

DUNCAN'S RADIO MARKET GUIDE

1984 Edition



James H. Duncan, Jr.

DUNCAN'S RADIO MARKET GUIDE

1984 EDITION

Compiled and edited by:

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

Please feel free to make any comments or suggestions you have at any time. I urge you to do so. I can be reached at the following address:

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INTRODUCTION

I am very pleased to present to you the first edition of DUNCAN'S RADIO MARKET GUIDE. This book is the third series of publications issued by Duncan Media Enterprises. American Radio is the flagship publication and it is now in its 16th edition. Radio in the United States was issued in early 1983 and it will again be published in 1987. DUNCAN'S RADIO MARKET GUIDE will probably be issued every two years.

DUNCAN'S RADIO MARKET GUIDE is designed to be a companion to American Radio. You will notice that there is virtually no overlap between the two books - only two population figures and one revenue estimate. American Radio deals with ratings and station programming information. DUNCAN'S RADIO MARKET GUIDE addresses histories and projections, and the condition or health of radio in each market.

This book is not meant to be used as the final step for someone researching one of these markets. Rather the book is the first step to understanding a particular market. I urge you to use some of my sources and to dig even further than I have. There is so much valuable information out there. All you have to do is go find it and apply it. Perhaps that sounds a bit simplistic to you. However, I am a big believer in the theory that it is not possible to have too much information.

As many of you know I have always done all of the work for my publications alone. I do not have any staff and that is the way I like it. However, for this book I needed help and I received great assistance from some fine people. These folks include Jan Duncan and Tom Duncan. Tom, by the way, is graduating from Michigan State in 1984 and he hopes to land a job in the media department of a major agency. I will see that he is properly educated in the power of radio. Others whose help was invaluable include Chris Woodward of WENS in Indianapolis; Dr. Lawrence Rosen, Chief Demographer of the State of Michigan; Susan Meier of SRDS; Bill Carmicael, Publishing Director of SALES AND MARKETING MANAGEMENT'S SURVEY OF BUYING POWER; Glenda Gordon of Michigan State University; and the reference staffs of many libraries including the Kalamazoo Public Library, Waldo Library at Western Michigan University, and the Upjohn Library at Kalamazoo College.

Also helpful were several people at the Bureau of the Census, Jim Riggs of WENS, and James Duncan, Sr. who provided the information on the largest banks of each market.

A special thanks to the 400 or 500 radio managers who responded to my survey either by mail or over the telephone. The survey was rather long and complex and I thank them for the use of their time. Many of the responses were extremely well thought out and complete and enlightening. In thanks for their help Duncan Media has made a donation to the Broadcast Pioneers Library in Washington.

Thanks also to the broadcasters who have made suggestions regarding this book and/or encouraged me to develop it.

Finally a caveat: READ THE "EXPLANATIONS AND COMMENT" SECTION. If you do not you are going to get confused and you are going to miss some valuable information. I could not fully explain all the sections and categories on each market's pages. It would have been far too cluttered. Please carefully read the explanations and comments pages. This will save you time in the long run. If you still do not understand something please give me a call at anytime Monday through Sunday, 6AM to Midnight.

JIM DUNCAN
December 1983

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INDIVIDUAL MARKET REPORTS IN ALPHABETICAL ORDER

Akron	Daven-RI-Mo	Little Rock	Roanoke
Alban-Schen	Dayton	Los Angeles	Rochester
Albuquerque	Daytona Bea	Louisville	Rockford
Allen-Be-Eas	Denver	Lubbock	Sacramento
Altoona	Des Moines	Lynchburg	Saginaw
Amarillo	Detroit	Macon	St. Louis
Anchorage	Duluth	Madison	Sal-Sea
Apple-Osh	El Paso	Manchester	Salt Lake City
Asheville	Erie	McAll-Brow	San Antonio
Atlanta	Eugene-Spr	Medford	San Diego
Atlantic C	Evansville	Mel-Ti-Co	San Francisco
Augusta	Fargo	Memphis	San Jose
Austin	Fayette,NC	Miam-FT. L	Sarasota
Bakersf	Flint	Milwaukee	Savannah
Baltimore	Ft. Wayne	Minn-SP	Seattle-Tacoma
Baton Rou	Fresno	Mobile	Shreveport
Beaumont	Grand Rap	Modesto	Sioux Falls
Billings	Green Bay	Montgomery	South Bend
Binghamton	Greens-WS	Nashville	Spokane
Birmingham	Greenvi,SC	New Haven	Springfield, MA
Bloomington	Harrisburg	New Orleans	Springfield, MO
Boise	Hartford	New York	Steubenville
Boston	Honolulu	Norfolk	Stockton
Bridgeport	Houston	NE PA	Syracuse
Buffalo	Huntington	Oklahoma C	Tallahassee
Canton	Huntsville	Omaha	Tampa-St. Pete
Casper	Indianapolis	Pensacola	Terre Haute
Cedar Rap	Jackson, MS	Peoria	Toledo
Charles,SC	Jacksonville	Philadelphia	Topeka
Charles, WV	John City-Kings	Phoenix	Tucson
Charlotte	Johnstown	Pittsburgh	Tulsa
Chattanooga	Kalamazoo	Port, ME	Utica
Chicago	Kansas City	Port, OR	Waco
Cincinnati	Knoxville	Providence	Washington
Cleveland	Lafayette	Pueblo	Waterloo-CF
Colo Spr	Lakeland	Raleigh	West Palm Beach
Columbia, SC	Lancaster	Reading	Wheeling
Columbus,GA	Lansing	Reno	Wichita
Columbus,OH	Las Vegas	Richl, WA	Wilmington, DE
Corpus Chr	Lexington	Richmond	Wilmington, NC
Dall-FW	Lincoln	Riv-SB-Ont	Worcester
			Yakima
			York
			Youngstown

TOTAL RADIO REVENUE BY MARKET: 1978, 1983, 1988*

	<u>1978</u>	<u>1983</u>	<u>1988</u>
Akron	6,700,000	8,700,000	11,800,000
Albany-Schen-Troy	8,400,000	13,400,000	20,800,000
Albuquerque	6,000,000	10,400,000	17,300,000
Allen-Beth-Easton	5,400,000	10,100,000	18,200,000
Altoona	2,400,000	3,500,000	5,300,000
Amarillo	3,700,000	6,300,000	10,300,000
Anchorage	4,800,000	5,800,000	8,200,000
Apple-Oshkosh	3,400,000	4,900,000	6,800,000
Asheville	2,400,000	3,100,000	4,200,000
Atlanta	28,000,000	50,800,000	87,800,000
Atlantic City	2,100,000	5,300,000	10,800,000
Augusta	3,300,000	4,400,000	6,500,000
Austin	6,300,000	12,900,000	28,100,000***
Bakersfield	4,900,000	8,200,000	14,400,000
Baltimore	24,900,000	34,100,000	49,900,000
Baton Rouge	5,600,000	9,100,000	13,900,000
Beaumont	3,900,000	7,100,000	12,600,000
Billings	2,400,000	4,000,000	5,800,000
Binghamton	2,700,000	4,400,000	7,700,000
Birmingham	10,900,000	15,800,000	23,400,000
Bloomington, IL	2,200,000	3,400,000	5,000,000
Boise	2,000,000	4,800,000	10,600,000
Boston	38,600,000	71,300,000	129,600,000***
Bridgeport	3,000,000	6,200,000	13,200,000
Buffalo	14,100,000	18,600,000	25,000,000
Canton	4,500,000	6,000,000	8,100,000
Casper	2,500,000	4,200,000	7,300,000
Cedar Rapids	4,300,000	6,100,000	9,000,000
Charleston, SC	4,300,000	6,400,000	9,400,000
Charleston, WV	3,600,000	6,200,000	10,600,000
Charlotte	11,700,000	16,700,000	24,200,000
Chattanooga	4,700,000	7,000,000	10,800,000
Chicago	87,600,000	129,400,000	187,700,000
Cincinnati	20,400,000	27,600,000	39,700,000
Cleveland	26,700,000	33,300,000	46,200,000
Colorado Springs	3,200,000	5,500,000	9,400,000
Columbia, SC	5,200,000	8,900,000	15,200,000
Columbus, GA	2,700,000	4,500,000	7,400,000
Columbus, OH	15,000,000	24,500,000	40,300,000
Corpus Christi	4,200,000	6,400,000	9,800,000
Dallas-FT. Worth	38,200,000	74,100,000	140,000,000
Daven-RI-Moline	5,100,000	7,300,000	10,500,000
Dayton	10,900,000	14,500,000	20,500,000
Daytona Beach	2,400,000	4,300,000	7,300,000
Denver	23,400,000	40,700,000	69,500,000
Des Moines	7,200,000	9,900,000	14,600,000
Detroit	46,500,000	58,900,000	74,100,000***
Duluth	3,900,000	5,400,000	7,200,000
El Paso	3,800,000	9,700,000	23,800,000***
Erie	2,600,000	3,800,000	5,800,000
Eugene	4,700,000	5,900,000	8,200,000
Evansville	4,800,000	6,800,000	10,200,000
Fargo	3,700,000	5,900,000	9,800,000
Fayetteville	2,500,000	3,800,000	5,400,000
Flint	6,300,000	7,200,000	9,000,000
Fort Wayne	6,300,000	7,000,000	8,400,000

	<u>1978</u>	<u>1983</u>	<u>1988</u>
Fresno	8,300,000	11,200,000	15,400,000
Grand Rapids	8,700,000	12,800,000	19,300,000
Green Bay	2,800,000	4,900,000	8,700,000
Greensboro/W-S	9,700,000	14,100,000	21,500,000
Green-Spart	7,600,000	11,500,000	18,900,000
Harrisburg	4,800,000	7,400,000	11,800,000
Hartford	9,400,000	15,700,000	26,000,000
Honolulu	8,600,000	12,900,000	20,900,000
Houston	36,800,000	74,200,000	135,800,000
Huntington	3,600,000	6,200,000	10,700,000
Huntsville	3,000,000	4,800,000	7,600,000
*Jackson, MS	4,900,000	7,400,000	10,800,000
Jacksonville	7,700,000	9,900,000	14,400,000
JC-Kings-Bristol	4,700,000	7,300,000	11,000,000
Johnstown	2,100,000	3,300,000	5,300,000**
Kalamazoo	3,100,000	3,400,000	4,400,000
Kansas City	17,600,000	26,200,000	41,500,000
Knoxville	6,300,000	9,600,000	14,900,000
Lafayette, LA	2,800,000	4,900,000	9,000,000
Lakeland	2,800,000	4,400,000	6,600,000
Lancaster	2,600,000	4,000,000	6,100,000
Lansing	4,900,000	7,400,000	11,200,000
Las Vegas	7,100,000	11,100,000	17,300,000
Lexington	5,000,000	7,800,000	12,400,000
Lincoln	4,500,000	6,700,000	10,400,000
Little Rock	6,400,000	9,600,000	14,400,000
Los Angeles	112,100,000	190,300,000	314,800,000
Louisville	11,200,000	15,500,000	23,000,000
Lubbock	4,300,000	5,100,000	6,400,000
Lynchburg	1,900,000	2,800,000	4,000,000
Macon	3,000,000	4,900,000	8,000,000
Madison	5,700,000	8,200,000	12,100,000
Manchester	2,500,000	4,900,000	9,500,000
McAllen-Browns	3,800,000	7,800,000	14,600,000
Medford	1,700,000	2,900,000	5,000,000
Mel-Titus-Cocoa	2,300,000	3,600,000	5,700,000
Memphis	11,800,000	16,400,000	23,200,000
Miami-FT. Lau	31,200,000	62,200,000	90,000,000
Milwaukee	18,300,000	26,800,000	40,600,000
Minneapolis	27,300,000	44,300,000	72,200,000
Mobile	4,900,000	7,200,000	11,400,000
Modesto	3,200,000	5,400,000	10,100,000**
Montgomery	3,900,000	5,500,000	8,000,000
Nashville	12,200,000	17,900,000	27,500,000
New Haven	5,100,000	8,000,000	12,400,000
New Orleans	14,100,000	22,300,000	35,100,000
New York	112,800,000	176,800,000	282,100,000
Norfolk	11,100,000	17,300,000	28,500,000
NE PA	6,500,000	10,200,000	16,500,000
Oklahoma City	11,400,000	19,300,000	33,900,000
Omaha	7,700,000	10,800,000	15,900,000
Orlando	8,500,000	13,600,000	21,900,000
Pensacola	3,500,000	5,400,000	8,300,000
Peoria	4,500,000	7,300,000	11,500,000
Philadelphia	44,000,000	69,200,000	11,200,000
Phoenix	15,900,000	34,900,000	74,500,000**
Pittsburgh	24,300,000	32,800,000	47,000,000
Portland, ME	2,800,000	6,000,000	13,000,000**
*Indianapolis	18,400,000	29,100,000	47,400,000

	<u>1978</u>	<u>1983</u>	<u>1988</u>
Portland, OR	17,000,000	28,200,000	50,500,000
Providence	8,700,000	14,100,000	22,100,000
Pueblo	1,400,000	2,200,000	3,400,000
Raleigh	8,300,000	15,900,000	30,000,000**
Reading	2,700,000	3,600,000	5,200,000
Reno	3,200,000	6,500,000	12,300,000
Richland, WA	2,300,000	3,200,000	5,500,000
Richmond	8,700,000	14,200,000	23,400,000
River-SB-Ont	8,000,000	18,700,000	38,700,000**
Roanoke	3,200,000	5,200,000	8,100,000
Rochester	9,100,000	14,600,000	24,000,000
Rockford	3,700,000	4,800,000	6,600,000
Sacramento	9,200,000	26,000,000	53,500,000**
Saginaw	5,100,000	6,200,000	8,400,000
St. Louis	29,300,000	41,500,000	62,200,000
Salinas-Sea	3,300,000	5,800,000	10,000,000
Salt Lake City	12,100,000	19,900,000	32,400,000
San Antonio	15,400,000	25,600,000	43,900,000
San Diego	21,400,000	36,200,000	60,300,000
San Francisco	59,200,000	90,400,000	139,200,000
San Jose	13,200,000	23,600,000	42,100,000
Sarasota	1,700,000	3,700,000	7,000,000
Savannah	2,700,000	4,500,000	7,200,000
Seattle-Tacoma	29,500,000	53,300,000	91,600,000
Shreveport	5,600,000	9,900,000	17,000,000
Sioux Falls	2,400,000	4,200,000	7,300,000
South Bend	2,800,000	4,400,000	6,100,000
Spokane	5,300,000	8,100,000	12,600,000
Springfield, MA	5,100,000	8,300,000	13,500,000
Springfield, MO	4,000,000	6,100,000	9,200,000
Steubenville	1,200,000	1,700,000	2,600,000
Stockton	2,400,000	4,700,000	8,700,000**
Syracuse	6,500,000	9,100,000	12,400,000
Tallahassee	1,600,000	4,400,000	10,000,000**
Tampa-St. Pete	13,900,000	30,200,000	62,400,000**
Terre Haute	1,900,000	3,000,000	4,900,000
Toledo	9,000,000	11,700,000	15,900,000
Topeka	3,500,000	4,800,000	7,000,000
Tucson	5,100,000	9,600,000	14,900,000
Tulsa	8,000,000	15,500,000	29,800,000
Utica	2,900,000	4,800,000	8,200,000
Waco	1,700,000	3,400,000	5,500,000
Washington	45,600,000	74,200,000	125,400,000
Waterloo-CF	2,600,000	3,100,000	4,200,000
West Palm Beach	5,500,000	10,300,000	20,100,000
Wheeling	3,900,000	4,900,000	6,900,000
Wichita	8,400,000	12,500,000	19,500,000
Wilmington, DE	3,900,000	6,700,000	11,400,000
Wilmington, NC	1,400,000	2,800,000	4,400,000
Worcester	3,600,000	7,200,000	13,900,000**
Yakima	2,500,000	3,300,000	4,700,000
York	4,700,000	7,900,000	11,400,000
Youngstown	4,500,000	6,300,000	9,300,000

*1978 revenue based on FCC reports. 1983 revenue based on Duncan Media estimates. 1988 revenue projections taken from "Mean Revenue Estimates" which can be found in the Individual Market Reports and explained in the Explanations and Comments sections.

**For these markets it is my opinion that the revenue projections are somewhat high (somewhat low for Detroit only). I advise that you use greater caution when using the figures for these markets.

50 MARKETS WITH HIGHEST REVENUE: 1978, 1983, 1988*

<u>1978</u>	<u>1983</u>	<u>1988</u>
1. New York \$112,800,000	1. Los Angel \$190,300,000	1. Los Angel \$314,800,000
2. Los Angel 112,100,000	2. New York 176,800,000	2. New York 282,100,000
3. Chicago 87,600,000	3. Chicago 129,400,000	3. Chicago 187,700,000
4. San Fran 59,200,000	4. San Fran 90,400,000	4. Dall-FW 140,000,000
5. Detroit 46,500,000	5. Houston 74,200,000	5. San Fran 139,200,000
6. Washington 45,600,000	Washington 74,200,000	6. Houston 135,800,000
7. Philadelphia 44,000,000	7. Dall-FW 74,100,000	7. Boston 129,600,000**
8. Boston 38,600,000	8. Boston 71,300,000	8. Washington 125,400,000
9. Dall-FW 38,200,000	9. Philadel 69,200,000	9. Philadel 111,200,000
10. Houston 36,800,000	10. Miami-FT, L 62,200,000	10. Sea-Tacoma 91,600,000
11. Mia-FT. L 31,200,000	11. Detorit 58,900,000	11. Mia-FT. L 90,000,000
12. Sea-Tacoma 29,500,000	12. Sea-Tacoma 53,300,000	12. Atlanta 87,800,000
13. St. Louis 29,300,000	13. Atlanta 50,800,000	13. Phoenix 74,500,000**
14. Atlanta 28,000,000	14. Minneapolis 44,300,000	14. Detroit 74,100,000
15. Minneapolis 27,300,000	15. St. Louis 41,500,000	15. Minneapolis 72,200,000
16. Cleveland 26,700,000	16. Denver 40,700,000	16. Denver 69,500,000
17. Baltimore 24,900,000	17. San Diego 36,200,000	17. Tamp-SP 62,400,000**
18. Pittsburgh 24,300,000	18. Phoenix 34,900,000	18. St. Louis 62,200,000
19. Denver 23,400,000	19. Baltimore 34,100,000	19. San Diego 60,300,000
20. San Diego 21,400,000	20. Cleveland 33,300,000	20. Sacramento 53,500,000**
21. Cincinnati 20,400,000	21. Pittsburgh 32,800,000	21. Port. OR 50,500,000
22. Indianapolis 18,400,000	22. Tampa-SP 30,200,000	22. Baltimore 49,900,000
23. Milwaukee 18,300,000	23. Indianapolis 29,200,000	23. Indianapolis 47,400,000
24. Kansas Ci 17,600,000	24. Port, OR 28,200,000	24. Pittsburgh 47,000,000
25. Port, OR 17,000,000	25. Cincinnati 27,600,000	25. CLeveland 46,200,000
26. Phoenix 15,900,000	26. Milwaukee 26,800,000	26. San Antonio 43,900,000
27. San Anton 15,400,000	27. Kansas Ci 26,200,000	27. San Jose 42,100,000
28. Colum, OH 15,000,000	28. Sacramento 26,000,000	28. Kansas Ci 41,500,000
29. Buffalo 14,100,000	29. San Anton 25,600,000	29. Milwaukee 40,600,000
New Orleans 14,100,000	30. Colum, OH 24,500,000	30. Colum, OH 40,300,000
31. Tampa-SP 13,900,000	31. San Jose 23,600,000	31. Cincinnati 39,700,000
32. San Jose 13,200,000	32. New Orleans 22,300,000	32. Riv-SB-Ont 38,700,000**
33. Nashville 12,200,000	33. Salt Lake 19,900,000	33. New Orleans 35,100,000
34. Salt Lake 12,100,000	34. Oklahoma C 19,300,000	34. Oklahoma C 33,900,000
35. Memphis 11,800,000	35. Riv-SB-Ont 18,700,000	35. Salt Lake 32,400,000
36. Charlotte 11,700,000	36. Buffalo 18,600,000	36. Raleigh 30,000,000**
37. Oklahom C 11,400,000	37. Nashville 17,900,000	37. Tulsa 29,800,000
38. Louisville 11,200,000	38. Norfolk 17,300,000	38. Norfolk 28,500,000
39. Norfolk 11,100,000	39. Charlotte 16,700,000	39. Austin 28,100,000**
40. Dayton 10,900,000	40. Memphis 16,400,000	40. Nashville 27,500,000
Birmingham 10,900,000	41. Raleigh 15,900,000	41. Hartford 26,000,000
42. Greens-WS 9,700,000	42. Birming 15,800,000	42. Buffalo 25,000,000
43. Hartford 9,400,000	43. Hartford 15,700,000	43. Charlotte 24,200,000
44. Sacramento 9,200,000	44. Tulsa 15,500,000	44. Rochester 24,000,000
45. Rochester 9,100,000	Louisville 15,500,000	45. El Paso 23,800,000**
46. Toledo 9,000,000	46. Rochester 14,600,000	46. Richmond 23,400,000
47. Richmond 8,700,000	47. Dayton 14,500,000	Birmingham 23,400,000
Providence 8,700,000	48. Richmond 14,200,000	48. Memphis 23,200,000
Grand Rapids 8,700,000	49. Greens/WS 14,100,000	49. Louisville 23,000,000
50. Honolulu 8,600,000	Providence 14,100,000	50. Providence 22,100,000

*1978 figures based on FCC reports. 1983 figures based on Duncan Media estimates. 1988 projections based on various methodologies. See the Explanations and Comments section for full details.

** The 1988 projections for these markets look somewhat high to me (only Detroit looks too low). Use with caution.

REVENUE PER SHARE STUDY

This table shows the 1983 estimated revenue available for each share point of metro radio listening (Mon-Sun, 12+, 6AM-Midnight). For more information on how this figure was calculated see the Explanations and Comments section.

1. Los Ange	\$2,109,756	43. York	\$188,095	85. Little Rock	\$108,271	127. Pensacola	69,409
2. New York	1,942,857	44. Norfolk	183,652	86. Flint	108,271	128. Apple-Osh	68,150
3. Chicago	1,409,586	45. Providence	182,642	87. Bakersfield	107,753	129. Charles, WV	67,172
4. San Fran	1,014,586	46. Dayton	181,477	88. Jacksonv	107,725	130. Fargo	66,818
5. Washing	820,796	47. New Haven	180,587	89. Tucson	106,667	131. Green Bay	66,486
6. Boston	807,474	48. Richmond	176,837	90. Baton Rouge	104,000	132. Topeka	65,934
7. Houston	793,582	49. West Palm Bea	175,768	91. Shreveport	103,340	133. Spring, MO	64,756
8. Dall-FW	784,127	50. Birmingham	174,972	92. Harrisburg	97,884	134. Mel-Titus-Co	63,830
9. Philadel	779,279	51. Greens-WS	172,794	93. Manchester	95,703	135. Waco	63,551
10. Miami-FL	682,018	52. Memphis	171,369	94. Evansville	95,371	136. Anchorage	62,567
11. Detroit	664,036	53. Tulsa	167,206	95. Lancaster	94,118	137. Utica	60,914
12. River-SB-0	640,411	54. Toledo	165,957	96. Reading	91,603	138. Montgomery	60,841
13. San Jose	590,000	55. Rochester	164,785	97. Atlantic C	90,909	139. Huntsville	60,226
14. Atlanta	576,714	56. Louisville	163,502	98. Lexington	89,143	140. Duluth	59,146
15. Seattle-Ta	565,714	57. Worcester	159,292	99. Peoria	88,592	141. Steubenville	58,419
16. San Diego	506,294	58. Austin	157,895	100. McAll-Browns	88,536	142. South Bend	58,266
17. Minneapolis	493,869	59. Orlando	157,225	101. Spokane	87,379	143. Macon	57,110
18. Denver	443,839	60. Alban-Schen	150,224	102. Modesto	87,097	144. Tallahassee	56,701
19. Baltimore	442,857	61. Bridgeport	149,398	103. Fayettev	86,560	145. Binghamton	56,483
20. St. Louis	429,607	62. Grand Rap	149,184	104. Youngstown	85,135	146. Wheeling	56,193
21. Phoenix	369,312	63. Wichita	144,676	105. Port, ME	85,106	147. Roanoke	56,034
22. Cleveland	367,550	64. Allen-Beth	136,486	106. Beaumont	83,924	148. Lubbock	54,025
23. Pittsburgh	357,299	65. Spring,MA	135,179	107. Lincoln	83,750	149. Boise	51,948
24. Tampa-SP	342,792	66. Honolulu	134,235	108. John C-Kings	83,333	150. Johnstown	49,107
25. Cincinnati	328,963	67. Canton	134,228	109. Daven-RI-Mo	83,049	151. Savannah	49,073
26. Sacramento	312,125	68. Fresno	131,455	110. Fort Wayne	81,019	152. Bloom, IL	48,920
27. Indianapolis	311,230	69. Stockton	127,717	111. Sarasota	79,569	153. Augusta	47,878
28. Port, OR	306,522	70. Greenv-Spar	127,212	112. Jackson, MS	79,144	154. Columbus, GA	47,120
29. Milwaukee	304,892	71. Las Vegas	126,136	113. Chattanooga	77,864	155. Erie	46,229
30. Kansas City	277,836	72. Lansing	124,789	114. Lafayette,LA	77,778	156. Casper	45,901
31. Columbus,OH	271,018	73. NE PA	122,156	115. Saginaw	76,923	157. Lynchburg	44,872
32. San Antonio	266,667	74. Omaha	120,941	116. Mobile	76,841	158. Sioux Falls	44,633
33. Akron	257,396	75. Kalamazoo	119,718	117. Cedar Rapids	73,760	159. Water-CF	43,175
34. New Orleans	236,982	76. Madison	117,986	118. Colo Spr	73,138	160. Billings	42,105
35. Raleigh	221,140	77. Albuquerque	117,249	119. Amarillo	72,511	161. Asheville	41,278
36. Salt Lake C	215,135	78. Lakeland	115,486	120. Reno	72,062	162. Altoona	40,888
37. Charlotte	211,392	79. Knoxville	113,475	121. Huntington	71,429	163. Yakima	39,807
38. Buffalo	206,437	80. Des Moines	112,118	122. Daytona Bea	71,310	164. Richl, WA	39,216
39. Hartford	205,497	81. Salinas-Sea	111,538	123. Rockford	71,217	165. Pueblo	36,728
40. Wilming,DE	204,268	82. Syracuse	111,383	124. Charles, SC	70,175	166. Medford	34,814
41. Oklahoma C	199,586	83. El Paso	108,989	125. Corpus Chr	69,717	167. Terre Haute	34,682
42. Nashville	192,888	84. Colum, SC	108,801	126. Eugene	69,575	168. Wilming, NC	31,180

POPULATION PER STATION STUDY

This table shows the metro population per radio station in each market. It was calculated by dividing the metro stations (those above the line) into the total 1983 population for the market. The Spring 1983 Arbitron was used as the source for the number of stations.

The markets are listed in descending order with those having the greatest population per station listed first. The number of rated stations is shown in parentheses.

This table begins to address the question of whether a particular market is over-radioed or not.

1. Chicago	215,758 (33)	43. Memphis	52,222 (18)	85. Manches	34,000 (5)	Char,WV	22,500 (16)
2. New York	202,955 (44)	44. Louisville	51,667 (18)	86. Des Moi	33,636 (11)	Spokane	22,500 (16)
3. Philadel	173,703 (27)	45. Hartford	51,250 (16)	87. Honolulu	33,333 (24)	129. Beaumont	22,353 (17)
4. Detroit	170,384 (26)	46. Rochester	51,053 (19)	88. Fort Way	32,727 (11)	130. Eugene	22,308 (13)
5. Los Angeles	169,111 (45)	47. Omaha	50,000 (12)	89. Knoxv	32,500 (12)	131. Spr. Mo	22,000 (10)
6. Boston	123,333 (30)	48. All-Be-Eas	49,231 (13)	Dav-RI-M	32,500 (12)	132. Montgom	21,538 (13)
7. Houston	110,345 (29)	49. Richmond	48,571 (14)	91. Syracuse	32,000 (20)	Mel-Ti-Co	21,538 (13)
8. Baltimore	110,000 (20)	50. Youngstown	48,182 (11)	92. Las Veg	31,875 (16)	134. JC-Kin-Br	21,429 (21)
9. Washington	107,586 (29)	51. Okla City	47,368 (19)	93. South Be	31,111 (9)	135. Sal-Sea	21,428 (14)
10. Dallas-FW	106,897 (29)	52. Flint	46,464 (11)	94. Peoria	30,833 (12)	136. T'peka	21,111 (9)
11. River-SB-0	104,375 (16)	53. Norfolk	45,769 (26)	95. Char,SC	30,667 (15)	Wheeling	21,111 (9)
12. San Fran	103,125 (32)	54. Raleigh	45,385 (13)	96. El Paso	30,000 (17)	138. Bakersf	21,000 (20)
13. Bridgeport	102,500 (4)	55. San Anton	44,800 (25)	Fresno	30,000 (18)	139. Sarasota	20,909 (11)
14. Minn-SP	99,091 (22)	56. Bat Rouge	44,167 (12)	Madison	30,000 (11)	140. Tallaha	20,000 (10)
15. Atlanta	98,260 (23)	57. Fayettev	43,333 (6)	99. Chatta	29,333 (15)	Lincoln	20,000 (10)
16. Miami-FT L	96,452 (31)	58. Birmingham	43,005 (20)	100. Jackvil	29,231 (26)	Fargo	20,000 (7)
17. San Jose	96,429 (14)	59. Orlando	42,778 (18)	101. Evansv	29,000 (10)	Cor Chris	20,000 (17)
18. Akron	94,285 (7)	60. Alban-Sch	42,000 (20)	Modesto	29,000 (10)	Ashevi	20,000 (9)
19. San Diego	90,909 (22)	61. Kalamazoo	41,429 (7)	103. Mobile	28,750 (16)	145. Ced Rap	18,889 (9)
20. St. Louis	84,643 (28)	62. Providence	41,364 (22)	104. Erie	28,000 (10)	146. Utica	18,824 (17)
21. Cleveland	80,434 (23)	63. Canton	41,000 (10)	Dayt Bea	28,000 (10)	147. Yakima	18,000 (10)
22. Tampa-ST Pet	79,545 (22)	64. Spring,MA	40,769 (13)	106. Lexingt	27,750 (12)	148. Huntsv	17,778 (18)
23. Cincinnati	77,778 (18)	65. Steuben	40,000 (4)	107. Augusta	27,692 (13)	Richl,WA	17,778 (9)
24. Pittsburgh	75,172 (29)	Lansing	40,000 (12)	108. NE PA	27,500 (24)	150. Johnst	17,640
25. Columbus,OH	70,000 (18)	Charlotte	40,000 (17)	109. Gree-Sp	27,273 (22)	151. Reno	17,500 (12)
26. New Orleans	68,421 (19)	68. Salt Lake C	39,200 (25)	Pensa	27,273 (22)	152. Savannah	17,143 (14)
27. Seatt-Tac	67,813 (32)	69. York	39,000 (10)	111. Jack,MS	27,143 (14)	153. Terre Hau	16,364 (11)
28. Wilming, DE	66,250 (8)	70. Lakeland	38,889 (9)	112. Water-CF	26,667 (6)	154. Casper	16,000 (5)
29. Reading	64,000 (5)	71. Austin	38,667 (15)	113. L Rock	26,250 (16)	155. Anchor	15,833 (12)
30. Denver	61,071 (28)	72. McAll-Brow	38,571 (14)	114. Bingh	26,000 (10)	156. Lubbock	15,714 (14)
31. Toledo	60,769 (13)	73. Tulsa	38,333 (18)	115. Waco	25,714 (7)	157. Altoona	15,555 (9)
32. Buffalo	60,500 (20)	74. West Palm	37,647 (17)	116. Albuq	25,555 (18)	158. Duluth	15,000 (18)
33. Kansas City	60,434 (23)	75. Tucson	36,250 (16)	117. Rockf	25,455 (11)	159. Port1,ME	14,615 (13)
34. New Haven	60,000 (7)	76. Stockton	36,000 (10)	118. Col Spg	25,384 (13)	160. Wilm, NC	14,000 (10)
35. Indianapolis	59,000 (20)	Green Bay	36,000 (5)	119. Shreve	24,375 (16)	Medford	14,000 (10)
36. Phoenix	57,241 (29)	78. Colum,SC	35,833 (12)	120. Bloomin	24,000 (5)	162. Amarillo	13,846 (13)
37. Portland, OR	56,957 (23)	Saginaw	35,833 (12)	Colum,GA	24,000 (10)	163. Pueblo	13,000 (10)
38. Milwaukee	56,000 (25)	80. Grenns-WS	35,200 (25)	122. Atl City	23,636 (11)	164. Sioux Fall	12,222 (9)
39. Dayton	55,353 (15)	81. Wichita	35,000 (12)	123. Hunting	23,571 (14)	Billings	12,222 (9)
40. Sacramento	55,000 (20)	82. Harrisburg	34,615 (13)	124. App-Osh	23,077 (13)	166. Lynchburg	11,538 (13)
41. Worcester	54,286 (7)	83. Grand Rap	34,444 (18)	125. Roanoke	23,000 (10)	167. Lafay,LA	10,625 (15)
42. Lancaster	52,857 (7)	84. Nashville	34,231 (26)	126. Macon	22,500 (12)	168. Boise	10,556 (18)

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FOR MORE INFORMATION ON THESE SOURCES OF INFORMATION SEE THE "EXPLANATIONS AND COMMENTS" SECTION.

EXPLANATIONS AND COMMENTS

IMPORTANT: Please read this section carefully and refer to it often as you use this book. This section will help you get the most out of every table.

The best way to explain the market report is to take a single report and go through it table-by-table. For this purpose we will use the Indianapolis market. For more detailed information of the sources cited see the Bibliography.

PAGE ONE (THE LEFT HAND PAGE OF EACH MARKET REPORT)

INDIANAPOLIS

1982 SMSA Rank: 34	1983 ADI Rank: 23	Population per Station: 59,000 (20)
1983 MSA Rank: 36	1983 Est Revenue: \$29,100,000	Est Rev per Share Point: \$311,230
	Manager's Market Rating (current): 4.5	Manager's Market Rating (future): 4.0

In 1982 Indianapolis ranked number 34 among all Standard Metropolitan Statistical Areas. During 1983, however, the US Government changed its market definition to MSA or Metro Survey Area. Basically this represented a realignment of the metros based on the results of the 1980 census. For many markets this meant a change in the geography of the market. In most cases this change was a minor one. However, for some markets the changes were substantial. Thus making projections became difficult if not impossible (see below). For the purposes of this report I usually made future population and retail sales projections based on the geography of the "old" SMSA if there were substantial differences between the MSA and the SMSA.

The ADI ranking is Arbitron's TV market designation. Many markets are in "hyphenated" ADI's or they are not named in the ADI designation. When this occurred I did not list the rank number but instead referred the reader to the lead or major city in the ADI.

The 1983 Estimated Revenue is the mean revenue estimate listed for 1983 in the REVENUE HISTORY AND PROJECTIONS section which is discussed in detail below.

The Manager's Market Rating (current) for Indianapolis is 4.5. This is the result of a questionnaire which was sent to station general managers and sales managers. One of the questions was "On the scale below how would you rate your market as it stands today?"

<u>Horrible Radio Market</u>		<u>OK Radio Market</u>		<u>Great Radio Market</u>
1	2	3	4	5

The managers were asked to circle the number on the scale which approximated their opinion of the market. The responses were then averaged and the result listed. A rating of 2.5 to 3.5 is basically a neutral response. The Indianapolis response is very positive. It is my opinion that in general the managers tended to overrate their own market slightly.

The future rating (bottom of far right column) is the result of another part of the same questionnaire. "On the scale below how would you rate the growth of radio in your market between now and 1988?"

<u>No Growth</u>		<u>Average Growth</u>		<u>Strong Growth</u>
1	2	3	4	5

The Population per Station shows the number of persons in the market per metro station which is rated in the market. Indianapolis had 20 stations which were listed in the Indianapolis metro in the Spring 1983 Arbitron. That figure was divided into the total population for Indianapolis metro. This is a good figure to use when judging whether a market is "over-radioed".

The estimated Revenue per Share Point is derived from a series of calculations which can be found on the left side of this page and about halfway down the page. The methodology used for calculating this figure is discussed below.

Mean % (1978-1982): This figure was calculated by finding an average of the "Revenue as a percentage of retail sales" for the years 1978 through 1982. Just as in calculating the yearly growth rates for revenue and revenue per capita (see above) I did adjust either the resulting figure or, more often, the years used to calculate the mean percentage.

Resulting Revenue Estimate: For these figures I took the mean percentage and used it against the projected retail sales for the years 1983 through 1988. The result is an estimate of radio revenues for those years. The retail sales figures are listed in the "POPULATION AND DEMOGRAPHIC ESTIMATES" section and they were also supplied by "Sales and Marketing Management-Survey of Buying Power". S&MM is probably the most reliable "future" data provider available and I am fortunate to be able to use their data. However, I do feel their retail sales projections may be a bit high because they (S&MM) assume a 6.7% inflation rate for the period 1983-1987. I hope they are wrong and that inflation is at a much lower rate. Please keep this in mind when evaluating these revenue projections.

MEAN REVENUE ESTIMATES: These are probably the most important and useful figures in this section. It simply calculates an average for the three revenue estimates which, as we have discussed, were calculated in three different ways. This tends to flatten out the figures a bit.

I believe this section provides the most complete and comprehensive revenue estimates available to the radio industry. The figures must be used with caution, however. They are largely based on past performance and as every mutual fund prospectus says - past performance does not necessarily guarantee future performance.

So how valuable and reliable are the projections? I feel they are most useful when they are used as a beginning point for further analysis. I suggest you take these figures and factor in your own knowledge of the individual markets and any other variables you have knowledge of.

I have the most confidence in the revenue projections when all three methods of calculation result in similar figures. Such was the case in Indianapolis. However, in some markets the estimates vary rather drastically. Where these variations are particularly striking I flagged the market with a suggestion that the reader use special caution. Such a market is Detroit and there are about twenty others.

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	1.14	1.15	1.16	1.18	1.18	1.18	1.19	1.19	1.20	1.20	1.21
Retail Sales (billions):	4.6	4.9	5.2	5.9	6.2	6.9	7.6	8.2	9.5	10.6	11.6
CSI Household (thousands):	19.9	21.2	22.6	24.5	24.8	--	--	--	--	--	--

This section shows total population, retail sales, and consumer spendable income per household for each year from 1978 through 1988. The figures for the years 1978 through 1982 were taken from SRDS. The 1983 through 1988 figures are provided by Sales and Marketing Management". They are either actual figures taken from S&MM or projections made off their figures.

Below-the-Line Listening Shares:...	1.8%
Unlisted Station Listening:...	4.7%
Total Lost Listening:...	6.5%
Available Share Points:	93.5
Number of Viable Stations:	17
Mean Share Points per Station:	5.50
Median Share Points per Station:	5.6
Rev per Available Share Point:	\$311,230
Estimated Rev for Mean Station:	\$1,711,764

This table contains several calculations which are useful in analyzing a radio market:

Below-the-Line Listening Shares: This shows the percentage of listening which goes to stations which are located outside the market's metro. The Spring 83 edition of American Radio describes how this figure was calculated.

Unlisted Station Listening: This figure show the percent of all radio listening which goes to stations not listed in the rating books. These stations are primarily college stations and other non-commercial stations or commercial stations with too little listening to be included in the rating book.

Total Lost Listening: This shows the listening shares in the market which are usually not available to the primary commercial stations in the market.

Available Share Points: These are the listening shares which are available to the primary commercial stations in each market. This figure varies greatly from market to market. It is the crucial figure when calculating how much revenue is available per share point. Many broadcasters just divide total revenue figures by 100 and say that is close enough. The figures shown here are much more accurate.

Number of Viable Stations: This is the number of stations which, in my judgement, are active and viable competitors for advertising dollars in the market. The other stations are generally those with less than a 1.0 share or stations from small towns far from the metro's principal city.

Mean Share Points per Share: This is the average share for the viable stations.

Median Share Points per Station: The median share for a viable station is provided as a comparison to the mean.

Revenue per Available Share Point: This is calculated by dividing the "Available Share Points" into the 1983 total revenue.

Estimated Revenue for Mean Station: This is derived by multiplying the "Revenue per Available Share Point" by the "Mean Share Points per Station".

These figures provide a good starting point for projecting an individual station's revenues and for estimating what an average station in the market bills. It tends to underestimate revenue for the top rated stations in the market and it overestimates revenues for the lowest rated stations. Remember also that there will be variations between formats which will have an impact on these estimates.

Racial Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels (%)
White 85.6	10 24.1	12-24 27.3	5 years or less 1.8
Black 13.5	10-20 29.6	25-54 49.2	High School Grad 69.3
Hispanic 0.8	20-35 32.0	55+	4 or more years of college 15.9
Other 0.1	35-50 9.9		
	50+ 4.4		

Racial Breakdowns: This table shows the racial composition of each market. I use the term racial somewhat loosely because Hispanic is certainly not a separate race. According to the Bureau of the Census the Hispanic respondents could classify themselves in any race or as just merely Hispanic. That is why the figures often add up to more than 100. This table is based upon data from the 1980 census.

Income Breakdowns: This data is based on the 1980 census.

Age Breakdowns: This shows the percentage of the 12+ population which falls in these groupings. These figures come from each Arbitron book.

Education Levels: Also based on the 1980 census.

5 YEAR GROWTH RATE

	<u>82-87</u>	Median House Value: \$47,074	<u>Largest Banks</u>
Population:	2.7%	Median Age: 29.3 years	Amer. Fletcher (2.9 Bil)
Retail Sales:	68.0%	Median Education: 12.5 years	Indiana Nat. (2.7 Bil)
YEAR 2000 POPULATION:	1,277,270		Merchants (1.9 Bil)

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Major Corporations</u>
Automotive	Eli Lilly
Distribution	Stokely-VanCamp
Electrical equip.	Rock Island Refining
Government	Hunt Corp.
Pharmaceuticals	Anacomp

The five year growth rates are provided by "Sales and Marketing Management - Survey of Buying Power".

The Year 2000 Population estimates were made in 1983 by the National Planning Association.

The Median Age and Median Education were provided by the 1980 census.

The Median House Value is the sale price of houses sold in 1979 updated for inflation to 1980. I found the data in the Places Rated Almanac.

The figures shown for the listing of the largest banks is the total assets of each bank as of 1 January 1983.

The Important Businesses and Industries and Major Corporations listings were gathered from various sources. The corporations listed are generally those that have their headquarters in the market.

Employment Breakdowns

Manag/Prof.	117,462 (22.0%)	Services	141,248 (26.4%)
Tech/Sales/Admin.	176,554 (33.0%)	Manuf.	133,700 (25.0%)
Service	67,826 (12.7%)	Retail	89,962 (16.8%)
Farm/Forest/Fish	7,067 (1.3%)	Trans/Comm	40,936 (7.7%)
Precision Prod.	64,373 (12.0%)	Finan/Ins.	40,203 (7.5%)
Oper./Fabri/Labor	101,674 (19.0%)	Pub Admin	26,380 (4.9%)

Total Employment: 534,956

NOTE: Column on left is employment by job description or occupation.
Column on right is employment by industry.

This data is also derived from the 1980 census. In order to fit the categories in I had to make some abbreviations. Below are the six occupational classifications along with their sub-classifications.

MANAGERIAL AND PROFESSIONAL SPECIALTY OCCUPATIONS

Executive, administrator, and managerial
Officials and administrators, public admin
Management related occupations
Professional specialty occupations
Engineers and natural scientists
Health diagnosing occupations
Health assessment and treating occupations
Teachers, librarians, and counselors

TECHNICAL, SALES, AND ADMINISTRATIVE SUPPORT OCCUPATIONS

Health technologists and technicians
Technologists and technicians, except health
Sales occupations
Supervisors and proprietors, sales occupations
Sales representatives, commodities and finance
Other sales occupations
Administrative support occupations, including clerical
Computer equipment operators
Secretaries, stenographers, and typists
Financial records processing occupations
Mail and message distribution occupations

SERVICE OCCUPATIONS

Private household occupations
Protective service occupations
Service occupations, except protective and household

FARMING, FORESTRY, AND FISHING OCCUPATIONS

Farm operators and managers
Farm workers and related occupations

PRECISION PRODUCTION, CRAFT, AND REPAIR OCCUPATIONS

Mechanics and repairers
Construction trades
Precision production occupations

OPERATORS, FABRICATORS, AND LABORERS

Machine operators and tenders, except precision
Fabricators, assemblers, inspectors, and samplers
Transportation occupations
Material moving equipment operators
Handlers, equipment cleaners, helpers, and laborers

The table on the right shows the industry of employed persons. There are 11 general classifications. I showed the number for the six largest classifications along with their percentage of all employed persons. Below are listed these classifications along with their sub-classifications.

AGRICULTURE

FORESTRY AND FISHERIES

MINING

CONSTRUCTION

MANUFACTURING

Nondurable goods
Food and kindred products
Textile mill and finished textile products
Printing, publishing, and allied industries
Chemicals and allied products
Durable goods
Furniture, lumber and wood products
Primary metal industries
Fabricated metal industries, including ordnance
Machinery, except electrical
Electrical machinery, equipment, and supplies
Transportation equipment

TRANSPORTATION, COMMUNICATIONS AND OTHER PUBLIC UTILITIES

Railroads
Trucking service and warehousing
Other transportation
Communications
Utilities and sanitary services

WHOLESALE TRADE

RETAIL TRADE

General merchandise stores
Food, bakery, and dairy stores
Automotive dealers and gasoline stations
Eating and drinking places

FINANCE, INSURANCE AND REAL ESTATE

Banking and credit agencies
Insurance, real estate, and other finance

SERVICES

Business services
Repair services
Private households
Other personal services
Entertainment and recreation services
Professional and related services
Hospitals
Health services, except hospitals
Elementary and secondary schools and colleges
Other educational services
Social services, religious and membership organizations
Legal, engineering, and other professional services
Public administration

Colleges and Universities

Ind/Purdue-Indy (22,797)
 Butler (3,874)
 Ind. Central (4,200)

Military Bases

FT. Benjamin Harrison (3,900)

Unemployment

June 79: 5.3%
 Dec 81: 9.8%
 Sep 83: 8.2%

Colleges and Universities: The major colleges and universities in each market are listed along with the number of students enrolled as of 1982. The source for this information was the Education Directory, Colleges and Universities.

Military Bases: If any significant military installations are present in the market they are listed on this table. The number of military personnell stationed at the base is also included. This figure does not include dependants.

Unemployment: This figure was researched through several governmental sources. For some markets there is not any data available.

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Caldwell-VanRiper (18 mil, 5%)
 Handley-Miller (10 mil, 20%)
 MZB
 Carlson (7 mil, 21%)
 Garrison, Jasper, Rose (10 mil)
 Pearson Group (9 mil)

Heavy Agency Radio Users

MZD
 Pearson
 Caldwell-VanRiper
 Handley Miller

Poor Agency Radio Users

Kiley
 Pearson
 Lennon

Most Knowledgeable Local Media Buyers

Terry Riley - MZD
 Linda Allee - Handley-Miller
 Stephanie Smith - Caldwell

Largest Local Radio Accounts

HiFi Buys
 Merchants Bank
 Coca Cola
 American Fletcher Bank
 Hooks Drugs

Market's Radio Strengths

Strong pricing. WIBC and WENS are good price leaders.
 Strong owners and managers
 Good local sales staff - stable
 Stable local economy
 Aggressive and intelligent advertising agencies
 Highest Billing AM: WIBC
 Highest Billing FM: WENS-F
 Highest Billing Station: WIBC

Market's Radio Weaknesses

Some rate cutting by a few stations
 Need more unity among radio broadcasters

Large Local Accounts Which Use Radio Poorly

Sears
 J.C. Penney
 Pepsi

Radio Usage by Major Advertising Categories

Financial	4.3	Soft Drinks	4.0	Stereo/Computers/TV	4.0
Fast Foods	4.3	Beer,Wine	1.8	Department/Discount Stores	4.0
Restaurants	2.7	Farm	2.5	Airlines	3.3
Auto Dealers	3.7	Utilities	3.5	Fashion, Clothing Stores	3.5

Source of Regional Dollars

Cincinnati
 Columbus
 Louisville

All of this section with the exception of the "Largest Ad Agencies" is based on the response of general managers and sales managers to a questionnaire I sent out in October 1983. I must admit that I was disappointed at the response levels from many markets. I was not able to gather enough information to complete all of the tables in this section. I realize that the questionnaire was rather long and some of the questions controversial but I was hoping for a 30% response rate and I only got a 20% response rate.

For those markets which did not send in enough questionnaires to establish an effective sample base (25% of the viable stations in each market) we made phone calls to supplement the questionnaires. However, the phone interviews did not attempt to cover every question on the questionnaire. Instead we asked for the managers ranking of their own market, radio usage by major advertising categories, and the highest billing stations in each market. All told over 200 successful calls were made.

Please remember one important thing: I ONLY PRINTED INFORMATION IN THIS SECTION IF THERE WAS A CONSENSUS AMONG THE RESPONDENTS. If there was no consensus the table was left blank. I did not want to list an agency as a "poor radio user" unless several broadcasters listed that agency. These standards applied to all tables in this section.

Largest Ad Agencies: The source for this table was the Standard Directory of Advertising Agencies. This is the best source available but it does not list every agency. In fact many sizable agencies do not even want to be listed in this reference. I threw some other agencies out because it was my opinion that they were not a factor as far as the local radio market was concerned. Generally these were agencies that were totally or heavily industrial in nature or those which were "specialty agencies".

If I knew the agency's billing I included them. Also for some agencies I included the percentage of their total billings which are invested in radio. Remember that much of that amount may be purchased in other markets or even in network. Thus these agencies could in fact have little influence on local market radio.

ALL OF THE SECTIONS LISTED BELOW ARE BASED ON QUESTIONNAIRES OR TELEPHONE SURVEYS. THEY DO NOT REFLECT MY OPINIONS.

Heavy Agency Radio Users: We asked the broadcasters "Which advertising agencies in your market are the heaviest users of local radio?". Those agencies listed were chosen by a consensus of the broadcasters.

Poor Agency Radio Users: Broadcasters were asked "Which advertising agencies in your market are the poorest and least knowledgeable users of local radio?". Again a consensus was needed so that no personal vendettas could be reflected on this table.

Most Knowledgeable Local Media Buyers: This was and is a bit controversial but I enjoyed it anyway. I asked the broadcasters "Who are the smartest (as pertains to radio) local media buyers?". A few responded by saying "none" or "all of them are dumb". Again a consensus was required.

Largest Local Radio Accounts: The question was "What are the largest local accounts which use radio frequently and heavily?"

Large Local Accounts Which Use Radio Poorly: Broadcasters were asked "What are the largest local accounts which do not use radio and should, or those which use radio poorly?". Again a consensus was required. By far the most mentioned accounts were J.C. Penney, Wards, and Sears.

Market's Radio Strengths: The question was "What are radio's greatest strengths in your market? What factors make your market a good radio market?"

Market's Radio Weaknesses: Broadcasters were asked "What are radio's greatest weaknesses or problems in your market?". I must admit that processing the answers to this question got rather boring and quite depressing. The responses were the same almost every market.

Highest Billing Stations: I asked the broadcasters to name the highest billing AM and FM station along with the highest overall biller. Again a general consensus was required.

Source of Regional Dollars: Broadcasters were asked which markets were important sources for regional dollars.

Radio Usage by Major Advertising Categories: Broadcasters were asked to rate twelve advertising categories as far as their use of radio in their market. This rating applies to the market as a whole - not just one particular station. This also covers cash business only. The scale used is as follows:

<u>Rarely Use Radio</u>	<u>Average or Moderate Users</u>	<u>Buy Often, Heavy and Deep</u>
1	2	3
4	5	

COMPETITIVE MEDIA

<u>Over the Air Television</u>				<u>Daily Newspapers</u>				<u>Cable Penetration (DMA)</u>
WHMB	Indianapolis	40	Sumrall	Indianapolis Star	M/S	225,148, Central		38.9%
WISH	Indianapolis	8	CBS LIN	Indianapolis News	E	136,654, Central		ATC
WRTV	Indianapolis	6	ABC McGraw-Hill					
WPDS	Indianapolis	59						
WTHR	Indianapolis	13	NBC Columbus Dispatch					
WTTV	Bloomington	4						

Over the Air Television: No explanation needed except to say that some of these stations may be subscription TV services.

Daily Newspapers: The circulation for these papers is as of 1 January 1983. The circulation shown is the weekday circulation although if the paper has a Sunday edition an S is shown. E = evening, M = Sunday and AD means various editions throughout the day. Some markets have a JOA which stands for Joint Operationing Agreement. That means that the editorial staffs are separate but sales and administrative are operated together.

Cable Penetration: This shows the percentage of homes which are equipped with cable TV. It is based on Nielsen data released in August 1983. Remember that this covers the entire DMA not just the Metro. Companies with major franchises in the market are listed directly below the percentage figure.

Recent Radio Transactions

1981	WIFE	From Communicom to Embrescia	
			\$1,300,000
1981	WTLC-F	Sold to BENI	\$3,732,000
1983	WIBC/WNAP-F	From Fairbanks to Blair	
			\$21,000,000

MISCELLANEOUS COMMENTS

DFS Test Market
"Indianapolis, conservative but pragmatic, epitomizes Indiana's homogeneity."

- The Book of America

Recent Radio Transactions: This shows radio sales since 1980. In some cases the sales may never have been closed for various reasons. They are listed anyway because they still give an indication of station pricing in the market.

Miscellaneous Comments: This section contains various odds and ends including footnotes and those markets which are judged to be good test markets by Dancer Fitzgerald Sample.

Also found in this section are quotes concerning many markets from The Book of America. I had a great time finding these quotes because the source is such a fine book. I recommend it highly. I tried to find one quotation which made a broad statement about the city.



INDIVIDUAL MARKET REPORTS

NOTE: Two pages are devoted to each market. The beginning of each market is the page on the left side. The information then continues to the page on the right.

AKRON

1982 SMSA Rank: 60
1983 MSA Rank: 67

1983 ADI Rank: Cleveland
1983 Est Revenue: \$8,700,000
Manager's Market Rating (current): 3.5

Population per Station: 94,285 (7)
Est Rev per Share Point: \$257,396
Manager's Market Rating (future): 3.0

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	6.7	7.2	7.5								
Duncan Media Rev Est:				7.9	8.1						
Yearly Growth Rate (1978-82):	4.87%										
Projected Revenue Est:						8.5	8.9	9.3	9.8	10.3	10.8
Revenue per Capita:	10.23	10.92	11.36	11.97	12.27						
Yearly Growth Rate (1978-82):	4.66%										
Projected Revenue per Capita:						12.84	13.44	14.07	14.72	15.41	16.13
Resulting Revenue Estimate:						8.5	8.9	9.3	9.7	10.0	10.5
Rev as % of Retail Sales:	0.29	0.29	0.27	0.26	0.26						
Mean % (1978-1982):	.274										
Resulting Revenue Estimate:						9.0	10.1	11.0	12.0	13.2	14.2
<u>MEAN REVENUE ESTIMATES:</u>						<u>8.7</u>	<u>9.3</u>	<u>9.9</u>	<u>10.5</u>	<u>11.2</u>	<u>11.8</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.66	.66	.66	.65	.66	.66	.66	.66	.65	.65	.65
Retail Sales (billions):	2.3	2.5	2.8	3.0	3.1	3.3	3.7	4.0	4.4	4.8	5.2
CSI Household (thousands):	19.7	21.1	22.6	25.0	26.3	--	--	--	--	--	--
Below-the-Line Listening Shares:..	61.0%										
Unlisted Station Listening:..	5.8%										
Total Lost Listening:..	66.2%										
Available Share Points:	33.8%										
Number of Viable Stations:	6										
Mean Share Points per Station:	5.6										
Median Share Points per Station:	6.6										
Rev per Available Share Point:	\$257,396										
Estimated Rev for Mean Station:	\$1,441,420										

	<u>Racial Breakdowns (%)</u>		<u>Income Breakdowns (%)</u>		<u>Age Breakdowns (%)</u>		<u>Education Levels (%)</u>	
White	90.0		< 10	25.3	12-24	27.9	5 years or less	1.7
Black	9.1		10-20	29.0	25-54	47.1	High School Grad	69.5
Hispanic	0.5		20-35	32.1	55+	25.0	4 or more years of college	15.4
Other	0.4		35-50	9.5				
			50+	4.1				

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	0%
Retail Sales:	54.7%

Median House Value: \$55,750
Median Age: 29.9 years
Median Education: 12.5 years

Largest Banks

First National	(1.0 Bil)
National City	(313 Mil)
Bank One	(580 Mil)
Banc Ohio	(NA)
Central Bank	(255 Mil)

YEAR 2000 POPULATION: 697,520

COMMERCE AND INDUSTRY

<u>Important Businesses and Industries</u>	<u>Major Corporations</u>
Rubber	Goodyear
Chemicals	Firestone
Plastics	Goodrich
Trucking	General Tire
	Schulman Inc.
	McNeil Corp.

<u>Employment Breakdowns</u>			
Manag/Prof.	64,516 (22.7%)	Manuf.	90,965 (32.0%)
Tech/Sales/Admin.	85,810 (30.1%)	Services	78,385 (27.7%)
Service	37,722 (13.3%)	Retail	48,600 (17.1%)
Farm/Forest/Fish	2,383 (0.8%)	Trans/Comm	18,755 (6.6%)
Precision Prod.	37,859 (13.3%)	Finan/Ins.	12,667 (4.5%)
Oper./Fabri/Labor	44,822 (15.8%)	Construct	12,073 (4.2%)
Total Employment: 284,477			

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

University of Akron (24,632)
Kent State (18,844)
Hiram College (1,236)

Military Bases

Unemployment

June 79: 5.5%
Dec 82: 13.7%
Sep 83: 10.2%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Hesselbart & Mitten
Malone Adv.
PR Associates (5%)
Hitchcock-Fleming

Heavy Agency
Radio Users

Poor Agency
Radio Users

Most Knowledgeable
Local Media Buyers

Janet Price - Hesselbart

Largest Local Radio Accounts

First National Bank
O'Neils

Market's Radio Strengths

TV is not a big factor
Few "local" Akron stations
Newspaper penetration only
about 50%

Market's Radio Weaknesses

Heavy listenership to
Cleveland stations although
few dollars (and no local
dollars) are lost
Declining population
Low rate

Large Local Accounts Which
Use Radio Poorly

Jewel Mart

Highest Billing AM: WAKR
Highest Billing FM: WKDD-F
Highest Billing Station: WAKR

Radio Usage by Major Advertising Categories

Financial	5.0	Soft Drinks	2.5	Stereo/Computers/TV	2.5
Fast Foods	4.0	Beer, Wine	2.0	Department/Discount Stores	4.0
Restaurants	2.0	Farm	1.0	Airlines	1.0
Auto Dealers	4.0	Utilities	4.0	Fashion, Clothing Stores	4.0

Source of Regional Dollars

Cleveland
Columbus
Pittsburgh

COMPETITIVE MEDIA

Over the Air Television

WAKR Akron 23 ABC Group One
Others: See Cleveland or Canton

Daily Newspapers

Akron Beacon Journal E/S 163,968
Knight-Ridder

Cable Penetration (DMA)

Approx 25% in
Akron area only.
Warner-Amex

Recent Radio Transactions

1981 WKDD-F Sold to Welcome Radio \$3,000,000
1981 WCUE 1,000,000

MISCELLANEOUS COMMENTS

ALBANY-SCHENECTADY-TROY

1982 SMSA Rank: 53
1983 MSA Rank: 58

1983 ADI Rank: 51
1983 Est Revenue: \$13,400,000
Manager's Market Rating (current):3.0

Population per Station:42,000 (20)
Est Rev per Share Point:\$150,224
Manager's Market Rating (future):3.0

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	8.4	8.8	9.9								
Duncan Media Rev Est:				11.0	12.1	13.0					
Yearly Growth Rate (1978-82): 9.6%											
Projected Revenue Est:							14.2	15.6	17.1	18.8	20.6
Revenue per Capita:	10.65	11.23	12.42	13.92	15.13						
Yearly Growth Rate (1978-82): 8.9%											
Projected Revenue per Capita:						16.47	17.94	19.54	21.28	23.17	25.24
Resulting Revenue Estimate:						13.8	15.0	16.4	17.9	19.4	21.2
Rev as % of Retail Sales:	0.33	0.29	0.29	0.30	0.31						
Mean % (1978-1982): 0.304											
Resulting Revenue Estimate:						13.4	15.2	16.4	17.9	19.5	20.7
MEAN REVENUE ESTIMATES:						<u>13.4</u>	<u>14.8</u>	<u>16.1</u>	<u>17.6</u>	<u>19.2</u>	<u>20.8</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.79	.79	.79	.79	.80	.84	.84	.84	.84	.84	.84
Retail Sales (billions):	2.5	3.0	3.5	3.7	3.9	4.4	5.0	5.4	5.9	6.4	6.8
CSI Household (thousands):	18.2	20.0	22.2	24.3	26.8	--	--	--	--	--	--
Below-the-Line Listening Shares:.. 1.2%											
Unlisted Station Listening:.. 9.6%											
Total Lost Listening:.. 10.8%											
Available Share Points: 89.2											
Number of Viable Stations: 14											
Mean Share Points per Station: 6.3											
Median Share Points per Station: 5.7											
Rev per Available Share Point: \$150,224											
Estimated Rev for Mean Station:\$946,411											
<u>5 YEAR GROWTH RATE</u>											
	<u>82-87</u>										
Population: -.7%											
Retail Sales: 60.9%											
YEAR 2000 POPULATION: ⁵ 804,330											
<u>COMMERCE AND INDUSTRY</u>											
<u>Important Businesses and Industries</u>											
Government											
Financial											
Food Products											
Electrical Equipment											
	<u>Major Corporations</u>										
	Mohasco										
	<u>Employment Breakdowns</u>										
	Manag/Prof. 89,318 (25.6%)								Services 111,211 (31.9%)		
	Tech/Sales/Admin.122,088 (35.0%)								Manuf. 63,755 (18.3%)		
	Service 46,701 (13.4%)								Retail 54,089 (15.5%)		
	Farm/Forest/Fish 4,762 (1.4%)								Pub Admin 47,177 (13.5%)		
	Precision Prod. 36,085 (10.4%)								Trans/Comm 22,497 (6.5%)		
	Oper./Fabri/Labor 49,544 (14.2%)								Finan/Ins. 18,201 (5.2%)		
	Total Employment: 348,498										
	NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.										

Colleges and Universities

SUNY - Albany (16,069)
Pensselaer Polytech (6,449)

Military Bases

Scotia Navy Depot (2,200)

Unemployment

June 79: 4.6%
Dec 82: 7.3%
Sep 83: 6.2%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Madison North (22%)
Beckman Associates (23%)
Nowak Barlow Johnson
VandeCar, DePorte & Johnson (26%)

Heavy Agency Radio Users

VandeCar
Beckman
Complete

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Joan Marino - Complete Media

Largest Local Radio Accounts

Price Chopper
McDonalds
Albany Savings Bank

Market's Radio Strengths

Hyphenated market with 3 newspapers that do not cover the entire area. Radio does.
Little format duplication
Stable economy and employment
Radio community works fairly well together through "Capial District Radio Group."

Market's Radio Weaknesses

Poorly trained sales people
Media buyers who lack radio knowledge
Pricing policies undervalue radio

Large Local Accounts Which Use Radio Poorly

Grand Union
Carls

Highest Billing AM: WGY
Highest Billing FM: WPYX
Highest Billing Station: WGY

Radio Usage by Major Advertising Categories

Financial	4.7	Soft Drinks	3.3
Fast Foods	3.3	Beer, Wine	4.3
Restaurants	3.0	Farm	1.3
Auto Dealers	3.0	Utilities	2.5

Stereo/Computers/TV	4.7
Department/Discount Stores	3.3
Airlines	3.0
Fashion, Clothing Stores	2.7

Source of Regional Dollars

New York

COMPETITIVE MEDIA

Over the Air Television

WNYT	Albany	13	NBC	Viacom
WRGB	Schenectady	6	CBS	Universal
WTEN	Albany	10	ABC	Knight-Ridder
WXXA	Albany	23		
WUSV	Schenectady	45		

Daily Newspapers

Albany Times-Union	M/S	85,299
Knickerbocker News	E	41,815
Schenectady Gazette	M	70,195
Troy Times-Record	E/S	45,452

Cable Penetration (DMA)

53.2%
ATC, Tele-Comm, New Channels

Recent Radio Transactions

1981	WOKO		\$575,000
1982	WABY	Sold by Broadcast Mng	550,000
1983	WPTR/WFLY-F	From Rust to Dryson	4,000,000
1983	WGY/WGFM-F	From GE to Foster/Sky	NA
1983	WROW A/F	From Cap Cities to JAG	3,200,000

MISCELLANEOUS COMMENTS

DFS Test Market

"In the 1970's Albany finally began to show some signs of life."
- The Book of America

ALBUQUERQUE

1982 SMSA Rank: 91
1983 MSA Rank: 100

1983 ADI Rank: 62
1983 Est Revenue: \$10,400,000
Manager's Market Rating (current):2.3

Population per Station: 25,555 (18)
Est Rev per Share Point: \$117,249
Manager's Market Rating (future):3.3

REVENUE HISTORY AND PROJECTIONS *

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	6.0	7.2	8.1								
Duncan Media Rev Est:				8.7	9.5						
Yearly Growth Rate (1978-82): 12.2%											
Projected Revenue Est:						10.6	11.9	13.3	15.0	16.8	18.8
Revenue per Capita:	15.00	17.14	19.29	19.33	20.65						
Yearly Growth Rate (1978-82): 8.5%											
Projected Revenue per Capita:						22.40	24.31	26.37	28.61	31.05	33.69
Resulting Revenue Estimate:						10.3	11.4	12.4	13.7	15.2	16.8
Rev as % of Retail Sales:	0.35	0.40	0.40	0.36	0.40						
Mean % (1978-1982): 0.382											
Resulting Revenue Estimate:						10.3	11.5	12.6	13.8	15.3	16.4
<u>MEAN REVENUE ESTIMATES:</u>						<u>10.4</u>	<u>11.6</u>	<u>12.8</u>	<u>14.2</u>	<u>15.8</u>	<u>17.3</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.40	.42	.42	.45	.46	.45	.47	.47	.48	.49	.50
Retail Sales (billions):	1.7	1.8	2.0	2.4	2.4	2.7	3.0	3.3	3.6	4.0	4.3
CSI Household (thousands):	16.9	18.2	19.9	20.6	22.1	--	--	--	--	--	--
Below-the-Line Listening Shares:.. 0											
Unlisted Station Listening:.. <u>11.3%</u>											
Total Lost Listening:.. <u>11.3%</u>											
Available Share Points:	88.7										
Number of Viable Stations:	14										
Mean Share Points per Station:	6.33										
Median Share Points per Station:	5.1										
Rev per Available Share Point:\$117,249											
Estimated Rev for Mean Station:\$742,187											

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	10.5%
Retail Sales:	71.6%

Median House Value: \$75,882
Median Age: 28.2 years
Median Education: 12.8 years

Largest Banks

Albuquerque Nat. (1.2 Bil)
First Interstate (355 Mil)
First National (794 Mil)

YEAR 2000 POPULATION: 608,230

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Employment Breakdowns

Transportation
Tourism
Research
Electronics
Military

Manag/Prof.	53,430 (27.2%)	Services	70,799 (36.0%)
Tech/Sales/Admin.	68,252 (34.7%)	Retail	35,104 (17.9%)
Service	24,617 (12.5%)	Manuf.	18,515 (9.4%)
Farm/Forest/Fish	2,117 (1.1%)	Pub Admin	16,199 (8.2%)
Precision Prod.	24,637 (12.5%)	Construct	14,676 (7.5%)
Oper./Fabri/Labor	23,385 (11.9%)	Trans/Comm	14,507 (7.4%)

Total Employment: 196,438

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Military Bases

Unemployment

University of New Mexico (22,938)
University of Albuquerque (1,923)

Kirtland AFB (5,000)
Sandia Reservation (NA)

June 79: 6.3%
Dec 82: 8.3%
Sep 83: 8.7%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Heavy Agency Radio Users

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Competitive Edge (5%)
Epstein (25%)
Rick Johnson & Co. (15%)
Toppins Agency (5%)

Michelson Creative

Toppins & Assoc.

