	4.9	4.4	7	WTIC-FM Hot AC	96.5 20kw	90	2	2	3	3	5	9	4:45	4.8	Infinity	EAST
3.8	4.8	3.5	3.6	4.0	8	WMAS-AM Nostalgia	1450 1kw	32	15	—	—	20	17	9	12:00	5.1	Lappin	MCG
2.6	2.6	3.5	2.7	3.6	9	WCCC-FM Rock	106.9 23kw	51	9	9	5	7	5	9	7:00	6.2	Marlin	ARP
3.1	2.3	3.3	2.7	3.2	10	WDRC-FM Oldies	102.9 19.5kw	46	10	—	14	11	7	6	7:00	3.2	Buckley	MCG

#81 GREENVILLE-NEW BERN-JACKSONVILLE, NC

R&R

12+ POPULATION: 465,900 (Black: 25.5%; Hispanic: N/A)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
16.1	17.3	17.0	12.2	16.4	1	WRNS-A/F Country	960/95.1 5(1)kw/100kw	95	1	2	3	3	1	1	10:45	17.5	Pinnacle	MCG
12.3	12.1	14.0	12.1	13.4	2	WKS-FM Urban AC	101.9 100kw	72	2	1	2	2	3	3	11:30	13.1	Beasley	D&R
8.6	8.3	7.1	8.6	9.9	3	WSFL-FM Classic Rock	106.5 100kw	69	3	6	1	1	2	2	9:15	16.1	Beasley	D&R
4.1	4.8	4.4	4.0	5.3	4	WXNR-FM Alternative	99.5 16.5kw	37	4	3	4	4	8	22	7:30	4.1	Beasley	D&R
3.8	3.8	4.3	4.6	3.9	5	WNCT-FM Oldies	107.9 100kw	22	7	—	17	6	4	4	7:45	3.7	Beasley	D&R
3.5	3.2	3.6	3.6	3.6	6	WRHT-FM CHR/Pop	96.3 100kw	28	5	4	5	5	5	12	6:15	3.2	Eastern Carolina	—
2.8	3.4	2.3	2.5	3.3	7	WELS-FM Urban Oldies	102.9 3kw	18	9	—	8	7	8	6	11:15	2.9	Willis	—
3.4	4.5	4.5	4.3	3.0	8	WMGV-FM Hot AC	103.3 100kw	23	6	11	6	7	6	7	5:30	2.6	Beasley	D&R
3.4	2.6	2.7	2.8	2.4	9	WKOO-FM Oldies	98.7 100kw	18	10	11	15	9	7	5	6:45	2.6	Nautical Br.	ARP
1.7	1.8	1.8	2.2	2.0	10	WRSV-FM Urban	92.1 2.35kw	12	13	4	12	13	25	18	6:30	1.7	Northstar	—

BATON ROUGE #82

12+ POPULATION: 463,000 (Black: 30.1%; Hispanic: N/A)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
7.7	7.6	7.3	7.1	9.8	1	1	WEMX-FM Urban	94.1 100kw	80	3	1	1	1	6	8	10:30	8.1	Citywide	MCG
4.3	5.8	8.0	5.5	7.4	2	2	WXCT-FM Country	100.7 100kw	73	5	4	3	2	2	2	8:30	7.7	Guaranty	D&R
11.1	9.9	9.0	8.1	7.4	2	2	WYNK-FM Country	101.5 100kw	80	2	9	8	7	4	1	7:45	8.3	Capstar	SEN
5.8	6.4	5.5	8.1	6.4	4	4	WDGL-FM Classic Rock	98.1 100kw	87	1	9	2	2	1	7	6:15	6.0	Guaranty	D&R
5.3	5.1	5.2	6.1	5.8	5	5	KOXL-FM Urban	106.5 50kw	68	7	5	7	4	3	2	7:15	6.3	Citywide	MCG
5.6	6.7	6.0	4.6	5.8	5	5	WJBO-AM News/Talk	1150 5kw	55	10	—	14	10	7	2	8:45	5.5	Capstar	SEN
6.2	5.0	4.4	6.8	5.2	7	7	KRVE-FM AC	96.1 43kw	64	8	9	8	5	4	5	7:00	5.2	McForhun, Inc.	SEN
4.9	6.0	5.0	5.6	4.9	8	8	WXOK-AM Urban AC	1460 5(1)kw	46	11	9	14	11	9	5	9:00	6.9	Citywide	MCG
4.5	4.7	3.9	5.0	4.7	9	9	WLSS-FM CHR/Pop	102.5 100kw	80	3	3	4	6	10	15	5:00	4.1	Capstar	—
4.2	3.8	4.1	3.7	4.2	10	10	KUMX-FM CHR/Pop	104.1 100kw	71	6	2	5	9	11	17	5:00	3.1	Clear Channel	CCRS

LITTLE ROCK #83

12+ POPULATION: 457,300 (Black: 19.9%; Hispanic: N/A)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
10.3	14.0	9.4	10.8	10.2	1	1	KSSN-FM Country	95.7 100kw	94	1	8	3	3	2	1	9:00	9.9	Clear Channel	CCRS
10.2	10	10.3	10.3	8.4	2	2	KMLX-FM Rock	105.1 57kw	81	1	5	1	1	1	3	9:00	14.6	Clear Channel	CCRS
9.6	6.9	6.9	5.2	7.0	3	3	KIPR-FM Urban	93.3 100kw	54	1	1	2	2	4	10	11:00	6.8	Citadel	BAN
4.1	4.1	5.4	6.0	7.0	4	4	KARN-AM News/Talk	920 5kw	65	5	—	16	9	7	2	9:00	7.6	Citadel	MCG
6.8	7.7	6.9	4.1	5.5	5	5	KURB-FM AM AC	93.5 100kw	75	1	6	6	4	4	8	6:00	6.5	Citadel	MCG
5.0	4.7	4.3	5.1	5.3	6	6	KKPT-FM Classic Rock	94.1 100kw	77	4	9	7	5	3	5	6:15	4.3	Saga Media	D&R
3.9	4.1	4.7	4.7	5.0	7	7	KVLO-FM AC	102.9 57kw	48	11	—	11	7	8	4	6:30	5.1	Citadel	D&R
3.6	4.5	4.4	5.1	4.4	8	8	KSYG-FM News/Talk	103.7 100kw	51	7	—	10	6	6	6	6:00	4.6	Saga Media	D&R
3.1	2.7	2.9	2.4	4.1	9	9	KOAR-FM CHR/Pop	100.3 57kw	55	6	2	5	7	11	16	6:30	3.9	Clear Channel	CCRS
2.9	4.4	4.1	3.1	4.1	10	10	KOLL-FM CHR/Pop	94.9 100kw	44	10	12	18	13	9	6	6:45	3.6	Clear Channel	CCRS

#84 BAKERSFIELD



12+ POPULATION: 439,900 (Black: N/A; Hispanic: 35.4%)

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FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP/FIRM
10.6	12.8	13.5	11.4	10.0	1	KUZZ-A/F Country	550/107.9 5kw/5.8kw	98	1	6	1	1	1	1	10:00	11.1	Buck Owens	KATZ
6.1	5.3	6.2	6.1	6.9	2	KERN-AM News/Talk	1410 1kw	54	6	—	16	7	2	2	11:45	8.0	Amer. Gen. Media	CHR
5.0	5.6	5.9	4.9	5.6	3	KRAB-FM Rock	106.1 25kw	66	4	3	2	2	6	17	7:45	6.5	Hemisphere	MCG
4.9	4.6	5.4	7.0	5.4	4	KKXX-FM CHR/Rhythmic	105.3 35kw	67	3	1	3	9	15	18	7:15	4.6	Hemisphere	MCG
4.5	5.1	6.5	6.7	5.2	5	KGFM-FM AC	101.5 6.7kw	48	7	8	9	6	3	3	9:45	4.9	Lagniappe	CHR
8.8	9.8	7.6	7.3	5.2	5	KISV-FM CHR/Rhythmic	94.1 4.5kw	78	2	2	3	7	10	14	6:00	4.7	Amer. Gen. Media	CHR
4.1	2.9	4.4	4.8	5.0	7	KIWI-FM Regional Mexican	92.1 2kw	46	8	5	6	4	5	5	9:45	5.1	KMAP Inc.	LOTUS
3.1	3.6	5.1	5.2	4.3	8	KLLY-FM Hot AC	95.3 12.5kw	60	5	4	3	4	6	12	6:30	4.3	Buckley	D&R
4.1	4.6	4.0	4.2	4.0	9	KKBB-FM Classic Rock	99.3 1.2kw	41	10	6	7	3	4	7	9:00	3.1	Buckley	D&R
3.9	3.2	2.2	3.3	3.6	10	KSMJ-FM NAC/SJ	98.5 8kw	32	12	—	17	12	8	4	10:15	2.8	Hemisphere	MCG

#85 STOCKTON



12+ POPULATION: 435,500 (Black: N/A; Hispanic: 27.4%)

FALL '97	SPRING '98	FALL '98	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP/FIRM
7.2	10.4	11.4	1	KWIN-FM CHR/Rhythmic	97.7 3kw	105	1	1	1	1	2	5	8:45	9.5	Front Line	ARP
10.8	11.3	10.3	2	KATM-FM Country	103.3 50kw	86	2	5	2	2	1	2	9:45	11.1	Citadel	MCG
6.0	7.1	7.9	3	KWQ/KOOD Oldies	1230/100.1 1kw/6kw	72	3	7	10	4	4	1	9:00	8.9	Carson Group	EAST
5.2	5.6	5.6	4	KDJK/KHKK Classic Hits	103.9/104.1 .071kw/50kw	65	4	7	5	3	3	3	7:00	6.1	Citadel	MCG
4.7	5.1	5.6	4	KMIX-FM Regional Mexican	100.9 6kw	38	8	5	4	6	5	6	11:45	4.3	Silverado Br.	KATZ
1.6	1.2	4.3	6	KJOY-FM AC	99.3 2.35kw	36	9	7	8	4	5	4	9:45	4.2	Joseph Gamble	CHR
5.0	3.8	4.0	7	KOSO-FM Hot AC	93.1 2.95kw	54	5	2	3	7	8	10	6:15	3.8	Spacecom	KATZ
2.0	4.5	2.9	8	KNBR-AM Sports	680 50kw	33	10	—	14	10	9	7	7:15	2.6	Susquehanna	MG-S
2.5	1.2	2.6	9	KCBS-AM News	740 50kw	40	6	—	28	19	13	8	5:15	4.3	Infinity	CBS
2.4	3.3	2.6	10	KHOP-FM Rock	95.1 29.5kw	30	11	7	7	8	7	10	7:00	3.4	Citadel	MCG

12+ POPULATION: 435,000 (Black: 26.5%; Hispanic: N/A)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
8.1	6.0	10.0	8.8	9.4	1	WABB-FM CHR/Pop	97.5 100kw	99	1	2	1	1	2	8	7:45	8.5	Dittman Group	CHR
8.5	8.0	7.0	9.4	7.8	2	WKSJ-FM Country	94.9 100kw	80	2	5	6	3	2	1	8:15	8.6	Clear Channel	CCRS
7.3	6.9	8.5	7.0	7.7	3	WBLX-FM Urban	92.9 100kw	72	3	3	2	2	4	7	9:00	7.3	Calendar	KATZ
6.3	6.9	7.8	7.0	6.6	4	WDLT-FM Urban AC	98.3 40kw	49	6	—	5	4	1	2	11:15	5.2	United	APR
8.7	6.5	7.7	6.3	6.5	5	WYOK-FM Urban	104.9 33kw	67	4	1	3	6	7	15	8:00	4.6	Roberds Br.	ARP
3.7	4.8	2.9	3.7	4.8	6	WNTM-AM News/Talk	710 1kw	45	9	—	15	15	7	4	9:00	5.1	Clear Channel	CCRS
3.1	3.0	3.4	4.1	4.5	7	WMXC-FM AC	99.9 100kw	48	8	—	7	7	6	4	7:45	4.7	Clear Channel	CCRS
3.6	3.3	4.1	4.7	4.5	7	WRKH-FM Classic Rock	96.1 100kw	37	12	7	9	5	4	3	10:00	7.9	Clear Channel	CCRS
2.7	3.5	2.7	2.9	4.4	9	WDWG-FM Country	104.1 100kw	54	5	5	13	11	7	6	6:45	4.5	Clear Channel	CCRS
3.7	3.9	4.9	5.1	4.1	10	WTKX-FM Rock	101.5 100kw	49	6	4	4	7	7	19	7:00	3.4	Clear Channel	D&R

12+ POPULATION: 427,800 (Black: N/A; Hispanic: N/A)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
7.9	8.3	7.8	9.1	11.1	1	KZZU-FM CHR/Pop	92.9 85kw	101	1	1	1	1	3	6	9:00	11.1	Morgan Murphy	CHR
8.2	8.0	7.0	8.2	8.8	2	KDRK-FM Country	93.7 56kw	84	2	4	3	3	2	4	8:45	9.8	Citadel	MCG
11.8	10.7	11.3	9.1	7.9	3	KKZX-FM Classic Rock	98.9 100kw	74	3	6	4	1	1	2	8:45	11.1	Capstar	MCG
5.7	6.5	6.3	6.6	7.0	4	KXLY-FM AC	99.9 37kw	72	4	9	10	8	4	1	8:00	6.6	Morgan Murphy	ARP
4.1	6.4	5.6	7.1	5.8	5	KEYF-A/F Oldies	1050/101.1 5kw/100kw	63	5	9	9	5	5	3	7:45	4.8	Capstar	MCG
5.0	4.1	4.9	6.0	5.8	5	KGA-AM News/Talk	1510 50kw	49	11	—	13	11	10	6	9:45	5.9	Citadel	MCG
4.8	5.9	5.6	5.8	5.8	5	KXLY-AM News/Talk	920 5kw	62	6	—	11	12	11	9	7:30	8.1	Morgan Murphy	ARP
5.4	5.0	6.2	6.0	5.5	8	KAEP-FM Adult Alternative	105.7 100kw	62	7	2	2	4	7	12	7:15	4.8	Citadel	MCG
5.3	5.9	6.7	5.0	5.5	6	KISC-FM AC	99.1 94kw	52	9	6	7	5	6	5	8:30	4.3	Capstar	ARP
5.6	4.1	4.0	4.6	5.2	10	KAQQ-AM Nostalgia	590 5kw	37	12	—	—	16	16	9	11:15	4.3	Capstar	ARP

#88 COLUMBIA, SC



12+ POPULATION: 427,200 (Black: 28.5%; Hispanic: N/A)

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FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12+ ACH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING ACH SHARE	OWNER	NATIONAL REP FIRM
16.1	16.2	16.3	15.4	14.9	1	WWDM-FM Urban	101.3 100kw	96	2	1	1	1	1	4	12:30	12.8	Clear Channel	CCRS
10.8	9.0	10.3	10.7	10.5	2	WCOS-FM Country	97.5 100kw	85	3	4	5	2	2	1	10:00	11.5	Capstar	KATZ
4.8	6.0	5.8	4.9	7.2	3	WFMV/WLJI Gospel	95.3/98.3 3kw/6kw	52	9	4	6	5	4	5	11:00	5.8	Glory	D&R
10.2	7.5	7.6	8.5	7.2	3	WNOK-FM CHR/Pop	104.7 100kw	104	1	2	2	3	6	9	5:30	6.8	Capstar	MCG
4.9	4.5	4.8	5.4	6.9	5	WVOC-AM News/Talk	560 5kw	72	4	—	9	9	7	3	7:45	4.4	Capstar	—
6.5	6.9	6.9	6.1	5.8	6	WMFX-FM Classic Rock	102.3 6kw	67	5	6	4	3	3	7	7:00	9.5	Clear Channel	CCRS
4.6	5.5	6.2	5.4	5.3	7	WOMG-FM Oldies	103.1 6kw	60	7	6	11	7	4	2	7:15	4.2	Bloomington	CHR
6.6	7.9	7.1	6.4	5.3	7	WTCB-FM AC	106.7 100kw	63	6	—	8	7	8	5	6:45	5.5	Bloomington	CHR
4.0	5.0	6.1	4.6	4.9	9	WARQ-FM Alternative	93.5 2.8kw	58	8	3	3	6	10	14	6:45	4.4	Clear Channel	CCRS
5.7	5.1	4.1	5.6	4.7	10	WSCQ-FM Nostalgia	100.1 5.9kw	41	11	—	14	12	12	9	9:00	7.0	Capstar	MCG

#89 WICHITA



12+ POPULATION: 426,800 (Black: N/A; Hispanic: N/A)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12+ ACH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING ACH SHARE	OWNER	NATIONAL REP FIRM
6.8	8.6	8.3	7.1	8.6	1	KFDI-FM Country	101.3 100kw	76	3	—	11	11	7	3	9:15	10.4	Journal Br.	ARP
8.4	10.3	8.8	8.4	8.1	2	KZSN-FM Country	102.1 100kw	78	2	4	3	1	1	1	8:30	8.3	Capstar	KATZ
8.1	7.9	10.0	8.9	7.7	3	KKRD-FM CHR/Pop	107.3 100kw	96	1	1	2	3	5	12	6:30	7.6	Capstar	D&R
6.2	4.6	5.5	7.2	6.6	4	KRBB-FM AC	97.9 100kw	67	4	3	1	2	7	17	8:00	6.1	Journal Br.	ARP
6.8	9.3	7.6	6.8	5.8	5	KICT-FM ¹ Rock	95.1 100kw	65	6	7	9	4	2	4	7:15	6.3	Capstar	CHR
4.6	4.3	5.0	5.7	5.2	6	KDGS-FM CHR/Rhythmic	93.9 25kw	51	9	2	6	9	14	14	8:15	4.2	Gary Violet	—
6.1	4.3	4.7	5.6	5.2	6	KEYN-FM Oldies	103.7 100kw	52	8	7	13	9	4	2	8:00	5.0	Capstar	EAST
3.3	3.8	6.4	5.7	5.2	8	KFDI-AM Country	1070 10(1)kw	35	14	—	17	16	16	9	12:15	6.1	Journal Br.	ARP
3.8	3.6	3.9	4.4	5.1	9	KLLS-FM Oldies	104.5 45kw	59	7	7	7	5	3	6	7:00	4.8	Journal Br.	—
8.4	7.8	7.4	6.3	4.9	10	KRZZ-FM Rock	96.3 50kw	65	5	4	4	6	6	10	6:00	6.9	Capstar	D&R

¹ Was Alternative until August.