Dave Michelsohn - Michelson

Largest Local Radio Accounts

Market's Radio Strengths

Market's Radio Weaknesses

West Coast Sound
Sun West Bank

Excellent signals - particularly for FM

UHF stations sell at rates lower than radio

Large Local Accounts Which Use Radio Poorly

Highest Billing AM: KOB
Highest Billing FM: KOB-F
Highest Billing Station: KOB

Low pay market for sales and programming
Agencies don't use radio well
Turnover of sales staff

First National Bank
Copperfield's Furniture

Radio Usage by Major Advertising Categories

Source of Regional Dollars

Financial 3.0 Soft Drinks 2.3
Fast Foods 3.3 Beer, Wine 3.0
Restaurants 2.7 Farm 1.0
Auto Dealers 2.7 Utilities 3.0

Stereo/Computers/TV 3.0
Department/Discount Stores 2.3
Airlines 3.7
Fashion, Clothing Stores 2.7

Phoenix
El Paso
Denver
Salt Lake City

COMPETITIVE MEDIA

Over the Air Television

Daily Newspapers

Cable Penetration (DMA)

KGGM Albuq. 13 CBS
KGSW Albuq. 14
KNAT Albuq. 23 Johnny Carson
KOAT Albuq. 7 ABC Pulitzer
KOB Albuq. 4 NBC Hubbard
KSAF Santa Fe 2

Albuquerque Journal M/S 90,123
Albuquerque Tribune E 44,946
JOA

Scripps-How 15.6%
Tribune Co.

Recent Radio Transactions

MISCELLANEOUS COMMENTS

1980 KRKE/KWXL-F From Gaylord to Peoria
Journal Star \$5,000,000
1983 KKJY-F From Broadcast Assoc to Dunn NA

*Change in new MSA compared to previous SMSA. Projections based on 1982 SMSA.

"Albuquerque is heavily dependent on federally stimulated nuclear and space contracts. But the electronics industry, the energy boom, and footloose Social Security recipients appear to be making the economic base more independent."

- The Book of America

ALLENTOWN-BETHLEHEM-EASTON

1982 SMSA Rank: 67
1983 MSA Rank: 70

1983 ADI Rank: Phila
1983 Est Revenue: \$10,100,000
Manager's Market Rating (current):NA

Population per Station:49,231 (13)
Est Rev per Share Point:\$136,486
Manager's Market Rating (future): NA

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	5.4	6.2	7.1								
Duncan Media Rev Est:				8.2	9.4						
Yearly Growth Rate (1978-82): 14.0%											
Projected Revenue Est:						10.7	12.2	13.9	15.9	18.1	20.6
Revenue per Capita:	9.31	9.82	11.01	12.81	14.69						
Yearly Growth Rate (1978-82): 12.1%											
Projected Revenue per Capita:						16.47	18.46	20.69	23.20	26.00	29.15
Resulting Revenue Estimate:						10.5	12.0	13.4	15.3	17.2	19.5
Rev as % of Retail Sales:	0.23	0.25	0.26	0.28	0.31						
Mean % (1978-1982): 0.266											
Resulting Revenue Estimate:						9.0	10.1	11.4	12.5	13.8	14.6
MEAN REVENUE ESTIMATES:						<u>10.1</u>	<u>12.0</u>	<u>13.4</u>	<u>15.3</u>	<u>17.2</u>	<u>19.5</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.58	.63	.63	.64	.64	.64	.65	.65	.66	.66	.67
Retail Sales (billions):	2.3	2.5	2.7	2.9	3.0	3.4	3.8	4.3	4.7	5.2	5.5
CSI Household (thousands):	18.9	20.2	22.0	23.9	26.9		--	--	--	--	--
Below-the-Line Listening Shares:.. 18.7%											
Unlisted Station Listening:.. 7.3%											
Total Lost Listening:.. 26.0%											
Available Share Points: 74.0											
Number of Viable Stations: 10											
Mean Share Points per Station: 7.4											
Median Share Points per Station: 6.5											
Rev per Available Share Point: \$136,486											
Estimated Rev for Mean Station: \$1,009,996											

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	3.2%
Retail Sales:	68.0%

Median House Value: \$53,393
Median Age: 33.1 years
Median Education: 12.3 years

Largest Banks

1st Nat-Allen (1.1 Bil)
Merchants-Allen (674 Mil)
First Valley (679 Mil)
Easton Nat. (246 Mil)

YEAR 2000 POPULATION: 709,340

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Electronics Mack Trucks
Steel Bethlehem Steel
Textiles Air Products & Chemicals
Trucks and busses Finance America
Chemicals Alpha Portland

Employment Breakdowns

Manag/Prof.	55,636 (19.4%)	Manuf.	115,235 (40.1%)
Tech/Sales/Admin.	77,178 (26.9%)	Services	66,420 (23.1%)
Service	32,595 (11.4%)	Retail	41,736 (14.5%)
Farm/Forest/Fish	3,560 (1.2%)	Trans/Comm	17,574 (6.1%)
Precision Prod.	39,040 (13.6%)	Finan/Ins.	11,668 (4.1%)
Oper./Fabri/Labor	36,838 (12.8%)	Construct	12,812 (4.5%)

Total Employment: 287,061

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Lehigh (6,546)
Lafayette (2,390)
Muhlenberg (1,728)

Military Bases

Unemployment

June 79: 6.5%
Dec 82: 12.5%
Sep 83: 10.6%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Berger and Co. (27%)
Lieberman-Appalucci

Heavy Agency Radio Users

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Largest Local Radio Accounts

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which Use Radio Poorly

Highest Billing AM: WAEB
Highest Billing FM: WXXW-F/WLEV-F
Highest Billing Station: No consensus

Radio Usage by Major Advertising Categories

Financial 3.0 Soft Drinks 4.0
Fast Foods 4.0 Beer, Wine 4.0
Restaurants 2.0 Farm 1.0
Auto Dealers 5.0 Utilities 2.0

Source of Regional Dollars

Stereo/Computers/TV 5.0
Department/Discount Stores 3.5
Airlines 1.0
Fashion, Clothing Stores 4.5

COMPETITIVE MEDIA

Over the Air Television

WFMZ Allentown 69

Daily Newspapers

Allentown Call M/S 124,277
Bethlehem Globe-Times E/S 38,386
Easton Express E/S 47,011

Cable Penetration (DMA)

NA, Sammons

Recent Radio Transactions

1981 WSAN \$1,500,000
1982 WAEB/WXXW-F From Rust to CRB 5,500,000
1982 WKAP Sold by Gulf 650,000
1983 WHOL 450,000

MISCELLANEOUS COMMENTS

ALTOONA

1982 SMSA Rank: 236
1983 MSA Rank: 248

1983 ADI Rank: 80
1983 Est Revenue:\$3,500,000
Manager's Market Rating (current):4.0

Population per Station:15,555 (9)
Est Rev per Share Point:\$40,888
Manager's Market Rating (future): 3.5

REVENUE HISTORY AND PROJECTIONS

Table with columns 78-88. Rows include FCC Revenue Data, Duncan Media Rev Est, Yearly Growth Rate (1978-82): 8.83%, Projected Revenue Est, Revenue per Capita, Yearly Growth Rate (1978-82): 6.70%, Projected Revenue per Capita, Resulting Revenue Estimate, Rev as % of Retail Sales, Mean % (1978-1982): 0.488, and Resulting Revenue Estimate. Includes a MEAN REVENUE ESTIMATES row at the bottom.

POPULATION AND DEMOGRAPHIC ESTIMATES

Table with columns 78-88. Rows include Total Population (millions), Retail Sales (billions), CSI Household (thousands), Below-the-Line Listening Shares, Unlisted Station Listening, Total Lost Listening, Available Share Points, Number of Viable Stations, Mean Share Points per Station, Median Share Points per Station, Rev per Available Share Point, and Estimated Rev for Mean Station. Includes Racial Breakdowns (%), Income Breakdowns (%), Age Breakdowns (%), and Education Levels (%).

5 YEAR GROWTH RATE

Table with columns 82-87. Rows include Population: -.7% and Retail Sales: 50.0%.

Median House Value: \$39,725
Median Age: 32.5 years
Median Education: 12.3 years

Largest Banks

Mid State (576 Mil)

YEAR 2000 POPULATION: 146,790

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Boyer Brothers

Employment Breakdowns

Table with columns for job description and industry. Rows include Manag/Prof., Tech/Sales/Admin., Service, Farm/Forest/Fish, Precision Prod., Oper./Fabri/Labor, and Total Employment: 52,639.

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Military Bases

Unemployment

Penn State-Altoona (2,345)

June 79: NA
Dec 82: 16.9%
Sep 83: 15.5%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Heavy Agency Radio Users

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

No local agencies of any size

Largest Local Radio Accounts

Market's Radio Strengths

Market's Radio Weaknesses

Wolf Furniture
Pepsi
Central Counties Bank

Weak TV & newspaper in market.
Limited outside signal penetration.
Aggressive local radio sales effort.

Low rate structure in market.
Radio stations sell to much against each other.
Very low FM share in Altoona.
Unsophisticated buyers.

Large Local Accounts Which Use Radio Poorly

Sears
K-Mart

Highest AM: WFBG
Highest Billing FM: WFBG-F
Highest Billing Station: WFBG

Radio Usage by Major Advertising Categories

Source of Regional Dollars

Financial	3.0	Soft Drinks	2.5	Stereo/Computers/TV	2.5
Fast Foods	2.0	Beer, Wine	3.0	Department/Discount Stores	3.0
Restaurants	2.0	Farm	1.0	Airlines	1.0
Auto Dealers	2.5	Utilities	2.5	Fashion, Clothing Stores	3.0

Pittsburgh
Philadelphia
Harrisburg

COMPETITIVE MEDIA

Over the Air Television

Daily Newspapers

Cable Penetration (DMA)

See Johnstown, PA

Altoona Mirror E 36,208

69.8%
Warner Amex

Recent Radio Transactions

MISCELLANEOUS COMMENTS

1980 WVAM/WPRR-F \$913,000
1983 WRTA (78%) 909,000

"Altoona grew and then declined with the Pennsylvania Railroad."
-The Book of America

AMARILLO

1982 SMSA Rank: 192
1983 MSA Rank: 201

1983 ADI Rank: 116
1983 Est Revenue: \$6,300,000
Manager's Market Rating (current):3.3

Population per Station:13,846 (13)
Est Rev per Share Point:\$72,511
Manager's Market Rating (future):3.3

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	3.7	4.0	4.4								
Duncan Media Rev Est:				4.9	5.5						
Yearly Growth Rate (1978-82):	10.4%										
Projected Revenue Est:						6.1	6.7	7.4	8.2	9.0	9.9
Revenue per Capita:	22.47	23.36	24.40	28.82	30.56						
Yearly Growth Rate (1978-82):	8.5%										
Projected Revenue per Capita:						33.16	35.98	39.04	42.35	45.96	49.86
Resulting Revenue Estimate:						6.0	6.8	7.4	8.5	9.2	10.5
Rev as % of Retail Sales:	0.46	0.40	0.36	0.35	0.39						
Mean % (1978-1982):	.392										
Resulting Revenue Estimate:						6.7	7.4	8.2	9.0	9.8	10.6
MEAN REVENUE ESTIMATES:						<u>6.3</u>	<u>7.0</u>	<u>7.7</u>	<u>8.6</u>	<u>9.3</u>	<u>10.3</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.13	.14	.16	.17	.18	.18	.19	.19	.20	.20	.21
Retail Sales (billions):	.8	1.0	1.2	1.4	1.4	1.7	1.9	2.1	2.3	2.5	2.7
CSI Household (thousands):	19.2	21.1	23.4	26.0	29.6		--	--	--	--	--
Below-the-Line Listening Shares:..	0%		Racial		Income		Age		Education		
Unlisted Station Listening:..	7.6%		<u>Breakdowns (%)</u>		<u>Breakdowns (%)</u>		<u>Breakdowns (%)</u>		<u>Levels (%)</u>		
Total Lost Listening:..	7.6%		White	89.5	<10	27.4	12-24	28.1	5 years		
Available Share Points:	92.4		Black	4.9	10-20	31.6	25-54	48.7	or less 2.5		
Number of Viable Stations:	12		Hispanic	8.6	20-35	28.7	55+	23.2	High School		
Mean Share Points per Station:	7.7		Other	---	35-50	7.8			Grad 69.4		
Median Share Points per Station:	7.3				50+	4.4			4 or more		
Rev per Available Share Point:	\$72,511										
Estimated Rev for Mean Station:	\$558,333										
<u>5 YEAR GROWTH RATE</u>							<u>Largest Banks</u>				
	<u>82-87</u>		Median House Value: \$37,055			Amarillo Nat. (600 Mil)		years of			
Population:	12.2%		Median Age: 28.6 years			First National (922 Mil)		college 16.2			
Retail Sales:	78.1%		Median Education: 12.6 years			Texas American (251 Mil)					

YEAR 2000 POPULATION: 208,900

COMMERCE AND INDUSTRY

<u>Important Businesses and Industries</u>	<u>Major Corporations</u>	<u>Employment Breakdowns</u>	
Petrochemicals	Mesa Petroleum	Manag/Prof.	17,226 (20.6%) Services 23,397 (28.0%)
Transportation	Pioneer Corp.	Tech/Sales/Admin.	26,764 (32.0%) Retail 15,443 (18.5%)
Agribusiness	Diamond Shamrock	Service	11,031 (13.2%) Manuf. 12,379 (14.8%)
		Farm/Forest/Fish	1,552 (1.9%) Trans/Comm 8,568 (10.2%)
		Precision Prod.	12,801 (15.3%) Wholesale 6,552 (7.8%)
		Oper./Fabri/Labor	14,242 (17.0%) Construct 6,163 (7.4%)
		Total Employment: 83,616	

NOTE: The column on the left is employment by job description or occupation. The column on the right is employment by industry.

Colleges and Universities

West Texas State (6,559)
Amarillo College (5,409)

Military Bases

Unemployment

June 79: 4.3%
Dec 82: 5.6%
Sep 83: 4.9%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

McCormick Advertising (18%)
Rosenwald/Batson (17%)
Taylor Adv. (35%)

Heavy Agency Radio Users

Berneta Adv.
McCormick

Poor Agency Radio Users

Smith/Tarter
Dye Boyd

Most Knowledgeable Local Media Buyers

Rene Johnson - Berneta

Largest Local Radio Accounts

Colberts (clothing)
Wells Boots & Jeans
First National Bank

Market's Radio Strengths

Good economic and population growth.
Stable management-many have been in market for 10 years or more.

Market's Radio Weaknesses

Too many stations.
Unprofessional and inexperienced local sales people.
The low salaries make it difficult to retain good people.
Stations do not work together enough.

Large Local Accounts Which Use Radio Poorly

Texas Commerce Bank
Heath Furniture
Dillards Dept. Store

Highest Billing AM: KIXZ
Highest Billing FM: KQIZ-F or KGNC-F
Highest Billing Station: ??

Radio Usage by Major Advertising Categories

Financial	3.0	Soft Drinks	3.0
Fast Foods	3.3	Beer, Wine	3.3
Restaurants	2.0	Farm	2.3
Auto Dealers	3.3	Utilities	2.7

Stereo/Computers/TV	3.0
Department/Discount Stores	2.0
Airlines	3.0
Fashion, Clothing Stores	2.0

Source of Regional Dollars

Dallas
Lubbock
Oklahoma City
Albuquerque

COMPETITIVE MEDIA

Over the Air Television

KAMR	Amarillo	4	NBC
KFDA	Amarillo	10	CBS
KJTV	Amarillo	14	
KVII	Amarillo	7	ABC, Marsh

Daily Newspapers

Amarillo Daily News	M/S	44,040	Morris
Amarillo Globe Times	E	29,363	Morris

Cable Penetration (DMA)

62.3%
Marsh/Stauffer

Recent Radio Transactions

1979	KIXZ	From Sammons to Mel Tillis	\$550,000
1983	KZIP		270,000

MISCELLANEOUS COMMENTS

ANCHORAGE

1982 SMSA Rank: 190
1983 MSA Rank: 195

1983 ADI Rank: NA
1983 Est Revenue: \$5,800,000
Manager's Market Rating (current): 4.0

Population per Station: 15,833 (12)
Est Rev per Share Point: \$62,567
Manager's Market Rating (future): 4.0

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	4.8	5.4	4.2								
Duncan Media Rev Est:				4.7	5.4						
Yearly Growth Rate (1978-82): 3.2%											
Projected Revenue Est:						5.6	5.8	5.9	6.1	6.3	6.5
Revenue per Capita:	30.00	30.00	23.33	26.11	30.00						
Yearly Growth Rate (1978-82): 0%											
Projected Revenue per Capita:						30.00	30.00	30.00	30.00	30.00	30.00
Resulting Revenue Estimate:						5.1	5.7	6.0	6.2	6.3	6.4
Rev as % of Retail Sales:	0.44	0.45	0.34	0.34	0.39						
Mean % (1978-1982): 0.392											
Resulting Revenue Estimate:						6.6	7.4	8.2	9.4	10.0	11.8
MEAN REVENUE ESTIMATES:						<u>5.8</u>	<u>6.0</u>	<u>6.7</u>	<u>7.2</u>	<u>7.5</u>	<u>8.2</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.16	.18	.18	.18	.18	.19	.19	.20	.20	.21	.21
Retail Sales (billions):	1.1	1.2	1.2	1.4	1.4	1.7	1.9	2.1	2.4	2.7	3.0
CSI Household (thousands):	27.7	29.3	32.6	36.2	38.0	--	--	--	--	--	--
Below-the-Line Listening Shares:.. 0.4%											
Unlisted Station Listening:.. 6.9%											
Total Lost Listening:.. 7.3%											
Available Share Points: 92.7											
Number of Viable Stations: 12											
Mean Share Points per Station: 7.72											
Median Share Points per Station: 8.4											
Rev per Available Share Point: \$62,567											
Estimated Rev for Mean Station: \$483,202											
				<u>Racial Breakdowns (%)</u>		<u>Income Breakdowns (%)</u>		<u>Age Breakdowns (%)</u>		<u>Education Levels (%)</u>	
				White	85.2	<10	14.1	12-24	30.4	5 years	
				Black	5.3	10-20	21.4	25-54	60.9	or less	0.9
				Hispanic	3.0	20-35	27.2	55+	8.7	High School	
				Other	6.5	35-50	19.1			Grad	88.3
						50+	18.1			4 or more	
										years of	
										college	23.6
<u>5 YEAR GROWTH RATE</u>								<u>Largest Banks</u>			
	<u>82-87</u>										
Population:	6.0%	Median House Value: \$132,343						First National (631 Mil)			
Retail Sales:	82.8%	Median Age: 26.3 years						National Bank (892 Mil)			
		Median Education: 13.0 years						Bank of the North (269 Mil)			
								Alaska Mutual (475 Mil)			
								Bank of Commerce (249 Mil)			

YEAR 2000 POPULATION: 266,810

COMMERCE AND INDUSTRY

<u>Important Businesses and Industries</u>	<u>Major Corporations</u>	<u>Employment Breakdowns</u>			
Government		Manag/Prof.	23,697 (30.5%)	Services	23,109 (29.7%)
Tourism		Tech/Sales/Admin.	27,850 (35.8%)	Retail	12,606 (16.2%)
Oil and gas		Service	9,721 (12.5%)	Pub Admin	11,796 (15.2%)
Fishing		Farm/Forest/Fish	532 (0.7%)	Trans/Comm	9,303 (12.0%)
		Precision Prod.	8,650 (11.1%)	Construct	6,146 (7.9%)
		Oper./Fabri/Labor	7,304 (9.4%)	Finan/Ins.	5,942 (7.6%)
		Total Employment: 77,754			

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

University of Alaska-Anchorage (3,867)
Alaska CC (7,142)

Military Bases

FT. Richardson (4,610)
Elmendorf AFB (9,500)

Unemployment

June 79: 8.6%
Dec 82: 10.6%
Sep 83: 8.2%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Murray, Bradley, Inc.

Heavy Agency Radio Users

Murray Bradley
Mystrom
Aadlund Huber

Poor Agency Radio Users

Husky Adv.
Alaska Media
Impact Media

Most Knowledgeable Local Media Buyers

Deanne Spargur-Mystrom
Lynn Frost-Taylor & Assoc.

Largest Local Radio Accounts

Alaska GMC - Chevy
Coca Cola

Market's Radio Strengths

Strong local economy.
Population growth.
Growing sophistication of radio management.

Market's Radio Weaknesses

Local newspapers are quite strong.
TV stations charge radio rates instead of TV rates.
Lack of good sales people.

Large Local Accounts Which Use Radio Poorly

Carrs
J.C. Penney
Sears

Highest Billing AM: KFQD

Highest Billing FM: KKLV-F or KGOT-F

Highest Billing Station: KFQD

Radio Usage by Major Advertising Categories

Financial	3.5	Soft Drinks	5.0
Fast Foods	5.0	Beer, Wine	4.0
Restaurants	2.0	Farm	1.0
Auto Dealers	3.0	Utilities	3.0

Stereo/Computers/TV	3.0
Department/Discount Stores	2.0
Airlines	4.0
Fashion, Clothing Stores	3.0

Source of Regional Dollars

Seattle
Portland
Fairbanks

COMPETITIVE MEDIA

Over the Air Television

KIMO	Anchorage	13	ABC
KTBY	Anchorage	4	
KTUU	Anchorage	2	NBC
KTVA	Anchorage	11	CBS Northern TV

Daily Newspapers

Anchorage Daily News	M/S	47,189	McClatchy
Anchorage Times	E/S	45,151	

Cable Penetration (DMA)
15.6%
Daniels

Recent Radio Transactions

1981	KANC	\$531,000
1981	KENI	712,000
1982	KBCN-F	775,000
1982	KYAK,KGOT-F	From Prime Time to Bingham NA

MISCELLANEOUS COMMENTS

APPLETON-OSHKOSH

1982 SMSA Rank: 135
1983 MSA Rank: 137

1983 ADI Rank: Green Bay
1983 Est Revenue: \$4,900,00
Manager's Market Rating (current): 4.0

Population per Station: 23,077 (13)
Est Rev per Share Point: \$68,150
Manager's Market Rating (future): 4.0

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	3.4	3.8	3.9								
Duncan Media Rev Est:				4.3	4.5						
Yearly Growth Rate (1978-82): 7.3%											
Projected Revenue Est:						4.8	5.2	5.6	6.0	6.4	6.9
Revenue per Capita:	11.72	13.10	13.00	14.33	15.51						
Yearly Growth Rate (1978-82): 5.4%											
Projected Revenue per Capita:						16.34	17.23	18.16	19.14	20.18	21.26
Resulting Revenue Estimate:						4.9	5.2	5.4	5.9	6.3	6.6
Rev as % of Retail Sales:	0.34	0.35	0.33	0.33	0.35						
Mean % (1978-1982): 0.34											
Resulting Revenue Estimate:						5.1	5.4	5.8	6.1	6.5	6.8
MEAN REVENUE ESTIMATES:						<u>4.9</u>	<u>5.3</u>	<u>5.6</u>	<u>6.0</u>	<u>6.4</u>	<u>6.8</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.29	.29	.30	.30	.29	.30	.30	.30	.31	.31	.31
Retail Sales (billions):	1.0	1.1	1.2	1.3	1.3	1.5	1.6	1.7	1.8	1.9	2.0
CSI Household (thousands):	18.9	20.4	22.2	23.9	25.1	--	--	--	--	--	--
Below-the-Line Listening Shares:..	20.2%										
Unlisted Station Listening:..	7.9%										
Total Lost Listening:..	28.1%										
Available Share Points:	71.9										
Number of Viable Stations:	9										
Mean Share Points per Station:	7.99										
Median Share Points per Station:	6.7										
Rev per Available Share Point:	\$68,150										
Estimated Rev for Mean Station:	\$544,520										

5 YEAR GROWTH RATE

	<u>82-87</u>		<u>Largest Banks</u>
Population:	4.3%	Median House Value: \$52,600	Valley Bank-Apple (193 Mil)
Retail Sales:	58.5%	Median Age: 28.2 years	First Wisc.-Osh (151 Mil)
		Median Education: 12.5 years	Outagamie-Apple (104 Mil)
			First National-Apple (NA)

YEAR 2000 POPULATION: 319,740

COMMERCE AND INDUSTRY

<u>Important Businesses and Industries</u>	<u>Major Corporations</u>	<u>Employment Breakdowns</u>			
Paper	Kimberly-Clark	Manag/Prof.	24,545 (18.5%)	Manuf.	45,955 (34.6%)
Farm Machinery	Menasha	Tech/Sales/Admin.	36,050 (27.1%)	Services	32,336 (24.3%)
	Post Corp.	Service	18,543 (14.0%)	Retail	22,323 (16.8%)
		Farm/Forest/Fish	5,663 (4.3%)	Finan/Ins.	6,351 (4.8%)
		Precision Prod.	16,779 (12.6%)	Trans/Comm	6,240 (4.7%)
		Oper./Fabri/Labor	31,297 (23.6%)	Construct	5,820 (4.4%)
		Total Employment: 132,877			

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

University of Wisconsin - Oshkosh (10,200)
Lawrence (1,120)
Fox Valley Tech (4,682)

Military Bases

Unemployment

June 79: NA
Dec 82: 11.9%
Sep 83: 8.5%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Ads Infinitum
Creative Dimensions
Geer-Murray
Rytledge Co.

Heavy Agency
Radio Users

Poor Agency
Radio Users

Most Knowledgeable
Local Media Buyers

Largest Local Radio Accounts

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which
Use Radio Poorly

Highest Billing AM: No consensus
Highest Billing FM: No consensus
Highest Billing Station: No consensus

Radio Usage by Major Advertising Categories

Financial	4.0	Soft Drinks	5.0	Stereo/Computers/TV	4.5
Fast Foods	3.5	Beer, Wine	5.0	Department/Discount Stores	3.0
Restaurants	3.0	Farm	1.0	Airlines	1.5
Auto Dealers	5.0	Utilities	2.0	Fashion, Clothing Stores	3.0

Source of Regional Dollars

COMPETITIVE MEDIA

Over the Air Television

See Green Bay
Part Green Bay ADI

Daily Newspapers

Appleton Post-Crescent E/S 51,769, Post
Oshkosh Northwestern E/S 28,455

Cable Penetration (DMA)

32.7%
ATC, Warner Amex

Recent Radio Transactions

NONE

MISCELLANEOUS COMMENTS

"Oshkosh is an old fashioned town and like the others in the region, distinctly German, Catholic, and decidedly conservative."
- The Book of America

ASHEVILLE

1982 SMSA Rank: 188
1983 MSA Rank: 215

1983 ADI Rank: 37
1983 Est Revenue: \$3,100,000
Manager's Market Rating (current): 3.0

Population per Station: 20,000 (9)
Est Rev per Share Point: \$41,278
Manager's Market Rating (future): 3.5

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	2.4	2.3	2.7								
Duncan Media Rev Est:				2.3	2.8						
Yearly Growth Rate (1978-82): 2.8%											
Projected Revenue Est:						2.9	3.0	3.1	3.2	3.2	3.4
Revenue per Capita:	13.52	12.75	14.76	12.78	16.47						
Yearly Growth Rate (1978-82): 5.8%											
Projected Revenue per Capita:						17.42	18.44	19.51	20.64	21.84	23.11
Resulting Revenue Estimate:						2.9	3.1	3.5	3.7	3.9	4.2
Rev as % of Retail Sales:	0.40	0.33	0.35	0.26	0.35						
Mean % (1978-1982): 0.338											
Resulting Revenue Estimate:						3.4	3.7	4.0	4.4	4.7	5.1
MEAN REVENUE ESTIMATES:						<u>3.1</u>	<u>3.3</u>	<u>3.5</u>	<u>3.8</u>	<u>3.9</u>	<u>4.2</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.17	.17	.18	.18	.18	.17	.17	.18	.18	.18	.18
Retail Sales (billions):	.6	.7	.8	.9	.8	1.0	1.1	1.2	1.3	1.4	1.5
CSI Household (thousands):	15.4	16.8	18.1	19.9	21.4	--	--	--	--	--	--
Below-the-Line Listening Shares:.. 16.1%											
Unlisted Station Listening:.. 8.8%											
Total Lost Listening:.. 24.9%											
Available Share Points: 75.1											
Number of Viable Stations: 5											
Mean Share Points per Station: 15.0											
Median Share Points per Station: 5.1											
Rev per Available Share Point: \$41,278											
Estimated Rev for Mean Station: \$619,174											
<u>5 YEAR GROWTH RATE</u>											
	<u>82-87</u>										

Population: 4.5%
Retail Sales: 69.8%

Median House Value: \$48,184
Median Age: 33.1 years
Median Education: 12.3 years

Largest Banks
First Union National (NA)
Wachovia (NA)
Northwestern (NA)
Nat. Bank of NC (NA)

Education Levels (%):
5 years or less: 4.5
High School Grad: 57.8
4 or more years of college: 14.2

YEAR 2000 POPULATION: 213,080

COMMERCE AND INDUSTRY

<u>Important Businesses and Industries</u>	<u>Major Corporations</u>	<u>Employment Breakdowns</u>	<u>Employment Breakdowns</u>
	Akzona	Manag/Prof.	15,844 (20.3%) Services 22,151 (28.4%)
Textiles		Tech/Sales/Admin.	20,176 (25.9%) Manuf. 22,126 (28.4%)
Electrical Equip.		Service	9,999 (12.8%) Retail 11,785 (15.1%)
Tobacco		Farm/Forest/Fish	2,067 (2.6%) Construct 5,406 (6.9%)
		Precision Prod.	10,819 (13.9%) Trans/Comm 4,844 (6.2%)
		Oper./Fabri/Labor	18,963 (24.4%) Pub Admin 3,312 (4.3%)
		Total Employment: 77,868	

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

UNC - Asheville (2,099)
Mars Hill College (1,862)
Buncombe Tech (2,318)

Military Bases

Unemployment

June 79: NA
Dec 82: 8.4%
Sep 83: 6.5%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Kelso Associates (15%)
Price/McNabb (15%)

Heavy Agency Radio Users

Price-McNabb
Kelso

Poor Agency Radio Users

Western Reserve
Lamont Adv.
Ward Phillips

Most Knowledgeable Local Media Buyers

Doug Stafford-Price-McNabb
Angel Banks-Kelso
Wayne Smith-Ace Appliances

Largest Local Radio Accounts

Ace Appliance
Pepsi
McDonalds

Market's Radio Strengths

Only one local TV station
Stability in formats and people
Little format duplication

Market's Radio Weaknesses

Topography hurts growth of FM
National buys go to Greenville and ignore Asheville
Some rate cutting
Many counties surrounding Asheville have very low income and education levels plus little industry.

Large Local Accounts Which Use Radio Poorly

Sky City Discount
Ingles Supermarket
Meyers Arnold Dept. Store

Highest Billing AM: WWNC

Highest Billing FM: WLOS-F

Highest Billing Station: WWNC

Radio Usage by Major Advertising Categories

Financial	3.5	Soft Drinks	4.5
Fast Foods	4.5	Beer, Wine	4.0
Restaurants	3.0	Farm	2.0
Auto Dealers	4.0	Utilities	3.5

Stereo/Computers/TV	3.5
Department/Discount Stores	3.5
Airlines	1.0
Fashion, Clothing Stores	3.5

Source of Regional Dollars

Greenville
Charlotte
Atlanta

COMPETITIVE MEDIA

Over the Air Television

Part of Greenville-Spartanburg-Asheville ADI
See Greenville-Spartanburg

Daily Newspapers

Asheville Citizen	M/S	49,679
Asheville Times	E	15,593

Multimedia

Cable Penetration (DMA)

NA
Thoms

Recent Radio Transactions

NONE

MISCELLANEOUS COMMENTS

ATLANTA

1982 SMSA Rank: 16
1983 MSA Rank: 10

1983 ADI Rank: 16
1983 Est Revenue: \$50,800,000
Manager's Market Rating (current): 5.0

Population per Station: 98,260 (23)
Est Rev per Share Point: \$576,714
Manager's Market Rating (future): 5.0

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	28.0	33.3	36.4								
Duncan Media Rev Est:				39.8	43.7						
Yearly Growth Rate (1978-82):	11.8%										
Projected Revenue Est:						48.9	54.6	61.1	68.3	76.3	85.3
Revenue per Capita:	15.47	17.62	19.06	19.70	20.80						
Yearly Growth Rate (1978-82):	7.8%										
Projected Revenue per Capita:						22.42	24.17	26.06	28.09	30.28	32.64
Resulting Revenue Estimate:						50.6	55.6	61.2	67.4	74.2	81.6
Rev as % of Retail Sales:	0.39	0.43	0.43	0.43	0.39						
Mean % (1978-1982):	0.414%										
Resulting Revenue Estimate:						53.0	60.9	68.7	78.2	86.1	96.5
MEAN REVENUE ESTIMATES:						<u>50.8</u>	<u>57.0</u>	<u>63.7</u>	<u>71.3</u>	<u>78.9</u>	<u>87.8</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	1.81	1.89	1.91	2.02	2.10	2.26	2.30	2.35	2.40	2.45	2.50
Retail Sales (billions):	7.1	7.8	8.4	9.3	11.1	12.8	14.7	16.6	18.9	20.8	23.3
CSI Household (thousands):	20.4	21.8	23.3	24.5	26.4	--	--	--	--	--	--
Below-the-Line Listening Shares:..	0.3%										
Unlisted Station Listening:..	7.8%										
Total Lost Listening:..	8.1%										
Available Share Points:	91.9										
Number of Viable Stations:	15										
Mean Share Points per Station:	6.13										
Median Share Points per Station:	5.6										
Rev per Available Share Point:	\$576,714										
Estimated Rev for Mean Station:	\$3,535,256										
<u>5 YEAR GROWTH RATE</u>											
	<u>82-87</u>										

5 YEAR GROWTH RATE

Population: 10.6%
Retail Sales: 80.8%

Median House Value: \$62,935
Median Age: 28.9 years
Median Education: 12.6 years

Largest Banks

Citizens and Southern (5.5 Bil)
Trust Co. Bank (2.9 Bil)
Nat. of Georgia (760 Mil)
First Atlanta (4.0 Bil)
Bank of South (1.2 Bil)

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Coca Cola
Gold Kist
National Service
Fuqua
Georgia Pacific
Scientific Pacific
Royal Crown
Rollins

Employment Breakdowns

Manag/Prof.	243,468 (25.2%)	Services	273,205 (28.3%)
Tech/Sales/Admin.	342,790 (35.5%)	Manuf.	164,655 (17.0%)
Service	110,939 (11.5%)	Retail	159,895 (16.5%)
Farm/Forest/Fish	7,955 (8.2%)	Trans/Com	103,916 (10.7%)
Precision Prod.	112,638 (11.6%)	Finan/Ins	74,840 (7.7%)
Oper./Fabri/Labor	149,145 (15.4%)	Construct	62,670 (6.5%)

Total Employment: 966,935

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Georgia State (20,333)
Georgia Tech (11,237)
Emory (7,977)
Morehouse (1,500)

Military Bases

Fort McPherson (1,985)
Atlanta NAS (600)
Dobbins AFB (NA)

Unemployment

June 79: 5.3%
Dec 82: 6.5%
Sep 83: 6.0%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

MDonald & Little (11%)
Tucker Wayne (16%)
Burton-Campbell (20%)
Cole Henderson Drake (11%)
Cargill, Wilson & Acree

Heavy Agency Radio Users

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Largest Local Radio Accounts

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which Use Radio Poorly

Highest Billing AM: WSB
Highest Billing FM: WQXI-F
Highest Billing Station: No consensus

Radio Usage by Major Advertising Categories

Financial	3.3	Soft Drinks	4.7	Stereo/Computers/TV	4.0
Fast Foods	4.7	Beer, Wine	5.0	Department/Discount Stores	2.7
Restaurants	3.0	Farm	1.0	Airlines	4.0
Auto Dealers	3.0	Utilities	3.7	Fashion, Clothing Stores	4.0

Source of Regional Dollars

COMPETITIVE MEDIA

Over the Air Television

WAGA At1 5 CBS, Storer
WATL Alt 36 Sillerman-Morrow
WSB At1 2 ABC, Cox
WTBS At1 17 Turner
WVEU At1 69
WXIA At1 11 NBC, Gannett

Daily Newspapers

Atlanta Constitution M/S 210,793, Cox
Atlanta Journal E 182,041, Cox

Cable Penetration (DMA)
34.5%
Cablecasting

Recent Radio Transactions

1981 WKHX-F (Marietta) Sold to Capital Cities \$7,500,000
1982 WCNN 1,900,000
1982 WFOX-F (Gainesville) Sold to Shamrock (Disney) 3,085,000

MISCELLANEOUS COMMENTS

"...Atlanta the premier city of the South and a force to be reckoned with nationally."

- The Book of America

Colleges and Universities

Military Bases

Unemployment

Stockton State (4,919)

June 79: NA
Dec 82: 10.2%
Sep 83: 8.7%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Heavy Agency
Radio Users

Poor Agency
Radio Users

Most Knowledgeable
Local Media Buyers

Gelula & Assoc (2%)
Popick Assoc.
Gene Kolber Adv.

Largest Local Radio Accounts

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which
Use Radio Poorly

Highest Billing AM: WIIN
Highest Billing FM: WFPG or WAYV
Highest Billing Station: WFPG of WAYV

Radio Usage by Major Advertising Categories

Source of Regional Dollars

Financial	4.0	Soft Drinks	2.5	Stereo/Computers/TV	3.5
Fast Foods	3.5	Beer, Wine	3.5	Department/Discount Stores	1.5
Restaurants	3.0	Farm	1.5	Airlines	1.0
Auto Dealers	4.5	Utilities	2.5	Fashion, Clothing Stores	4.0

COMPETITIVE MEDIA

Over the Air Television

Daily Newspapers

Cable Penetration (DMA)

WWAC Atlantic City 53
Other stations see Philadelphia
Market is part of Philadelphia ADI.

Atlantic City Press M/S 78,537

NA

Recent Radio Transactions

MISCELLANEOUS COMMENTS

1980 WIBG/WSLT-F \$650,000
1982 WMID/WGRF-F 1,000,000
1983 WIIN/WFPG-F 2,500,000

"paying a heavy price for the easy money."
- The Book of America

Colleges and Universities

Augusta College (3,739)
University of SC - Aiken (1,800)

Military Bases

Unemployment

June 79: NA
Dec 82: 9.3%
Sep 83: 8.8%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

No agencies of significance

Heavy Agency Radio Users

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Largest Local Radio Accounts

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which Use Radio Poorly

Highest Billing AM: WBBQ
Highest Billing FM: WBBQ-F
Highest Billing Station: WBBQ-F

Radio Usage by Major Advertising Categories

Financial	3.0	Soft Drinks	4.0	Stereo/Computers/TV	3.0
Fast Foods	5.0	Beer, Wine	5.0	Department/Discount Stores	4.0
Restaurants	3.0	Farm	1.0	Airlines	2.0
Auto Dealers	3.0	Utilities	3.0	Fashion, Clothing Stores	4.0

Source of Regional Dollars

COMPETITIVE MEDIA

Over the Air Television

WAGT	Augusta	26	NBC	Schurz
WJBF	Augusta	6	ABC	Western
WRDW	Augusta	12	CBS	Pompadur

Daily Newspapers

Augusta Chronicle	M/S	59,475, Morris
Augusta Herald	E	18,299, Morris

Cable Penetration (DMA)
45.3%

Recent Radio Transactions

NO IMPORTANT SALES

MISCELLANEOUS COMMENTS

AUSTIN

1982 SMSA Rank: 74
1983 MSA Rank: 81

1983 ADI Rank: 87
1983 Est Revenue: \$12,900,000
Manager's Market Rating (current): 5.0

Population per Station: 38,667 (15)
Est Rev per Share Point: \$157,895
Manager's Market Rating (future): 5.0

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	6.3	6.8	8.1								
Duncan Media Rev Est:				9.5	11.8						
Yearly Growth Rate (1978-82):	17.1%										
Projected Revenue Est:						13.8	16.2	18.9	22.2	26.0	30.4
Revenue per Capita:	12.29	13.42	14.34	17.59	20.70						
Yearly Growth Rate (1978-82):	14.1%										
Projected Revenue per Capita:						23.61	26.94	30.75	35.08	40.03	45.67
Resulting Revenue Estimate:						13.7	16.2	19.1	22.5	26.4	32.0
Rev as % of Retail Sales:	0.30	0.28	0.29	0.31	0.38						
Mean % (1978-1982):	0.312										
Resulting Revenue Estimate:											
				(See note below)		11.2	13.1	15.0	17.8	20.3	21.8
				MEAN REVENUE ESTIMATES:		<u>12.9</u>	<u>15.2</u>	<u>17.7</u>	<u>20.8</u>	<u>24.2</u>	<u>28.1</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.47	.48	.50	.54	.57	.58	.60	.62	.64	.66	.70
Retail Sales (billions):	2.1	2.4	2.8	3.1	3.2	3.6	4.2	4.8	5.7	6.5	7.0
CSI Household (thousands):	18.8	20.4	22.8	23.6	26.3		--	--	--	--	--
Below-the-Line Listening Shares:..	3.8%										
Unlisted Station Listening:..	14.5%										
Total Lost Listening:..	18.3%										
Available Share Points:	81.7										
Number of Viable Stations:	11										
Mean Share Points per Station:	7.43										
Median Share Points per Station:	5.3										
Rev per Available Share Point:	\$157,895										
Estimated Rev for Mean Station:	\$1,173,158										

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	19.0%
Retail Sales:	99.1%

Median House Value: \$51,397
Median Age: 26.6 years
Median Education: 12.9 years

Largest Banks

First City	(609 Mil)
Texas Commerce	(930 Mil)
Republic Bank	(251 Mil)
Interfirst	(1.2 Bil)
American	(431 Mil)

YEAR 2000 POPULATION: 821,060

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Tracor

Government
Research
Military
Tourism
Electronics

Employment Breakdowns

Manag./Prof.	73,265 (28.2%)	Services	89,649 (34.4%)
Tech/Sales/Admin.	90,595 (34.8%)	Retail	43,180 (16.6%)
Service	34,233 (13.2%)	Manuf.	33,373 (12.8%)
Farm/Forest/Fish	4,094 (1.6%)	Pub Admin	28,586 (11.0%)
Precision Prod.	30,160 (11.6%)	Construct	20,364 (7.8%)
Oper./Fabri/Labor	27,787 (10.7%)	Finan/Ins.	18,590 (7.1%)

Total Employment: 260,134

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

University of Texas (46,148)
St. Edward's University (2,322)

Military Bases

Bergstrom AFB (4,808)

Unemployment

June 79: 3.5%
Dec 82: 4.4%
Sep 83: 4.4%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

GSD&M
Hall Adv (16%)
Lacy & Assoc
Rector-Duncan (10%)
Spelce Assoc (7.4 mil)

Heavy Agency Radio Users

GSD&M

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Gwen Aldrick - GSD&M

Largest Local Radio Accounts

Joske's
Safeway
Johnston Ford

Market's Radio Strengths

Good radio operators
Strong economy and growth
Unaggressive newspaper

Market's Radio Weaknesses

Low rates - particularly national rates
Need a stronger local broadcast group

Large Local Accounts Which Use Radio Poorly

Scarborough's
Mound Olds
Wards

Highest Billing AM: KVET
Highest Billing FM: KASE-F
Highest Billing Station: KASE-F

Radio Usage by Major Advertising Categories

Financial	3.0	Soft Drinks	5.0	Stereo/Computers/TV	4.0
Fast Foods	4.5	Beer, Wine	4.5	Department/Discount Stores	1.5
Restaurants	3.0	Farm	1.5	Airlines	3.0
Auto Dealers	5.0	Utilities	3.0	Fashion, Clothing Stores	2.0

Source of Regional Dollars

Dallas
San Antonio
Houston

COMPETITIVE MEDIA

Over the Air Television

KBVO	Austin	42			
KTBC	Austin	7	CBS	Times-Mirror	
KTVV	Austin	36	NBC	LIN	
KVUE	Austin	24	ABC	Detroit News	

Daily Newspapers

Austin American-Statesman AD/S 137,761, Cox

Cable Penetration (DMA)

55.9%
ATC

Recent Radio Transactions

1981	KNOW/KEYI-F	From Mayes to Hicks	\$3,000,000
1982	KPEZ-F	Sold to Clear Channel	1,600,000

MISCELLANEOUS COMMENTS

"Surely the loveliest and most livable of these (the major Texas cities) is Austin possessed of...an increasingly large and prosperous base of light and clean high-technology industry sparking Texas' highest growth rates."

- The Book of America

Colleges and Universities

Military Bases

Unemployment

Bakersfield College (12,871)
Cal. State-Bakersfield (3,706)
Taft College (1,192)

June 79: NA
Dec 82: NA
Sep 83: 11.7%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Heavy Agency
Radio Users

Poor Agency
Radio Users

Most Knowledgeable
Local Media Buyers

No significant ad agencies

Largest Local Radio Accounts

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which
Use Radio Poorly

NO INFORMATION AVAILABLE

Radio Usage by Major Advertising Categories

Source of Regional Dollars

Financial	Soft Drinks	Stereo/Computers/TV
Fast Foods	Beer, Wine	Department/Discount Stores
Restaurants	Farm	Airlines
Auto Dealers	Utilities	Fashion, Clothing Stores

COMPETITIVE MEDIA

Over the Air Television

Daily Newspapers

Cable Penetration (DMA)

KBAK	Bakersfield	29	ABC	Harriscope
KERO	Bakersfield	23	NBC	McGraw-Hill
KPWR	Bakersfield	17	CBS	Ackerly

Bakersfield Californian M/S 75,193

65.4%
Cox

Recent Radio Transactions

MISCELLANEOUS COMMENTS

1980 KGEE, KGFM-F Sold to Cleveland Outdoor
\$1,500,000

BALTIMORE

1982 SMSA Rank: 14
1983 MSA Rank: 11

1983 ADI Rank: 21
1983 Est Revenue: \$34,100,000
Manager's Market Rating (current):3.1

Population per Station: 110,000 (20)
Est Rev per Share Point:\$442,857
Manager's Market Rating (future):3.7

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	24.9	25.6	26.8								
Duncan Media Rev Est:				28.4	31.1						
Yearly Growth Rate (1978-82):	5.8%										
Projected Revenue Est:						32.9	34.9	36.8	39.0	41.2	43.6
Revenue per Capita:	11.85	11.63	12.18	12.90	14.14						
Yearly Growth Rate (1978-82):	6.5%										
Projected Revenue per Capita:						15.05	16.04	17.08	18.19	19.37	20.63
Resulting Revenue Estimate:						33.1	35.3	39.3	41.8	44.5	47.4
Rev as % of Retail Sales:	0.36	0.32	0.29	0.30	0.30						
Mean % (1978-1982):	0.314										
Resulting Revenue Estimate:						36.4	40.5	45.8	50.5	55.0	58.7
<u>MEAN REVENUE ESTIMATES:</u>											
						<u>34.1</u>	<u>36.9</u>	<u>40.6</u>	<u>43.8</u>	<u>46.9</u>	<u>49.9</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	2.1	2.2	2.2	2.2	2.2	2.2	2.2	2.3	2.3	2.3	2.3
Retail Sales (billions):	7.0	8.1	9.3	9.3	10.3	11.6	12.9	14.6	16.1	17.5	18.7
CSI Household (thousands):	19.3	21.1	22.8	21.9	24.4	--	--	--	--	--	--
Below-the-Line Listening Shares:..	13.2%										
Unlisted Station Listening:..	9.8%										
Total Lost Listening:..	23.0%										
Available Share Points:	77.0										
Number of Viable Stations:	18										
Mean Share Points per Station:	4.28										
Median Share Points per Station:	4.2										
Rev per Available Share Point:	442,857										
Estimated Rev for Mean Station:	\$1,895,429										
<u>5 YEAR GROWTH RATE</u>											
	<u>82-87</u>										

	<u>Racial Breakdowns (%)</u>		<u>Income Breakdowns (%)</u>		<u>Age Breakdowns (%)</u>		<u>Education Levels (%)</u>	
White	72.8	<10	25.2	12-24	27.0	5 years		
Black	25.6	10-20	27.5	25-54	48.9	or less	2.9	
Hispanic	1.0	20-35	31.2	55+	24.1	High School		
Other	0.6	35-50	11.0			Grad	62.1	
		50+	5.1			4 or more		
						years of		
						college	16.9	

82-87

Population: 1.4%
Retail Sales: 66.0%

Median House Value: \$63,204
Median Age: 30.6 years
Median Education: 12.4 years

Largest Banks

Equitable (2.3 Bil)
First National (3.2 Bil)
Maryland Nat. (4.4 Bil)
Union Trust (1.6 Bil)
Savings Bank of Balt. (1.2 Bil)

YEAR 2000 POPULATION: 2,421,060

COMMERCE AND INDUSTRY

Important Businesses and Industries

Steel
Transport. equip.
Electrical machinery
Appliances
Shipping

Major Corporations

Black and Decker
Crown Central
Maryland Cup
Easco Corp
American Trading
Monumental Corp

Employment Breakdowns

Manag/Prof.	241,023 (24.8%)	Services	285,679 (29.4%)
Tech/Sales/Admin.	317,479 (32.7%)	Manuf	176,935 (18.2%)
Service	131,041 (13.5%)	Retail	151,314 (15.6%)
Farm/Forest/Fish	8,917 (0.9%)	Publ Adm	114,802 (11.8%)
Precision Prod.	114,651 (11.8%)	Trans/Comm	73,218 (7.5%)
Oper./Fabri/Labor	158,753 (16.3%)	Construct	62,820 (6.5%)

Total Employment: 971,864

NOTE: Column to left is employment by job description or occupation. The column on the right is employment by industry.

Colleges and Universities

John Hopkins (9,853)
Towson State (15,528)
Morgan State (6,000)

Military Bases

FT. Meade (11,125)
FT. Ritchie (1,108)
Aberdeen Proving
Ground (5,300)

Unemployment

June 79: 6.3%
Dec 82: 9.8%
Sep 83: 7.0%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

W.B. Doner (49 mil)
Eisner & Assoc. (15 mil, 20%)
Richardson, Myers & Donofrio (40 mil)
Trahan, Burden & Charles (15 mil, 25%)
Vansant, Dugdale (30 mil)

Heavy Agency Radio Users

W.B. Doner
Trahan Burden
Eisner
Vansant, Dugdale

Poor Agency Radio Users

Smith. Burke

Most Knowledgeable Local Media Buyers

No consensus

Largest Local Radio Accounts

Giant Food Stores
McDonalds
Budweiser

Market's Radio Strengths

Baltimore's image is changing
Good communication between stations
An effective local radio association which promotes radio

Market's Radio Weaknesses

Poor rate leadership from WBAL
One dominant TV station (WJZ). The others sell far too cheaply.
Some rate cutting
Radio needs to sell more effectively against newspaper

Large Local Accounts Which Use Radio Poorly

Wards
Hochschilds Dept. Store
Hechts
Toyota Dealers Assoc.

Highest Billing AM: WFBR

Highest Billing FM: WBSB-F

Highest Billing Station: WFBR

Radio Usage by Major Advertising Categories

Financial 3.7 Soft Drinks 4.0
Fast Foods 4.3 Beer, Wine 4.3
Restaurants 2.3 Farm 1.0
Auto Dealers 3.7 Utilities 2.7

Stereo/Computers/TV 3.3
Department/Discount Stores 3.0
Airlines 3.7
Fashion, Clothing Stores 3.0

Source of Regional Dollars

Washington
Philadelphia
Richmond

COMPETITIVE MEDIA

Over the Air Television

WBAL Baltimore 11 CBS Hearst
WBFF Baltimore 45
WJZ Baltimore 13 ABC Westinghouse
WKJL Baltimore 24
WMAR Baltimore 2 NBC Abell
WNUV Baltimore 54

Daily Newspapers

Baltimore Sun M/S 183,188, Abell
Baltimore News-American E/S 137,387, Hearst

Cable Penetration (DMA)
24.3%

Recent Radio Transactions

1980 WITH/WBSB-F From Reeves to Scripps-Howard \$3,900,000
1980 WITH From Scripps-Howard to BENI 750,000
1980 WAYE Sold to Mortenson 700,000
1983 WBKZ-F (Glen Burnie) 1,500,000

MISCELLANEOUS COMMENTS

"In the early 1980's Baltimore suddenly emerged as a glittering example of what can be achieved in urban rejuvenation."
- The Book of America

BATON ROUGE

1982 SMSA Rank: 83
1983 MSA Rank: 89

1983 ADI Rank: 92
1983 Est Revenue: \$9,100,000
Manager's Market Rating (current):4.0

Population per Station: 44,167 (12)
Est Rev per Share Point:\$104,000
Manager's Market Rating (future):4.0

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	5.6	5.5	6.7								
Duncan Media Rev Est:				7.5	8.3						
Yearly Growth Rate (1978-82): 9.6%											
Projected Revenue Est:						9.1	10.0	10.9	12.0	13.1	14.4
Revenue per Capita:	14.00	12.79	14.89	15.62	16.27						
Yearly Growth Rate (1978-82): 4.1%											
Projected Revenue per Capita:						16.94	17.63	18.35	19.11	19.89	20.71
Resulting Revenue Estimate:						9.0	9.4	10.3	11.1	11.7	12.4
Rev as % of Retail Sales:	0.40	0.31	0.31	0.30	0.34						
Mean % (1978-1982): 0.332											
Resulting Revenue Estimate:						9.3	10.3	11.3	12.6	13.9	14.9
MEAN REVENUE ESTIMATES:						<u>9.1</u>	<u>9.9</u>	<u>10.8</u>	<u>11.9</u>	<u>12.9</u>	<u>13.9</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.40	.43	.45	.48	.51	.53	.53	.56	.58	.59	.60
Retail Sales (billions):	1.4	1.8	2.2	2.5	2.4	2.8	3.1	3.4	3.8	4.2	4.5
CSI Household (thousands):	20.8	22.1	24.0	26.4	28.0	--	--	--	--	--	--
Below-the-Line Listening Shares:..	3.1%										
Unlisted Station Listening:..	9.4%										
Total Lost Listening:..	12.5%										
Available Share Points:	87.5										
Number of Viable Stations:	11										
Mean Share Points per Station:	7.95										
Median Share Points per Station:	5.6										
Rev per Available Share Point:	\$104,000										
Estimated Rev for Mean Station:	\$826,800										

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	13.6%
Retail Sales:	72.4%

Median House Value: \$47,114
Median Age: 26.1 years
Median Education: 12.6 years

Largest Banks

American	(628 Mil)
Capital	(503 Mil)
Fidelity	(661 Mil)
City National	(450 Mil)
Louisiana Nat	(972 Mil)

YEAR 2000 POPULATION: 670,390

COMMERCE AND INDUSTRY

Important Businesses and Industries

Petrochemicals
Government
Shipping/port

Major Corporations

Arkel
United Companies

Employment Breakdowns

Manag/Prof.	50,569 (24.2%)	Services	62,904 (30.1%)
Tech/Sales/Admin.	66,247 (31.7%)	Manufac	34,725 (16.6%)
Service	24,779 (11.8%)	Retail	32,678 (15.6%)
Farm/Forest/Fish	1,995 (1.0%)	Construc	22,258 (10.6%)
Precision Prod.	34,289 (16.4%)	Pub Admi	15,597 (7.5%)
Oper./Fabri/Labor	31,367 (15.0%)	Tran/Com	14,390 (6.9%)

Total Employment: 209,246

NOTE: Column to left is employment by job description or occupation. The column on the right is employment by industry.

Colleges and Universities

LSU (28,505)
Southern U (8,372)

Military Bases

Unemployment

June 79: 7.2%
Dec 82: 9.6%
Sep 83: 10.2%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Benjamin Assoc.
Root & Assoc. (6.5 mil, 18%)
Rub Group (3.0 mil, 12%)

Heavy Agency
Radio Users

Poor Agency
Radio Users

Most Knowledgeable
Local Media Buyers

Largest Local Radio Accounts

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which
Use Radio Poorly

Highest Billing AM: WJBO
Highest Billing FM: WFMF-F
Highest Billing Station: WFMF-F

Radio Usage by Major Advertising Categories

Financial 3.5 Soft Drinks 4.0
Fast Foods 3.0 Beer, Wine 3.5
Restaurants 2.5 Farm 1.0
Auto Dealers 3.5 Utilities 1.5

Stereo/Computers/TV 5.0
Department/Discount Stores 2.5
Airlines 2.0
Fashion, Clothing Stores 2.0

Source of Regional Dollars

COMPETITIVE MEDIA

Over the Air Television

WAFB Baton Rouge 9 CBS Guaranty
WBRZ Baton Rouge 2 ABC Manship
WRBT Baton Rouge 33 NBC

Daily Newspapers

Baton Rouge Advocate M/S 77,181
Baton Rouge State Times E 38,448

Cable Penetration (DMA)
51.0%
Daniels

Recent Radio Transactions

1981 WXOK \$2,850,000
1983 WLCS/WQXY-F Sold to Central Texas
\$3,100,000 (approx)

MISCELLANEOUS COMMENTS

BEAUMONT-PORT ARTHUR-ORANGE

1982 SMSA Rank: 108
1983 MSA Rank: 110

1983 ADI Rank: 122
1983 Est Revenue: \$7,100,000
Manager's Market Rating (current): 2.5

Population per Station: 22,353 (17)
Est Rev per Share Point: \$83,924
Manager's Market Rating (future): 2.5

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	3.9		5.6								
Duncan Media Rev Est:		4.5		6.1	6.4						
Yearly Growth Rate (1978-82): 12.5% (1979-1982)											
Projected Revenue Est:						7.2	8.1	9.1	10.3	11.5	13.0
Revenue per Capita:	11.4	12.50	15.55	16.05	16.84						
Yearly Growth Rate (1978-82): 10.8%											
Projected Revenue per Capita:						18.66	20.67	22.91	25.38	28.12	31.16
Resulting Revenue Estimate:						7.1	8.1	9.2	10.4	11.5	13.1
Rev as % of Retail Sales:	0.26	0.25	0.31	0.26	0.28						
Mean % (1978-1982): 0.272											
Resulting Revenue Estimate:						7.1	7.9	9.0	10.1	10.9	11.7
MEAN REVENUE ESTIMATES:						<u>7.1</u>	<u>8.0</u>	<u>9.1</u>	<u>10.3</u>	<u>11.3</u>	<u>12.6</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.35	.36	.36	.38	.38	.38	.39	.40	.41	.41	.42
Retail Sales (billions):	1.5	1.8	2.1	2.3	2.3	2.6	2.9	3.3	3.7	4.0	4.3
CSI Household (thousands):	20.0	22.0	24.1	26.2	29.3	--	--	--	--	--	--
Below-the-Line Listening Shares:..	8.4%										
Unlisted Station Listening:..	7.0%										
Total Lost Listening:..	15.4%										
Available Share Points:	84.6										
Number of Viable Stations:	13										
Mean Share Points per Station:	6.51										
Median Share Points per Station:	6.1										
Rev per Available Share Point:	\$83,924										
Estimated Rev for Mean Station:	\$546,347										
<u>5 YEAR GROWTH RATE</u>											

	<u>82-87</u>
Population:	7.5%
Retail Sales:	72.5%

Median House Value: \$35,527
Median Age: 29.3 years
Median Education: 12.4 years

Largest Banks

Interfirst (138 Mil)
First City Nat. (419 Mil)
Texas Commerce (297 Mil)
First Nat-Port Arthur (214 Mil)
Allied-Port Arthur (191 Mil)

YEAR 2000 POPULATION: NA

COMMERCE AND INDUSTRY

Important Businesses and Industries
Petrochemicals
Oil - well equip.
Agriculture equip.
Shipping/port

Major Corporations
Gulf State Utilities
Fair Inc.

Employment Breakdowns

Manag/Prof.	27,976 (17.7%)	Manuf.	41,509 (26.3%)
Tech/Sales/Admin.	43,962 (27.8%)	Services	39,021 (24.7%)
Service	19,876 (12.6%)	Retail	26,459 (16.8%)
Farm/Forest/Fish	1,484 (0.9%)	Construct	14,402 (9.1%)
Precision Prod.	32,315 (20.4%)	Trans/Comm	14,006 (8.9%)
Oper./Fabri/Labor	32,303 (20.4%)	Finan/Ins.	6,521 (4.1%)

Total Employment: 157,916

NOTE: Column on left is employment by job description
or occupation. Column on right is employment by industry.

Colleges and Universities

Lamar (13,526)

Military Bases

Unemployment

June 79: 6.9%
Dec 82: 13.2%
Sep 83: 15.1%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Vance-Mathews (8 mil, 15%)

Heavy Agency Radio Users

Cornerstone Media
Vance Mathews
Neil & Associates

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Largest Local Radio Accounts

Howells Furniture
The Fair Store
Market Basket

Market's Radio Strengths

Market's Radio Weaknesses

Personnel instability
Rate integrity lacking

Large Local Accounts Which Use Radio Poorly

Joskes
Woods TV
Kinsell Ford

Highest Billing AM: KLVI
Highest Billing FM: KZZB-F
Highest Billing Station: KLVI

Radio Usage by Major Advertising Categories

Financial	2.5	Soft Drinks	4.5
Fast Foods	4.0	Beer, Wine	4.0
Restaurants	2.5	Farm	2.0
Auto Dealers	2.5	Utilities	2.5

Stereo/Computers/TV	3.5
Department/Discount Stores	1.5
Airlines	1.0
Fashion, Clothing Stores	2.0

Source of Regional Dollars

Houston
Dallas

COMPETITIVE MEDIA

Over the Air Television

KBMT	Beaumont	12	ABC
KFDM	Beaumont	6	CBS
KJAC	Port Arthur	4	NBC Clay

Daily Newspapers

Beaumont Enterprise	M/S	65,294, Jeff-Pilot
Beaumont Journal	E	10,633, Jeff-Pilot
Port Arthur News	E/S	24,628, Cox
Orange Leader	E/S	11,332

Cable Penetration (DMA)

42.6%
Liberty

Recent Radio Transactions

1981	KJET/KWIC-F		\$2,000,000
1982	KOLE/KZOM-F	From North Star to Gulf Center	1,325,000
1983	KAYC/KAYD-F	Sold to Long/Pride	2,100,000
1983	KQXY-F	Sold to Central Texas	1,900,000 (est)

MISCELLANEOUS COMMENTS

"These older cities have not shared in the industrial development and population growth of Houston and more northern Texas cities."

- The Book of America

BILLINGS

1982 SMSA Rank: 279
1983 MSA Rank: 286

1983 ADI Rank: 168
1983 Est Revenue: \$4,000,000
Manager's Market Rating (current): 3.5

Population per Station: 12,222 (9)
Est Rev per Share Point: \$42,105
Manager's Market Rating (future): 4.0

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	2.4	2.8	3.0								
Duncan Media Rev Est:				3.3	3.6						
Yearly Growth Rate (1978-82):	7.5%										
Projected Revenue Est:						3.9	4.2	4.5	4.8	5.2	5.6
Revenue per Capita:	30.00	31.11	30.00	30.00	32.73						
Yearly Growth Rate (1978-82):	2.3%										
Projected Revenue per Capita:						33.48	34.25	35.04	35.85	36.67	37.51
Resulting Revenue Estimate:						3.7	3.8	4.2	4.3	4.4	4.5
Rev as % of Retail Sales:	0.48	0.47	0.46	0.41	0.45						
Mean % (1978-1982):	0.454										
Resulting Revenue Estimate:						4.5	5.0	5.4	6.4	6.8	7.3
MEAN REVENUE ESTIMATES:						<u>4.0</u>	<u>4.3</u>	<u>4.7</u>	<u>5.2</u>	<u>5.5</u>	<u>5.8</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.08	.09	.10	.11	.11	.11	.11	.12	.12	.12	.12
Retail Sales (billions):	.5	.6	.7	.8	.8	1.0	1.1	1.2	1.4	1.5	1.6
CSI Household (thousands):	15.8	18.4	20.5	21.8	24.1	--	--	--	--	--	--
Below-the-Line Listening Shares:..	0%		Racial		Income		Age		Education		
Unlisted Station Listening:..	5.0%		Breakdowns (%)		Breakdowns (%)		Breakdowns (%)		Levels (%)		
Total Lost Listening:..	5.0%		White	95.8	< 10	27.0	12-24	27.5	5 years		
Available Share Points:	95.0		Black	0.3	10-20	30.4	25-54	50.2	or less 1.4		
Number of Viable Stations:	9		Hispanic	2.7	20-35	30.2	55+	22.3	High School		
Mean Share Points per Station:	10.56		Other	1.2	35-50	8.0			Grad 76.6		
Median Share Points per Station:	9.3				50+	4.2			4 or more		
Rev per Available Share Point:	\$42,105								years of		
Estimated Rev for Mean Station:	\$444,631								college 19.9		

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	6.3%
Retail Sales:	74.3%

Median House Value: \$67,912
Median Age: 28.6 years
Median Education: 12.7 years

Largest Banks

Security (342 Mil)
First Bank (422 Mil)

YEAR 2000 POPULATION: 134,430

COMMERCE AND INDUSTRY

Important Businesses
and Industries

Major Corporations

United Industry

Employment Breakdowns

Agri business		Manag/Prof.	11,528 (23.3%)	Services	14,794 (29.9%)
Oil refining		Tech/Sales/Admin.	16,554 (33.5%)	Retail	10,204 (20.7%)
		Service	6,894 (14.0%)	Trans/Comm	5,367 (10.9%)
		Farm/Forest/Fish	1,204 (2.4%)	Manuf.	4,224 (8.5%)
		Precision Prod.	6,451 (13.1%)	Wholesale	3,747 (7.6%)
		Oper./Fabri/Labor	6,776 (13.7%)	Construct	3,705 (7.5%)

Total Employment: 49,407

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

E. Montana (3,779)

Military Bases

Unemployment

June 79: NA
Dec 82: NA
Sep 83: NA

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Alpine Adv. (5 mil, 9%)
Exclamation Point (1 mil, 20%)
Sage Adv. (5 mil, 12%)
Aldrich & Helm

Heavy Agency Radio Users

Aldrich & Helm
Sage Adv.
Exclamation Point

Poor Agency Radio Users

Rim Adv.
Nelson Adv.

Most Knowledgeable Local Media Buyers

Largest Local Radio Accounts

Large Local Accounts Which Use Radio Poorly

Wards
Target Stores

Market's Radio Strengths

Geographic isolation—also market is large geographically and radio covers it well.
Good retail sales base.

Market's Radio Weaknesses

Low TV rates
Some rate cutting in market and low basic rate structure

Highest Billing AM: KGHL

Highest Billing FM: KYVA-F

Highest Billing Station: KGHL

Radio Usage by Major Advertising Categories

Financial	2.5	Soft Drinks	3.5
Fast Foods	3.5	Beer, Wine	3.0
Restaurants	3.5	Farm	2.0
Auto Dealers	3.5	Utilities	2.5

Stereo/Computers/TV	5.0
Department/Discount Stores	3.5
Airlines	2.5
Fashion, Clothing Stores	3.5

Source of Regional Dollars

Helena
Great Falls
Denver

COMPETITIVE MEDIA

Over the Air Television

KOUS	Hardin	4	NBC	
KTVQ	Billings	2	CBS	Garryowen
KULR	Billings	8	ABC	Harriscope

Daily Newspapers

Billings Gazette M/S 61,644, Lee

Cable Penetration (DMA)
50.9%
Tele-Communi

Recent Radio Transactions

MISCELLANEOUS COMMENTS

"Billings is a bustling, modern plains city, an important livestock, trade, and transportation center."

-The Book of America

BINGHAMTON

1982 SMSA Rank: 131
1983 MSA Rank: 161

1983 ADI Rank: 134
1983 Est Revenue: \$4,400,000
Manager's Market Rating (current):3.0

Population per Station: 26,000 (10)
Est Rev per Share Point: \$56,483
Manager's Market Rating (future): 4.0

REVENUE HISTORY AND PROJECTIONS

Table with 11 columns representing years 78-88. Rows include FCC Revenue Data, Duncan Media Rev Est, Yearly Growth Rate (1978-82): 12.4%, Projected Revenue Est, Revenue per Capita, Yearly Growth Rate (1978-82): 13.4%, Projected Revenue per Capita, Resulting Revenue Estimate, Rev as % of Retail Sales, Mean % (1978-1982), Resulting Revenue Estimate, and MEAN REVENUE ESTIMATES.

POPULATION AND DEMOGRAPHIC ESTIMATES

Table with 11 columns representing years 78-88. Rows include Total Population (millions), Retail Sales (billions), CSI Household (thousands), Below-the-Line Listening Shares, Unlisted Station Listening, Total Lost Listening, Available Share Points, Number of Viable Stations, Mean Share Points per Station, Median Share Points per Station, Rev per Available Share Point, Estimated Rev for Mean Station, Racial Breakdowns (%), Income Breakdowns (%), Age Breakdowns (%), and Education Levels (%).

5 YEAR GROWTH RATE

Table with 2 columns: 82-87 and 82-87. Rows include Population: -1.7% and Retail Sales: 63.6%.

Median House Value: \$53,888
Median Age: 31.2 years
Median Education: 12.5 years

Largest Banks
Bingh. Savings (644 Mil)

YEAR 2000 POPULATION: 306,740

COMMERCE AND INDUSTRY

Table with 2 columns: Important Businesses and Industries, and Major Corporations. Rows include Electrical equipment and Shoes/clothing.

Table with 2 columns: Employment Breakdowns (by job description) and Employment Breakdowns (by industry). Rows include Manag/Prof., Tech/Sales/Admin., Service, Farm/Forest/Fish, Precision Prod., Oper./Fabri/Labor, Manuf., Services, Retail, Trans/Comm, Construct, and Finan/Ins.

Total Employment: 130,754

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

SUNY - Binghamton (11,280)

Military Bases

Unemployment

June 79: NA
Dec 82: 8.4%
Sep 83: 6.6%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Fred Riger Adv (3 mil)

Heavy Agency
Radio Users

Poor Agency
Radio Users

Most Knowledgeable
Local Media Buyers

Largest Local Radio Accounts

McDonalds
Van Scoy Diamond Mine
Gordons Electronics

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which
Use Radio Poorly

J.C. Penney
Giant Food Markets
Radio Shack

Highest Billing AM: WNBC
Highest Billing FM: WMRV-F
Highest Billing Station: WNBC

Radio Usage by Major Advertising Categories

Financial	4.0	Soft Drinks	4.0
Fast Foods	5.0	Beer, Wine	4.0
Restaurants	4.0	Farm	2.0
Auto Dealers	3.0	Utilities	3.0

Stereo/Computers/TV	3.0
Department/Discount Stores	3.0
Airlines	2.0
Fashion, Clothing Stores	4.0

Source of Regional Dollars

Syracuse
Rochester
New York

COMPETITIVE MEDIA

Over the Air Television

WBNG	Bingh.	12	CBS	Gateway
WICZ	Bingh.	40	NBC	
WMGC	Bingh.	34	ABC	

Daily Newspapers

Bingh. Sun Bulletin	M	28,010	Gannett
Bingh. Evening Press	E/S	64,497	Gannett

Cable Penetration (DMA)
62.7%
New Channels

Recent Radio Transactions

1981 WKOP \$720,000

MISCELLANEOUS COMMENTS

Colleges and Universities

University of Alabama-Birmingham (13,854)
 Birmingham Southern (1,443)
 Samford (3,927)

Military Bases

FT. McClellan (9,000)

Unemployment

June 79: 5.8%
 Dec 82: 15.6%
 Sep 83: 11.5%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Gillis, Townsend & Riley (5 mil, 20%)
 Luckie & Forney (25 mil)
 Steiner/Bressler (6 mil)

Heavy Agency Radio Users

Luckey & Forney
 Steiner Bressler

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Kay Thauton - Steiner

Largest Local Radio Accounts

Coca Cola
 Food World
 Parisians

Market's Radio Strengths

Above average radio production and creativity for a market of this size
 Relatively unaggressive newspaper

Market's Radio Weaknesses

No strong anti-newspaper pitch among all stations. No unity.
 Low rate base-underselling radio's value

Large Local Accounts Which Use Radio Poorly

McDonalds
 Winn Dixie

Highest Billing AM: WSGN

Highest Billing FM: WZZK-F

Highest Billing Station: WZZK-F

Radio Usage by Major Advertising Categories

Financial	2.5	Soft Drinks	4.5
Fast Foods	4.5	Beer, Wine	4.5
Restaurants	2.0	Farm	1.0
Auto Dealers	3.5	Utilities	2.0

Source of Regional Dollars

Stereo/Computers/TV	3.0
Department/Discount Stores	3.0
Airlines	2.5
Fashion, Clothing Stores	2.5

Atlanta
 Memphis

COMPETITIVE MEDIA

Over the Air Television

WBMG	Birming.	42	CBS	Park
WBRC	Birming.	6	ABC	Taft
WTTO	Birming.	21		
WVTM	Birming.	13	NBC	Times Mirror

Daily Newspapers

Birmingh. Post Herald	M	65,650	Scri-How
Birmingham News	E/S	164,382	Newhouse
			JOA

Cable Penetration (DMA)
 45.8%
 ATC

Recent Radio Transactions

1980	WZZK-F	Sold to Park Cities (Katz)	\$2,500,000
1981	WYDE	Sold by Columbia Pictures	1,500,000
1982	WAPI A/F	Sold by Newhouse	4,000,000
1982	WCRT, WQEZ-F	Sold to Capitol (Johnson)	3,381,000
1983	WCRT	Sold by Capitol	288,000

MISCELLANEOUS COMMENTS

"Birmingham displayed none of the softer features of the Old South; even in the 1970's, the spurt of Sunbelt growth passed it by. By 1982, Birmingham was clearly in deep trouble."
 - The Book of America

BLOOMINGTON, IL

1982 SMSA Rank: 261
1983 MSA Rank: 270

1983 ADI Rank: Peoria
1983 Est Revenue: \$3,400,000
Manager's Market Rating (current): 4.5

Population per Station: 24,000 (5)
Est Rev per Share Point: \$48,920
Manager's Market Rating (future): 3.0

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	2.2	2.5	2.6								
Duncan Media Rev Est:				2.9	3.1						
Yearly Growth Rate (1978-82):	9.0%										
Projected Revenue Est:						3.4	3.7	4.0	4.4	4.8	5.2
Revenue per Capita:	18.14	20.44	21.58	24.17	24.80						
Yearly Growth Rate (1978-82):	8.2%										
Projected Revenue per Capita:						26.83	29.03	31.41	33.99	36.78	39.79
Resulting Revenue Estimate:						3.3	3.5	4.1	4.4	4.8	5.2
Rev as % of Retail Sales:	0.49	0.50	0.47	0.48	0.50						
Mean % (1978-1982):	0.488										
Resulting Revenue Estimate:						3.4	3.7	3.9	4.2	4.4	4.6
MEAN REVENUE ESTIMATES:						<u>3.4</u>	<u>3.6</u>	<u>4.0</u>	<u>4.3</u>	<u>4.7</u>	<u>5.0</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.10	.11	.12	.12	.12	.12	.12	.13	.13	.13	.13
Retail Sales (billions):	.45	.5	.6	.6	.6	.7	.7	.8	.8	.9	.9
CSI Household (thousands):	21.0	22.4	23.9	26.0	--	--	--	--	--	--	--
Below-the-Line Listening Shares:..	23.4%		Racial			Income		Age		Education	
Unlisted Station Listening:..	7.1%		Breakdowns (%)			Breakdowns (%)		Breakdowns (%)		Levels (%)	
Total Lost Listening:..	30.5%		White	94.7	<10	24.6	12-24	36.0	5 years		
Available Share Points:	69.5		Black	4.0	10-20	29.0	25-54	42.8	or less	1.3	
Number of Viable Stations:	4		Hispanic	0.9	20-35	31.8	55+	21.2	High School		
Mean Share Points per Station:	17.38		Other	0.4	35-50	9.7			Grad	76.0	
Median Share Points per Station:	14.7				50+	4.9			4 or more		
Rev per Available Share Point:	\$48,920								years of		
Estimated Rev for Mean Station:	\$850,245								college	22.8	
<u>5 YEAR GROWTH RATE</u>						<u>Largest Banks</u>					
	<u>82-87</u>		Median House Value: \$62,236			American State		(90 Mil)			
Population:	3.5%		Median Age: 26.1 years			Corn Belt		(136 Mil)			
Retail Sales:	50.7%		Median Education: 12.7 years			Nat Bank		(109 Mil)			
						Peoples Bank		(147 Mil)			
						McLean County		(101 Mil)			
YEAR 2000 POPULATION:	133,930										

COMMERCE AND INDUSTRY

Important Businesses and Industries

Farm machinery
Insurance
Dairy products
Agriculture

Major Corporations

State Farm Insurance
Growmark
Dometic

Employment Breakdowns

Manag/Prof.	13,708 (23.9%)	Services	17,732 (31.0%)
Tech/Sales/Admin.	19,085 (33.3%)	Retail	10,844 (18.9%)
Service	8,934 (15.6%)	Manuf.	7,628 (13.3%)
Farm/Forest/Fish	2,357 (4.1%)	Finan/Ins.	7,917 (13.8%)
Precision Prod.	5,413 (9.5%)	Trans/Comm	3,679 (6.4%)
Oper./Fabri/Labor	7,742 (13.5%)	Agriculture	2,818 (4.9%)

Total Employment: 57,239

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Military Bases

Unemployment

Illinois State (20,610)
Illinois Wesleyan (1,692)

June 79: NA
Dec 82: 8.7%
Sep 83: 7.9%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Hagerty & Assoc. (3 mil, 10%)

Heavy Agency Radio Users

Burden Adv.

Poor Agency Radio Users

HLBG Adv.

Most Knowledgeable Local Media Buyers

Bill Burden - Burden Adv.

Largest Local Radio Accounts

American State Bank
American Trio Appliance
Strickland Chevrolet

Market's Radio Strengths

Little local TV
Fairly good growth in market until the 80's

Market's Radio Weaknesses

Listening which goes out of the market
Economic growth has slowed

Large Local Accounts Which Use Radio Poorly

Sears
Wards
Eagle Food Stores

Highest Billing AM: WJBC
Highest Billing FM: WBNQ-F
Highest Billing Station: WJBC

Radio Usage by Major Advertising Categories

Financial	5.0	Soft Drinks	3.0	Stereo/Computers/TV	4.0
Fast Foods	4.0	Beer, Wine	3.0	Department/Discount Stores	3.0
Restaurants	3.0	Farm	5.0	Airlines	1.0
Auto Dealers	4.0	Utilities	3.0	Fashion, Clothing Stores	3.0

Source of Regional Dollars

Peoria
Champaign
Decatur

COMPETITIVE MEDIA

Over the Air Television

WBLN Bloom. 43
Other stations see Peoria
(Part of Peoria ADI)

Daily Newspapers

Bloom. Pantagraph M/S 52,408, Chronicle

Cable Penetration (DMA)

NA
Telecable

Recent Radio Transactions

1982 WRBA (Normal) \$207,000
1983 WIHN-F 700,000

MISCELLANEOUS COMMENTS

BOISE

1982 SMSA Rank: 187
1983 MSA Rank: 195

1983 ADI Rank: 137
1983 Est Revenue: \$4,800,000
Manager's Market Rating (current): 3.0

Population per Station: 10,556 (18)
Est Rev per Share Point: \$51,948
Manager's Market Rating (future): 4.0

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	2.0	2.1	2.6								
Duncan Media Rev Est:				3.3	4.2						
Yearly Growth Rate (1978-82): 20.7%											
Projected Revenue Est:						5.1	6.1	7.4	8.9	10.8	13.0
Revenue per Capita:	13.33	13.13	16.25	19.41	23.33						
Yearly Growth Rate (1978-82): 15.4%											
Projected Revenue per Capita:						26.92	31.07	35.85	41.37	47.74	55.10
Resulting Revenue Estimate:						5.1	5.9	7.2	8.7	10.1	12.1
Rev as % of Retail Sales:	0.33	0.30	0.29	0.33	0.38						
Mean % (1978-1982): 0.326											
Resulting Revenue Estimate:						4.2	4.6	5.2	5.9	6.2	6.8

MEAN REVENUE ESTIMATES: 4.8 5.5 6.6 7.8 9.0 10.6

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.15	.16	.16	.17	.18	.19	.19	.20	.21	.21	.22
Retail Sales (billions):	.6	.7	.9	1.0	1.1	1.3	1.4	1.6	1.8	1.9	2.1
CSI Household (thousands):	17.9	18.9	19.9	22.1	22.7	--	--	--	--	--	--
Below-the-Line Listening Shares:.. 0%											
Unlisted Station Listening:.. 7.6%											
Total Lost Listening:.. 7.6%											
Available Share Points: 92.4											
Number of Viable Stations: 15											
Mean Share Points per Station: 6.16											
Median Share Points per Station: 6.3											
Rev per Available Share Point: \$51,948											
Estimated Rev for Mean Station: \$320,000											

5 YEAR GROWTH RATE

82-87
Population: 15.0%
Retail Sales: 75.3%

Median House Value: \$67,241
Median Age: 28.0 years
Median Education: 12.9 years

Largest Banks

First Interstate (684 Mil)
First Security (1.6 Bil)
Idaho First (2.2 Bil)

YEAR 2000 POPULATION: 254,850

COMMERCE AND INDUSTRY

Important Businesses and Industries

Lumber
Food processing
Electronics
Government

Major Corporations

Boise Cascade
Morrison-Knudsen
Simplot
Trus Joist

Employment Breakdowns

Manag/Prof.	22,468 (27.5%)	Services	21,895 (26.8%)
Tech/Sales/Admin.	29,321 (35.8%)	Retail	15,067 (18.4%)
Service	9,801 (12.0%)	Manuf.	9,287 (11.4%)
Farm/Forest/Fish	1,713 (2.1%)	Pub Admin	8,133 (9.9%)
Precision Prod.	9,732 (11.9%)	Finan/Ins	7,088 (8.7%)
Oper./Fabri/Labor	8,759 (10.7%)	Construct	6,937 (8.4%)

Total Employment: 81,794

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Boise State (10,843)

Military Bases

Mountain Home AFB (4,205)

Unemployment

June 79: NA
Dec 82: NA
Sep 83: 6.3%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

BB&W (1.5 mil, 13%)
Cline Inc. (1.5 mil)
Davies & Rourke (3 mil, 18%)

Heavy Agency Radio Users

Davies & Rourke
W.R. Drake

Poor Agency Radio Users

No consensus

Most Knowledgeable Local Media Buyers

Barb Hafer - Williamson
Leo Morgan - Davies & Rourke

Largest Local Radio Accounts

Provident Federal Savings
Idaho National Bank
Madisons
Home Federal

Market's Radio Strengths

Very low CPM
Fairly stable economy

Market's Radio Weaknesses

Too many stations for such a small market
TV rates are low
Lack of aggressive rate leaders

Large Local Accounts Which Use Radio Poorly

Boise Cascade
Fosters Furniture
Pay and Pack

Highest Billing AM: KBOI

Highest Billing FM: KIDQ-F or KIZN-F

Highest Billing Station: KBOI

Radio Usage by Major Advertising Categories

Financial	4.5	Soft Drinks	3.5	Stereo/Computers/TV	5.0
Fast Foods	2.5	Beer, Wine	2.0	Department/Discount Stores	3.0
Restaurants	2.5	Farm	3.0	Airlines	3.5
Auto Dealers	3.5	Utilities	4.5	Fashion, Clothing Stores	2.0

Source of Regional Dollars

Seattle
Salt Lake City
Portland

COMPETITIVE MEDIA

Over the Air Television

KBCI	Boise	2	CBS	Eugene TV
KIVI	Nampa	6	ABC	Charleston Post
KTVB	Boise	7	NBC	King

Daily Newspapers

Boise Idaho Statesman M/S 57,391, Gannett

Cable Penetration (DMA)

36.5%
United

Recent Radio Transactions

1982 KUUZ-F (Nampa) Sold by Larson \$630,000
1983 KFXD A/F Sold to Communi Prop 1,100,000

MISCELLANEOUS COMMENTS

DFS Test Market

"Boise has the state capitol, Idaho's best climate, thriving light industry, and the income of a strong distribution center."

- The Book of America

BOSTON

1982 SMSA Rank: 6
 1983 MSA Rank: 6 (county basis)

1983 ADI Rank: 6
 1983 Est Revenue: \$71,300,000
 Manager's Market Rating (current): 4.3

Population per Station: 123,333 (30)
 Est Rev per Share Point: \$807,474
 Manager's Market Rating (future): 3.6

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	38.6	42.7	52.0								
Duncan Media Rev Est:				59.0	63.9						
Yearly Growth Rate (1978-82): 13.5%											
Projected Revenue Est:						72.5	82.3	93.4	106.0	120.3	136.6
Revenue per Capita:	9.90	10.95	13.33	15.52	17.27						
Yearly Growth Rate (1978-82): 15.0%											
Projected Revenue per Capita:						19.86	22.84	26.26	30.20	34.74	39.95
Resulting Revenue Estimate:						73.4	84.5	97.2	108.7	125.1	143.8
Rev as % of Retail Sales:	0.28	0.28	0.30	0.30	0.31						
Mean % (1978-1982): 0.294											
Resulting Revenue Estimate:						(See note below) 67.9	77.3	85.0	92.9	100.5	108.5
						MEAN REVENUE ESTIMATES: 71.3	81.4	91.9	102.5	115.3	129.6

POPULATION AND DEMOGRAPHIC ESTIMATES *

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	3.9	3.9	3.9	3.8	3.7	3.7	3.7	3.7	3.6	3.6	3.6
Retail Sales (billions):	14.0	15.4	17.1	19.5	20.4	23.1	26.3	28.9	31.6	34.2	36.9
CSI Household (thousands):	19.7	22.3	24.7	26.8	29.2	--	--	--	--	--	--
Below-the-Line Listening Shares:..	2.7%										
Unlisted Station Listening:..	9.0%										
Total Lost Listening:..	11.7%										
Available Share Points:	88.3										
Number of Viable Stations:	23										
Mean Share Points per Station:	3.84										
Median Share Points per Station:	3.5										
Rev per Available Share Point:	\$807,474										
Estimated Rev for Mean Station:	\$3,100,700										

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	- .2%
Retail Sales:	77.1%

Median House Value: \$65,805
 Median Age: 31.3 years
 Median Education: 12.7 years

Largest Banks

Bank of New England	(3.7 Bil)
First National	(18.3 Bil)
Shaumut	(3.1 Bil)
State Street	(3.4 Bil)
Brown Bros. Harriman	(837 Mil)

YEAR 2000 POPULATION: 4,176,820 (County)

COMMERCE AND INDUSTRY

Important Businesses and Industries

High tech
 Fishing
 Financial
 Shipping/port
 Clothing
 Textiles

Major Corporations

Ratheon
 Digital Equip.
 Gillette
 Polaroid
 General Cinema
 Pneumo Corp
 Stride Rite
 Houghton Mifflin

Employment Breakdowns

Manag/Prof.	470,684 (28.5%)	Services	560,994 (34.0%)
Tech/Sales/Admin.	552,623 (33.5%)	Manuf	371,364 (22.5%)
Service	216,272 (13.1%)	Retail	251,639 (15.2%)
Farm/Forest/Fish	9,088 (0.6%)	Finan/Ins.	118,728 (7.2%)
Precision Prod.	173,371 (10.5%)	Trans/Comm	107,865 (6.5%)
Oper./Fabri/Labor	228,382 (13.8%)	Pub Admin	95,759 (5.8%)

Total Employment: 1,650,420

NOTE: Column to left is employment by job description or occupation. Column on the right is employment by industry.

NOTE: The mean revenue projections in this market may be too high. Use with extreme caution.

Colleges and Universities

Harvard (16,132)
Boston University (27,796)
Northeastern (14,184)
Boston College (14,429)

MIT (9,000)
Tufts (7,000)

Military Bases

FT. Devens (6,100)
Hanson AFB (1,900)

Unemployment

June 79: 5.0%
Dec 82: 5.7%
Sep 83: 5.2%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies ***

Humphrey Browning (95 mil)
Hill, Holiday (85 mil)
Ingalls (55 mil)
Arnold & Co (42 mil, 17%)

Heavy Agency Radio Users

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Largest Local Radio Accounts

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which Use Radio Poorly

Purity Markets
N.E. Olds Dealers

Highest Billing AM: WBZ
Highest Billing FM: WXKS-F
Highest Billing Station: WBZ

Radio Usage by Major Advertising Categories

Financial	4.0	Soft Drinks	4.3	Stereo/Computers/TV	3.0
Fast Foods	4.0	Beer, Wine	4.3	Department/Discount Stores	3.3
Restaurants	2.0	Farm	1.0	Airlines	4.0
Auto Dealers	2.0	Utilities	4.8	Fashion, Clothing Stores	2.0

Source of Regional Dollars

COMPETITIVE MEDIA

Over the Air Television

WBZ	Boston	4	NBC	Westinghouse
WCVB	Boston	5	ABC	Metromedia
WLVI	Cambridge	56		Gannett
WNEV	Boston	7	CBS	
WQTV	Boston	68		
WSBK	Boston	38		Storer WXNE Boston 25 CBN

Daily Newspapers

Boston Globe	AD/S	510,978, Affiliated
Boston Herald	M/S	228,228, Murdoch

Cable Penetration (DMA)
31.4%
Cablevision, Colony

Recent Radio Transactions

MISCELLANEOUS COMMENTS

1981 WMJX-F From Westinghouse to Greater Media \$5,000,000
 1982 WXKS A/F Sold by Heftel 15,000,000
 1983 WEEI Sold by CBS 7,500,000

*County basis used for Boston estimates and projections.

*** Additional ad agencies

Cabot (30 mil)
Quinn & Johnson (35 mil, 14%)

BRIDGEPORT

1982 SMSA Rank: 102
1983 MSA Rank: 106

1983 ADI Rank: New York
1983 Est Revenue: \$6,200,000
Manager's Market Rating (current): 4.0

Population per Station: 102,500 (4)
Est Rev per Share Point: \$149,398
Manager's Market Rating (future): 5.0

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	3.0	3.6	3.7								
Duncan Media Rev Est:				5.0	5.5						
Yearly Growth Rate (1978-82):	16.9%										
Projected Revenue Est:						6.4	7.5	8.8	10.3	12.0	14.0
Revenue per Capita:	6.95	8.75	8.94	12.20	13.41						
Yearly Growth Rate (1978-82):	18.4%										
Projected Revenue per Capita:						15.88	18.80	22.26	26.35	31.20	36.94
Resulting Revenue Estimate:						6.5	7.9	9.3	11.3	13.4	15.9
Rev as % of Retail Sales:	0.21	0.24	0.23	0.29	0.28						
Mean % (1978-1982):	0.250										
Resulting Revenue Estimate:						5.8	6.5	7.5	8.3	9.0	9.8
MEAN REVENUE ESTIMATES:						<u>6.2</u>	<u>7.3</u>	<u>8.5</u>	<u>10.0</u>	<u>11.5</u>	<u>13.2</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.37	.41	.41	.41	.41	.41	.42	.42	.43	.43	.43
Retail Sales (billions):	1.4	1.5	1.6	1.7	2.0	2.3	2.6	3.0	3.3	3.6	3.9
CSI Household (thousands):	23.5	27.1	31.7	33.9	32.3	--	--	--	--	--	--
Below-the-Line Listening Shares:..	52.2%										
Unlisted Station Listening:..	6.3%										
Total Lost Listening:..	58.5%										
Available Share Points:	41.5										
Number of Viable Stations:	5										
Mean Share Points per Station:	8.30										
Median Share Points per Station:	4.9										
Rev per Available Share Point:	\$149,398										
Estimated Rev for Mean Station:	\$1,240,000										

5 YEAR GROWTH RATE

82-87
Population: 2.2%
Retail Sales: 80.9%

Median House Value: \$58,107
Median Age: 32.6 years
Median Education: 12.5 years

Largest Banks

Citytrust (935 Mil)
Peoples Savings (2.5 Bil)
Conn Nat. (113 Mil)

Education Levels (%)
5 years or less 3.1
High School Grad 66.1
4 or more years of college 17.4

YEAR 2000 POPULATION: 877,660 (County)

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations
Richardson-Merrell
Warnaco

Metal products
Clothing
Elect. products
Ordinance

Employment Breakdowns

Manag/Prof.	44,508 (24.3%)	Manuf.	67,665 (36.9%)
Tech/Sales/Admin.	57,231 (31.2%)	Services	47,388 (25.9%)
Service	20,531 (11.2%)	Retail	26,550 (14.5%)
Farm/Forest/Fish	932 (0.5%)	Trans/Comm	10,107 (5.5%)
Precision Prod.	24,347 (12.7%)	Finan/Ins.	10,135 (5.5%)
Oper./Fabri/Labor	35,727 (19.5%)	Construct	7,409 (4.0%)
Total Employment: 183,276			

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

University of Bridgeport (6,805)
Fairfield (5,062)
Sacred Heart University (4,081)

Military Bases

Unemployment

June 79: 6.0%
Dec 82: 7.9%
Sep 83: 6.4%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

CSA - Danbury (5 mil, 10%)
Knudson Moore - Norwalk (9 mil)
Sterling Assoc.

Heavy Agency Radio Users

Sterling
Mintz & Hoke (Hartford)
Maher (Hartford)

Poor Agency Radio Users

Shailer Davidoff
Keiler Adv.

Most Knowledgeable Local Media Buyers

Nancy Horton - Cititrust
Glenn Hanson - Sterling
Lori Mercier - Maher

Largest Local Radio Accounts

Peoples Bank
Southern NE Bank
Reads

Market's Radio Strengths

Limited number of stations
Good local economy; upscale and affluent
Area is difficult and expensive to reach by other media - particularly TV

Market's Radio Weaknesses

Market overshadowed by large neighboring markets: i.e., New York & Hartford. This hurts national business.

Large Local Accounts Which Use Radio Poorly

Caldons
Sears
Waldbaums

Highest Billing AM: WICC
Highest Billing FM: WEZN-F
Highest Billing Station: WEZN-F

Radio Usage by Major Advertising Categories

Financial	5.0	Soft Drinks	4.0	Stereo/Computers/TV	3.0
Fast Foods	4.0	Beer, Wine	4.0	Department/Discount Stores	3.0
Restaurants	3.0	Farm	1.0	Airlines	3.0
Auto Dealers	3.0	Utilities	4.0	Fashion, Clothing Stores	3.0

Source of Regional Dollars

Hartford
Boston

COMPETITIVE MEDIA

Over the Air Television

Market is part of the New York ADI.

Daily Newspapers

Bridgeport Telegram M 18,457
Bridgeport Post E/S 71,204

Cable Penetration (DMA)

NA

Recent Radio Transactions

1981 WEZN-F From Park Cities to Katz Price NA
1983 WDJF-F (Westport) \$2,000,000

MISCELLANEOUS COMMENTS

*MSA used for estimates and projections.

BUFFALO

1982 SMSA Rank: 32
1983 MSA Rank: 44

1983 ADI Rank: 32
1983 Est Revenue: \$18,600,000
Manager's Market Rating (current): 2.3

Population per Station: 60,500 (20)
Est Rev per Share Point: \$206,437
Manager's Market Rating (future): 2.3

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	14.1	15.7	16.1								
Duncan Media Rev Est:				16.9	17.1						
Yearly Growth Rate (1978-82): 5.0%											
Projected Revenue Est:						18.0	18.9	19.8	20.8	21.8	22.9
Revenue per Capita:	10.76	11.98	12.38	13.10	13.90						
Yearly Growth Rate (1978-82): 6.6%											
Projected Revenue per Capita:						14.81	15.80	16.84	17.95	19.13	20.40
Resulting Revenue Estimate:						17.9	19.0	20.0	21.2	22.4	23.7
Rev as % of Retail Sales:	0.37	0.35	0.30	0.30	0.30						
Mean % (1978-1982): 0.324											
Resulting Revenue Estimate:						19.8	21.7	23.3	25.3	26.9	28.5
MEAN REVENUE ESTIMATES:						<u>18.6</u>	<u>19.9</u>	<u>21.0</u>	<u>22.4</u>	<u>23.7</u>	<u>25.0</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	1.31	1.31	1.30	1.29	1.23	1.21	1.20	1.19	1.18	1.17	1.16
Retail Sales (billions):	3.8	4.5	5.3	5.7	5.6	6.1	6.7	7.2	7.8	8.3	8.8
CSI Household (thousands):	18.6	21.1	22.2	23.9	26.4	--	--	--	--	--	--
Below-the-Line Listening Shares:..	2.0%										
Unlisted Station Listening:..	7.9%										
Total Lost Listening:..	9.9%										
Available Share Points:	90.1										
Number of Viable Stations:	15										
Mean Share Points per Station:	6.01										
Median Share Points per Station:	5.7										
Rev per Available Share Point: \$206,437											
Estimated Rev for Mean Station: \$1,240,688											

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	-1.7%
Retail Sales:	63.6%

Median House Value: \$64,292
Median Age: 31.6 years
Median Education: 12.4 years

Largest Banks

M & T	(1.8 Bil)
Marine Midland	(NA)
Liberty	(739 Mil)
Citibank	(2.6 Bil)

YEAR 2000 POPULATION: 1,268,790

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Iron and steel
Chemicals
Fabri. metals
Food products

Dunlop Tire
Pratt & Lambert
Rich Products
Roblin Ind.
Columbus McKinnon

Employment Breakdowns

Manag./Prof.	112,175 (21.7%)	Services	151,837 (29.4%)
Tech/Sales/Admin.	158,366 (30.7%)	Manuf.	142,596 (27.6%)
Service	72,054 (14.0%)	Retail	90,855 (17.6%)
Farm/Forest/Fish	4,697 (0.9%)	Trans/Com	35,873 (6.9%)
Precision Prod.	64,465 (12.5%)	Finan/Ins.	26,570 (5.1%)
Oper./Fabri/Labor	104,588 (20.3%)	Pub Admin	22,448 (4.3%)

Total Employment: 516,345

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

SUNY - Buffalo (12,000)
Canisius (4,272)

Military Bases

Unemployment

June 79: 5.7%
Dec 82: 12.9%
Sep 83: 10.4%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Ellis, Singer, Webb (10 mil, 14%)
Faller, Klenk & Quinlan (17 mil)
Healey-Schutte (12 mil, 15%)
Levy, King & White

Heavy Agency Radio Users

Levy King
Faller, Klenk

Poor Agency Radio Users

Kelly Adv.

Most Knowledgeable Local Media Buyers

Perry Karmin - Faller, Klenk
Mark Anderson - Ellis/Singer

Largest Local Radio Accounts

Tops Supermarkets
Hills Dept. Stores

Market's Radio Strengths

Well programmed market - good diversity of format
If Bill C-58 is eliminated some stations would see a significant revenue increase from Canada
Buffalo's famous weather conditions help increase listening

Market's Radio Weaknesses

TV is too cheap
No rate integrity for many stations
Lack of qualified professional sales people
Stagnant economy

Large Local Accounts Which Use Radio Poorly

Wegmans Supermarkets
L.L. Berger

Highest Billing AM: WBEN

Highest Billing FM: WBEN-F

Highest Billing Station: WBEN

Radio Usage by Major Advertising Categories

Financial	3.7	Soft Drinks	3.3	Stereo/Computers/TV	3.3
Fast Foods	3.0	Beer, Wine	4.0	Department/Discount Stores	2.7
Restaurants	2.3	Farm	1.3	Airlines	2.7
Auto Dealers	3.0	Utilities	2.7	Fashion, Clothing Stores	3.0

Source of Regional Dollars

COMPETITIVE MEDIA

Over the Air Television

WGR	Buffalo	2	NBC	Taft
WIVB	Buffalo	4	CBS	
WKBW	Buffalo	7	ABC	Capital Cities
WUTV	Buffalo	29		

Daily Newspapers

Buffalo News AD/S 330,694

Cable Penetration (DMA)

56.1%
Cowles

Recent Radio Transactions

1981 WYRK-F Sold to Stoner \$1,600,000

MISCELLANEOUS COMMENTS

DFS Test Market

"Buffalo has lost much of what once made it great...Yet amid all the cries of despair, there has also been a forward-looking and doggedly optimistic Buffalo."

- The Book of America

CANTON

1982 SMSA Rank: 102
1983 MSA Rank: 107

1983 ADI Rank: Cleveland
1983 Est Revenue: \$6,000,000
Manager's Market Rating (current): 3.0
Population per Station: 41,000 (10)
Est Rev per Share Point: \$134,228
Manager's Market Rating (future): 3.5

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	4.5	4.7	4.8								
Duncan Media Rev Est:				5.4	5.7						
Yearly Growth Rate (1978-82): 6.1%											
Projected Revenue Est:						6.0	6.4	6.8	7.2	7.7	8.1
Revenue per Capita:	11.54	11.75	11.71	13.17	13.90						
Yearly Growth Rate (1978-82): 5.0%											
Projected Revenue per Capita:						14.60	15.32	16.09	16.90	17.74	18.63
Resulting Revenue Estimate:						6.0	6.3	6.6	6.9	7.3	7.6
Rev as % of Retail Sales:	0.26	0.28	0.28	0.28	0.30						
Mean % (1978-1982): 0.280											
Resulting Revenue Estimate:						5.9	6.4	7.0	7.6	8.1	8.7
MEAN REVENUE ESTIMATES:						<u>6.0</u>	<u>6.4</u>	<u>6.8</u>	<u>7.0</u>	<u>7.7</u>	<u>8.1</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.39	.40	.41	.41	.41	.41	.41	.41	.41	.41	.41
Retail Sales (billions):	1.7	1.7	1.8	1.9	1.9	2.1	2.3	2.5	2.7	2.9	3.1
CSI Household (thousands):	19.0	20.0	21.9	24.1	25.5	--	--	--	--	--	--
Below-the-Line Listening Shares:..	49.0%										
Unlisted Station Listening:..	6.3%										
Total Lost Listening:..	55.3%										
Available Share Points:	44.7										
Number of Viable Stations:	5										
Mean Share Points per Station:	8.94										
Median Share Points per Station:	7.9										
Rev per Available Share Point:	\$134,228										
Estimated Rev for Mean Station:	\$1,200,000										
										4 or more years of college	11.0

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	.5%
Retail Sales:	50.5%

Median House Value: \$48,699
Median Age: 30.8 years
Median Education: 12.4 years

Largest Banks

Harter Bank (572 Mil)
United Nat. (182 Mil)
Central Trust (473 Mil)

YEAR 2000 POPULATION: 443,980

COMMERCE AND INDUSTRY

Important Businesses and Industries
Steel
Appliances
Engines
Ball and roller bearings

Major Corporations
Timken
Hoover
Union Metal
Diebold

Employment Breakdowns

Manag/Prof.	33,920 (20.0%)	Manuf.	61,025 (35.9%)
Tech/Sales/Admin.	45,771 (26.9%)	Services	42,261 (24.9%)
Service	20,684 (12.2%)	Retail	26,817 (15.8%)
Farm/Forest/Fish	1,803 (1.1%)	Trans/Comm	11,322 (6.7%)
Precision Prod.	22,853 (13.5%)	Finan/Ins.	7,284 (4.3%)
Oper./Fabri/Labor	44,822 (26.4%)	Construct	6,964 (4.1%)

Total Employment: 169,853

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Kent State - Stark (2,027)
Malone College (767)
Stark Tech (3,265)

Military Bases

Unemployment

June 79: 5.5%
Dec 82: 13.7%
Sep 83: 12.3%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Covey & Koons (4.7 mil, 1%)
SBA Adv. (2 mil, 25%)

Heavy Agency Radio Users

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Largest Local Radio Accounts

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which Use Radio Poorly

Highest Billing AM: WHBC-A
Highest Billing FM: WHBC-F
Highest Billing Station: WHBC-A

Radio Usage by Major Advertising Categories

Financial	4.5	Soft Drinks	4.0	Stereo/Computers/TV	1.5
Fast Foods	4.0	Beer, Wine	3.0	Department/Discount Stores	3.5
Restaurants	1.5	Farm	1.0	Airlines	1.5
Auto Dealers	2.5	Utilities	3.0	Fashion, Clothing Stores	3.0

Source of Regional Dollars

Cleveland
Akron
Columbus

COMPETITIVE MEDIA

Over the Air Television

WJAN Canton 17
WOAC Canton 67
Others see Cleveland. Canton is part of the Cleveland ADI.

Daily Newspapers

Canton Repository E/S 62,112 Thomson

Cable Penetration (DMA)

NA
Warner Amex

Recent Radio Transactions

1982 WQIO \$450,000
1982 WNYN 575,000
1983 WNYN (60%) 300,000

MISCELLANEOUS COMMENTS

CASPER

1982 SMSA Rank: 329
1983 MSA Rank: 333

1983 ADI Rank: 181
1983 Est Revenue: \$4,200,000
Manager's Market Rating (current): 3.5

Population per Station: 16,000 (5)
Est Rev per Share Point: \$45,901
Manager's Market Rating (future): 4.0

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	2.5	2.7	3.0								
Duncan Media Rev Est:				3.3	3.7						
Yearly Growth Rate (1978-82):	10.3%										
Projected Revenue Est:						4.1	4.5	5.0	5.5	6.0	6.7
Revenue per Capita:	41.67	42.19	42.40	45.83	46.25						
Yearly Growth Rate (1978-82):	2.7%										
Projected Revenue per Capita:						47.50	48.78	50.10	51.45	52.84	54.27
Resulting Revenue Estimate:						3.8	4.1	4.4	4.6	4.9	5.2
Rev as % of Retail Sales:	0.83	0.68	0.64	0.65	0.69						
Mean % (1978-1982):	0.665 (1979-1982 only)										
Resulting Revenue Estimate:						4.7	6.0	6.6	8.0	9.3	10.0
MEAN REVENUE ESTIMATES:						<u>4.2</u>	<u>4.9</u>	<u>5.3</u>	<u>6.0</u>	<u>6.7</u>	<u>7.3</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.06	.06	.07	.07	.08	.08	.08	.09	.09	.09	.096
Retail Sales (billions):	.3	.4	.5	.5	.54	.7	.9	1.0	1.2	1.4	1.5
CSI Household (thousands):	21.0	23.1	25.2	27.7	31.5	--	--	--	--	--	--
Below-the-Line Listening Shares:..	1.0%										
Unlisted Station Listening:..	7.5%										
Total Lost Listening:..	8.5%										
Available Share Points:	91.5										
Number of Viable Stations:	5										
Mean Share Points per Station:	18.3										
Median Share Points per Station:	17.8										
Rev per Available Share Point:	\$45,901										
Estimated Rev for Mean Station:	\$840,000										

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	21.3%
Retail Sales:	104.0%

Median House Value: \$NA
Median Age: 27.3 years
Median Education: 12.8 years

Largest Banks

First Interstate (318 Mil)
Wyoming Nat. (289 Mil)
First Wyoming (52 Mil)
Hilltop (88 Mil)

YEAR 2000 POPULATION: NA

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Employment Breakdowns

Mining

Manag/Prof.	8,933 (24.3%)	Services	8,585 (23.4%)
Tech/Sales/Admin.	11,405 (31.1%)	Mining	5,937 (16.2%)
Service	3,370 (9.2%)	Retail	5,827 (15.9%)
Farm/Forest/Fish	560 (1.5%)	Manuf.	2,957 (8.1%)
Precision Prod.	6,854 (18.7%)	Trans/Comm	3,076 (8.4%)
Oper./Fabri/Labor	5,605 (15.3%)	Construct	3,152 (8.6%)

Total Employment: 36,727

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Military Bases

Unemployment

Casper College (3,852)

June 79: NA
Dec 82: NA
Sep 83: NA

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Heavy Agency Radio Users

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

No significant agencies

Ad West
Butterfly

No consensus

No consensus

Largest Local Radio Accounts

Market's Radio Strengths

Market's Radio Weaknesses

Eastridge Mall
Wyoming National Bank

Solid local economy. Growing market.

Lack of rate integrity

Strong local interest in news and weather. Radio fulfills those needs.

Low rate structure

Most broadcasters in the market are professionals

Strong newspaper

Large Local Accounts Which Use Radio Poorly

Little listening to outside stations

TV selling too cheap. Some rates cheaper than radio

J.C. Penney's
Sears

Highest Billing AM: KTWO

High number of stations considering market's population

The Bon (Dept. Store)

Highest Billing FM: KTRS-F

Highest Billing Station: KTWO

Radio Usage by Major Advertising Categories

Source of Regional Dollars

Financial	3.5	Soft Drinks	3.0
Fast Foods	5.0	Beer, Wine	2.0
Restaurants	2.5	Farm	2.0
Auto Dealers	4.0	Utilities	2.5

Stereo/Computers/TV	3.5
Department/Discount Stores	3.0
Airlines	1.5
Fashion, Clothing Stores	3.5

Denver
Salt Lake City

COMPETITIVE MEDIA

Over the Air Television

Daily Newspapers

Cable Penetration (DMA)

KCWY	Casper	14	CBS
KTWO	Casper	2	ABC Harriscope
KOWY	Lander	5	CBS, ABC
KTNW	Riverton	10	NBC

Casper Star-Tribune M/S 38,969

66.0%
United Cable

Recent Radio Transactions

MISCELLANEOUS COMMENTS

1981	KATI, KAWY-F	Sold to Stuart	\$1,550,000
1983	KATI, KAWY-F	Sold by Stuart	1,375,000

CEDAR RAPIDS

1982 SMSA Rank: 199
1983 MSA Rank: 208

1983 ADI Rank: 75
1983 Est Revenue: \$6,100,000
Manager's Market Rating (current): 4.0

Population per Station: 18,889 (9)
Est Rev per Share Point: \$73,760
Manager's Market Rating (future): 4.0

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	4.3	4.8	5.1								
Duncan Media Rev Est:				5.4	5.7						
Yearly Growth Rate (1978-82): 7.4%											
Projected Revenue Est:						6.1	6.6	7.1	7.6	8.1	8.7
Revenue per Capita:	25.29	28.23	30.00	31.76	33.53						
Yearly Growth Rate (1978-82): 7.4%											
Projected Revenue per Capita:						36.01	38.68	41.54	44.61	47.91	51.46
Resulting Revenue Estimate:						6.1	6.6	7.5	8.0	8.6	9.3
Rev as % of Retail Sales:	0.58	0.60	0.65	0.60	0.61						
Mean % (1978-1982): 0.608											
Resulting Revenue Estimate:						6.1	6.7	7.3	7.9	8.5	9.1
MEAN REVENUE ESTIMATES:						<u>6.1</u>	<u>6.6</u>	<u>7.3</u>	<u>7.8</u>	<u>8.4</u>	<u>9.0</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.17	.17	.17	.17	.17	.17	.17	.18	.18	.18	.18
Retail Sales (billions):	.74	.8	.8	.9	.9	1.0	1.1	1.2	1.3	1.4	1.5
CSI Household (thousands):	18.5	20.3	23.3	23.0	26.4	--	--	--	--	--	--
Below-the-Line Listening Shares:..	9.6%										
Unlisted Station Listening:..	7.7%										
Total Lost Listening:..	17.3%										
Available Share Points:	82.7										
Number of Viable Stations:	9										
Mean Share Points per Station:	9.19										
Median Share Points per Station:	8.9										
Rev per Available Share Point:	\$73,760										
Estimated Rev for Mean Station:	\$677,860										
<u>5 YEAR GROWTH RATE</u>											
	<u>82-87</u>										

Median House Value: \$53,597
Median Age: 29.0 years
Median Education: 12.6 years

Largest Banks

Merchants (562 Mil)
Peoples (173 Mil)

YEAR 2000 POPULATION: 189,550

COMMERCE AND INDUSTRY

<u>Important Businesses and Industries</u>	<u>Major Corporations</u>	<u>Employment Breakdowns</u>			
	Life Investors	Manag/Prof.	18,671 (22.5%)	Manuf.	27,313 (32.8%)
Food products		Tech/Sales/Admin.	25,895 (31.1%)	Services	19,907 (23.9%)
Radio elect.		Service	10,118 (12.2%)	Retail	13,641 (16.4%)
Agribusiness		Farm/Forest/Fish	1,859 (2.2%)	Trans/Comm	5,192 (6.2%)
		Precision Prod.	10,036 (12.1%)	Finan/Ins.	5,045 (6.1%)
		Oper./Fabri/Labor	16,582 (19.9%)	Construct	3,902 (4.7%)
		Total Employment: 83,161			

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Military Bases

Unemployment

Coe (1,424)
Mercy (1,066)

June 79: 2.9%
Dec 82: 9.8%
Sep 83: 7.5%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Heavy Agency Radio Users

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Creswell, Munsell (46 mil)
Three Arts (10 mil, 15%)

Creswell, Munsell
Chadwell & Assoc.
Colton Starbuck

Largest Local Radio Accounts

Market's Radio Strengths

Market's Radio Weaknesses

Smuleroffs
Inner Space

Large Local Accounts Which Use Radio Poorly

Rapids Chevrolet
Armstrongs Dept. Store
Hy-Vee Food Stores

Highest Billing AM: WMT
Highest Billing FM: KHAK-F
Highest Billing Station: WMT

Radio Usage by Major Advertising Categories

Source of Regional Dollars

Financial	4.0	Soft Drinks	2.5	Stereo/Computers/TV	3.0
Fast Foods	4.0	Beer, Wine	2.5	Department/Discount Stores	3.5
Restaurants	3.0	Farm	3.5	Airlines	4.5
Auto Dealers	1.5	Utilities	3.0	Fashion, Clothing Stores	3.0

Des Moines
Davenport
Omaha

COMPETITIVE MEDIA

Over the Air Television

Daily Newspapers

Cable Penetration (DMA)

KCRG	Cedar Rapids	9	ABC	CR Gazette
KGAN	Cedar Rapids	2	CBS	Guy Gannett
KWWL	Waterloo	7	NBC	American Family
KDUB	Dubuque	40	ABC	

Cedar Rapids Gazette M/S 69,152

37.9%
Cox

Recent Radio Transactions

MISCELLANEOUS COMMENTS

1980 KCDR From Black Hawk to Cowle \$760,000

DFS Test Market

CHARLESTON, SC

1982 SMSA Rank: 95
1983 MSA Rank: 96

1983 ADI Rank: 110
1983 Est Revenue: \$6,400,000
Manager's Market Rating (current): 3.0

Population per Station: 30,667(15)
Est Rev per Share Point: \$70,175
Manager's Market Rating (future): 4.0

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	4.3	4.6	4.8								
Duncan Media Rev Est:				5.2	5.8						
Yearly Growth Rate (1978-82): 7.4%											
Projected Revenue Est:						6.2	6.7	7.2	7.7	8.3	8.9
Revenue per Capita:	11.62	11.79	12.00	12.38	12.89						
Yearly Growth Rate (1978-82): 2.7%											
Projected Revenue per Capita:						13.23	13.60	13.96	14.34	14.73	15.12
Resulting Revenue Estimate:						6.1	6.4	6.6	6.9	7.2	7.6
Rev as % of Retail Sales:	0.39	0.41	0.34	0.33	0.34						
Mean % (1978-1982): 0.362											
Resulting Revenue Estimate:						6.9	8.0	8.7	9.8	10.6	11.6
<u>MEAN REVENUE ESTIMATES:</u>						<u>6.4</u>	<u>7.0</u>	<u>7.5</u>	<u>8.1</u>	<u>8.7</u>	<u>9.4</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.37	.39	.40	.42	.45	.46	.47	.47	.48	.49	.50
Retail Sales (billions):	1.1	1.2	1.4	1.6	1.7	1.9	2.2	2.4	2.7	3.0	3.2
CSI Household (thousands):	16.2	17.5	19.0	20.6	22.1	--	--	--	--	--	--
Below-the-Line Listening Shares:..	2.6%										
Unlisted Station Listening:..	6.2%										
Total Lost Listening:..	8.8%										
Available Share Points:	91.2										
Number of Viable Stations:	12										
Mean Share Points per Station:	7.60										
Median Share Points per Station:	6.0										
Rev per Available Share Point:	\$70,175										
Estimated Rev for Mean Station:	\$533,333										

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	9.2%
Retail Sales:	73.7%

Median House Value: \$52,605
Median Age: 26.3 years
Median Education: 12.4 years

Largest Banks

SC National (2.0 Bil)
Bankers Trust (NA)
Citizens & Southern (NA)
Southern (NA)

YEAR 2000 POPULATION: 598,920

COMMERCE AND INDUSTRY

Important Businesses
and Industries

Major Corporations

Textiles
Machinery
Military

Employment Breakdowns

Manag/Prof.	36,257 (22.0%)	Services	51,214 (31.1%)
Tech/Sales/Admin.	49,210 (29.9%)	Manuf.	31,395 (19.1%)
Service	22,587 (13.7%)	Retail	27,455 (16.7%)
Farm/Forest/Fish	2,714 (1.6%)	Construct	14,307 (8.7%)
Precision Prod.	25,443 (15.4%)	Pub Admin	11,972 (7.3%)
Oper./Fabri/Labor	28,389 (17.2%)	Trans/Comm	11,546 (7.0%)

Total Employment: 164,700

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Citadel (3,439)
Trident Tech (5,619)
Charleston College (3,439)

Military Bases

Charleston AFB (4,390)
Charleston Naval Base (23,600)
Beaufort MCAS (3,589)

Unemployment

June 79: 5.9%
Dec 82: 8.1%
Sep 83: 8.4%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Advertising Service Agency
J.R. Rowell (1 mil)
Bradham-Hamilton

Heavy Agency Radio Users

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Largest Local Radio Accounts

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which Use Radio Poorly

Highest Billing AM: No consensus
Highest Billing FM: WEZL-F or WSSX-F
Highest Billing Station: WEZL-F

Radio Usage by Major Advertising Categories

Financial 4.0 Soft Drinks 3.5
Fast Foods 4.0 Beer, Wine 4.5
Restaurants 3.0 Farm 1.5
Auto Dealers 4.5 Utilities 2.5

Source of Regional Dollars

Atlanta
Charlotte
Columbia

COMPETITIVE MEDIA

Over the Air Television

WCBD Charleston 2 ABC Media General
WCIV Charleston 4 NBC Allbritton
WCSC Charleston 5 CBS

Daily Newspapers

Char. News and Courier M/S 69,009
Char. Evening Post E 38,469

Cable Penetration (DMA)
45.8%
Storer

Recent Radio Transactions

1981 WGCA \$500,000

MISCELLANEOUS COMMENTS

"Charleston is the quintessential city of the Old South and even to this day perhaps the most proud and self-possessed in the United States."

- The Book of America

CHARLESTON, WV

1982 SMSA Rank: 147
1983 MSA Rank: 152

1983 ADI Rank: 43
1983 Est Revenue: \$6,200,000
Manager's Market Rating (current): 3.5

Population per Station: 22,500 (12)
Est Rev per Share Point: \$67,172
Manager's Market Rating (future): 3.3

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	3.6	4.1	4.7								
Duncan Media Rev Est:				5.1	5.6						
Yearly Growth Rate (1978-82): 11.6%											
Projected Revenue Est:						6.2	7.0	7.8	8.7	9.7	10.8
Revenue per Capita:	15.00	16.40	18.08	18.88	20.74						
Yearly Growth Rate (1978-82): 8.4%											
Projected Revenue per Capita:						22.48	24.37	26.42	28.64	31.04	33.65
Resulting Revenue Estimate:						6.1	6.6	7.1	8.0	8.7	9.4
Rev as % of Retail Sales:	0.34	0.34	0.36	0.34	0.37						
Mean % (1978-1982): 0.350											
Resulting Revenue Estimate:						6.3	7.4	8.4	9.5	10.5	11.6
MEAN REVENUE ESTIMATES:						<u>6.2</u>	<u>7.0</u>	<u>7.8</u>	<u>8.7</u>	<u>9.6</u>	<u>10.6</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.24	.25	.26	.27	.27	.27	.27	.27	.28	.28	.28
Retail Sales (billions):	1.05	1.2	1.3	1.5	1.5	1.8	2.1	2.4	2.7	3.0	3.3
CSI Household (thousands):	18.9	20.2	21.4	23.0	25.9	--	--	--	--	--	--
Below-the-Line Listening Shares:..	1.7%										
Unlisted Station Listening:..	6.0%										
Total Lost Listening:..	7.7%										
Available Share Points:	92.3										
Number of Viable Stations:	10										
Mean Share Points per Station:	9.23										
Median Share Points per Station:	8.5										
Rev per Available Share Point:	\$67,172										
Estimated Rev for Mean Station:	\$620,000										
<u>5 YEAR GROWTH RATE</u>											
	<u>82-87</u>										
Population:	2.8%										
Retail Sales:	79.1%										

Median House Value: \$51,796
Median Age: 31.6 years
Median Education: 12.4 years

Largest Banks

Char. Nat. (437 Mil)
Kanawha Valley (475 Mil)
National Commerce (NA)
Bank of West VA. (111 Mil)

YEAR 2000 POPULATION: 303,010

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Hecks
McJunkin Corp.

Coal, Oil
Chemicals
Government
Mining equip.

Employment Breakdowns

Manag/Prof.	25,596 (22.9%)	Services	28,373 (25.4%)
Tech/Sales/Admin.	37,927 (33.9%)	Manuf.	19,127 (17.1%)
Service	12,548 (11.2%)	Retail	18,496 (16.6%)
Farm/Forest/Fish	575 (0.5%)	Trans/Comm	11,636 (10.4%)
Precision Prod.	17,583 (15.7%)	Pub Admin	9,106 (8.1%)
Oper./Fabri/Labor	17,505 (15.7%)	Construct	8,595 (7.7%)

Total Employment: 111,734

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

West Virginia State (4,353)
University of Charleston (2,039)

Military Bases

Unemployment

June 79: 5.7%
Dec 82: 11.5%
Sep 83: 13.6%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Advertising Inc.

Heavy Agency
Radio Users

Poor Agency
Radio Users

Most Knowledgeable
Local Media Buyers

Largest Local Radio Accounts

Burger King
White Dodge
Ford Furniture

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which
Use Radio Poorly

Stone & Thomas
Hecks
Appalachian Tire

Highest Billing AM: WCAW
Highest Billing FM: WVAF-F
Highest Billing Station: WVAF-F

Radio Usage by Major Advertising Categories

Financial	3.3	Soft Drinks	3.0
Fast Foods	4.3	Beer, Wine	3.3
Restaurants	2.0	Farm	1.0
Auto Dealers	5.0	Utilities	2.7

Stereo/Computers/TV	2.3
Department/Discount Stores	2.7
Airlines	1.7
Fashion, Clothing Stores	2.3

Source of Regional Dollars

Columbus
Cincinnati
Pittsburgh

COMPETITIVE MEDIA

Over the Air Television

WCHS	Charleston	8	CBS	Rollins
WOWK	Huntington	13	ABC	Gateway
WSAZ	Huntington	3	NBC	Lee
WVAH	Charleston	23		

Daily Newspapers

Charleston Gazette	M/S	54,441
Charleston Daily Mail	E	54,000, Clay
JOA		

Cable Penetration (DMA)

58.8%
ATC

Recent Radio Transactions

1980 WKLC A/F (St. Albans) \$287,000
1982 WTIP/WVSR-F Sold to Beasley 1,425,000

MISCELLANEOUS COMMENTS

"Charleston is alive and stimulated because it is West Virginia's seat of government and the financial center of the state."
- The Book of America

CHARLOTTE

1982 SMSA Rank: 61
1983 MSA Rank: 43

1983 ADI Rank: 31
1983 Est Revenue: \$16,700,000
Manager's Market Rating (current): 4.0

Population per Station: 40,000 (17)
Est Rev per Share Point: \$211,392
Manager's Market Rating (future): 4.7

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	11.7	13.4	14.3								
Duncan Media Rev Est:				14.5	14.9						
Yearly Growth Rate (1978-82):	6.4%										
Projected Revenue Est:						15.9	16.9	17.9	19.1	20.3	21.6
Revenue per Capita:	20.53	22.33	23.06	22.66	22.92						
Yearly Growth Rate (1978-82):	2.3%										
Projected Revenue per Capita:						23.44	23.99	24.54	25.10	25.68	26.27
Resulting Revenue Estimate:						15.9	16.6	17.4	18.1	18.8	19.4
Rev as % of Retail Sales:	0.49	0.51	0.51	0.45	0.44						
Mean % (1978-1982):	0.480										
Resulting Revenue Estimate:						18.2	21.1	23.5	26.4	29.3	31.7
MEAN REVENUE ESTIMATES:						<u>16.7</u>	<u>18.2</u>	<u>19.6</u>	<u>21.2</u>	<u>22.8</u>	<u>24.2</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.57	.60	.62	.64	.65	.68	.69	.71	.72	.73	.74
Retail Sales (billions):	2.4	2.6	2.8	3.2	3.4	3.8	4.4	4.9	5.5	6.1	6.6
CSI Household (thousands):	19.8	21.0	22.3	23.7	24.1	--	--	--	--	--	--
Below-the-Line Listening Shares:..	14.1%										
Unlisted Station Listening:..	6.9%										
Total Lost Listening:..	21.0%										
Available Share Points:	79.0										
Number of Viable Stations:	13										
Mean Share Points per Station:	6.08										
Median Share Points per Station:	7.6										
Rev per Available Share Point:	\$211,392										
Estimated Rev for Mean Station:	\$1,285,266										

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	9.1%
Retail Sales:	80.3%

Median House Value: \$59,698
Median Age: 29.6 years
Median Education: 12.4 years

Largest Banks

First Union (6.1 Bil)
Nat. Bank of NC (11.1 Bil)
Wachovia (6.8 Bil)

YEAR 2000 POPULATION: NA

COMMERCE AND INDUSTRY

Important Businesses and Industries

Textiles
Financial
Food products
Machinery

Major Corporations

Nucor
Intercontinental Metals
Piedmont Natural Gas
Rowe Corp.
Ruddick Corp.
Stanwood Corp.

Employment Breakdowns

Manag/Prof.	68,640 (21.4%)	Manuf.	90,760 (28.3%)
Tech/Sales/Admin.	100,962 (31.5%)	Services	77,236 (24.1%)
Service	33,652 (10.5%)	Retail	48,340 (15.1%)
Farm/Forest/Fish	3,549 (1.1%)	Trans/Comm	30,530 (9.5%)
Precision Prod.	40,191 (12.6%)	Finan/Comm	20,917 (6.5%)
Oper./Fabri/Labor	73,051 (22.8%)	Wholesale	20,418 (6.4%)

Total Employment: 320,045

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

UNC - Charlotte (9,800)
 Queen's College (800)
 Smith University (1,850)

Military BasesUnemployment

June 79: 3.2%
 Dec 82: NA
 Sep 83: NA

MARKET RADIO CONDITIONS (Based on results from local radio managers)Largest Ad Agencies ***

Loeffler Marley (5.5 mil, 10%)
 Shotwell & Partners
 Smith and Assoc. (3 mil, 20%)
 Wray/Ward (7 mil)
 Garner & Assoc (4 mil, 24%)

Heavy Agency Radio Users

Garner and Assoc.
 Shotwell
 Lewis Adv.
 (Rocky Mount)

Poor Agency Radio Users

Wray Ward
 Laney & Smith
 Thompson, Torcia

Most Knowledgeable Local Media Buyers

Larry Lippert - MMM
 Nancy Haynes - Haynes & Assoc.

Largest Local Radio Accounts

WBTV
 Haverty Furniture
 Carowinds

Market's Radio Strengths

Good economic base
 High rates, good rate leaders
 Professional broadcasters

Market's Radio Weaknesses

Some rate cutting by secondary stations
 Strong local TV on VHF
 UHF stations sell below radio

Large Local Accounts Which Use Radio Poorly

Harris Teeter Supermarkets
 Food Lion Supermarkets
 Town and Country Ford

Highest Billing AM: WBT

Highest Billing FM: WSOC-F

Highest Billing Station: WBT

Radio Usage by Major Advertising Categories

Financial	2.0	Soft Drinks	5.0
Fast Foods	4.0	Beer, Wine	5.0
Restaurants	2.0	Farm	1.0
Auto Dealers	3.0	Utilities	2.0

Stereo/Computers/TV	4.0
Department/Discount Stores	2.0
Airlines	3.5
Fashion, Clothing Stores	1.5

Source of Regional Dollars

Raleigh
 Greensboro-WS-HP
 Greenville, SC

COMPETITIVE MEDIAOver the Air Television

WBTV	Charlotte	3	CBS	Jeff-Pilot
WCCB	Charlotte	18		Bahakel
WPCQ	Charlotte	36	NBC	Westinghouse
WSOC	Charlotte	9	ABC	Cox
WHKY	Hickory		NBC	

Daily Newspapers

Charlotte Observer	M/S	172,066
Charlotte News	E	45,416

Cable Penetration (DMA)
 Knight-Rid 32.9%
 ATC

Recent Radio Transactions

1981	WGIV	Sold by BENI	\$1,750,000
1982	WDRV, WLVV-F (Statesville)	Sold to Capitol (WRAL)	1,750,000
1983	WQCC		400,000
1983	WIST		410,000

MISCELLANEOUS COMMENTS

DFS Test Market

"Charlotte is a city of branch offices, banks, insurance companies, and trucking firms. Every Monday morning, some 30,000 salesmen pour out of Charlotte to cover the mid-South."

- The Book of America

Charlotte's 1983 MSA differs from 1982 . Projections based on 82 SMSA.

***Additional ad agencies

Jess Duboy

CHATTANOOGA

1982 SMSA Rank: 97
1983 MSA Rank: 101

1983 ADI Rank: 79
1983 Est Revenue: \$7,000,000
Manager's Market Rating (current): 3.5

Population per Station: 29,333 (15)
Est Rev per Share Point: \$77,864
Manager's Market Rating (future): 3.7

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	4.7	4.4	5.2								
Duncan Media Rev Est:				6.2	6.7						
Yearly Growth Rate (1978-82): 9.6%											
Projected Revenue Est:						7.3	8.0	8.8	9.7	10.6	11.6
Revenue per Capita:	11.75	11.00	12.68	14.42	15.23						
Yearly Growth Rate (1978-82): 7.1%											
Projected Revenue per Capita:						16.31	17.47	18.71	20.04	21.46	22.986
Resulting Revenue Estimate:						7.2	7.7	8.4	9.0	9.9	10.6
Rev as % of Retail Sales:	0.31	0.28	0.30	0.33	0.35						
Mean % (1978-1982): 0.314											
Resulting Revenue Estimate:						6.6	7.2	8.2	8.8	9.4	10.1
<u>MEAN REVENUE ESTIMATES:</u>						<u>7.0</u>	<u>7.6</u>	<u>8.5</u>	<u>9.2</u>	<u>10.0</u>	<u>10.8</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.40	.40	.41	.43	.44	.44	.44	.45	.45	.46	.46
Retail Sales (billions):	1.5	1.6	1.7	1.9	1.9	2.1	2.3	2.6	2.8	3.0	3.2
CSI Household (thousands):	17.3	17.9	18.5	19.4	21.0	--	--	--	--	--	--
Below-the-Line Listening Shares:..	4.1%										
Unlisted Station Listening:..	6.0%										
Total Lost Listening:..	10.1%										
Available Share Points:	89.9										
Number of Viable Stations:	12										
Mean Share Points per Station:	7.49										
Median Share Points per Station:	5.2										
Rev per Available Share Point:	\$77,864										
Estimated Rev for Mean Station:	\$583,204										

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	5.1%
Retail Sales:	60.9%

Median House Value: \$48,927
Median Age: 30.4
Median Education: 12.3

Largest Banks

American (800 Mil)
First Tenn. (543 Mil)
United Amer. (160 Mil)
Pioneer (234 Mil)

YEAR 2000 POPULATION: 499,840

COMMERCE AND INDUSTRY

Important Businesses and Industries

Food Products
Fabri. Metals
Clothing

Major Corporations

Dorsey
Mills Olan
Provident Life Insurance
Wayne-Gossard
Standard-Coosa-Thatcher

Employment Breakdowns

Manag./Prof.	36,927 (20.4%)	Manuf.	50,162 (27.7%)
Tech/Sales/Admin.	52,199 (28.8)	Services	46,356 (25.6%)
Service	21,624 (11.9%)	Retail	26,945 (14.9%)
Farm/Forest/Fish	1,634 (0.9%)	Trans/Comm	17,841 (9.9%)
Precision Prod.	24,654 (13.6%)	Finan/Ins.	11,483 (6.3%)
Oper./Fabri/Labor	43,967 (24.3%)	Construct	10,670 (5.9%)

Total Employment: 181,005

NOTE: Column on the left is employment by job description or occupation. The column on the right is employment by industry.

Colleges and Universities

University of Tennessee - Chattanooga (7,600)
Chattanooga State Tech (4,856)

Military Bases

Unemployment

June 79: 6.0%
Dec 82: NA
Sep 83: 8.8%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies ***

Arnold, Romyedy (3.2 mil)
Brady, Goode & Aiken (2.2 mil, 25%)
Lavidge & Assoc. (8 mil)
Miller-Reid (12 mil, 23%)
Williams, Ripple (3 mil)

Heavy Agency Radio Users

Logan Adv.
Miller Reid
Dimension Adv.

Poor Agency Radio Users

Brady, Goode

Most Knowledgeable Local Media Buyers

Dee and Don Flanders-Dimension

Largest Local Radio Accounts

Coca Cola
Newton Chevrolet

Market's Radio Strengths

Good acceptance among retailers
Good working atmosphere between stations
Radio promotes well in this market

Market's Radio Weaknesses

Market has a very low rate structure
Stations which cut rates and "slander" their competition
Lack of well trained sales people

Large Local Accounts Which Use Radio Poorly

K-Mart
Sears
Leader Dept. Store

Highest Billing AM: WDEF
Highest Billing FM: WSKZ-F
Highest Billing Station: WSKZ-F

Radio Usage by Major Advertising Categories

Financial	4.0	Soft Drinks	3.5
Fast Foods	4.5	Beer, Wine	4.0
Restaurants	3.0	Farm	1.0
Auto Dealers	3.5	Utilities	2.0

Stereo/Computers/TV	2.5
Department/Discount Stores	3.0
Airlines	4.0
Fashion, Clothing Stores	3.5

Source of Regional Dollars

Nashville
Atlanta
Knoxville
Charlotte

COMPETITIVE MEDIA

Over the Air Television

WDEF	Chattanooga	12	CBS	Park
WRCB	Chattanooga	3	NBC	Sarkes-Tarzian
WRIP	Chattanooga	61		
WTVC	Chattanooga	9	ABC	Belo

Daily Newspapers

Chattanooga Times	M	46,185
Chattanooga News-Free Press	E/S	58,940
	JOA	

Cable Penetration (DMA)

45.7%

Recent Radio Transactions

1983 WN00 300,000

MISCELLANEOUS COMMENTS

DFS Test Market

"Chattanooga remains, first and last, a heavy industry town with labor unions unusually strong for the South...Increasingly in the early 1980's business and political leaders seemed intent on city facelifting and economic diversification to give Chattanooga a better image-and a better competitive stance."

- The Book of America

***Additional ad agencies

Logan

CHICAGO

1982 SMSA Rank: 3
1983 MSA Rank: 3

1983 ADI Rank: 3
1983 Est Revenue: \$129,400,000
Manager's Market Rating (current): NA

Population per Station: 215,758 (33)
Est Rev per Share Point: \$1,409,586
Manager's Market Rating (future): NA

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	87.6	95.1	104.4								
Duncan Media Rev Est:				108.6	119.0						
Yearly Growth Rate (1978-82):	8.0%										
Projected Revenue Est:						128.5	138.8	149.9	161.9	174.9	188.8
Revenue per Capita:	12.51	13.54	14.79	15.21	16.69						
Yearly Growth Rate (1978-82):	7.5%										
Projected Revenue per Capita:						17.94	19.29	20.73	22.29	23.96	25.76
Resulting Revenue Estimate:						127.7	136.5	147.2	158.0	169.9	182.4
Rev as % of Retail Sales:	0.31	0.33	0.34	0.33	0.34						
Mean % (1978-1982):	0.332										
Resulting Revenue Estimate:						132.1	143.0	156.7	168.0	179.9	191.9
MEAN REVENUE ESTIMATES:						<u>129.4</u>	<u>139.4</u>	<u>151.3</u>	<u>162.6</u>	<u>174.9</u>	<u>187.7</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	7.0	7.02	7.06	7.14	7.13	7.12	7.11	7.10	7.09	7.09	7.08
Retail Sales (billions):	28.4	29.2	30.3	33.3	35.1	39.8	43.1	47.2	50.6	54.2	57.8
CSI Household (thousands):	22.6	24.4	26.0	27.6	29.8	--	--	--	--	--	--
Below-the-Line Listening Shares:..	0%										
Unlisted Station Listening:..	8.2%										
Total Lost Listening:..	8.2%										
Available Share Points:	91.8										
Number of Viable Stations:	27										
Mean Share Points per Station:	3.40										
Median Share Points per Station:	3.2										
Rev per Available Share Point: \$1,409,586											
Estimated Rev for Mean Station: \$4,792,592											
<u>5 YEAR GROWTH RATE</u>											
	<u>82-87</u>										
Population:	-0.8%										
Retail Sales:	52.2%										

Median House Value: \$74,367
Median Age: 29.8
Median Education: 12.5 years

YEAR 2000 POPULATION: 7,428,000

Median House Value: \$74,367
Median Age: 29.8
Median Education: 12.5 years

Largest Banks

American	(3.2 Bil)
Continental	(42.9 Bil)
First Chicago	(35.9 Bil)
Harris	(6.9 Bil)
Northern Trust	(5.9 Bil)

COMMERCE AND INDUSTRY

<u>Important Businesses and Industries</u>	<u>Major Corporations</u>	<u>Employment Breakdowns</u>
Iron and steel	Standard Oil - Ind.	Manag/Prof. 787,330 (24.3%)
Finance	Beatrice Foods	Services 882,617 (27.3%)
Communications	Motorola	Tech/Sales/Admin. 1,098,847 (33.9%)
Electronics	International Harv.	Manuf. 859,045 (26.5%)
Meat products	Borg Warner	Service 376,449 (11.6%)
Nuclear research	Zenith	Retail 515,362 (15.9%)
		Farm/Forest/Fish 16,935 (5.2%)
		Trans/Com 274,573 (8.5%)
		Precision Prod. 367,937 (11.4%)
		Finan/Ins 249,488 (7.7%)
		Oper./Fabri/Labor 591,388 (18.3%)
		Wholesale 165,793 (5.1%)
		Total Employment: 3,238,886

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Northwestern	(15,224)	Loyola	(8,000)
U of Ill. - Chi	(21,003)		
U of Chicago	(10,100)		
DePaul	(12,000)		

Military Bases

FT. Sheridan	(1,400)	June 79:	5.7%
Glenview NAS	(1,000)	Dec 82:	11.2%
Great Lakes Navy Base	(30,000)	Sep 83:	9.9%

Unemployment

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Too many to list

Heavy Agency Radio Users

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Largest Local Radio Accounts

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which Use Radio Poorly

NO INFORMATION AVAILABLE

Radio Usage by Major Advertising Categories

Financial	Soft Drinks	Stereo/Computers/TV
Fast Foods	Beer, Wine	Department/Discount Stores
Restaurants	Farm	Airlines
Auto Dealers	Utilities	Fashion, Clothing Stores

Source of Regional Dollars

COMPETITIVE MEDIA

Over the Air Television

WBBM	Chi	2	CBS	CBS	WCFC	Chi	38
WCIU	Chi	26			WFLD	Chi	32
WGN	Chi	9		Tribune Co.			
WLS	Chi	7	ABC	ABC			
WMAQ	Chi	5	NBC	NBC			
WSNS	Chi	44		Harriscop			

Daily Newspapers

Chicago Tribune	AD/S	758,255,	Tribune Co.
Chicago Sun Times	M/S	651,579,	Murdoch

Cable Penetration (DMA)

16.4%
Continental,
Multimedia,
Cablevision

Recent Radio Transactions

1982	WUSN-F	From GCC to First Media	\$9,200,000
1982	WLAK-F	From Storer to Viacom	8,000,000
1982	WMET-F	From Metromedia to Doubleday	9,500,000
1983	WXFM-F	Sold to Cox	9,000,000
1983	WCFL	From Mutual to Ginsburg	8,000,000

MISCELLANEOUS COMMENTS

"Chicago is the glory and damnation of America all rolled up into one. Not to know Chicago is not to know America."
- The Book of America

Chicago's 1983 MSA differs from 1982 SMSA. Projections made using SMSA.