12+ POPULATION: 422,700 (Black: N/A; Hispanic: N/A)

FALL '97	WINTER '98	SPRING '98	SUMMER '98	FALL '98	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
13.3	14.2	12.5	11.7	11.0	1	WHO-AM News/Talk	1040 50kw	102	1	7	13	9	7	2	8:30	14.2	Jacor	CHR
9.2	6.2	8.0	6.2	8.9	2	KJFY-FM Country	92.5 41kw	74	3	5	4	1	1	3	9:30	10.2	Barnstable	D&R
6.4	7.4	7.5	7.0	7.3	3	KIOA-FM Oldies	93.3 100kw	72	4	—	11	7	2	1	8:00	6.6	Saga	KATZ
4.8	5.1	4.9	5.7	7.0	4	KRQK-FM Classic Rock	98.3 50kw	67	6	7	3	2	2	5	8:00	9.5	Barnstable	D&R
8.2	8.6	8.2	8.7	7.0	4	KSTZ-FM Hot AC	102.5 100kw	95	2	4	2	3	5	6	5:45	6.2	Saga	KATZ
8.9	5.7	6.7	6.9	6.2	6	KHKI-FM Country	97.3 115kw	57	8	5	6	8	8	7	8:30	5.8	Capstar	EAST
7.5	7.9	7.7	7.2	6.0	7	KAZR-FM Rock	103.3 100kw	70	5	1	1	5	10	12	6:45	6.1	Saga	KATZ
3.9	6.9	4.5	5.5	5.9	8	KMXD-FM ¹ Hot AC	100.3 100kw	56	10	7	7	5	4	4	8:15	5.8	Jacor	CHR
4.9	4.8	7.1	4.7	5.4	9	KGGO-FM Rock	94.9 100kw	56	9	7	5	4	6	8	7:30	5.1	Capstar	EAST
3.4	3.3	3.4	4.0	4.9	10	KRNT-AM Nostalgia	1350 5kw	45	12	—	16	17	16	11	8:30	5.8	Saga	KATZ

¹ Was KLYF-FM until August.

12+ POPULATION: 405,200 (Black: 10.0 %; Hispanic: N/A)

FALL '97	SPRING '98	FALL '98	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
7.8	6.0	7.2	1	WGNE-FM Country	98.1 100kw	62	2	4	5	4	2	3	8:15	7.3	Clear Channel	D&R
7.9	9.1	6.8	2	WMGF-FM AC	107.7 100kw	62	3	—	13	10	7	2	7:45	7.0	Clear Channel	CCRS
7.6	5.8	6.3	3	WOCL-FM Oldies	105.9 100kw	69	1	5	15	9	1	1	6:30	5.2	Capstar	EAST
4.1	6.5	5.2	4	WJHM-FM Urban	101.9 28kw	45	4	1	2	5	16	22	8:15	4.5	Chancellor Media	SEN
2.8	3.8	4.7	5	WJRR-FM Rock	101.1 100kw	33	13	5	1	1	3	13	10:30	4.1	Clear Channel	CCRS
3.8	4.1	4.5	6	WCFB-FM Urban AC	94.5 100kw	23	19	5	4	2	5	7	14:15	5.3	Cox	KATZ
3.0	4.6	4.5	6	WROD-AM Nostalgia	1340 1kw	38	7	—	18	22	22	22	8:30	3.6	Gore-Overgaard	—
5.1	4.0	4.2	8	WHOG-FM Classic Hits	95.7 25kw	34	12	—	6	3	3	4	9:00	4.2	Black Crow Br.	ARP
2.1	3.5	4.0	9	WNDB-AM News/Talk	1150 1kw	30	15	—	—	20	16	9	9:15	2.4	Black Crow Br.	ARP
2.8	3.6	3.8	10	WHTQ-FM Classic Rock	96.5 100kw	36	8	—	7	5	6	5	7:30	5.3	Cox	CHR

#96 LAKELAND-WINTER HAVEN



12+ POPULATION: 392,400 (Black: 14.2%; Hispanic: N/A)

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FALL '97	SPRING '98	FALL '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
14.1	15.6	16.5	1	WPCV-FM Country	97.5 100kw	113	1	3	2	1	1	1	10:45	15.3	Hall	D&R
8.3	5.9	7.2	2	WDUV-FM B/EZ	103.5 100kw	46	3	—	—	24	24	3	11:15	6.1	Jacor	EAST
8.2	7.0	7.2	2	WFLZ-FM CHR/Pop	93.3 100kw	80	2	1	1	2	3	4	6:30	13.6	Jacor	EAST
1.2	2.5	5.6	4	WFJO-FM ¹ Oldies	101.5 100kw	41	4	9	4	3	2	2	10:15	4.5	Clear Channel	CCRS
2.3	3.0	4.1	5	WXTB-FM Rock	97.9 100kw	26	8	6	3	4	8	15	11:15	4.6	Jacor	EAST
4.5	2.9	3.1	6	WWRM-FM AC	94.9 100kw	34	6	9	9	5	4	6	6:45	3.1	Cox	CHR
3.3	2.7	2.9	7	WJHM-FM Urban	101.9 28kw	32	7	2	5	6	16	21	6:45	1.2	Chancellor Media	SEN
0.5	0.9	2.9	8	WWAB-AM Urban	1330 1kw	16	20	—	14	6	8	4	11:15	4.5	WWAB, Inc.	—
2.0	2.2	2.6	9	WAKS-FM Hot AC	100.7 100kw	23	10	6	12	6	5	10	8:15	2.8	Jacor	EAST
3.0	3.9	2.4	10	WSJT-FM NAC/SJ	94.1 100kw	25	9	—	19	16	12	7	6:45	1.1	Clear Channel	CCRS

¹ Was WILV-FM (AC) until August 28.

#97 LAFAYETTE, LA



12+ POPULATION: 390,300 (Black: 27.2%; Hispanic: N/A)

FALL '97	SPRING '98	FALL '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
10.3	9.3	10.5	1	KXKC-FM Country	99.1 100kw	83	2	6	2	2	1	2	10:30	11.8	Donald Bonin	APR
8.9	8.2	8.9	2	KRRQ-FM Urban	95.5 50kw	71	4	1	1	1	3	8	10:45	9.3	Citadel	—
7.6	6.9	8.5	3	KMDL-FM Country	97.3 38kw	77	3	4	5	4	2	1	9:15	8.6	Com. Corp.	KATZ
8.7	7.7	7.0	4	KSMB-FM CHR/Pop	94.5 100kw	93	1	2	3	3	7	8	6:15	6.5	Media Properties	ARP
5.1	4.0	6.4	5	KJCB/KFMV Urban	770/105.5 1(.5)kw/3kw	37	9	10	8	5	3	3	14:15	5.5	R&M Br.	K&P
5.9	7.4	4.3	6	KTDY-FM AC	99.9 100kw	60	5	6	7	7	5	6	6:00	4.8	Com. Corp.	KATZ
2.8	3.7	3.9	7	KRXZ-FM ¹ Classic Rock	107.9 100kw	30	11	10	5	6	6	12	10:30	4.1	Com. Corp.	KATZ
4.1	3.8	3.7	8	KFTE-FM Alternative	96.5 22.5kw	40	7	3	4	9	18	30	8:00	3.1	Com. Corp.	KATZ
3.5	3.1	3.7	8	KNEK-FM Urban	104.7 25kw	38	8	6	9	8	8	5	8:15	2.5	Citadel	MCG
2.7	1.8	3.1	10	KFXZ-FM Urban	106.3 2.6kw	20	19	—	11	11	10	6	12:45	2.8	Citadel	MCG

¹ Was KPFL-FM (News/Talk) until July.

GAINESVILLE-OCALA #98

12+ POPULATION: 389,700 (Black: 16.9%; Hispanic: N/A)

FALL '97	SPRING '98	FALL '98	METRO RANK 12+ ADI	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
10.1	11.2	9.2	1	WOGK-FM Country	93.7 100kw	58	2	5	3	1	1	1	10:30	9.3	Dix Com.	KATZ
7.0	7.6	6.9	2	WKTK-FM AC	98.5 100kw	58	3	9	4	3	3	2	8:00	8.7	Entercom	—
5.2	5.9	6.2	3	WNDD/WNDT Rock	95.5/92.5 6kw/3.2kw	44	6	7	7	1	2	3	9:15	5.3	Dix Com.	KATZ
6.7	5.9	6.0	4	WRUF-FM Rock	103.7 100kw	72	1	5	1	3	6	8	5:30	5.0	Uni. of Florida	—
5.6	5.2	6.0	4	WTMG-FM Urban	101.3 3.5kw	49	4	2	2	5	4	6	8:15	6.4	Conn. Br. Media	—
4.7	4.3	5.6	6	WMFQ-FM AC	92.9 50kw	35	9	—	7	6	5	4	10:30	5.3	Asterisk	—
4.1	3.3	4.9	7	WJHM-FM Urban	101.9 28kw	44	7	1	6	8	8	13	7:15	4.8	Chancellor Media	SEN
6.7	3.9	4.9	7	WTRS-FM Country	102.3 50kw	38	8	9	9	8	7	4	8:30	5.3	Asterisk	—
3.8	4.6	4.3	9	WYKS-FM CHR/Pop	105.3 3kw	45	5	3	4	7	8	10	6:15	4.6	Gillen Br.	—
2.3	2.6	3.4	10	WRZN-AM Nostalgia	720 10kw	16	18	—	—	—	—	27	13:45	3.3	M&M Sys.	—

MORRISTOWN #99

12+ POPULATION: 389,200 (Black: N/A Hispanic: N/A)

FALL '97	SPRING '98	FALL '98	METRO RANK 12+ ADI	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
7.4	9.9	10.1	1	WLTW-FM AC	106.7 64w	92	1	3	3	1	1	1	7:15	7.4	Chancellor Media	KATZ
5.5	7.6	7.1	2	WHTZ-FM CHR/Pop	100.3 64w	88	2	1	2	2	6	10	5:15	7.0	Chancellor Media	CHR
7.9	7.4	6.3	3	WPLJ-FM Hot AC	95.5 67kw	85	3	3	5	4	2	3	4:45	7.8	ABC Inc.	ABC
5.6	6.1	5.7	4	WCBS-FM Oldies	101.1 68kw	49	7	—	8	6	3	2	7:30	4.7	Infotv	CBS
8.2	7.4	5.7	5	WXRK-FM Alternative	92.3 64w	70	4	3	1	2	5	10	5:15	10.0	Infotv	IRS
6.8	6.3	4.6	6	WABC-AM Talk	770 50kw	46	9	—	8	11	9	7	6:30	4.4	ABC Inc.	ABC
4.0	4.0	4.6	6	WDHA-FM Rock	105.5 14w	46	6	6	4	5	4	5	6:15	9.2	Mr. New Jersey Br.	KATZ
4.8	6.5	4.0	8	WOR-AM Talk	710 50kw	36	14	—	16	19	16	7	7:15	6.1	Buckley	MOG
2.9	4.0	3.6	9	WMTR-AM News/Talk	1250 50kw	20	17	—	—	24	18	7	6:15	3.8	Mr. New Jersey Br.	KATZ
2.1	2.1	3.0	10	WCBS-AM News	680 50kw	45	10	—	16	14	12	4	4:30	5.1	Infotv	CBS

#100 FT. WAYNE



12+ POPULATION: 388,800 (Black: N/A; Hispanic: N/A)

Complete Market Index, Page 8

FALL '97	SPRING '98	FALL '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
10.8	10.5	13.4	1	WQHK-FM Country	105.1 13.5kw	91	1	3	1	1	1	1	10:30	11.6	Federated Media	CHR
9.2	7.9	9.0	2	WAJI-FM AC	95.1 39kw	71	4	5	4	2	2	2	9:00	9.4	Sarkes Tarzian	KATZ
6.6	7.6	8.3	3	WOWO-AM ¹ Full Service	1190 50kw	75	2	—	9	8	7	4	8:00	9.1	Federated Media	KATZ
5.4	7.8	6.8	4	WLDE-FM Oldies	101.7 3kw	66	6	6	12	6	4	3	7:30	6.3	Sarkes Tarzian	KATZ
6.3	6.4	6.6	5	WBYS-FM Rock	98.9 50kw	56	7	6	2	3	5	9	8:30	5.9	Federated Media	EAST
6.9	5.6	6.4	6	WFVI-FM Classic Hits	92.3 2.7kw	68	5	6	6	4	3	5	6:45	12.3	Federated Media	EAST
7.8	6.9	6.4	6	WMEE-FM CHR/Pop	97.3 26kw	74	3	3	3	5	6	6	6:15	6.0	Federated Media	CHR
3.4	5.1	6.3	8	WSHI-FM Hot AC	106.3 1.95kw	41	10	—	15	14	13	8	11:00	5.3	Shine Br.	—
4.6	3.9	5.0	9	WEJE-FM Alternative	96.3 6.7kw	48	9	1	4	7	9	11	7:30	3.5	Kovas Com.	MCG
5.8	4.9	4.9	10	WBTU-FM Country	93.3 50kw	50	8	6	8	8	8	6	6:45	4.5	62nd Br. Street	KATZ

¹ Morning show simulcasts over WHWD-AM (Sports), morning drive figure is from that combo.

#100 NEW HAVEN



12+ POPULATION: 388,800 (Black: 12.6%; Hispanic: N/A)

FALL '97	SPRING '98	FALL '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	CUME PERSONS (in thousands)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	WEEKLY TIME SPENT LISTENING	MORNING AOH SHARE	OWNER	NATIONAL REP FIRM
5.4	8.0	7.8	1	WPLR-FM Rock	99.1 14kw	50	5	5	1	1	1	2	11:00	8.1	Capstar	EAST
5.3	6.3	6.9	2	WYBC-FM ¹ Urban AC	94.3 1.7kw	49	6	5	4	2	2	1	10:15	8.4	Yale Br.	D&R
6.9	8.5	6.0	3	WKCI-FM CHR/Pop	101.3 10kw	73	1	3	2	3	3	8	6:00	5.6	Clear Channel	MCG
5.4	5.4	5.9	4	WWYZ-FM Country	92.5 17kw	45	8	—	8	7	4	2	9:30	4.7	Capstar	SEN
4.3	5.1	5.2	5	WKSS-FM CHR/Pop	95.7 16.5kw	63	2	1	3	4	9	10	6:00	4.5	Capstar	CHR
4.0	4.1	4.8	6	WFAN-AM Sports	660 50kw	51	4	—	10	5	4	2	7:00	8.0	Infinity	IRS
6.4	4.1	4.3	7	WEZN-FM AC	99.9 27.5kw	55	3	—	6	5	8	6	5:45	4.1	Cox	KATZ
5.4	3.9	4.1	8	WELI-AM News/Talk	960 5kw	45	7	—	—	14	13	8	6:30	5.3	Clear Channel	MCG
4.9	4.2	3.8	9	WDRG-FM Oldies	102.9 19.5kw	43	9	—	13	7	7	5	6:30	3.0	Buckley	MCG
4.3	4.7	3.6	10	WEBS-FM AC	107.9 50kw	40	12	5	10	7	6	6	6:30	3.3	Win Com.	CHR

¹ Operates under a Joint Sales Agreement with WPLR-FM.

#102

Chattanooga, TN

	Su '98	Fa '98
WUSY-FM (Country)	17.6	18.8
WSKZ-FM (Rock)	7.7	8.2
WDEF-FM (AC)	8.2	7.7
WJTT-FM (Urban)	8.7	7.7
WDOD-FM (Adult Alt)	8.1	6.6
WGOW-FM (News/Talk)	4.0	4.9
WKXJ-FM (CHR/Pop)*	6.7	4.5
WOGT-FM (Oldies)	4.4	3.8
WDOD-AM (Nostalgia)	3.4	3.7
WLMX-FM (AC)	3.2	3.7

* Was CHR/Rhythmic until late September.

#103

York, PA

	Su '98	Fa '98
WARM-FM (AC)	10.4	10.4
WGTY-FM (Country)	7.7	8.5
WYCR-FM (CHR/Pop)	7.2	8.4
WSOX-FM (Oldies)*	2.6	7.7
WRKZ-FM (Country)	5.5	6.2
WQXA-FM (Rock)	7.4	5.5
WSBA-AM (News/Talk)	4.2	4.3
WROZ-FM (AC)	5.1	3.8
WTPA-FM (Rock)	3.0	3.2
WWMD-FM (B/EZ)	2.6	3.2

* Was WTHM-FM until August.

#104

Charleston, SC

	Su '98	Fa '98
WWWZ-FM (Urban)	12.9	11.0
WEZL-FM (Country)	8.7	8.5
WXLY-FM (Oldies)	5.8	7.1
WSSX-FM (CHR/Pop)	6.5	6.4
WNKT-FM (Country)	2.8	5.6
WAVF-FM (Alternative)	5.7	5.4
WALC-FM (Hot AC)*	5.4	4.8
WSUY-FM (AC)	3.9	4.2
WRFQ-FM (Cl. Hits)	4.3	3.9
WTMA-AM (News/Talk)	5.8	3.9
WYBB-FM (Rock)	2.7	3.9

* Was WLLC-FM until November.