CINCINNATI

1982 SMSA Rank: 27
1983 MSA Rank: 29

1983 ADI Rank: 28
1983 Est Revenue: \$27,600,000
Manager's Market Rating (current): 3.6

Population per Station: 77,778 (18)
Est Rev per Share Point: \$328,963
Manager's Market Rating (future): 3.9

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	20.4	21.6	23.2								
Duncan Media Rev Est:				24.4	26.1						
Yearly Growth Rate (1978-82):	6.4%										
Projected Revenue Est:						27.8	29.5	31.4	33.5	35.6	37.9
Revenue per Capita:	15.00	15.77	16.69	17.43	18.64						
Yearly Growth Rate (1978-82):	5.6%										
Projected Revenue per Capita:						19.68	20.79	21.95	23.18	24.48	25.85
Resulting Revenue Estimate:						27.6	29.3	30.9	32.9	35.0	37.0
Rev as % of Retail Sales:	0.40	0.39	0.39	0.37	0.40						
Mean % (1978-1982):	0.390										
Resulting Revenue Estimate:						27.3	29.6	32.7	37.1	41.7	44.1
MEAN REVENUE ESTIMATES:						27.6	29.5	31.7	34.5	37.4	39.7

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	1.36	1.37	1.39	1.40	1.40	1.40	1.41	1.41	1.42	14.3	1.43
Retail Sales (billions):	5.1	5.5	6.0	6.6	6.5	7.0	7.6	8.4	9.5	10.7	11.3
CSI Household (thousands):	19.5	21.1	22.7	25.0	26.8	--	--	--	--	--	--
Below-the-Line Listening Shares:..	6.2%										
Unlisted Station Listening:..	9.9%										
Total Lost Listening:..	16.1%										
Available Share Points:	83.9										
Number of Viable Stations:	15										
Mean Share Points per Station:	5.59										
Median Share Points per Station:	6.20										
Rev per Available Share Point:	\$328,963										
Estimated Rev for Mean Station:	\$1,838,903										

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	1.7%
Retail Sales:	62.3%

Median House Value: \$57,704
Median Age: 29.4 years
Median Education: 12.4 years

Largest Banks

Fifth Third (1.5 Bil)
First National (1.7 Bil)
Provident (747 Mil)
Central Trust (1.6 Bil)

YEAR 2000 POPULATION: 1,514,230

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Employment Breakdowns

Machine tools
Detergents
Automotive
Engines
Chemicals

Proctor & Gamble
Cincin. Milacron
Eagle - Picher
Baldwin - United
United States Shoe
Midland Co.
Stearns & Foster

Manag/Prof.	137,234 (22.7%)	Services	167,490 (27.7%)
Tech/Sales/Admin.	191,745 (31.7%)	Manuf.	165,628 (27.4%)
Service	78,692 (13.0%)	Retail	102,630 (17.0%)
Farm/Forest/Fish	5,257 (0.9%)	Trans/Comm	44,234 (7.3%)
Precision Prod.	76,134 (12.6%)	Finan/Ins.	34,622 (5.7%)
Oper./Fabri/Labor	114,765 (19.0%)	Construct	31,547 (5.2%)

Total Employment: 603,827

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

University of Cincinnati (34,971)
Xavier (7,234)

Military Bases

Unemployment

June 79: 5.0%
Dec 82: NA
Sep 83: 9.1%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies ***

Northlich, Stolley (20 mil)
Stockton West (15 mil, 30%)
Fahlgren & Ferriss
Lawler Ballard
Sive Assoc.

Heavy Agency Radio Users

Freedman
Lawler Ballard
Fahlgren & Ferriss

Poor Agency Radio Users

Weaver Sutton
Sive
Holland Adv.

Most Knowledgeable Local Media Buyers

Dee Zigler - Freedman
Pam Bercau - Dektas
Jim Rice - Sive
Bill Kling - Lawler Ballard

Largest Local Radio Accounts

Swallens
Auto Manage
Arby's
Frich's Restaurants

Market's Radio Strengths

Good radio operators
TV fragmentation
Fairly stable economy
Newspaper weaknesses

Market's Radio Weaknesses

Rate cutting
Too much selling against other stations instead of other media
Lack of product knowledge among radio salespeople

Large Local Accounts Which Use Radio Poorly

Sight N Sound
J.C. Penney
Proctor and Gamble
Pogue's Dept. Store
Steinberg's Appliances

Highest Billing AM: WKRC
Highest Billing FM: WEBN-F
Highest Billing Station: WKRC

Radio Usage by Major Advertising Categories

Financial	3.3	Soft Drinks	4.0	Stereo/Computers/TV	2.6
Fast Foods	4.0	Beer, Wine	3.1	Department/Discount Stores	2.6
Restaurants	2.9	Farm	1.6	Airlines	3.3
Auto Dealers	4.0	Utilities	3.4	Fashion, Clothing Stores	2.6

Source of Regional Dollars

Dayton
Columbus
Cleveland
Indianapolis

COMPETITIVE MEDIA

Over the Air Television

WBTI	Cincinnati	64	United Cable
WCPO	Cincinnati	9	CBS Scripps-Howard
WKRC	Cincinnati	12	ABC Taft
WLWT	Cincinnati	19	Malrite

Daily Newspapers

Cincinnati Enquirer	M/S	191,571	Gannett
Cincinnati Post	E	142,746	Scri-How

Cable Penetration (DMA)

30.9%
Warner Amex,
Tele-Comm

Recent Radio Transactions

1980	WMLX, WUBE-F	From Kaye-Smith to Plough	\$3,900,000
1982	WSAI A/F	From Affiliated to Booth	5,200,000
1982	WCIN	Sold by BENI	2,250,000
1983	WLW, WSKS-F	Sold by Mariner	10,514,000

MISCELLANEOUS COMMENTS

DFS Test Market

"Doughty Cincinnati, decades past her prime, still has a certain Old World charm and is in the midst of a graceful renewal."
- The Book of America

***Additional ad agencies

Freedman Adv. (7 mil, 17%)
Dektas & Eger (15%)

CLEVELAND

1982 SMSA Rank: 20
 1983 MSA Rank: 18

1983 ADI Rank: 9
 1983 Est Revenue: \$33,300,000
 Manager's Market Rating (current): 2.5

Population per Station: 80,434 (23)
 Est Rev per Share Point: \$367,550
 Manager's Market Rating (future): 3.0

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	26.7	30.7	30.5								
Duncan Media Rev Est:				28.5	31.1						
Yearly Growth Rate (1978-82): 5.8%											
Projected Revenue Est:						32.9	34.8	36.8	39.0	41.2	43.6
Revenue per Capita:	13.83	15.99	15.88	14.92	16.81						
Yearly Growth Rate (1978-82): 5.3%											
Projected Revenue per Capita:						17.70	18.64	19.63	20.67	21.76	22.92
Resulting Revenue Estimate:						32.7	34.3	35.9	37.6	39.4	41.3
Rev as % of Retail Sales:	0.38	0.40	0.37	0.32	0.36						
Mean % (1978-1982): 0.366											
Resulting Revenue Estimate:						34.4	37.0	41.0	45.8	49.8	53.8
MEAN REVENUE ESTIMATES:						<u>33.3</u>	<u>35.4</u>	<u>37.9</u>	<u>40.8</u>	<u>43.5</u>	<u>46.2</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	1.93	1.92	1.92	1.91	1.87	1.85	1.84	1.83	1.82	1.81	1.80
Retail Sales (billions):	7.1	7.6	8.2	8.8	8.7	9.4	10.1	11.2	12.5	13.6	14.7
CSI Household (thousands):	21.5	23.3	25.0	27.0	28.6	--	--	--	--	--	--
Below-the-Line Listening Shares:..	2.6%										
Unlisted Station Listening:..	6.8%										
Total Lost Listening:..	9.4%										
Available Share Points:	90.6										
Number of Viable Stations:	19										
Mean Share Points per Station:	4.77										
Median Share Points per Station:	4.5										
Rev per Available Share Point: \$367,550											
Estimated Rev for Mean Station: \$1,753,212											
<u>5 YEAR GROWTH RATE</u>											
	<u>82-87</u>										

Population:	-3.0%	Median House Value: \$67,344	Ameritrust	(5.8 Bil)
Retail Sales:	48.2%	Median Age: 31.7 years	Central Bank	(2.3 Bil)
		Median Education: 12.5 years	National City	(4.5 Bil)
			Huntington	(1.3 Bil)
			Society	(2.2 Bil)

COMMERCE AND INDUSTRY

<u>Important Businesses and Industries</u>	<u>Major Corporations</u>	<u>Employment Breakdowns</u>	
Shipping/port	Standard Oil-Ohio	Manag/Prof.	195,805 (23.2%)
Steel	TRW	Manuf.	255,974 (30.3%)
Auto	Republic Steel	Tech/Sales/Admin.	270,323 (32.0%)
Chemicals	Eaton	Service	104,073 (12.3%)
Machine tools	Diamond Shamrock	Farm/Forest/Fish	5,395 (0.6%)
	White Industries	Precision Prod.	106,130 (12.6%)
	Sherwin-Williams	Oper./Fabri/Labor	162,022 (19.2%)
	Parker-Hannifin	Wholesale	40,539 (4.8%)
		Total Employment:	843,748

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Cleveland State (19,250)
Case Western (9,200)

Military Bases

Unemployment

June 79: 7.9%
Dec 82: 12.4%
Sep 83: 10.3%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies ***

Griswold-Eshleman (45 mil)
Meldrum & Fewsmith (55 mil)
Fox and Assoc. (13 mil, 38%)
Lang, Fisher (21 mil, 21%)

Heavy Agency Radio Users

Marschalk
Lang, Fisher
Wyse
Marcus

Poor Agency Radio Users

Griswold-Eshleman
Nelson Stern
Fox & Assoc

Most Knowledgeable Local Media Buyers

Dorothy Hartrick - Lang, Fisher
Charlie Knepper - Lang, Fisher
Patty Barbato - Marschalk

Largest Local Radio Accounts

Ameritrust Bank
May Company
Ohio Bell
Cleveland Plain Dealer

Market's Radio Strengths

Radio people heavily involved with media and agency community
Good talent and programming

Market's Radio Weaknesses

Rates too low and there is too much rate cutting
Market lacks a strong radio association to promote the medium
Lack of professionalism among sales people
Lack of creative selling

Large Local Accounts Which Use Radio Poorly

TRW
National City Bank
Richman Brothers

Highest Billing AM: WGAR
Highest Billing FM: WMMS-F
Highest Billing Station: WMMS-F

Radio Usage by Major Advertising Categories

Financial 4.0 Soft Drinks 4.0
Fast Foods 4.0 Beer, Wine 3.0
Restaurants 3.0 Farm 3.0
Auto Dealers 3.0 Utilities 4.0

Stereo/Computers/TV 2.8
Department/Discount Stores 3.8
Airlines 4.3
Fashion, Clothing Stores 2.8

Source of Regional Dollars

Columbus
Cincinnati
Pittsburgh

COMPETITIVE MEDIA

Over the Air Television

WCLQ Cleveland 61 Balaban
WEWS Cleveland 5 ABC Scripps-Howard
WJKW Cleveland 8 CBS Storer
WKYC Cleveland 3 NBC NBC
WGGN Sandusky 52
WUAB Lorain 43 Gaylord

Daily Newspapers

Cleveland Plain Dealer M/S 457,531, Newhou

Cable Penetration (DMA)
37.2%
NA

Recent Radio Transactions

1981 WBBG, WMJI-F From Embrescia to Robinson \$6,200,000

MISCELLANEOUS COMMENTS

DFS Test Market

"If any American city was obliged to labor heroically and against all odds from the 1960's into the 1980's, that city was Cleveland."
- The Book of America

***Additional ad agencies

Carr Liggett (28 mil, 8%)
Marcus (16 mil, 16%)
Wyse Adv. (58 mil)

COLORADO SPRINGS

1982 SMSA Rank: 119
 1983 MSA Rank: 127

1983 ADI Rank: 104
 1983 Est Revenue: \$5,500,000
 Manager's Market Rating (current): 2.5

Population per Station: 25,384 (13)
 Est Rev per Share Point: \$73,138
 Manager's Market Rating (future): 3.8

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	3.2	3.5	4.8								
Duncan Media Rev Est:				4.7	5.0						
Yearly Growth Rate (1978-82): 12.7%											
Projected Revenue Est:						5.6	6.4	7.2	8.1	9.1	10.2
Revenue per Capita:	11.85	12.07	16.00	14.68	15.15						
Yearly Growth Rate (1978-82): 7.2%											
Projected Revenue per Capita:						16.24	17.41	18.66	20.01	21.45	22.99
Resulting Revenue Estimate:						5.4	5.9	6.4	7.0	7.5	8.3
Rev as % of Retail Sales:	0.30	0.29	0.37	0.34	0.36						
Mean % (1978-1982): 0.332											
Resulting Revenue Estimate:						5.6	6.3	7.0	8.0	9.0	9.6
MEAN REVENUE ESTIMATES:						<u>5.5</u>	<u>6.2</u>	<u>6.9</u>	<u>7.7</u>	<u>8.5</u>	<u>9.4</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.27	.29	.30	.32	.33	.33	.34	.34	.35	.35	.36
Retail Sales (billions):	1.06	1.2	1.3	1.4	1.4	1.7	1.9	2.1	2.4	2.71	2.9
CSI Household (thousands):	17.4	19.3	21.5	23.2	23.5	--	--	--	--	--	--
Below-the-Line Listening Shares:..	14.3%										
Unlisted Station Listening:..	<u>10.5%</u>										
Total Lost Listening:..	24.8%										
Available Share Points:	75.2										
Number of Viable Stations:	13										
Mean Share Points per Station:	5.78										
Median Share Points per Station:	5.6										
Rev per Available Share Point:	\$73,138										
Estimated Rev for Mean Station:	\$422,739										

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	8.6%
Retail Sales:	75.9%

Median House Value: \$73,182
 Median Age: 27.0 years
 Median Education: 12.9 years

Largest Banks

United-Colo Spg (61 Mil)
 Western (59 Mil)
 Affiliated (270 Mil)
 Colo Spg Nat. (167 Mil)
 Colorado Nat. (214 Mil)

YEAR 2000 POPULATION: 461,070

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Military
 High tech
 Construction

Kaman Sciences

Employment Breakdowns

Manag/Prof.	31,828 (25.7%)	Services	39,508 (31.9%)
Tech/Sales/Admin.	40,092 (32.4%)	Retail	24,455 (19.8%)
Service	17,939 (14.5%)	Manuf.	18,671 (15.1%)
Farm/Forest/Fish	1,333 (1.1%)	Finan/Ins.	9,855 (8.0%)
Precision Prod.	17,248 (13.9%)	Trans/Comm	8,170 (6.6%)
Oper./Fabri/Labor	15,309 (12.4%)	Construct	9,619 (7.8%)

Total Employment: 123,749

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Colorado College (1,967)
University of Colo. - Col Spg (4,827)

Military Bases

FT. Carson (21,000)
Peterson AFB (3,445)
Air Force Academy (7,000)
Cheyenne Mountain (NORAD) (NA)

Unemployment

June 79: 4.5%
Dec 82: NA
Sep 83: NA

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Bulloch & Haggart (2 mil, 2%)
Gabel Adv. (3 mil, 15%)
Praco (1 mil, 15%)

Heavy Agency Radio Users

Gabel Adv.
Colorado Communi.

Poor Agency Radio Users

Heisley Design

Most Knowledgeable Local Media Buyers

Sandy Noll - Bradley Adv.
Madelyn Faber - Gabel Adv.

Largest Local Radio Accounts

Military TV & Stereo
Germer's Dept. Store
Sunshine Audio

Market's Radio Strengths

Youthful market
Stable market because of large military presence

Market's Radio Weaknesses

Strong local newspapers
Great disparity of rates in market (Low-\$5; High-\$40)
High sales person turnover
Major advertising segments are poor radio users

Large Local Accounts Which Use Radio Poorly

J.C. Penney
Sears
Wards

Highest Billing AM: KVOR

Highest Billing FM: KIL0-F or KSPZ-F

Highest Billing Station: KIL0-F or KSPZ-F

Radio Usage by Major Advertising Categories

Financial	1.8	Soft Drinks	4.0
Fast Foods	4.0	Beer, Wine	4.0
Restaurants	3.0	Farm	1.0
Auto Dealers	2.5	Utilities	1.3

Stereo/Computers/TV	4.0
Department/Discount Stores	3.0
Airlines	2.3
Fashion, Clothing Stores	2.3

Source of Regional Dollars

Denver
Pueblo

COMPETITIVE MEDIA

Over the Air Television

KKTV	Colo Spgs	11	CBS	Ackerly
KOAA	Pueblo	5	NBC	Charleston Post
KRDO	Colo Spgs	13	ABC	

Daily Newspapers

Gazette-Telegraph	M/S	38,450	Freedom
	E	44,860	Freedom
Colorado Springs Sun	M/S	32,864	Gaylord

Cable Penetration (DMA)

42.9%
ATC

Recent Radio Transactions

1982	KKCS-F	Sold to Walton	\$1,020,000
1982	KYSN	Sold to Walton	1,300,000
1983	KCMN	Sold by Center Group	147,500

MISCELLANEOUS COMMENTS

DFS Test Market

COLUMBIA, SC

1982 SMSA Rank: 99
1983 MSA Rank: 102

1983 ADI Rank: 90
1983 Est Revenue: \$8,900,000
Manager's Market Rating (current): 3.5
Population per Station: 35,833 (12)
Est Rev per Share Point: \$108,801
Manager's Market Rating (future): 3.5

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	5.2	5.7	6.5								
Duncan Media Rev Est:				7.2	8.0						
Yearly Growth Rate (1978-82): 11.3%											
Projected Revenue Est:						8.9	9.9	11.0	12.3	13.7	15.2
Revenue per Capita:	13.33	14.61	16.66	17.56	19.04						
Yearly Growth Rate (1978-82): 9.4%											
Projected Revenue per Capita:						20.82	22.78	24.92	27.26	29.82	32.63
Resulting Revenue Estimate:						9.0	9.8	11.0	12.3	13.4	15.0
Rev as % of Retail Sales:	0.43	0.41	0.41	0.40	0.44						
Mean % (1978-1982): 0.418											
Resulting Revenue Estimate:						8.8	10.0	11.3	12.5	14.2	15.5
MEAN REVENUE ESTIMATES:						<u>8.9</u>	<u>9.9</u>	<u>11.1</u>	<u>12.4</u>	<u>13.8</u>	<u>15.2</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.39	.39	.39	.41	.42	.43	.43	.44	.45	.45	.46
Retail Sales (billions):	1.2	1.4	1.6	1.8	1.8	2.1	2.4	2.7	3.0	3.4	3.7
CSI Household (thousands):	20.0	21.0	22.0	23.4	24.5	--	--	--	--	--	--
Below-the-Line Listening Shares:..	10.8%										
Unlisted Station Listening:..	7.4%										
Total Lost Listening:..	18.2%										
Available Share Points:	81.8										
Number of Viable Stations:	11										
Mean Share Points per Station:	7.44										
Median Share Points per Station:	6.5										
Rev per Available Share Point:	\$108,801										
Estimated Rev for Mean Station:	\$809,487										
<u>5 YEAR GROWTH RATE</u>											
	<u>82-87</u>										
Population:	6.9%										
Retail Sales:	78.6%										

Median House Value: \$54,502
Median Age: 27.2 years
Median Education: 12.6 years

Largest Banks

Bankers Trust (1.4 Bil)
First Nat of SC (1.3 Bil)
Citizens & Southern (426 Mil)
SC National (2.0 Bil)

Education Levels (%)
5 years or less 4.2
High School Grad 66.3
4 or more years of college 21.0

YEAR 2000 POPULATION: 554,440

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Thomas & Howard

Government
Military
Textiles
Agribusiness

Employment Breakdowns

Manag/Prof.	48,232 (26.1%)	Services	58,901 (31.8%)
Tech/Sales/Admin.	64,352 (34.8%)	Manuf.	29,195 (15.8%)
Service	22,300 (12.1%)	Finan/Ins.	15,960 (8.6%)
Farm/Forest/Fish	2,209 (1.2%)	Pub Admin	15,578 (8.4%)
Precision Prod.	20,614 (11.1%)	Trans/Comm	13,373 (7.2%)
Oper./Fabri/Labor	27,303 (14.8%)	Construct	12,899 (7.0%)

Total Employment: 185,010

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

University of SC (26,135)
Benedict College (2,300)

Military Bases

FT. Jackson (21,000)
Shaw AFB (6,000)

Unemployment

June 79: 4.4%
Dec 82: 6.8%
Sep 83: 6.2%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Cook/Ruef (5 mil)
Bradley, Graham (1 mil, 35%)
Harper, Hellams (2 mil, 10%)
Newman, Saylor
Johnson, Jones, Wells

Heavy Agency Radio Users

Johnson, Jones
Wingate

Poor Agency Radio Users

Gillis Adv.

Most Knowledgeable Local Media Buyers

Teri DeSpain - Cook Ruef
(Several people from Johnson, Jones)

Largest Local Radio Accounts

Moore Hudson Olds
Coca Cola
Pulliam Ford
Kroger

Market's Radio Strengths

Good growth market
TV fragmented by strong cable and 4 over-the-air stations
Stable economy with government, military and a large university
Fairly good rate structure

Market's Radio Weaknesses

UHF stations cut rates from already low rate cards. Their rates are often comparable to radio.
Too many "in house" agencies set up by retailers
Lack of professional media buyers at agencies

Large Local Accounts Which Use Radio Poorly

J.C. Penney
Food Lion
Sears
Hancock Buick

Highest Billing AM: WIS
Highest Billing FM: WCOS-F or WNOK-F
Highest Billing Station: WCOS-F or WNOK-F

Radio Usage by Major Advertising Categories

Financial 4.0 Soft Drinks 5.0
Fast Foods 3.5 Beer, Wine 5.0
Restaurants 2.5 Farm 1.0
Auto Dealers 5.0 Utilities 3.5

Source of Regional Dollars

Stereo/Computers/TV 2.5
Department/Discount Stores 3.5
Airlines 3.5
Fashion, Clothing Stores 3.5

Atlanta
Charlotte
Raleigh

COMPETITIVE MEDIA

Over the Air Television

WCCT Columbia 57
WIS Columbia 10 NBC Cosmos
WLTX Columbia 19 CBS Lewis
WOLO Columbia 25 ABC Bahakel

Daily Newspapers

Columbia State M/S 108,063
Columbia Record E 31,380

Cable Penetration (DMA)
41.0%
Wometco

Recent Radio Transactions

1981 WLFF Sold to Liggett \$290,000
1981 WZLD-F Sold to Liggett 1,000,000
1982 WDIX, WIGL-F (Orangeburg) Sold to Confer-
Rothfuss 1,250,000
1983 WLFF (Casper) Sold by Liggett 335,000

MISCELLANEOUS COMMENTS

"The metro area is in robust health in terms of growth in personal income, retail sales, construction and industrial payrolls. To the extent that South Carolina has a center of banking, education, and government, Columbia is it."

- The Book of America

Colleges and Universities
Columbus College (4,547)

Military Bases
FT. Benning (22,887)

Unemployment
June 79: 7.4%
Dec 82: 9.7%
Sep 83: 7.7%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies
None of any significance

Heavy Agency Radio Users
Art Angel Adv.
Calloway

Poor Agency Radio Users
Hattaway Adv.
FSC Adv.

Most Knowledgeable Local Media Buyers
No consensus

Largest Local Radio Accounts

Military TV & Stereo
CB&T
Telecable
First National Bank

Market's Radio Strengths

Highest Billing AM: No consensus
Highest Billing FM: No consensus
Highest Billing Station: No Consensus

Market's Radio Weaknesses

Large Local Accounts Which Use Radio Poorly

Sears
J.C. Penney
K Mart
Piggly Wiggly

Radio Usage by Major Advertising Categories

Financial	4.0	Soft Drinks	5.0
Fast Foods	3.5	Beer, Wine	5.0
Restaurants	3.0	Farm	1.0
Auto Dealers	4.5	Utilities	2.0

Stereo/Computers/TV	4.0
Department/Discount Stores	3.0
Airlines	1.5
Fashion, Clothing Stores	4.0

Source of Regional Dollars

Atlanta

COMPETITIVE MEDIA

Over the Air Television

WLTZ	Columbus	38	NBC	Lewis
WRBL	Columbus	3	CBS	
WTVM	Columbus	9	ABC	Western
WXTX	Columbus	54		

Daily Newspapers

Columbus Ledger E/S 31,993, Knight-Ridder

Cable Penetration (DMA)

50.1%
Telecable,
Tele-Comm

Recent Radio Transactions

1982	WOKS, WFXE-F	\$2,300,000
1983	WVOC-F From Bluegrass to Aylett Coleman	2,000,000

MISCELLANEOUS COMMENTS

"Beneath the military gloss, Columbus remains a low-wage Southern textile mill town, with all the problems of same."

- The Book of America

COLUMBUS, OH

1982 SMSA Rank: 36
1983 MSA Rank: 34

1983 ADI Rank: 35
1983 Est Revenue: \$24,500,000
Manager's Market Rating (current): 4.7

Population per Station: 70,000 (18)
Est Rev per Share Point: \$271,018
Manager's Market Rating (future): 4.0

REVENUE HISTORY AND PROJECTIONS*

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	15.0	17.0	18.4								
Duncan Media Rev Est:				20.1	22.4						
Yearly Growth Rate (1978-82): 10.6%											
Projected Revenue Est:						24.8	27.4	30.3	33.5	37.1	41.0
Revenue per Capita:	13.64	15.45	16.58	17.95	19.15						
Yearly Growth Rate (1978-82): 8.9%											
Projected Revenue per Capita:						20.85	22.71	24.73	26.93	29.33	31.94
Resulting Revenue Estimate:						26.3	28.6	31.4	34.5	37.5	41.2
Rev as % of Retail Sales:	0.34	0.37	0.37	0.38	0.38						
Mean % (1978-1982): 0.368											
Resulting Revenue Estimate:						22.5	24.7	27.6	31.6	35.3	38.6
MEAN REVENUE ESTIMATES:						<u>24.5</u>	<u>26.9</u>	<u>29.8</u>	<u>33.2</u>	<u>36.6</u>	<u>40.3</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	1.10	1.10	1.11	1.12	1.17	1.26	1.26	1.27	1.28	1.28	1.29
Retail Sales (billions):	4.4	4.6	5.0	5.3	5.8	6.1	6.7	7.5	8.6	9.5	10.5
CSI Household (thousands):	19.1	20.4	21.8	24.2	25.2	--	--	--	--	--	--
Below-the-Line Listening Shares:..	2.2%										
Unlisted Station Listening:..	7.4%										
Total Lost Listening:..	9.6%										
Available Share Points:	90.4										
Number of Viable Stations:	13.5										
Mean Share Points per Station:	6.70										
Median Share Points per Station:	7.0										
Rev per Available Share Point:	\$271,018										
Estimated Rev for Mean Station:	\$1,815,819										

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	1.7%
Retail Sales:	59.6%

Median House Value: \$56,950
Median Age: 28.4 years
Median Education: 12.6 years

Largest Banks

Banc Ohio	(5.6 Bil)
Bank One	(1.6 Bil)
Huntington	(3.9 Bil)

YEAR 2000 POPULATION: 1,350,000

COMMERCE AND INDUSTRY

Important Businesses and Industries

Government
Insurance
Financial
Aircraft
Auto
Electronics

Major Corporations

Anchor Hocking
Chemlown
Nationwide Ins.
Worthington Industries
Wendy's
Beverage Management
Lancaster Colony

Employment Breakdowns

Manag/Prof.	126,033 (25.0%)	Services	153,570 (30.5%)
Tech/Sales/Admin.	170,764 (33.9%)	Manuf.	97,240 (19.3%)
Service	63,337 (12.6%)	Retail	88,498 (17.6%)
Farm/Forest/Fish	6,583 (1.3%)	Finan/Ins.	38,955 (7.7%)
Precision Prod.	55,229 (11.0%)	Trans/Comm	35,015 (7.0%)
Oper./Fabri/Labor	81,702 (16.2%)	Pub Admin	33,686 (6.7%)

Total Employment: 503,648

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Ohio State (54,533)
Franklin (4,570)

Military Bases

Unemployment

June 79: 5.1%
Dec 82: 9.2%
Sep 83: 8.0%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Byer & Bowman (15 mil, 23%)
Hameroff/Milenthal (10 mil, 18%)
Simpson Marketing (12 mil)
Corbett Adv.

Heavy Agency Radio Users

Ron Foth Retail

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Cathy Kiernen - Ron Foth

Largest Local Radio Accounts

Lazarus Dept. Store
Kroger
Glicks

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which Use Radio Poorly

Zettler Hardware
Super X Drug Stores
Revco Drug Stores

Highest Billing AM: WTVN
Highest Billing FM: WNCI or WLWQ
Highest Billing Station: WTVN

Radio Usage by Major Advertising Categories

Financial 3.7 Soft Drinks 4.0
Fast Foods 3.3 Beer, Wine 3.0
Restaurants 2.0 Farm 1.3
Auto Dealers 3.0 Utilities 3.7

Source of Regional Dollars

Stereo/Computers/TV 2.3
Department/Discount Stores 3.7
Airlines 2.7
Fashion, Clothing Stores 3.0
Cleveland
Cincinnati
Dayton

COMPETITIVE MEDIA

Over the Air Television

WBNS Columbus 10 CBS Colum Dispatch
WCMH Columbus 4 NBC Outlet
WTTE Columbus 28
WTVN Columbus 6 ABC Taft

Daily Newspapers

Columbus Citizens-Journal M 119,196
Scripps-Howard
Columbus Dispatch E/S 204,141
JOA

Cable Penetration (DMA)

48.7%
Warner Amex,
ATC, Coaxial

Recent Radio Transactions

1981 WRFD Sold to Epperson \$1,800,000
1982 WVKO, WSNY-F Sold to Josephson 3,000,000

MISCELLANEOUS COMMENTS

DFS Test Market

"Well-scrubbed, provincial, and complacent, Columbus is a spacious plains city whose spirit is entirely Midwestern and logical."

- The Book of America

The Columbus 1983 MSA differs from the 1982 SMSA. Projections used the 1983 MSA.

CORPUS CHRISTI

1982 SMSA Rank: 118
1983 MSA Rank: 124

1983 ADI Rank: 129
1983 Est Revenue: \$6,400,000
Manager's Market Rating (current): 3.0

Population per Station: 20,000 (17)
Est Rev per Share Point: \$69,717
Manager's Market Rating (future): 5.0

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	4.2	3.9	5.1								
Duncan Media Rev Est:				5.4	5.8						
Yearly Growth Rate (1978-82):	9.5%										
Projected Revenue Est:						6.4	7.0	7.6	8.3	9.1	10.0
Revenue per Capita:	14.00	12.58	16.45	16.88	17.58						
Yearly Growth Rate (1978-82):	7.4%										
Projected Revenue per Capita:						18.88	20.28	21.77	23.39	25.12	26.98
Resulting Revenue Estimate:						6.4	7.1	7.6	8.4	9.3	10.3
Rev as % of Retail Sales:	0.35	0.28	0.31	0.28	0.31						
Mean % (1978-1982):	0.306										
Resulting Revenue Estimate:						6.4	7.0	7.3	8.0	8.6	9.2
MEAN REVENUE ESTIMATES:						<u>6.4</u>	<u>7.0</u>	<u>7.5</u>	<u>8.2</u>	<u>9.0</u>	<u>9.8</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.30	.31	.31	.32	.33	.34	.35	.35	.36	.37	.38
Retail Sales (billions):	1.2	1.4	1.6	1.9	1.9	2.1	2.3	2.4	2.6	2.8	3.0
CSI Household (thousands):	17.4	19.5	21.8	23.4	26.3	--	--	--	--	--	--
Below-the-Line Listening Shares:..	2.8%										
Unlisted Station Listening:..	5.4%										
Total Lost Listening:..	8.2%										
Available Share Points:	91.8										
Number of Viable Stations:	12										
Mean Share Points per Station:	7.65										
Median Share Points per Station:	6.5										
Rev per Available Share Point:	\$69,717										
Estimated Rev for Mean Station:	\$533,333										

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	10.9%
Retail Sales:	69.8%

Median House Value: \$39,486
Median Age: 26.9 years
Median Education: 12.3 years

Largest Banks

C. Christi Nat.	(647 Mil)
Citizens	(138 Mil)
Texas Commerce	(139 Mil)
First City	(407 Mil)

YEAR 2000 POPULATION: 406,890

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Employment Breakdowns

Petrochemicals
Fishing
Agribusiness

Manag/Prof.	28,780 (21.0%)	Services	38,821 (28.3%)
Tech/Sales/Admin.	40,140 (29.3%)	Retail	23,290 (17.0%)
Service	18,056 (13.2%)	Manuf.	16,750 (12.2%)
Farm/Forest/Fish	3,490 (2.5%)	Construct	14,290 (10.4%)
Precision Prod.	23,534 (17.2%)	Trans/Comm	9,821 (7.2%)
Oper./Fabri/Labor	22,969 (16.8%)	Pub Admin	9,783 (7.1%)

Total Employment: 136,969

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Corpus Christi State (2,918)

Military Bases

Chase Field NAS (1,700)
Corpus Christi NAS (2,800)

Unemployment

June 79: 5.9%
Dec 82: 8.3%
Sep 83: 11.0%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Adcraft Advertising (1 mil)

Heavy Agency
Radio Users

Poor Agency
Radio Users

Most Knowledgeable
Local Media Buyers

Largest Local Radio Accounts

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which
Use Radio Poorly

Highest Billing AM: KUNO or KCCT
Highest Billing FM: KIOU or KOUL
Highest Billing Station: KIOU or KOUL

Radio Usage by Major Advertising Categories

Financial	2.5	Soft Drinks	3.5	Stereo/Computers/TV	2.0
Fast Foods	2.5	Beer, Wine	4.5	Department/Discount Stores	3.5
Restaurants	2.5	Farm	2.0	Airlines	3.0
Auto Dealers	2.0	Utilities	3.5	Fashion, Clothing Stores	2.5

Source of Regional Dollars

COMPETITIVE MEDIA

Over the Air Television

KIII	Corpus Christi	3	ABC
KORO	Corpus Christi	28	
KRIS	Corpus Christi	6	NBC
KZTV	Corpus Christi	10	CBS

Daily Newspapers

Corpus Christi Caller	M/S	61,185, Harte-H	Cable Penetration (DMA)
Corpus Christi Times	E	23,678, Harte-Hanks	51.8% Tele-Comm

Recent Radio Transactions

1983 KIKN \$310,000

MISCELLANEOUS COMMENTS

Colleges and Universities

University of Texas - Arl. (20,166)
Southern Methodist (9,112)
Texas Christian (6,300)

Military Bases

Carswell AFB (4,800)
Dallas NAS (1,300)

Unemployment

June 79: 4.0%
Dec 82: 5.2%
Sep 83: 4.9%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Bloom (115 mil)
Tracy-Locke (150 mil)
Arnold Harwell (14 mil)
DBG&H (25 mil, 10%)
Bozell & Jacobs

Heavy Agency Radio Users

Tracey Locke
Bozell & Jacobs
Bloom
J. Walter Thompson

Poor Agency Radio Users

Tracey Locke
Richards Group
DBG&H

Most Knowledgeable Local Media Buyers

Ann Page - Bozell & Jacobs
Kathy McCauley - Thompson
Karen Coffee - Bloom

Largest Local Radio Accounts

Sanger Harris
Strohs Beer
Coca Cola

Market's Radio Strengths

Excellent rate leaders
Strong and growing economy
Good programming & research
Professional management
No mass transit system helps drive times
Great awareness of radio in business community
TV and newspaper are priced well

Market's Radio Weaknesses

Market is over-radioed - massive competition
3 strong daily newspapers in metro
High cost of operations
Radio sells against itself too much. Does not have a unified approach to counter other media - especially print.

Large Local Accounts Which Use Radio Poorly

J.C. Penney
Joske's Dept. Stores
Sears

Highest Billing AM: KRLD or WBAP
Highest Billing FM: KVIL-F
Highest Billing Station: KVIL-F

Source of Regional Dollars

Houston
Austin
San Antonio

Radio Usage by Major Advertising Categories

Financial	2.8	Soft Drinks	4.4	Stereo/Computers/TV	3.8
Fast Foods	4.4	Beer, Wine	4.8	Department/Discount Stores	3.6
Restaurants	2.4	Farm	1.4	Airlines	3.0
Auto Dealers	2.4	Utilities	2.0	Fashion, Clothing Stores	3.8

COMPETITIVE MEDIA

Over the Air Television

KDFW	Dall	4	CBS	Times-Mir	KTWS	Dall	27
KNBN	Dall	33		Metromedia	KXTX	Dall	39
WFAA	Dall	8	ABC	Belo	KTXA	Ft W	21
KTVT	Ft W	11		Gaylord			
KXAS	Ft W	5	NBC	LIN			

Daily Newspapers

Dallas Morning News	M/S	317,279, Belo
Dallas Times-Herald	AD/S	269,409, Times-Mir
Ft Worth Star-Tele	M/E/S	230,500, Cap Cit

Cable Penetration (DMA)

31.2%
Warner Amex, TeleCable

Recent Radio Transactions

1980	KIKX-F (Denton)	Sold to Hicks	\$4,600,000
1980	KOAX-F	From Metroplex to Westinghouse	7,000,000
1982	KEGL-F	From Swanson to Sandusky	8,500,000
1982	KLVU-F	From SJR to TK	8,500,000
1983	KVIL A/F	From Fairbanks to Blair	29,000,000 (est)
1983	KFJZ	Sold by Swanson	2,000,000
1983	KXOL (Fort Wath)		875,000

MISCELLANEOUS COMMENTS

*In 1983 the Dallas-Fort Worth SMSA was broken into two separate MSA's. Projections made using 1982 SMSA.

DAVENPORT-ROCK ISLAND-MOLINE

1982 SMSA Rank: 105
1983 MSA Rank: 109

1983 ADI Rank: 76
1983 Est Revenue: \$7,300,000
Manager's Market Rating (current): 2.3
Population per Station: 32,500 (12)
Est Rev per Share Point: \$83,409
Manager's Market Rating (future): 3.7

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	5.1	5.4	5.8								
Duncan Media Rev Est:				6.4	6.8						
Yearly Growth Rate (1978-82):	7.5%										
Projected Revenue Est:						7.3	7.9	8.4	9.1	9.8	10.5
Revenue per Capita:	13.78	14.21	15.26	16.84	17.44						
Yearly Growth Rate (1978-82):	6.1%										
Projected Revenue per Capita:						18.50	19.63	20.83	22.10	23.45	24.88
Resulting Revenue Estimate:						7.20	7.7	8.3	8.8	9.4	10.0
Rev as % of Retail Sales:	0.32	0.32	0.33	0.34	0.36						
Mean % (1978-1982):	0.334										
Resulting Revenue Estimate:						7.3	8.0	9.0	9.7	10.4	11.0
MEAN REVENUE ESTIMATES:						<u>7.3</u>	<u>7.8</u>	<u>8.6</u>	<u>9.2</u>	<u>9.9</u>	<u>10.5</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.37	.38	.38	.38	.39	.39	.39	.40	.40	.40	.40
Retail Sales (billions):	1.57	1.7	1.8	1.9	1.9	2.2	2.4	2.7	2.9	3.1	3.3
CSI Household (thousands):	20.4	21.8	23.7	25.6	28.6	--	--	--	--	--	--
Below-the-Line Listening Shares:..	4.3%										
Unlisted Station Listening:..	7.8%										
Total Lost Listening:..	12.1%										
Available Share Points:	87.9										
Number of Viable Stations:	9										
Mean Share Points per Station:	9.77										
Median Share Points per Station:	8.5										
Rev per Available Share Point:	\$83,049										
Estimated Rev for Mean Station:	\$811,388										

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	1.3%
Retail Sales:	57.2%

Median House Value: \$58,485
Median Age: 29.2 years
Median Education: 12.5 years

Largest Banks

Davenport Bank (638 Mil)
Northwest (174 Mil)
First Nat-Quad (255 Mil)
Moline Nat. (138 Mil)
First Nat-Moline(142 Mil)

YEAR 2000 POPULATION: 433,330

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Deere
Alter Co.
Bitco
Montgomery Elevator

Employment Breakdowns

Manag/Prof.	35,651 (20.6%)	Manuf.	49,708 (28.7%)
Tech/Sales/Admin.	50,803 (29.3%)	Services	41,423 (23.9%)
Service	22,814 (13.2%)	Retail	28,773 (16.6%)
Farm/Forest/Fish	4,219 (2.4%)	Pub Admin	11,042 (6.4%)
Precision Prod.	23,081 (13.3%)	Trans/Comm	10,946 (6.3%)
Oper./Fabri/Labor	36,821 (21.2%)	Wholesale	10,160 (5.9%)

Total Employment: 173,389

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Black Hawk College (6,381)
Augustana College (2,434)
Marycrest College (1,195)

Military Bases

Unemployment

June 79: 3.6%
Dec 82: NA
Sep 83: 13.3%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Clem Henson (3 mil, 10%)
Advertising Comm. (5 mil, 20%)
L.W. Ramsey (4 mil)
Warren Anderson

Heavy Agency Radio Users

Advert. Comm.
Watt Adv.
Bozik

Poor Agency Radio Users

No consensus

Most Knowledgeable Local Media Buyers

Trisha Pagans - Advert. Comm.

Largest Local Radio Accounts

Hardee's
Pepsi
Dawson Pontiac
Eagles Supermarkets

Large Local Accounts Which Use Radio Poorly

Davenport Bank
Wards
Peterson's Dept. Store

Market's Radio Strengths

Fragmented newspapers coverage
More aggressive owners buying into market
Highly competitive are some of radio's heavier users-banks, car dealers, furniture

Highest Billing AM: WHBF or KSTT
Highest Billing FM: KIIK-F
Highest Billing Station: KIIK-F

Market's Radio Weaknesses

Stagnant population growth
TV rates are low
Lack of sales training and professionalism
Rate cutting by some

Radio Usage by Major Advertising Categories

Financial	2.3	Soft Drinks	3.0	Stereo/Computers/TV	3.0
Fast Foods	3.3	Beer, Wine	2.3	Department/Discount Stores	1.7
Restaurants	2.3	Farm	2.7	Airlines	2.0
Auto Dealers	3.3	Utilities	1.6	Fashion, Clothing Stores	2.3

Source of Regional Dollars

Cedar Rapids
Des Moines
Chicago

COMPETITIVE MEDIA

Over the Air Television

WQAD	Moline	8	ABC	Des Moines Register
WHBF	Rock Island	4	CBS	
WOC	Davenport	6	NBC	Palmer

Daily Newspapers

Quad City Times	AD/S	63,295, Lee
Rock Island Argus	E/S	21,328
Moline Dispatch	E/S	36,133, Small

Cable Penetration (DMA)

47.8%
Cox, Group W

Recent Radio Transactions

1982 WLLR Sold to Sconnix \$1,080,000

MISCELLANEOUS COMMENTS

Colleges and Universities

University of Dayton (10,767)
Wright State (14,775)

Military Bases

Wright-Patterson AFB (7,900)

Unemployment

June 79: 6.8%
Dec 82: 12.1%
Sep 83: 9.4%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Kircher, Helton & Collett (10 mil)
Penny/Ohlmann (10 mil, 16%)
David Burnap (11 mil, 3%)
Willis/Case/Harwood

Heavy Agency Radio Users

Penny/Ohlmann
Kircher, Helton

Poor Agency Radio Users

NA

Most Knowledgeable Local Media Buyers

Linda Kahn - Penny/Ohlmann
Mike Ferrills - Kerr
Marcia Chocinsky - Kircher

Largest Local Radio Accounts

Elder Beerman
Domino's Pizza
Kroger

Market's Radio Strengths

Low number of stations
One station per format among major stations

Market's Radio Weaknesses

High sales people turnover
High amount of listening to stations outside of market
Low rate structure
Market sounds a bit stale because of lack of competition within formats

Large Local Accounts Which Use Radio Poorly

Salem Mall
Dayton Power & Light
Arbys/Burger Chef

Highest Billing AM: WHIO
Highest Billing FM: WHIO-F
Highest Billing Station: WHIO AM

Radio Usage by Major Advertising Categories

Financial 3.0 Soft Drinks 3.0
Fast Foods 4.0 Beer, Wine 4.0
Restaurants 1.5 Farm 1.0
Auto Dealers 3.5 Utilities 2.5

Source of Regional Dollars

Stereo/Computers/TV 2.5
Department/Discount Stores 3.0
Airlines 2.5
Fashion, Clothing Stores 2.5

Cleveland
Cincinnati
Columbus

COMPETITIVE MEDIA

Over the Air Television

WDTN Dayton 2 ABC Hearst
WHIO Dayton 7 CBS Cox
WKEF Dayton 22 NBC Adams
WTJC Springfield 26

Daily Newspapers

Dayton Journal Herald M 102,926, Cox
Dayton Daily News E/S 124,886, Cox

Cable Penetration (DMA)

48.9%
Viacom

Recent Radio Transactions

MISCELLANEOUS COMMENTS

"... a clean, well-governed town with great civic pride."
- The Book of America

*The Dayton 1983 MSA differs from the 1982 SMSA. The 1982 SMSA was used for projections and estimates.

DAYTONA BEACH

1982 SMSA Rank: 146
1983 MSA Rank: 147

1983 ADI Rank: 33
1983 Est Revenue: \$4,300,000
Manager's Market Rating (current): 2.5

Population per Station: 28,000 (10)
Est Rev per Share Point: \$71,310
Manager's Market Rating (future): 4.5

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	2.4	2.9	3.4								
Duncan Media Rev Est:				3.7	3.9						
Yearly Growth Rate (1978-82): 13.1%											
Projected Revenue Est:						4.4	5.0	5.6	6.4	7.2	8.2
Revenue per Capita:	11.43	13.18	14.17	14.80	14.44						
Yearly Growth Rate (1978-82): 5.8%											
Projected Revenue per Capita:						15.28	16.16	17.10	18.09	19.14	20.25
Resulting Revenue Estimate:						4.3	4.7	5.1	5.6	6.1	6.7
Rev as % of Retail Sales:	0.24	0.24	0.26	0.25	0.24						
Mean % (1978-1982): 0.246											
Resulting Revenue Estimate:						4.2	4.7	5.2	5.7	6.4	6.9
MEAN REVENUE ESTIMATES:						<u>4.3</u>	<u>4.8</u>	<u>5.3</u>	<u>5.9</u>	<u>6.6</u>	<u>7.3</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.21	.22	.24	.25	.27	.28	.29	.30	.31	.32	.33
Retail Sales (billions):	1.0	1.2	1.3	1.5	1.6	1.7	1.9	2.1	2.3	2.6	2.8
CSI Household (thousands):	13.3	13.9	15.3	17.1	19.0	--	--	--	--	--	--
Below-the-Line Listening Shares:..	30.1%										
Unlisted Station Listening:..	9.6%										
Total Lost Listening:..	39.7%										
Available Share Points:	60.3										
Number of Viable Stations:	10										
Mean Share Points per Station:	6.03										
Median Share Points per Station:	3.9										
Rev per Available Share Point:	\$71,310										
Estimated Rev for Mean Station:	\$430,000										

5 YEAR GROWTH RATE

82-87
Population: 17.1%
Retail Sales: 81.5%

Median House Value: \$48,698
Median Age: 40.0 years
Median Education: 12.5 years

Largest Banks

Florida Bank (222 Mil)
Southeast (219 Mil)
Barnett (304 Mil)

Education Levels (%)
5 years or less 2.3
High School Grad 66.5
4 or more years of college 13.0

YEAR 2000 POPULATION: 353,700

COMMERCE AND INDUSTRY

Important Businesses and Industries

Tourism
Electronics
Transport equip.

Major Corporations

Employment Breakdowns

Manag/Prof.	21,782 (22.7%)	Services	31,184 (32.4%)
Tech/Sales/Admin.	29,634 (30.8%)	Retail	22,590 (23.5%)
Service	17,248 (17.9%)	Manuf.	10,456 (10.9%)
Farm/Forest/Fish	3,150 (3.3%)	Construct	8,800 (9.2%)
Precision Prod.	12,978 (13.5%)	Finan/Ins.	6,399 (6.7%)
Oper./Fabri/Labor	11,321 (11.8%)	Trans/Comm	5,498 (5.7%)

Total Employment: 96,113

NOTE: Column on left is employment by job description or employment. Column on right is employment by industry.

Colleges and Universities

Stetson University (2,977)

Military Bases

Unemployment

June 79: NA
Dec 82: 8.5%
Sep 83: 6.0%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

James Anderson (1 mil, 25%)
John John's
Jiloty-Shipley

Heavy Agency Radio Users

John John's

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Largest Local Radio Accounts

Large Local Accounts Which Use Radio Poorly

Market's Radio Strengths

Population and economic growth
Undercompetition (local stations)
High TV & newspaper rates

Highest Billing AM: WNDB
Highest Billing FM: WDOQ-F
Highest Billing Station: WDOQ-F

Market's Radio Weaknesses

Low rate structure
30% of listening goes out of the metro

Radio Usage by Major Advertising Categories

Financial	3.0	Soft Drinks	2.0
Fast Foods	3.0	Beer, Wine	3.5
Restaurants	3.5	Farm	1.0
Auto Dealers	3.0	Utilities	1.5

Stereo/Computers/TV	3.0
Department/Discount Stores	3.0
Airlines	2.0
Fashion, Clothing Stores	2.5

Source of Regional Dollars

Orlando
Jacksonville
Tampa

COMPETITIVE MEDIA

Over the Air Television

Part of Orlando ADI
See Orlando

Daily Newspapers

Daytona Bch. Journal	M	57,114
Daytona Bch. News	E/S	28,216

Cable Penetration (DMA)

NA

Recent Radio Transactions

1981 WELE-F	Sold to Elyria-Lorrain	\$1,850,000
1981 WROD		700,000
1981 WDOQ-F	From Patten to Abell	3,000,000
1983 WNDB, WWLV-F	From Broadcast Management	2,500,000
1983 WROD		925,000

MISCELLANEOUS COMMENTS

DENVER

1982 SMSA Rank: 22
1983 MSA Rank: 27

1983 ADI Rank: 19
1983 Est Revenue: \$40,700,000
Manager's Market Rating (current): 4.8

Population per Station: 61,071 (28)
Est Rev per Share Point: \$443,839
Manager's Market Rating (future): 4.3

REVENUE HISTORY AND PROJECTIONS*

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	23.4	25.3	32.2								
Duncan Media Rev Est:				32.8	35.7						
Yearly Growth Rate (1978-82):	11.7%										
Projected Revenue Est:						39.9	44.5	49.8	55.6	62.1	69.3
Revenue per Capita:	15.70	16.54	20.77	19.88	21.25						
Yearly Growth Rate (1978-82):	7.2%										
Projected Revenue per Capita:						22.78	24.42	26.18	28.06	30.08	32.25
Resulting Revenue Estimate:						39.0	43.0	47.4	52.2	57.2	62.9
Rev as % of Retail Sales:	0.38	0.37	0.42	0.37	0.40						
Mean % (1978-1982):	0.388										
Resulting Revenue Estimate:						43.1	50.0	56.6	63.6	70.6	76.4
MEAN REVENUE ESTIMATES:						<u>40.7</u>	<u>45.8</u>	<u>51.3</u>	<u>57.1</u>	<u>63.3</u>	<u>69.5</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	1.49	1.53	1.55	1.65	1.68	1.71	1.76	1.81	1.86	1.90	1.95
Retail Sales (billions):	6.1	6.8	7.6	8.8	9.7	11.1	12.9	14.6	16.4	18.2	19.7
CSI Household (thousands):	20.1	22.0	24.1	26.4	28.8	--	--	--	--	--	--
Below-the-Line Listening Shares:..	1.4%										
Unlisted Station Listening:..	6.9%										
Total Lost Listening:..	8.3%										
Available Share Points:	91.7										
Number of Viable Stations:	21										
Mean Share Points per Station:	4.37										
Median Share Points per Station:	4.3										
Rev per Available Share Point:	\$443,839										
Estimated Rev for Mean Station:	\$1,939,575										

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	12.0%
Retail Sales:	89.7%

Median House Value: \$78,112
Median Age: 28.9 years
Median Education: 12.9 years

Largest Banks

Colo. Nat. (1.4 Bil)
Intrawest (2.4 Bil)
United (2.4 Bil)
First Interstate (323 Mil)
Central (1.1 Bil)

YEAR 2000 POPULATION: 2,126,910

COMMERCE AND INDUSTRY

Important Businesses and Industries

Energy
Electronics
Research
Tourism
Food processing
Government
Military
Aerospace

Major Corporations

Johns-Manville
Coors
Storage Tech
Gates Rubber
Norpac Exploration
Petro-Lewis
Rio Grande Industries
Susquehanna Corp.

Employment Breakdowns

Manag/Prof.	228,788 (27.9%)	Services	241,346 (29.4%)
Tech/Sales/Admin.	281,107 (34.3%)	Retail	136,637 (16.7%)
Service	99,359 (12.1%)	Manuf.	127,281 (15.5%)
Farm/Forest/Fish	7,872 (1.0%)	Trans/Comm	71,322 (8.7%)
Precision Prod.	99,308 (12.1%)	Finan/Ins.	63,956 (7.8%)
Oper./Fabri/Labor	103,336 (12.6%)	Construct	58,488 (6.7%)

Total Employment: 819,770

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

University of Denver (8,391)
University of Colo-Denver (9,001)
University of Colo-Boulder (21,878)

Military Bases

Rocky Mountain Arsenal (NA)
Lowry AFB (8,132)
Fitzsimmons Hosp (1,700)

Unemployment

June 79: 5.2%
Dec 82: 7.3%
Sep 83: 5.2%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Colle & McVoy
Broyles, Allebaugh (15 mil)
Karsh & Hagan (10 mil, 22%)
Tallant/Yates (12 mil, 5%)
Sam Lusky (7 mil)

Heavy Agency Radio Users

Tracy-Locke
Doyle Done
Grant & Pollack

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Largest Local Radio Accounts

Shane Co.

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which Use Radio Poorly

May D&F

Highest Billing AM: KOA

Highest Billing FM: KBPI-F

Highest Billing Station: KOA

Radio Usage by Major Advertising Categories

Financial 4.0 Soft Drinks 3.3
Fast Foods 4.3 Beer, Wine 4.3
Restaurants 2.8 Farm 2.3
Auto Dealers 2.3 Utilities 3.8

Source of Regional Dollars

Stereo/Computers/TV 3.3
Department/Discount Stores 2.0
Airlines 4.0
Fashion, Clothing Stores 2.8

Kansas City
Salt Lake City
Phoenix

COMPETITIVE MEDIA

Over the Air Television

KBTV Denver 9 ABC Gannett
KMGH Denver 7 CBS McGraw-Hill
KOA Denver 4 NBC GE
KTMX Denver 31
KWGN Denver 2 Tribune Co.

Daily Newspapers

Denver Post M/S 256,257, Times-Mir
Rocky Mountain News M/S 321,693, Scripps-How

Cable Penetration (DMA)
25.0%

Recent Radio Transactions

1981 KBRQ A/F From Welcome Radio to Great Empire \$4,900,000
1981 KOSI-F From Armstrong to Westinghouse 7,500,000
1981 KLIR-F Sold to Duffy 5,000,000
1981 KHOW From Doubleday to Metromedia 15,000,000
1981 KNUS From Mission to Sandusky 2,500,000
1982 KWBZ Sold to Earvin Johnson 1,000,000
1982 KLAK, KPPL-F From Des Moines Reg to Malrite 7,000,000
1983 KOA, KOAQ-F From GE to Belo 22,000,000
1983 KVOD-F Sold to Charlton Buckley 6,000,000

MISCELLANEOUS COMMENTS

*The Denver 1983 MSA differs from the 1982 SMSA. 1982 SMSA used for projections and estimates.

DUNCAN'S RADIO MARKET GUIDE Copyright 1984

DES MOINES

1982 SMSA Rank: 115
1983 MSA Rank: 113

1983 ADI Rank: 68
1983 Est Revenue: \$9,900,000
Manager's Market Rating (current): 3.0

Population per Station: 33,636 (11)
Est Rev per Share Point: \$112,118
Manager's Market Rating (future): 3.3

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	7.2	7.7	8.2								
Duncan Media Rev Est:				8.5	9.1						
Yearly Growth Rate (1978-82): 6.1%											
Projected Revenue Est:						9.7	10.2	10.9	11.5	12.2	13.0
Revenue per Capita:	21.18	22.65	24.12	25.00	25.63						
Yearly Growth Rate (1978-82): 4.9%											
Projected Revenue per Capita:						26.89	28.20	29.59	31.03	32.56	34.15
Resulting Revenue Estimate:						9.9	10.4	11.2	11.8	12.7	13.3
Rev as % of Retail Sales:	0.40	0.43	0.47	0.45	0.45						
Mean % (1978-1982): 0.440											
Resulting Revenue Estimate:						10.1	11.4	12.7	14.1	16.3	17.6
<u>MEAN REVENUE ESTIMATES:</u>						<u>9.9</u>	<u>10.7</u>	<u>11.6</u>	<u>12.5</u>	<u>13.7</u>	<u>14.6</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.34	.34	.34	.34	.35	.37	.37	.38	.38	.39	.39
Retail Sales (billions):	1.8	1.8	1.8	1.9	2.0	2.3	2.6	2.9	3.2	3.7	4.0
CSI Household (thousands):	19.3	20.8	22.4	23.8	25.5	--	--	--	--	--	--
Below-the-Line Listening Shares:..	2.6%										
Unlisted Station Listening:..	9.1%										
Total Lost Listening:..	11.7%										
Available Share Points:	88.3										
Number of Viable Stations:	9										
Mean Share Points per Station:	9.81										
Median Share Points per Station:	8.9										
Rev per Available Share Point:	\$112,118										
Estimated Rev for Mean Station:	\$1,099,875										

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	2.3%
Retail Sales:	64.9%

Median House Value: \$55,857
Median Age: 29.3 years
Median Education: 12.6 years

Largest Banks

Norwest (1.2 Bil)
Bankers Trust (729 Mil)
United Central (417 Mil)
Hawkeye (170 Mil)

YEAR 2000 POPULATION: NA

COMMERCE AND INDUSTRY

Important Businesses and Industries

Agribusiness
Insurance
Food processing
Appliances

Major Corporations

Dial Corp.
Massey-Ferguson
Pioneer Hi-Bred
AID Insurance
Meredith Corp.
Employee Mutual

Employment Breakdowns

Manag/Prof.	41,884 (28.4%)	Services	48,567 (28.8%)
Tech/Sales/Admin.	62,126 (36.8%)	Retail	29,831 (17.7%)
Service	21,251 (12.6%)	Manuf.	24,218 (14.4%)
Farm/Forest/Fish	2,394 (1.4%)	Trans/Comm	13,981 (8.3%)
Precision Prod.	17,509 (10.4%)	Pub Admin	11,016 (6.5%)
Oper./Fabri/Labor	23,439 (13.9%)	Wholesale	10,394 (6.2%)
Total Employment: 168,603			

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Drake (6,610)

Military Bases

Unemployment

June 79: 3.2%
Dec 82: 7.6%
Sep 83: 6.4%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Lessing-Flynn
Love Scott
Creswell, Munsell
Lord Sullivan & Yoder

Heavy Agency Radio Users

Lessing Flynn
Lord Sullivan
Creswell, Munsell

Poor Agency Radio Users

Wesley Day
Kragie Newell

Most Knowledgeable Local Media Buyers

Largest Local Radio Accounts

Pigeons Furniture
Younkers Dept. Store
Richman-Gordman
Mid Continent Bottlers

Large Local Accounts Which Use Radio Poorly

Norwest Bank
Dahl's Food Stores
Wards
United Central Bank

Market's Radio Strengths

Newspaper rates are high
Radio is fragmented less than in comparable markets
AM is still viable in Des Moines

Highest Billing AM: WHO
Highest Billing FM: KRNQ-F
Highest Billing Station: WHO

Market's Radio Weaknesses

Lack of knowledgeable, well trained sales people
Air sound is predictable
No effective radio association

Radio Usage by Major Advertising Categories

Financial	2.7	Soft Drinks	5.0
Fast Foods	4.0	Beer, Wine	3.7
Restaurants	3.0	Farm	4.3
Auto Dealers	3.0	Utilities	3.7

Stereo/Computers/TV	3.7
Department/Discount Stores	3.0
Airlines	2.0
Fashion, Clothing Stores	2.7

Source of Regional Dollars

Minneapolis
Chicago
Kansas City

COMPETITIVE MEDIA

Over the Air Television

KCBR	Des Moines	17		
KCCI	Des Moines	8	CBS	Cowles
WHO	Des Moines	13	NBC	Palmer
WOI	Ames	5	ABC	Iowa State U.

Daily Newspapers

Des Moines Register M/S 265,914

Cable Penetration (DMA)
39.9%
Heritage

Recent Radio Transactions

1981 KJJY-F (Ankeny) Sold to Fuller-Jeffrey \$402,000
1982 KIOA, KMGK-F From Mid America to D.E. Wright \$2,500,000

MISCELLANEOUS COMMENTS

DFS Test Market

DETROIT

1982 SMSA Rank: 5
1983 MSA Rank: 5

1983 ADI Rank: 7
1983 Est Revenue: \$58,900,000
Manager's Market Rating (current): 5.0

Population per Station: 170,384 (26)
Est Rev per Share Point: \$664,036
Manager's Market Rating (future): 4.5

REVENUE HISTORY AND PROJECTIONS *

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	46.5	46.6	48.4								
Duncan Media Rev Est:				52.0	53.0						
Yearly Growth Rate (1978-82):	3.4%										
Projected Revenue Est:						54.8	56.7	58.6	60.6	62.6	64.8
Revenue per Capita:	10.59	10.71	11.08	11.90	12.18						
Yearly Growth Rate (1978-82):	3.6%										
Projected Revenue per Capita:						12.62	13.07	13.54	14.03	14.54	15.06
Resulting Revenue Estimate:						56.8	58.8	59.6	61.7	64.0	66.3
Rev as % of Retail Sales:	0.29	0.26	0.26	0.24	0.23						
Mean % (1978-1982):	0.256										
Resulting Revenue Estimate:						65.0	69.1	74.5	80.1	85.7	91.1
				(See note below)							
				MEAN REVENUE ESTIMATES:		58.9	61.5	64.2	67.5	70.8	74.1

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	4.39	4.35	4.37	4.37	4.35	4.5	4.5	4.4	4.4	4.4	4.4
Retail Sales (billions):	16.2	17.7	19.7	21.3	23.2	25.4	27.0	29.1	31.3	33.5	35.6
CSI Household (thousands):	23.5	24.9	26.5	28.9	29.3	--	--	--	--	--	--
Below-the-Line Listening Shares:..	5.4%		Racial		Income		Age		Education		
Unlisted Station Listening:..	5.9%		Breakdowns (%)		Breakdowns (%)		Breakdowns (%)		Levels (%)		
Total Lost Listening:..	11.3%		White	77.6	<10	23.3	12-24	27.5	5 years		
Available Share Points:	88.7		Black	20.5	10-20	23.4	25-54	48.7	or less 2.7		
Number of Viable Stations:	23		Hispanic	1.6	20-35	32.3	55+	14.2	High School		
Mean Share Points per Station:	3.86		Other	0.3	35-50	13.9			Grad 67.1		
Median Share Points per Station:	3.6				50+	7.1			4 or more		
Rev per Available Share Point:	\$664,036								years of		
Estimated Rev for Mean Station:	\$2,563,179								college 14.2		

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	-1.1%
Retail Sales:	47.1%

Median House Value: \$56,777
Median Age: 29.5 years
Median Education: 12.5 years

Largest Banks

First of America	(1.0 Bil)
Comerica	(5.5 Bil)
Manufacturers	(4.5 Bil)
Michigan Nat.	(1.6 Bil)
Nat. Detroit	(10.9 Bil)

YEAR 2000 POPULATION: NA

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

GM
Ford
Chrysler
Bendix
Burrroughs
American Motors
Fruehauf
Ex-Cell-0

Employment Breakdowns

Manag/Prof.	398,262 (22.4%)	Manuf.	558,636 (31.5%)
Tech/Sales/Admin.	550,529 (31.1%)	Services	490,270 (27.7%)
Service	242,031 (13.6%)	Retail	294,370 (16.6%)
Farm/Forest/Fish.	9,893 (5.6%)	Trans/Com	110,547 (6.2%)
Precision Prod.	229,063 (12.9%)	Finan/Ins	97,738 (5.5%)
Oper./Fabri/Labor	342,782 (19.3%)	Pub Admin	74,953 (4.2%)

Total Employment: 1,772,560

NOTE: The mean revenue projections for this market may be too low. Use with caution.

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

University of Detroit (9,100)
Wayne State (33,408)

Military Bases

Unemployment

June 79: 7.1%
Dec 82: 17.8%
Sep 83: 13.8%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies ***

Ross Roy (203 Mil)
Burton (12 mil)
W.B. Doner (135 Mil)
Campbell-Ewald

Heavy Agency Radio Users

Doner

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Linda Erwin - Stone & Simons
Harvey Rabinowitz - Doner
Michelle Horwitz - Berline

Largest Local Radio Accounts

McDonalds
Highland Appliances

Market's Radio Strengths

Excellent broadcasters and programming
High in-car listening

Market's Radio Weaknesses

Rate cutting
National image of Detroit
Cyclical local economy

Large Local Accounts Which Use Radio Poorly

Gantos
New York Carpet World
Great Scott Supermarkets

Highest Billing AM: WJR
Highest Billing FM: WNIC-F
Highest Billing Station: WJR

Radio Usage by Major Advertising Categories

Financial 3.8 Soft Drinks 3.8
Fast Foods 4.5 Beer, Wine 3.8
Restaurants 2.5 Farm 1.0
Auto Dealers 3.8 Utilities 2.5

Stereo/Computers/TV 3.5
Department/Discount Stores 3.2
Airlines 3.0
Fashion, Clothing Stores 2.5

Source of Regional Dollars

Cleveland
Chicago
New York

COMPETITIVE MEDIA

Over the Air Television

CBET Windsor 9 CBC CBC WXON Detroit 20
WDIV Detroit 4 NBC Post-Newsweek
WGPR Detroit 62
WJBK Detroit 2 CBS Storer
WKBD Detroit 50 Cox
WXYZ Detroit 7 ABC ABC

Daily Newspapers

Detroit News AD/S 642,531
Detroit Free Press M/S 631,989

Cable Penetration (DMA)

23.7%
Continental,
Cap Cities,
Cox, Booth

Recent Radio Transactions

1980 WLLZ-F Sold to Doubleday \$8,250,000
1982 WDRQ-F From Charter to Amaturio 5,000,000
1982 WABX-F From Century to Liggett 6,000,000

MISCELLANEOUS COMMENTS

"Detroit has had every reason to be a great city. Yet repeatedly in the postwar era, the mighty Motor City found itself a metropolis in pain."

- The Book of America

*** Additional ad agencies

Stone and Simons (12 mil)
Simons Michelson (15 mil)

*The Detroit 1983 MSA and 1982 SMSA are different. The 1982 SMSA was used for projections and estimates.

DULUTH

1982 SMSA Rank: 149
 1983 MSA Rank: 157

1983 ADI Rank: 115
 1983 Est Revenue: \$5,400,000
 Manager's Market Rating (current): 2.0
 Population per Station: 15,000 (18)
 Est Rev per Share Point: \$59,146
 Manager's Market Rating (future): 2.7

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	3.9		4.9								
Duncan Media Rev Est:		4.3		4.9	5.0						
Yearly Growth Rate (1978-82):	6.5%										
Projected Revenue Est:						5.3	5.7	6.0	6.4	6.9	7.3
Revenue per Capita:	14.44	15.93	18.15	18.15	18.52						
Yearly Growth Rate (1978-82):	6.5%										
Projected Revenue per Capita:						19.72	21.00	22.37	23.83	25.37	27.02
Resulting Revenue Estimate:						5.3	5.7	6.0	6.4	6.9	7.3
Rev as % of Retail Sales:	0.39	0.39	0.41	0.38	0.38						
Mean % (1978-1982):	0.390										
Resulting Revenue Estimate:						5.5	5.9	6.1	6.2	6.6	7.0
						MEAN REVENUE ESTIMATES:					
						<u>5.4</u>	<u>5.8</u>	<u>6.0</u>	<u>6.3</u>	<u>6.8</u>	<u>7.2</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.27	.27	.27	.27	.27	.27	.27	.27	.27	.27	.27
Retail Sales (billions):	1.0	1.1	1.2	1.3	1.3	1.4	1.5	1.5	1.6	1.7	1.8
CSI Household (thousands):	16.1	18.5	20.0	20.8	21.6	--	--	--	--	--	--
Below-the-Line Listening Shares:..	1.4%										
Unlisted Station Listening:..	7.3%										
Total Lost Listening:..	8.7%										
Available Share Points:	91.3										
Number of Viable Stations:	14										
Mean Share Points per Station:	6.52										
Median Share Points per Station:	6.6										
Rev per Available Share Point:	\$59,146										
Estimated Rev for Mean Station:	\$385,630										

5 YEAR GROWTH RATE

82-87
 Population: .9%
 Retail Sales: 49.1%

Median House Value: \$45,027
 Median Age: 30.1 years
 Median Education: 12.5 years

Largest Banks

First Bank (268 Mil)
 Norwest (230 Mil)

4 or more years of college 14.3

YEAR 2000 POPULATION: 292,160

COMMERCE AND INDUSTRY

Important Businesses and Industries

Mining
 Lumber
 Fishing
 Food products

Major Corporations

Employment Breakdowns

Manag/Prof.	22,565 (21.3%)	Services	32,289 (30.5%)
Tech/Sales/Admin.	28,977 (27.3%)	Retail	19,839 (18.7%)
Service	17,949 (16.9%)	Manuf.	11,742 (11.1%)
Farm/Forest/Fish	1,131 (1.1%)	Mining	10,821 (10.2%)
Precision Prod.	16,287 (15.4%)	Trans/Comm	10,246 (9.7%)
Oper./Fabri/Labor	19,016 (18.0%)	Construct	6,057 (5.7%)

Total Employment: 105,925

NOTE: Column to left is employment by job description by or occupation. The column on the right is employment by industry.

Colleges and Universities

University of Minn-Duluth (11,231)
University of Wis-Superior (2,322)

Military Bases

Unemployment

June 79: NA
Dec 82: 19.9%
Sep 83: 17.8%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

JFP (13 mil)
Westmoreland (5 mil, 5%)
Fochs & Assoc.
H.T. Klatzky

Heavy Agency Radio Users

Klatzky
Fochs
Westmoreland

Poor Agency Radio Users

JFP
Fochs
Miller Adv

Most Knowledgeable Local Media Buyers

Craig Nippet-Glass Block Dept. Store

Largest Local Radio Accounts

Glass Block Dept. Store
McDonalds
Twin Port Waterbeds

Market's Radio Strengths

Duluth is regional trade center
Weak local newspaper

Market's Radio Weaknesses

Difficult to attract capable sales people to market
Rates far too low
Depressed local economy
Stations do not cooperate enough...too much infighting

Large Local Accounts Which Use Radio Poorly

Wards
Kentucky Fried Chicken
Krenzen Pontiac

Highest Billing AM: WDSM

Highest Billing FM: ??

Highest Billing Station: WDSM

Radio Usage by Major Advertising Categories

Financial	3.3	Soft Drinks	3.7	Stereo/Computers/TV	3.0
Fast Foods	3.7	Beer, Wine	2.7	Department/Discount Stores	3.7
Restaurants	2.0	Farm	1.0	Airlines	1.0
Auto Dealers	2.0	Utilities	2.7	Fashion, Clothing Stores	2.3

Source of Regional Dollars

Minneapolis
Milwaukee

COMPETITIVE MEDIA

Over the Air Television

KBJR Superior 6 NBC
KDLH Duluth 3 CBS Palmer
WDIO Duluth 10 ABC Harcourt Brace Javanovich

Daily Newspapers

Duluth News-Tribune & Herald M/S
60,313, Knight-Ridder

Cable Penetration (DMA)

41.1%
Group W

Recent Radio Transactions

1981 KDAL Sold by Tribune Co. \$1,900,000
1981 WNLT 200,000
1982 WGGR-F Sold to Midwest Radio 375,000

MISCELLANEOUS COMMENTS

Colleges and Universities

University of Texas-EP (15,750)

Military Bases

Ft. Bliss (25,000)

Unemployment

June 79: 9.0%
Dec 82: 11.4%
Sep 83: 10.8%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies***

deBruyn/Rettig (7 mil, 7%)
Emery Adv. (3 mil, 10%)
Leslie & Hoover (2 mil, 22%)
Mithoff (5%)

Heavy Agency Radio Users

Emery Adv.
Mithoff
Laster & Siegel

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Largest Local Radio Accounts

Casa Ford
Rudolph Chev.
Tony Lama Boot Co.

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which Use Radio Poorly

Popular Dept. Stores
Dillard's Dept. Store
Texas Commerce Bank

Highest Billing AM: KHEY
Highest Billing FM: KHEY-F
Highest Billing Station: KHEY-AM

Radio Usage by Major Advertising Categories

Financial 4.0 Soft Drinks 3.7
Fast Foods 4.3 Beer, Wine 4.3
Restaurants 1.3 Farm 2.0
Auto Dealers 5.0 Utilities 3.3

Source of Regional Dollars

Stereo/Computers/TV 4.0
Department/Discount Stores 3.7
Airlines 3.0
Fashion, Clothing Stores 3.7

Dallas
Los Angeles
Albuquerque

COMPETITIVE MEDIA

Over the Air Television

KCIK El Paso 14
KDBC El Paso 4 CBS Charleston Post
KEHB El Paso 26
KTSM El Paso 9 NBC
KVIA El Paso 7 ABC Marsh

Daily Newspapers

El Paso Times M/S 55,420, Gannett
El Paso Herald-Post E 32,191, Scripps-How
JOA

Cable Penetration (DMA)

48.7%
Group W

Recent Radio Transactions

1982 KAMA A/F Sold to Thrash \$2,790,000
1982 KINT-F 1,900,000
1982 KELP 650,000
1983 KEZB-F 1,200,000
1983 KSET A/F NA
1983 KISO Sold by Henson 350,000

MISCELLANEOUS COMMENTS

"El Paso is at the cutting-edge of the USA's rapidly evolving relations with Mexico and a place somewhat removed, a step backward from urban development in other Texas cities."

- The Book of America

ERIE

1982 SMSA Rank: 138
1983 MSA Rank: 146

1983 ADI Rank: 144
1983 Est Revenue: \$3,800,000
Manager's Market Rating (current): 4.0

Population per Station: 28,000 (10)
Est Rev per Share Point: \$46,229
Manager's Market Rating (future): 3.5

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	2.6	2.6	3.1								
Duncan Media Rev Est:				3.4	3.6						
Yearly Growth Rate (1978-82):	8.7%										
Projected Revenue Est:						3.9	4.3	4.6	5.0	5.5	5.9
Revenue per Capita:	10.00	9.63	11.48	12.59	12.86						
Yearly Growth Rate (1978-82):	6.8%										
Projected Revenue per Capita:						13.73	14.67	15.67	16.73	17.87	19.08
Resulting Revenue Estimate:						3.8	4.1	4.4	4.9	5.1	5.5
Rev as % of Retail Sales:	0.28	0.26	0.29	0.28	0.30						
Mean % (1978-1982):	0.282										
Resulting Revenue Estimate:						3.7	3.9	4.5	5.1	5.4	5.9
MEAN REVENUE ESTIMATES:						<u>3.8</u>	<u>4.1</u>	<u>4.5</u>	<u>5.0</u>	<u>5.3</u>	<u>5.8</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.26	.27	.27	.27	.28	.28	.28	.28	.29	.29	.29
Retail Sales (billions):	.93	1.0	1.1	1.2	1.2	1.3	1.4	1.6	1.8	1.9	2.1
CSI Household (thousands):	17.6	19.3	20.8	22.3	24.7	--	--	--	--	--	--
Below-the-Line Listening Shares:..	4.7%										
Unlisted Station Listening:..	13.1%										
Total Lost Listening:..	17.8%										
Available Share Points:	82.2										
Number of Viable Stations:	8										
Mean Share Points per Station:	10.28										
Median Share Points per Station:	8.0										
Rev per Available Share Point:	\$46,229										
Estimated Rev for Mean Station:	\$475,231										
<u>5 YEAR GROWTH RATE</u>											
	<u>82-87</u>										
Population:	1.0%										
Retail Sales:	54.5%										

Median House Value: \$46,492
Median Age: 29.2 years
Median Education: 12.4 years

Largest Banks

Marine (757 Mil)
Union (247 Mil)
Security (243 Mil)
First Nat. (533 Mil)

Education Levels (%)
5 years or less 1.5
High School Grad 69.9
4 or more years of college 13.2

YEAR 2000 POPULATION: 315,640

COMMERCE AND INDUSTRY

<u>Important Businesses and Industries</u>	<u>Major Corporations</u>	<u>Employment Breakdowns</u>			
Metal mfg.	Hammermill	Manag/Prof.	23,344 (19.9%)	Manuf.	42,299 (36.1%)
Plastics	Zurn Industries	Tech/Sales/Admin.	33,347 (28.4%)	Services	30,277 (25.8%)
Paper	LoRa Corp.	Service	15,163 (12.9%)	Retail	18,759 (16.0%)
	Tannetics	Farm/Forest/Fish	1,770 (1.5%)	Trans/Comm	7,107 (6.1%)
	American Sterlizer	Precision Prod.	16,482 (14.1%)	Finan/Ins.	5,407 (4.6%)
		Oper./Fabri/Labor	27,182 (23.2%)	Construct	4,290 (3.7%)
		Total Employment: 117,288			

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Military Bases

Unemployment

Gannon (3,973)
Penn State-Behrend (1,810)
Mercyhurst College (1,296)

June 79: 7.8%
Dec 82: 16.3%
Sep 83: 13.1%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Heavy Agency
Radio Users

Poor Agency
Radio Users

Most Knowledgeable
Local Media Buyers

Engel & Tirak (3 mil)
Gwynn Adv. (2 mil, 8%)
Jones, Anastasi (4 mil, 35%)
Tal Inc. (6 mil, 10%)

Largest Local Radio Accounts

Market's Radio Strengths

Market's Radio Weaknesses

Erie Bottling
Mare Electronics
Erie Sport Stores

Large Local Accounts Which
Use Radio Poorly

Hallmark Chevrolet
Kaufman's Dept. Store
Children's Palace

Highest Billing AM: WJET
Highest Billing FM: WCK-F
Highest Billing Station: WCK-F

Radio Usage by Major Advertising Categories

Source of Regional Dollars

Financial	4.0	Soft Drinks	4.5	Stereo/Computers/TV	4.0
Fast Foods	4.5	Beer, Wine	4.0	Department/Discount Stores	3.0
Restaurants	3.0	Farm	1.5	Airlines	1.0
Auto Dealers	2.0	Utilities	2.5	Fashion, Clothing Stores	3.5

Cleveland
Pittsburgh
Buffalo

COMPETITIVE MEDIA

Over the Air Television

Daily Newspapers

Cable Penetration (DMA)

WICU Erie 12 Lamb
WJET Erie 24 ABC Myron Jones
WSEE Erie 35 CBS MMT Sales

Erie News M 24,428, Mead
Erie Daily Times E/S 46,834, Mead

49.0%
ATC

Recent Radio Transactions

MISCELLANEOUS COMMENTS

1983 WLKK/WLVU-F From Goldman to Penn-West
\$1,500,000

DFS Test Market

"Erie has enjoyed a good business climate, with large GE and Hammermill payrolls and a lot of small industries in diversified fields, such as precision tools and plastics."

- The Book of America

EUGENE-SPRINGFIELD

1982 SMSA Rank: 137
1983 MSA Rank: 140

1983 ADI Rank: 120
1983 Est Revenue: \$5,900,000
Manager's Market Rating (current): 3.0

Population per Station: 22,308 (13)
Est Rev per Share Point: \$69,575
Manager's Market Rating (future): 4.0

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	4.7	4.2	5.0								
Duncan Media Rev Est:				5.3	5.6						
Yearly Growth Rate (1978-82): 5.0%											
Projected Revenue Est:						5.9	6.2	6.5	6.8	7.1	7.5
Revenue per Capita:	18.80	16.80	19.23	18.93	19.31						
Yearly Growth Rate (1978-82): 1.0%											
Projected Revenue per Capita:						19.50	19.70	19.90	20.09	20.30	20.50
Resulting Revenue Estimate:						5.7	5.7	6.0	6.1	6.3	6.4
Rev as % of Retail Sales:	0.52	0.38	0.38	0.38	0.40						
Mean % (1978-1982): 0.385 (1979-82 only)											
Resulting Revenue Estimate:						6.1	6.9	8.1	8.9	10.0	10.8
MEAN REVENUE ESTIMATES:						<u>5.9</u>	<u>6.3</u>	<u>6.9</u>	<u>7.3</u>	<u>7.8</u>	<u>8.2</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.25	.25	.26	.28	.29	.29	.29	.30	.30	.31	.31
Retail Sales (billions):	.9	1.1	1.3	1.4	1.4	1.6	1.8	2.1	2.3	2.6	2.8
CSI Household (thousands):	17.7	19.5	21.8	22.1	21.7	--	--	--	--	--	--
Below-the-Line Listening Shares:..	1.1%										
Unlisted Station Listening:..	14.1%										
Total Lost Listening:..	15.2%										
Available Share Points:	84.8										
Number of Viable Stations:	12										
Mean Share Points per Station:	7.07										
Median Share Points per Station:	5.1										
Rev per Available Share Point:	\$69,575										
Estimated Rev for Mean Station:	\$491,899										
<u>5 YEAR GROWTH RATE</u>											
	<u>82-87</u>										
Population:	10.4%										
Retail Sales:	76.8%										
Median House Value: \$69,610											
Median Age: 28.8 years											
Median Education: 12.8 years											
								<u>Largest Banks</u>			
								Continental (66 Mil)			
								First Interstate (NA)			
								Pacific Western (NA)			
								US National (NA)			

YEAR 2000 POPULATION: 335,940

COMMERCE AND INDUSTRY

Important Businesses and Industries

Wood products
Food processing

Major Corporations

Bohemia Inc.

Employment Breakdowns

Manag/Prof.	28,000 (23.8%)	Services	37,219 (21.6%)
Tech/Sales/Admin.	34,032 (29.0%)	Retail	23,211 (19.8%)
Service	16,761 (14.3%)	Manuf.	21,804 (18.6%)
Farm/Forest/Fish	4,314 (12.2%)	Trans/Comm	7,850 (6.7%)
Precision Prod.	14,358 (12.2%)	Construct	6,668 (5.7%)
Oper./Fabri/Labor	19,956 (17.0%)	Finan/Ins.	6,465 (5.5%)

Total Employment: 117,421

NOTE: Column on the left is employment by job description or occupation. Column on the right is employment by industry.

Colleges and Universities

University of Oregon (17,379)

Military Bases

Unemployment

June 79: NA
Dec 82: 12.4%
Sep 83: 9.4%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Ryan/Arthur
Thorwald & Haresnape (1 mil, 30%)
Warr, Foote & Rose
Baden-Amir

Heavy Agency
Radio Users

Poor Agency
Radio Users

Most Knowledgeable
Local Media Buyers

Largest Local Radio Accounts

Rubensteins Furniture
Romania Chevy
Kendall Datsun

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which
Use Radio Poorly

Emporium Stores
Taffany Drugs
Taco Time

Highest Billing AM: KUGN-A
Highest Billing FM: KPNW-F or KUGN-F
Highest Billing Station: KUGN

Radio Usage by Major Advertising Categories

Financial	3.0	Soft Drinks	2.0
Fast Foods	3.0	Beer, Wine	2.0
Restaurants	2.5	Farm	1.0
Auto Dealers	3.5	Utilities	1.5

Stereo/Computers/TV	2.0
Department/Discount Stores	2.0
Airlines	2.0
Fashion, Clothing Stores	2.5

Source of Regional Dollars

Portland
Seattle
San Francisco

COMPETITIVE MEDIA

Over the Air Television

KEZI	Eugene	9	ABC	Liberty
KMTR	Eugene	16	NBC	
KVAL	Eugene	13	CBS	Eugene TV

Daily Newspapers

Eugene Register-Guard E/S 64,650

Cable Penetration (DMA)

58.8%
Group W

Recent Radio Transactions

1983	KQDQ	Sold by Empire	\$270,000
1983	KBDF		350,000
1983	KZEL-F		1,050,000

MISCELLANEOUS COMMENTS

"Eugene's growth spurt may have run its course. Home of the University of Oregon, its student population has been steadily dropping, and it has been hit hard by shutdowns in the timber industry."

- The Book of America

EVANSVILLE

1982 SMSA Rank: 128
1983 MSA Rank: 148

1983 ADI Rank: 88
1983 Est Revenue: \$6,800,000
Manager's Market Rating (current): 3.0

Population per Station: 29,000 (10)
Est Rev per Share Point: \$95,371
Manager's Market Rating (future): 3.5

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	4.8	5.3	5.5								
Duncan Media Rev Est:				6.0	6.6						
Yearly Growth Rate (1978-82): 8.3%											
Projected Revenue Est:						7.1	7.7	8.4	9.1	9.8	10.6
Revenue per Capita:	16.55	18.28	18.33	20.00	21.29						
Yearly Growth Rate (1978-82): 6.4%											
Projected Revenue per Capita:						22.65	24.10	25.64	27.29	29.03	30.89
Resulting Revenue Estimate:						6.6	7.0	7.4	7.9	8.7	9.3
Rev as % of Retail Sales:	0.45	0.44	0.38	0.43	0.44						
Mean % (1978-1982): 0.428											
Resulting Revenue Estimate:						6.8	7.3	8.1	9.0	9.8	10.7
<u>MEAN REVENUE ESTIMATES:</u>						6.8	7.3	8.0	8.7	9.4	10.2

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.29	.29	.30	.30	.31	.29	.29	.29	.29	.30	.30
Retail Sales (billions):	1.06	1.2	1.3	1.4	1.5	1.6	1.7	1.9	2.1	2.3	2.5
CSI Household (thousands):	16.8	18.2	19.5	20.4	20.8	--	--	--	--	--	--
Below-the-Line Listening Shares:..	22.3%										
Unlisted Station Listening:...	7.4%										
Total Lost Listening:..	29.7%										
Available Share Points:	71.3										
Number of Viable Stations:	11										
Mean Share Points per Station:	6.48										
Median Share Points per Station:	6.5										
Rev per Available Share Point:	\$95,371										
Estimated Rev for Mean Station:	\$618,008										
<u>5 YEAR GROWTH RATE</u>											
	<u>82-87</u>										
Population:	4.8%										
Retail Sales:	68.9%										

	<u>Racial Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels (%)</u>
White	94.2	<10 29.1	12-24 26.1	5 years or less 2.3
Black	5.2	10-20 29.5	25-54 46.2	High School Grad 64.0
Hispanic	0.5	20-35 29.9	55+ 27.7	4 or more years of college 11.7
Other	0.1	35-50 7.8		
		50+ 3.6		

Largest Banks

Citizens	(639 Mil)
Nat. City Bank	(261 Mil)
Old National	(636 Mil)

Median House Value: \$36,109
Median Age: 30.7 years
Median Education: 12.4 years

YEAR 2000 POPULATION: 349,130

COMMERCE AND INDUSTRY

<u>Important Businesses and Industries</u>	<u>Major Corporations</u>	<u>Employment Breakdowns</u>
Mining (coal)	Atlas Van Lines	Manag/Prof. 25,645 (18.7%)
Agribusiness	Koch Inc.	Manuf. 36,532 (26.6%)
Electrical equip.		Tech/Sales/Admin. 36,717 (26.8%)
Food processing		Services 36,109 (26.3%)
		Service 18,581 (13.6%)
		Retail 22,961 (16.7%)
		Farm/Forest/Fish 3,275 (2.4%)
		Construct 9,011 (6.6%)
		Precision Prod. 21,052 (15.4%)
		Trans/Comm 8,913 (6.5%)
		Oper./Fabri/Labor 31,859 (23.2%)
		Finan/Ins. 5,852 (4.3%)
		Total Employment: 137,129

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

University of Evansville (5,180)
Ind State-Evansville (3,251)

Military Bases

Unemployment

June 79: 4.7%
Dec 82: NA
Sep 83: 9.9%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Keller-Crescent (95 mil, 7%)
Adplan (3 mil)
Creative Adv. (6 mil, 8%)
Kolezar-Fenneman (1 mil, 25%)

Heavy Agency Radio Users

Media Mix
Kolizar-Fenneman
Keller Crescent

Poor Agency Radio Users

Rowe & Field

Most Knowledgeable Local Media Buyers

Scott Fenneman - Kolezer
Pam Bailey - Keller Crescent

Largest Local Radio Accounts

Rogers Jewelers
Riley Audio
Hardees
Burger King

Large Local Accounts Which Use Radio Poorly

Sears
J.C. Penney
Evansville Chrysler-Plymouth

Market's Radio Strengths

Generally clean competition
Good local economy
Professional selling

Highest Billing AM: WGBF

Highest Billing FM: WIKY-F

Highest Billing Station: WIKY-F

Market's Radio Weaknesses

Very conservative radio - slow to change or to implement new ideas
Market needs a stronger local broadcast association
Radio must sell better against the newspaper
Some loss of rate integrity

Radio Usage by Major Advertising Categories

Financial	5.0	Soft Drinks	4.5
Fast Foods	4.0	Beer, Wine	3.5
Restaurants	2.5	Farm	2.0
Auto Dealers	3.5	Utilities	1.5

Stereo/Computers/TV	4.5
Department/Discount Stores	3.0
Airlines	2.0
Fashion, Clothing Stores	4.0

Source of Regional Dollars

Indianapolis
Louisville
Owensboro

COMPETITIVE MEDIA

Over the Air Television

WAFV	Evansville	44		
WEHT	Evansville	25	CBS	Gilmore
WFIE	Evansville	14	NBC	Cosmos

Daily Newspapers

Evansville Courier	M	63,779
Evansville Press	E	42,497, Scripps-How
(Sunday paper is published under auspices of Joint Operating Agreement)		

Cable Penetration (DMA)

46.9%
GE

Recent Radio Transactions

1981 WROZ From Fuqua to South Central \$1,000,000 DFS Test Market

MISCELLANEOUS COMMENTS

"Evansville did what Terre Haute failed to do: stop the outward flow of industry and rebuild the city...it tries hard to keep its inner core alive..."

- The Book of America

FARGO

1982 SMSA Rank: 227
1983 MSA Rank: 236

1983 ADI Rank: 101
1983 Est Revenue: \$5,900,000
Manager's Market Rating (current): 4.0

Population per Station: 20,000 (7)
Est Rev per Share Point: \$66,818
Manager's Market Rating (future): 3.5

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	3.7	4.3	4.9								
Duncan Media Rev Est:				5.3	5.5						
Yearly Growth Rate (1978-82):	10.6%										
Projected Revenue Est:						6.1	6.7	7.4	8.2	9.1	10.1
Revenue per Capita:	28.46	33.08	35.00	37.86	39.29						
Yearly Growth Rate (1978-82):	8.5%										
Projected Revenue per Capita:						42.63	46.25	50.18	54.45	59.07	64.10
Resulting Revenue Estimate:						6.0	6.5	7.5	8.2	8.9	9.6
Rev as % of Retail Sales:	0.59	0.61	0.65	0.66	0.68						
Mean % (1978-1982):	0.638										
Resulting Revenue Estimate:						5.7	7.0	7.6	8.3	8.9	9.6
MEAN REVENUE ESTIMATES:						<u>5.9</u>	<u>6.7</u>	<u>7.5</u>	<u>8.2</u>	<u>9.0</u>	<u>9.8</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.13	.13	.14	.14	.14	.14	.14	.15	.15	.15	.15
Retail Sales (billions):	.63	.7	.8	.8	.8	.9	1.1	1.2	1.3	1.4	1.5
CSI Household (thousands):	17.3	19.6	21.1	21.8	27.2	--	--	--	--	--	--
Below-the-Line Listening Shares:..	2.0%		Racial			Income		Age		Education	
Unlisted Station Listening:..	9.7%		Breakdowns (%)			Breakdowns (%)		Breakdowns (%)		Levels (%)	
Total Lost Listening:..	11.7%		White	98.3	< 10	27.2	12-24	33.9	5 years		
Available Share Points:	88.3		Black	0.2	10-20	30.8	25-54	45.0	or less	0.9	
Number of Viable Stations:	7		Hispanic	0.7	20-35	30.6	55+	21.1	High School		
Mean Share Points per Station:	12.61		Other	0.8	35-50	7.7			Grad	76.5	
Median Share Points per Station:	13.4				50+	3.7			4 or more		
Rev per Available Share Point:	\$66,818								years of		
Estimated Rev for Mean Station:	\$842,571								college	20.8	

5 YEAR GROWTH RATE

82-87
Population: 4.6%
Retail Sales: 54.3%

Median House Value: \$69,396
Median Age: 26.6 years
Median Education: 12.8 years

Largest Banks

First Bank (201 Mil)
Fargo Nat. (124 Mil)
Dakota Bank (121 Mil)
Norwest-Moorhead (114 Mil)

YEAR 2000 POPULATION: 158,310

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Employment Breakdowns

Agribusiness

Manag/Prof.	15,780 (24.1%)	Services	23,415 (35.7%)
Tech/Sales/Admin.	21,397 (32.7%)	Retail	13,096 (20.0%)
Service	10,546 (16.1%)	Manuf	5,486 (8.4%)
Farm/Forest/Fish	3,117 (4.8%)	Trans/Comm	5,221 (8.0%)
Precision Prod.	6,860 (10.5%)	Wholesale	4,459 (6.8%)
Oper./Fabri/Labor	7,830 (11.9%)	Finan/Ins.	4,229 (6.4%)

Total Employment: 65,536

NOTE: Column to left is employment by job description or occupation. The column to the right is employment by industry.

Colleges and Universities

N. Dakota State (8,702)
Moorhead State (6,996)
Concordia (1,625)

Military Bases

Unemployment

June 79: NA
Dec 82: 5.6%
Sep 83: 3.3%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Flint & Assoc. (5 mil, 11%)
G.L. Ness
Multiple Media

Heavy Agency Radio Users

G.L. Ness
Flint
Multiple Media

Poor Agency Radio Users

J.P.
Arelem Adv.
Del Adv.

Most Knowledgeable Local Media Buyers

Largest Local Radio Accounts

Hardees
Overvold Motors

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which Use Radio Poorly

Hoenbochens Grocery Stores
Scheels Hardware
Metropolitan Federal

Highest Billing AM: KFGO
Highest Billing FM: KQWB-F
Highest Billing Station: KFGO

Radio Usage by Major Advertising Categories

Financial	2.5	Soft Drinks	3.5	Stereo/Computers/TV	3.5
Fast Foods	5.0	Beer, Wine	3.0	Department/Discount Stores	2.0
Restaurants	2.5	Farm	3.0	Airlines	2.0
Auto Dealers	4.0	Utilities	2.0	Fashion, Clothing Stores	3.5

Source of Regional Dollars

Minneapolis

COMPETITIVE MEDIA

Over the Air Television

KTHI	Fargo	11	ABC	Morgan Murphy
KVNJ	Fargo	15		
KXJB	Valley City	4	CBS	Central Minn.
WDAY	Fargo	6	NBC	Forum

Daily Newspapers

Fargo Forum AD/S 55,633

Cable Penetration (DMA)

51.0%
Capital Cities

Recent Radio Transactions

No major sales since 1978

MISCELLANEOUS COMMENTS

DFS Test Market

Colleges and Universities

Fayette State (2,465)
Fayette Tech (5,284)

Military Bases

Fort Bragg (37,800)
Pope AFB (3,962)

Unemployment

June 79: NA
Dec 82: NA
Sep 83: NA

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Murchinson & Bailey
Smith Adv. (3 mil)

Heavy Agency
Radio Users

Poor Agency
Radio Users

Most Knowledgeable
Local Media Buyers

Largest Local Radio Accounts

Tarts TV
Military TV & Stereo
Fayetteville Toyota

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which
Use Radio Poorly

Stewart Olds
Valley Motors
Fayetteville Publishing

Highest Billing AM: WFNC
Highest Billing FM: WQSM-F
Highest Billing Station: WQSM-F

Radio Usage by Major Advertising Categories

Financial	3.0	Soft Drinks	5.0	Stereo/Computers/TV	4.5
Fast Foods	5.0	Beer, Wine	5.0	Department/Discount Stores	3.0
Restaurants	3.0	Farm	1.5	Airlines	2.5
Auto Dealers	4.5	Utilities	2.5	Fashion, Clothing Stores	3.0

Source of Regional Dollars

Raleigh

COMPETITIVE MEDIA

Over the Air Television

WFCT Fayetteville 62
WKFT Fayetteville 40
Others - See Raleigh
Part of Raleigh ADI

Daily Newspapers

Fayetteville Times M 21,988
Fayetteville Observer E/S 42,598

Cable Penetration (DMA)

NA
ATC

Recent Radio Transactions

1981 WFLB Sold to Ted Gray \$1,150,000

MISCELLANEOUS COMMENTS

Colleges and Universities

University of Michigan - Flint (4,410)
General Motors Inst. (2,327)

Military Bases

Unemployment

June 79: 7.4%
Dec 82: 22.2%
Sep 83: 14.5%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Dallas Dort (2 mil, 40%)
T.S. Jenkins (1 mil, 27%)

Heavy Agency Radio Users

T.S. Jenkins
Dallas Dort
Matrix Marketing

Poor Agency Radio Users

Concept Three
MPW

Most Knowledgeable Local Media Buyers

Mark Bisgeier - Dallas Dort
Pat Franklin - T.S. Jenkins

Largest Local Radio Accounts

Applegate Chevrolet
Citizen's Bank

Market's Radio Strengths

High income market
Radio is an active and important part of the market
Promotion oriented
Few local stations considering the size of the market
Highest Billing AM: WKMF or WTRX
Highest Billing FM: WWCK-F or WGMZ-F
Highest Billing Station: No consensus

Market's Radio Weaknesses

Spillover from Detroit and other markets
As GM goes so goes Flint
No local association of radio broadcasters
Low rates on TV
Unprofessional selling techniques along with some rate cutting

Large Local Accounts Which Use Radio Poorly

Ferguson Furniture
ABC TV & Appliance
Metro Furniture

Source of Regional Dollars

Detroit
Grand Rapids
Lansing
Saginaw

Radio Usage by Major Advertising Categories

Financial	2.8	Soft Drinks	4.0	Stereo/Computers/TV	3.8
Fast Foods	4.8	Beer, Wine	3.8	Department/Discount Stores	3.3
Restaurants	2.0	Farm	1.2	Airlines	2.0
Auto Dealers	3.8	Utilities	3.5	Fashion, Clothing Stores	2.0

COMPETITIVE MEDIA

Over the Air Television

WEYI	Saginaw	25	CBS	Pompadur
WJRT	Flint	12	ABC	Knight-Ridder
WNEM	Bay City	5	NBC	Meredith
WVCI	Bay City	61		

Daily Newspapers

Flint Journal E/S 108,721, Newhouse

Cable Penetration (DMA)

42.6%
Comcast

Recent Radio Transactions

1983 WDZZ-F (79%) \$500,000

MISCELLANEOUS COMMENTS

"the blue-collar lunch-bucket city and General Motors town par excellence."

- The Book of America

*Flint 1983 MSA and 1982 SMSA differ. The 1982 SMSA used for projections and estimates.

FT. WAYNE

1982 SMSA Rank: 106
1983 MSA Rank: 118

1983 ADI Rank: 94
1983 Est Revenue: \$7,000,000
Manager's Market Rating (current): 3.8

Population per Station: 32,727 (11)
Est Rev per Share Point: \$81,019
Manager's Market Rating (future): 3.7

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	6.3	6.4	6.8								
Duncan Media Rev Est:				7.0	6.7						
Yearly Growth Rate (1978-82): 1.6%											
Projected Revenue Est:						6.8	6.9	7.0	7.1	7.3	7.4
Revenue per Capita:	17.03	17.30	17.89	17.94	17.17						
Yearly Growth Rate (1978-82): 0.2%											
Projected Revenue per Capita:						17.20	17.24	17.27	17.31	17.34	17.38
Resulting Revenue Estimate:						6.2	6.2	6.2	6.2	6.3	6.3
Rev as % of Retail Sales:	0.39	0.40	0.43	0.39	0.37						
Mean % (1978-1982): 0.396											
Resulting Revenue Estimate:						7.9	8.3	9.1	9.9	10.7	11.5
<u>MEAN REVENUE ESTIMATES:</u>						<u>7.0</u>	<u>7.1</u>	<u>7.4</u>	<u>7.7</u>	<u>8.1</u>	<u>8.4</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.37	.37	.38	.39	.39	.36	.36	.36	.36	.36	.36
Retail Sales (billions):	1.6	1.6	1.6	1.8	1.8	2.0	2.1	2.3	2.5	2.7	2.9
CSI Household (thousands):	19.8	21.5	22.4	23.8	23.6	--	--	--	--	--	--
Below-the-Line Listening Shares:..	4.1%										
Unlisted Station Listening:..	9.5%										
Total Lost Listening:..	13.6%										
Available Share Points:	86.4										
Number of Viable Stations:	8										
Mean Share Points per Station:	10.80										
Median Share Points per Station:	9.3										
Rev per Available Share Point:	\$81,019										
Estimated Rev for Mean Station:	\$875,000										
<u>5 YEAR GROWTH RATE</u>											
	<u>82-87</u>										

Median House Value: \$48,060
Median Age: 28.6 years
Median Education: 12.5 years

Largest Banks

FW National (585 Mil)
Lincoln (724 Mil)
Peoples Trust (352 Mil)
Indiana Bank (400 Mil)

YEAR 2000 POPULATION: 434,250

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Central Soya
Tokheim Corp
Lincoln National Ins.

Electronics
Agribusiness
Defense
Transport equip.

Employment Breakdowns

Manag/Prof.	35,112 (20.3%)	Manuf.	51,912 (30.1%)
Tech/Sales/Admin.	51,428 (29.8%)	Services	41,699 (24.1%)
Service	22,030 (12.8%)	Retail	29,312 (17.0%)
Farm/Forest/Fish	3,797 (2.2%)	Trans/Comm	13,701 (7.9%)
Precision Prod.	22,775 (13.2%)	Finan/Ins.	11,546 (6.7%)
Oper./Fabri/Labor	37,572 (21.8%)	Wholesale	8,500 (4.9%)

Total Employment: 172,714

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Military Bases

Unemployment

Indiana/Purdue-Fort Wayne (10,182)
St. Francis College (1,245)

June 79: 5.2%
Dec 82: 12.1%
Sep 83: 9.1%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Bonsib (6 mil, 5%)
Ferguson
Caldwell Van Riper

Heavy Agency Radio Users

Caldwell Van Riper
Waldschmidt
HPN Inc

Poor Agency Radio Users

No consensus

Most Knowledgeable Local Media Buyers

Cindy Whitby - Waldschmidt

Largest Local Radio Accounts

Pepsi
Indiana Bank
Hooks Drugs

Market's Radio Strengths

Very little listening to stations outside of market
Professional broadcasters
Under-radioed
Regional retail center

Market's Radio Weaknesses

Local TV rates too low
Too many one man agencies
Format instability
Turnover of sales people

Large Local Accounts Which Use Radio Poorly

First Federal S&L
Kentucky Fried Chicken
Maloleys Grocery Store

Highest Billing AM: WOWO
Highest Billing FM: WMEE-F
Highest Billing Station: WOWO

Radio Usage by Major Advertising Categories

Financial	4.0	Soft Drinks	4.7	Stereo/Computers/TV	4.3
Fast Foods	3.7	Beer, Wine	2.3	Department/Discount Stores	3.3
Restaurants	2.3	Farm	3.0	Airlines	1.7
Auto Dealers	3.7	Utilities	3.3	Fashion, Clothing Stores	2.3

Source of Regional Dollars

Indianapolis
Detroit

COMPETITIVE MEDIA

Over the Air Television

WANE	Fort Wayne	15	CBS	LIN
WFFT	Fort Wayne	55		Great Trails
WKJG	Fort Wayne	33	NBC	
WPTA	Fort Wayne	21	ABC	Pulitzer

Daily Newspapers

FW Journal-Gazette	M/S	58,104
FW News-Sentinel	E	65,800
JOA		

Cable Penetration (DMA)

Knight-Ridder 39.5%
Cox

Recent Radio Transactions

1982	WOWO	From Westinghouse to Price	\$6,000,000
1982	WXKE-F	Sold to Bob Taylor	1,000,000

MISCELLANEOUS COMMENTS

DFS Test Market
"By the 1970's Fort Wayne was smugly complacent - boasting of a healthy economy, civic spirit, good restaurants, and burgeoning fine arts. Then the bottom fell out."

- The Book of America

FRESNO

1982 SMSA Rank: 79
1983 MSA Rank: 85

1983 ADI Rank: 63
1983 Est Revenue: \$11,200,000
Manager's Market Rating (current): 4.0

Population per Station: 30,000 (18)
Est Rev per Share Point: \$131,455
Manager's Market Rating (future): 4.0

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	8.3	7.1	8.8								
Duncan Media Rev Est:				9.6	10.6						
Yearly Growth Rate (1978-82): 6.6%											
Projected Revenue Est:						11.3	12.0	12.8	13.7	14.6	15.5
Revenue per Capita:	17.66	14.79	17.96	18.46	20.00						
Yearly Growth Rate (1978-82): 3.3%											
Projected Revenue per Capita:						20.66	21.34	22.05	22.77	23.53	24.30
Resulting Revenue Estimate:						11.2	11.7	12.3	13.2	13.9	14.6
Rev as % of Retail Sales:	0.49	0.36	0.36	0.35	0.37						
Mean % (1978-1982): 0.360 (1979-82 only)											
Resulting Revenue Estimate:						11.2	11.9	13.0	14.0	15.1	16.2
						11.2	11.9	12.7	13.6	14.5	15.4

MEAN REVENUE ESTIMATES:

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.47	.48	.49	.52	.53	.54	.55	.56	.58	.59	.60
Retail Sales (billions):	1.7	2.0	2.4	2.7	2.9	3.1	3.3	3.6	3.9	4.2	4.5
CSI Household (thousands):	16.4	18.2	20.0	21.6	24.2	--	--	--	--	--	--
Below-the-Line Listening Shares:..	6.9%										
Unlisted Station Listening:..	7.9%										
Total Lost Listening:..	14.8%										
Available Share Points:	85.2										
Number of Viable Stations:	16										
Mean Share Points per Station:	5.33										
Median Share Points per Station:	4.5										
Rev per Available Share Point:	\$131,455										
Estimated Rev for Mean Station:	\$700,657										

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	9.5%
Retail Sales:	63.5%

Median House Value: \$71,605
Median Age: 28.3 years
Median Education: 12.5 years

Largest Banks

Security Pacific	(NA)
Bank of America	(NA)
Bank of Fresno	(58 Mil)
California First	(73 Mil)
Crocker	(NA)

YEAR 2000 POPULATION: 676,750

COMMERCE AND INDUSTRY

<u>Important Businesses and Industries</u>	<u>Major Corporations</u>	<u>Employment Breakdowns</u>
Agribusiness	Synergex Corp.	Manag/Prof. 45,327 (21.2%)
Wines		Tech/Sales/Admin. 65,552 (30.6%)
Transport equip.		Service 27,516 (12.9%)
		Farm/Forest/Fish 20,615 (9.6%)
		Precision Prod. 24,706 (11.5%)
		Oper./Fabri/Labor 30,322 (14.2%)
		Total Employment: 214,038

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Military Bases

Unemployment

Cal State-Fresno (15,727)
West Hills (3,311)

June 79: 6.9%
Dec 82: NA
Sep 83: 10.8%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Heavy Agency
Radio Users

Poor Agency
Radio Users

Most Knowledgeable
Local Media Buyers

Delaney Adv. (15%)
Furgurson (4 mil, 8%)
Thielen & Assoc (3 mil)
Sturgeon Adv.

Largest Local Radio Accounts

Market's Radio Strengths

Market's Radio Weaknesses

Gottschalks
Guarantee Savings
Fresno Datsun

Large Local Accounts Which
Use Radio Poorly

Weinstocks
Hexwaldt Olds
Fresno Dodge

Highest Billing AM: KMJ
Highest Billing FM: KFYE-F
Highest Billing Station: KFYE-F

Radio Usage by Major Advertising Categories

Source of Regional Dollars

Financial	4.0	Soft Drinks	2.8
Fast Foods	3.0	Beer, Wine	3.3
Restaurants	2.0	Farm	3.3
Auto Dealers	3.7	Utilities	2.7

Stereo/Computers/TV	2.7
Department/Discount Stores	4.3
Airlines	2.7
Fashion, Clothing Stores	3.0

Sacramento
San Jose
San Francisco
Los Angeles

COMPETITIVE MEDIA

Over the Air Television

Daily Newspapers

Cable Pene-
tration (DMA)

KAIL	Fresno	53		
KFSN	Fresno	30	CBS	Capital Cities
KJEO	Fresno	47	ABC	Retlaw
KMPH	Visalia	26		
KSEE	Fresno	24	NBC	
KFTV	Hanford	21		Spanish Int.

Fresno Bee M/S 133,565, McClatchy

33.8%
McClatchy

Recent Radio Transactions

MISCELLANEOUS COMMENTS

1980	KBOS-F (Tulare)	\$1,100,000
1980	KARM Sold to Davis/Weaver	1,500,000
1980	KFIG-F From Kadota to Davis/Weaver	1,500,000
1981	KIOY-F (Hanford) Sold by Gary Wilson	2,000,000
1982	KTED-F (Fowler) Sold by Atsinger	700,000

The FCC revenue figures for 1979 look suspicious. I recommend that you use the projections for this market with caution.

GRAND RAPIDS

1982 SMSA Rank: 68
1983 MSA Rank: 74

1983 ADI Rank: 36
1983 Est Revenue: \$12,800,000
Manager's Market Rating (current): 4.3

Population per Station: 34,444 (18)
Est Rev per Share Point: \$149,184
Manager's Market Rating (future): 4.0

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	8.7	9.5	10.6								
Duncan Media Rev Est:				11.1	11.8						
Yearly Growth Rate (1978-82): 8.0%											
Projected Revenue Est:						12.7	13.8	14.9	16.1	17.3	18.7
Revenue per Capita:	15.00	16.38	17.97	18.50	19.34						
Yearly Growth Rate (1978-82): 6.6%											
Projected Revenue per Capita:						20.61	21.97	23.42	24.97	26.61	28.37
Resulting Revenue Estimate:						12.8	13.6	14.8	16.0	17.3	18.7
Rev as % of Retail Sales:	0.40	0.39	0.39	0.38	0.38						
Mean % (1978-1982): 0.388											
Resulting Revenue Estimate:						12.8	13.9	15.5	17.1	19.0	20.6
<u>MEAN REVENUE ESTIMATES:</u>						<u>12.8</u>	<u>13.8</u>	<u>15.1</u>	<u>16.4</u>	<u>17.9</u>	<u>19.3</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.58	.58	.59	.60	.61	.62	.62	.63	.64	.65	.66
Retail Sales (billions):	2.16	2.4	2.7	2.9	3.1	3.3	3.6	4.0	4.4	4.9	5.3
CSI Household (thousands):	18.8	20.7	21.5	24.5	24.8	--	--	--	--	--	--
Below-the-Line Listening Shares:..	4.4%										
Unlisted Station Listening:..	9.8%										
Total Lost Listening:..	14.2%										
Available Share Points:	85.8										
Number of Viable Stations:	12										
Mean Share Points per Station:	7.15										
Median Share Points per Station:	6.4										
Rev per Available Share Point:	\$149,184										
Estimated Rev for Mean Station:	\$1,066,667										

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	7.5%
Retail Sales:	64.1%

Median House Value: \$44,074
Median Age: 27.9 years
Median Education: 12.6 years

Largest Banks

Old Kent	(1.6 Bil)
Union	(593 Mil)
Grand Valley	(68 Mil)
First of America	(35 Mil)
Mich Nat.	(NA)

YEAR 2000 POPULATION: 699,190

COMMERCE AND INDUSTRY

Important Businesses and Industries

Furniture
Office furniture
Electronics
Automotive

Major Corporations

Amway
Steelcase
Foremost Insurance
American Seating
Zondervan Corp.
Bissell Inc.

Employment Breakdowns

Manag/Prof.	56,281 (20.5%)	Manuf.	85,247 (31.1%)
Tech/Sales/Admin.	80,734 (29.4%)	Services	71,561 (26.1%)
Service	35,206 (12.8%)	Retail	47,241 (17.2%)
Farm/Forest/Fish	4,672 (1.7%)	Wholesale	14,851 (5.4%)
Precision Prod.	36,808 (13.4%)	Trans/Comm	14,738 (5.4%)
Oper./Fabri/Labor	60,737 (22.1%)	Finan/Ins.	13,826 (5.0%)

Total Employment: 274,438

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Grand Valley (6,984)
 Calvin (4,108)
 Aquinas (2,877)

Military BasesUnemployment

June 79: 5.9%
 Dec 82: 12.6%
 Sep 83: 10.1%

MARKET RADIO CONDITIONS (Based on results from local radio managers)Largest Ad Agencies

Johnson & Dean (11 mil, 20%)
 Sefton (15 mil)
 J.I. Scott (13 mil)
 Messner
 Alexander (12 mil)

Largest Local Radio Accounts

Meijer Dept. Store
 Rogers Dept. Store
 Dale Baker Olds

Large Local Accounts Which Use Radio Poorly

Klingman's Furniture
 Gantos (clothing)
 Sears
 Houseman's Dept. Store

Heavy Agency Radio Users

Johnson & Dean
 Messner
 0 and 0

Poor Agency Radio Users

0 and 0
 Wallace Adv.

Most Knowledgeable Local Media Buyers

Alexis Kiyak - Johnson & Dean
 Glenna Vanderwal - Johnson & D
 Norma Filler - Sefton
 Dottie Trommater - Messner

Market's Radio Strengths

Good operators with the probable exception of one station

Intelligent agency buyers

Strong market economically

Good sales staffs, relatively low turnover

Highest Billing AM: WOOD-AM

Highest Billing FM: WCUZ-F

Highest Billing Station: WOOD-AM

Market's Radio Weaknesses

Some rate cutting or underpricing

Radio is too often thought of as a secondary medium

Radio has been less than successful in selling against newspaper. Needs to concentrate selling and development efforts against the newspaper.

Radio Usage by Major Advertising Categories

Financial	3.0	Soft Drinks	2.9
Fast Foods	4.0	Beer, Wine	2.8
Restaurants	2.3	Farm	1.5
Auto Dealers	3.5	Utilities	2.5

Stereo/Computers/TV	3.5
Department/Discount Stores	3.8
Airlines	2.5
Fashion, Clothing Stores	3.5

Source of Regional Dollars

Detroit
 Kalamazoo
 Lansing

COMPETITIVE MEDIAOver the Air Television

WKZO	Kalamazoo	3	CBS	Fetzer
WLLA	Kalamazoo	64		
WOTV	Grand Rapids	8	NBC	LIN
WUHQ	Battle Creek	41	ABC	
WZZM	Grand Rapids	13	ABC	Wometco
WWMA	Grand Rapids	17		

Daily Newspapers

Grand Rapids Press E/S 131,538, Newhouse

Cable Penetration (DMA)
 46.5%
 GE, Fetzer,
 ATC

Recent Radio Transactions

1980	WZZR-F	Sold to Liggett	\$1,380,000
1981	WMAX	Sold to Epperson	475,000
1983	WTWN/WLAV-F	Sold to Adams	6,250,000
1983	WJBL-F (Holland)	Sold to Bloomington	1,500,000

MISCELLANEOUS COMMENTS

DFS Test Market

GREEN BAY

1982 SMSA Rank: 193
1983 MSA Rank: 203

1983 ADI Rank: 69
1983 Est Revenue: \$4,900,000
Manager's Market Rating (current):4.5

Population per Station: 36,000 (5)
Est Rev per Share Point: \$66,486
Manager's Market Rating (future):4.5

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	2.8	3.0	3.7								
Duncan Media Rev Est:				4.1	4.6						
Yearly Growth Rate (1978-82): 13.3%											
Projected Revenue Est:						5.2	5.9	6.7	7.6	8.6	9.7
Revenue per Capita:	15.56	16.67	20.56	22.78	25.55						
Yearly Growth Rate (1978-82): 13.3%											
Projected Revenue per Capita:						28.95	32.80	37.16	42.10	47.70	54.05
Resulting Revenue Estimate:						5.2	6.2	7.1	8.0	9.1	10.3
Rev as % of Retail Sales:	0.34	0.43	0.44	0.45	0.48						
Mean % (1978-1982): 0.446											
Resulting Revenue Estimate:						4.4	4.9	5.1	5.4	5.8	6.2
<u>MEAN REVENUE ESTIMATES:</u>						<u>4.9</u>	<u>5.7</u>	<u>6.3</u>	<u>7.0</u>	<u>7.8</u>	<u>8.7</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.18	.18	.18	.18	.18	.18	.19	.19	.19	.19	.19
Retail Sales (billions):	.65	.7	.8	.9	.9	1.0	1.1	1.1	1.2	1.3	1.4
CSI Household (thousands):	18.1	19.8	21.7	23.9	24.6	--	--	--	--	--	--
Below-the-Line Listening Shares:..	19.8%										
Unlisted Station Listening:..	6.5%										
Total Lost Listening:..	26.3%										
Available Share Points:	73.7										
Number of Viable Stations:	5										
Mean Share Points per Station:	14.74										
Median Share Points per Station:	15.9										
Rev per Available Share Point:	\$66,486										
Estimated Rev for Mean Station:	\$980,000										

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	3.9%
Retail Sales:	57.9%

Median House Value: \$51,897
Median Age: 27.3 years
Median Education: 12.5 years

Largest Banks

Kellogg Bank (338 Mil)
Peoples Marine (189 Mil)
University (51 Mil)
First Wisconsin (73 Mil)

YEAR 2000 POPULATION: 199,430

COMMERCE AND INDUSTRY

Important Businesses and Industries

Paper products
Food products

Major Corporations

Green Bay Packaging

Employment Breakdowns

Manag/Prof.	16,161 (20.5%)	Manuf.	20,570 (26.1%)
Tech/Sales/Admin.	23,430 (29.8%)	Services	20,543 (26.1%)
Service	11,635 (14.8%)	Retail	15,575 (19.8%)
Farm/Forest/Fish	2,163 (2.7%)	Trans/Comm	6,093 (7.7%)
Precision Prod.	9,878 (12.6%)	Wholesale	4,120 (5.2%)
Oper./Fabri/Labor	15,423 (19.6%)	Finan/Ins.	3,512 (4.5%)

Total Employment: 78,690

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

University of Wisconsin - Green Bay (4,164)
NE Wisconsin Tech (4,663)
Saint Norbert (1,686)

Military Bases

Unemployment

June 79: 6.7%
Dec 82: 9.5%
Sep 83: 8.1%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Freeman Huenink
Wemple Adv. (10%)
Patrick Gary

Heavy Agency
Radio Users

Poor Agency
Radio Users

Most Knowledgeable
Local Media Buyers

Largest Local Radio Accounts

American TV
Sound World
Pierquets TV

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which
Use Radio Poorly

Kellogg Bank
Wards
Stumpf Ford

Highest Billing AM: WGEE
Highest Billing FM: WIXX-F
Highest Billing Station: WIXX-F

Radio Usage by Major Advertising Categories

Financial	4.0	Soft Drinks	4.5	Stereo/Computers/TV	4.5
Fast Foods	4.5	Beer, Wine	4.0	Department/Discount Stores	3.0
Restaurants	2.5	Farm	2.0	Airlines	2.5
Auto Dealers	3.5	Utilities	2.5	Fashion, Clothing Stores	2.5

Source of Regional Dollars

Milwaukee
Minneapolis

COMPETITIVE MEDIA

Over the Air Television

WBAY	Green Bay	2	CBS	Nationwide
WFRV	Green Bay	5	NBC	Midwest
WLUK	Green Bay	11	ABC	Post
WLRE	Green Bay	26		
WBUO	Appleton	32		

Daily Newspapers

Green Bay News-Chronicle	M	11,712
Green Bay Press-Gazette	E/S	56,805, Gannett

Cable Penetration (DMA)

32.7%
ATC

Recent Radio Transactions

No major sales since 1975

MISCELLANEOUS COMMENTS

DFS Test Market

GREENSBORO-WINSTON/SALEM

1982 SMSA Rank: 49
1983 MSA Rank: 56

1983 ADI Rank: 52
1983 Est Revenue: \$14,100,000
Manager's Market Rating (current): 4.0

Population per Station: 35,200 (25)
Est Rev per Share Point: \$172,794
Manager's Market Rating (future): 4.0

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	9.7	10.0	11.0								
Duncan Media Rev Est:				12.1	13.0						
Yearly Growth Rate (1978-82):	7.6%										
Projected Revenue Est:						14.0	15.1	16.2	17.4	18.8	20.2
Revenue per Capita:	12.44	12.66	13.92	14.76	15.29						
Yearly Growth Rate (1978-82):	5.4%					16.11	16.99	17.90	18.87	19.89	20.96
Projected Revenue per Capita:						14.2	15.1	16.1	17.2	18.3	19.5
Resulting Revenue Estimate:											
Rev as % of Retail Sales:	0.36	0.30	0.31	0.30	0.30						
Mean % (1978-1982):	0.314										
Resulting Revenue Estimate:						14.1	15.7	17.9	20.7	23.2	24.8
						<u>14.1</u>	<u>15.3</u>	<u>16.7</u>	<u>18.4</u>	<u>20.1</u>	<u>21.5</u>

MEAN REVENUE ESTIMATES:

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.78	.79	.79	.82	.85	.88	.89	.90	.91	.92	.93
Retail Sales (billions):	2.7	3.0	3.5	4.0	4.2	4.5	5.0	5.7	6.6	7.4	7.9
CSI Household (thousands):	18.3	19.5	20.6	22.1	23.7						
Below-the-Line Listening Shares:..	7.8%										
Unlisted Station Listening:..	10.6%										
Total Lost Listening:..	18.4%										
Available Share Points:	81.6										
Number of Viable Stations:	17										
Mean Share Points per Station:	4.80										
Median Share Points per Station:	3.4										
Rev per Available Share Point:	\$172,794										
Estimated Rev for Mean Station:	\$829,412										

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	6.3%
Retail Sales:	78.6%

Median House Value: \$53,052
Median Age: 30.7 years
Median Education: 12.3 years

Largest Banks

NCNB	(NA)
Branch Banking	(1.4 Bil)
Wachovia	(NA)
First Citizens	(NA)

YEAR 2000 POPULATION: 1,005,100

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Textiles
Furniture
Tobacco
Insurance
Electrical equip.

R.J. Reynolds
Burlington
Blue Bell
Cone Mills
Jefferson-Pilot
McLean Trucking

Employment Breakdowns

Manag/Prof.	80,582 (20.0%)	Manuf.	148,666 (36.8%)
Tech/Sales/Admin.	111,246 (27.6%)	Services	93,807 (23.2%)
Service	42,557 (10.5%)	Retail	57,320 (14.2%)
Farm/Forest/Fish	6,542 (1.6%)	Trans/Comm	26,190 (6.5%)
Precision Prod.	54,370 (13.5%)	Construct	20,943 (5.2%)
Oper./Fabri/Labor	108,365 (26.8%)	Finan/Ins.	20,066 (5.0%)

Total Employment: 403,662

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

UNC - Greens. (10,666)
NC Ag & Tech (5,467)
Wake Forest (4,789)

Military Bases

Unemployment

June 79: 4.5%
Dec 82: 7.7%
Sep 83: 6.9%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

William Babcock (4 mil, 30%)
Long, Haymes & Carr (30 mil)
W.H. Long Marketing

Heavy Agency Radio Users

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Largest Local Radio Accounts

Dunn Ford
Parrish Tire
Unique Waterbeds

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which Use Radio Poorly

Brendles
Roses
Jackson Toyota

Highest Billing AM: WSJS
Highest Billing FM: WTQR-F
Highest Billing Station: WTQR-F

Radio Usage by Major Advertising Categories

Financial	3.0	Soft Drinks	4.3	Stereo/Computers/TV	4.0
Fast Foods	4.7	Beer, Wine	4.3	Department/Discount Stores	2.7
Restaurants	2.3	Farm	1.3	Airlines	3.7
Auto Dealers	3.0	Utilities	2.3	Fashion, Clothing Stores	4.0

Source of Regional Dollars

Charlotte
Raleigh
Richmond

COMPETITIVE MEDIA

Over the Air Television

WFMY	Greensboro	2	CBS	Harte-Hanks
WGGT	Greensboro	48		
WLXI	Greensboro	61		
WGHP	High Point	8	ABC	Gulf
WJTM	W-S	45		
WXII	W-S	12	NBC	Pulitzer

Daily Newspapers

Greensboro Daily News	M/S
Greensboro Record	E
W-S Journal	M/S
W-S Sentinel	E

Cable Penetration (DMA)

82,035, Landmark	
27,950, Landmark	35.0%
72,109, Media Jour	Summit, ATC
33,719, Media Jour	

Recent Radio Transactions

1981	WKZL-F	Sold to Nationwide	\$5,000,000
1982	WMAG-F, WMFR	Sold to Voyager	2,300,000

MISCELLANEOUS COMMENTS

DFS Test Market

GREENVILLE-SPARTANBURG, SC

1982 SMSA Rank: 71
1983 MSA Rank: 75

1983 ADI Rank: 37
1983 Est Revenue: \$11,500,000
Manager's Market Rating (current): 5.0

Population per Station: 27,273 (22)
Est Rev per Share Point: \$127,212
Manager's Market Rating (future): 4.7

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	7.6	7.9	8.7								
Duncan Media Rev Est:				9.7	10.7						
Yearly Growth Rate (1978-82): 9.0%											
Projected Revenue Est:						11.7	12.7	13.9	15.1	16.5	17.9
Revenue per Capita:	14.07	14.36	15.67	16.72	18.14						
Yearly Growth Rate (1978-82): 6.6%											
Projected Revenue per Capita:						19.3	20.61	21.97	23.42	24.97	26.62
Resulting Revenue Estimate:						11.6	12.4	13.4	14.5	15.7	16.8
Rev as % of Retail Sales:	0.48	0.42	0.40	0.40	0.43						
Mean % (1978-1982): 0.426											
Resulting Revenue Estimate:						11.5	13.2	15.3	18.3	20.4	22.1
MEAN REVENUE ESTIMATES:						<u>11.5</u>	<u>12.8</u>	<u>14.2</u>	<u>16.0</u>	<u>17.5</u>	<u>18.9</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.54	.55	.55	.58	.59	.60	.60	.61	.62	.63	.63
Retail Sales (billions):	1.6	1.9	2.2	2.4	2.5	2.7	3.1	3.6	4.3	4.8	5.2
CSI Household (thousands):	16.9	18.2	19.7	21.1	22.1	--	--	--	--	--	--
Below-the-Line Listening Shares:..	3.7%										
Unlisted Station Listening:..	5.9%										
Total Lost Listening:..	9.6%										
Available Share Points:	90.4										
Number of Viable Stations:	13										
Mean Share Points per Station:	6.95										
Median Share Points per Station:	6.9										
Rev per Available Share Point:	\$127,212										
Estimated Rev for Mean Station:	\$884,126										

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	7.0%
Retail Sales:	75.5%

Median House Value: \$53,912
Median Age: 29.6 years
Median Education: 12.1 years

Largest Banks

Southern Bank (836 Mil)
SC National (NA)
Citizens and Southern (NA)
Bankers Trust (NA)

Education Levels (%)
5 years or less 5.8
High School Grad 53.0
4 or more years of college 14.1

YEAR 2000 POPULATION: 717,110

COMMERCE AND INDUSTRY

<u>Important Businesses and Industries</u>	<u>Major Corporations</u>	<u>Employment Breakdowns</u>	
Textiles	Dan River	Manag/Prof.	51,907 (19.7%)
Chemicals	Liberty Corp.	Tech/Sales/Admin.	68,326 (26.0%)
Clothing	Multimedia	Service	26,653 (10.1%)
Timber	Riegel Textile	Farm/Forest/Fish	2,737 (1.0%)
	Mount Vernon Mills	Precision Prod.	38,451 (14.6%)
		Oper./Fabri/Labor	74,792 (28.4%)
		Manuf.	100,648 (38.3%)
		Services	61,335 (23.3%)
		Retail	38,028 (14.5%)
		Construct	19,093 (7.3%)
		Trans/Comm	14,497 (5.5%)
		Finan/Ins.	10,411 (4.0%)
		Total Employment: 262,866	

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Clemson (11,513)
Furman (3,151)
Univ of SC-Green. (2,608)

Military Bases

Unemployment

June 79: 5.8%
Dec 82: 10.5%
Sep 83: 8.0%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Henderson Adv. (55 mil)
Leslie Adv. (13 mil, 10%)
Shorey & Walter (6 mil)
Advertising Inc. (5 mil, 6%)

Heavy Agency Radio Users

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Largest Local Radio Accounts

American Federal
J.B. White
Belk Simpson

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which Use Radio Poorly

Meyers Arnold
J.C. Penney
S.C. Federal
First Citizens Bank

Highest Billing AM: WESC or WFBC
Highest Billing FM: WESC-F or WFBC-F
Highest Billing Station: WESC-F or WFBC-F

Radio Usage by Major Advertising Categories

Financial 4.3 Soft Drinks 4.7
Fast Foods 3.3 Beer, Wine 4.7
Restaurants 2.0 Farm 1.7
Auto Dealers 4.7 Utilities 2.0

Source of Regional Dollars

Stereo/Computers/TV 3.3
Department/Discount Stores 3.0
Airlines 3.0
Fashion, Clothing Stores 3.3

Charlotte
Columbia

COMPETITIVE MEDIA

Over the Air Television

WFBC Greenville 4 NBC Pulitzer
WGGS Greenville 16
WHNS Asheville,NC 21
WLOS Asheville,NC 13 ABC Wometco
WSPA Spartanburg 7 CBS Spartan

Daily Newspapers

Spartan, Herald-Journal M/S 48,080
Greenville News M 82,562, Multimedia
Greenville Piedmont E/S 23,103, Multimedia

Cable Penetration (DMA)

35.8% TeleCable

Recent Radio Transactions

1981 WSSL-F (Laurens) Sold to Keymarket \$2,500,000
1982 WHYZ 455,000
1982 WQOK Sold to Keymarket 750,000
1983 WKDY Sold by Capitol (Johnson) 600,000
1983 WAIM/WCKN-F (Anderson) 2,400,000

MISCELLANEOUS COMMENTS

DFS Test Market
"...this area received over \$1 billion in industrial development between 1960 and 1981."

- The Book of America

HARRISBURG

1982 SMSA Rank: 93
1983 MSA Rank: 83

1983 ADI Rank: 45
1983 Est Revenue: \$7,400,000
Manager's Market Rating (current): 3.3

Population per Station: 34,615 (13)
Est Rev per Share Point: \$97,884
Manager's Market Rating (future): 3.0

REVENUE HISTORY AND PROJECTIONS *

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	4.8	5.2	5.6								
Duncan Media Rev Est:				6.3	6.9						
Yearly Growth Rate (1978-82):	9.5%										
Projected Revenue Est:						7.6	8.3	9.1	9.9	10.9	11.9
Revenue per Capita:	11.16	11.81	13.02	14.32	15.33						
Yearly Growth Rate (1978-82):	8.3%										
Projected Revenue per Capita:						16.60	17.98	19.47	21.09	22.84	24.74
Resulting Revenue Estimate:						7.5	8.3	9.0	9.9	10.7	11.6
Rev as % of Retail Sales:	0.27	0.27	0.27	0.29	0.30						
Mean % (1978-1982):	0.280										
Resulting Revenue Estimate:						7.0	8.1	9.2	10.1	10.9	12.0
<u>MEAN REVENUE ESTIMATES:</u>						<u>7.4</u>	<u>8.2</u>	<u>9.1</u>	<u>10.0</u>	<u>10.8</u>	<u>11.8</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	
Total Population (millions):	.43	.44	.43	.44	.45	.45	.46	.46	.47	.47	.47	
Retail Sales (billions):	1.8	1.9	2.1	2.2	2.3	2.5	2.9	3.3	3.6	3.9	4.3	
CSI Household (thousands):	20.1	21.8	23.2	25.3	26.1	--	--	--	--	--	--	
Below-the-Line Listening Shares:..	14.8%											
Unlisted Station Listening:..	9.6%											
Total Lost Listening:..	24.4%											
Available Share Points:	75.6											
Number of Viable Stations:	10											
Mean Share Points per Station:	7.56											
Median Share Points per Station:	6.7											
Rev per Available Share Point:	\$97,884											
Estimated Rev for Mean Station:	\$740,000											
						<u>Income Breakdowns (%)</u>			<u>Age Breakdowns (%)</u>		<u>Education Levels (%)</u>	
				White	91.2	<10	23.8	12-24	25.7	5 years		
				Black	7.6	10-20	32.8	25-54	47.4	or less 1.3		
				Hispanic	1.0	20-35	31.6	55+	26.9	High School		
				Other	0.2	35-50	8.5			Grad 70.4		
						50+	3.2			4 or more		
										years of		
										college 15.6		
<u>5 YEAR GROWTH RATE</u>						<u>Largest Banks</u>						
	<u>82-87</u>					Dauphin	(1.3 Bil)					
Population:	4.5%				Median House Value: \$51,445	Commonwealth	(1.3 Bil)					
Retail Sales:	68.7%				Median Age: 31.5 years	Hamilton	(2.5 Bil)					
					Median Education: 12.5 years	Fulton	(544 Mil)					

YEAR 2000 POPULATION: 513,830

COMMERCE AND INDUSTRY

<u>Important Businesses and Industries</u>	<u>Major Corporations</u>	<u>Employment Breakdowns</u>	
Government	Hershey Foods	Manag/Prof.	46,425 (22.4%) Services 51,210 (24.7%)
Meat and dairy	AMP	Tech/Sales/Admin.	69,565 (33.5%) Manuf. 41,235 (19.9%)
Steel	Stabler Co.	Service	23,719 (11.4%) Pub Admin 31,205 (15.1%)
		Farm/Forest/Fish	3,380 (16.3%) Retail 30,463 (14.7%)
		Precision Prod.	23,206 (11.2%) Trans/Comm 18,316 (8.8%)
		Oper./Fabri/Labor	40,881 (19.7%) Finan/Ins. 12,914 (6.2%)
		Total Employment: 207,176	

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Penn State-Capitol (3,000)

Military Bases

Carlisle Barracks (509)
New Cumberland Depot (428)

Unemployment

June 79: 5.6%
Dec 82: 7.1%
Sep 83: 6.1%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Hood, Light and Geise (2 mil)
Michenor Co. (6 mil)
O'Leary (3 mil, 30%)
Girsch Turner

Heavy Agency
Radio Users

Poor Agency
Radio Users

Most Knowledgeable
Local Media Buyers

Largest Local Radio Accounts

Hartman Motors
Fox's Markets
Anthonys Manor House

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which
Use Radio Poorly

Hamilton Bank
Lowe's Lumber
Hechingers

Highest Billing AM: No consensus

Highest Billing FM: No consensus

Highest Billing Station: No consensus

Radio Usage by Major Advertising Categories

Financial	2.5	Soft Drinks	3.1
Fast Foods	3.0	Beer, Wine	3.0
Restaurants	2.0	Farm	1.0
Auto Dealers	4.0	Utilities	2.5

Stereo/Computers/TV	4.0
Department/Discount Stores	3.5
Airlines	1.0
Fashion, Clothing Stores	3.5

Source of Regional Dollars

Philadelphia
Baltimore
Pittsburgh
Washington

COMPETITIVE MEDIA

Over the Air Television

WHP	Harrisburg	21	CBS
WHTM	Harrisburg	27	ABC Times-Mirror
WGAL	Lancaster	8	NBC Pulitzer
WLYH	Lancaster	15	CBS Gateway
WGGF	Lebanon	59	
WSBA	York	43	CBS

Daily Newspapers

Harrisburg Patriot	M	46,084,	Newhouse
Harrisburg News	E/S	58,640,	Newhouse

Cable Penetration (DMA)

54.3%
Sammons

Recent Radio Transactions

1982 WTPA-F From Newhouse to Foster \$1,250,000

MISCELLANEOUS COMMENTS

*Harrisburg's 1983 MSA and 1982 SMSA differ. 1982 SMSA used for projections and estimates.