#105

Roanoke, VA

	Sp '98	Fa '98
WYYD-FM (Country)	11.0	11.0
WSLQ-FM (AC)	8.6	9.9
WROV-FM (Rock)	8.2	9.8
WLYK/WXLK (CHR/Pop)	6.9	6.9
WLDJ/WRDJ (Oldies)	6.4	6.4
WJJS/WJJX (CHR/Pop)	7.6	5.9
WFIR-AM (News/Talk)	4.0	4.2
WJLM-FM (Country)	4.4	4.0
WLQE/WLVA (Nostalgia)	6.8	3.7
WPVR-FM (Cl. Rock)	5.2	3.4

#106

Oxnard, CA

	Sp '98	Fa '98
KHAY-FM (Country)	6.1	7.1
KXLM-FM (Reg. Mex.)	3.4	6.3
KCAQ-FM (CHR/Rhy)	6.4	6.1
KKZZ-AM (Nostalgia)	3.2	4.8
KRTH-FM (Oldies)	3.9	4.7
KBBY-FM (Hot AC)	4.4	4.3
KMLA-FM (Reg. Mex.)	3.2	4.0
KLOS-FM (Rock)	3.0	3.5
KOCP-FM (Cl. Rock)	3.0	3.4
KRUZ-FM (Hot AC)	2.0	3.2

#107

Lexington, KY

	Sp '98	Fa '98
WVLK-FM (Country)	13.3	10.4
WLKT-FM (CHR/Pop)	11.2	10.0
WVLK-AM (News/Talk)	6.2	8.9
WMXL-FM (Hot AC)	8.1	8.5
WBUL-FM (Country)	8.1	8.3
WKQQ-FM (Rock)	8.1	7.0
WGKS-FM (AC)	4.6	4.9
WLRO-FM (Cl. Hits)	5.0	4.5
WXZZ-FM (Alternative)	3.9	3.8
WLAP-AM (News)	3.3	3.4

#108

Bridgeport, CT

	Sp '98	Fa '98
WEBE-FM (AC)	10.4	13.3
WICC-AM (Full Serv)	11.6	11.0
WEZN-FM (AC)	12.2	10.4
WFAN-AM (Sports)	4.4	5.1
WPRL-FM (Rock)	2.6	4.7
WQHT-FM (CHR/Rhy)	4.8	4.3
WKCI-FM (CHR/Pop)	4.5	4.0
WCBS-AM (News)	2.6	2.9
WSKQ-FM (Tropical)	3.2	2.5
WOR-AM (Talk)	1.5	2.0
WRKS-FM (Urban AC)	2.3	2.0
WWYZ-FM (Country)	2.9	2.0
WXRK-FM (Alternative)	1.7	2.0

#109

Visalia, CA

	Sp '98	Fa '98
KSOF-FM (AC)	7.1	7.1
KJUG-FM (Country)	5.6	5.9
KFRR-FM (Alternative)	5.2	5.5
KMJ-AM (News/Talk)	5.1	5.5
KBOS-FM (CHR/Rhy)	7.8	5.0
KSEQ-FM (CHR/Rhy)	5.4	4.6
KFSO-FM (Oldies)	5.6	4.3
KSKS-FM (Country)	3.7	4.3
KOOO-FM (Reg. Mex.)	5.1	4.1
KIOO-FM (Cl. Rock)	3.6	3.7

#110

Augusta, GA

	Sp '98	Fa '98
WFXA/WAEJ (Urban)	12.1	14.7
WBBO-A/F (AC)	9.3	7.9
WKXC-FM (Country)	8.8	6.8
WZNY-FM (CHR/Pop)	7.2	6.6
WGAC-AM (Talk)	5.1	5.4
WSLT-FM (AC)	4.4	5.2
WGUS/WEKL (Cl. Rock)	4.6	5.0
WUUS-FM (Country)	3.6	4.7
WIIZ-FM (Urban)	2.9	3.9
WRXR-FM (Alternative)	4.1	3.9

#111

Lancaster, PA

	Sp '98	Fa '98
WIOV-FM (Country)	8.2	9.0
WLAN-FM (CHR/Pop)	10.3	8.7
WSOX-FM (Country)*	—	8.3
WARM-FM (AC)	5.5	6.8
WQXA-FM (Rock)	6.4	6.2
WROZ-FM (AC)	7.8	6.0
WDAC-FM (Religious)	5.7	5.8
WRKZ-FM (Country)	4.6	4.2
WRVV-FM (Rock AC)	3.7	3.5
WEGK-FM (Cl. Rock)	3.9	3.3
WHP-AM (Talk)	5.3	3.3

#112

Worcester, MA

	Sp '98	Fa '98
WSRS-FM (AC)	14.0	15.8
WXLO-FM (Hot AC)	9.0	8.5
WAAF-FM (Rock)	9.0	7.2
WTAG-AM (News/Talk)	8.8	6.9
WJMN-FM (CHR/Rhy)	5.2	5.9
WCRB-FM (Classical)	4.1	4.3
WKLB-FM (Country)	3.4	3.7
WQVR-FM (Country)*	2.0	3.5
WZLX-FM (Cl. Rock)	3.6	3.5
WBMX-FM (Hot AC)	3.3	3.4

* Switched to Classic Rock on February 16

#113

Santa Rosa, CA

	Sp '98	Fa '98
KZST-FM (AC)	6.5	7.8
KGO-AM (News/Talk)	6.7	7.1
KCBS-AM (News)	3.4	4.8
KRPQ-FM (Country)	3.1	4.8
KJZY-FM (NAC/SJ)	2.7	4.3
KXFX-FM (Rock)	6.9	4.3
KMGF-FM (Oldies)	3.1	4.2
KSRO-AM (News/Talk)	2.2	4.0
KMHX-FM (Hot AC)	3.1	3.6
KABL-AM (Nostalgia)	5.8	3.3

The Audio Wizard™ —
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#114

Lansing, MI

	Su '98	Fa '98
WITL-FM (Country)	10.8	11.3
WFMK-FM (AC)	11.0	11.1
WMMQ-FM (Cl. Rock)	7.8	9.4
WJIM-FM (Oldies)	7.5	8.9
WJXQ-FM (Rock)	5.7	6.5
WHZZ-FM (CHR/Pop)	7.7	6.2
WWDX-FM (Alternative)	4.3	5.6
WQHH-FM (Urban)	4.7	4.2
WJIM-AM (News/Talk)	3.5	3.1
WXIK-FM (Country)	3.1	2.9

#115

Huntsville, AL

	Su '98	Fa '98
WDRM-FM (Country)	17.5	17.1
WZYP-FM (CHR/Pop)	10.6	10.8
WTAK-FM (Cl. Rock)	8.2	9.1
WAHR-FM (AC)	10.4	7.2
WRSA-FM (B/EZ)	7.1	6.5
WWXQ/WXQW (Hot AC)	6.8	5.5
WEUP-FM (Urban)	2.7	3.6
WVNN-AM (News/Talk)	3.5	3.6
WEUP-AM (Urban)	2.2	3.4
WDJL-AM (Nostalgia)	1.3	2.5

#116

Flint, MI

	Sp '98	Fa '98
WDZZ-FM (Urban)	10.8	12.2
WWCK-FM (CHR/Pop)	11.2	11.0
WCRZ-FM (AC)	8.3	8.8
WFBE-FM (Country)	8.3	7.1
WHNN-FM (Oldies)	5.5	5.4
WKCQ-FM (Country)	5.0	4.1
WWBN-FM (Rock)	4.1	3.9
WJR-AM (Talk)	3.9	3.6
WOWE-FM (Urban AC)	3.9	3.2
WIOG-FM (AC)	1.8	3.0

#117

Portsmouth, NH

	Sp '98	Fa '98
WOKQ-FM (Country)	8.2	11.5
WERZ-FM (CHR/Pop)	9.9	7.7
WHEB-FM (Rock)	8.2	7.7
WBZ-AM (News)	3.0	5.1
WXBB/WXBP (Cl. Rock)	3.4	4.8
WBCN-FM (Alternative)	3.8	4.3
WZID-FM (AC)	5.0	3.9
WRKO-AM (News/Talk)	3.4	3.8
WHOM-FM (AC)	3.0	3.6
WJMN-FM (CHR/Rhy)	2.5	3.6

#118

Ft. Pierce, FL

	Sp '98	Fa '98
WOSN-FM (Nostalgia)	9.2	12.7
WLDI-FM (CHR/Pop)*	4.8	6.5
WFLM-FM (Urban)	4.1	5.7
WKGR-FM (Cl. Rock)	4.8	5.5
WQOL-FM (Oldies)	4.3	5.1
WZZR-FM (Rock)	4.8	4.6
WJBW-FM (Nostalgia)	2.7	4.5
WPAW-FM (Country)	2.7	4.1
WGYL-FM (AC)	5.8	3.8
WOLL-FM (Oldies)**	.5	3.4

* Was WXFG-FM (Country) until August
 ** Was WTPX-FM (Nostalgia) until October

#119

Jackson, MS

	Su '98	Fa '98
WJMI-FM (Urban)	14.4	14.1
WMSI-FM (Country)	7.1	9.3
WYOY-FM (CHR/Pop)	7.9	8.5
WKXI-FM (Urban/O)	9.9	6.3
WSTZ-FM (Rock)	4.7	5.6
WJKK-FM (AC)	2.6	4.8
WQJQ-FM (Urban/O)*	.6	4.6
WJNT-AM (News/Talk)	6.2	3.7
WVIV-FM (Nostalgia)	2.6	3.7
WOAD-FM (Gospel)	4.7	3.5

* Was WBKJ-FM (Country) until October 1

#120

Madison, WI

	Su '98	Fa '98
WZEE-FM (CHR/Pop)	12.1	11.0
WMGN-FM (AC)	8.2	7.6
WIBA-AM (News/Talk)	6.6	7.0
WOLX-FM (Oldies)	7.6	6.2
WWQM-FM (Country)	5.7	6.2
WJJO-FM (Rock)	8.6	6.0
WMAD-FM (Alternative)	4.1	4.6
WMMM-FM (Adult Alt)	4.1	4.6
WTDA/WDY (News/Talk)	3.3	4.2
WTSO-AM (Nostalgia)	3.3	4.0

#121

Pensacola, FL

	Sp '98	Fa '98
WXBM-FM (Country)	16.0	11.9
WBLX-FM (Urban)	12.8	9.7
WABB-FM (CHR/Pop)	6.1	8.7
WMEZ-FM (AC)	8.7	8.2
WTKX-FM (Rock)	5.5	8.2
WCOA-FM (News/Talk)	6.3	7.0
WWRO-FM (Oldies)	5.3	5.0
WDWG-FM (Country)	2.0	4.4
WYCL-FM (Oldies)	6.3	4.2
WRNE-AM (Urban/O)	3.4	3.4

#122

Modesto, CA

	Sp '98	Fa '98
KATM-FM (Country)	14.7	12.7
KOJK/KHKK (Cl. Hits)	7.0	8.2
KHOP-FM (Rock)	6.2	7.1
KOSO-FM (Hot AC)	7.7	6.3
KWNN-FM (CHR/Pop)	5.4	5.6
KJSN-FM (AC)	7.0	5.4
KVIN-AM (Nostalgia)	2.5	3.5
KTDO-FM (Spanish AC)	1.0	3.4
KMIX-FM (Reg. Mex.)	5.0	3.2
KHTN-FM (CHR/Pop)	4.1	3.0

#123

Canton, OH

	Sp '98	Fa '98
WHBC-AM (News/Talk)	10.3	11.1
WHBC-FM (AC)	10.3	10.9
WQXK-FM (Country)	9.2	8.6
WRQK-FM (Rock)	5.1	6.6
WZKL-FM (Oldies)	5.6	5.9
WONE-FM (Rock)	4.3	5.3
WHOT-FM (CHR/Pop)	2.4	3.1
WNCX-FM (Cl. Rock)	2.9	3.1
WQMX-FM (Country)	5.2	3.1
WMMS-FM (Rock)	1.3	2.5

#124

Saginaw, MI

	Su '98	Fa '98
WKCQ-FM (Country)	11.1	12.7
WHNN-FM (Oldies)	9.2	9.3
WSGW-AM (News/Talk)	8.2	8.8
WKQZ-FM (Rock)	9.0	8.2
WIOG-FM (Hot AC)	7.9	7.7
WTCF-FM (CHR/Pop)	8.0	7.1
WGER-FM (AC)	5.0	6.2
WTLZ-FM (Urban)	5.0	4.9
WCEN-FM (Country)	4.2	4.7
WSAM-AM (Nostalgia)	3.8	4.3

#125

Fayetteville, NC

	Sp '98	Fa '98
WKML-FM (Country)	11.9	16.1
WZFX-FM (Urban)	15.8	16.1
WFLB-FM (Oldies)	7.6	7.2
WQSM-FM (Hot AC)	7.4	6.6
WRCQ-FM (Rock)	5.1	5.1
WFNC-A/F (News/Talk)	4.9	4.3
WUKS-FM (Urban)	4.3	4.0
WKQB-FM (Cl. Rock)	5.3	3.6
WFMO/WIDU (Gospel)	4.6	2.8
WRAL-FM (Hot AC)	2.1	2.8
WSTS-FM (Gospel)	2.3	2.8

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#126

Boise, ID

	Sp '98	Fa '98
KLTB-FM (Oldies)	8.6	8.2
KQFC-FM (Country)	6.4	8.0
KXLT-FM (AC)	6.9	8.0
KZMG-FM (CHR/Pop)	8.4	8.0
KIDO-AM (News/Talk)	6.6	7.3
KIZN-FM (Country)	6.0	5.8
KJOT-FM (Rock)	2.4	4.5
KBOI-AM (Full Service)	5.3	4.3
KARD-FM (Classic Rock)	4.9	3.9
KGEM-AM (Nostalgia)	4.9	3.9
KKGL-FM (Cl. Rock)	2.7	3.9

#127

Reno, NV

	Sp '98	Fa '98
KBUL-FM (Country)	11.2	10.4
KKOH-AM (News/Talk)	7.9	9.2
KWNZ-FM (CHR/Pop)	6.7	8.6
KDOT-FM (Rock)	5.8	8.4
KOZZ-FM (Cl. Rock)	5.8	7.6
KRNO-FM (AC)	6.7	6.0
KLCA-FM (Hot AC)	4.6	5.6
KNEV-FM (Hot AC)	5.8	4.4
KRZQ-FM (Alternative)	6.0	4.2
KODS-FM (Oldies)	6.5	4.0

#128

Corpus Christi, TX

	Sp '98	Fa '98
KRYS-FM (Country)	8.4	7.9
KZFM-FM (CHR/Rhy)	8.8	7.5
KSAB-FM (Tejano)	5.6	6.7
KKPN-FM (Hot AC)	—	6.2
KEYS-AM (News/Talk)	3.2	6.0
KLHB-FM (Tejano)	8.6	5.8
KKBA-FM (AC)	4.8	5.6
KNCN-FM (Rock)	6.0	5.6
KCCG-FM (Oldies)	4.0	4.7
KRAD-FM (Alternative)*	3.8	4.3

* Was Rock until August

#129

Shreveport, LA

	Su '98	Fa '98
KMJJ-FM (Urban)	15.8	11.6
KDKS-FM (Urban)	11.9	10.6
KVKI-FM (AC)	5.6	8.2
KRMD-FM (Country)	13.3	7.6
KRUF-FM (CHR/Pop)	9.8	7.4
KEEL-AM (Talk)	5.3	7.2
KOKA-AM (Urban)	5.3	7.0
KSYR-FM (Hot AC)	3.7	5.3
KTUX-FM (Rock)	2.3	4.7
KLKL-FM (Oldies)	2.8	3.8

#130

Beaumont, TX

	Sp '98	Fa '98
KTCX-FM (Urban)	6.7	13.9
KAYD-A/F (Country)	10.4	11.2
KYKR-FM (Country)	14.4	9.5
KLVI-AM (News/Talk)	6.5	8.8
KIOC-FM (Alternative)	9.0	7.6
KKMY-FM (Hot AC)	6.7	6.1
KQXY-FM (CHR/Pop)	11.4	6.1
KALO-AM (Urban/O)	2.8	4.6
KBXX-FM (CHR/Rhy)	4.9	3.7
KTFA-FM (Religious)	2.3	3.2

#131

Reading, PA

	Sp '98	Fa '98
WRFY-FM (CHR/Pop)	12.9	12.7
WEEU-AM (News/Talk)	9.2	8.9
WYSP-FM (Rock)	6.3	7.2
WIOV-FM (Country)	5.2	5.5
WOGL-FM (Oldies)	4.2	4.9
WRAW-AM (Nostalgia)	4.4	4.5
WUSL-FM (Urban)	3.1	4.0
WLEV-FM (AC)	4.6	3.6
WRVV-FM (Rock AC)	2.8	3.6
WWDB-FM (Talk)	2.1	3.2

#132

Quad Cities, IA-IL

	Sp '98	Fa '98
WLLR-FM (Country)	14.7	12.3
WHTS-FM (CHR/Pop)	10.9	11.3
KCQQ-FM (Cl. Hits)	11.8	10.3
WOC-AM (News/Talk)	7.0	7.8
KMXG-FM (Hot AC)	5.9	6.6
WXLP-FM (Cl. Rock)	7.4	5.9
KUUL-FM (Oldies)	5.5	5.6
KBDB-FM (Country)	5.9	4.9
WKBF-AM (Nostalgia)	4.6	4.9
KQLI-FM (AC)	3.5	3.9

#133

Ft. Collins, CO

	Sp '98	Fa '98
KRFX-FM (Cl. Rock)	8.3	8.7
KTRR-FM (AC)	5.6	6.4
KOA-AM (Talk)	4.9	6.2
KUAD-FM (Country)	5.1	6.0
KALC-FM (Hot AC)	5.3	3.9
KXKL-FM (Oldies)	4.9	3.7
KPAW-FM (Cl. Hits)	3.1	3.4
KOKS-FM (CHR/Rhy)	3.8	3.4
KHOW-AM (Talk)	2.7	3.2
KBPI-FM (Rock)	4.3	2.8
KGLL-FM (Country)	3.1	2.8
KOSI-FM (AC)	3.8	2.8
KTCL-FM (Alternative)	3.1	2.8
KYGO-FM (Country)	2.7	2.8

#134

Peoria, IL

	Sp '98	Fa '98
WXCL-FM (Country)	8.2	12.5
WPBG-FM (Oldies)	10.1	10.4
WSWT-FM (AC)	9.0	9.9
WGLO-FM (Rock)	5.7	8.3
WMBD-AM (News/Talk)	5.7	7.2
WIXO-FM (Alternative)	6.7	5.9
WFYR-FM (Country)	3.9	4.8
WWCT-FM (Rock)	5.9	4.3
WBGE-FM (Urban)	3.9	3.5
WTAZ-FM (News/Talk)	5.2	3.2

#135

Appleton, WI

	Sp '98	Fa '98
WAPL-FM (Rock)	10.0	17.3
WIXX-FM (CHR/Pop)	13.7	10.0
WNCY-FM (Country)	8.5	7.5
WHBY-AM (News/Talk)	7.1	6.7
WNAM-AM (Nostalgia)	6.4	5.8
WROE-FM (AC)	6.6	5.3
WOZZ-FM (Cl. Rock)	4.5	4.9
WPCK/WPKR (Country)	2.4	4.7
WVBO-FM (Oldies)	4.1	4.2
WKSZ-FM (CHR/Pop)	4.7	2.9

#136

Atlantic City, NJ

	Sp '98	Fa '98
WFPG-FM (AC)	7.9	7.4
WBNJ/WTTH (Urban/AC)	8.8	6.3
WZXL-FM (Rock)	4.8	5.9
WAYV-FM (CHR/Pop)	7.4	5.2
WKOE-FM (Hot AC)*	5.0	4.7
WPUR-FM (Country)**	2.0	4.7
WMID-AM (Nostalgia)	3.1	4.5
WOND-AM (News/Talk)	4.8	4.3
WMGM-FM (Oldies)	3.7	4.1
WTKU-FM (Oldies)	4.2	4.1

* Was Country until June 29

** Was WZZP-FM (Hot AC) until June 29

#137

Biloxi, MS

	Sp '98	Fa '98
WKNN-FM (Country)	15.3	18.5
WJZD-FM (Urban)	3.9	10.2
WZKX-FM (Country)	9.5	7.6
WCPR-FM (Rock)	5.1	6.9
WYOK-FM (Urban)	5.1	5.1
WMJY-FM (AC)	4.1	4.4
WXRG-FM (Cl. Rock)	4.6	3.9
WGCM-FM (Oldies)	6.6	3.5
WLNF-FM (CHR/Pop)	3.9	3.5
WWL-AM (News/Talk)	2.9	3.5

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#138

Stamford, CT

	Sp '98	Fa '98
WCBS-AM (News)	5.2	7.1
WQXR-FM (Classical)	2.8	6.0
WEBE-FM (AC)	7.5	5.7
WHTZ-FM (CHR/Pop)	5.9	5.5
WEZN-FM (AC)	4.9	4.8
WFAN-AM (Sports)	6.1	4.5
WQHT-FM (CHR/Rhy)	3.5	4.5
WXRK-FM (Alternative)	4.4	4.5
WABC-AM (Talk)	4.0	3.8
WKHL-FM (Oldies)	3.7	3.3

#139

Trenton, NJ

	Sp '98	Fa '98
WPST-FM (CHR/Pop)	6.6	6.6
WDAS-FM (Urban AC)	5.3	5.9
WKXW-FM (Talk)	6.0	5.9
WNJO-FM (Oldies)	7.0	5.9
WJJZ-FM (NAC/SJ)	2.3	4.3
WYSP-FM (Rock)	3.8	4.3
WBUD-AM (Oldies)	4.9	4.0
WIMG-AM (Urban)	2.8	4.0
WXTU-FM (Country)	3.6	3.8
WUSL-FM (Urban)	5.7	3.6

#140

Tyler, TX

	Sp '98	Fa '98
KISX-FM (CHR/Pop)	11.0	12.7
KNUE-FM (Country)	11.8	11.6
KOOI-FM (AC)	10.5	9.5
KTBB-AM (News/Talk)	5.1	6.2
KYKX-FM (Country)	6.4	5.9
KZEY-AM (Urban)	4.6	4.9
KKTX-FM (Cl. Rock)	4.8	4.3
KDOK-FM (Nostalgia)	4.3	4.1
KTYL-FM (AC)	5.9	3.5
KFRO-FM (Oldies)	2.7	2.7

#141

Montgomery, AL

	Sp '98	Fa '98
WZHT-FM (Urban)	16.0	13.8
WLWI-FM (Country)	11.7	13.1
WJWZ-FM (CHR/Pop)	9.2	9.0
WBAM-FM (CHR/Pop)	6.9	7.5
WMCZ-FM (Urban AC)	6.6	6.3
WMXS-FM (AC)	4.3	5.3
WQLD-FM (Oldies)	6.9	4.8
WACV-AM (News/Talk)	3.0	4.6
WXFX-FM (Rock)	4.1	4.4
WXVI-AM (Gospel)	3.0	4.4

#141

Newburgh, NY

	Sp '98	Fa '98
WSPK-FM (CHR/Pop)	11.6	12.5
WHUD-FM (AC)	10.7	9.3
WPDH-FM (Cl. Rock)	7.4	7.0
WABC-AM (Talk)	4.7	5.8
WRRV-FM (Alternative)	4.9	5.3
WCZX/WZAD (Oldies)	4.9	4.3
WCBS-FM (Oldies)	2.3	3.3
WGNV-FM (AC)	2.8	3.0
WHTZ-FM (CHR/Pop)	1.2	3.0
WFAN-AM (Sports)	1.9	2.8
WRWD-FM (Country)	3.0	2.8

#143

Huntington, WV

	Sp '98	Fa '98
WKEE-FM (Hot AC)	18.8	19.2
WTQR-FM (Country)	16.9	18.0
WDGG-FM (Country)	7.2	8.4
WAMX-FM (Rock)	6.7	6.7
WKEE-AM (Nostalgia)	4.3	3.5
WKLC-FM (Rock)	4.3	3.2
WBVB-FM (Oldies)	1.9	2.9
WEMM-FM (Religious)	3.2	2.6
WLGC-FM (Country)	3.2	2.6
WRVC-FM (Oldies)	2.9	2.6

#144

Eugene, OR

	Sp '98	Fa '98
KKNU-FM (Country)	12.5	11.6
KDUK-FM (CHR/Pop)	8.8	9.7
KPNW-AM (News/Talk)	6.6	7.7
KUGN-AM (News/Talk)	6.1	7.5
KMGE-FM (AC)	5.8	7.2
KNRQ-A/F (Alternative)	5.6	6.9
KZEL-FM (Cl. Rock)	8.0	6.1
KODZ-FM (Oldies)	6.6	5.8
KEHK-FM (Cl. Hits)	5.3	5.0
KKXO-AM (Nostalgia)	3.4	4.1

#145

Ann Arbor, MI

	Sp '98	Fa '98
WJR-AM (Talk)	9.9	9.3
WNIC-FM (AC)	5.1	7.1
WQKL-FM (Oldies)	3.6	5.3
WRIF-FM (Rock)	5.1	4.3
WKQI-FM (Hot AC)	4.2	4.0
WWWW-FM (Country)	3.0	3.7
WYCD-FM (Country)	3.0	3.7
WJLB-FM (Urban)	4.8	3.4
WAAM-AM (News/Talk)	4.2	2.8
WPLT-FM (Alternative)	3.0	2.8

#146

Springfield, MO

	Sp '98	Fa '98
KTTS-FM (Country)	14.9	14.4
KGBX-FM (AC)	12.1	9.8
KHTO-FM (CHR/Pop)	5.7	7.3
KTOZ-FM (Alternative)*	4.4	5.8
KTXR-FM (B/EZ)	4.4	5.8
KWTO-AM (News/Talk)	4.9	5.5
KGMY-FM (Country)	7.5	5.2
KOSP-FM (Oldies)	4.6	5.2
KKLH-FM (Cl. Hits)	3.9	4.0
KLTO-FM (Country)	3.9	4.0
KZRO-FM (Rock)	3.1	4.0

* Switched to Hot AC in January

#147

Macon, GA

	Sp '98	Fa '98
WDEN-A/F (Country)	12.1	12.5
WIBB-FM (Urban)	13.4	9.9
WPEZ-FM (AC)	9.5	9.9
WALJ/WBNM (Urban AC)	6.8	7.1
WQBZ-FM (Rock)	8.7	6.8
WAYS-FM (Oldies)	6.6	5.7
WMGB-FM (CHR/Pop)	5.5	5.4
WMKS-FM (Country)	1.8	5.4
WRBV-FM (Urban AC)	3.2	4.8
WMAC-FM (News/Talk)*	3.9	4.2

* Was WMWR-AM until July 31

#148

Rockford, IL

	Sp '98	Fa '98
WZOK-FM (CHR/Pop)	11.3	12.9
WXRX-FM (Rock)	13.9	11.3
WRWC-FM (AC)	10.5	9.5
WXXQ-FM (Country)	7.1	8.9
WKMQ-FM (Oldies)	6.0	6.6
WNTA-AM (Talk)	5.8	5.8
WGN-AM (Full Serv)	5.2	5.0
WROK-AM (News/Talk)	5.2	5.0
WQFL-FM (Religious)	2.1	3.2
WJJO-FM (Rock)	2.4	2.4
WSJY-FM (B/EZ)	1.8	2.4

#149

Killeen, TX

	Sp '98	Fa '98
KIIZ-FM (Urban)	13.9	15.6
WACO-FM (Country)	8.0	11.5
KWTX-FM (CHR/Pop)	13.3	10.9
KYUL-FM (Oldies)	8.3	7.9
KLFX-FM (Rock)	6.5	6.5
KQBT-FM (CHR/Rhy)*	3.0	5.9
KOOC-FM (AC)	3.6	4.4
KOOV-FM (Country)	6.5	3.8
KTEM-FM (News/Talk)	4.4	2.9
KJFK-FM (Talk)	3.0	1.8
KRMV-AM (Reg. Mex.)	—	1.8
WBAP-AM (News/Talk)	1.2	1.8

* Was KIKK-FM (Country) until June 5

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#150

Utica, NY

	Sp '98	Fa '98
WRUN/WFRG (Country)	16.2	17.4
WLZW-FM (AC)	11.8	10.6
WOURL-FM (Cl. Rock)	6.9	7.1
WIBX-AM (News/Talk)	6.6	6.9
WSKS-FM (CHR/Pop)	5.6	6.3
WKLL-FM (Alternative)	6.1	5.8
WODZ-A/F (Oldies)	4.2	5.8
WTLB-AM (Nostalgia)	3.7	4.5
WRFM-FM (AC)	1.7	3.7
WRCK-FM (Cl. Rock)	4.4	3.4

#151

Evansville, IN

	Sp '98	Fa '98
WIKY-FM (AC)	20.3	17.5
WKDQ-FM (Country)	12.3	12.6
WSTO-FM (CHR/Pop)	8.8	9.0
WGBF-FM (Rock)	6.6	7.7
WJPS-FM (Oldies)	7.9	6.6
WYNG-FM (Country)	4.9	6.3
WABX-FM (Cl. Rock)	6.0	5.5
WDKS-FM (Hot AC)	4.1	4.4
WSON-AM (Nostalgia)	3.5	3.8
WGBF-AM (News/Talk)	3.6	3.6

#152

Salisbury, MD

	Sp '98	Fa '98
WOCQ-FM (CHR/Rhy)	12.2	12.6
WWFG-FM (Country)	8.8	9.3
WZBH-FM (Rock)	6.5	7.3
WICQ/WXJN (Country)	7.4	7.0
WQHQ-FM (AC)	9.1	6.5
WLBW/WLVW (Oldies)	4.8	5.3
WGMD-FM (News/Talk)	2.5	3.9
WOSC/WSBY (Alternative)	3.7	3.9
WJNE-FM (Hot AC)	2.5	2.2
WOLC-FM (Religious)	4.0	2.2

#153

Savannah, GA

	Sp '98	Fa '98
WEAS-FM (Urban)	12.1	12.9
WSOK-AM (Religious)	10.4	11.3
WLWH-FM (Urban AC)	8.5	9.4
WBMQ-AM (News/Talk)	2.5	6.2
WAEV-FM (Hot AC)	7.1	5.9
WCHY-FM (Country)	4.7	5.7
WJCL-FM (Country)	8.5	5.7
WYKZ-FM (AC)	6.3	4.9
WZAT-FM (CHR/Pop)	3.8	4.9
WIXV-FM (Rock)	3.8	4.0

#154

Palm Springs, CA

	Sp '98	Fa '98
KWXY-A/F (B/EZ)	10.5	12.2
KPSI-FM (CHR/Rhy)	11.0	9.8
KUNA-FM (Reg. Mex.)	6.3	9.3
KEZN-FM (AC)	5.4	6.8
KLOB-FM (Reg. Mex.)	7.2	6.6
KCLB-FM (Rock)	12.9	6.3
KMRJ-FM (Alternative)	—	6.3
KDES-FM (Oldies)	6.3	5.6
KPLM-FM (Country)	8.4	4.6
KKUU-FM (CHR/Rhy)*	6.8	4.4

* Was KCMJ-FM (Cl. Rock) until December 26

#155

Erie, PA

	Sp '98	Fa '98
WRTS-FM (AC)	11.8	14.6
WRKT-FM (Rock)	11.8	12.8
WXKC-FM (AC)	10.7	11.2
WFGO-FM (Oldies)	10.1	10.9
WXTA-FM (Country)	12.7	10.3
WJET-FM (CHR/Pop)	10.1	7.6
WLKK-FM (News/Talk)	4.8	4.6
WRIE-AM (Nostalgia)	4.8	4.6
WFLP-AM (News/Talk)	2.5	2.4
WZPR-FM (Country)	2.0	1.8

#156

Fayetteville, AR

	Sp '98	Fa '98
KKIX-FM (Country)	15.4	21.2
KEZA-FM (AC)	10.5	10.3
KFAY-FM (Country)	4.2	6.7
KJEM-FM (Nostalgia)	9.2	6.7
KMCK-FM (CHR/Pop)	9.2	6.7
KBVA-FM (Misc.)	5.9	5.8
KMXF-FM (Hot AC)	8.8	4.8
KAMO-FM (Oldies)	5.6	4.2
KBRS-FM (Alternative)	2.6	4.2
KDAB-FM (Gospel)	1.6	3.8

#157

Poughkeepsie, NY

	Sp '98	Fa '98
WSPK-FM (CHR/Pop)	9.5	9.1
WBWZ-FM (AC)	3.9	7.6
WPDH-FM (Cl. Rock)	8.4	6.5
WRWD-FM (Country)	8.7	5.3
WCZX/WZAD (Oldies)	4.5	5.0
WRNO-FM (AC)	4.2	4.7
WEOK-AM (Nostalgia)	3.9	3.8
WCBS-AM (News)	2.2	3.5
WFAN-AM (Sports)	2.5	3.5
WRRV-FM (Alternative)	3.6	3.2

#158

Wausau, WI

	Sp '98	Fa '98
WIFC-FM (CHR/Pop)	18.4	17.2
WDEZ-FM (Country)	15.6	15.8
WMZK-FM (Rock)	4.0	5.7
WYTE-FM (Country)	6.3	5.7
WLJY-FM (AC)	4.6	4.9
WGLX-FM (Cl. Rock)	5.2	4.3
WIZD-FM (Oldies)	4.3	4.3
WAXX-FM (Country)	2.9	4.0
WSAU-AM (News/Talk)	2.6	3.7
WSPT-FM (Hot AC)	2.0	3.4

#159

South Bend, IN

	Sp '98	Fa '98
WBYT-FM (Country)	11.5	13.0
WNDV-FM (CHR/Pop)*	11.1	9.6
WSBT-AM (News/Talk)	9.0	9.6
WNSN-FM (AC)	10.5	8.7
WUBU-FM (Urban AC)	6.5	7.7
WRBR-FM (Rock)	9.3	6.8
WHLY/WJVA (Nostalgia)	5.3	6.5
WAOR-FM (Cl. Rock)	5.3	5.9
WZDC-FM (Oldies)	6.8	5.3
WSMK-FM (Urban)	3.4	3.7

* Was WNDU-FM until November

#160

Portland, ME

	Sp '98	Fa '98
WPOR-A/F (Country)	9.5	9.9
WGAN-AM (News/Talk)	7.9	9.3
WGMG-FM (Hot AC)	8.3	8.0
WJBQ-FM (CHR/Pop)	9.2	7.3
WBLM-FM (Rock)	9.8	6.7
WCYI/WCY (Altern)	5.4	6.7
WHOM-FM (AC)	4.4	6.4
WYNZ-FM (Oldies)	6.0	6.1
WLAM-A/F (Nostalgia)	6.7	4.8
WCLZ-FM (Alternative)	3.2	2.6
WRED-FM (CHR/Pop)	1.3	2.6
WZAN-AM (News/Talk)	2.5	2.6

#161

Hagerstown, PA

	Sp '98	Fa '98
WAYZ-FM (Country)	9.8	12.9
WIKZ-FM (Hot AC)	7.2	7.5
WSRT-FM (Cl. Rock)	8.1	7.5
WWMD-FM (B/EZ)	6.6	7.5
WARX-FM (Oldies)	4.6	6.0
WFRE-FM (Country)	5.2	5.0
WQCM-FM (Rock)	4.0	4.1
WHAG-AM (News/Talk)	2.3	3.8
WYII-FM (Country)	4.0	3.8
WCHA-FM (Country)	4.3	2.5

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#162

Charleston, WV

	Sp '98	Fa '98
WQBE-FM (Country)	17.4	21.8
WVSR-FM (CHR/Pop)	16.1	17.9
WCHS-AM (News/Talk)	6.4	9.1
WKAZ-FM (Cl. Hits)	7.4	8.0
WKLC-FM (Rock)	10.9	6.7
WKWS-FM (Country)	7.4	6.3
WVAF-FM (CHR/Pop)*	4.8	6.0
WRVZ-FM (Oldies)	2.9	3.5
WAMX-FM (Rock)	3.2	3.2
WBES-FM (Hot AC)	1.9	2.5
WZKM-FM (Gospel)	1.9	2.5

* Was AC until late September.