HARTFORD

1982 SMSA Rank: 39 (county)
1983 MSA Rank: 41 (county)

1983 ADI Rank: 24
1983 Est Revenue: \$15,700,000
Manager's Market Rating (current): 3.0

Population per Station: 51,250 (16)
Est Rev per Share Point: \$205,497
Manager's Market Rating (future): 4.1

REVENUE HISTORY AND PROJECTIONS *

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	9.4	10.8	11.6								
Duncan Media Rev Est:				13.4	14.0						
Yearly Growth Rate (1978-82):	10.1%										
Projected Revenue Est:						15.4	17.0	18.7	20.6	22.6	24.9
Revenue per Capita:	11.75	13.50	14.32	16.54	17.28						
Yearly Growth Rate (1978-82):	10.3%										
Projected Revenue per Capita:						19.06	21.02	23.19	25.60	28.21	31.12
Resulting Revenue Estimate:						15.6	17.2	19.0	20.7	22.9	25.2
Rev as % of Retail Sales:	0.37	0.37	0.38	0.36	0.35						
Mean % (1978-1982):	0.366										
Resulting Revenue Estimate:						16.1	17.9	21.6	23.8	26.0	27.8
						15.7	17.4	19.8	21.7	23.8	26.0

MEAN REVENUE ESTIMATES:

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.80	.80	.81	.81	.81	.82	.82	.82	.81	.81	.81
Retail Sales (billions):	2.55	2.9	3.4	3.7	4.0	4.4	4.9	5.9	6.5	7.1	7.6
CSI Household (thousands):	26.8	27.3	27.8	29.1	31.0	--	--	--	--	--	--
Below-the-Line Listening Shares:..	14.3%										
Unlisted Station Listening:..	9.3%										
Total Lost Listening:..	23.6%										
Available Share Points:	76.4										
Number of Viable Stations:	13										
Mean Share Points per Station:	5.88										
Median Share Points per Station:	4.3										
Rev per Available Share Point:	\$205,497										
Estimated Rev for Mean Station:	\$1,208,325										

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	1.6%
Retail Sales:	72.2%

Median House Value: \$59,251
Median Age: 31.9 years
Median Education: 12.7 years

Largest Banks

Conn. Bank (4.8 Bil)
Conn. Nat. (4.1 Bil)
United Bank (435 Mil)

YEAR 2000 POPULATION: 1,115,300 (county)

COMMERCE AND INDUSTRY

Important Businesses and Industries

Insurance
Airplane components
Research
Firearms
Food products

Major Corporations

United Tech.
Emhart
Heublein
Aetna
Travelers Ins.
Conn. Mutual
Stanley Works

Employment Breakdowns

Manag./Prof.	99,759 (27.6%)	Manuf.	91,161 (25.3%)
Tech/Sales/Admin.	123,937 (34.3%)	Services	97,684 (27.1%)
Service	40,443 (11.2%)	Retail	51,698 (14.3%)
Farm/Forest/Fish	3,330 (0.9%)	Trans/Comm	17,649 (4.9%)
Precision Prod.	41,193 (11.4%)	Finan/Ins.	52,724 (14.6%)
Oper./Fabri/Labor	52,156 (14.5%)	Pub Admin	17,632 (4.9%)

Total Employment: 360,818

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

University of Conn. (21,874)
University of Hartford (9,836)

Military Bases

Unemployment

June 79: 4.9%
Dec 82: 6.1%
Sep 83: 4.6%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Mintz & Hoke (25 mil)
Decker Guertin (4 mil, 24%)
Lowengrad (10 mil)
Maher, Pastor & Stevens (22 mil, 20%)
O'Neal & Prella (6 mil, 15%)

Largest Local Radio Accounts

McDonalds
Conn Chevy Dealers
Aetna

Large Local Accounts Which Use Radio Poorly

Westfarms Merchants Assoc.
Hoffman Auto Group

Heavy Agency Radio Users

Mintz & Hoke
Harland
Keiler
Creamer

Poor Agency Radio Users

Market's Radio Strengths

Most Knowledgeable Local Media Buyers

No consensus

Market's Radio Weaknesses

Highest Billing AM: WTIC
Highest Billing FM: WTIC-F
Highest Billing Station: WTIC

Radio Usage by Major Advertising Categories

Financial	3.8	Soft Drinks	3.8	Stereo/Computers/TV	4.0
Fast Foods	4.0	Beer, Wine	3.2	Department/Discount Stores	2.3
Restaurants	2.0	Farm	1.0	Airlines	3.3
Auto Dealers	4.0	Utilities	2.6	Fashion, Clothing Stores	2.5

Source of Regional Dollars

Boston
New Haven

COMPETITIVE MEDIA

Over the Air Television

WFSB	Hartford	3	CBS	Post-Newsweek
WHCT	Hartford	18		
WVIT	New Britain	30	NBC	Viacom
WTNH	New Haven	8	ABC	Capital Cities
WTTX	Waterbury	20		

Daily Newspapers

Hartford Courant M/S 214,498, Times-Mirror

Cable Penetration (DMA)

53.9%
Sammons,
United

Recent Radio Transactions

1980	WKSS-F	From Insilco to Howard Tanger	\$2,200,000
1981	WKND		500,000

MISCELLANEOUS COMMENTS

*Hartford MSA used.

HONOLULU

1982 SMSA Rank: 55
1983 MSA Rank: 60

1983 ADI Rank: NA
1983 Est Revenue: \$12,900,000
Manager's Market Rating (current): 3.0

Population per Station: 33,333 (24)
Est Rev per Share Point: \$134,235
Manager's Market Rating (future): 3.0

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	8.6	9.5	10.4								
Duncan Media Rev Est:				11.2	11.9						
Yearly Growth Rate (1978-82):	8.5%										
Projected Revenue Est:						12.9	14.0	15.2	16.5	17.9	19.4
Revenue per Capita:	11.62	13.01	14.05	14.36	15.06						
Yearly Growth Rate (1978-82):	6.8%										
Projected Revenue per Capita:						16.08	17.18	18.35	19.59	20.93	22.35
Resulting Revenue Estimate:						12.9	13.9	15.0	16.3	17.6	18.8
Rev as % of Retail Sales:	0.32	0.32	0.32	0.32	0.32						
Mean % (1978-1982):	0.320										
Resulting Revenue Estimate:						12.8	14.7	17.0	19.8	22.7	24.6
MEAN REVENUE ESTIMATES:						<u>12.9</u>	<u>14.2</u>	<u>15.7</u>	<u>17.5</u>	<u>19.4</u>	<u>20.9</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.74	.73	.74	.78	.79	.80	.81	.82	.83	.84	.84
Retail Sales (billions):	2.7	3.0	3.3	3.5	3.7	4.0	4.6	5.3	6.2	7.1	7.7
CSI Household (thousands):	22.1	23.6	25.0	26.5	31.0	--	--	--	--	--	--
Below-the-Line Listening Shares:..	0%										
Unlisted Station Listening:..	3.9%										
Total Lost Listening:..	3.9%										
Available Share Points:	96.1										
Number of Viable Stations:	18										
Mean Share Points per Station:	5.34										
Median Share Points per Station:	5.3										
Rev per Available Share Point:	\$134,235										
Estimated Rev for Mean Station:	\$716,816										
<u>5 YEAR GROWTH RATE</u>											
	<u>82-87</u>										
Population:	6.7%										
Retail Sales:	80.2%										
Median House Value: \$169,571											
Median Age: 28.1 years											
Median Education: 12.7 years											
<u>Largest Banks</u>											
American Security	(462 Mil)										
Central Pacific	(416 Mil)										
Bank of Hawaii	(2.9 Bil)										
First Hawaii	(2.2 Bil)										
City Bank	(311 Mil)										

YEAR 2000 POPULATION: 1,004,640

COMMERCE AND INDUSTRY

<u>Important Businesses and Industries</u>	<u>Major Corporations</u>	<u>Employment Breakdowns</u>	
Tourism	Castle and Cooke	Manag/Prof.	79,934 (24.7%) Services 100,905 (31.1%)
Military	Pacific Resources	Tech/Sales/Admin.	109,521 (33.8%) Retail 66,358 (20.5%)
Agribusiness	Amfac	Service	56,939 (17.6%) Pub Admin 35,407 (10.9%)
Food processing	Dillingham Corp.	Farm/Forest/Fish	5,838 (1.8%) Trans/Comm 29,945 (9.2%)
		Precision Prod.	36,546 (11.3%) Manuf. 24,982 (7.7%)
		Oper./Fabri/Labor	35,335 (10.9%) Finan/Ins. 26,145 (8.1%)
		Total Employment: 324,113	

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

University of Hawaii (22,000)
Chaminade (2,600)

Military Bases

Schofield Barracks (15,000)
Kaneohe MCAS (9,000)
Hickam AFB (5,100)
Barbers Point NAS (2,200)

Unemployment

Pearl Harbor (23,000) June 79: 7.0%
FT. Shafter (1,010) Dec 82: 5.7%
Camp Smith (1,800) Sep 83: 5.9%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies ***

Fawcett McDermott (18 mil, 5%)
Mayfield Smith Park (10 mil, 10%)
Milici/Valenti (16 mil, 12%)
Reed Kaina Schaller (11%)

Heavy Agency
Radio Users

Poor Agency
Radio Users

Most Knowledgeable
Local Media Buyers

Largest Local Radio Accounts

Military TV & Stereo
Kramers Mens Wear
Aloha Airlines

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which
Use Radio Poorly

Liberty House
Pay N Save
United Airlines

Highest Billing AM: KSSK

Highest Billing FM: KPOI-F

Highest Billing Station: KSSK

Radio Usage by Major Advertising Categories

Financial 4.5 Soft Drinks 4.5
Fast Foods 4.0 Beer, Wine 4.5
Restaurants 2.5 Farm 1.0
Auto Dealers 2.0 Utilities 2.5

Stereo/Computers/TV 4.0
Department/Discount Stores 3.0
Airlines 2.5
Fashion, Clothing Stores 2.0

Source of Regional Dollars

Los Angeles
San Francisco
San Diego

COMPETITIVE MEDIA

Over the Air Television

KGMB Hono 9 CBS Lee KHAI Hono 20
KHON Hono 2 NBC Des Moines Register
KIKU Hono 13
KITV Hono 4 ABC Shamrock
KPRR Hono 14
KSHO Hono 26

Daily Newspapers

Honolulu Advertiser M 83,167
Honolulu Star Bulletin E/S 111,668, Gannett
JOA

Cable Penetration (DMA)

56.1%
ATC

Recent Radio Transactions

MISCELLANEOUS COMMENTS

1980 KIKI, KMAI-F From Jim Gabbert to John Price
\$1,200,000
1980 KIOE 1,100,000
1981 KDEO 529,000
1982 KCCN 633,000
1982 KKUA, KQMQ-F From Beatrice Foods to Kadota
1,350,000
1983 KZXI 1,200,000

***Additional ad agencies

Seigle Rolfs & Wood (8 mil, 10%)
Starr/McCombs (10 mil)

DUNCAN'S RADIO MARKET GUIDE Copyright 1984

HOUSTON

1982 SMSA Rank: 10
1983 MSA Rank: 8

1983 ADI Rank: 11
1983 Est Revenue: \$74,200,000
Manager's Market Rating (current): 4.5

Population per Station: 110,345 (29)
Est Rev per Share Point: \$793,582
Manager's Market Rating (future): 4.5

REVENUE HISTORY AND PROJECTIONS *

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	36.8	42.4	51.2								
Duncan Media Rev Est:				55.2	62.1						
Yearly Growth Rate (1978-82):	14.1%										
Projected Revenue Est:						70.9	80.8	92.2	105.3	120.1	137.0
Revenue per Capita:	14.38	16.00	18.55	18.58	20.29						
Yearly Growth Rate (1978-82):	8.9%										
Projected Revenue per Capita:						22.10	24.06	26.20	28.54	31.08	33.84
Resulting Revenue Estimate:						70.7	79.4	90.1	102.2	115.0	129.3
Rev as % of Retail Sales:	0.30	0.34	0.30	0.37	0.38						
Mean % (1978-1982):	0.298										
Resulting Revenue Estimate:						81.1	95.6	108.5	118.9	129.3	141.0
<u>MEAN REVENUE ESTIMATES:</u>						<u>74.2</u>	<u>85.3</u>	<u>96.9</u>	<u>108.8</u>	<u>121.5</u>	<u>135.8</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	2.56	2.65	2.76	2.97	3.06	3.20	3.30	3.44	3.58	3.70	3.82
Retail Sales (billions):	12.1	14.6	17.1	20.1	22.1	27.2	32.1	36.4	39.9	43.4	47.3
CSI Household (thousands):	21.7	23.5	25.2	29.0	34.5	--	--	--	--	--	--
Below-the-Line Listening Shares:..	0%										
Unlisted Station Listening:..	6.5%										
Total Lost Listening:..	6.5%										
Available Share Points:	93.5										
Number of Viable Stations:	23										
Mean Share Points per Station:	4.06										
Median Share Points per Station:	4.2										
Rev per Available Share Point:	\$793,582										
Estimated Rev for Mean Station:	\$3,221,946										

5 YEAR GROWTH RATE

82-87
Population: 19.6%
Retail Sales: 96.7%

YEAR 2000 POPULATION: 4,174,210

Median House Value: \$65,738
Median Age: 27.5 years
Median Education: 12.7 years

Largest Banks

Allied (2.5 Bil)
Bank of Southwest (3.0 Bil)
First City (9.9 Bil)
Texas Commerce (10.2 Bil)
Republic (1.6 Bil)
Interfirst (1.6 Bil)

COMMERCE AND INDUSTRY

Important Businesses and Industries

Petrochemicals
Rubber
Steel
Research
Aerospace
Shipping
Financial

Major Corporations

Shell
Tenneco
Coastal
Pennzoil
Cooper Ind.
Anderson, Clayton
Superior Oil
Hughes Tool

Employment Breakdowns

Manag/Prof.	352,999 (24.4%)	Services	385,979 (26.6%)
Tech/Sales/Admin.	487,699 (33.7%)	Manuf.	267,558 (18.5%)
Service	145,881 (10.1%)	Retail	218,221 (15.1%)
Farm/Forest/Fish	12,762 (0.9%)	Construct	155,693 (10.7%)
Precision Prod.	226,440 (15.6%)	Trans/Com	120,356 (8.3%)
Oper./Fabri/Labor	222,876 (15.4%)	Finan/Ins.	93,688 (6.5%)

Total Employment: 1,448,657

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

University of Houston (30,693)
Texas Southern (8,100)
Rice (4,000)

Military Bases

Unemployment

June 79: 3.9%
Dec 82: 7.9%
Sep 83: 9.0%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

First Marketing Group (18 mil)
Goodwin, Dannenbaum (27 mil)
Metzdorf Adv. (27 mil, 15%)
Point Communications
Rives Smith Baldwin (23 mil)
Schey Adv. (15 mil, 10%)
Largest Local Radio Accounts

Heavy Agency Radio Users

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which Use Radio Poorly

Highest Billing AM: KTRH
Highest Billing FM: KIKK-F
Highest Billing Station: KIKK-F

Radio Usage by Major Advertising Categories

Financial	3.8	Soft Drinks	4.0	Stereo/Computers/TV	3.5
Fast Foods	4.8	Beer, Wine	4.5	Department/Discount Stores	3.5
Restaurants	3.0	Farm	1.0	Airlines	4.3
Auto Dealers	3.3	Utilities	3.5	Fashion, Clothing Stores	3.3

Source of Regional Dollars

Dallas

COMPETITIVE MEDIA

Over the Air Television

KHOU	Houston	11	CBS	Belo
KHTV	Houston	39		Gaylord
KPRC	Houston	2	NBC	
KRIV	Houston	13	ABC	Capital Cities
KTXH	Houston	20		

Daily Newspapers

Houston Chronicle	AD/S	419,869
Houston Post	M/S	376,455

Cable Penetration (DMA)

37.8%
Storer,
Warner Amex,
Gulf Coast

Recent Radio Transactions

1980	KODA-F	Sold to Westinghouse	\$5,700,000
1982	KYOK	From Shamrock to All-Pro	1,500,000
1983	KXYZ	Sold to Infinity	2,300,000

MISCELLANEOUS COMMENTS

*Houston's 1983 MSA and 1982 SMSA differ. The 1982 SMSA is used for projections and estimates.

"Houston is the city of the second half of the 20th century. Houston even requires a new definition of urbanity."
- Ada Louise Hurltable

"Houston has an almost exhilarating sense of freedom - new things are tried here with an eagerness that would never be found in New York - but it is all at a price. What Houston has not managed to do is give itself a cohesive form."
- Paul Goldberger "New York Times"

"Houston is 27 significant buildings surrounded by trivia."
- Anonymous

"Houston fascinates architectural and social critics with its dynamism and repels them with its physical and human chaos. Its growth has been fantastic...Houston is spoken of as a remarkably open, young, informal, progressive city - a place that revels in the conspicuous of its new wealth."

-The Book of America

HUNTINGTON

1982 SMSA Rank: 125
1983 MSA Rank: 122

1983 ADI Rank: 43
1983 Est Revenue: \$6,200,000
Manager's Market Rating (current): 2.6

Population per Station: 23,571 (14)
Est Rev per Share Point: \$71,429
Manager's Market Rating (future): 2.8

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	3.6	4.2	4.9								
Duncan Media Rev Est:				5.2	5.6						
Yearly Growth Rate (1978-82):	11.8%										
Projected Revenue Est:						6.3	7.0	7.8	8.7	9.8	10.9
Revenue per Capita:	12.41	14.00	16.33	16.77	17.50						
Yearly Growth Rate (1978-82):	9.1%										
Projected Revenue per Capita:						19.09	20.83	22.72	24.79	27.05	29.51
Resulting Revenue Estimate:						6.3	6.9	7.5	8.4	9.2	10.3
Rev as % of Retail Sales:	0.36	0.38	0.41	0.40	0.40						
Mean % (1978-1982):	0.390										
Resulting Revenue Estimate:						5.9	6.6	7.4	8.6	10.1	10.9
<u>MEAN REVENUE ESTIMATES:</u>						<u>6.2</u>	<u>6.8</u>	<u>7.6</u>	<u>8.6</u>	<u>9.7</u>	<u>10.7</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.29	.30	.30	.31	.32	.33	.33	.33	.34	.34	.35
Retail Sales (billions):	1.0	1.1	1.2	1.3	1.4	1.5	1.7	1.9	2.2	2.6	2.8
CSI Household (thousands):	15.9	17.0	18.1	19.1	20.9	--	--	--	--	--	--
Below-the-Line Listening Shares:..	7.4%										
Unlisted Station Listening:..	5.8%										
Total Lost Listening:..	13.2%										
Available Share Points:	86.8										
Number of Viable Stations:	10										
Mean Share Points per Station:	8.68										
Median Share Points per Station:	6.4										
Rev per Available Share Point:	\$71,429										
Estimated Rev for Mean Station:	\$620,000										

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	3.5%
Retail Sales:	71.5%

Median House Value: \$42,668
Median Age: 31.0 years
Median Education: 12.2 years

Largest Banks

First Huntington (239 Mil)
20th Street (140 Mil)
Security Bank (113 Mil)
Huntington Trust (79 Mil)

YEAR 2000 POPULATION: 360,470

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Ashland Oil

Mining
Glass
Auto parts
Oil refining

Employment Breakdowns

Manag/Prof.	21,835 (19.7%)	Services	28,533 (25.7%)
Tech/Sales/Admin.	31,095 (28.1%)	Manuf.	27,990 (25.2%)
Service	14,312 (12.9%)	Retail	18,989 (17.1%)
Farm/Forest/Fish	956 (0.9%)	Trans/Comm	12,262 (11.1%)
Precision Prod.	17,390 (15.7%)	Construct	7,297 (6.6%)
Oper./Fabri/Labor	25,265 (22.8%)	Wholesale	4,861 (4.4%)

Total Employment: 110,853

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Marshall (11,883)

Military Bases

Unemployment

June 79: 6.9%
Dec 82: 11.5%
Sep 83: 16.5%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

McCormick
George Miller

Heavy Agency Radio Users

McCormick Adv.
Miller
Carter Assoc.

Poor Agency Radio Users

Carter Assoc.
Miller Assoc.

Most Knowledgeable Local Media Buyers

Tina Brandenburg - McCormick

Largest Local Radio Accounts

Superior Cadillac Olds
Big Sandy Dept. Store
Hill's Dept. Store

Large Local Accounts Which Use Radio Poorly

Stone & Thomas Dept. Store
Hecks Dept. Store
Parson's Dept. Store
Dickinson Furniture

Market's Radio Strengths

Poor local newspaper
Good programming and talent for a market of this size

Effective rate leadership from WKEE

Highest Billing AM: WGNT

Highest Billing FM: WKEE-F

Highest Billing Station: WKEE-F

Market's Radio Weaknesses

Many stations keep rates low and do not take advantage of rate leadership

Radio sells against radio

Lack of cooperation among stations

Too many stations

Radio Usage by Major Advertising Categories

Financial	3.2	Soft Drinks	4.6
Fast Foods	3.8	Beer, Wine	4.6
Restaurants	2.0	Farm	1.0
Auto Dealers	4.2	Utilities	3.2

Stereo/Computers/TV	3.6
Department/Discount Stores	3.0
Airlines	1.6
Fashion, Clothing Stores	4.0

Source of Regional Dollars

Cincinnati
Columbus
Pittsburgh

COMPETITIVE MEDIA

Over the Air Television

Part of Charleston-Huntington ADI
See Charleston for stations

Daily Newspapers

Huntington Herald-Dispatch M/S 46,111, Gannett

Cable Penetration (DMA)

NA
Century

Recent Radio Transactions

1981 WTCR/WHEZ-F From Greater Media to CRB \$2,500,000
1982 WAMX-F Sold to Stoner 1,750,000

MISCELLANEOUS COMMENTS

HUNTSVILLE

1982 SMSA Rank: 127
1983 MSA Rank: 191

1983 ADI Rank: 91
1983 Est Revenue: \$4,800,000
Manager's Market Rating (current):NA

Population per Station: 17,778 (18)
Est Rev per Share Point: \$60,226
Manager's Market Rating (future):NA

REVENUE HISTORY AND PROJECTIONS *

Table with 11 columns (years 78-88) and rows for FCC Revenue Data, Duncan Media Rev Est, Projected Revenue Est, Revenue per Capita, Projected Revenue per Capita, Resulting Revenue Estimate, Rev as % of Retail Sales, Mean % (1978-1982), and Resulting Revenue Estimate.

POPULATION AND DEMOGRAPHIC ESTIMATES

Table with 11 columns (years 78-88) and rows for Total Population (millions), Retail Sales (billions), CSI Household (thousands), Below-the-Line Listening Shares, Unlisted Station Listening, Total Lost Listening, Available Share Points, Number of Viable Stations, Mean Share Points per Station, Median Share Points per Station, Rev per Available Share Point, and Estimated Rev for Mean Station.

5 YEAR GROWTH RATE

Table with 2 columns (years 82-87) and rows for Population (6.0%) and Retail Sales (82.0%).

Median House Value: \$46,654
Median Age: 29.2 years
Median Education: 12.4 years

Largest Banks

- First Alabama (271 Mil)
First Nat. (160 Mil)
Southwest (83 Mil)
Bank of Huntsville (72 Mil)
AmSouth (80 Mil)

YEAR 2000 POPULATION: 382,020

COMMERCE AND INDUSTRY

Important Businesses and Industries Major Corporations

Military
Aerospace
Farm implements
Textiles
Electronic equip.

Employment Breakdowns

Table with 4 columns: Job Description, Percentage, Industry, and Percentage. Rows include Manag/Prof., Tech/Sales/Admin., Service, Farm/Forest/Fish, Precision Prod., and Oper./Fabri/Labor.

Total Employment: 126,641

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

University of Alabama-Huntsville (4,983)
Alabama Ag & Mech (4,380)

Military Bases

Redstone Arsenal (3,500)

Unemployment

June 79: 8.9%
Dec 82: 12.2%
Sep 83: 13.1%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

No major agencies

Heavy Agency
Radio Users

Poor Agency
Radio Users

Most Knowledgeable
Local Media Buyers

Largest Local Radio Accounts

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which
Use Radio Poorly

NO INFORMATION AVAILABLE

Radio Usage by Major Advertising Categories

Financial Soft Drinks
Fast Foods Beer, Wine
Restaurants Farm
Auto Dealers Utilities

Stereo/Computers/TV
Department/Discount Stores
Airlines
Fashion, Clothing Stores

Source of Regional Dollars

COMPETITIVE MEDIA

Over the Air Television

WAAY Huntsville 31 ABC
WAFF Huntsville 48 NBC American Family
WHNT Huntsville 19 CBS New York Times
WOWL Florence 15 NBC

Daily Newspapers

Huntsville News M 13,180, Newhouse
Huntsville Times E/S 56,443, Newhouse

Cable Penetration (DMA)

47.1%
Group W,
TeleCable

Recent Radio Transactions

1981 WTAK \$700,000

MISCELLANEOUS COMMENTS

*Huntsville's 83 MSA and 82 SMSA differ. SMSA used for projections and estimates.

INDIANAPOLIS

1982 SMSA Rank: 34
1983 MSA Rank: 36

1983 ADI Rank: 23
1983 Est Revenue: \$29,100,000
Manager's Market Rating (current): 4.5

Population per Station: 59,000 (20)
Est Rev per Share Point: \$311,230
Manager's Market Rating (future): 4.0

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	18.4	19.8	21.6								
Duncan Media Rev Est:				23.7	27.0						
Yearly Growth Rate (1978-82):	10.1%										
Projected Revenue Est:						29.7	32.7	36.0	39.7	43.7	48.1
Revenue per Capita:	16.14	17.21	18.61	20.08	22.88						
Yearly Growth Rate (1978-82):	9.1%										
Projected Revenue per Capita:						24.96	27.23	29.71	32.41	35.36	38.58
Resulting Revenue Estimate:						29.5	32.4	35.4	38.9	42.4	46.7
Rev as % of Retail Sales:	0.40	0.40	0.41	0.40	0.43						
Mean % (1978-1982):	0.408										
Resulting Revenue Estimate:						28.2	31.0	33.5	38.8	43.2	47.3
<u>MEAN REVENUE ESTIMATES:</u>						<u>29.1</u>	<u>32.0</u>	<u>35.0</u>	<u>39.1</u>	<u>43.1</u>	<u>47.4</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	1.14	1.15	1.16	1.18	1.18	1.18	1.19	1.19	1.20	1.20	1.21
Retail Sales (billions):	4.6	4.9	5.2	5.9	6.2	6.9	7.6	8.2	9.5	10.6	11.6
CSI Household (thousands):	19.9	21.2	22.6	24.5	24.8	--	--	--	--	--	--
Below-the-Line Listening Shares:..	1.8%										
Unlisted Station Listening:..	4.7%										
Total Lost Listening:..	6.5%										
Available Share Points:	93.5										
Number of Viable Stations:	17										
Mean Share Points per Station:	5.50										
Median Share Points per Station:	5.6										
Rev per Available Share Point:	\$311,230										
Estimated Rev for Mean Station:	\$1,711,764										

5 YEAR GROWTH RATE

82-87
Population: 2.7%
Retail Sales: 68.0%

Median House Value: \$47,074
Median Age: 29.3 years
Median Education: 12.5 years

Largest Banks

Amer. Fletcher (2.9 Bil)
Indiana Nat. (2.7 Bil)
Merchants (1.9 Bil)

Education Levels (%)
5 years or less 1.8
High School Grad 69.3
4 or more years of college 15.9

YEAR 2000 POPULATION: 1,277,270

COMMERCE AND INDUSTRY

Important Businesses and Industries

Automotive
Distribution
Electrical equip.
Government
Pharmaceuticals

Major Corporations

Eli Lilly
Stokely-Van Camp
Ransburg
Rock Island Refining
Hunt Corp.
Anacomp

Employment Breakdowns

Manag/Prof.	117,462 (22.0%)	Services	141,248 (26.4%)
Tech/Sales/Admin.	176,554 (33.0%)	Manuf.	133,700 (25.0%)
Service	67,826 (12.7%)	Retail	89,962 (16.8%)
Farm/Forest/Fish	7,067 (1.3%)	Trans/Comm	40,936 (7.7%)
Precision Prod.	64,373 (12.0%)	Finan/Ins	40,203 (7.5%)
Oper./Fabri/Labor	101,674 (19.0%)	Pub Admin	26,380 (4.9%)

Total Employment: 534,956

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Ind/Purdue-Indy (22,797)
Butler (3,874)
Ind. Central (4,200)

Military Bases

Ft. Benjamin Harrison (3,900)

Unemployment

June 79: 5.3%
Dec 82: 9.8%
Sep 83: 8.2%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies ***

Caldwell-VanRiper (18 mil, 5%)
Handley-Miller (10 mil, 20%)
MZB
Carlson (7 mil, 21%)
Garrison, Jasper, Rose (10 mil)

Heavy Agency Radio Users

MZD
Pearson
Caldwell-VanRiper
Handley Miller

Poor Agency Radio Users

Kiley
Pearson
Lennon

Most Knowledgeable Local Media Buyers

Terry Riley - MZD
Linda Allee - Handley-Miller
Stephanie Smith - Caldwell

Largest Local Radio Accounts

HiFi Buys
Merchants Bank
Coca Cola
American Fletcher Bank

Hooks Drugs

Large Local Accounts Which Use Radio Poorly

Sears
Pepsi
J.C. Penney

Market's Radio Strengths

Strong pricing. WIBC and WENS are good price leaders.

Strong owners and managers

Good local sales staff-stable

Stable local economy

Aggressive and intelligent advertising agencies

Highest Billing AM: WIBC

Highest Billing FM: WENS-F

Highest Billing Station: WIBC

Market's Radio Weaknesses

Some rate cutting by a few stations

Need more unity among radio broadcasters

Radio Usage by Major Advertising Categories

Financial 4.3 Soft Drinks 4.0
Fast Foods 4.3 Beer, Wine 1.8
Restaurants 2.7 Farm 2.5
Auto Dealers 3.7 Utilities 3.5

Stereo/Computers/TV 4.0
Department/Discount Stores 4.0
Airlines 3.3
Fashion, Clothing Stores 3.5

Source of Regional Dollars

Cincinnati
Columbus
Louisville

COMPETITIVE MEDIA

Over the Air Television

WHMB Indianapolis 40 Sumrall
WISH Indianapolis 8 CBS LIN
WRTV Indianapolis 6 ABC McGraw-Hill
WPDS Indianapolis 59
WTHR Indianapolis 13 NBC Columbus Dispatch
WTTV Bloomington 4

Daily Newspapers

Indianapolis Star M/S 225,148, Central
Indianapolis News E 136,654, Central

Cable Penetration (DMA)
38.9%
ATC

Recent Radio Transactions

1981 WIFE From Communicom to Embrescia \$1,300,000
1981 WTLC-F Sold to BENI 3,732,000
1983 WIBC/WNAP-F From Fairbanks to Blair 21,000,000

MISCELLANEOUS COMMENTS

DFS Test Market

"Indianapolis, conservative but pragmatic, epitomizes Indiana's homogeneity."

- The Book of America

*** Additional ad agencies

Pearson Group

JACKSON, MS

1982 SMSA Rank: 120
1983 MSA Rank: 111

1983 ADI Rank: 83
1983 Est Revenue: \$7,400,000
Manager's Market Rating (current): 3.0

Population per Station: 27,143 (14)
Est Rev per Share Point: \$79,144
Manager's Market Rating (future): 2.0

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	4.9	5.5	5.5								
Duncan Media Rev Est:				6.1	6.6						
Yearly Growth Rate (1978-82): 7.8%											
Projected Revenue Est:						7.1	7.7	8.3	8.9	9.6	10.4
Revenue per Capita:	16.90	18.33	18.33	19.06	20.00						
Yearly Growth Rate (1978-82): 4.4%											
Projected Revenue per Capita:						20.88	21.80	22.76	23.76	24.80	25.90
Resulting Revenue Estimate:						7.9	8.3	8.9	9.5	10.2	10.6
Rev as % of Retail Sales:	0.41	0.42	0.39	0.41	0.39						
Mean % (1978-1982): 0.404											
Resulting Revenue Estimate:						7.3	8.1	8.9	9.7	10.5	11.3
MEAN REVENUE ESTIMATES:						<u>7.4</u>	<u>8.0</u>	<u>8.7</u>	<u>9.4</u>	<u>10.1</u>	<u>10.8</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.29	.30	.30	.32	.33	.38	.38	.39	.40	.41	.41
Retail Sales (billions):	1.2	1.3	1.4	1.5	1.7	1.8	2.0	2.2	2.4	2.6	2.8
CSI Household (thousands):	19.0	19.6	20.3	21.7	23.1	--	--	--	--	--	--
Below-the-Line Listening Shares:..	1.8%										
Unlisted Station Listening:..	4.7%										
Total Lost Listening:..	6.5%										
Available Share Points:	93.5										
Number of Viable Stations:	12										
Mean Share Points per Station:	7.79										
Median Share Points per Station:	8.4										
Rev per Available Share Point:	\$79,144										
Estimated Rev for Mean Station:	\$616,534										
										<u>Largest Banks</u>	
										Deposit Guaranty	(2.1 Bil)
										First National	(1.4 Bil)
										Mississippi Bank	(317 Mil)
										Great Southern	(182 Mil)
										4 or more years of college	21.3
<u>5 YEAR GROWTH RATE</u>											
						<u>82-87</u>					
Population:	8.3%					Median House Value:	\$48,179				
Retail Sales:	60.7%					Median Age:	27.6 years				
						Median Education:	12.6 years				

YEAR 2000 POPULATION: 441,000

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Cal-Maine Foods
Miss. School Supply

Government
Furniture
Aircraft parts
Food products

Employment Breakdowns

Manag/Prof.	35,283 (24.9%)	Services	46,146 (32.6%)
Tech/Sales/Admin.	48,631 (34.3%)	Retail	21,553 (15.2%)
Service	18,536 (13.1%)	Manuf.	19,918 (15.2%)
Farm/Forest/Fish	1,916 (1.4%)	Trans/Comm	12,183 (8.6%)
Precision Prod.	15,283 (10.8%)	Finan/Ins.	11,652 (8.2%)
Oper./Fabri/Labor	21,939 (15.5%)	Pub Admin	9,668 (6.8%)

Total Employment: 141,588

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Military Bases

Unemployment

Jackson State (7,832)
U of Miss Medical (1,615)

June 79: 3.8%
Dec 82: 7.4%
Sep 83: 8.1%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Heavy Agency Radio Users

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Advertising & Marketing (5 mil)
Godwin Advertising
Maris, West & Baker (8 mil, 13%)
Gordon Marks

Largest Local Radio Accounts

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which Use Radio Poorly

Highest Billing AM: NA
Highest Billing FM: NA
Highest Billing Station: NA

Radio Usage by Major Advertising Categories

Source of Regional Dollars

Financial	2.5	Soft Drinks	4.5	Stereo/Computers/TV	3.5
Fast Foods	4.0	Beer, Wine	5.0	Department/Discount Stores	3.5
Restaurants	1.5	Farm	1.0	Airlines	1.5
Auto Dealers	4.5	Utilities	2.5	Fashion, Clothing Stores	3.0

COMPETITIVE MEDIA

Over the Air Television

Daily Newspapers

Cable Penetration (DMA)

WAPT	Jackson	16	ABC	Clay
WJTV	Jackson	12	CBS	St. Joseph Gazette
WLBT	Jackson	3	NBC	

Jackson Clarion-Ledger	M/S	66,620, Gannett
Jackson Daily News	E	40,117, Gannett

45.7%
ATC

Recent Radio Transactions

MISCELLANEOUS COMMENTS

1981	WJDX, WMSI-F	Sold to Keymarket	\$4,437,000
1983	WSLI/WXLY-F	Sold to Osborn & Reynolds	2,750,000
1983	WJQS	250,000	

"Jackson has become one of the most attractive cities of the South."

- The Book of America

JACKSONVILLE

1982 SMSA Rank: 57
1983 MSA Rank: 64

1983 ADI Rank: 64
1983 Est Revenue: \$9,900,000
Manager's Market Rating (current):2.5

Population per Station: 29,231 (26)
Est Rev per Share Point:\$107,725
Manager's Market Rating (future):4.0

REVENUE HISTORY AND PROJECTIONS

Table with 11 columns (years 78-88) and rows for FCC Revenue Data, Revenue per Capita, Projected Revenue, etc.

POPULATION AND DEMOGRAPHIC ESTIMATES

Table with 11 columns (years 78-88) and rows for Total Population, Retail Sales, CSI Household, and various demographic breakdowns.

5 YEAR GROWTH RATE
82-87
Population: 8.7%
Retail Sales: 77.1%

Median House Value: \$50,605
Median Age: 29.2 years
Median Education: 12.5 years

Largest Banks
Barnett (723 Mil)
Atlantic (2.5 Mil)
Florida Nat (1.1 Bil)
American (200 Mil)
Jacksonville Nat. (207 Mil)

YEAR 2000 POPULATION: 877,040

COMMERCE AND INDUSTRY

Table with 3 columns: Important Businesses and Industries, Major Corporations, and Employment Breakdowns.

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

University of North Florida (4,622)
Jones College (1,412)
Jacksonville University (2,480)

Military Bases

Cecil Field NAS (6,963)
Jacksonville NAS (9,671)
Mayport (Navy) (14,000)
Kings Bay (2,000)

Unemployment

June 79: 6.1%
Dec 82: 8.2%
Sep 83: 6.8%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Caraway Kemp (12 mil, 12%)
William Cook (36 mil)
Hubbard Mason (4 mil)
Cecil West (6 mil, 25%)

Heavy Agency Radio Users

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Largest Local Radio Accounts

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which Use Radio Poorly

Highest Billing AM: No consensus
Highest Billing FM: No consensus
Highest Billing Station: No consensus

Radio Usage by Major Advertising Categories

Financial	1.8	Soft Drinks	4.5	Stereo/Computers/TV	4.0
Fast Foods	4.5	Beer, Wine	4.7	Department/Discount Stores	3.5
Restaurants	2.0	Farm	1.0	Airlines	4.0
Auto Dealers	2.4	Utilities	3.0	Fashion, Clothing Stores	2.8

Source of Regional Dollars

COMPETITIVE MEDIA

Over the Air Television

WAWS	Jacksonville	30	Malrite
WJKS	Jacksonville	17	NBC Media General
WJXT	Jacksonville	4	CBS Post-Newsweek
WTLV	Jacksonville	12	ABC Harte-Hanks
WXAO	Jacksonville	47	

Daily Newspapers

Florida Times-Union	M/S	159,705, Morris
Jacksonville Journal	E	43,926, Morris

Cable Penetration (DMA)
44.4%
ATC

Recent Radio Transactions

1981	WAPE	From SIS to Eastman	\$1,835,000
1981	WAIV A/F	From Rounsaville to Affiliated	3,000,000
1981	WCRJ A/F	Sold to Abell	2,093,000
1982	WVOJ	From Gulf to Rowland	600,000
1982	WERD	Sold to Gilliam	734,000
1982	WFYV-F	From BENI to Metroplex	2,850,000
1983	WAPE	From Eastman to Regional	1,000,000
1983	WJAX A/F	Sold to Silver Star	3,100,000

MISCELLANEOUS COMMENTS

"Jacksonville has grown less than any other area of Florida."
- The Book of America

JOHNSON CITY-KINGSPORT-BRISTOL

1982 SMSA Rank: 96
1983 MSA Rank: 99

1983 ADI Rank: 86
1983 Est Revenue: \$7,300,000
Manager's Market Rating (current):3.5

Population per Station: 21,429 (21)
Est Rev per Share Point:\$83,333
Manager's Market Rating (future):3.5

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	4.7	5.4	6.2								
Duncan Media Rev Est:				6.3	6.5						
Yearly Growth Rate (1978-82):	9.1%										
Projected Revenue Est:						7.1	7.7	8.4	9.2	10.0	11.0
Revenue per Capita:	11.46	13.17	14.76	14.31	14.77						
Yearly Growth Rate (1978-82):	4.6%										
Projected Revenue per Capita:						15.45	16.16	16.90	17.68	18.49	19.35
Resulting Revenue Estimate:						7.0	7.3	7.8	8.1	8.7	9.1
Rev as % of Retail Sales:	0.36	0.36	0.36	0.33	0.31						
Mean % (1978-1982):	0.348										
Resulting Revenue Estimate:						7.7	8.7	9.7	10.8	11.8	12.9
<u>MEAN REVENUE ESTIMATES:</u>						<u>7.3</u>	<u>7.9</u>	<u>8.6</u>	<u>9.4</u>	<u>10.2</u>	<u>11.0</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.41	.41	.42	.44	.44	.45	.45	.46	.46	.47	.47
Retail Sales (billions):	1.3	1.5	1.7	1.9	2.0	2.2	2.5	2.8	3.1	3.4	3.7
CSI Household (thousands):	15.1	16.3	17.1	18.1	18.8	--	--	--	--	--	--
Below-the-Line Listening Shares:..	5.3%										
Unlisted Station Listening:..	7.1%										
Total Lost Listening:..	12.4%										
Available Share Points:	87.6										
Number of Viable Stations:	15										
Mean Share Points per Station:	5.84										
Median Share Points per Station:	2.2										
Rev per Available Share Point:	\$83,333										
Estimated Rev for Mean Station:	\$486,667										
<u>5 YEAR GROWTH RATE</u>											
	<u>82-87</u>										
Population:	5.7%										
Retail Sales:	72.0%										

	<u>Racial Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels (%)</u>
White	97.6	<10 36.4	12-24 25.1	5 years or less 6.8
Black	2.1	10-20 33.3	25-54 48.5	High School Grad 51.6
Hispanic	0.5	20-35 23.4	55+ 26.4	4 or more years of college 11.1
Other	---	35-50 4.6		
		50+ 2.3		

Largest Banks

City and County (166 Mil)
First Tenn. (101 Mil)
Hamilton (141 Mil)
First American (372 Mil)
Commerce Union (54 Mil)

Median House Value: \$44,512
Median Age: 31.9 years
Median Education: 12.1 years

YEAR 2000 POPULATION: 523,680

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations
Mason & Dixon Lines
Bristol Steel & Iron

Tobacco
Chemicals
Textiles
Electrical equip.

Employment Breakdowns

Manag/Prof.	32,243 (18.4%)	Manuf	59,913 (34.2%)
Tech/Sales/Admin.	46,039 (26.3%)	Service	40,314 (23.0%)
Service	18,410 (10.5%)	Retail	26,617 (15.2%)
Farm/Forest/Fish	4,311 (2.5%)	Construct	12,141 (6.9%)
Precision Prod.	25,957 (14.8%)	Trans/Comm	12,000 (6.8%)
Oper./Fabri/Labor	48,160 (27.5%)	Wholesale	6,687 (3.8%)

Total Employment: 175,140

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

E. Tenn State (9,257)
 Tri City Tech (1,823)

Military BasesUnemployment

June 79: 6.0%
 Dec 82: NA
 Sep 83: NA

MARKET RADIO CONDITIONS (Based on results from local radio managers)Largest Ad Agencies

Charles Tombras
 Graphic Touch

Heavy Agency
Radio UsersPoor Agency
Radio UsersMost Knowledgeable
Local Media BuyersLargest Local Radio Accounts

Parks-Belk
 Wendy's
 McDonalds

Market's Radio StrengthsMarket's Radio WeaknessesLarge Local Accounts Which
Use Radio Poorly

K-Mart
 Wal-Mart
 Oakwood Markets

Highest Billing AM: WJCW
 Highest Billing FM: WXBQ or WQUT
 Highest Billing Station: WXBQ or WQUT

Radio Usage by Major Advertising Categories

Financial	2.0	Soft Drinks	4.5
Fast Foods	4.5	Beer, Wine	4.5
Restaurants	2.0	Farm	1.0
Auto Dealers	3.5	Utilities	2.0

Source of Regional Dollars

Stereo/Computers/TV	3.5
Department/Discount Stores	3.0
Airlines	1.5
Fashion, Clothing Stores	3.0

Knoxville
 Nashville

COMPETITIVE MEDIAOver the Air Television

WJHL	John City	11	CBS	Park
WKPT	Kingsport	19	ABC	Home News
WCYB	Bristol	5	NBC	

Daily Newspapers

Kingsport Times-News	AD/S	45,154	Sandusky
John. City Press-Chron	E/S	24,991	Jones
Bristol Herald-Courier	M	32,321	
Bristol Vir-Tenn	E	8,591	

(Bristol papers have JOA)

Cable Penetration (DMA)

NA
 American Cable,
 Warner Amex

Recent Radio Transactions

1981 WJCW/WQUT-F Sold to Bloomington \$3,400,000

MISCELLANEOUS COMMENTS

JOHNSTOWN

1982 SMSA Rank: 151
1983 MSA Rank: 160

1983 ADI Rank: 80
1983 Est Revenue: \$3,300,000
Manager's Market Rating (current): 3.0

Population per Station: 17,640 (15)
Est Rev per Share Point: \$49,107
Manager's Market Rating (future): 4.0

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	2.1	2.5	2.6								
Duncan Media Rev Est:				2.9	3.1						
Yearly Growth Rate (1978-82): 10.3%											
Projected Revenue Est:						3.4	3.8	4.2	4.6	5.1	5.6
Revenue per Capita:	7.78	9.26	9.63	10.74	11.92						
Yearly Growth Rate (1978-82): 11.9%											
Projected Revenue per Capita:						13.28	14.79	16.48	18.36	20.45	22.78
Resulting Revenue Estimate:						3.5	3.8	4.3	4.9	5.5	6.2
Rev as % of Retail Sales:	0.23	0.28	0.26	0.26	0.28						
Mean % (1978-1982): 0.262											
Resulting Revenue Estimate:						2.9	3.1	3.4	3.7	3.9	4.2
				(See note below)							
				MEAN REVENUE ESTIMATES:		<u>3.3</u>	<u>3.6</u>	<u>4.0</u>	<u>4.4</u>	<u>4.8</u>	<u>5.3</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.27	.27	.27	.27	.26	.26	.26	.26	.27	.27	.27
Retail Sales (billions):	.9	.9	1.0	1.1	1.1	1.1	1.2	1.3	1.4	1.5	1.6
CSI Household (thousands):	16.9	18.4	20.0	21.6	22.9	--	--	--	--	--	--
Below-the-Line Listening Shares:..	24.1%										
Unlisted Station Listening:..	8.7%										
Total Lost Listening:..	32.8%										
Available Share Points:	67.2										
Number of Viable Stations:	10										
Mean Share Points per Station:	6.72										
Median Share Points per Station:	6.1										
Rev per Available Share Point:	\$49,107										
Estimated Rev for Mean Station:	\$330,000										

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	.2%
Retail Sales:	45.9%

Median House Value: \$38,612
Median Age: 32.0 years
Median Education: 12.2 years

Largest Banks

Johnstown Bank (322 Mil)
Johnstown Savings (251 Mil)
Moxham National (86 Mil)
Dale National (NA)

YEAR 2000 POPULATION: 283,680

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Crown American
Penn Traffic
Sherer Oil

Employment Breakdowns

Manag/Prof.	16,052 (17.4%)	Services	25,218 (27.3%)
Tech/Sales/Admin.	23,171 (25.1%)	Manuf.	20,598 (22.3%)
Service	12,037 (13.0%)	Retail	14,600 (15.8%)
Farm/Forest/Fish	2,088 (2.3%)	Mining	8,012 (8.7%)
Precision Prod.	15,524 (16.8%)	Trans/Comm	7,228 (7.8%)
Oper./Fabri/Labor	23,533 (25.5%)	Construct	4,364 (4.7%)

Total Employment: 92,405

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

NOTE: The mean revenue projections for this market may be too high. Use with extreme caution.

Colleges and Universities

Univeristy of Pittsburgh-Johnstown (3,066)
St. Francis (1,650)

Military Bases

Unemployment

June 79: 8.8%
Dec 82: 22.3%
Sep 83: 15.8%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Heavy Agency Radio Users

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Accent/Midstate (2 mil, 12%)
Barish Adv.

Largest Local Radio Accounts

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which Use Radio Poorly

Highest Billing AM: WJAC
Highest Billing FM: WJNL-F
Highest Billing Station: WJAC

Radio Usage by Major Advertising Categories

Source of Regional Dollars

Financial	5.0	Soft Drinks	4.0	Stereo/Computers/TV	2.0
Fast Foods	3.0	Beer, Wine	4.0	Department/Discount Stores	4.0
Restaurants	3.0	Farm	2.0	Airlines	1.0
Auto Dealers	2.0	Utilities	3.0	Fashion, Clothing Stores	4.0

COMPETITIVE MEDIA

Over the Air Television

Daily Newspapers

Cable Penetration (DMA)

WOPC	Altoona	23	ABC		
WTAJ	Altoona	10	CBS	Gateway	
WJAC	Johnstown	6	NBC	Johns. Tribune	
WJNL	Johnstown	19			

Johnstown Tribune-Democrat M/S 54,318

69.8%
Group W

Recent Radio Transactions

MISCELLANEOUS COMMENTS

1980 WGLU-F \$115,000

"But with all the adversity, Johnstown began to adjust its expectations downward without much bitterness."

- The Book of America

KALAMAZOO

1982 SMSA Rank: 138
 1983 MSA Rank: 180

1983 ADI Rank: 36
 1983 Est Revenue: \$3,400,000
 Manager's Market Rating (current): 4.0

Population per Station: 41,429 (7)
 Est Rev per Share Point: \$119,718
 Manager's Market Rating (future): 4.0

REVENUE HISTORY AND PROJECTIONS *

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	3.1	3.1	2.9								
Duncan Media Rev Est:				3.0	3.1						
Yearly Growth Rate (1978-82): 0%											
Projected Revenue Est:						3.2	3.2	3.3	3.4	3.5	3.6
Revenue per Capita:	11.48	11.48	10.35	10.71	11.07						
Yearly Growth Rate (1978-82): 0%											
Projected Revenue per Capita:						11.07	11.07	11.07	11.07	11.07	11.07
Resulting Revenue Estimate:						3.2	3.3	3.4	3.5	3.6	3.7
Rev as % of Retail Sales:	0.34	0.28	0.24	0.23	0.22						
Mean % (1978-1982):	0.230 (1980-82 only)										
Resulting Revenue Estimate:						3.7	4.1	4.6	5.1	5.5	6.0
<u>MEAN REVENUE ESTIMATES:</u>						<u>3.4</u>	<u>3.5</u>	<u>3.8</u>	<u>4.0</u>	<u>4.2</u>	<u>4.4</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.27	.27	.28	.28	.28	.29	.29	.29	.30	.30	.30
Retail Sales (billions):	.9	1.1	1.2	1.3	1.4	1.6	1.8	2.0	2.2	2.4	2.6
CSI Household (thousands):	18.1	19.0	19.9	22.9	24.2	--	--	--	--	--	--
Below-the-Line Listening Shares:..	60.9%		<u>Racial</u>		<u>Income</u>		<u>Age</u>		<u>Education</u>		
Unlisted Station Listening:..	10.7%		<u>Breakdowns (%)</u>		<u>Breakdowns (%)</u>		<u>Breakdowns (%)</u>		<u>Levels (%)</u>		
Total Lost Listening:..	71.6%		White	90.4	<10	26.9	12-24	30.8	5 years		
Available Share Points:	28.4		Black	7.5	10-20	29.3	25-54	47.0	or less	1.7	
Number of Viable Stations:	4		Hispanic	1.5	20-35	30.6	55+	22.2	High School		
Mean Share Points per Station:	7.10		Other		35-50	9.1			Grad	72.4	
Median Share Points per Station:	9.1				50+	4.1			4 or more		
Rev per Available Share Point:	\$119,718								years of		
Estimated Rev for Mean Station:	\$850,000								college	19.8	

5 YEAR GROWTH RATE

	<u>82-87</u>	<u>Median House Value:</u>	\$48,278
Population:	3.5%	<u>Median Age:</u>	28.0 years
Retail Sales:	68.2%	<u>Median Education:</u>	12.6 years

Largest Banks

First of America	(700 Mil)
American	(306 Mil)
Comerica	(171 Mil)
Mich Nat	(82 Mil)

YEAR 2000 POPULATION: 310,230

COMMERCE AND INDUSTRY

Important Businesses and Industries

Pharmaceuticals
 Automotive
 Paper
 Agribusiness

Major Corporations

Upjohn
 First of America
 Clausing

Employment Breakdowns

Manag/Prof.	28,853 (23.2%)	Services	40,062 (32.3%)
Tech/Sales/Admin.	36,170 (29.1%)	Manuf.	35,372 (28.5%)
Service	17,399 (14.0%)	Retail	20,399 (16.4%)
Farm/Forest/Fish	3,351 (2.7%)	Trans/Comm	5,864 (4.7%)
Precision Prod.	15,094 (12.2%)	Finance	5,618 (4.5%)
Oper./Fabri/Labor	23,342 (18.8%)	Construct	5,258 (4.2%)

Total Employment: 124,209

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Western Michigan University (22,641)
 Kalamazoo College (1,452)
 Nazareth College (531)

Military BasesUnemployment

June 79: 7.6%
 Dec 82: 12.7%
 Sep 83: 10.3%

MARKET RADIO CONDITIONS (Based on results from local radio managers)Largest Ad Agencies

Biggs/Gilmore (19 Mil)
 Keller Moleski (2 mil)
 Lawler Ballard (4 mil)

Heavy Agency Radio Users

Keller-Moleski
 Biggs/Gilmore
 Lawler Ballard
 Johnson & Dean (G Rapids)

Poor Agency Radio Users

Don Rice Adv.
 Target Marketing

Most Knowledgeable Local Media Buyers

Jackie Olsen - Keller-Moleski
 Alexis Kiyak - Johnson & Dean
 Tom Lawton - Lawler Ballard
 Debbie Dedo - Biggs/Gilmore

Largest Local Radio Accounts

First of America Bank
 Ziegler Lincoln-Mercury
 Meijer Dept. Store
 Michigan National

Large Local Accounts Which Use Radio Poorly

J.C. Penneys
 New York Carpet World

Market's Radio Strengths

Strong economic base
 Fairly good rate leaders
 Few stations in Metro

Highest Billing AM: WKZO

Highest Billing FM: WKFR-F

Highest Billing Station: WKFR-F

Market's Radio Weaknesses

Too much listening and too many radio dollars go to stations outside the Metro.

Weak programming. Weak on-air talent. Few strong personalities.

Radio Usage by Major Advertising Categories

Financial	4.5	Soft Drinks	3.3
Fast Foods	3.8	Beer, Wine	2.8
Restaurants	2.8	Farm	2.3
Auto Dealers	4.8	Utilities	3.0

Stereo/Computers/TV	3.3
Department/Discount Stores	3.8
Airlines	1.8
Fashion, Clothing Stores	3.5

Source of Regional Dollars

Grand Rapids
 Detroit
 Lansing

COMPETITIVE MEDIAOver the Air Television

Part of Grand Rapids-Kala ADI
 See Grand Rapids

Daily Newspapers

Kalamazoo Gazette E 60,958, Newhouse

Cable Penetration (DMA)

NA
 Fetzer

Recent Radio Transactions

No major sales since 1979

MISCELLANEOUS COMMENTS

DFS Test Market

*Kalamazoo's 1983 MSA and 1982 SMSA differ. Projections are made using 1982 SMSA.

The revenue for this market appears quite bleak. This is misleading because a great deal of revenue goes to stations outside the metro. In 1983 over \$1,000,000 of Kalamazoo local revenue will go to stations in Battle Creek, Grand Rapids and Coldwater.

KANSAS CITY

1982 SMSA Rank: 29
 1983 MSA Rank: 50
 (Kansas City,KN - 86)

1983 ADI Rank: 27
 1983 Est Revenue: \$26,200,000
 Manager's Market Rating (current): 3,3

Population per Station: 60,434 (23)
 Est Rev per Share Point: \$277,836
 Manager's Market Rating (future): 3,6

REVENUE HISTORY AND PROJECTIONS *

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	17.6	19.1	20.6								
Duncan Media Rev Est:				22.0	24.3						
Yearly Growth Rate (1978-82): 8.4%											
Projected Revenue Est:						26.3	28.6	31.0	33.6	36.4	39.4
Revenue per Capita:	13.54	14.69	15.49	16.41	18.22						
Yearly Growth Rate (1978-82): 7.7%											
Projected Revenue per Capita:						19.62	21.13	22.76	24.51	26.40	28.43
Resulting Revenue Estimate:						27.2	29.6	32.3	35.3	38.5	41.8
Rev as % of Retail Sales:	0.31	0.32	0.32	0.31	0.33						
Mean % (1978-1982): 0,318											
Resulting Revenue Estimate:						25.1	27.3	30.8	34.3	40.4	43.2
<u>MEAN REVENUE ESTIMATES:</u>						<u>26.2</u>	<u>28.5</u>	<u>31.4</u>	<u>34.4</u>	<u>38.4</u>	<u>41.5</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	1.30	1.30	1.33	1.34	1.33	1.39	1.40	1.42	1.44	1.46	1.47
Retail Sales (billions):	5.7	6.0	6.4	7.2	7.3	7.9	8.6	9.7	10.8	12.7	13.6
CSI Household (thousands):	20.2	21.9	23.6	25.8	27.5	--	--	--	--	--	--
Below-the-Line Listening Shares:..	1.2%										
Unlisted Station Listening:..	4.5%										
Total Lost Listening:..	5.7%										
Available Share Points:	94.3										
Number of Viable Stations:	17										
Mean Share Points per Station:	5.55										
Median Share Points per Station:	5.3										
Rev per Available Share Point:	\$277,836										
Estimated Rev for Mean Station:	\$1,541,994										
<u>5 YEAR GROWTH RATE</u>											
	<u>82-87</u>										
Population:	3.1%										
Retail Sales:	66.7%										

Median House Value: \$44,603
 Median Age: 30.1 years
 Median Education: 12.6 years

Largest Banks

Commerce (1.5 Bil)
 First Nat. (1.2 Bil)
 United Missouri (1.7 Bil)
 Commercial-KC (335 Mil)
 Boatmen's (372 Mil)

YEAR 2000 POPULATION: NA

COMMERCE AND INDUSTRY

Important Businesses and Industries

Automotive
 Airplane parts
 Distribution
 Food processing
 Agribusiness
 Printing

Major Corporations

Farmland Ind.
 Marley
 Hallmark Cards
 Republic Ind.
 United Telecomm.
 Hudson Oil
 Conergics

Employment Breakdowns

Manag/Prof.	150,250 (23.8%)	Services	173,782 (27.5%)
Tech/Sales/Admin.	218,532 (34.6%)	Manuf.	126,719 (20.1%)
Service	76,428 (12.1%)	Retail	104,194 (16.5%)
Farm/Forest/Fish	6,690 (1.1%)	Trans/Com	65,121 (10.3%)
Precision Prod.	72,095 (11.4%)	Finan/Ins	47,656 (7.5%)
Oper./Fabri/Labor	107,775 (17.1%)	Wholesale	37,518 (5.9%)

Total Employment: 631,770

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

University of Missouri-KC (11,416)
Rockhurst (4,000)
University of Kansas Medical (NA)

Military Bases

FT. Leavenworth (3,000)
Whiteman AFB (3,275)

Unemployment

June 79: 3.9%
Dec 82: 8.2%
Sep 83: 7.5%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies ***

Barickman
Bernstein-Rein
Brewer
Christenson Barclay (14 mil, 11%)

Heavy Agency Radio Users

Bernstein-Rein
Fremerman Maley
Valentine Radford

Poor Agency Radio Users

HMS Adv.

Most Knowledgeable Local Media Buyers

Vicki West - Bernstein
Melba Acton - Valentine
Ruth Burke - Burke & Assoc.

Largest Local Radio Accounts

McDonalds
Pepsi/Coke
Pizza Hut
World Radio

Market's Radio Strengths

Good programming
Radio has high visibility
"Fairly good" sales people

Market's Radio Weaknesses

Negative sell practices
Low rate structure
Too much buying and selling
"by the numbers"

Large Local Accounts Which Use Radio Poorly

J.C. Penney
Milgrams
Dolgins
United Super Market

Highest Billing AM: WDAF

Highest Billing FM: KBEQ or KLSI

Highest Billing Station: WDAF

Radio Usage by Major Advertising Categories

Financial	2.7	Soft Drinks	4.7
Fast Foods	4.3	Beer, Wine	4.0
Restaurants	2.0	Farm	2.0
Auto Dealers	3.3	Utilities	2.3

Stereo/Computers/TV	4.3
Department/Discount Stores	2.0
Airlines	3.0
Fashion, Clothing Stores	3.3

Source of Regional Dollars

St. Louis

COMPETITIVE MEDIA

Over the Air Television

KCTV	Kansas City	5	CBS	Meredith
KEKR	Kansas City	62		
KMBC	Kansas City	9	ABC	Hearst
KSHB	Kansas City	41		Scripps-Howard
KYFC	Kansas City	50		
WDAF	Kansas City	4	NBC	Taft

Daily Newspapers

Kansas City Times	M	284,966	Cap Cities
Kansas City Star	E/S	241,013	Cap Cities
Kansas City Kansan	E/S	22,468	

Cable Penetration (DMA)

41.2%
ATC

Recent Radio Transactions

1981	KCKN, KFKE-F	From Kaye-Smith to Allbritton	\$2,700,000
1982	KLSI-F	From Swaggert to Sandusky	3,100,000
1982	KLDY, KKCI-F		2,350,000
1982	KCLO, KZZC-F (Leavenworth)		1,700,000
1982	KBEQ-F	From Mariner to Capitol (WRAL)	5,250,000
1983	KCMO, KCEZ-F	From Meredith to Fairbanks	8,000,000
1983	KRKR, KFKE-F	From Allbritton to Sconnix	4,000,000

MISCELLANEOUS COMMENTS

DFS Test Market
*The Kansas City SMSA was split into two separate MSA's in 1983. The new MSA was for Kansas City, Kansas. These figures are projections of the 1982 Kansas City SMSA.
"Kansas City conveys an infectious Midwestern warmth and pretends to be little more than the overgrown cowtown she is."
***Additional ad agencies - The Book of America
Smith & Yehle (6 mil, 20%)
Valentine-Radford (35 mil)

KNOXVILLE

1982 SMSA Rank: 88
1983 MSA Rank: 78

1983 ADI Rank: 59
1983 Est Revenue: \$9,600,000
Manager's Market Rating (current): 3.5

Population per Station: 32,500 (16)
Est Rev per Share Point: \$113,475
Manager's Market Rating (future): 4.0

REVENUE HISTORY AND PROJECTIONS *

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	6.3	6.0	7.4								
Duncan Media Rev Est:				8.0	8.6						
Yearly Growth Rate (1978-82):	8.5%										
Projected Revenue Est:						9.3	10.1	11.0	11.9	12.9	14.0
Revenue per Capita:	14.00	13.33	16.09	16.66	17.55						
Yearly Growth Rate (1978-82):	6.1%										
Projected Revenue per Capita:						18.62	19.76	20.96	22.24	23.60	25.04
Resulting Revenue Estimate:						9.7	10.3	11.1	12.0	13.0	14.0
Rev as % of Retail Sales:	0.35	0.30	0.33	0.33	0.32						
Mean % (1978-1982):	0.326										
Resulting Revenue Estimate:						9.8	11.1	12.4	13.7	15.3	16.6
<u>MEAN REVENUE ESTIMATES:</u>						<u>9.6</u>	<u>10.5</u>	<u>11.5</u>	<u>12.5</u>	<u>13.7</u>	<u>14.9</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.45	.45	.46	.48	.49	.52	.52	.53	.54	.55	.56
Retail Sales (billions):	1.8	2.0	2.2	2.4	2.7	3.0	3.4	3.8	4.2	4.7	5.1
CSI Household (thousands):	17.0	18.1	19.3	21.2	21.9	--	--	--	--	--	--
Below-the-Line Listening Shares:..	10.0%										
Unlisted Station Listening:..	5.4%										
Total Lost Listening:..	15.4%										
Available Share Points:	84.6										
Number of Viable Stations:	13										
Mean Share Points per Station:	6.51										
Median Share Points per Station:	5.0										
Rev per Available Share Point:	\$113,475										
Estimated Rev for Mean Station:	\$738,723										
<u>5 YEAR GROWTH RATE</u>											
	<u>82-87</u>										
Population:	7.8%										
Retail Sales:	74.6%										

Median House Value: \$47,600
Median Age: 30.6 years
Median Education: 12.4 years

Largest Banks

Park National (566 Mil)
Valley Bank (240 Mil)
City & County-Knox (255 Mil)
Bank of Knoxville (151 Mil)
First Tenn. (166 Mil)

Education Levels (%)
5 years or less 4.7
High School Grad 62.2
4 or more years of college 17.1

YEAR 2000 POPULATION: 569,490

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

TVA
Blue Diamond Coal
HT Hackney

Apparel
Chemicals
Coal
Tobacco
Iron
Textiles

Employment Breakdowns

Manag/Prof.	47,855 (23.3%)	Services	67,000 (32.6%)
Tech/Sales/Admin.	63,372 (30.8%)	Manuf.	40,342 (19.6%)
Service	26,438 (12.9%)	Retail	34,813 (16.9%)
Farm/Forest/Fish	2,296 (1.1%)	Trans/Comm	18,462 (9.0%)
Precision Prod.	27,375 (13.3%)	Construct	12,481 (6.1%)
Oper./Fabri/Labor	38,401 (18.7%)	Wholesale	9,715 (4.7%)

Total Employment: 205,737

NOTE: Column on the left is employment by job description or occupation. Column on the right is employment by industry.

Colleges and Universities

University of Tenn-Knoxville (30,282)
Knoxville College (5,557)
State Tech (2,458)

Military Bases

Unemployment

June 79: 4.4%
Dec 82: 10.1%
Sep 83: 9.3%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Davis -Newman-Payne
J.P. Hogan (6 mil, 5%)
Lavidge & Assoc. (8 mil)
Charles Tombras (7 mil, 5%)

Heavy Agency Radio Users

Davis Newman Payne
Lavidge & Assoc.

Poor Agency Radio Users

John Rose Adv.

Most Knowledgeable Local Media Buyers

Jan Dawson - Davis Newman

Largest Local Radio Accounts

East Tenn Ford
Hills Dept. Store
Russell Ford
Pilot Oil

Market's Radio Strengths

Good market growth
Excellent FM signals
Below average competition from newspaper and TV

Market's Radio Weaknesses

TV stations sell package deals at radio rates
Lack of rate integrity and rate leadership
Untrained media buyers

Large Local Accounts Which Use Radio Poorly

Proffitts Dept. Store
Sears
J.C. Penney
First American Bank

Highest Billing AM: WIVK

Highest Billing FM: WIVK-F

Highest Billing Station: WIVK-F

Radio Usage by Major Advertising Categories

Financial 3.0 Soft Drinks 4.0
Fast Foods 4.0 Beer, Wine 4.5
Restaurants 2.5 Farm 1.5
Auto Dealers 4.0 Utilities 1.5

Stereo/Computers/TV 3.5
Department/Discount Stores 2.5
Airlines 3.0
Fashion, Clothing Stores 2.0

Source of Regional Dollars

Atlanta
Nashville

COMPETITIVE MEDIA

Over the Air Television

WATE Knoxville 6 ABC Nationwide
WBIR Knoxville 10 CBS Multimedia
WTVK Knoxville 26 NBC South Central
WINT Crossville 20 McClatchy

Daily Newspapers

Knoxville Journal M 59,344, Gannett
Knoxville News-Sentinel E/S 100,006, Scr-How
JOA

Cable Penetration (DMA)

42.0%
Tele-Communi

Recent Radio Transactions

1982 WNOX From Scripps-Howard to Sanders
\$1,200,000
1983 WITA 675,000

MISCELLANEOUS COMMENTS

DFS Test Market
"Knoxville sought to be East Tennessee's economic nerve center, reducing its old industrial focus on textiles and iron."
- The Book of America

*Knoxville's 1983 MSA and 1982 SMSA differ. 1982 SMSA used for projections and estimates.