#163

Tallahassee, FL

	Sp '98	Fa '98
WHBX-FM (Urban AC)	13.8	17.0
WJZT-FM (NAC/SJ)	7.8	7.3
WTNT-FM (Country)	7.8	7.3
WBZE-FM (AC)	6.0	6.6
WOKL-FM (Oldies)*	6.6	6.3
WXSR-FM (Alternative)	6.3	5.9
WGLF-FM (Rock)	5.6	4.9
WWLD-FM (CHR/Pop)	4.4	3.8
WAIB-FM (Country)	6.0	3.5
WWFO-FM (Cl. Rock)	4.7	3.5

* Was WSNI-FM until April.

#164

New London, CT

	Sp '98	Fa '98
WQGN-FM (CHR/Pop)	7.4	15.0
WCTY-FM (Country)	11.3	10.3
WNLC-FM (Nostalgia)	7.7	7.2
WWRX-FM (Cl. Rock)	5.5	6.5
WBMW-FM (AC)	5.2	5.6
WTYO-FM (AC)	6.5	5.0
WICH-AM (Full Serv)	3.5	4.4
WVVE-FM (Oldies)	3.9	4.4
WKSS-FM (CHR/Pop)	4.2	3.4
WFAN-AM (Sports)	2.3	3.1

#165

New Bedford, MA

	Sp '98	Fa '98
WFHN-FM (CHR/Pop)	10.4	10.9
WBSM-AM (News/Talk)	4.4	8.1
WWBB-FM (Oldies)	4.2	7.0
WCTK-FM (Country)	8.9	6.7
WHJY-FM (Rock)	8.4	6.7
WWLI-FM (AC)	6.5	6.1
WJMN-FM (CHR/Rhy)	3.7	5.0
WSNE-FM (Hot AC)	3.7	4.5
WBRU-FM (Alternative)	3.7	3.4
WPRO-FM (CHR/Pop)	7.3	3.4

#166

Binghamton, NY

	Sp '98	Fa '98
WHWK-FM (Country)	13.3	17.3
WMRV-FM (CHR/Pop)	18.4	13.6
WAAL-FM (Cl. Rock)	9.8	10.9
WNBF-AM (News/Talk)	8.6	7.0
WYOS-FM (Oldies)	5.1	6.4
WMXW-FM (AC)	8.6	5.2
WBBI-FM (Country)	2.2	4.2
WKGB-FM (Rock)	3.8	4.2
WLTB-FM (AC)	5.4	2.7
WINR-AM (Nostalgia)	2.9	2.4
WKOP-AM (Nostalgia)	2.2	2.4

#167

San Luis Obispo, CA

	Sp '98	Fa '98
KSly-FM (CHR/Pop)	7.4	9.4
KZOZ-FM (Rock)	9.5	7.7
KSTT-FM (AC)	6.1	6.4
KWWV-FM (CHR/Rhy)	5.7	6.0
KQJZ-FM (NAC/SJ)	3.7	5.0
KKJG-FM (Country)	4.1	4.7
KPRL-AM (News/Talk)	3.7	4.0
KGLW-AM (News/Talk)	3.0	3.7
KIQO-FM (Oldies)	4.1	3.7
KKJL-AM (Nostalgia)	4.4	3.0
KVEC-AM (News)	3.4	3.0
KXTZ-FM (Cl. Rock)	2.4	3.0

#168

Johnstown, PA

	Sp '98	Fa '98
WMTZ-FM (Country)	16.5	16.5
WKYE-FM (AC)	14.7	13.3
WQKK-FM (Rock)	6.0	8.9
WGLU-FM (CHR/Pop)	7.5	7.6
WFGY-FM (Country)	6.6	6.7
WDVE-FM (Rock)	3.3	4.4
WJAC-AM (Nostalgia)	3.0	3.2
WSRA-FM (AC)	3.6	3.2
WBRX/WBXQ (Cl. Rock)	.9	2.9
WNTJ-AM (News/Talk)	2.1	2.5
WWSW-FM (Oldies)	1.5	2.5
WYSN-AM (Nostalgia)	2.4	2.5

#169

Columbus, GA

	Sp '98	Fa '98
WFXX-FM (Urban)	16.5	17.5
WAGH-FM (Urban AC)	7.7	9.2
WKCN-FM (Country)	9.0	8.9
WCGQ-FM (Hot AC)	9.0	7.6
WGSY-FM (AC)	8.4	7.6
WVRK-FM (Rock)	10.3	7.6
WRGG-AM (News/Talk)	6.5	6.3
WEAM-AM (Gospel)	3.5	5.9
WOKS-AM (Urban/O)	2.9	4.5
WMLF-AM (Nostalgia)	4.5	4.3

#170

Ft. Smith, AR

	Sp '98	Fa '98
KMAG-FM (Country)	13.8	14.1
KTCS-A/F (Country)	15.0	11.9
KZBB-FM (Rock)	10.0	10.4
KISR-FM (CHR/Pop)	12.7	10.0
KOMS-FM (Country)	6.5	6.7
KBBO-FM (Oldies)	3.8	5.6
KEZA-FM (AC)	5.0	4.4
KWHN-AM (News/Talk)	4.6	3.7
KZKZ-FM (Religious)	2.7	3.7
KFPW-AM (B/EZ)	3.1	3.0
KREU-FM (Cl. Hits)	2.3	3.0

#171

Anchorage, AK

	Sp '98	Fa '98
KGOT-FM (CHR/Pop)	10.8	13.3
KBRJ-FM (Country)	8.1	8.1
KWHL-FM (Rock)	9.1	8.1
KBFX-FM (Cl. Rock)	7.1	6.8
KEAG-FM (Oldies)	5.7	6.8
KMXS-FM (Hot AC)	6.1	6.8
KENI-AM (News/Talk)	5.4	6.1
KASH-FM (Country)	7.7	5.2
KKRO-FM (Cl. Hits)	4.4	4.9
KYMG-FM (AC)	5.7	4.5

#172

Lincoln, NE

	Sp '98	Fa '98
KFRX-FM (CHR/Pop)	11.5	11.0
KFOR-AM (Full Serv)	11.1	9.0
KIBZ-FM (Rock)	7.1	7.9
KTGL-FM (Cl. Rock)	7.4	6.9
KZKX-FM (Country)	5.7	5.9
KLIN-AM (News/Talk)	5.7	5.5
KFGE-FM (Country)	3.7	5.2
KKUL-FM (Oldies)	4.7	4.5
KEZG-FM (AC)	5.4	3.8
KRKR-FM (Cl. Rock)	3.7	3.1
KZFX-FM (Alternative)	3.7	3.1

#173

Myrtle Beach, SC

	Sp '98	Fa '98
WJYR-FM (B/EZ)	8.7	9.3
WWXM-FM (CHR/Pop)	8.4	9.0
WDAI-FM (Urban)	7.0	7.1
WSYN-FM (Oldies)	6.6	6.2
WWSK-FM (Alternative)	6.3	6.2
WRNN-FM (News/Talk)	5.2	5.9
WGTR-FM (Country)	7.0	5.6
WYAV-FM (Rock)	7.0	5.6
WKZQ-FM (Rock)	2.8	4.0
WWWZ-FM (Urban)	3.5	3.1

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#174

Kalamazoo, MI

	Sp '98	Fa '98
WRKR-FM (Rock)	10.2	11.2
WKFR-FM (CHR/Pop)	10.6	9.2
WBCT-FM (Country)	8.9	8.5
WFAT-FM (Hot AC)	5.8	8.5
WQLR-FM (AC)	6.5	7.3
WNWN-FM (Country)	3.8	5.4
WKMI-AM (News/Talk)	3.1	4.2
WKZO-AM (News/Talk)	6.1	3.8
WNWN-AM (Urban AC)	2.4	3.8
WOOD-FM (AC)	4.1	3.5

#175

Lubbock, TX

	Sp '98	Fa '98
KLLL-FM (Country)	17.1	18.5
KZII-FM (CHR/Pop)	17.5	12.9
KKCL-FM (Oldies)	8.3	8.9
KLZK-FM (CHR/Rhy)*	2.5	8.9
KFMX-FM (Rock)	10.2	6.3
KCRM-FM (Hot AC)	5.4	5.0
KONE-FM (Country)	2.5	4.6
KXTQ-FM (Tejano)	5.1	4.6
KMMX-FM (AC)	6.7	4.3
KEJS-FM (Tejano)	2.9	3.6
KKAM-AM (Sports)	1.6	3.6

* Was Classic Rock until September

#176

Odessa, TX

	Sp '98	Fa '98
KNFM-FM (Country)	9.3	10.2
KQLM-FM (Spanish AC)	4.2	8.6
KGEE-FM (Country)	10.6	7.9
KBAT-FM (CHR/Rhy)*	3.5	7.6
KCHX-FM (CHR/Pop)	15.4	7.2
KKJW-FM (Country/O)	5.8	6.3
KMCM-FM (Oldies)	7.1	5.9
KMRK-FM (Tejano)	4.5	5.9
KMND-AM (News/Talk)	4.5	4.6
KODM-FM (AC)	7.1	4.6

* Was Rock until September 28.

#177

Wilmington, NC

	Sp '98	Fa '98
WGNI-FM (AC)	11.3	12.0
WMNX-FM (Urban)	7.8	11.7
WSFM-FM (Alternative)	7.8	9.0
WRQR-FM (Rock)	5.4	7.5
WWOQ-FM (Country)	10.1	7.5
WKXB-FM (Country)	4.7	4.9
WAAV-AM (News/Talk)	4.3	4.5
WAAV-FM (News/Talk)	4.3	4.5
WKOD-FM (Oldies)	6.2	3.8
WXQR-FM (Cl. Rock)	1.6	3.4

#178

Tupelo, MS

	Sp '98	Fa '98
WWZD-FM (Country)	15.9	10.8
WESE-FM (Urban)	10.5	9.6
WWKZ-FM (CHR/Pop)	14.0	9.2
WWMS-FM (Country)	7.0	8.8
WSYE-FM (AC)	5.8	8.5
WSMS-FM (Rock)	2.7	5.8
WSEL-FM (Religious)	2.3	5.0
WBIP-FM (Gospel)	2.7	4.2
WFTA-FM (AC)	3.9	3.1
WZLQ-FM (Hot AC)*	2.3	3.1

* Was Country until October 17.

#179

Asheville, NC

	Sp '98	Fa '98
WVSF-FM (Country)	10.5	15.6
WWNC-AM (Country)	13.7	11.9
WFBC-FM (CHR/Pop)	8.5	7.4
WMYI-FM (Hot AC)	9.7	6.7
WMIT-FM (Religious)	5.6	6.3
WZLS-FM (Rock)	5.6	5.9
WTZY-AM (News/Talk)	1.2	4.3
WISE-AM (Nostalgia)	3.6	4.1
WESC-FM (Country)	2.0	2.6
WTPT-FM (Rock)	3.6	2.6

#180

Topeka, KS

	Sp '98	Fa '98
WIBW-FM (Country)	18.8	22.1
KMAJ-FM (AC)	11.7	9.2
KLZR-FM (Alternative)	5.1	6.0
KDVV-FM (Rock)	8.6	5.2
WIBW-AM (News/Talk)	4.3	5.2
KPRS-FM (Urban)	4.3	4.8
KQTP-FM (Oldies)	4.3	4.4
KTPK-FM (Country)	4.7	4.4
KWIC-FM (Hot AC)	3.1	4.4
KMXV-FM (CHR/Pop)	2.0	3.2
KTOP-AM (Nostalgia)	3.5	3.2

#181

Waterbury, CT

	Sp '98	Fa '98
WKSS-FM (CHR/Pop)	9.3	11.6
WWYZ-FM (Country)	11.9	8.9
WRCH-FM (AC)	5.4	7.9
WATR-AM (News/Talk)	5.4	6.2
WDRC-FM (Oldies)	6.7	5.8
WMRQ-FM (Alternative)	5.4	5.5
WWCO-AM (Nostalgia)	7.1	5.1
WZMX-FM (Oldies)	3.5	4.1
WHCN-FM (Cl. Rock)	1.9	3.8
WEZN-FM (AC)	6.7	3.4

#182

Dothan, AL

	Sp '98	Fa '98
WDJR-FM (Country)	14.1	14.4
WTVY-FM (Country)	9.9	10.5
WKMX-FM (CHR/Pop)	10.3	10.1
WJJN-FM (Urban)	7.2	7.4
WOOF-FM (AC)	5.3	7.4
WZHT-FM (Urban)	7.2	7.0
WESP-FM (Cl. Rock)	5.7	4.3
WRJM-FM (AC)	4.9	3.5
WAGF-FM (Gospel)	8	3.1
WBCD-FM (CHR/Pop)*	2.3	2.7
WYYX-FM (Rock)	3.0	2.7

* Was Oldies until May

#182

Green Bay, WI

	Sp '98	Fa '98
WIXX-FM (CHR/Pop)	13.3	11.2
WAPL-FM (Rock)	8.5	9.0
WNCY-FM (Country)	9.5	7.5
WQLH-FM (CHR/Pop)	4.1	6.7
WNFL-AM (News/Talk)	3.7	6.4
WJLW-FM (Country)	4.8	5.6
WKSZ-FM (CHR/Pop)	5.8	5.6
WLTM-FM (AC)	3.4	5.2
WGEE-AM (News/Talk)	4.8	4.9
WDUZ-AM (News/Talk)	3.1	4.1
WOGB-FM (Oldies)	8.5	4.1
WOZZ-FM (Cl. Rock)	2.0	4.1

#184

Cape Cod, MA

	Sp '98	Fa '98
WORC-FM (AC)	11.8	10.5
WOCN-FM (Nostalgia)	8.2	8.2
WFCC-FM (Classical)	6.6	7.5
WCOD-FM (AC)	4.6	6.8
WXTK-FM (News/Talk)	7.5	6.5
WRZE-FM (CHR/Pop)	6.2	6.1
WCIB-FM (Cl. Rock)	9.8	5.1
WPXC-FM (Rock)	3.9	4.8
WBZ-AM (News)	1.6	4.4
WKPE-FM (Rock)	4.9	3.7

#185

Manchester, NH

	Sp '98	Fa '98
WZID-FM (AC)	22.3	18.0
WGIR-FM (Rock)	9.6	8.2
WJMN-FM (CHR/Rhy)	3.9	6.0
WGIR-AM (News/Talk)	3.9	5.6
WOKQ-FM (Country)	6.4	5.6
WFEA-AM (Nostalgia)	5.0	3.7
WOLL-FM (Oldies)	3.5	3.7
WAAF-FM (Rock)	3.9	3.4
WBCN-FM (Alternative)	2.5	3.4
WBZ-AM (News/Talk)	2.5	3.0

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#186

Santa Barbara, CA

	Sp '98	Fa '98
KTMS-AM (News/Talk) *	8.4	11.1
KSBL-FM (AC)	10.2	6.7
KBKO-AM (Spanish N/T)	4.0	5.9
KTYD-FM (Adult Alt) **	6.2	5.9
KRUZ-FM (Hot AC)	7.3	5.6
KSPE-FM (Spanish Cont)	4.0	5.6
KJEE-FM (Alternative)	3.6	5.2
KCAQ-FM (CHR/Rhy)	5.1	4.8
KDB-FM (Classical)	4.0	4.4
KZBN-AM (Nostalgia)	5.1	3.7

* Was KQSB-AM until August 21

** Evolved from Rock format since March

#187

Morgantown, WV

	Sp '98	Fa '98
WVAQ-FM (CHR/Pop)	15.2	15.0
WKWV-FM (Country)	18.2	13.2
WCLG-FM (Rock)	6.5	8.4
WAJR-AM (Country)	6.9	7.9
WFBY-FM (Cl. Rock)	5.2	6.6
WBRB/WVUC (Country)	2.6	4.4
WPDX-FM (AC)	2.2	3.5
WDBG-A/F (Oldies)	3.5	3.1
WDCI-FM (AC)	4.3	2.6
WSSN-FM (CHR/Pop)	1.7	2.6

#188

Amarillo, TX

	Sp '98	Fa '98
KGNC-FM (Country)	13.3	12.2
KMML-FM (Country)	5.6	9.3
KGNC-AM (News/Talk)	9.1	8.9
KQIZ-FM (CHR/Pop)	11.6	8.1
KNSY-FM (CHR/Rhy) *	2.5	7.3
KARX-FM (Cl. Rock)	6.0	6.1
KPUR-FM (Oldies)	4.2	5.7
KAEZ-FM (AC)	5.6	4.5
KZRK-FM (Rock)	8.1	4.5
KBUY-FM (Rock) **	8.1	4.1

* Was Hot AC until August 3

** Was Country until August 7

#189

Danbury, CT

	Sp '98	Fa '98
WDAQ-FM (AC)	9.2	13.7
WEZN-FM (AC)	7.7	8.8
WRKI-FM (Rock)	7.7	7.6
WLAD-AM (Full Serv)	6.5	5.7
WCBS-AM (News)	2.7	5.3
WFAN-AM (Sports)	3.8	5.3
WOR-AM (Talk)	1.5	4.2
WWYZ-FM (Country)	3.1	3.1
WEBE-FM (Talk)	3.4	2.7
WABC-AM (Talk)	2.3	2.3
WMRQ-FM (Alternative)	2.3	2.3