LAFAYETTE

1982 SMSA Rank: 213
1983 MSA Rank: 190

1983 ADI Rank: 112
1983 Est Revenue: \$4,900,000
Manager's Market Rating (current): 4.0

Population per Station: 10,625 (15)
Est Rev per Share Point: \$77,778
Manager's Market Rating (future): 3.5

REVENUE HISTORY AND PROJECTIONS*

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	2.0	2.5	3.8								
Duncan Media Rev Est:				4.1	4.3						
Yearly Growth Rate (1978-82): 6.4% (1981-82 only)											
Projected Revenue Est:						4.6	4.9	5.2	5.5	5.9	6.2
Revenue per Capita:	15.38	17.86	27.14	27.33	26.88						
Yearly Growth Rate (1978-82): 14.6%											
Projected Revenue per Capita:						30.80	35.30	40.46	46.36	53.13	60.89
Resulting Revenue Estimate:						5.2	6.0	7.3	8.3	10.1	11.6
Rev as % of Retail Sales:	0.36	0.36	0.47	0.41	0.39						
Mean % (1978-1982): 0.398											
Resulting Revenue Estimate:						4.8	5.6	6.4	7.2	8.4	9.2
<u>MEAN REVENUE ESTIMATES:</u>						<u>4.9</u>	<u>5.5</u>	<u>6.3</u>	<u>7.0</u>	<u>8.1</u>	<u>9.0</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.13	.14	.14	.15	.16	.17	.17	.18	.18	.19	.19
Retail Sales (billions):	.56	.7	.8	1.0	1.1	1.2	1.4	1.6	1.8	2.1	2.3
CSI Household (thousands):	19.1	21.1	23.2	24.8	23.6	--	--	--	--	--	--
Below-the-Line Listening Shares:..	30.4%										
Unlisted Station Listening:..	6.6%										
Total Lost Listening:..	37.0%										
Available Share Points:	63.0										
Number of Viable Stations:	8										
Mean Share Points per Station:	7.88										
Median Share Points per Station:	8.7										
Rev per Available Share Point:	\$77,778										
Estimated Rev for Mean Station:	\$612,889										
<u>5 YEAR GROWTH RATE</u>											
	<u>82-87</u>										
Population:	16.5%										
Retail Sales:	99.8%										

Median House Value: \$53,992
Median Age: 25.8 years
Median Education: 12.5 years

Largest Banks

American (317 Mil)
Guaranty (759 Mil)
First Nat'l (469 Mil)
Hub City (81 Mil)
Southwest (67 Mil)

Education Levels (%)
5 years or less 9.2
High School Grad 64.2
4 or more years of college 20.5

COMMERCE AND INDUSTRY

Important Businesses and Industries
Oil Service
Construction

Major Corporations
Chart House
Offshore Logistics
Central LA Energy

Employment Breakdowns

Manag/Prof.	17,381 (25.3%)	Services	20,354 (29.6%)
Tech/Sales/Admin.	23,145 (33.6%)	Retail	12,590 (18.3%)
Service	8,054 (11.7%)	Mining	9,304 (13.5%)
Farm/Forest/Fish	832 (1.2%)	Construct	4,888 (7.1%)
Precision Prod.	10,416 (15.1%)	Manuf	4,780 (6.9%)
Oper./Fabri/Labor	8,989 (13.1%)	Trans/Comm	6,016 (8.7%)
Total Employment: 68,817			

NOTE: Column to left is employment by job description or occupation. The column on the right is employment by industry.

Colleges and Universities

University of SW Louisiana (13,815)

Military Bases

Unemployment

June 79: 3.7%
Dec 82: 6.3%
Sep 83: 8.5%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Herbert Benjamin
Sides and Assoc.
Kaplan & Assoc.

Heavy Agency
Radio Users

Sides & Assoc.
Aikens & Assoc.

Poor Agency
Radio Users

Kaplan & Assoc.
Graham Group

Most Knowledgeable
Local Media Buyers

Mary Branca - Aikens
Gayle Ardoin - Sides

Largest Local Radio Accounts

Arcadiana Mall

Market's Radio Strengths

Active and competitive retail
market
Weak daily newspaper

Market's Radio Weaknesses

Rates are too low
Radio is taken for granted
and underestimated
Poor collection policies

Large Local Accounts Which
Use Radio Poorly

Hub City Ford

Highest Billing AM: KXKW

Highest Billing FM: KTDY-F

Highest Billing Station: KTDY-F

Radio Usage by Major Advertising Categories

Financial	2.5	Soft Drinks	4.0
Fast Foods	3.5	Beer, Wine	3.5
Restaurants	3.5	Farm	1.5
Auto Dealers	3.0	Utilities	2.5

Stereo/Computers/TV	4.0
Department/Discount Stores	4.0
Airlines	2.0
Fashion, Clothing Stores	4.5

Source of Regional Dollars

New Orleans
Baton Rouge
Houston

COMPETITIVE MEDIA

Over the Air Television

KADN	Lafayette	15		
KATC	Lafayette	3	ABC	Loyola Univ.
KLFY	Lafayette	10	CBS	

Daily Newspapers

Lafayette Daily Advertiser E/S 31,198

Cable Penetration (DMA)

50.8%
TCA Cable

Recent Radio Transactions

No major sales since 1976

MISCELLANEOUS COMMENTS

*Lafayette's 1983 MSA and 1982 SMSA differ. The SMSA used for population projections only.

LAKELAND

1982 SMSA Rank: 116
1983 MSA Rank: 121

1983 ADI Rank: Tampa
1983 Est Revenue: \$4,400,000
Manager's Market Rating (current): 2.0

Population per Station: 38,889 (9)
Est Rev per Share Point: \$115,486
Manager's Market Rating (future): 4.0

REVENUE HISTORY AND PROJECTIONS

	78	79	80	81	82	83	84	85	86	87	88
FCC Revenue Data:	2.8	3.1	3.3								
Duncan Media Rev Est:				3.7	4.1						
Yearly Growth Rate (1978-82):	10.0%										
Projected Revenue Est:						4.5	5.0	5.4	6.0	6.6	7.3
Revenue per Capita:	10.37	10.69	11.79	11.94	12.06						
Yearly Growth Rate (1978-82):	4.0%										
Projected Revenue per Capita:						12.54	13.04	13.57	14.11	14.67	15.26
Resulting Revenue Estimate:						4.4	4.7	5.0	5.4	5.7	6.1
Rev as % of Retail Sales:	0.22	0.21	0.21	0.22	0.21						
Mean % (1978-1982):	0.210										
Resulting Revenue Estimate:						4.4	4.8	5.3	5.5	5.9	6.3
MEAN REVENUE ESTIMATES:						<u>4.4</u>	<u>4.8</u>	<u>5.2</u>	<u>5.6</u>	<u>6.1</u>	<u>6.6</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	78	79	80	81	82	83	84	85	86	87	88
Total Population (millions):	.27	.29	.28	.31	.34	.35	.36	.37	.38	.39	.40
Retail Sales (billions):	1.3	1.5	1.6	1.9	2.0	2.1	2.3	2.5	2.6	2.8	3.0
CSI Household (thousands):	14.9	16.0	17.9	20.1	21.8	--	--	--	--	--	--
Below-the-Line Listening Shares:..	49.2%										
Unlisted Station Listening:..	12.7%										
Total Lost Listening:..	61.9%										
Available Share Points:	38.1										
Number of Viable Stations:	7										
Mean Share Points per Station:	5.44										
Median Share Points per Station:	5.1										
Rev per Available Share Point:	\$115,486										
Estimated Rev for Mean Station:	\$628,241										
<u>5 YEAR GROWTH RATE</u>											
	82-87										
Population:	14.6%										
Retail Sales:	75.3%										

Median House Value: \$57,813
Median Age: 32.1 years
Median Education: 12.3 years

Largest Banks

Barnett (270 Mil)
First National (89 Mil)
Peoples (325 Mil)
Florida Nat. (87 Mil)
Flagship (NA)

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Employment Breakdowns

Tourism
Citrus fruits
Beverages

Manag/Prof.	26,053 (19.4%)	Services	35,563 (26.5%)
Tech/Sales/Admin.	36,014 (26.9%)	Retail	24,498 (18.3%)
Service	17,673 (13.2%)	Manuf.	19,199 (14.3%)
Farm/Forest/Fish	9,371 (7.0%)	Agricultu	11,211 (8.4%)
Precision Prod.	19,990 (14.9%)	Construct	10,665 (8.0%)
Oper./Fabri/Labor	25,012 (18.6%)	Trans/Comm	8,684 (6.5%)
Total Employment: 134,113			

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Florida Southern (2,821)

Military Bases

Unemployment

June 79: 5.4%
Dec 82: 14.7%
Sep 83: 17.3%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Nissen Adv. (5 mil, 15%)
Pearson Clarke (7 mil, 10%)

Heavy Agency
Radio Users

Poor Agency
Radio Users

Most Knowledgeable
Local Media Buyers

Largest Local Radio Accounts

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which
Use Radio Poorly

Highest Billing AM: WGTO
Highest Billing FM: WPCV-F
Highest Billing Station: WPCV-F

Radio Usage by Major Advertising Categories

Financial	4.0	Soft Drinks	3.5	Stereo/Computers/TV	2.5
Fast Foods	4.5	Beer, Wine	4.0	Department/Discount Stores	2.5
Restaurants	2.0	Farm	1.0	Airlines	1.5
Auto Dealers	4.0	Utilities	2.0	Fashion, Clothing Stores	3.5

Source of Regional Dollars

Tampa
Orlando

COMPETITIVE MEDIA

Over the Air Television

Part of Tampa ADI
See Tampa for stations

Daily Newspapers

Lakeland Ledger M/S 58,474, New York Times

Cable Penetration (DMA)

NA
Group W

Recent Radio Transactions

1981	WONN, WPCV-F	Sold to Hall	\$2,000,000
1983	WVFM-F	Sold to Root	3,100,000

MISCELLANEOUS COMMENTS

LANCASTER

1982 SMSA Rank: 110
1983 MSA Rank: 112

1983 ADI Rank: 45
1983 Est Revenue: \$4,000,000
Manager's Market Rating (current): 4.0

Population per Station: 52,857 (7)
Est Rev per Share Point: \$94,118
Manager's Market Rating (future): 4.0

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	2.6	2.7	3.2								
Duncan Media Rev Est:				3.4	3.7						
Yearly Growth Rate (1978-82): 9.3%											
Projected Revenue Est:						4.0	4.4	4.8	5.3	5.8	6.3
Revenue per Capita:	7.65	7.71	8.88	9.44	10.00						
Yearly Growth Rate (1978-82): 7.1%											
Projected Revenue per Capita:						10.71	11.47	12.28	13.16	14.09	15.09
Resulting Revenue Estimate:						4.0	4.4	4.7	5.1	5.6	6.0
Rev as % of Retail Sales:	0.20	0.19	0.21	0.21	0.21						
Mean % (1978-1982): 0.204											
Resulting Revenue Estimate:						4.1	4.3	4.7	5.1	5.5	5.9
MEAN REVENUE ESTIMATES:						<u>4.0</u>	<u>4.4</u>	<u>4.7</u>	<u>5.2</u>	<u>5.6</u>	<u>6.1</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.34	.35	.36	.36	.37	.37	.38	.38	.39	.40	.40
Retail Sales (billions):	1.27	1.4	1.5	1.6	1.8	2.0	2.1	2.3	2.5	2.7	2.9
CSI Household (thousands):	18.6	20.7	22.5	24.2	26.3	--	--	--	--	--	--
Below-the-Line Listening Shares:..	47.6%										
Unlisted Station Listening:..	9.9%										
Total Lost Listening:..	57.5%										
Available Share Points:	42.5										
Number of Viable Stations:	7										
Mean Share Points per Station:	6.07										
Median Share Points per Station:	6.1										
Rev per Available Share Point:	\$94,118										
Estimated Rev for Mean Station:	\$571,294										
											<u>Largest Banks</u>
											Commonwealth (NA)
											Fulton Bank (NA)
											Hamilton Bank (2.5 Bil)
											Education Levels (%)
											5 years or less 1.3
											High School Grad 59.6
											4 or more years of college 13.0

5 YEAR GROWTH RATE

	<u>82-87</u>	Median House Value: \$57,160
Population:	6.0%	Median Age: 30.0 years
Retail Sales:	61.6%	Median Education: 12.3 years

YEAR 2000 POPULATION: 430,370

COMMERCE AND INDUSTRY

<u>Important Businesses and Industries</u>	<u>Major Corporations</u>	<u>Employment Breakdowns</u>			
Shoes	Armstrong	Manag/Prof.	29,761 (17.3%)	Manuf.	59,913 (34.9%)
Ball bearings	High Industries	Tech/Sales/Admin.	43,552 (25.4%)	Services	38,883 (22.6%)
Home products		Service	19,986 (11.6%)	Retail	26,464 (15.4%)
		Farm/Forest/Fish	8,366 (4.9%)	Construct	10,119 (5.9%)
		Precision Prod.	25,360 (14.8%)	Trans/Comm	8,988 (5.2%)
		Oper./Fabri/Labor	44,762 (26.1%)	Agricult	8,833 (5.1%)
Total Employment: 171,787					

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Millersville State (6,457)
Elizabethtown College (1,738)
Franklin & Marshall (2,078)

Military Bases

Unemployment

June 79: 4.9%
Dec 82: 8.0%
Sep 83: 5.7%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Foltz-Wessinger
Godfrey (5 mil, 5%)
Kelly (11 mil, 10%)

Heavy Agency
Radio Users

Poor Agency
Radio Users

Most Knowledgeable
Local Media Buyers

Largest Local Radio Accounts

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which
Use Radio Poorly

Highest Billing AM: WLAN
Highest Billing FM: WLAN-F
Highest Billing Station: WLAN-F

Radio Usage by Major Advertising Categories

Financial	4.0	Soft Drinks	4.0	Stereo/Computers/TV	4.0
Fast Foods	5.0	Beer, Wine	4.0	Department/Discount Stores	4.0
Restaurants	2.0	Farm	2.0	Airlines	1.0
Auto Dealers	1.5	Utilities	1.0	Fashion, Clothing Stores	3.5

Source of Regional Dollars

COMPETITIVE MEDIA

Over the Air Television

Part of Harrisburg-Lanc-York ADI
See Harrisburg for stations

Daily Newspapers

Intelligencer-Journal	M	41,191
Lancaster New Era	E	57,984

Cable Penetration (DMA)

NA

Recent Radio Transactions

No major sales since 1979

MISCELLANEOUS COMMENTS

"still one of the preeminent farm counties of America."
- The Book of America

LANSING

1982 SMSA Rank: 90
1983 MSA Rank: 103

1983 ADI Rank: 98
1983 Est Revenue: \$7,400,000
Manager's Market Rating (current): 3.3

Population per Station: 40,000 (12)
Est Rev per Share Point: \$124,789
Manager's Market Rating (future): 3.8

REVENUE HISTORY AND PROJECTIONS *

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	4.9	5.1	5.0								
Duncan Media Rev Est:				6.2	6.9						
Yearly Growth Rate (1978-82): 9.3%											
Projected Revenue Est:						7.5	8.2	9.0	9.8	10.8	11.8
Revenue per Capita:	10.65	11.09	10.64	13.19	14.68						
Yearly Growth Rate (1978-82): 6.5%											
Projected Revenue per Capita:						15.63	16.64	17.70	18.88	20.11	21.41
Resulting Revenue Estimate:						7.5	8.0	8.5	9.3	9.9	10.5
Rev as % of Retail Sales:	0.29	0.28	0.25	0.28	0.29						
Mean % (1978-1982): 0.278											
Resulting Revenue Estimate:						7.2	8.1	8.9	9.7	10.6	11.4
MEAN REVENUE ESTIMATES:						<u>7.4</u>	<u>8.1</u>	<u>8.8</u>	<u>9.6</u>	<u>10.4</u>	<u>11.2</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.46	.46	.47	.47	.47	.48	.48	.48	.49	.49	.49
Retail Sales (billions):	1.7	1.8	2.0	2.2	2.4	2.6	2.9	3.2	3.5	3.8	4.1
CSI Household (thousands):	21.0	22.2	23.2	26.0	28.1	--	--	--	--	--	--
Below-the-Line Listening Shares:..	28.0%										
Unlisted Station Listening:..	12.7%										
Total Lost Listening:..	40.7%										
Available Share Points:	59.3										
Number of Viable Stations:	11										
Mean Share Points per Station:	5.93										
Median Share Points per Station:	6.6										
Rev per Available Share Point:	\$124,789										
Estimated Rev for Mean Station:	\$740,000										

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	2.9%
Retail Sales:	57.4%

Median House Value: \$45,465
Median Age: 26.2 years
Median Education: 12.7 years

Largest Banks

First of America	(380 Mil)
Bank of Lansing	(260 Mil)
Mich. Nat.	(1.9 Bil)
E. Lansing State	(111 Mil)
NBD Commerce	(56 Mil)

YEAR 2000 POPULATION: 531,060

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Maxco Inc.

Government
Automotive

Employment Breakdowns

Manag/Prof.	48,596 (23.2%)	Services	68,615 (32.7%)
Tech/Sales/Admin.	67,141 (32.0%)	Manuf.	44,596 (21.3%)
Service	29,795 (14.2%)	Retail	33,286 (15.9%)
Farm/Forest/Fish	4,794 (2.3%)	Pub Admin	22,001 (10.5%)
Precision Prod.	22,799 (10.9%)	Finan/Ins.	11,602 (5.5%)
Oper./Fabri/Labor	36,665 (17.5%)	Trans/Comm	9,235 (4.4%)

Total Employment: 209,790

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Michigan State University (47,316)

Military Bases

Unemployment

June 79: 6.0%
Dec 82: 12.3%
Sep 83: 9.0%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Capital (2 mil)
Jepson-Murray (6 mil)
Americom
Reinhardt & Bennett

Heavy Agency Radio Users

Americom
Reinhardt & Bennett

Poor Agency Radio Users

Jepson-Murray

Most Knowledgeable Local Media Buyers

John Moore - Americom
Mike Bennett - Reinhardt & Benn

Largest Local Radio Accounts

Jack Dykstra Ford
Meijer Dept. Store
Linns Camera

Market's Radio Strengths

Balanced economy
Poor newspaper & TV
Better radio broadcasters coming into market

Market's Radio Weaknesses

Frequent format changes
Rate cutting by a few stations
Weak local sales people with rapid turnover of sales staffs
Need more cooperation among radio stations

Large Local Accounts Which Use Radio Poorly

Schmidt's Food Store
J.C. Penney
Wards

Highest Billing AM: ??
Highest Billing FM: WFMK-F
Highest Billing Station: WFMK-F

Radio Usage by Major Advertising Categories

Financial	3.3	Soft Drinks	3.0	Stereo/Computers/TV	3.0
Fast Foods	3.8	Beer, Wine	3.0	Department/Discount Stores	3.5
Restaurants	2.8	Farm	1.0	Airlines	1.8
Auto Dealers	4.3	Utilities	2.8	Fashion, Clothing Stores	3.0

Source of Regional Dollars

Detroit
Grand Rapids

COMPETITIVE MEDIA

Over the Air Television

WFSL	Lansing	47			
WJIM	Lansing	6	CBS	Universal	
WILX	Onondaga	10	NBC	Adams	

Daily Newspapers

Lansing State Journal E/S 71,403, Gannett

Cable Penetration (DMA)

49.6%
Continental

Recent Radio Transactions

1981	WVGO/WVIC-F		\$2,000,000
1983	WILS A/F	Sold to Sentry	1,400,000

MISCELLANEOUS COMMENTS

*Lansing's 1983 MSA and 1982 SMSA differ. The 1982 SMSA is used for projections and estimates.

LAS VEGAS

1982 SMSA Rank: 87
1983 MSA Rank: 90

1983 ADI Rank: 102
1983 Est Revenue: \$11,100,000
Manager's Market Rating (current): 3.5

Population per Station: 31,875 (16)
Est Rev per Share Point: \$126,136
Manager's Market Rating (future): 4.0

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	7.1	7.6	8.2								
Duncan Media Rev Est:				9.0	9.7						
Yearly Growth Rate (1978-82):	8.1%										
Projected Revenue Est:						10.5	11.3	12.3	13.2	14.3	15.4
Revenue per Capita:	18.68	20.00	20.50	18.75	19.79						
Yearly Growth Rate (1978-82):	1.8%										
Projected Revenue per Capita:						20.14	20.51	20.88	21.25	21.64	22.03
Resulting Revenue Estimate:						10.3	10.9	11.7	12.3	13.0	13.9
Rev as % of Retail Sales:	0.42	0.36	0.32	0.30	0.30						
Mean % (1978-1982):	0.320 (1979-82 only)										
Resulting Revenue Estimate:						12.5	14.4	16.3	18.2	20.5	22.7
	MEAN REVENUE ESTIMATES:					<u>11.1</u>	<u>12.2</u>	<u>13.4</u>	<u>14.6</u>	<u>15.9</u>	<u>17.3</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.38	.38	.40	.48	.49	.51	.53	.56	.58	.60	.63
Retail Sales (billions):	1.7	2.1	2.5	3.0	3.2	3.9	4.5	5.1	5.7	6.4	7.1
CSI Household (thousands):	20.8	22.1	23.5	25.8	25.2	--	--	--	--	--	--
Below-the-Line Listening Shares:..	0%										
Unlisted Station Listening:..	12.0%										
Total Lost Listening:..	12.0%										
Available Share Points:	88.0										
Number of Viable Stations:	14										
Mean Share Points per Station:	6.29										
Median Share Points per Station:	5.1										
Rev per Available Share Point:	\$126,136										
Estimated Rev for Mean Station:	\$793,398										

5 YEAR GROWTH RATE

82-87
Population: 23.4%
Retail Sales: 104.6%

Median House Value: \$79,204
Median Age: 29.7 years
Median Education: 12.6 years

Largest Banks

Valley Bank (950 Mil)
Nevada State (174 Mil)
First Interstate (NA)

YEAR 2000 POPULATION: 700,000

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Tourism
Gambling
Military

Employment Breakdowns

Manag/Prof.	43,474 (19.3%)	Services	111,171 (49.4%)
Tech/Sales/Admin.	66,146 (29.4%)	Retail	36,631 (16.3%)
Service	66,973 (29.8%)	Construct	17,484 (7.8%)
Farm/Forest/Fish	1,994 (0.9%)	Trans/Comm	15,994 (7.1%)
Precision Prod.	25,087 (11.2%)	Finan/Ins.	13,812 (6.1%)
Oper./Fabri/Labor	21,195 (9.4%)	Pub Admin	12,452 (5.5%)

Total Employment: 224,869

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

University of Nevada-LV (9,939)

Military Bases

Nellis AFB (11,200)
Indian Springs AFB (NA)

Unemployment

June 79: 7.0%
Dec 82: 12.3%
Sep 83: 9.6%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Bernstein-Rein
Cooper, Burch & Howe (2 mil)
Kelley/Reber Adv.

Heavy Agency
Radio Users

Kelley/Reber

Poor Agency
Radio Users

Most Knowledgeable
Local Media Buyers

Myra Nelson - R&R Adv.

Largest Local Radio Accounts

Cashman Cadillac
Sahara Hotel
Caesars Palace
Wild West Stereo

Large Local Accounts Which
Use Radio Poorly

MGM Hilton
Las Vegas Hilton
Jones Chevy
Carpet Barn

Market's Radio Strengths

Good growth market and a
stable economy

Good retail market

Local agencies in general
respect and use radio

Highest Billing AM: KDWN

Highest Billing FM: KLUC-F

Highest Billing Station: KLUC-F

Market's Radio Weaknesses

Strong newspapers and TV
although TV is priced rather
low

Radio stations compete with
each other too much

Radio rates too low and there
is some rate cutting

Economy may weaken because of
competition from Atlantic
City

Radio Usage by Major Advertising Categories

Financial	4.0	Soft Drinks	2.5
Fast Foods	4.0	Beer, Wine	2.5
Restaurants	4.0	Farm	1.0
Auto Dealers	1.5	Utilities	2.0

Stereo/Computers/TV	4.0
Department/Discount Stores	3.5
Airlines	3.0
Fashion, Clothing Stores	3.5

Source of Regional Dollars

Los Angeles
San Francisco
Phoenix

COMPETITIVE MEDIA

Over the Air Television

KLAS	Las Vegas	8	CBS	Landmark
KTNV	Las Vegas	13	ABC	
KVBC	Las Vegas	3	NBC	
KVVU	Henderson	5		Johnny Carson

Daily Newspapers

Las Vegas Sun	M/S	58,948
LV Review-Journal	AD/S	97,888, Donrey

Cable Pene-
tration (DMA)

13.7%

Recent Radio Transactions

No major sales since 1977

MISCELLANEOUS COMMENTS

"The most insidious influence of Las Vegas is its destruction of wonder: the wonder of sex, the wonder of chance, and the wonder of oneself. Everything is settled fast in Las Vegas. Like the lava outcroppings in the desert, Nevada has become a molten overflow of the American passion for excess."

- Neil Morgan

LEXINGTON

1982 SMSA Rank: 122
1983 MSA Rank: 126

1983 ADI Rank: 77
1983 Est Revenue: \$7,800,000
Manager's Market Rating (current): 4.0

Population per Station: 27,750 (12)
Est Rev per Share Point: \$89,143
Manager's Market Rating (future): 4.5

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	5.0	5.2	5.9								
Duncan Media Rev Est:				6.5	6.8						
Yearly Growth Rate (1978-82): 8.1%											
Projected Revenue Est:						7.4	7.9	8.6	9.3	10.0	10.9
Revenue per Capita:	16.67	17.33	19.67	20.31	21.25						
Yearly Growth Rate (1978-82): 6.4%											
Projected Revenue per Capita:						22.61	24.06	25.60	27.23	28.98	30.83
Resulting Revenue Estimate:						7.5	7.9	8.4	9.3	9.9	10.8
Rev as % of Retail Sales:	0.42	0.40	0.49	0.41	0.40						
Mean % (1978-1982): 0.404											
Resulting Revenue Estimate:						8.4	9.7	10.9	12.5	14.1	15.4
MEAN REVENUE ESTIMATES:						<u>7.8</u>	<u>8.5</u>	<u>9.3</u>	<u>10.4</u>	<u>11.3</u>	<u>12.4</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.30	.30	.30	.32	.32	.33	.33	.33	.34	.34	.35
Retail Sales (billions):	1.18	1.3	1.5	1.6	1.9	2.1	2.4	2.7	3.1	3.5	3.8
CSI Household (thousands):	17.9	19.4	21.5	21.8	22.8	--	--	--	--	--	--
Below-the-Line Listening Shares:..	3.5%										
Unlisted Station Listening:..	9.0%										
Total Lost Listening:..	12.5%										
Available Share Points:	87.5										
Number of Viable Stations:	10										
Mean Share Points per Station:	8.75										
Median Share Points per Station:	5.4										
Rev per Available Share Point:	\$89,143										
Estimated Rev for Mean Station:	\$780,000										

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	5.3%
Retail Sales:	82.9%

Median House Value: \$53,973
Median Age: 28.3 years
Median Education: 12.5 years

Largest Banks

First Security (878 Mil)
United American (234 Mil)
Central Bank (174 Bil)
Bank of Commerce (174 Mil)
Second National (166 Mil)

YEAR 2000 POPULATION: 403,010

COMMERCE AND INDUSTRY

Important Businesses and Industries

Government
Tobacco
Agribusiness
Whiskey

Major Corporations

Jerrico Inc.
Top Yield Ind.

Employment Breakdowns

Manag/Prof.	37,593 (25.5%)	Services	49,190 (33.4%)
Tech/Sales/Admin.	45,809 (31.1%)	Manuf.	25,931 (17.6%)
Service	20,028 (13.6%)	Retail	25,057 (17.0%)
Farm/Forest/Fish	6,750 (4.6%)	Trans/Comm	8,923 (6.1%)
Precision Prod.	15,196 (10.3%)	Finan/Ins.	8,283 (5.6%)
Oper./Fabri/Labor	21,919 (14.9%)	Pub Admin	7,990 (5.4%)

Total Employment: 147,295

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Univeristy of Kentucky (23,013)

Military Bases

Unemployment

June 79: 3.1%
Dec 82: NA
Sep 83: 4.9%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Halleck Adv. (2 mil, 20%)
MER & Associates (4 mil, 20%)
Creative Media
Kuykendall

Heavy Agency Radio Users

Creative Media
Kuykendall

Poor Agency Radio Users

MER Adv.

Most Knowledgeable Local Media Buyers

No consensus

Largest Local Radio Accounts

Randall's Food Stores
Dawahares Clothing
Hills Dept. Stores

Market's Radio Strengths

Strong rate leadership
Lexington is a strong growing market
Stable local economy
Sports is extremely important in this market and radio covers every sport quickly and completely

Market's Radio Weaknesses

Agencies lack buyers with expertise in radio

Large Local Accounts Which Use Radio Poorly

J.C. Penneys
Wards
Jacobs Olds
Winn Dixie

Highest Billing AM: WVLK
Highest Billing FM: WVLK-F
Highest Billing Station: WVLK

Radio Usage by Major Advertising Categories

Financial	4.0	Soft Drinks	2.5
Fast Foods	2.5	Beer, Wine	2.5
Restaurants	2.5	Farm	1.5
Auto Dealers	3.5	Utilities	2.5

Stereo/Computers/TV	4.0
Department/Discount Stores	5.0
Airlines	2.0
Fashion, Clothing Stores	4.5

Source of Regional Dollars

Louisville
Cincinnati
Nashville

COMPETITIVE MEDIA

Over the Air Television

WKYT	Lexington	27	CBS	Bluegrass
WLEX	Lexington	18	NBC	Gay-Bell
WTVQ	Lexington	36	ABC	Shamrock
WLJC	Beattyville	65		

Daily Newspapers

Lexington Herald-Leader M/S 103,000

Cable Penetration (DMA)
50.1%
TeleCable

Recent Radio Transactions

1981 WILP/WNCW-F (Paris) Sold to Fairfield \$275,000
1983 WLAP A/F 3,750,000 (est)

MISCELLANEOUS COMMENTS

DFS Test Market

LINCOLN

1982 SMSA Rank: 179
 1983 MSA Rank: 192

1983 ADI Rank: 89
 1983 Est Revenue: \$6,700,000
 Manager's Market Rating (current): 4.3

Population per Station: 20,000 (10)
 Est Rev per Share Point: \$83,750
 Manager's Market Rating (future): 4.3

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	4.5	4.3	5.3								
Duncan Media Rev Est:				5.7	6.1						
Yearly Growth Rate (1978-82):	8.5%										
Projected Revenue Est:						6.6	7.2	7.8	8.5	9.2	10.0
Revenue per Capita:	25.00	22.63	27.89	30.00	30.50						
Yearly Growth Rate (1978-82):	5.5%										
Projected Revenue per Capita:						32.17	33.95	35.81	37.78	39.86	42.05
Resulting Revenue Estimate:						6.4	6.8	7.5	7.9	8.4	8.8
Rev as % of Retail Sales:	0.58	0.54	0.64	0.60	0.55						
Mean % (1978-1982):	0.584										
Resulting Revenue Estimate:						7.0	7.6	8.8	9.9	11.1	12.3
	MEAN REVENUE ESTIMATES:										
						<u>6.7</u>	<u>7.2</u>	<u>8.0</u>	<u>8.8</u>	<u>9.6</u>	<u>10.4</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.18	.19	.19	.19	.20	.20	.20	.21	.21	.21	.21
Retail Sales (billions):	.77	.8	.8	.9	1.1	1.2	1.3	1.5	1.7	1.9	2.1
CSI Household (thousands):	17.1	18.2	19.4	20.3	21.8	--	--	--	--	--	--
Below-the-Line Listening Shares:..	13.4%		Racial		Income		Age		Education		
Unlisted Station Listening:..	6.6%		<u>Breakdowns (%)</u>		<u>Breakdowns (%)</u>		<u>Breakdowns (%)</u>		<u>Levels (%)</u>		
Total Lost Listening:..	20.0%		White	95.9	<10	26.1	12-24	32.1	5 years		
Available Share Points:	80.0		Black	1.8	10-20	31.8	25-54	46.1	or less		0.8
Number of Viable Stations:	9		Hispanic	1.5	20-35	30.7	55+	21.8	High School		
Mean Share Points per Station:	8.89		Other	0.8	35-50	7.8			Grad		81.5
Median Share Points per Station:	9.1				50+	3.6			4 or more		
Rev per Available Share Point:	\$83,750								years of		
Estimated Rev for Mean Station:	\$744,538								college		23.9
<u>5 YEAR GROWTH RATE</u>								<u>Largest Banks</u>			
	<u>82-87</u>				Median House Value:	\$53,260	First National	(834 Mil)			
Population:	6.5%				Median Age:	27.6 years	Nat. Commerce	(444 Mil)			
Retail Sales:	78.0%				Median Education:	12.9 years					

YEAR 2000 POPULATION: 228,000

COMMERCE AND INDUSTRY

<u>Important Businesses and Industries</u>	<u>Major Corporations</u>	<u>Employment Breakdowns</u>
Government		Manag/Prof. 26,355 (26.0%)
Food processing		Tech/Sales/Admin. 33,004 (32.5%)
Research		Service 14,451 (14.2%)
Agribusiness		Farm/Forest/Fish 2,085 (2.1%)
		Precision Prod. 10,986 (10.8%)
		Oper./Fabri/Labor 14,631 (14.4%)
		Services 33,998 (33.5%)
		Retail 16,873 (16.6%)
		Manuf. 13,905 (13.7%)
		Trans/Comm 9,382 (9.2%)
		Pub Admin 7,978 (7.9%)
		Finan/Ins. 7,219 (7.1%)
		Total Employment: 101,512

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

University of Nebraska (24,128)
Wesleyan (1,193)

Military Bases

Unemployment

June 79: 3.0%
Dec 82: 5.5%
Sep 83: 3.5%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Ayres & Assoc.
Bailey Lewis (8 mil, 16%)
Miller Friendt
J. Gray Smith (4 mil, 10%)
Swanson, Rollheiser (19 mil)

Heavy Agency
Radio Users

Poor Agency
Radio Users

Most Knowledgeable
Local Media Buyers

Largest Local Radio Accounts

First National Bank
Surplus Center
Budweiser

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which
Use Radio Poorly

Miller & Paine Dept. Stores
Brandies Dept. Store

Highest Billing AM: KFOR
Highest Billing FM: KFMQ-F
Highest Billing Station: KFOR

Radio Usage by Major Advertising Categories

Financial 3.7 Soft Drinks 3.7
Fast Foods 5.0 Beer, Wine 4.3
Restaurants 3.7 Farm 2.3
Auto Dealers 2.3 Utilities 3.7

Stereo/Computers/TV 3.3
Department/Discount Stores 3.0
Airlines 2.7
Fashion, Clothing Stores 4.0

Source of Regional Dollars

Omaha
Kansas City

COMPETITIVE MEDIA

Over the Air Television

KOLN Lincoln 10 CBS Fetzer
KHGI Kearney 13 ABC Amaturro
KHAS Hastings 5 NBC Seaton

Daily Newspapers

Lincoln Star M 33,209, Lee
Lincoln Journal M/S 44,831
JOA

Cable Penetration (DMA)

48.7%
MetroVision

Recent Radio Transactions

1983 KBHL-F Sold to Sam Sherwood \$500,000

MISCELLANEOUS COMMENTS

Lincoln is "a pleasant, green Protestant-dominated town once lambasted by Willa Cather for insularity and smugness, but due to state government and university, the most liberal voting community in Nebraska."

- The Book of America

LITTLE ROCK

1982 SMSA Rank: 103
1983 MSA Rank: 93

1983 ADI Rank: 53
1983 Est Revenue: \$9,600,000
Manager's Market Rating (current): 3.5

Population per Station: 26,250 (16)
Est Rev per Share Point: \$108,720
Manager's Market Rating (future): 3.8

REVENUE HISTORY AND PROJECTIONS *

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	6.4	6.4	7.3								
Duncan Media Rev Est:				8.0	8.8						
Yearly Growth Rate (1978-82): 8.4%											
Projected Revenue Est:						9.5	10.3	11.2	12.2	13.2	14.3
Revenue per Capita:	17.30	16.84	19.21	20.51	21.46						
Yearly Growth Rate (1978-82): 5.7%											
Projected Revenue per Capita:						22.68	23.98	25.34	26.79	28.31	29.93
Resulting Revenue Estimate:						9.5	10.1	10.9	11.8	12.5	13.5
Rev as % of Retail Sales:	0.43	0.38	0.41	0.42	0.40						
Mean % (1978-1982): .408											
Resulting Revenue Estimate:						9.8	11.0	11.8	13.1	14.3	15.5
<u>MEAN REVENUE ESTIMATES:</u>						<u>9.6</u>	<u>10.5</u>	<u>11.3</u>	<u>12.4</u>	<u>13.3</u>	<u>14.4</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.37	.38	.38	.39	.41	.42	.42	.43	.44	.44	.45
Retail Sales (billions):	1.5	1.7	1.8	1.9	2.2	2.4	2.7	2.9	3.2	3.5	3.8
CSI Household (thousands):	18.5	19.1	19.9	21.6	23.1	--	--	--	--	--	--
Below-the-Line Listening Shares:..	5.7%										
Unlisted Station Listening:..	6.0%										
Total Lost Listening:..	11.7%										
Available Share Points:	88.3										
Number of Viable Stations:	13										
Mean Share Points per Station:	6.79										
Median Share Points per Station:	6.3										
Rev per Available Share Point:	\$108,720										
Estimated Rev for Mean Station:	\$738,210										

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	6.9%
Retail Sales:	76.1%

Median House Value: \$46,252
Median Age: 28.8 years
Median Education: 12.6 years

Largest Banks

Worthen	(774 Mil)
Union Nat.	(462 Mil)
Commercial	(490 Mil)
First Nat.	(488 Mil)

YEAR 2000 POPULATION: 466,530

COMMERCE AND INDUSTRY

Important Businesses and Industries

Agribusiness
Textiles
Metalworking
Government

Major Corporations

Fairfield Communities
Frank Lyon Co.
Allied Telephone

Employment Breakdowns

Manag/Prof.	41,683 (24.0%)	Services	52,395 (30.1%)
Tech/Sales/Admin.	59,032 (33.9%)	Manuf.	30,066 (17.3%)
Service	20,446 (11.8%)	Retail	28,820 (16.6%)
Farm/Forest/Fish	1,264 (0.7%)	Tran/Com/PU	15,843 (9.1%)
Precision Prod.	22,111 (12.7%)	Pub Admin	11,052 (6.4%)
Oper./Fabri/Labor	29,407 (16.9%)	Finan/In/RE	12,475 (7.2%)

Total Employment: 173,943

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

University of Arkansas (11,000)

Military Bases

Little Rock AFB (6,293)

Unemployment

June 79: 4.1%
Dec 82: 8.3%
Sep 83: 7.7%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies ***

Combs/Resneck/Stone (5 mil, 5%)
Cranford/Johnson/Hunt
Faulkner and Assoc.
Mangan Rains (5 mil, 22%)

Heavy Agency Radio Users

Cranford/Johnson
Mangan Rains
Martin Adv.

Poor Agency Radio Users

Faulkner & Assoc.
Croft & Assoc.

Most Knowledgeable Local Media Buyers

Debra Reid - Martin Adv.
Several buyers from Cranford, Johnson

Largest Local Radio Accounts

Coca Cola
Audio World
Arkansas Power & Light

Market's Radio Strengths

Radio is well respected by advertisers
Fairly good retail market

Market's Radio Weaknesses

Television's rates are too low
Weakness in commercial production at agency and station level
Number of radio stations
Lack of trained sales people

Large Local Accounts Which Use Radio Poorly

Dillard's Dept. Store
J.C. Penney
MM Cohn
Wards

Highest Billing AM: KAAY or KARN

Highest Billing FM: KSSN-F

Highest Billing Station: KSSN-F

Radio Usage by Major Advertising Categories

Financial	2.3	Soft Drinks	3.8	Stereo/Computers/TV	3.0
Fast Foods	4.0	Beer, Wine	3.3	Department/Discount Stores	1.8
Restaurants	2.8	Farm	2.5	Airlines	2.0
Auto Dealers	3.8	Utilities	3.3	Fashion, Clothing Stores	2.3

Source of Regional Dollars

Memphis
Dallas
Atlanta

COMPETITIVE MEDIA

Over the Air Television

KARK	Little Rock	4	NBC	Gannett
KATV	Little Rock	7	ABC	Allbritton
KTHV	Little Rock	11	CBS	

Daily Newspapers

Arkansas Democrat	M/S	67,628
Arkansas Gazette	M/S	128,065

Cable Penetration (DMA)

42.1%
Storer

Recent Radio Transactions

1981	KLRA	Sold to Signal	\$2,300,000
1982	KIEL/KEZQ-F	From Security to Understein	1,500,000
1983	KAAY/KLPQ-F	From Multimedia to Signal	4,250,000

MISCELLANEOUS COMMENTS

DFS Test Market

"Little Rock is much less Southern than its famous uproar over school integration would indicate. People are as likely to wear western boots and talk of flying to Dallas or Houston for shopping or business as they are to speak with Southern accents."
- The Book of America

*** Additional ad agencies

Smith & Jennings (3 mil, 10%)
Woods Brothers (3 mil, 5%)

*Little Rock's 1983 MSA and 1982 SMSA differ. The 1982 SMSA is used for projections and estimates.

LOS ANGELES

1982 SMSA Rank: 2
1983 MSA Rank: 2

1983 ADI Rank: 2
1983 Est Revenue: \$190,300,000
Manager's Market Rating (current): 5.0

Population per Station: 169,111 (45)
Est Rev per Share Point: \$2,109,756
Manager's Market Rating (future): 4.6

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>					
FCC Revenue Data:	112.1	116.7	147.2													
Duncan Media Rev Est:				161.0	174.0											
Yearly Growth Rate (1978-82):	12.2%															
Projected Revenue Est:						195.2	219.0	245.8	275.8	309.4	347.1					
Revenue per Capita:	16.27	16.70	20.76	21.82	22.99											
Yearly Growth Rate (1978-82):	9.4%															
Projected Revenue per Capita:						25.15	27.52	30.10	32.93	36.03	39.41					
Resulting Revenue Estimate:						191.3	211.9	234.1	258.5	286.1	317.3					
Rev as % of Retail Sales:	0.41	0.48	0.43	0.42	0.44											
Mean % (1978-1982):	0.416	Est.														
Resulting Revenue Estimate:						184.3	206.3	220.9	242.1	260.0	280.0					
MEAN REVENUE ESTIMATES:											<u>190.3</u>	<u>212.4</u>	<u>233.6</u>	<u>258.8</u>	<u>285.2</u>	<u>314.8</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	6.89	6.99	7.09	7.38	7.57	7.61	7.70	7.77	7.85	7.94	8.05
Retail Sales (billions):	27.3	30.4	34.0	38.1	39.7	44.3	49.6	53.1	58.2	62.5	67.3
CSI Household (thousands):	20.0	22.0	24.0	26.0	30.4	--	--	--	--	--	--
Below-the-Line Listening Shares:..	1.5%										
Unlisted Station Listening:..	8.3%										
Total Lost Listening:..	9.8%										
Available Share Points:	90.2										
Number of Viable Stations:	35										
Mean Share Points per Station:	2.58										
Median Share Points per Station:	1.9										
Rev per Available Share Point:	\$2,109,756										
Estimated Rev for Mean Station:	\$5,443,170										

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	6.2% (est)
Retail Sales:	67.8% (est)

Median House Value: \$113,985
Median Age: 29.8 years
Median Education: 12.7 years

Largest Banks

California First	(4.2 Bil)
First Interstate	(21.3 Bil)
Security Pacific	(33.6 Bil)
Union Bank	(7.6 Bil)
Lloyds	(2.5 Bil)

YEAR 2000 POPULATION: 8,269,740

COMMERCE AND INDUSTRY

<u>Important Businesses and Industries</u>	<u>Major Corporations</u>
Aerospace	Atlantic Richfield
Financial	Occidental
Entertainment	Getty Oil
Tourism	Union Oil
Construction	Lockhead
Automotive	Signal
Petrochemicals	Litton
	Teledyne

Employment Breakdowns

<u>Manag/Prof.</u>	<u>Services</u>
854,826 (24.6%)	1,070,075 (30.8%)
Tech/Sales/Admin. 1,140,099 (32.8%)	Manuf. 884,139 (25.5%)
Service 410,560 (11.8%)	Retail 533,364 (15.4%)
Farm/Forest/Fish 38,002 (1.1%)	Finan/Ins. 249,271 (7.2%)
Precision Prod. 423,665 (12.2%)	Trans/Comm 248,416 (7.2%)
Oper./Fabri/Labor 604,612 (17.4%)	Wholesale 166,744 (4.8%)

Total Employment: 3,471,764

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

UCLA (34,026)
Cal State-Long Beach (33,823)
Southern Cal. (30,000)

Military Bases

El Toro MCAS (10,700)
Tustin MCAS (2,375)
Long Beach Navy (10,000)
Los Angeles AFS (1,300)
Port Hueneme Navy (4,000)

Unemployment

June 79: 5.7%
Dec 82: 10.4%
Sep 83: 10.4%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Too many to list

Heavy Agency Radio Users

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Largest Local Radio Accounts

Glendale S&L
Ralph's Markets
Broadway Dept. Stores

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which Use Radio Poorly

Wards
Marshall's Dept. Store
Sav on Drug Stores

Highest Billing AM: KABC

Highest Billing FM: No consensus

Highest Billing Station: KABC

Radio Usage by Major Advertising Categories

Financial	5.0	Soft Drinks	4.4
Fast Foods	4.4	Beer, Wine	4.4
Restaurants	2.8	Farm	1.2
Auto Dealers	3.6	Utilities	3.6

Source of Regional Dollars

Stereo/Computers/TV	3.0
Department/Discount Stores	4.2
Airlines	4.8
Fashion, Clothing Stores	3.4

San Francisco
Portland
Seattle

COMPETITIVE MEDIA

Over the Air Television

KABC	LA	7	ABC	ABC
KNBC	LA	4	NBC	NBC
KNXT	LA	2	CBS	CBS
KTLA	LA	5		
KTTV	LA	11		Metromedia
KWHY	LA	22		Harrisclope

Daily Newspapers

Oak	LA Times	M/S	1,052,637	Times-Mir
Chris Cr	LA Herald Examiner	M/S	278,009	Hearst
RKO	Long Beach Press-Teleg	AD/S	130,015	
SIN	Orange County Register	AD/S	253,388	

Cable Penetration (DMA)

27.8%
King,
Sammons,
Times-Mirror

Recent Radio Transactions

1980	KBRT	Sold by Bonneville	\$4,300,000
1981	KNAC-F	(Long Beach)	2,000,000
1983	KRLA	(40%)	4,679,164
1983	KMGG-F	From Century to Emmis	12,500,000

MISCELLANEOUS COMMENTS

"Los Angeles, the vortex of civilization when mankind devours every habitable place and then sprawls farther and farther out into the desert, the place of movie stars and aerospace, possibly the most diverse economy to be found anywhere, has become the world's model for urban and social development in the late 20th century."

- The Book of America

LOUISVILLE

1982 SMSA Rank: 44
1983 MSA Rank: 47

1983 ADI Rank: 44
1983 Est Revenue: \$15,000,000
Manager's Market Rating (current): 1.8
Population per Station: 51,667 (18)
Est Rev per Share Point: \$163,502
Manager's Market Rating (future): 2.7

REVENUE HISTORY AND PROJECTIONS*

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	11.2	12.0	11.6								
Duncan Media Rev Est:				14.0	14.3						
Yearly Growth Rate (1978-82): 6.6%											
Projected Revenue Est:						15.2	16.2	17.3	18.5	19.7	21.0
Revenue per Capita:	12.58	13.48	13.03	15.21	15.71						
Yearly Growth Rate (1978-82): 5.9%											
Projected Revenue per Capita:						16.64	17.62	18.66	19.76	20.93	22.16
Resulting Revenue Estimate:						15.5	16.4	17.5	18.6	19.9	21.1
Rev as % of Retail Sales:	0.32	0.32	0.30	0.34	0.33						
Mean % (1978-1982): 0.322											
Resulting Revenue Estimate:						15.8	17.7	20.0	22.2	24.7	27.0
MEAN REVENUE ESTIMATES:						<u>15.5</u>	<u>16.8</u>	<u>18.3</u>	<u>19.8</u>	<u>21.4</u>	<u>23.0</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.89	.89	.89	.92	.91	.93	.93	.94	.94	.95	.95
Retail Sales (billions):	3.5	3.7	3.9	4.1	4.4	4.9	5.5	6.2	6.9	7.7	8.4
CSI Household (thousands):	20.4	21.6	23.0	24.4	24.6	--	--	--	--	--	--
Below-the-Line Listening Shares:..	0%										
Unlisted Station Listening:..	5.2%										
Total Lost Listening:..	5.2%										
Available Share Points:	94.8										
Number of Viable Stations:	17										
Mean Share Points per Station:	5.58										
Median Share Points per Station:	4.7										
Rev per Available Share Point:	\$163,502										
Estimated Rev for Mean Station:	\$912,341										

<u>5 YEAR GROWTH RATE</u>	<u>82-87</u>		<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels (%)</u>
Population:	1.6%	Median House Value: \$50,883	<10	28.7	5 years
Retail Sales:	74.6%	Median Age: 29.8 years	10-20	30.3	or less 2.5
		Median Education: 12.4 years	20-35	29.3	High School
			35-50	8.0	Grad 63.3
			50+	3.7	4 or more
					years of
					college 14.0

YEAR 2000 POPULATION: 1,032,400

COMMERCE AND INDUSTRY

<u>Important Businesses and Industries</u>	<u>Major Corporations</u>	<u>Employment Breakdowns</u>
Appliances	Brown-Forman	Manag/Prof. 84,425 (21.5%)
Farm equip.	Thomas Industries	Services 107,334 (27.3%)
Tobacco	Conna Corp.	Tech/Sales/Admin. 120,835 (30.8%)
Distilling	Humana Corp.	Service 52,766 (13.4%)
Automotive		Farm/Forest/Fish 3,582 (0.9%)
		Precision Prod. 47,961 (12.2%)
		Oper./Fabri/Labor 82,937 (21.1%)
		Construct 19,879 (5.1%)
		Finan/Ins. 26,070 (6.6%)
		Trans/Comm 29,265 (7.5%)
		Manuf. 100,959 (25.7%)
		Retail 66,353 (16.9%)
		Manag/Prof. 84,425 (21.5%)
		Services 107,334 (27.3%)
		Tech/Sales/Admin. 120,835 (30.8%)
		Service 52,766 (13.4%)
		Farm/Forest/Fish 3,582 (0.9%)
		Precision Prod. 47,961 (12.2%)
		Oper./Fabri/Labor 82,937 (21.1%)
		Construct 19,879 (5.1%)
		Finan/Ins. 26,070 (6.6%)
		Trans/Comm 29,265 (7.5%)
		Manuf. 100,959 (25.7%)
		Retail 66,353 (16.9%)

Total Employment: 392,506

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

University of Louisville (20,000)

Military Bases

Fort Knox (19,200)

Unemployment

June 79: 5.3%
Dec 82: NA
Sep 83: 9.5%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies ***

Doe Anderson (20 mil)
Dulaney Adv. (3 mil, 15%)
Fessel Siegfriedt (6 mil, 15%)
Sheehy & Knopf (4 mil, 27%)

Heavy Agency Radio Users

Doe Anderson
McCann Erickson
Bon Adv.
Sheehy & Knopf

Poor Agency Radio Users

Fessel Siegfriedt
Dulaney Adv.

Most Knowledgeable Local Media Buyers

Barbara Dutschke - Doe Anderson
Mike Kern - McCann
Phyllis Hodges - Bon

Largest Local Radio Accounts

Pepsi
McDonalds
Country Boy Waterbeds

Market's Radio Strengths

Well programmed market for its size
AM is still strong in Louisville
Radio is inexpensive for advertisers
Stations strongly involved with community

Highest Billing AM: WHAS
Highest Billing FM: WAMZ-F
Highest Billing Station: WHAS

Market's Radio Weaknesses

No effective rate leader
Radio is extremely underpriced
Duplication of formats
Management and ownership turnover
Sales staff turnover and lack of professionalism
Strong local newspapers

Large Local Accounts Which Use Radio Poorly

Bank of Louisville
Stewarts Dept. Store
Bacons Dept. Store
J.C. Penney

Radio Usage by Major Advertising Categories

Financial	2.7	Soft Drinks	4.0	Stereo/Computers/TV	3.3
Fast Foods	3.3	Beer, Wine	3.4	Department/Discount Stores	2.1
Restaurants	2.1	Farm	2.4	Airlines	2.4
Auto Dealers	2.9	Utilities	2.1	Fashion, Clothing Stores	2.7

Source of Regional Dollars

Indianapolis
Cincinnati
Nashville

COMPETITIVE MEDIA

Over the Air Television

WAVE	Louisville	3	NBC	Cosmos
WDRB	Louisville	41		Block
WHAS	Louisville	11	CBS	Courier-Journal
WLKY	Louisville	32	ABC	Pulitzer

Daily Newspapers

Louis. Courier-Journal	M/S	179,110
Louisville Times	E	139,358

Cable Penetration (DMA)

41.3%
Storer,
Times-Mirror

Recent Radio Transactions

1981	WQMF-F	Sold to Frank Wood	\$2,175,000
1981	WAVG	From Orion to Henson	2,750,000
1981	WXVW	Sold by Henson	600,000
1982	WLOU	From Summers to Johnson Products	1,600,000
1982	WINN		774,900
1983	WAKY, WVEZ-F	From Multimedia to Capitol (Johnson)	3,600,000
1983	WAKY, WRKA-F	Sold by Capitol	2,500,000
1983	WJYL-F	Sold to Sheridan	630,000

MISCELLANEOUS COMMENTS

DFS Test Market
"...a comfortable, low-key place, generally a follower rather than a leader among America's urban centers."
- The Book of America
*Louisville's 1983 MSA and 1982 SMSA differ. The 1982 SMSA is used for projections and estimates.
*** Additional ad agencies
Bon Adv.
McCann Erickson

LUBBOCK

1982 SMSA Rank: 170
1983 MSA Rank: 178

1983 ADI Rank: 131
1983 Est Revenue: \$5,100,000
Manager's Market Rating (current): 3.0

Population per Station: 15,714 (14)
Est Rev per Share Point: \$54,025
Manager's Market Rating (future): 2.7

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	4.3	4.4	4.2								
Duncan Media Rev Est:				4.4	4.8						
Yearly Growth Rate (1978-82):	2.9%										
Projected Revenue Est:						4.9	5.1	5.2	5.4	5.5	5.7
Revenue per Capita:	21.56	20.96	20.00	20.00	21.82						
Yearly Growth Rate (1978-82):	.4%										
Projected Revenue per Capita:						21.90	21.99	22.08	22.17	22.26	22.34
Resulting Revenue Estimate:						4.8	4.9	5.0	5.1	5.2	5.3
Rev as % of Retail Sales:	0.48	0.40	0.32	0.29	0.32						
Mean % (1978-1982):	0.33 (1979-82 only)										
Resulting Revenue Estimate:						5.7	6.0	6.3	7.0	7.7	8.3
				(See note below)							
				MEAN REVENUE ESTIMATES:		<u>5.1</u>	<u>5.3</u>	<u>5.5</u>	<u>5.8</u>	<u>6.1</u>	<u>6.4</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.20	.21	.21	.22	.22	.22	.22	.23	.23	.23	.23
Retail Sales (billions):	.9	1.1	1.3	1.5	1.5	1.7	1.8	1.9	2.1	2.3	2.5
CSI Household (thousands):	18.8	20.9	22.9	25.9	26.2	--	--	--	--	--	--
Below-the-Line Listening Shares:..	0%		Racial		Income		Age		Education		
Unlisted Station Listening:..	5.6%		Breakdowns (%)		Breakdowns (%)		Breakdowns (%)		Levels (%)		
Total Lost Listening:..	5.6%		White	81.4	<10	30.7	12-24	35.2	5 years		
Available Share Points:	94.4		Black	7.5	10-20	31.9	25-54	46.1	or less 5.8		
Number of Viable Stations:	12		Hispanic	19.6	20-35	26.2	55+	18.7	High School		
Mean Share Points per Station:	7.87		Other	---	35-50	7.0			Grad 66.4		
Median Share Points per Station:	6.4				50+	4.3			4 or more		
Rev per Available Share Point:	\$54,025								years of		
Estimated Rev for Mean Station:	\$425,180								college 20.1		

5 YEAR GROWTH RATE

82-87
Population: 5.4%
Retail Sales: 63.5%

Median House Value: \$46,452
Median Age: 25.5 years
Median Education: 12.6 years

Largest Banks

First National (536 Mil)
Republicbank (427 Mil)
Texas Commerce (160 Mil)
American State (302 Mil)
Security (101 Mil)

YEAR 2000 POPULATION: 255,000

COMMERCE AND INDUSTRY

Important Businesses and Industries

Agriculture
Cottonseed oil
Meat packing

Major Corporations

Employment Breakdowns

Manag/Prof.	22,427 (22.8%)	Services	31,891 (32.4%)
Tech/Sales/Admin.	33,289 (33.8%)	Retail	19,006 (19.3%)
Service	12,811 (13.0%)	Manuf.	13,619 (13.8%)
Farm/Forest/Fish	3,010 (3.1%)	Trans/Comm	6,743 (6.9%)
Precision Prod.	12,508 (12.7%)	Wholesale	6,399 (6.5%)
Oper./Fabri/Labor	14,313 (14.6%)	Construct	6,308 (6.4%)

Total Employment: 98,358

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

NOTE: The mean revenue projections in this market may be too high. Use with extreme caution.

low,

Colleges and Universities

Texas Tech (23,063)

Military Bases

Reese AFB (2,694)

Unemployment

June 79: 4.3%
Dec 82: 4.5%
Sep 83: 6.2%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies ***

Advantage (1 mil, 10%)
Buser & Assoc
Phil Price Adv. (3 mil)
Waddington (3 mil, 30%)

Heavy Agency Radio Users

Waddington
Phil Price Adv.

Poor Agency Radio Users

Webster Harris
Satellite Adv.

Most Knowledgeable Local Media Buyers

Beverly McBeath - Waddington

Largest Local Radio Accounts

Southwestern Public Service
Coca Cola
State Savings
C.R. Anthony Dept. Store

Market's Radio Strengths

Well programmed for a small market
TV is fragmented by number of stations and high cable penetration

Market's Radio Weaknesses

Agencies have little respect for or knowledge of radio
Radio sells against radio
Low TV rate
Poor creativity in radio production by agencies and stations
Low rates

Large Local Accounts Which Use Radio Poorly

Pollard Ford
Plains National Bank
Furr's Supermarkets

Highest Billing AM: KFYO

Highest Billing FM: KLLL-F

Highest Billing Station: KLLL-F

Radio Usage by Major Advertising Categories

Financial	2.7	Soft Drinks	4.3
Fast Foods	3.7	Beer, Wine	3.3
Restaurants	3.7	Farm	2.3
Auto Dealers	2.7	Utilities	4.0

Stereo/Computers/TV	3.0
Department/Discount Stores	1.3
Airlines	4.0
Fashion, Clothing Stores	2.7

Source of Regional Dollars

Dallas
Amarillo
Austin

COMPETITIVE MEDIA

Over the Air Television

KAMC	Lubbock	28	ABC
KCBD	Lubbock	11	
KJAA	Lubbock	34	
KLBK	Lubbock	13	CBS

Daily Newspapers

Avalanche-Journal E/S 58,202, Morris

Cable Penetration (DMA)

51.2%
Cox

Recent Radio Transactions

1980	KKAM/KFMX-F	Sold to Southern Minn	\$1,750,000
1982	KEND	Sold to Thrash	1,015,000
1983	KTEZ-F	Sold to Lotus	1,050,000

MISCELLANEOUS COMMENTS

"Lubbock has probably grown faster since 1940 than any other agriculture-based city in America."

- The Book of America

*** Additional Ad Agencies

Webster & Harris (20%)
Womack Claypoole

Colleges and Universities

Lynchburg College (2,486)
Liberty Baptist (2,903)

Military Bases

Unemployment

June 79: 4.9%
Dec 82: NA
Sep 83: 5.1%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

No large agencies

Heavy Agency Radio Users

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Largest Local Radio Accounts

Vaughn Chevrolet
Liggett Dept. Store
Schevel Furniture

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which Use Radio Poorly

Southern Air
Nationwide Ins.
Moore's Bldg. Supply

Highest Billing AM: WLVA
Highest Billing FM: WCNV-F
Highest Billing Station: WLVA

Radio Usage by Major Advertising Categories

Financial	4.0	Soft Drinks	3.0	Stereo/Computers/TV	4.0
Fast Foods	5.0	Beer, Wine	3.5	Department/Discount Stores	4.0
Restaurants	2.0	Farm	1.5	Airlines	2.0
Auto Dealers	4.5	Utilities	2.5	Fashion, Clothing Stores	2.5

Source of Regional Dollars

Richmond
Roanoke
Washington

COMPETITIVE MEDIA

Over the Air Television

Part of Roanoke ADI
See Roanoke for stations

Daily Newspapers

Lynchburg News M 22,682, Worrell
Lynchburg Daily Advance E 16,963, Worrell

Cable Penetration (DMA)

NA
ATC

Recent Radio Transactions

1983 WAMV/WCNV-F (Amherst) \$825,000

MISCELLANEOUS COMMENTS

MACON

1982 SMSA Rank: 154
1983 MSA Rank: 153

1983 ADI Rank: 139
1983 Est Revenue: \$4,900,000
Manager's Market Rating (current): 2.5

Population per Station: 22,500 (12)
Est Rev per Share Point: \$57,110
Manager's Market Rating (future): 3.0

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	3.0	2.8	3.4								
Duncan Media Rev Est:				3.8	4.5						
Yearly Growth Rate (1978-82):	11.1%										
Projected Revenue Est:						5.0	5.5	6.2	6.9	7.6	8.5
Revenue per Capita:	13.04	11.67	13.60	14.62	17.31						
Yearly Growth Rate (1978-82):	8.1%										
Projected Revenue per Capita:						18.71	20.23	21.87	23.64	25.55	27.62
Resulting Revenue Estimate:						5.1	5.5	5.9	6.6	7.2	7.7
Rev as % of Retail Sales:	0.35	0.32	0.35	0.38	0.37						
Mean % (1978-1982):	0.354										
Resulting Revenue Estimate:						4.6	5.0	5.7	6.4	7.1	7.8
<u>MEAN REVENUE ESTIMATES:</u>						<u>4.9</u>	<u>5.3</u>	<u>5.9</u>	<u>6.6</u>	<u>7.3</u>	<u>8.0</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.23	.24	.25	.26	.26	.27	.27	.27	.28	.28	.28
Retail Sales (billions):	.86	.9	1.0	1.0	1.2	1.3	1.4	1.6	1.8	2.0	2.2
CSI Household (thousands):	16.8	18.2	19.5	22.0	22.7	--	--	--	--	--	--
Below-the-Line Listening Shares:..	8.3%										
Unlisted Station Listening:..	5.9%										
Total Lost Listening:..	14.2%										
Available Share Points:	85.8										
Number of Viable Stations:	9										
Mean Share Points per Station:	9.53										
Median Share Points per Station:	9.5										
Rev per Available Share Point:	\$57,110										
Estimated Rev for Mean Station:	\$544,254										

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	4.2%
Retail Sales:	73.1%

Median House Value: \$42,435
Median Age: 28.6 years
Median Education: 12.3 years

Largest Banks

Trust of Middle Georgia (274 Mil)
Georgia Bank (140 Mil)
Citizens & Southern (NA)
Central Bank (39 Mil)

YEAR 2000 POPULATION: 293,370

COMMERCE AND INDUSTRY

Important Businesses and Industries

Chemicals
Lumber
Paper
Clothing

Major Corporations

Palmer Industries

Employment Breakdowns

Manag/Prof.	22,014 (21.6%)	Services	26,060 (25.5%)
Tech/Sales/Admin.	32,230 (31.6%)	Manuf.	17,060 (16.7%)
Service	13,534 (13.3%)	Retail	16,644 (16.3%)
Farm/Forest/Fish	1,321 (1.3%)	Pub Admin	15,912 (15.6%)
Precision Prod.	14,512 (14.2%)	Trans/Comm	6,959 (6.8%)
Oper./Fabri/Labor	18,514 (18.1%)	Construct	6,685 (6.5%)

Total Employment: 102,125

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Military Bases

Unemployment

Mercer (2,761)

June 79: 6.0%
Dec 82: 7.4%
Sep 83: 7.2%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Fluker Adv.
Haynes Adv.
Transmedia

Heavy Agency
Radio Users

Poor Agency
Radio Users

Most Knowledgeable
Local Media Buyers

Largest Local Radio Accounts

Coca Cola
Regency Datsun
Hunt Ragan Appliances

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which
Use Radio Poorly

J.C. Penney
Sears
Davidsons

Highest Billing AM: WMAZ
Highest Billing FM: WMAZ-F
Highest Billing Station: WMAZ-F

Radio Usage by Major Advertising Categories

Financial	4.5	Soft Drinks	4.0
Fast Foods	3.0	Beer, Wine	3.5
Restaurants	1.5	Farm	1.5
Auto Dealers	5.0	Utilities	1.5

Stereo/Computers/TV	4.5
Department/Discount Stores	2.0
Airlines	1.5
Fashion, Clothing Stores	4.0

Source of Regional Dollars

Atlanta
Columbus, OH

COMPETITIVE MEDIA

Over the Air Television

WCWB	Macon	41	NBC	
WGXA	Macon	24	ABC	
WMAZ	Macon	13	CBS	Multimedia

Daily Newspapers

Macon Telegraph	M/S	52,925, Knight-Ridder
Macon News	E	17,411, Knight-Ridder

Cable Penetration (DMA)

55.7%
Cox

Recent Radio Transactions

1980 WPTC/WDEN-F \$1,027,000

MISCELLANEOUS COMMENTS

"Macon started out as a cotton town, boomed on textiles, and has a number of thriving diversified industries."

- The Book of America

MADISON

1982 SMSA Rank: 121
1983 MSA Rank: 125

1983 ADI Rank: 105
1983 Est Revenue: \$8,200,000
Manager's Market Rating (current): NA

Population per Station: 30,000 (11)
Est Rev per Share Point: \$117,986
Manager's Market Rating (future): NA

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	5.7	5.9	6.3								
Duncan Media Rev Est:				7.0	7.8						
Yearly Growth Rate (1978-82): 8.2%											
Projected Revenue Est:						8.4	9.1	9.9	10.7	11.6	12.5
Revenue per Capita:	18.39	18.44	19.69	21.88	23.64						
Yearly Growth Rate (1978-82): 6.4%											
Projected Revenue per Capita:						25.15	26.76	28.48	30.30	32.24	34.30
Resulting Revenue Estimate:						8.3	9.1	9.7	10.3	11.3	12.0
Rev as % of Retail Sales:	0.42	0.39	0.40	0.41	0.43						
Mean % (1978-1982): 0.41											
Resulting Revenue Estimate:						7.8	8.6	9.4	10.3	11.1	11.9
MEAN REVENUE ESTIMATES:						<u>8.2</u>	<u>8.9</u>	<u>9.7</u>	<u>10.4</u>	<u>11.3</u>	<u>12.1</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.31	.32	.32	.32	.33	.33	.34	.34	.34	.35	.35
Retail Sales (billions):	1.34	1.5	1.6	1.7	1.8	1.9	2.1	2.3	2.5	2.7	2.9
CSI Household (thousands):	19.9	21.5	22.9	25.2	26.0	--	--	--	--	--	--
Below-the-Line Listening Shares:..	11.7%										
Unlisted Station Listening:..	18.8%										
Total Lost Listening:..	30.5%										
Available Share Points:	69.5										
Number of Viable Stations:	11										
Mean Share Points per Station:	6.32										
Median Share Points per Station:	6.7										
Rev per Available Share Point:	\$117,986										
Estimated Rev for Mean Station:	\$745,669										
											4 or more years of college 30.9

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	6.0%
Retail Sales:	57.8%

Median House Value: \$62,974
Median Age: 27.5 years
Median Education: 13.0 years

Largest Banks

First Wisconsin (400 Mil)
Marine Bank (132 Mil)
M & I Bank (138 Mil)
United Bank (140 Mil)

YEAR 2000 POPULATION: 389,000

COMMERCE AND INDUSTRY

Important Businesses and Industries

Government
Agribusiness
Research
Food processing

Major Corporations

Oscar Mayer
American Family Ins.
CUNA Mutual
Nicolet Instruments
DEC Inter

Employment Breakdowns

Manag/Prof.	48,626 (28.7%)	Services	66,609 (39.3%)
Tech/Sales/Admin.	60,039 (35.4%)	Retail	27,506 (16.2%)
Service	24,661 (14.5%)	Manuf.	19,406 (11.4%)
Farm/Forest/Fish	4,516 (26.6%)	Pub Admin	15,201 (9.0%)
Precision Prod.	14,484 (8.5%)	Finan/Ins.	13,451 (7.9%)
Oper./Fabri/Labor	17,332 (10.2%)	Trans/Comm	8,839 (5.2%)

Total Employment: 169,658

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

University of Wisconsin (41,349)

Military Bases

Unemployment

June 79: 4.6%
Dec 82: 7.0%
Sep 83: 6.3%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Advertising, Boelter (4 mil, 20%)
Dave Corman (3 mil, 15%)
Hiebing Group (5 mil, 10%)
Stephan & Brady (17 mil, 10%)
Waldbilling & Besteman (9 mil, 15%)

Heavy Agency Radio Users

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Largest Local Radio Accounts

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which Use Radio Poorly

INFORMATION NOT AVAILABLE

Highest Billing AM: WTSO
Highest Billing FM: WZEE
Highest Billing Station: WTSO

Radio Usage by Major Advertising Categories

Source of Regional Dollars

Financial	Soft Drinks	Stereo/Computers/TV
Fast Foods	Beer, Wine	Department/Discount Stores
Restaurants	Farm	Airlines
Auto Dealers	Utilities	Fashion, Clothing Stores

COMPETITIVE MEDIA

Over the Air Television

WISC	Madison	3	CBS	Morgan Murphy
WKOW	Madison	27	ABC	Liberty
WMTV	Madison	15	NBC	Forward

Daily Newspapers

Wisconsin State Journal	M/S	76,236, Lee
Capital Times	E	32,478
	JOA	

Cable Penetration (DMA)
40.5%
Telecommu,
Midcontinent

Recent Radio Transactions

1981 WMAD-F \$1,275,000

MISCELLANEOUS COMMENTS

"Madison is matched by few if any state capitals: a city of lake-studded beauty, enriched immeasurably by the University of Wisconsin's intellectual stimulation, enjoying white-collar economic vigor, blessed with strong neighborhood traditions."
- The Book of America

MANCHESTER

1982 SMSA Rank: 205
1983 MSA Rank: 214

1983 ADI Rank: Boston
1983 Est Revenue: \$4,900,000
Manager's Market Rating (current):4.0

Population per Station: 34,000 (5)
Est Rev per Share Point: \$95,703
Manager's Market Rating (future):3.0

REVENUE HISTORY AND PROJECTIONS

Table with columns for years 78-88 and rows for FCC Revenue Data, Revenue per Capita, Projected Revenue Est, etc.