#190

Terre Haute, IN

	Sp '98	Fa '98
WTHI-FM (Country)	21.1	19.2
WMGI-FM (CHR/Pop)	12.4	13.4
WWVR-FM (Religious)	4.4	12.1
WZZQ-FM (Rock)	12.7	9.6
WLEZ-FM (B/EZ)	4.4	4.6
WSDM-FM (Oldies)	6.4	4.6
WACF-FM (Country)	3.2	3.8
WAXI-FM (Nostalgia)	2.0	2.9
WBOW-AM (News/Talk)	1.2	1.7
WTHI-AM (News/Talk)	2.4	1.7

#191

Waco, TX

	Sp '98	Fa '98
WACO-FM (Country)	21.4	14.6
KWTX-FM (CHR/Pop)	15.8	13.0
KCKR-FM (Country)	6.8	7.9
KBRQ-FM (Rock)	6.4	7.5
KKDA-FM (Urban)	9.0	7.1
KWOW-FM (Oldies)	5.6	6.3
WBAP-AM (News/Talk)	3.0	5.4
KDXX-A/F (Spanish AC)	1.7	3.8
KBCT-FM (NAC/SJ)	2.1	2.1
KKTK-AM (Sports)	1.3	2.1

#192

Chico, CA

	Sp '98	Fa '98
KPAY-AM (News/Talk)	7.1	8.4
KALF-FM (Country)	8.8	7.6
KLRS-FM (CHR/Pop)	7.9	7.6
KFMF-FM (Rock)	2.9	6.3
KHSL-FM (Country)	3.3	6.3
KRQR-FM (Rock)	6.7	5.0
KCEZ-FM (Cl. Hits)	2.5	4.2
KFBK-AM (News/Talk)	3.8	4.2
KJAZ-AM (Big Band)	3.3	3.8
KMXI-FM (AC)	4.6	3.4
KPPL-FM (AC)	6.7	3.4
KTHU-FM (Cl. Rock)	—	3.4
KZAP-FM (Cl. Rock)	2.5	3.4

#193

Yakima, WA

	Sp '98	Fa '98
KFFM-FM (CHR/Pop)	16.8	17.2
KXDD-FM (Country)	13.7	15.1
KIT-AM (News/Talk)	11.6	9.2
KATS-FM (Rock)	10.5	8.0
KRSE-FM (AC)	5.6	4.2
KARY-FM (Country)	1.8	3.8
KHHK-FM (Cl. Hits)	4.6	3.8
KOSN-FM (AC)	2.8	3.8
KMWX-AM (Oldies)	2.8	2.9
KBBO-AM (Religious)	1.4	2.1

#194

Springfield, IL

	Sp '98	Fa '98
WDBR-FM (CHR/Pop)	13.5	12.2
WQQL-FM (Oldies)	6.2	9.7
WNNS-FM (AC)	10.4	9.4
WQLZ-FM (Rock)	10.4	9.4
WTAX-FM (News/Talk)	8.5	8.3
WFMB-FM (Country)	8.5	7.6
WYXY-FM (Country)	5.8	7.6
WMAY-AM (News/Talk)	6.5	6.8
WYMG-FM (Cl. Rock)	6.2	6.8
WCVS-FM (Cl. Hits)	5.0	2.5

#195

Merced, CA

	Sp '98	Fa '98
KHTN-FM (CHR/Pop)	12.7	12.0
KLOQ-FM (Reg. Mex.)	6.0	8.4
KABX-FM (Oldies)	4.9	6.0
KSKS-FM (Country)	3.7	4.4
KUBB-FM (Country)	6.7	4.0
KOSO-FM (Hot AC)	4.9	3.6
KHOP-FM (Rock)	5.6	3.2
KMJ-AM (News/Talk)	3.0	3.2
KOOD-FM (Reg. Mex.)	1.5	3.2
KATM-FM (Country)	2.6	2.8
KIBG-FM (AC)	2.6	2.8
KNTD-FM (Reg. Mex.)	1.1	2.8

#196

NW Michigan

	Sp '98	Fa '98
WTCM-FM (Country)	14.7	14.7
WLXT/WLXV (AC)	4.3	8.3
WKLT/WKLZ (Rock)	10.9	7.9
WTCM-AM (News/Talk)	8.9	7.1
WKHQ-FM (CHR/Pop)	5.8	6.0
WCCW-FM (Oldies)	5.8	4.8
WGFN-FM (Cl. Rock)	3.9	4.8
WAIR-FM (Oldies)	1.6	4.4
WKPK-FM (CHR/Pop)	7.0	4.0
WLDR-FM (AC)	4.7	3.6
WMKC-FM (Country)	3.5	3.6

#197

Santa Maria, CA

	Sp '98	Fa '98
KSNI-FM (Country)	6.5	10.4
KIDI-FM (Reg. Mex.)	1.2	6.9
KTME/KUHL (News/Talk)	8.1	6.9
KRUZ-FM (Hot AC)	7.3	6.2
KWWW-FM (CHR/Rhy)	8.1	6.2
KROK-FM (Reg. Mex.)	3.8	5.4
KXFM-FM (Oldies)	6.2	5.0
KBOX-FM (AC)	5.4	3.8
KQJZ-FM (NAC/SJ)	2.3	3.8
KSly-FM (CHR/Pop)	4.6	3.8

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#198

Florence, SC

	Sp '98	Fa '98
WYNN-FM (Urban)	12.5	16.3
WYNN-AM (Gospel)	13.0	10.4
WJMX-FM (CHR/Pop)	11.1	8.3
WWDM-FM (Urban)	3.7	5.4
WHLZ-FM (Country)	6.9	4.6
WDAR-FM (Country)	5.1	4.2
WSQN-FM (AC)	5.1	4.2
WJMX-AM (News/Talk)	3.7	3.8
WCMG-FM (Urban AC)	.9	3.3
WEGX-FM (Country)	4.6	2.9

#199

Elmira, NY

	Sp '98	Fa '98
WLVY-FM (CHR/Pop)	8.4	9.1
WNKI-FM (CHR/Pop)	13.1	9.1
WENY-FM (News/Talk)	3.3	7.0
WOKN-FM (Country)	6.5	7.0
WPGI-FM (Country)	4.2	6.6
WGMM-FM (Oldies)	2.8	4.5
WKPO-FM (Adult Alt.)	2.8	4.1
WVIN-FM (Oldies)	7.0	3.7
WNVE-FM (Alternative)	1.4	3.3
WNGZ-FM (Cl. Rock)	1.9	2.9
WPHD-FM (Rock)	1.9	2.9

#200

Frederick, MD

	Sp '98	Fa '98
WFRE-FM (Country)	14.2	16.7
WAFY-FM (AC)	8.5	7.5
WWDC-FM (Rock)	5.3	6.3
WFMD-AM (News/Talk)	3.3	5.6
WWVZ/WWZZ (CHR/Pop)	8.5	5.2
WARW-FM (Cl. Rock)	3.3	4.4
WARX-FM (Oldies)	2.8	4.0
WBIG-FM (Oldies)	4.5	4.0
WKYS-FM (Urban)	2.0	4.0
WWMD-FM (B/EZ)	4.5	3.2

#201

Cedar Rapids, IA

	Sp '98	Fa '98
KHAK-FM (Country)	13.3	15.2
WMT-AM (News/Talk)	13.3	13.5
KZIA-FM (CHR/Pop)*	4.6	11.7
WMT-FM (Hot AC)	11.2	10.3
KDAT-FM (AC)	11.2	9.0
KKRQ-FM (Cl. Rock)	7.5	7.2
KRNA-FM (Rock)	4.1	4.9
KMRY-AM (Nostalgia)	4.6	4.5
KFMW-FM (Rock)	7.9	3.6
KOKZ-FM (CHR/Pop)	4.1	3.1

* Was KXMX-FM (Country) until June 12

#202

Alexandria, LA

	Sp '98	Fa '98
KBCE-FM (Urban)	17.5	18.2
KRRV-FM (Country)	13.5	12.4
KQID-FM (CHR/Pop)	9.4	8.9
KLAA-FM (Country)	5.8	8.0
KKST-FM (AC)	6.3	5.8
KLBG-AM (Gospel)	4.5	5.8
KEZP-FM (Oldies)	5.4	4.0
KZMZ-FM (Cl. Rock)	7.2	4.0
KAPB-FM (Country)	4.5	3.1
KHFX-FM (Cl. Hits)	—	3.1
KLIL-FM (Oldies)	3.1	3.1

#203

Ft. Walton Beach, FL

	Sp '98	Fa '98
WYBZ-FM (Country)	7.7	12.1
WZNS-FM (CHR/Rhy)	9.2	12.1
WMXZ-FM (Hot AC)	10.1	9.8
WKSM-FM (Rock)	14.0	8.0
WNCV-FM (AC)	6.8	7.6
WFTW-AM (News/Talk)	3.9	6.3
WBLX-FM (Urban)	2.9	6.7
WMMK-FM (Country)	3.4	4.0
WWAV-FM (AC)	5.8	4.0
WXBM-FM (Country)	2.4	2.2

#204

Champaign, IL

	Sp '98	Fa '98
WIXY-FM (Country)	17.4	14.8
WHMS-FM (AC)	6.6	10.7
WDWS-AM (News/Talk)	9.4	9.7
WLRW-FM (Hot AC)	8.0	8.7
WKIO-FM (Oldies)	6.1	6.6
WGKC-FM (Cl. Rock)	4.7	5.6
WPGU-FM (Alternative)	4.7	5.1
WQOB-FM (CHR/Pop)	5.6	5.1
WLS-AM (Talk)	3.8	3.6
WZNF-FM (Rock)	4.2	3.1

#205

Lake Charles, LA

	Sp '98	Fa '98
KYKZ-FM (Country)	25.8	25.7
KZWA-FM (Urban)	10.7	10.9
KXZZ-AM (Urban AC)	7.7	9.6
KHLA-FM (AC)	9.4	9.1
KBIU-FM (Hot AC)	9.9	7.8
KKGB-FM (Rock)	8.6	6.1
KQXY-FM (CHR/Pop)	4.7	3.0
KJEF-FM (Country)	.9	2.2
KRAW-FM (Country)	—	2.2
KAOK-AM (News/Talk)	2.1	1.7
KIOC-FM (Rock)	1.7	1.7
KSMB-FM (CHR/Pop)	1.3	1.7

#206

Medford, OR

	Sp '98	Fa '98
KTMT-FM (CHR/Pop)	8.1	10.1
KCMX-AM (News/Talk)	5.2	9.5
KRWQ-FM (Country)	10.0	9.0
KCMX-FM (AC)	6.6	8.5
KBOY-FM (Cl. Rock)	5.2	6.5
KMED-AM (B/EZ)	8.1	5.5
KAKT-FM (Country)	6.6	5.0
KCNA-FM (Oldies)	4.3	5.0
KZZE-FM (Rock)	11.4	5.0
KROG-FM (Hot AC)	1.9	3.5

#207

Tri-Cities, WA

	Sp '98	Fa '98
KEGX-FM (Cl. Rock)	4.8	8.8
KXRX-FM (Rock)	7.0	8.3
KORD-FM (Country)	5.3	7.9
KEYW-FM (Hot AC)	8.8	7.4
KONA-AM (News/Talk)	7.0	6.9
KONA-FM (AC)	7.9	6.9
KUJ-FM (CHR/Pop)	5.3	6.9
KNLT-FM (Oldies)	5.3	6.5
KALE-AM (Nostalgia)	3.5	4.6
KIOK-FM (Country)	7.9	4.6

#208

Laredo, TX

	Sp '98	Fa '98
KRRG-FM (CHR/Rhy)	16.7	18.1
KJBZ-FM (Tejano)	16.3	16.7
KNEX-FM (Spanish Con)	20.1	11.9
KBDR-FM (Cl. Hits)	10.9	9.7
KOYE-FM (Country)	7.9	6.2
XGTS-FM (Spanish Con)	—	4.8
XNLO-FM (Spanish AC)	1.3	2.6
XNOE-FM (Spanish FS)	3.3	2.6
KLAR-AM (Span. Rel.)	—	2.2
XTLN-FM (Reg. Mex.)	2.5	2.2

#209

Laurel, MS

	Sp '98	Fa '98
WBBN-FM (Country)	12.4	15.5
WNSL-FM (CHR/Pop)	15.7	15.0
WJXX-FM (Urban)	9.0	9.1
WJMG-FM (Urban)	7.1	7.0
WHER-FM (Country)	8.1	6.4
WXRR-FM (Cl. Rock)	8.6	6.4
WZKX-FM (Country)	3.8	5.9
WEEZ-FM (Religious)	3.3	4.8
WFMF-FM (AC)	4.3	2.7
WORV-AM (Gospel)	1.9	2.1
WXHB-FM (Talk)	1.4	2.1

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#210

Sioux Falls, SD

	Sp '98	Fa '98
KELO-FM (AC)	10.7	10.9
KKLS-FM (CHR/Pop)*	12.0	10.4
KTWB-FM (Country)	7.1	8.7
KMXC-FM (Hot AC)	6.7	7.4
KIKN-FM (Country)	5.3	6.5
KRRO-FM (Rock)	8.9	6.1
KELO-AM (Oldies)	8.0	5.7
KXRB-AM (Country)	4.9	5.2
KYBB-FM (Cl. Hits)	7.6	5.2
KWSN-AM (News/Talk)	4.4	4.8

#211

Fargo, ND

	Sp '98	Fa '98
KFGO-AM (News/Talk)	15.6	17.5
KVOX-FM (Country)	9.7	10.0
WDAY-FM (CHR/Pop)	8.0	10.0
WDAY-AM (News/Talk)	6.8	8.3
KFGO-FM (Country)	9.3	7.4
KPFX-FM (Cl. Rock)	9.7	6.6
KLTA-FM (AC)	9.7	6.1
KQWB-FM (Rock)	6.8	6.1
KFGX-FM (Alternative)	3.4	4.4
KPHT-FM (AC)	3.8	3.1
KVOX-AM (Sports)	1.7	3.1

#212

Marion, IL

	Sp '98	Fa '98
WCIL-FM (CHR/Pop)	12.6	13.2
WDDD-FM (Country)	14.8	12.1
WOOZ-FM (Country)	9.8	12.1
KGMO-FM (Cl. Hits)	7.1	6.6
WTAO-FM (Rock)	8.7	5.5
WVZA-FM (Hot AC)	3.8	4.9
WQUL-FM (Oldies)	2.2	4.4
WXLT-FM (Rock)	6.0	4.4
WCIL-A/WJPF (News/Talk)	3.2	3.8
WUEZ-FM (B/EZ)	2.2	3.8

#213

Duluth, MN

	Sp '98	Fa '98
KKCB-FM (Country)	12.4	10.0
KDAL-AM (News/Talk)	12.0	9.6
KLDJ-FM (Oldies)	8.3	9.6
KDAL-FM (AC)	7.8	9.2
KTGO-FM (Country)	6.9	8.3
KRBR-FM (Rock)	5.5	6.6
WWAX-FM (Hot AC)	6.9	6.1
KQDS-FM (Rock)	7.4	5.7
WEBC-AM (News/Talk)	5.5	4.8
KZIO-FM (Nostalgia)	3.7	4.4

#214

Tuscaloosa, AL

	Sp '98	Fa '98
WTXT-FM (Country)	12.3	13.4
WBHJ-FM (CHR/Rhy)	9.9	11.9
WZBQ-FM (CHR/Pop)	11.3	8.0
WTSK-AM (Urban/O)	7.1	7.5
WTUG-FM (Urban)	8.5	6.5
WRTR-FM (Cl. Rock)	8.0	5.5
WTID-FM (AC)	2.8	4.0
WTBC-AM (News/Talk)	3.3	3.0
WLXY-FM (Cl. Hits)	5.2	2.5
WODL-FM (Oldies)	1.4	2.5

#215

Blacksburg, VA

	Sp '98	Fa '98
WPSK-A/F (Country)*	16.5	16.4
WXLK-FM (CHR/Pop)	15.5	15.8
WROV-FM (Rock)	10.8	10.5
WSLQ-FM (AC)	12.9	8.2
WVMJ-FM (AC)	5.2	5.8
WPVR-FM (Cl. Rock)	4.6	5.3
WBZV-FM (Alternat)**	3.1	3.5
WFNR-AM (News/Talk)	1.5	2.9
WBRF-FM (Country)	1.5	2.3
WBLB-AM (Religious)	1.5	1.8
WJLM-FM (Country)	—	1.8
WRAD-AM (B/EZ)	1.0	1.8

* WPSK-AM was WNRV-AM until November.
** Was WBKN-FM until November.

#216

St. Cloud, MN

	Sp '98	Fa '98
KZPK-FM (Country)	8.0	9.8
WWJO-FM (Country)	11.0	9.3
KCLD-FM (CHR/Pop)	10.5	8.4
WJDN-AM (News/Talk)	5.1	6.7
KASM-AM (Country)	5.9	6.2
KLZZ-FM (Rock)	5.1	6.2
WCCO-AM (Full Serv)	4.6	5.3
WHMH-FM (Rock)	8.0	4.4
KCML-FM (AC)	—	4.0
KQQL-FM (Oldies)	2.5	4.0
KQRS-FM (Adult Alt)	5.1	4.0

#217

Redding, CA

	Sp '98	Fa '98
KQMS-AM (News/Talk)	12.2	13.9
KNNN-FM (AC)	11.2	12.4
KNCO-FM (Country)	10.7	10.4
KLXR-AM (Nostalgia)	10.2	6.9
KSHA-FM (AC)	5.4	6.4
KEWB-FM (Country)	8.3	5.9
KRDG-FM (Oldies)	5.4	5.9
KISK-FM (Hot AC)	—	4.5
KEGR-FM (Cl. Rock)	3.9	4.0
KRQR-FM (Rock)	4.9	4.0
KRRX-FM (Rock)	5.9	4.0

#218

Winchester, VA

	Sp '98	Fa '98
WUSQ-FM (Country)	17.7	21.4
WINC-FM (Hot AC)	16.0	9.5
WFOX-FM (CHR/Pop)	3.4	5.5
WAZR-FM (Nostalgia)	3.4	4.0
WFTR-FM (Country)	4.6	3.5
WINC-AM (News/Talk)	1.7	3.5
WKMZ-FM (Cl. Hits)	1.1	3.5
WWMD-FM (B/EZ)	.6	3.5
WSIG-FM (Country)	4.0	3.5
WARW-FM (Cl. Rock)	3.4	3.0
WBIG-FM (Oldies)	2.3	3.0

#219

Dubuque, IA

	Sp '98	Fa '98
KLYV-FM (CHR/Pop)	12.8	11.2
KATF-FM (AC)	11.1	9.9
WJOD-FM (Country)	8.6	9.4
KDTH-AM (News/Talk)	8.2	8.5
KGRR-FM (Cl. Rock)	7.4	6.7
WGLR-A/F (Country)	7.0	6.7
KIKR-FM (Country)	5.8	5.8
KXGE-FM (Cl. Rock)	4.9	5.4
KDST-FM (Country)	2.9	2.2
WDBQ-AM (Oldies)	2.9	2.2
WMT-AM (News/Talk)	2.1	2.2

#220

Wheeling, WV

	Sp '98	Fa '98
WOVK-FM (Country)	20.6	16.7
WOMP-FM (Hot AC)	11.1	10.3
WEGW-FM (Rock)	11.1	8.6
WKWK-FM (AC)	11.6	8.6
WZNV-FM (Hot AC)	4.2	8.0
WWVA-AM (Country)	6.9	6.9
WOMP-AM (News/Talk)	5.8	6.3
WBBD-AM (Nostalgia)	4.8	4.0
WEEL-FM (Oldies)	5.3	4.0
WRKY-FM (Country)	4.8	4.0

#221

Parkersburg, WV

	Sp '98	Fa '98
WNUS-FM (Country)	17.8	14.7
WHBR-FM (Rock)*	9.5	12.3
WXIL-FM (Hot AC)	12.4	10.4
WDMX-FM (Oldies)	10.1	9.2
WRVB-FM (Hot AC)**	7.7	8.6
WXXK-FM (Country)***	4.7	8.0
WRZZ-FM (Cl. Rock)	10.1	7.4
WADC-AM (Nostalgia)	5.3	5.5
WMOA-AM (AC)	1.2	2.5
WLTP-AM (News/Talk)	1.8	1.8

* Was WKXX-FM (Country) until July 1.
** Was WURN-FM (AC) until July 1.
*** Was WHCM-FM until July 1.

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#222

Charlottesville, VA

	Sp '98	Fa '98
WCYK-FM (Country)	12.8	13.9
WINA-AM (News/Talk)	9.6	11.4
WUVA-FM (Urban AC)	7.1	8.2
WUMX-FM (AC)	7.1	7.0
WWWV-FM (Rock)	8.3	6.3
WKJS-FM (Urban AC)	1.9	4.4
WQMZ-FM (Hot AC)	5.1	4.4
WVAO-FM (Oldies)	3.2	3.8
WKAV-AM (Nostalgia)	5.1	2.5
WJMA-FM (Country)	1.3	1.9

#223

Burlington, VT

	Sp '98	Fa '98
WOKO-FM (Country)	16.2	18.7
WXXX-FM (CHR/Pop)	9.3	12.1
WEZF-FM (AC)	7.8	8.2
WCPV-FM (Cl. Rock)	14.7	7.1
WKOL-FM (Oldies)	3.9	7.1
WBTZ-FM (Alternative)	4.4	6.6
WIZN-FM (Rock)	6.9	4.9
WJOY-AM (Nostalgia)	4.4	4.9
WNCS-FM (Adult Alt.)	3.4	3.8
WKDR-AM (News/Talk)	3.9	2.2

#224

Lima, OH

	Sp '98	Fa '98
WIMT-FM (Country)	19.8	18.1
WZOQ-FM (CHR/Pop)	7.0	10.2
WFGF-FM (Country)*	7.0	8.5
WIMA-AM (News/Talk)	9.6	8.5
WBYR-FM (Rock)	8.6	6.2
WBUK-FM (Oldies)	7.0	5.6
WAJC-FM (AC)	2.7	4.0
WMLX-FM (AC)	3.7	4.0
WLJM-AM (Urban)	4.8	3.4
WCLR-FM (Oldies)	1.6	2.8

* Was WYRX-FM (Rock) until March 21.

#225

Joplin, MO

	Sp '98	Fa '98
KIXQ-FM (Country)	10.0	27.3
KSYN-FM (CHR/Pop)	15.6	15.1
KXDG-FM (Cl. Rock)	8.1	7.0
KMXL-FM (AC)	4.4	5.2
KJMK-FM (AC)	6.9	4.1
KJML-FM (Country)	—	3.5
KKOW-FM (Country)	7.5	3.5
KQYX-AM (News/Talk)	4.4	3.5
KMOQ-FM (Oldies)	2.5	2.3
KWXD-FM (Oldies)	1.9	1.7

#226

Abilene, TX

	Sp '98	Fa '98
KEAN-FM (Country)	28.0	23.9
KCDD-FM (CHR/Pop)	14.5	12.5
KULL-FM (Oldies)	8.2	8.7
KEYJ-FM (Rock)	8.2	7.1
KHXS-FM (Cl. Rock)*	3.4	6.5
KORQ-FM (AC)	4.8	6.0
KMPC-AM (B/EZ)	1.4	4.3
KYYD-AM (News/Talk)	1.0	4.3
KBCY-FM (Country)	5.3	3.3
KKHR-FM (Tejano)	3.9	2.7

* Was KFQX-FM until September.

#227

Panama City, FL

	Sp '98	Fa '98
WFSY-FM (AC)	12.4	14.4
WPAP-FM (Country)	12.9	12.2
WILN-FM (CHR/Pop)	15.3	10.5
WYOD-FM (News/Talk)	5.3	7.7
WAKT-FM (Country)	2.9	6.6
WRBA-FM (Cl. Rock)	8.2	6.1
WYYX-FM (Rock)	5.3	6.1
WPBH-FM (Oldies)	5.9	5.5
WDIZ-AM (Nostalgia)	5.3	3.3
WLHR-FM (AC)	—	3.3
WPCF-FM (Religious)	1.8	3.3

#228

Waterloo, IA

	Sp '98	Fa '98
KKCV-FM (Country)	15.8	14.3
KFMW-FM (Rock)	9.8	12.4
KOKZ-FM (Oldies)	9.8	9.9
KOEL-FM (Country)	8.2	8.7
KCVM-FM (Hot AC)	9.8	7.5
KCRR-FM (Cl. Rock)	8.2	6.2
KWLO-AM (Nostalgia)	6.0	5.6
WHO-AM (News/Talk)	3.3	3.7
WMT-AM (News/Talk)	3.3	3.1
KXEL-AM (News/Talk)	2.7	2.5
KZIA-FM (CHR/Pop)	.5	2.5

#229

Bloomington, IL

	Sp '98	Fa '98
WBWN-FM (Country)	17.1	16.0
WJBC-AM (News/Talk)	15.9	16.0
WBNO-FM (CHR/Pop)	15.3	15.4
WIHN-FM (Rock)	6.5	4.9
WPBG-FM (Oldies)	3.5	4.9
WLS-AM (Talk)	3.5	4.3
WGLO-FM (Rock)	3.5	3.7
WGCY-FM (B/EZ)	1.2	1.9
WGN-AM (News/Talk)	1.8	1.9
WIXD-FM (Alternative)	1.2	1.9
WWCT-FM (Rock)	6.5	1.9

#230

Lafayette, IN

	Sp '98	Fa '98
WKOA-FM (Country)	18.2	15.2
WAZY-FM (Hot AC)	7.8	10.9
WKHY-FM (Rock)	11.7	10.9
WASK-A/F (Oldies)	9.1	9.4
WGBD-FM (Alternative)	11.0	9.4
WGLM-FM (AC)	9.7	5.8
WLFF-FM (Country)*	3.2	5.1
WFBO-FM (Cl. Rock)	3.9	2.9
WLS-AM (Talk)	1.3	2.9
WAZY-AM (News/Talk)	1.9	2.2
WNJY-FM (Oldies)	2.6	2.2

* Was WEZV-FM (NAC/SJ) until late September

#231

Eau Claire, WI

	Sp '98	Fa '98
WAXX-FM (Country)	14.4	16.7
WIAL-FM (CHR/Pop)	12.9	12.8
WQRB-FM (Country)	13.4	12.8
WBIZ-FM (CHR/Pop)	6.7	7.2
WMEQ-FM (Cl. Rock)	6.7	6.7
WCFW-FM (AC)	4.1	5.0
WECL-FM (Oldies)	5.2	5.0
WATO-FM (Country/O)	5.7	4.4
WEAQ-AM (Nostalgia)	3.6	3.3
WISM-FM (Rock)	4.6	3.3

#232

Monroe, LA

	Sp '98	Fa '98
KRVV-FM (Urban)	13.9	15.7
KJLO-FM (Country)	16.2	13.4
KYEA-FM (Urban)	11.0	10.5
KNOE-FM (CHR/Pop)	5.8	8.7
KLIP-FM (Cl. Hits)	9.2	7.6
KMYF-FM (Country)	7.5	7.0
KLMB-FM (Urban AC)	6.9	6.4
KHLL-FM (Religious)	1.7	4.7
KMLB-AM (News/Talk)	2.9	4.7
KNOE-AM (Country)	.6	2.3
KWJM-FM (AC)	2.3	2.3

#233

Santa Fe, NM

	Sp '98	Fa '98
KHFM-FM (Classical)	5.1	5.9
KSUV-AM (Reg. Mex.)	2.0	5.9
KABG-FM (Oldies)	3.6	5.4
KKOB-AM (News/Talk)	5.6	5.4
KKSS-FM (CHR/Rhy)	3.6	5.4
KPEK-FM (Hot AC)	6.1	4.9
KTBL-FM (Country)	3.1	4.9
KZRR-FM (Rock)	4.1	4.9
KBAC-FM (Adult Alt)	4.1	3.8
KRST-FM (Country)	6.1	3.8
KTEG-FM (Alternative)	2.6	3.8

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#234

Sussex, NJ

	Sp '98	Fa '98
WSUS-FM (AC)	10.6	13.2
WNNJ-FM (Cl. Hits)	10.6	10.6
WXRK-FM (Alternative)	6.1	5.8
WHCY-FM (Country)	5.6	7.9
WPLJ-FM (Hot AC)	6.1	5.3
WABC-AM (Talk)	6.7	4.8
WAXQ-FM (Cl. Rock)	1.7	3.7
WCBS-FM (Oldies)	5.0	3.7
WLTW-FM (AC)	3.3	3.2
WSPK-FM (CHR/Pop)	—	2.6

#235

Battle Creek, MI

	Sp '98	Fa '98
WNWN-FM (Country)	14.8	14.3
WKFR-FM (CHR/Pop)	13.8	13.1
WBCK-AM (News/Talk)	8.5	9.1
WRKR-FM (Rock)	6.9	8.6
WJXQ-FM (Rock)	4.8	5.7
WWKN-FM (Oldies)	4.8	5.1
WRCC-AM (Nostalgia)	4.8	4.6
WBXX-FM (AC)	7.4	4.0
WQLR-FM (AC)	2.6	3.4
WXIK-FM (Country)	1.1	2.9

#236

Wichita Falls, TX

	Sp '98	Fa '98
KLUR-FM (Country)	20.5	24.9
KWFS-FM (Country)	13.9	12.4
KYYI-FM (Country)	12.6	11.9
KTLT-FM (AC)	8.6	11.3
KNIN-FM (CHR/Pop)	15.9	10.7
KQXC-FM (Hot AC)	2.6	4.0
WBAP-AM (News/Talk)	4.6	3.4
KVRW-FM (Oldies)	2.0	1.1
KDGE-FM (Alternative)	.7	.6
KWFS-AM (Country)	1.3	.6

#237

State College, PA

	Sp '98	Fa '98
WZWW-FM (AC)	14.1	12.2
WFGY-FM (Country)	12.4	11.5
WBUS-FM (Cl. Hits)	8.8	10.3
WBHV-FM (Hot AC)	10.0	9.6
WQWK-FM (Rock)	9.5	8.3
WGMR-FM (Alternative)	8.2	7.7
WBLF/WRSC (News/Talk)	4.7	6.4
WFGI-FM (Country)	1.2	4.5
WMAJ-AM (News/Talk)	4.7	3.8
WSNU-FM (AC)	—	1.3

#238

Bryan, TX

	Sp '98	Fa '98
KKYS-FM (Hot AC)	18.3	20.8
KORA-FM (Country)	11.1	8.7
KAGG-FM (Country)	4.6	8.1
KTSR-FM (Rock)	5.9	8.1
KVJM-FM (Urban)*	8.5	7.4
KTTX-FM (Country)	4.6	5.4
KBMA-FM (Tejano)	4.6	4.7
WTAW-FM (News/Talk)	8.5	4.7
KHLR-FM (Alternative)	3.9	4.0
KBXX-FM (CHR/Rhy)	.7	2.0
KHMX-FM (Hot AC)	—	2.0

#239

Pueblo, CO

	Sp '98	Fa '98
KCCY-FM (Country)	14.7	15.0
KKMG-FM (CHR/Pop)	15.8	12.7
KKFM-FM (Cl. Rock)	6.8	8.7
KDZA-FM (Oldies)	8.5	7.5
KGHF-AM (Nostalgia)	5.6	5.2
KCSJ-AM (News/Talk)	4.5	4.6
KILO-FM (Rock)	6.2	3.5
KKLI-FM (AC)	3.4	3.5
KVUU-FM (Hot AC)	2.8	3.5
KRDO-FM (AC)	1.7	2.9

#240

Altoona, PA

	Sp '98	Fa '98
WFGY-FM (Country)	24.0	22.4
WPRR-FM (CHR/Pop)	11.7	11.5
WFBG-AM (Nostalgia)	9.4	10.3
WALY-FM (Oldies)	8.2	8.5
WRTA-AM (News/Talk)	7.0	7.9
WBRX/WBXQ (Cl. Rock)	7.0	7.3
WMXV-FM (AC)	9.9	6.7
WQKK-FM (Rock)	2.3	2.4
WGMR-FM (Alternative)	2.3	1.8
WQWK-FM (Rock)	1.2	1.8
WVAM-AM (Country)	1.8	1.8

#240

Columbia, MO

	Sp '98	Fa '98
KCLR-FM (Country)	9.9	16.4
KFRU-AM (News/Talk)	17.4	13.2
KTXY-FM (Hot AC)	9.9	10.7
KPLA-FM (AC)	8.7	8.2
KFMZ-FM (Alternative)	5.6	7.5
KCMQ-FM (Classic Rock)	5.0	5.0
KOQL-FM (Oldies)	5.8	5.0
KWWR-FM (Country)	4.3	5.0
KBXR-FM (Adult Alt.)	6.2	3.8
KATI-FM (Country)	—	1.3
KRES-FM (Country)	1.2	1.3
KTGR-AM (Nostalgia)	.6	1.3

#242

Texarkana, TX

	Sp '98	Fa '98
KKYR-FM (Country)	13.8	20.8
KPWW-FM (CHR/Pop)*	11.9	11.0
KEWL-FM (Oldies)	7.5	8.4
KTOY-FM (Urban)	11.9	7.1
KYGL-FM (Cl. Hits)	5.0	5.8
KZRB-FM (Urban)	8.8	5.8
KPYN-FM (Gospel)	3.8	4.5
KXAR-FM (Urban)	2.5	4.5
KRUF-FM (CHR/Pop)	4.4	3.9
KHSP-FM (Religious)**	3.8	3.2

* Was KTHN-FM until October

** Was KOWS-FM (Country Oldies) until September

#243

Billings, MT

	Sp '98	Fa '98
KCTR-FM (Country)	18.1	23.7
KRKX-FM (Rock)	16.9	14.1
KRSQ-FM (Religious)	13.8	10.3
KKBR-FM (AC)	7.5	8.3
KYYA-FM (Hot AC)	5.0	7.1
KBLG-AM (News/Talk)	3.8	5.1
KIDX-FM (Country)	7.5	5.1
KBBB-FM (AC)	3.8	3.8
KGHL-AM (Country)	1.9	3.8
KMHK-FM (Cl. Rock)	4.4	3.8

#244

Sioux City, IA

	Sp '98	Fa '98
KGLI-FM (CHR/Pop)	17.0	17.9
KSUX-FM (Country)	17.0	12.4
KSEZ-FM (Rock)	14.0	10.3
KSCJ-AM (News/Talk)	8.2	8.3
KSFT-FM (AC)	6.4	8.3
KKMA-FM (Cl. Hits)	4.1	7.6
KOLK-FM (Country)	4.1	7.6
KCLH-FM (Oldies)	8.2	6.2
KWSL-AM (Nostalgia)	5.8	3.4
KMNS-AM (Country)	1.2	2.1

#245

Williamsport, PA

	Sp '98	Fa '98
WLQ-FM (Country)	20.7	26.4
WKSJ-FM (AC)	18.7	12.9
WMYL-FM (Nostalgia)	5.3	10.4
WCXR/WZXR (Rock)	11.3	9.8
WRAK/WRKK (News/Talk)	5.3	7.4
WHTO-FM (CHR/Pop)	9.3	6.1
WVRT-FM (Hot AC)	4.0	4.9
WSFT-FM (AC)	5.3	2.5
WQBR-FM (Country)	1.3	1.8
WLYC-AM (Country)	—	1.2
WZRZ-FM (Oldies)	.7	1.2

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#246

Albany, GA

	Sp '98	Fa '98
WJIZ-FM (Urban)	23.3	17.8
WFFM/WRXZ (Urban)	11.0	15.1
WJAO-FM (Cl. Rock)	8.2	10.3
WQVE-FM (AC)	8.9	10.3
WJYZ-AM (Gospel)	7.5	8.9
WKAK-FM (Country)	6.8	6.2
WGPC-FM (Nostalgia)	4.1	5.5
WOBB-FM (Country)	8.2	4.8
WMGR-FM (Hot AC)	8.2	3.4
WZIQ-FM (AC)	—	3.4

#246

Augusta, ME

	Sp '98	Fa '98
WABK/WIGY (Oldies)	9.3	15.9
WEBB/WTVL (Country)	12.1	13.1
WEZW/WMME (CHR/Pop)	10.7	11.7
WCME/WKCG (Country)	5.0	7.6
WBLM-FM (Rock)	9.3	6.9
WTOS-FM (Rock)	7.9	6.2
WHOM-FM (AC)	3.6	4.1
WMCM-FM (Country)	1.4	4.1
WCYI/WCYY (Alternative)	2.9	2.8
WCTB-FM (AC)	3.6	2.1
WMWX-FM (AC)	—	2.1
WOCB-FM (Country)	3.6	2.1

#248

Bluefield, WV

	Sp '98	Fa '98
WHAJ-FM (Hot AC)	16.3	14.8
WKOY/WKQY (Oldies)	10.9	11.5
WHKX-FM (Country)	10.9	9.0
WAey-FM (Country)	7.0	7.4
WMTD-FM (Cl. Rock)	4.7	7.4
WMEV-FM (Country)	5.4	5.7
WGTH-FM (Religious)	2.3	4.1
WGTH-AM (Gospel)	2.3	3.3
WJLS-FM (Country)	3.9	3.3
WPVO-AM (Gospel)	3.1	3.3
WXLK-FM (CHR/Pop)	3.1	3.3

#249

Grand Junction, CO

	Sp '98	Fa '98
KEKB-FM (Country)	14.1	17.7
KMXY-FM (Hot AC)	14.8	15.6
KSTR-FM (Cl. Rock)	12.0	9.9
KBKL-FM (Oldies)	7.7	9.2
KNZZ-AM (News/Talk)	9.2	9.2
KJYE-FM (B/EZ)	7.0	7.8
KKNN-FM (Country)	5.6	5.0
KOIX-FM (Hot AC)	5.6	5.0
KOIL-AM (Sports)	1.4	1.4
KEXO-AM (Reg. Mex.)	—	.7
KSRT-AM (Cl. Rock)*	4.9	7.7
KZKS-FM (Country)	1.4	.7

* Was KKGM-AM (Nostalgia) until August, then KKBJ-AM (Talk) until November when it began simulcasting KSTR-FM.

#250

Watertown, NY

	Sp '98	Fa '98
WFRY-FM (Country)	26.3	28.8
WCIZ-FM (Cl. Hits)*	15.8	19.2
WBDR/WWLF (CHR/Pop)	13.5	10.3
WTNY-AM (News/Talk)	4.5	7.5
WOTT-FM (Oldies)**	6.8	4.8
WTOJ-FM (AC)	6.0	4.8
CHXL-FM (Cl. Rock)	1.5	4.1
WATN-AM (News/Talk)	1.5	3.4
WTKV/WTKW (Cl. Rock)	—	1.4
WBBS-FM (Country)	2.3	.7
CFLY-FM (AC)	1.5	.7

* Was Rock until April.

** Was WLKC-FM (Country) until March.

#251

Lawton, OK

	Sp '98	Fa '98
KLAW-FM (Country)	18.8	15.9
KJMZ-FM (Urban)	18.8	15.1
KMGZ-FM (CHR/Pop)	13.3	15.1
KBZQ-FM (AC)	6.3	6.3
KVRW-FM (Oldies)	8.6	6.3
KZCD-FM (Rock)	10.9	5.6
KFXI-FM (Country)	.8	2.4
KLUR-FM (Country)	1.6	2.4
KYYI-FM (Country)	2.3	2.4
KATT-FM (Rock)	.8	1.6
KNIN-FM (CHR/Pop)	.8	1.6
WBAP-AM (News/Talk)	1.6	1.6
KXCA-AM (Sports)	—	1.6

#251

Rapid City, SD

	Sp '98	Fa '98
KOTA-AM (News/Talk)	11.3	11.1
KOUT-FM (Country)	10.5	10.4
KFXS-FM (Cl. Rock)	10.5	8.9
KKMK-FM (AC)	10.5	8.9
KRCS-FM (Country)	12.0	8.9
KIQK-FM (Country)	10.5	7.4
KKLS-AM (Oldies)	3.0	7.4
KBHB-AM (Country)	1.5	5.2
KIMM-AM (Country)	2.3	4.4
KSQY-FM (Rock)	5.3	4.4
KZZI-FM (Country)	.8	4.4

#253

Harrisonburg, VA

	Sp '98	Fa '98
WKCY-FM (Country)	14.2	14.6
WSVA-AM (News/Talk)	14.2	14.6
WQPO-FM (CHR/Pop)	12.4	13.0
WACL-FM (Cl. Hits)	11.5	8.1
WAMM-FM (Country)	3.5	6.5
WBHB-FM (Cl. Rock)	8.0	5.7
WBOP-FM (Cl. Rock)	6.2	4.9
WLTN-FM (Religious)	6.2	4.9
WSVO-FM (Oldies)	1.8	2.4
WBTX-AM (Religious)	2.7	1.6
WSIG-FM (Country)	2.7	1.6

#254

San Angelo, TX

	Sp '98	Fa '98
KGKL-FM (Country)	19.4	17.6
KIXY-FM (CHR/Pop)	15.3	16.0
KSJT-FM (Spanish Con)	4.0	13.6
KWFR-FM (Cl. Rock)	10.5	11.2
KDCD-FM (Country)	9.7	8.0
KELI-FM (AC)	9.7	6.4
KGKL-AM (Country)	7.3	5.6
KKSA-AM (News/Talk)	5.6	5.6
KYZZ-FM (Tejano)	6.5	4.0

#255

Lewiston, ME

	Sp '98	Fa '98
WBLM-FM (Rock)	11.4	11.7
WTHT-FM (Country)	10.6	8.6
WJBO-FM (CHR/Pop)	8.3	7.8
WPOR-A/F (Country)	9.1	7.8
WLAM-A/F (Nostalgia)	9.1	7.0
WABK-FM (Oldies)	4.5	5.5
WMWX-FM (AC)	6.1	5.5
WTOS-FM (Rock)	4.5	5.5
WHOM-FM (AC)	6.1	4.7
WCYI/WCYY (Alternative)	3.8	3.9
WMGX-FM (AC)	1.5	3.9
WMME-FM (CHR/Pop)	3.0	3.9

#256

Ithaca, NY

	Sp '98	Fa '98
WYXL-FM (AC)	22.2	18.8
WONY-FM (Country)	11.1	11.9
WHCU-AM (News/Talk)	6.0	5.9
WIII-FM (Cl. Rock)	8.5	5.9
WVBR-FM (Rock)	5.1	5.0
WNVE-FM (Alternative)	2.6	3.0
WTKO-AM (Sports)	.9	3.0
WNKI-FM (CHR/Pop)	.9	2.0
WHCD-FM (NAC/SJ)	3.4	1.0
WHWK-FM (Country)	1.7	1.0
WKRT-AM (Oldies)	—	1.0
WMRV-FM (CHR/Pop)	—	1.0
WNTQ-FM (CHR/Pop)	.9	1.0
WWHT-FM (CHR/Pop)	—	1.0
WWLZ-AM (Sports)	.9	1.0

#257

Grand Forks, ND

	Sp '98	Fa '98
KJKJ-FM (Cl. Rock)	10.6	14.5
KKXL-FM (CHR/Pop)	17.0	14.5
KYCK-FM (Country)	8.5	13.0
KCNN-AM (News/Talk)	3.5	6.1
KZLT-FM (AC)	8.5	5.3
KFGO-AM (News/Talk)	6.4	4.6
KNOX-AM (Talk)	2.1	4.6
KNOX-FM (Country)	8.5	4.6
KSNR-FM (Oldies)	5.7	4.6
KROX-AM (Full Serv)	2.1	3.1
WDAY-FM (CHR/Pop)	2.1	3.1

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#258

Cookeville, TN

	Sp '98	Fa '98
WGSQ-FM (Country)	23.0	26.1
WKXD-FM (CHR/Pop)	15.9	12.6
WGIC-FM (AC)	8.0	9.9
WNRQ-FM (Cl. Rock)*	8.8	8.1
WHUB-AM (Country/D)	8.8	6.3
WCSD-FM (Country)	2.7	2.7
WKDF-FM (Alternative)	2.7	2.7
WLIV-AM (Country)	1.8	2.7
WRMX-FM (Oldies)	1.8	2.7
WRVW-FM (CHR/Pop)	2.7	2.7

* Used WLAC-FM calls until June 2.

#259

Owensboro, KY

	Sp '98	Fa '98
WBKR-FM (Country)	26.5	25.0
WSTO-FM (CHR/Pop)	10.3	14.6
WKTG-FM (Cl. Rock)	3.4	10.4
WBIO-FM (Country)	6.8	6.3
WQXQ-FM (Hot AC)	10.3	6.3
WIKY-FM (AC)	5.1	5.2
WVJS-AM (Nostalgia)	1.7	5.2
WKDQ-FM (Country)	5.1	4.2
WJPS-FM (Oldies)	5.1	3.1
WXCM-FM (Alternative)	3.4	3.1

#260

Bismarck, ND

	Sp '98	Fa '98
KFYR-AM (AC)	16.1	16.1
KYYY-FM (Hot AC)	15.3	12.7
KBMR-AM (Country)	14.5	11.0
KBYZ-FM (Cl. Rock)	7.3	11.0
KACL-FM (Oldies)	7.3	10.2
KKCT-FM (Country)	10.5	10.2
KQDY-FM (Country)	8.1	7.6
KLXX-AM (Nostalgia)	4.0	5.1
KSSS-FM (Cl. Rock)	4.0	3.4
KNDR-FM (Religious)	4.0	1.7

#261

Bangor, ME

	Sp '98	Fa '98
WQCB-FM (Country)	16.7	15.1
WBZN-FM (Cl. Hits)	11.5	9.7
WBVA/WVOM (News/Talk)	6.3	7.5
WKIT-FM (Rock)	9.4	7.5
WABI-AM (Nostalgia)	6.3	6.5
WBFB-FM (Country)	3.1	6.5
WEZQ-FM (AC)	5.2	6.5
WKSQ-FM (AC)	6.3	6.5
WWMJ-FM (Oldies)	5.2	6.5
WZON-AM (Sports)	2.1	5.4

#262

Jackson, TN

	Sp '98	Fa '98
WFKX-FM (Urban)	12.4	16.5
WTNV-FM (Country)	12.4	13.4
WYNU-FM (AC)	9.0	9.3
WOJG-FM (Religious)	6.7	8.2
WMXX-FM (Oldies)	6.7	8.2
WNWS-FM (News/Talk)	4.5	5.2
WHRK-FM (Urban)	3.4	4.1
WLSZ-FM (Hot AC)	4.5	4.1
WTJS-AM (News/Talk)	4.5	3.1
WWGM-FM (Gospel)	3.4	3.1
WWYN-FM (Country)	3.4	3.1
WZDQ-FM (Hot AC)	6.7	3.1

#263

Beckley, WV

	Sp '98	Fa '98
WCIR-FM (AC)	15.5	18.6
WJLS-FM (Country)	27.4	18.6
WTNJ-FM (Country)	14.3	15.1
WJLS-AM (Religious)	8.3	12.8
WMTD-FM (Cl. Rock)	10.7	11.6
WAXS-FM (Hot AC)	2.4	3.5
WWNR-AM (News/Talk)	3.6	3.5
WHAJ-FM (Hot AC)	3.6	2.3
WIWS-AM (Oldies)	—	2.3
WKAZ-FM (Cl. Hits)	2.4	1.2
WKLC-FM (Rock)	1.2	1.2
WQBE-FM (Country)	1.2	1.2
WVSR-FM (CHR/Pop)	1.2	1.2

#264

Great Falls, MT

	Sp '98	Fa '98
KMON-FM (Country)	13.7	22.2
KAAC-FM (Hot AC)	14.7	13.3
KLFM-FM (Oldies)	9.5	12.2
KQDI-FM (Cl. Rock)	15.8	12.2
KMON-AM (Country)	9.5	7.8
KXGF-AM (Nostalgia)	12.6	7.8
KQDI-AM (Talk)	5.3	4.4
KEIN-FM (Country)	2.1	3.3
KEIN-AM (Country)	2.1	2.2

#265

Cheyenne, WY

	Sp '98	Fa '98
KIGN-FM (AC)	15.2	13.9
KOLZ-FM (Country)	15.2	13.9
KMUS-FM (Country)	11.4	12.9
KLEN-FM (AC)	9.5	6.9
KFBC-AM (News/Talk)	4.8	5.0
KJLJ-FM (Nostalgia)	5.7	5.0
KZCY-FM (Alternative)	3.8	5.0
KGAB-AM (Talk)	2.9	4.0
KBPI-FM (Rock)	1.9	3.0
KIMX-FM (Hot AC)	3.8	3.0
KQKS-FM (CHR/Rhy)	1.9	3.0
KRRR-FM (Oldies)	1.0	3.0

#266

Meridian, MS

	Sp '98	Fa '98
WOKK-FM (Country)	15.1	18.2
WJDQ-FM (AC)	14.0	15.9
WZKS-FM (Urban AC)	10.8	9.1
WALT-AM (Urban)	6.5	8.0
WMOX-AM (News/Talk)	6.5	8.0
WSLY-FM (Urban)	9.7	6.2
WNBN-AM (Gospel)	5.4	5.7
WMYQ-FM (Country)	—	4.5
WYYW-FM (Country)	4.3	4.5
WKZB-FM (Hot AC)	3.2	2.3
WMMZ-FM (CHR/Pop)*	4.3	2.3
WMLV-FM (AC)	—	2.3

* Was WTUX-FM (Cl. Rock) until August.

#267

Brunswick, GA

	Sp '98	Fa '98
WSOL-FM (Urban AC)	8.8	16.0
WYNR-FM (Country)	11.3	12.0
WXMK-FM (Hot AC)	8.8	9.3
WMOG-AM (Nostalgia)	6.3	8.0
WSEG-AM (Urban)	10.0	8.0
WGIG-AM (News/Talk)	10.0	6.7
WHFX-FM (Cl. Hits)	5.0	6.7
WWSN-FM (AC)	6.3	5.3
WPLA-FM (Alternative)	1.3	4.3
WWRR-FM (Cl. Hits)	5.0	4.0

#268

Casper, WY

	Sp '98	Fa '98
KQLT-FM (Country)	18.8	12.3
KTRS-FM (CHR/Pop)*	6.3	12.3
KTWO-AM (Country)	11.3	12.3
KRVK-FM (Cl. Hits)	—	11.1
KASS-FM (Cl. Rock)	12.5	9.9
KWYY-FM (Country)**	16.3	9.9
KMGW-FM (AC)	12.5	7.4
KMLD-FM (Oldies)	10.0	6.2
KVOC-AM (Oldies)	3.8	4.9
KUYO-AM (Religious)	1.3	3.7

* Was KYOD-FM (Country) until September.

** Was KTRS-FM (AC) until September.

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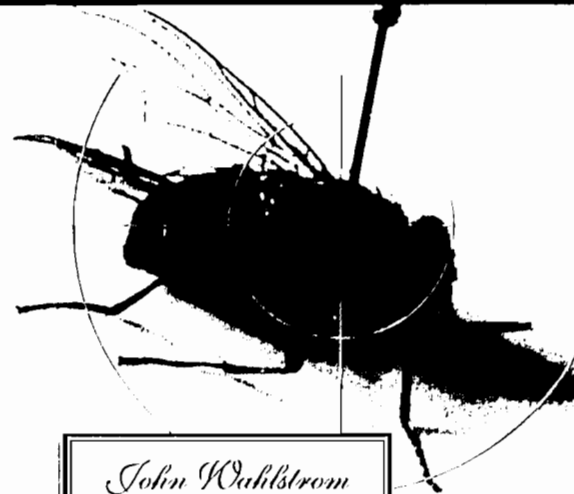
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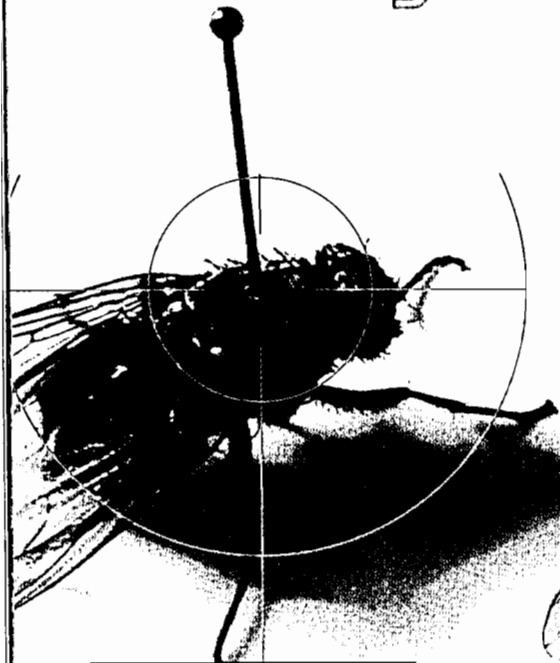
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