MEAN REVENUE ESTIMATES: 4.9 5.6 6.4 7.3 8.3 9.5

POPULATION AND DEMOGRAPHIC ESTIMATES

Table with columns for years 78-88 and rows for Total Population, Retail Sales, CSI Household, etc.

5 YEAR GROWTH RATE

Table with columns for 82-87 and rows for Population, Retail Sales.

Median House Value: \$63,078
Median Age: 29.8 years
Median Education: 12.5 years

Largest Banks

Amoskeag (125 Mil)
Bank East (218 Mil)
Bank of NH (291 Mil)
Merchants (365 Mil)

YEAR 2000 POPULATION: 341,480 (county)

COMMERCE AND INDUSTRY

Table with columns for Important Businesses and Industries, Major Corporations.

Employment Breakdowns

Table with columns for job descriptions and industries, and employment counts/percentages.

Total Employment: 78,734

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

New Hampshire College (5,086)
Saint Anselm (1,936)

Military Bases

Unemployment

June 79: 4.1%
Dec 82: 6.8%
Sep 83: 3.6%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Agrapiotis (2 mil, 25%)
Allyn Assoc. (2 mil, 35%)
Edwards (1 mil, 30%)
O'neil Jalbert (2 mil, 20%)

Heavy Agency
Radio Users

Poor Agency
Radio Users

Most Knowledgeable
Local Media Buyers

Largest Local Radio Accounts

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which
Use Radio Poorly

Highest Billing AM: No consensus
Highest Billing FM: No consensus
Highest Billing Station: No consensus

Radio Usage by Major Advertising Categories

Financial	3.7	Soft Drinks	4.0
Fast Foods	3.0	Beer, Wine	4.7
Restaurants	2.0	Farm	1.0
Auto Dealers	4.0	Utilities	3.2

Source of Regional Dollars

Stereo/Computers/TV	3.5
Department/Discount Stores	3.5
Airlines	2.5
Fashion, Clothing Stores	3.0

COMPETITIVE MEDIA

Over the Air Television

WMUR Manchester 9 ABC Burney Imes
Part of Boston ADI
Other stations - See Boston

Daily Newspapers

Manchester Union Leader M 66,664, Loeb
(news is the Sunday edition)

Cable Penetration (DMA)

NA
United
Broadcasting

Recent Radio Transactions

No major sales since 1979

MISCELLANEOUS COMMENTS

The Manchester MSA is used for projections and estimates.

McALLEN-BROWNSVILLE

1982 SMSA Rank: 83 (approx)
 1983 MSA Rank: 132 - McA
 172 - Browns.

1983 ADI Rank: 125
 1983 Est Revenue: \$7,800,000
 Manager's Market Rating (current): 3.0

Population per Station: 38,571 (14)
 Est Rev per Share Point: \$88,536
 Manager's Market Rating (future): 4.5

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>						
FCC Revenue Data:	3.8	4.3	5.6														
Duncan Media Rev Est:				6.5	7.0												
Yearly Growth Rate (1978-82):	16.0%																
Projected Revenue Est:						8.1	9.4	10.9	12.7	14.7	17.1						
Revenue per Capita:	9.27	10.24	13.02	14.13	13.46												
Yearly Growth Rate (1978-82):	7.9%																
Projected Revenue per Capita:						14.52	15.67	16.91	18.24	19.69	21.24						
Resulting Revenue Estimate:						7.8	8.8	9.6	10.8	12.0	13.4						
Rev as % of Retail Sales:	0.27	0.25	0.29	0.27	0.29												
Mean % (1978-1982):	0.274																
Resulting Revenue Estimate:						7.4	8.5	9.6	10.7	12.1	13.2						
						<u>MEAN REVENUE ESTIMATES:</u>						<u>7.8</u>	<u>8.9</u>	<u>11.0</u>	<u>11.4</u>	<u>12.9</u>	<u>14.6</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.41	.42	.43	.46	.52	.54	.56	.57	.59	.61	.63
Retail Sales (billions):	1.4	1.7	1.9	2.4	2.4	2.7	3.1	3.5	3.9	4.4	4.8
CSI Household (thousands):	15.0	16.5	17.5	17.7	20.4	--	--	--	--	--	--
Below-the-Line Listening Shares:..	4.5%		Racial			Income		Age		Education	
Unlisted Station Listening:..	7.4%		<u>Breakdowns (%)</u>			<u>Breakdowns (%)**</u>		<u>Breakdowns (%)</u>		<u>Levels (%)**</u>	
Total Lost Listening:..	11.9%		White	80.0	<10	44.8	12-24	31.6	5 years		
Available Share Points:	88.1		Black	0.2	10-20	31.0	25-54	45.5	or less	29.0	
Number of Viable Stations:	14		Hispanic	79.7	20-35	17.6	55+	22.9	High School		
Mean Share Points per Station:	6.29		Other	---	35-50	4.2			Grad	41.1	
Median Share Points per Station:	3.6				50+	2.4			4 or more		
Rev per Available Share Point:	\$88,536								years of		
Estimated Rev for Mean Station:	\$556,990								college	10.8	

5 YEAR GROWTH RATE

	<u>82-87</u>	Median House Value: \$31,000	<u>Largest Banks</u>
Population:	16.9%	Median Age: 24.7 years	Texas Commerce (572 Mil)
Retail Sales:	82.3%	Median Education: 9.3 years	First State (107 Mil)
			McAllen State (505 Mil)

YEAR 2000 POPULATION: 390,850 (McAllen)

COMMERCE AND INDUSTRY

<u>Important Businesses and Industries</u>	<u>Major Corporations</u>	<u>Employment Breakdowns **</u>			
Agribusiness		Manag/Prof.	17,502 (18.2%)	Services	27,938 (29.1%)
Clothing		Tech/Sales/Admin.	26,440 (27.5%)	Retail	17,011 (17.7%)
Oil and gas		Service	11,848 (12.3%)	Manuf.	10,985 (11.4%)
		Farm/Forest/Fish	9,617 (10.0%)	Agricult	10,509 (10.9%)
		Precision Prod.	11,824 (12.3%)	Wholesale	7,330 (7.6%)
		Oper./Fabri/Labor	18,822 (19.6%)	Construct	6,237 (6.5%)
		Total Employment: 96,053			

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

** McAllen-Pharr-Edinburg only

Colleges and Universities

Pan American (9,450)

Military Bases

Unemployment

June 79: NA
Dec 82: NA
Sep 83: 21.1%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Communications Adv.
WK & Assoc.
Norton Adv.

Heavy Agency
Radio Users

WK & Assoc.
Communications Adv.

Poor Agency
Radio Users

Baylor Prince
Advertir

Most Knowledgeable
Local Media Buyers

Kay Kinnenmoth - WK

Largest Local Radio Accounts

Mott's Cash & Cable
Heritage Cable
American Furniture
Valley Mart Grocers

Large Local Accounts Which
Use Radio Poorly

J.C. Penneys
Strouds Furniture
Coors
Mid Valley Datsun

Market's Radio Strengths

Newspapers do not cover market well

Fairly strong growth area at least in population

Highest Billing AM: KGBT

Highest Billing FM: KBFM-F

Highest Billing Station: KGBT

Market's Radio Weaknesses

Peso devaluation has hurt market

Low income levels

Lack of knowledge about radio among retailers

Rates are too low

Difficult to attract qualified people to the market - especially sales

Radio Usage by Major Advertising Categories

Financial	2.0	Soft Drinks	5.0
Fast Foods	4.0	Beer, Wine	4.5
Restaurants	2.0	Farm	2.0
Auto Dealers	4.0	Utilities	3.5

Stereo/Computers/TV	3.0
Department/Discount Stores	2.5
Airlines	2.5
Fashion, Clothing Stores	3.0

Source of Regional Dollars

San Antonio
Corpus Christi
Austin

COMPETITIVE MEDIA

Over the Air Television

KVEO	Brownsville	23	NBC	
KGBT	Harlingen	4	CBS	Tichenor
KRGV	Weslaco	5	ABC	Manship

Daily Newspapers

Brownsville Herald	E/S	13,999, Freedom
McAllen Monitor	E/S	21,880, Freedom
Harlingen Valley Star	M/S	23,275, Freedom

Cable Penetration (DMA)

39.8%
Heritage

Recent Radio Transactions

1982	KRIX-F	\$800,000
1983	KDUV-F	1,019,000
1983	KTXI-F	492,000

MISCELLANEOUS COMMENTS

MEDFORD

1982 SMSA Rank: 233
 1983 MSA Rank: 239

1983 ADI Rank: 153
 1983 Est Revenue: \$2,900,000
 Manager's Market Rating (current): 3.0

Population per Station: 14,000 (10)
 Est Rev per Share Point: \$34,814
 Manager's Market Rating (future): 3.0

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	1.7	NA	2.1								
Duncan Media Rev Est:				2.3	2.6						
Yearly Growth Rate (1978-82):	11.2%										
Projected Revenue Est:						2.9	3.2	3.6	4.0	4.4	4.9
Revenue per Capita:	14.17	15.83	16.15	16.43	18.57						
Yearly Growth Rate (1978-82):	7.1%										
Projected Revenue per Capita:						19.89	21.30	22.81	24.43	26.17	28.03
Resulting Revenue Estimate:						2.8	3.0	3.4	3.7	3.9	4.5
Rev as % of Retail Sales:	0.40	0.38	0.33	0.33	0.33						
Mean % (1978-1982):	0.330 (1980-1982 only)										
Resulting Revenue Estimate:						3.0	3.3	4.0	4.3	5.0	5.6
						<u>MEAN REVENUE ESTIMATES:</u>					
						2.9	3.2	3.7	4.3	5.0	5.6

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.12	.12	.13	.14	.14	.14	.14	.15	.15	.15	.16
Retail Sales (billions):	.42	.5	.6	.7	.8	.9	1.0	1.2	1.3	1.5	1.7
CSI Household (thousands):	NA	NA	NA	18.5	18.8	--	--	--	--	--	--
Below-the-Line Listening Shares:..	7.1%										
Unlisted Station Listening:..	9.6%										
Total Lost Listening:..	16.7%										
Available Share Points:	83.3										
Number of Viable Stations:	8										
Mean Share Points per Station:	10.41										
Median Share Points per Station:	9.0										
Rev per Available Share Point:	\$34,814										
Estimated Rev for Mean Station:	\$362,414										

5 YEAR GROWTH RATE

82-87
 Population: 10.4%
 Retail Sales: 82.3%

Median House Value: NA
 Median Age: 31.3 years
 Median Education: 12.6 years

Largest Banks

First Interstate (NA)
 US National (NA)
 Jefferson State (27 Mil)

YEAR 2000 POPULATION: 173,010

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Medford Corp

Wood products

Employment Breakdowns

Manag/Prof.	11,468 (22.1%)	Services	15,485 (29.9%)
Tech/Sales/Admin.	14,755 (28.5%)	Retail	10,688 (20.6%)
Service	7,731 (14.9%)	Manuf.	7,745 (15.0%)
Farm/Forest/Fish	2,864 (5.5%)	Construct	3,712 (7.2%)
Precision Prod.	6,238 (12.0%)	Trans/Comm	3,069 (5.9%)
Oper./Fabri/Labor	8,726 (16.9%)	Finan/Ins.	2,857 (5.5%)

Total Employment: 51,782

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Southern Oregon (4,712)

Military Bases

Unemployment

June 79: NA
Dec 82: 13.4%
Sep 83: 9.4%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

No large agencies

Heavy Agency
Radio Users

Poor Agency
Radio Users

Most Knowledgeable
Local Media Buyers

Largest Local Radio Accounts

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which
Use Radio Poorly

Highest Billing AM: KYJC
Highest Billing FM: KTMT or KBOY-F
Highest Billing Station: No consensus

Radio Usage by Major Advertising Categories

Financial	4.0	Soft Drinks	4.0
Fast Foods	4.5	Beer, Wine	3.0
Restaurants	2.5	Farm	1.5
Auto Dealers	4.5	Utilities	2.5

Source of Regional Dollars

Stereo/Computers/TV	3.5
Department/Discount Stores	2.5
Airlines	3.0
Fashion, Clothing Stores	3.5

COMPETITIVE MEDIA

Over the Air Television

KOBI	Medford	5	ABC,CBS	Calif-Ore.
KTVL	Medford	10	CBS,NBC	Freedom
KDRV	Medford	12		

Daily Newspapers

Medford Mail Tribune E/S 28,090, Ottaway

Cable Penetration (DMA)
57.0%
McCaw

Recent Radio Transactions

1981	KMED	\$295,000
1983	KISD	325,000

MISCELLANEOUS COMMENTS

MELBOURNE-TITUSVILLE-COCOA

1982 SMSA Rank: 140
1983 MSA Rank: 145

1983 ADI Rank: 33
1983 Est Revenue: \$3,600,000
Manager's Market Rating (current): 2.0

Population per Station: 21,538 (13)
Est Rev per Share Point: \$63,830
Manager's Market Rating (future): 4.0

REVENUE HISTORY AND PROJECTIONS*

	78	79	80	81	82	83	84	85	86	87	88
FCC Revenue Data:	2.3	2.1	2.7								
Duncan Media Rev Est:				3.1	3.4						
Yearly Growth Rate (1978-82):	10.9%										
Projected Revenue Est:						3.8	4.2	4.6	5.1	5.7	6.3
Revenue per Capita:	10.00	8.75	11.25	11.92	12.14						
Yearly Growth Rate (1978-82):	5.5%										
Projected Revenue per Capita:						12.80	13.51	14.26	15.04	15.87	16.74
Resulting Revenue Estimate:						3.6	3.9	4.3	4.7	4.9	5.4
Rev as % of Retail Sales:	0.21	0.19	0.22	0.21	0.21						
Mean % (1978-1982):	0.208										
Resulting Revenue Estimate:						3.5	4.0	4.2	4.6	5.0	5.4
MEAN REVENUE ESTIMATES:						3.6	4.0	4.4	4.8	5.2	5.7

POPULATION AND DEMOGRAPHIC ESTIMATES

	78	79	80	81	82	83	84	85	86	87	88
Total Population (millions):	.23	.24	.24	.26	.28	.28	.29	.30	.31	.31	.32
Retail Sales (billions):	1.1	1.1	1.2	1.5	1.6	1.7	1.9	2.0	2.2	2.4	2.6
CSI Household (thousands):	18.1	19.2	20.3	21.1	23.0	--	--	--	--	--	--
Below-the-Line Listening Shares:..	34.2%										
Unlisted Station Listening:..	9.4%										
Total Lost Listening:..	43.6%										
Available Share Points:	56.4										
Number of Viable Stations:	10										
Mean Share Points per Station:	5.64										
Median Share Points per Station:	5.0										
Rev per Available Share Point:	\$63,830										
Estimated Rev for Mean Station:	\$360,000										

5 YEAR GROWTH RATE

	82-87	Median House Value: \$55,463	Flagship (167 Mil)
Population:	13.3%	Median Age: 34.2 years	Florida Nat. (51 Mil)
Retail Sales:	79.3%	Median Education: 12.7 years	Landmark (87 Mil)

YEAR 2000 POPULATION: 358,000

COMMERCE AND INDUSTRY

Important Businesses and Industries	Major Corporations	Employment Breakdowns
Seafood processing	Harris Corp.	Manag/Prof. 30,782 (27.0%)
Tourism		Services 33,617 (29.5%)
Military		Tech/Sales/Admin. 36,748 (32.3%)
Citrus fruits		Manuf. 24,729 (21.7%)
Electronics		Service 14,689 (12.9%)
		Retail 20,979 (18.4%)
		Farm/Forest/Fish 1,772 (1.6%)
		Construct 9,660 (8.5%)
		Precision Prod. 16,292 (14.3%)
		Pub Admin 7,622 (6.7%)
		Oper./Fabri/Labor 13,658 (12.0%)
		Trans/Comm 6,394 (5.6%)

Total Employment: 113,941

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Florida Tech (5,784)

Military Bases

Kennedy Space Center (NA)
Patrick AFB (3,400)

Unemployment

June 79: NA
Dec 82: 8.3%
Sep 83: 7.3%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Downs Group
Dryer
Charles Hicks

Heavy Agency
Radio Users

Poor Agency
Radio Users

Most Knowledgeable
Local Media Buyers

Largest Local Radio Accounts

Wooten Ford
Wendy's
Merritt Square Mall

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which
Use Radio Poorly

Sun Bank
Sutherland Olds

Highest Billing AM: WMEL
Highest Billing FM: WCKS-F
Highest Billing Station: WCKS-F

Radio Usage by Major Advertising Categories

Financial	NA	Soft Drinks	2.0
Fast Foods	4.0	Beer, Wine	3.5
Restaurants	2.0	Farm	1.0
Auto Dealers	3.5	Utilities	3.5

Source of Regional Dollars

Stereo/Computers/TV	2.5
Department/Discount Stores	3.5
Airlines	3.0
Fashion, Clothing Stores	2.5

Orlando
Miami

COMPETITIVE MEDIA

Over the Air Television

Part of Orlando ADI
See Orlando

Daily Newspapers

Cocoa Today M/S 69,978, Gannett

Cable Penetration (DMA)

NA
TCI, ATC

Recent Radio Transactions

1981	WRKT A/F	From Bob Taylor to Guy Gannett	\$1,300,000
1983	WAMT, WAJX-F	From Regional to Ogden	900,000
1983	WTAI, WLLV-F		846,000

MISCELLANEOUS COMMENTS

*The 1983 MSA and 1982 SMSA differ. The 82 SMSA is used for projections and estimates.

MEMPHIS

1982 SMSA Rank: 43
1983 MSA Rank: 48

1983 ADI Rank: 39
1983 Est Revenue: \$16,400,000
Manager's Market Rating (current): 3.7

Population per Station: 52,222 (18)
Est Rev per Share Point: \$171,369
Manager's Market Rating (future): 3.0

REVENUE HISTORY AND PROJECTIONS

Table with columns for years 78-88 and rows for FCC Revenue Data, Duncan Media Rev Est, Yearly Growth Rate, Projected Revenue Est, Revenue per Capita, etc.

POPULATION AND DEMOGRAPHIC ESTIMATES

Table with columns for years 78-88 and rows for Total Population, Retail Sales, CSI Household, Below-the-Line Listening Shares, etc.

5 YEAR GROWTH RATE

Population: 5.9%
Retail Sales: 68.1%

Median House Value: \$55,046
Median Age: 27.9 years
Median Education: 12.4 years

Largest Banks
First Term (2.0 Bil)
Union Planters (1.5 Bil)
Nat. Commerce (845 Mil)

YEAR 2000 POPULATION: 1,033,690

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Cotton
Soybean
Food processing
Pharmaceuticals
Lumber
Elect. machinery

Federal Co.
Piper Industries
Valmac Ind.
Conwood Corp.
Baddour Inc.
Holiday Inns

Employment Breakdowns

Table with columns for job descriptions (Manag/Prof, Tech/Sales/Admin, Service, etc.) and industry percentages.

NOTE: Column on the left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Memphis State (20,653)
State Tech (2,448)
U of Tenn-Health Sciences (2,192)

Military Bases

Memphis NAS (13,000)

Unemployment

June 79: 5.4%
Dec 82: NA
Sep 83: 8.6%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Ward Archer
Cochran, Sandford (7 mil)
John Malmo
Swearingen & Conway
Walker & Assoc.
Jan Gardner (4 mil, 29%)

Heavy Agency Radio Users

Jan Gardner
Swearingen
Malmo

Poor Agency Radio Users

Ward Archer

Most Knowledgeable Local Media Buyers

Linda Roberts - Malmo
Diana Wright - Malmo

Largest Local Radio Accounts

Fleming Furniture
Coca Cola
Home Federal S&L

Market's Radio Strengths

Little format overlap
Strong radio tradition in market
Professional sales force

Market's Radio Weaknesses

Poor perception of radio by some industries (particularly auto)
TV rates too low
Some lack of price integrity

Large Local Accounts Which Use Radio Poorly

Foster Auto
Union Planters Bank

Highest Billing AM: WMC

Highest Billing FM: WMC-F

Highest Billing Station: WMC-F

Radio Usage by Major Advertising Categories

Financial 3.3 Soft Drinks 4.7
Fast Foods 4.0 Beer, Wine 5.0
Restaurants 4.0 Farm 2.3
Auto Dealers 1.7 Utilities 1.7

Stereo/Computers/TV 3.7
Department/Discount Stores 2.7
Airlines 3.7
Fashion, Clothing Stores 3.7

Source of Regional Dollars

Little Rock
Nashville
Birmingham

COMPETITIVE MEDIA

Over the Air Television

WHBQ Memphis 13 ABC RKO
WMC Memphis 5 NBC Scripps-Howard
WMKW Memphis 30
WPTY Memphis 24
WREG Memphis 3 CBS New York Times

Daily Newspapers

Commercial Appeal M/S 200,189, Scripps-How

Cable Penetration (DMA)

36.1%
ATC,
Tele-Comm

Recent Radio Transactions

1983 WGKX From Harte-Hanks to Firstcom
\$3,200,000

MISCELLANEOUS COMMENTS

"Southern as it is, Memphis also has a hint of the West: the atmosphere of those vast glazed skies, the bustle, the raw energy."

"Memphis paid a price, however, for its social chaos, progressing so slowly that some called it the dark spot in the Sunbelt."

- The Book of America

MIAMI-FT. LAUDERDALE

1982 SMSA Rank: 11 (approx)	1983 ADI Rank: 13	Population per Station: 96,452 (31)
1983 MSA Rank: 22-Miami	1983 Est Revenue: \$62,200,000	Est Rev per Share Point: \$682,018
39-Ft. Lau	Manager's Market Rating (current): 4.5	Manager's Market Rating (future): 4.5

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>						
FCC Revenue Data:	31.2	44.5	46.7														
Duncan Media Rev Est:				51.4	56.7												
Yearly Growth Rate (1978-82):	8.4% (1979-1982 only)																
Projected Revenue Est:						61.5	66.6	72.2	78.3	84.9	92.0						
Revenue per Capita:	13.11	18.54	19.54	20.23	20.47												
Yearly Growth Rate (1978-82):	3.4% (1979-1982 only)																
Projected Revenue per Capita:						21.17	21.89	22.63	23.40	24.19	25.02						
Resulting Revenue Estimate:						63.3	66.3	69.5	73.0	76.4	79.8						
Rev as % of Retail Sales:	0.28	0.35	0.32	0.31	0.32												
Mean % (1978-1982):	0.316																
Resulting Revenue Estimate:						61.9	67.6	76.5	83.7	91.3	98.3						
						<u>MEAN REVENUE ESTIMATES:</u>						<u>62.2</u>	<u>66.8</u>	<u>72.7</u>	<u>78.3</u>	<u>84.2</u>	<u>90.0</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	2.38	2.40	2.39	2.54	2.77	2.99	3.03	3.07	3.12	3.16	3.19
Retail Sales (billions):	11.1	12.6	14.4	16.6	17.9	19.6	21.4	24.2	26.5	28.9	31.1
CSI Household (thousands):	18.7	20.4	22.0	23.7	26.1	--	--	--	--	--	--
Below-the-Line Listening Shares:..	3.8%		<u>Racial Breakdowns (%)</u>			<u>Income Breakdowns (%)</u>		<u>Age Breakdowns (%)</u>		<u>Education Levels (%)</u>	
Unlisted Station Listening:..	5.0%		White	81.1	<10	30.7	12-24	21.5	5 years		
Total Lost Listening:..	8.8%		Black	15.2	10-20	30.2	25-54	43.9	or less	4.1	
Available Share Points:	91.2		Hispanic	20.2	20-35	25.4	55+	34.6	High School		
Number of Viable Stations:	29		Other	----	35-50	8.0			Grad	66.6	
Mean Share Points per Station:	3.14				50+	5.7			4 or more		
Median Share Points per Station:	3.3								years of		
Rev per Available Share Point:	\$682,018								college	16.1	
Estimated Rev for Mean Station:	\$2,141,535										

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	11.0%
Retail Sales:	78.0%

Median House Value: \$73,000
 Median Age: 37.8 years
 Median Education: 12.5 years

Largest Banks

Southeast (7.0 Bil)
 Pan American (770 Mil)
 Florida Nat. (693 Mil)
 Flagship (883 Mil)
 Barnett (1.7 Bil)

YEAR 2000 POPULATION: 3,648,580

COMMERCE AND INDUSTRY

Important Businesses and Industries

Tourism
 Clothing
 Electronics

Major Corporations

Knight-Ridder
 Burnup & Sims
 Deltona
 Levitz Furniture
 Keller Industries
 Cordis Corp.

Employment Breakdowns

Manag/Prof.	276,121 (23.4%)	Services	358,217 (30.4%)
Tech/Sales/Admin.	405,217 (34.3%)	Retail	222,589 (18.9%)
Service	169,778 (14.4%)	Manuf.	158,422 (13.4%)
Farm/Forest/Fish	18,615 (1.6%)	Trans/Com	118,220 (10.0%)
Precision Prod.	148,065 (12.6%)	Finan/Ins	98,843 (8.4%)
Oper./Fabri/Labor	161,063 (13.7%)	Construct	88,479 (7.5%)

Total Employment: 1,178,859

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

University of Miami (15,970)
Florida Int. (11,673)

Military Bases

Homestead AFB (5,352)

Unemployment

June 79: 6.1%
Dec 82: 18.8%
Sep 83: 15.8%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Beber, Silverstein (35 mil, 9%)
Hume, Smith (20 mil)
Mike Sloan (18 mil, 10%)
Sandy Tinsley (22 mil, 10%)
Golnick Adv. (20 mil)
Steve Walker (27 mil, 20%)

Heavy Agency Radio Users

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Largest Local Radio Accounts

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which Use Radio Poorly

Highest Billing Station: WQBA

Highest Billing FM: WHYI-F

Highest Billing Station: WQBA

Radio Usage by Major Advertising Categories

Financial	3.5	Soft Drinks	3.5
Fast Foods	5.0	Beer, Wine	4.5
Restaurants	3.0	Farm	1.0
Auto Dealers	3.5	Utilities	2.5

Source of Regional Dollars

Stereo/Computers/TV	3.5
Department/Discount Stores	3.0
Airlines	3.5
Fashion, Clothing Stores	3.5

Atlanta
Tampa
Jacksonville
Orlando

COMPETITIVE MEDIA

Over the Air Television

WCIX	Miami	6	Taft	WDZL	Miami	39
WCKT	Miami	7	NBC	WKID	Fort L	51
WHFT	Miami	45	Trinity			
WLTW	Miami	23	SIN			
WPLG	Miami	10	ABC	Post-Newsweek		
WTVJ	Miami	4	CBS	Wometco		

Daily Newspapers

Miami Herald	M/S	416,512	Knight-Ridder
Miami News	E	60,277	Cox
Fort Lau Sun-Sentinel	M	82,905	Tribune Co.
Fort Lau News	E/S	96,776	Tribune Co.
Miami papers have a JOA			

Cable Penetration (DMA)

34.0%
Selkirk,
Storer

Recent Radio Transactions

1982	WSUA	From Metroplex to Levin/Rumbaut	\$2,200,000
1983	WYOR-F	From Insilco to EZ	3,600,000
1983	WVCG	Sold by Insilco	1,500,000
1983	WWJF-F		4,350,000
1983	WFTL		1,520,000

MISCELLANEOUS COMMENTS

MILWAUKEE

1982 SMSA Rank: 28
1983 MSA Rank: 30

1983 ADI Rank: 29
1983 Est Revenue: \$26,800,000
Manager's Market Rating (current): 3.4

Population per Station: 56,000 (25)
Est Rev per Share Point: \$304,892
Manager's Market Rating (future): 3.2

REVENUE HISTORY AND PROJECTIONS

Table with columns for years 78-88 and rows for FCC Revenue Data, Revenue per Capita, and Resulting Revenue Estimate.

MEAN REVENUE ESTIMATES: 26.8 29.3 31.8 34.8 37.7 40.6

POPULATION AND DEMOGRAPHIC ESTIMATES

Table with columns for years 78-88 and rows for Total Population, Retail Sales, CSI Household, and demographic breakdowns like Racial and Income.

5 YEAR GROWTH RATE

82-87
Population: 1.4%
Retail Sales: 52.6%

Median House Value: \$78,810
Median Age: 29.8 years
Median Education: 12.6 years

Largest Banks

First Wisconsin (3.5 Bil)
Marshall (1.5 Bil)
Marine Bank (1.2 Bil)
First Bank (619 Mil)

YEAR 2000 POPULATION: 1,485,170

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Employment Breakdowns

Brewing: Allis-Chalmers, Clark Oil, Schlitz
Automotive: Pabst
Food processing: Briggs & Stratton
Heavy machinery: A.O. Smith
Metal products: Bucyrus-Erie

Manag/Prof. 146,288 (22.2%)
Tech/Sales/Admin. 206,479 (31.3%)
Service 86,991 (13.2%)
Farm/Forest/Fish 5,170 (7.8%)
Precision Prod. 78,165 (11.9%)
Oper./Fabri/Labor 136,436 (20.7%)
Manuf. 209,189 (31.7%)
Services 181,228 (27.5%)
Retail 108,532 (16.4%)
Trans/Com 42,026 (6.4%)
Finan/Ins 40,148 (6.1%)
Wholesale 27,864 (4.2%)

Total Employment: 659,529

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Marquette (11,619)
U of Wisc (25,933)

Military Bases

Unemployment

June 79: 3.7%
Dec 82: 11.9%
Sep 83: 9.8%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies ***

Cramer-Krasselt (45 mil)
Frankenberry, Laughlin (15 mil)
Hastings Doyle (30%)
Hoffman York (30 mil)

Heavy Agency Radio Users

Hoffman York
Meyer
Cramer-Krasselt

Poor Agency Radio Users

Frankenberry

Most Knowledgeable Local Media Buyers

No consensus

Largest Local Radio Accounts

American of Madison
Gimbels Dept. Store
Colders Furniture

Market's Radio Strengths

AM still strong

Market's Radio Weaknesses

Newspaper is preoccupied with "trade" gossip instead of writing intelligently about radio.

Large Local Accounts Which Use Radio Poorly

Sears
Penneys
Rank Buick

Lack of format stability

Weak pricing-need more price leadership

Highest Billing AM: WTMJ

Highest Billing FM: No consensus

Highest Billing Station: WTMJ

Radio Usage by Major Advertising Categories

Financial	3.8	Soft Drinks	4.0
Fast Foods	4.2	Beer, Wine	4.2
Restaurants	2.8	Farm	1.6
Auto Dealers	3.6	Utilities	2.2

Stereo/Computers/TV	4.4
Department/Discount Stores	4.0
Airlines	2.6
Fashion, Clothing Stores	2.8

Source of Regional Dollars

Minneapolis
Madison
Chicago

COMPETITIVE MEDIA

Over the Air Television

WCGV	Milwaukee	24		
WISN	Milwaukee	12	ABC	Hearst
WITI	Milwaukee	6	CBS	Storer
WTMJ	Milwaukee	4	NBC	Journal
WVTV	Milwaukee	18		Gaylord

Daily Newspapers

Milwaukee Sentinel	M	180,762
Milwaukee Journal	E/S	307,112

Cable Penetration (DMA)

21.4%
Warner Amex

Recent Radio Transactions

1981	WEMP/WMYX-F	Sold to LIN	\$3,300,000
1982	WGMF-F	Sold to Embrescia	2,000,000
1983	WGMF-F	From Embrescia to Josephson	3,200,000
1983	WOKY/WMIL-F	From Surrey to Sundance	4,750,000
1983	WFMR-F (Menom. Falls)		2,000,000

MISCELLANEOUS COMMENTS

DFS Test Market

"Milwaukee remains a city where the values of its sturdy German settlers - civic responsibility, public order, frugality, and pride in property - remain firmly rooted...Milwaukee remained a hard-working factory town."

- The Book of America

***Additional ad agencies

Kloppenburg Switzer (7 mil, 15%)
McDonald Davis
R.L. Meyer (10 mil, 22%)
Bader Rutter (26 mil)

DUNCAN'S RADIO MARKET GUIDE Copyright 1984

MINNEAPOLIS-ST. PAUL

1982 SMSA Rank: 15
1983 MSA Rank: 13

1983 ADI Rank: 14
1983 Est Revenue: \$44,300,000
Manager's Market Rating (current):3.0

Population per Station: 99,091 (22)
Est Rev per Share Point: \$493,869
Manager's Market Rating (future):4.0

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>					
FCC Revenue Data:	27.3	30.9	34.3													
Duncan Media Rev Est:				36.9	39.4											
Yearly Growth Rate (1978-82): 9.6%																
Projected Revenue Est:						43.2	47.3	51.9	56.9	62.3	68.3					
Revenue per Capita:	13.32	15.15	16.49	17.57	18.50											
Yearly Growth Rate (1978-82): 8.6%																
Projected Revenue per Capita:						20.09	21.82	23.70	25.73	27.95	30.35					
Resulting Revenue Estimate:						43.8	48.2	53.1	58.4	64.3	70.7					
Rev as % of Retail Sales:	0.34	0.33	0.34	0.31	0.32											
Mean % (1978-1982): 0.328																
Resulting Revenue Estimate:						45.9	51.1	56.4	62.6	70.5	77.7					
						MEAN REVENUE ESTIMATES:					44.3	48.9	53.8	59.3	65.7	72.2

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	2.05	2.04	2.08	2.10	2.13	2.18	2.21	2.24	2.27	2.30	2.33
Retail Sales (billions):	8.14	9.3	10.2	11.8	12.2	14.0	15.6	17.2	19.1	21.5	23.7
CSI Household (thousands):	20.0	22.6	25.5	27.2	28.3	--	--	--	--	--	--
Below-the-Line Listening Shares:..	0%										
Unlisted Station Listening:..	10.3%										
Total Lost Listening:..	10.3%										
Available Share Points:	89.7										
Number of Viable Stations:	18										
Mean Share Points per Station:	4.98										
Median Share Points per Station:	3.7										
Rev per Available Share Point:	\$493,869										
Estimated Rev for Mean Station:	\$2,459,465										

5 YEAR GROWTH RATE

82-87
Population: 6.4%
Retail Sales: 74.5%

Median House Value: \$65,158
Median Age: 28.9 years
Median Education: 12.8 years

Largest Banks

F & M Marquette (1.3 Bil)
First Bank (5.5 Bil)
Norwest (5.0 Bil)
American-S. Paul (433 Mil)

YEAR 2000 POPULATION: 2,490,000

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Government
High Tech
Electronics
Research
Farm machinery
Milling
Food processing

Minn. Mining
Honeywell
General Mills
Pillsbury
Control Data
Land O' Lakes
Burlington Northern
Cargill

Employment Breakdowns

Manag/Prof.	275,810 (25.6%)	Services	318,423 (29.6%)
Tech/Sales/Admin.	367,818 (34.2%)	Manuf	248,643 (23.1%)
Service	139,552 (13.0%)	Retail	180,319 (16.8%)
Farm/Forest/Fish	13,943 (1.3%)	Trans/Com	79,741 (7.4%)
Precision Prod.	112,978 (10.5%)	Fina/Ins	78,662 (7.3%)
Oper./Fabri/Labor	165,296 (15.4%)	Wholesale	60,556 (5.6%)

Total Employment: 1,075,397

NOTE: Column to left is employment by job description or occupation. The column on the right is employment by industry.

Colleges and Universities

University of Minnesota (50,000)
St. Thomas College (5,281)

Military Bases

Unemployment

June 79: 3.6%
Dec 82: 6.9%
Sep 83: 6.4%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies ***

Campbell-Mithum (240 mil, 10%)
Carmichael-Lynch (30 mil, 9%)
Colle & McCoy (27 mil, 14%)
Martin Williams (27 mil, 16%)

Heavy Agency Radio Users

Bozell & Jacobs
Paragon
Grey

Poor Agency Radio Users

Chuck Ruhr

Most Knowledgeable Local Media Buyers

Ann Witford - Bozell & Jacobs
Betty Hitch - Red Baron

Largest Local Radio Accounts

Superamerica
Daytons Dept. Store
Schaak Electronics

Market's Radio Strengths

Growth market and youthful market
Limited signals

Market's Radio Weaknesses

Conservative market
Format duplications

Large Local Accounts Which Use Radio Poorly

Dairy Queen
Target Markets
Perkins Restaurants

Highest Billing AM: WCCO
Highest Billing FM: KSTP-F
Highest Billing Station: WCCO

Radio Usage by Major Advertising Categories

Financial	3.0	Soft Drinks	3.0	Stereo/Computers/TV	3.5
Fast Foods	3.0	Beer, Wine	3.0	Department/Discount Stores	4.0
Restaurants	2.3	Farm	2.0	Airlines	3.0
Auto Dealers	4.3	Utilities	3.0	Fashion, Clothing Stores	2.5

Source of Regional Dollars

Chicago
Madison

COMPETITIVE MEDIA

Over the Air Television

KMSP	Minn-SP	9	United	KXLI	St. Cloud	41
KSTP	Minn-SP	5	ABC	Hubbard		
KTMA	Minn-SP	23				
WCCO	Minn-SP	4	CBS	Midwest		
WFBT	Minn-SP	29				
WTCN	Minn-SP	11	NBC	Metromedia		

Daily Newspapers

Minneapolis Star & Tribune AD/S 362,505

Cable Penetration (DMA)

13.9%

Recent Radio Transactions

1982	WLOL-F	From Liggett to Emmis	\$6,000,000
1983	KTWN-F	Sold to Sunbelt	3,800,000
1983	KTCR A/F	Sold to John Parker	3,400,000

MISCELLANEOUS COMMENTS

DFS Test Market

"Minnesota's greatest strength remained the clear focus of economic, political, and cultural leadership in her Twin Cities of Minneapolis and St. Paul, whose great locally controlled industries stoutly resisted the siren call of the national conglomerates to create an extraordinarily durable and strong decision-making center on questions affecting the state's future."

- The Book of America

MOBILE

1982 SMSA Rank: 92
1983 MSA Rank: 95

1983 ADI Rank: 61
1983 Est Revenue: \$7,200,000
Manager's Market Rating (current): 3.5

Population per Station: 28,750 (16)
Est Rev per Share Point: \$76,841
Manager's Market Rating (future): 4.0

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	4.9	5.0	5.6								
Duncan Media Rev Est:				6.2	6.8						
Yearly Growth Rate (1978-82):	8.6%										
Projected Revenue Est:						7.4	8.0	8.7	9.5	10.3	11.2
Revenue per Capita:	11.67	11.63	12.44	13.48	14.78						
Yearly Growth Rate (1978-82):	6.3%										
Projected Revenue per Capita:						15.71	16.70	17.75	18.87	20.06	21.32
Resulting Revenue Estimate:						7.2	7.7	8.3	9.1	9.8	10.5
Rev as % of Retail Sales:	0.33	0.31	0.33	0.34	0.35						
Mean % (1978-1982):	0.332										
Resulting Revenue Estimate:						7.0	8.0	9.0	10.3	11.6	12.6
<u>MEAN REVENUE ESTIMATES:</u>						<u>7.2</u>	<u>7.9</u>	<u>8.7</u>	<u>9.6</u>	<u>10.6</u>	<u>11.4</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.42	.43	.45	.46	.46	.46	.46	.47	.48	.49	.49
Retail Sales (billions):	1.5	1.6	1.7	1.8	1.9	2.1	2.4	2.7	3.1	3.5	3.8
CSI Household (thousands):	16.8	18.2	19.1	20.8	21.6	--	--	--	--	--	--
Below-the-Line Listening Shares:..	1.4%										
Unlisted Station Listening:..	4.9%										
Total Lost Listening:..	6.3%										
Available Share Points:	93.7										
Number of Viable Stations:	13										
Mean Share Points per Station:	7.21										
Median Share Points per Station:	6.3										
Rev per Available Share Point:	\$76,841										
Estimated Rev for Mean Station:	\$554,023										
<u>5 YEAR GROWTH RATE</u>											
	<u>82-87</u>										
Population:	6.2%										
Retail Sales:	73.3%										

Median House Value: \$41,462
Median Age: 28.3 years
Median Education: 12.3 years

Largest Banks

First Nat. (629 Mil)
Merchants (662 Mil)
American (258 Mil)
Southtrust (136 Mil)

YEAR 2000 POPULATION: 523,480

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Morrison, Inc.

Employment Breakdowns

Manag/Prof.	34,966 (20.3%)	Services	46,705 (27.1%)
Tech/Sales/Admin.	50,868 (29.5%)	Manuf.	34,648 (20.1%)
Service	21,466 (12.4%)	Retail	28,903 (16.7%)
Farm/Forest/Fish	4,082 (2.4%)	Construct	16,452 (9.5%)
Precision Prod.	27,321 (15.8%)	Trans/Com/PU	13,771 (8.0%)
Oper./Fabri/Labor	33,929 (19.7%)	Pub Admin	8,424 (4.9%)

Total Employment: 172,632

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

University of South. Alabama (7,890)
Mobile College (1,082)

Military Bases

Unemployment

June 79: 9.2%
Dec 82: 15.4%
Sep 83: 14.3%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Barney & Patrick (5 mil, 20%)
Lewis Adv. (8 mil, 10%)
Reynolds-Sullivan (2 mil, 5%)
Timbco & Yeager (2 mil)

Heavy Agency
Radio Users

Poor Agency
Radio Users

Most Knowledgeable
Local Media Buyers

Largest Local Radio Accounts

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which
Use Radio Poorly

Highest Billing AM: No consensus
Highest Billing FM: WKSJ-F
Highest Billing Station: WKSJ-F

Radio Usage by Major Advertising Categories

Financial	3.0	Soft Drinks	4.0	Stereo/Computers/TV	3.5
Fast Foods	4.5	Beer, Wine	4.5	Department/Discount Stores	2.5
Restaurants	2.5	Farm	1.5	Airlines	3.5
Auto Dealers	3.5	Utilities	3.5	Fashion, Clothing Stores	2.5

Source of Regional Dollars

COMPETITIVE MEDIA

Over the Air Television

WALA	Mobile	10	NBC	Detroit News
WEAR	Pensacola	3	ABC	Rollins
WKRG	Mobile	5	CBS	
WMPV	Mobile	21		Providence Journal
WPMI	Mobile	15		

Daily Newspapers

Mobile Register	M	50,865, Newhouse
Mobile Press	M/S	51,843, Newhouse

Cable Penetration (DMA)

46.2%
Group W

Recent Radio Transactions

1983	WUNI	From Kirk to Mel Tillis	\$500,000
1983	WJQY-F (Chickasaw)	Sold to Ed Muniz	\$923,000

MISCELLANEOUS COMMENTS

"Mobile is an Alabama anomaly: Subtropical, aristocratic, substantially Catholic, Creole, and cosmopolitan, yet uncompromisingly conservative."

- The Book of America

MODESTO

1982 SMSA Rank: 145
1983 MSA Rank: 143

1983 ADI Rank: Sacramento
1983 Est Revenue: \$5,400,000
Manager's Market Rating (current):4.0

Population per Station:29,000 (10)
Est Rev per Share Point: \$87,097
Manager's Market Rating (future):4.0

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	3.2	2.9	3.5								
Duncan Media Rev Est:				4.0	5.0						
Yearly Growth Rate (1978-82):	15.0%										
Projected Revenue Est:						5.8	6.6	7.6	8.7	10.1	11.6
Revenue per Capita:	13.33	11.60	13.46	14.81	17.86						
Yearly Growth Rate (1978-82):	11.6%										
Projected Revenue per Capita:						19.93	22.24	24.82	27.70	30.91	34.50
Resulting Revenue Estimate:						5.7	6.4	7.4	8.9	10.2	11.4
Rev as % of Retail Sales:	0.32	0.26	0.29	0.31	0.35						
Mean % (1978-1982):	0.306										
Resulting Revenue Estimate:						4.9	5.2	5.8	6.4	6.7	7.3
				(See note below)							
				MEAN REVENUE ESTIMATES:		<u>5.4</u>	<u>6.1</u>	<u>6.9</u>	<u>8.0</u>	<u>9.0</u>	<u>10.1</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.24	.25	.26	.27	.28	.29	.30	.31	.32	.33	.33
Retail Sales (billions):	1.0	1.1	1.2	1.3	1.4	1.6	1.7	1.9	2.1	2.2	2.4
CSI Household (thousands):	17.5	18.9	20.9	27.2	--	--	--	--	--	--	--
Below-the-Line Listening Shares:..	27.2%										
Unlisted Station Listening:..	10.8%										
Total Lost Listening:..	38.0%										
Available Share Points:	62.0										
Number of Viable Stations:	9										
Mean Share Points per Station:	6.89										
Median Share Points per Station:	7.2										
Rev per Available Share Point:	\$87,097										
Estimated Rev for Mean Station:	\$600,097										

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	15.3%
Retail Sales:	61.9%

Median House Value: \$64,498
Median Age: 29.2 years
Median Education: 12.4 years

Largest Banks

Center State (62 Mil)
Modesto Bank (62 Mil)

YEAR 2000 POPULATION: 347,710

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Employment Breakdowns

Agribusiness

Manag/Prof.	20,122 (19.0%)	Services	28,733 (27.1%)
Tech/Sales/Admin.	29,631 (28.0%)	Manuf.	20,960 (19.8%)
Service	13,659 (12.9%)	Retail	18,028 (17.0%)
Farm/Forest/Fish	8,642 (8.2%)	Agricult	9,926 (9.4%)
Precision Prod.	14,711 (13.9%)	Construct	7,377 (7.0%)
Oper./Fabri/Labor	19,127 (18.1%)	Trans/Comm	6,475 (6.1%)

Total Employment: 105,892

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

NOTE: The mean revenue projections for this market may be too high. Use with extreme caution.

Colleges and Universities

Cal State (4,059)

Military Bases

Unemployment

June 79: 8.1%
Dec 82: NA
Sep 83: 14.3%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Ryan & Johnson
Boyle, Kilpatrick

Heavy Agency
Radio Users

Poor Agency
Radio Users

Most Knowledgeable
Local Media Buyers

Largest Local Radio Accounts

McHenry Shopping Center
Wendy's
Vintage Faire Mall

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which
Use Radio Poorly

City Tire
New Deal Markets
Grays Dept. Store

Highest Billing AM: No consensus
Highest Billing FM: KOSO-F
Highest Billing Station: KOSO-F

Radio Usage by Major Advertising Categories

Financial	4.0	Soft Drinks	5.0	Stereo/Computers/TV	2.5
Fast Foods	5.0	Beer, Wine	4.0	Department/Discount Stores	4.0
Restaurants	3.0	Farm	1.5	Airlines	2.5
Auto Dealers	2.0	Utilities	3.5	Fashion, Clothing Stores	4.0

Source of Regional Dollars

Sacramento
Fresno

COMPETITIVE MEDIA

Over the Air Television

Part of Sacramento ADI
See Sacramento

Daily Newspapers

Modesto Bee M/S 69,886, McClatchy

Cable Penetration (DMA)

NA
Capital Cities

Recent Radio Transactions

1982 KFIV A/F Sold to Community Pacific NA
1982 KBEE A/F From McClatchy to John Price NA
1983 KCEY/KMIX-F Sold by Behan \$1,800,000

MISCELLANEOUS COMMENTS

MONTGOMERY

1982 SMSA Rank: 143
1983 MSA Rank: 143

1983 ADI Rank: 121
1983 Est Revenue: \$5,500,000
Manager's Market Rating (current): 4.5
Population per Station: 21,538 (13)
Est Rev per Share Point: \$60,841
Manager's Market Rating (future): 3.5

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	3.9	4.3	4.3								
Duncan Media Rev Est:				4.6	5.1						
Yearly Growth Rate (1978-82): 7.1%											
Projected Revenue Est:						5.5	5.8	6.3	6.7	7.2	7.7
Revenue per Capita:	15.60	16.54	16.54	17.03	18.21						
Yearly Growth Rate (1978-82): 4.0%											
Projected Revenue per Capita:						18.94	19.70	20.48	21.30	22.16	23.04
Resulting Revenue Estimate:						5.3	5.7	5.9	6.4	6.9	7.1
Rev as % of Retail Sales:	0.39	0.43	0.40	0.40	0.39						
Mean % (1978-1982): 0.402											
Resulting Revenue Estimate:						5.6	6.0	6.8	7.6	8.4	9.2
MEAN REVENUE ESTIMATES:						<u>5.5</u>	<u>5.8</u>	<u>6.3</u>	<u>6.9</u>	<u>7.5</u>	<u>8.0</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.25	.26	.26	.27	.28	.28	.29	.29	.30	.31	.31
Retail Sales (billions):	1.0	1.0	1.1	1.1	1.3	1.4	1.5	1.7	1.9	2.1	2.3
CSI Household (thousands):	18.9	20.0	21.1	22.1	23.5	--	--	--	--	--	--
Below-the-Line Listening Shares:..	0%										
Unlisted Station Listening:..	9.6%										
Total Lost Listening:..	9.6%										
Available Share Points:	90.4										
Number of Viable Stations:	11										
Mean Share Points per Station:	8.22										
Median Share Points per Station:	5.8										
Rev per Available Share Point:	\$60,841										
Estimated Rev for Mean Station:	\$500,111										

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	8.3%
Retail Sales:	69.0%

Median House Value: \$53,668
Median Age: 28.6 years
Median Education: 12.4 years

Largest Banks

First Ala. (613 Mil)
Central Bank (NA)
Union (327 Mil)
Ala. Nat. (203 Mil)

YEAR 2000 POPULATION: 350,580

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Blount Inc.

Government
Military
Agribusiness
Clothing
Foods processing

Employment Breakdowns

Manag/Prof.	26,481 (24.4%)	Services	31,372 (28.9%)
Tech/Sales/Admin.	34,949 (32.2%)	Retail	17,951 (16.5%)
Service	14,213 (13.1%)	Manuf.	16,107 (14.8%)
Farm/Forest/Fish	2,062 (1.9%)	Pub Admin	13,306 (12.2%)
Precision Prod.	12,594 (11.6%)	Construct	8,329 (7.7%)
Oper./Fabri/Labor	18,388 (16.9%)	Tran/Com/PU	6,759 (6.2%)

Total Employment: 108,687

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Alabama State (4,066)
Troy State (2,609)
Auburn-Mont. (4,967)

Military Bases

Maxwell AFB (3,400)
Gunter AFS (2,257)

Unemployment

June 79: 6.7%
Dec 82: 12.0%
Sep 83: 10.2%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Leavell Wise (2 mil, 10%)

Heavy Agency Radio Users

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Largest Local Radio Accounts

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which Use Radio Poorly

Highest Billing AM: WHHY
Highest Billing FM: WLWI-F
Highest Billing Station: WLWI-F

Radio Usage by Major Advertising Categories

Financial 2.5 Soft Drinks 5.0
Fast Foods 4.0 Beer, Wine 5.0
Restaurants 3.0 Farm 2.0
Auto Dealers 4.0 Utilities 2.0

Source of Regional Dollars

Stereo/Computers/TV 3.0
Department/Discount Stores 3.0
Airlines 1.0
Fashion, Clothing Stores 3.0

COMPETITIVE MEDIA

Over the Air Television

WCOV Montgomery 20 CBS Gay-Bell
WKAB Montgomery 32 ABC Bahakel
WMCF Montgomery 45
WSFA Montgomery 12 NBC Cosmos

Daily Newspapers

Montgomery Advertiser M/S 45,529, Multime
Alabama Journal E 22,094, Multimedia

Cable Penetration (DMA)

49.6%
Storer

Recent Radio Transactions

No major sales since 1979

MISCELLANEOUS COMMENTS

"Montgomery is dominated by state government and the Maxwell Air Force Base."

- The Book of America

NASHVILLE

1982 SMSA Rank: 45
1983 MSA Rank: 55

1983 ADI Rank: 30
1983 Est Revenue: \$17,900,000
Manager's Market Rating (current): 3.3

Population per Station: 34,231 (26)
Est Rev per Share Point: \$192,888
Manager's Market Rating (future): 4.3

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	12.2	13.3	14.6								
Duncan Media Rev Est:				15.5	16.6						
Yearly Growth Rate (1978-82): 8.0%											
Projected Revenue Est:						17.9	19.4	20.9	22.6	24.4	26.3
Revenue per Capita:	15.38	16.84	18.25	18.90	18.86						
Yearly Growth Rate (1978-82): 5.4%											
Projected Revenue per Capita:						19.88	20.95	22.08	23.28	24.53	25.86
Resulting Revenue Estimate:						17.7	19.1	20.3	21.9	23.5	25.1
Rev as % of Retail Sales:	0.38	0.39	0.38	0.37	0.38						
Mean % (1978-1982): 0.380											
Resulting Revenue Estimate:						18.2	20.1	22.4	25.5	28.9	31.2
MEAN REVENUE ESTIMATES:						<u>17.9</u>	<u>19.5</u>	<u>21.2</u>	<u>23.3</u>	<u>25.6</u>	<u>27.5</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.78	.79	.80	.82	.88	.89	.91	.92	.94	.96	.97
Retail Sales (billions):	3.2	3.4	3.8	4.2	4.4	4.8	5.3	5.9	6.7	7.6	8.2
CSI Household (thousands):	17.8	19.5	20.9	22.4	23.3	--	--	--	--	--	--
Below-the-Line Listening Shares:..	0%										
Unlisted Station Listening:..	7.2%										
Total Lost Listening:..	7.2%										
Available Share Points:	92.8										
Number of Viable Stations:	16										
Mean Share Points per Station:	5.80										
Median Share Points per Station:	5.2										
Rev per Available Share Point:	\$192,888										
Estimated Rev for Mean Station:	\$1,118,750										

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	8.5%
Retail Sales:	73.7%

Median House Value: \$51,720
Median Age: 29.8 years
Median Education: 12.4 years

Largest Banks

Commerce Union (1.5 Bil)
First American (1.6 Bil)
Third National (1.7 Bil)

YEAR 2000 POPULATION: 1,123,410

COMMERCE AND INDUSTRY

Important Businesses and Industries

Music recording
Tourism
Chemicals
Printing
Financial
Insurance

Major Corporations

Genesco
Ingram Ind.
NLT Corp.
Washington Ind.
Hospital Affiliates
Service Merchandise

Employment Breakdowns

Manag/Prof.	92,330 (23.3%)	Services	114,065 (28.8%)
Tech/Sales/Admin.	127,500 (32.2%)	Manuf.	81,657 (20.6%)
Service	47,976 (12.1%)	Retail	62,957 (15.9%)
Farm/Forest/Fish	6,672 (1.7%)	Trans/Comm.	33,219 (8.4%)
Precision Prod.	48,004 (12.1%)	Finan/Ins.	26,646 (6.7%)
Oper./Fabri/Labor	73,097 (18.5%)	Construct.	25,219 (6.4%)

Total Employment: 395,579

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Vanderbilt (9,000)
Tenn. State (8,318)

Military Bases

Unemployment

June 79: 4.7%
Dec 82: 9.2%
Sep 83: 7.1%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Brumfeld-Gallagher (5 mil, 15%)
Buntin (17 mil, 13%)
Carden & Cherry (6 mil)
Ericson (20 mil)
Les Hart (25%)
Hudson (11%)

Heavy Agency Radio Users

Ericson
Buntin
Madden & Goodrum

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Largest Local Radio Accounts

Purety Dairy
Beaman Pontiac
Wendys

Market's Radio Strengths

Good rate leadership by WSM
Image of radio has improved greatly

Market's Radio Weaknesses

Radio does not sell radio first
Radio creativity could be improved
Number of stations

Large Local Accounts Which Use Radio Poorly

J.C. Penney
Colortile
Caster-Knott Dept. Stores

Highest Billing AM: WSM
Highest Billing FM: No consensus
Highest Billing Station: WSM

Radio Usage by Major Advertising Categories

Financial 3.3 Soft Drinks 4.3
Fast Foods 4.2 Beer, Wine 3.8
Restaurants 2.5 Farm 1.5
Auto Dealers 2.3 Utilities 2.8

Stereo/Computers/TV 3.5
Department/Discount Stores 3.0
Airlines 3.0
Fashion, Clothing Stores 3.0

Source of Regional Dollars

Memphis
Louisville
Atlanta

COMPETITIVE MEDIA

Over the Air Television

WNGE Nashville 2 ABC
WSMV Nashville 4 NBC Sunbelt
WTVF Nashville 5 CBS
WZTV Nashville 17 Multimedia

Daily Newspapers

Nashville Tennessean M/S 124,759, Gannett
Nashville Banner E 73,354
JOA

Cable Penetration (DMA)

31.6%
Viacom

Recent Radio Transactions

1980 WVOL Sold by Rounsaville \$1,300,000
1980 WLAC/WLAC-F From Billboard to Sudbrink 5,300,000
1983 WSIX A/F From GE to Sky/Foster NA
1983 WLUY Sold by Mooney 700,000

MISCELLANEOUS COMMENTS

DFS Test Market

"Nashville enjoys a string of assets, making it one of the Border South's most vibrant and promising cities...a trade and finance center of Middle South...the most progressive of Tennessee cities."

- The Book of America

NEW HAVEN

1982 SMSA Rank: 100
1983 MSA Rank: 105

1983 ADI Rank: 24
1983 Est Revenue: \$8,000,000
Manager's Market Rating (current): 3.5

Population per Station: 60,000 (7)
Est Rev per Share Point: \$180,587
Manager's Market Rating (future): 3.5

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	5.1	5.6	6.2								
Duncan Media Rev Est:				6.6	7.0						
Yearly Growth Rate (1978-82):	8.2%										
Projected Revenue Est:						7.6	8.2	8.9	9.6	10.4	11.2
Revenue per Capita:	12.14	13.33	14.76	15.71	16.66						
Yearly Growth Rate (1978-82):	8.2%										
Projected Revenue per Capita:						18.03	19.50	21.10	22.83	24.71	26.73
Resulting Revenue Estimate:						7.6	8.2	8.9	9.6	10.4	11.5
Rev as % of Retail Sales:	0.38	0.40	0.40	0.39	0.35						
Mean % (1978-1982):	0.384										
Resulting Revenue Estimate:						8.8	10.0	11.1	12.3	13.4	14.6
MEAN REVENUE ESTIMATES:						8.0	8.8	9.6	10.5	11.4	12.4

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.42	.42	.42	.42	.42	.42	.42	.42	.42	.42	.43
Retail Sales (billions):	1.35	1.4	1.5	1.7	2.0	2.3	2.6	2.9	3.2	3.5	3.8
CSI Household (thousands):	21.9	24.8	27.3	30.9	29.9	--	--	--	--	--	--
Below-the-Line Listening Shares:..	46.7%										
Unlisted Station Listening:..	9.0%										
Total Lost Listening:..	55.7%										
Available Share Points:	44.3										
Number of Viable Stations:	6										
Mean Share Points per Station:	7.38										
Median Share Points per Station:	6.8										
Rev per Available Share Point:	\$180,587										
Estimated Rev for Mean Station:	\$1,332,731										

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	1.6%
Retail Sales:	73.1%

Median House Value: \$49,464
Median Age: 31.7 years
Median Education: 12.6 years

Largest Banks

Conn. Savings (883 Mil)
First Bank (530 Mil)
N. Haven Savings (885 Mil)
Conn. National (NA)

YEAR 2000 POPULATION: 807,560 (County)

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Research
Printing
Firearms
Textiles
Metals
Chemicals

Insilco
Schiaivone
Simkins
Armstrong Rubber

Employment Breakdowns

Manag/Prof.	51,597 (26.6%)	Services	63,551 (32.8%)
Tech/Sales/Admin.	62,183 (32.0%)	Manuf.	47,021 (24.2%)
Service	23,482 (12.1%)	Retail	29,232 (15.1%)
Farm/Forest/Fish	1,387 (0.7%)	Trans/Comm	16,171 (8.3%)
Precision Prod.	22,602 (11.6%)	Finan/Ins.	11,634 (6.0%)
Oper./Fabri/Labor	32,792 (16.9%)	Wholesale	9,168 (4.7%)

Total Employment: 194,043

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Yale (11,368)
University of New Haven (7,531)

Military Bases

Unemployment

June 79: 9.8%
Dec 82: 7.0%
Sep 83: 6.2%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Lardis, McCurdy (3 mil, 20%)
McLaughlin (4 mil, 10%)

Heavy Agency
Radio Users

Poor Agency
Radio Users

Most Knowledgeable
Local Media Buyers

Largest Local Radio Accounts

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which
Use Radio Poorly

Highest Billing AM: WELI
Highest Billing FM: WKCI-F
Highest Billing Station: WELI

Radio Usage by Major Advertising Categories

Financial	3.5	Soft Drinks	2.0
Fast Foods	4.0	Beer, Wine	4.0
Restaurants	1.0	Farm	1.0
Auto Dealers	4.5	Utilities	3.5

Stereo/Computers/TV	4.5
Department/Discount Stores	2.5
Airlines	1.5
Fashion, Clothing Stores	2.5

Source of Regional Dollars

Hartford
Boston

COMPETITIVE MEDIA

Over the Air Television

Part of Hartford ADI
See Hartford

Daily Newspapers

Journal-Courier M 38,483
New Haven Register E/S 92,139

Cable Penetration (DMA)

NA
Storer,
Sammons

Recent Radio Transactions

1982	WAVZ/WKCI-F	Sold to Eastern	\$6,000,000
1983	WSCR/WPLR-F	Sold to Starr	NA

MISCELLANEOUS COMMENTS

New Haven MSA used for estimates and projections.

NEW ORLEANS

1982 SMSA Rank: 33
1983 MSA Rank: 32

1983 ADI Rank: 34
1983 Est Revenue: \$22,300,000
Manager's Market Rating (current): 3,0

Population per Station: 68,421 (19)
Est Rev per Share Point: \$236,982
Manager's Market Rating (future): 5.0

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	14.1	15.3	17.3								
Duncan Media Rev Est:				18.5	19.9						
Yearly Growth Rate (1978-82): 9.0%											
Projected Revenue Est:						21.7	23.6	25.8	28.1	30.6	33.4
Revenue per Capita:	12.48	13.30	14.91	15.55	16.45						
Yearly Growth Rate (1978-82): 7.2%											
Projected Revenue per Capita:						17.63	18.90	20.27	21.72	23.29	24.97
Resulting Revenue Estimate:						22.9	24.9	27.4	30.0	32.4	35.0
Rev as % of Retail Sales:	0.34	0.33	0.33	0.34	0.34						
Mean % (1978-1982): 0,33%											
Resulting Revenue Estimate:						22.2	24.5	27.6	30.6	33.9	37.0
MEAN REVENUE ESTIMATES:						<u>22.3</u>	<u>24.3</u>	<u>26.9</u>	<u>29.6</u>	<u>32.3</u>	<u>35.1</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	1.13	1.15	1.16	1.19	1.21	1.30	1.32	1.35	1.38	1.39	1.40
Retail Sales (billions):	4.1	4.6	5.2	5.5	5.9	6.6	7.3	8.2	9.1	10.1	11.0
CSI Household (thousands):	19.4	21.3	23.6	25.6	28.6	--	--	--	--	--	--
Below-the-Line Listening Shares:..	0%										
Unlisted Station Listening:..	5.9%										
Total Lost Listening:..	5.9%										
Available Share Points:	94.1										
Number of Viable Stations:	17										
Mean Share Points per Station:	5.54										
Median Share Points per Station:	4.1										
Rev per Available Share Point:	\$236,982										
Estimated Rev for Mean Station:	\$1,312,880										

5 YEAR GROWTH RATE

82-87
Population: 7.2%
Retail Sales: 70.5%

Median House Value: \$64,077
Median Age: 28.3 years
Median Education: 12.4 years

Largest Banks

Bank of New Orleans (623 Mil)
American (410 Mil)
First Nat-Commerce (1.4 Bil)
Hibernia (1.3 Bil)
Whitney (2.1 Bil)

YEAR 2000 POPULATION: 1,550,000

COMMERCE AND INDUSTRY

Important Businesses and Industries
Petrochemical
Shipping
Tourism
Aluminum, copper refining

Major Corporations
Louisiana Land & Expl.
Tidewater Inc.
McDermott Inc.
Halter Marine
Atamil Corp.
Newpark Resources

Employment Breakdowns

Manag/Prof.	116,932 (23.6%)	Services	151,947 (30.7%)
Tech/Sales/Admin.	163,137 (33.0%)	Retail	84,963 (17.2%)
Service	68,253 (13.8%)	Manuf	56,760 (11.5%)
Farm/Forest/Fish	3,927 (0.8%)	Trans/Comm	55,504 (11.2%)
Precision Prod.	65,725 (13.3%)	Construct	40,752 (8.2%)
Oper./Fabri/Labor	76,876 (15.5%)	Finan/Ins.	30,416 (6.1%)

Total Employment: 494,850

NOTE: Column to left is employment by job description or occupation. The column on the right is employment by industry.

Colleges and Universities

Tulane (10,091)
Loyola (4,616)
U of New Orleans (14,897)
Southern Univ of NO (2,574)

Military Bases

New Orleans NAS (715)
New Orleans NSA (2,000)

Unemployment

June 79: 6.5%
Dec 82: 10.0%
Sep 83: 10.8%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Bauerleim (12 mil)
Fitzgerald (9 mil, 10%)
Peter Mayer (10%)

Heavy Agency Radio Users

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Largest Local Radio Accounts

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which Use Radio Poorly

Highest Billing AM: WWL
Highest Billing FM: WEZB-F
Highest Billing Station: WEZB-F

Radio Usage by Major Advertising Categories

Financial 2.3 Soft Drinks 4.3
Fast Foods 4.7 Beer, Wine 3.7
Restaurants 3.0 Farm 1.0
Auto Dealers 2.7 Utilities 4.0

Source of Regional Dollars

Stereo/Computers/TV 4.0
Department/Discount Stores 2.3
Airlines 2.7
Fashion, Clothing Stores 3.7

COMPETITIVE MEDIA

Over the Air Television

WDSU New Orleans 6 NBC Cosmos
WGNO New Orleans 26 Tribune Co.
WVUE New Orleans 8 ABC Gaylord
WWL New Orleans 4 CBS Loyola Univ.

Daily Newspapers

Times-Picayune/ AD/S 278,284, Newhouse
States-Item

Cable Penetration (DMA)
44.1%
Cox

Recent Radio Transactions

1980 WYLD A/F \$2,250,000
1982 WYAT/WAIL-F From Security to Muniz 2,316,000
1982 WSHO Sold by Swanson 920,000
1983 WBOK Sold by Shamrock (Disney) 450,000

MISCELLANEOUS COMMENTS

"New Orleans has been subject to constant comparisons with brash and bustling Houston, only 330 miles distant. On lifestyle, New Orleans consistently wins; on economic vigor, Houston."
- The Book of America

NEW YORK

1982 SMSA Rank: 1
 1983 MSA Rank: 1

1983 ADI Rank: 1
 1983 Est Revenue: \$176,800,000
 Manager's Market Rating (current): 4.0

Population per Station: 202,955 (44)
 Est Rev per Share Point: \$1,942,857
 Manager's Market Rating (future): 3.0

REVENUE HISTORY AND PROJECTIONS*

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	112.8	114.2	131.4								
Duncan Media Rev Est:				152.4	160.3						
Yearly Growth Rate (1978-82): 9.4%											
Projected Revenue Est:						175.4	191.9	209.9	229.6	251.2	274.8
Revenue per Capita:	11.92	12.30	14.44	16.97	17.85						
Yearly Growth Rate (1978-82): 10.8%											
Projected Revenue per Capita:						19.78	21.91	24.28	26.90	29.81	33.03
Resulting Revenue Estimate:						176.6	194.8	214.6	236.2	260.5	287.4
Rev as % of Retail Sales:	0.41	0.38	0.41	0.40	0.39						
Mean % (1978-1982): 0.398											
Resulting Revenue Estimate:						178.3	196.2	219.3	239.6	264.3	284.2
<u>MEAN REVENUE ESTIMATES:</u>						176.8	194.3	214.6	235.1	258.7	282.1

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	9.46	9.28	9.10	8.98	8.98	8.93	8.89	8.84	8.78	8.74	8.70
Retail Sales (billions):	27.8	29.9	32.2	38.1	41.1	44.8	49.3	55.1	60.2	66.4	71.4
CSI Household (thousands):	19.4	21.4	23.4	25.7	27.1	--	--	--	--	--	--
Below-the-Line Listening Shares:..	0.4%		<u>Racial Breakdowns (%)</u>			<u>Income Breakdowns (%)</u>		<u>Age Breakdowns (%)</u>		<u>Education Levels (%)</u>	
Unlisted Station Listening:..	8.6%		White	67.1	<10	33.5	12-24	24.4	5 years		
Total Lost Listening:..	9.0%		Black	21.3	10-20	27.4	25-54	48.2	or less	4.9	
Available Share Points:	91.0		Hispanic	16.4	20-35	24.4	55+	27.4	High School		
Number of Viable Stations:	29		Other	NA	35-50	8.7			Grad	63.5	
Mean Share Points per Station:	3.14				50+	5.9			4 or more		
Median Share Points per Station:	2.9								years of		
Rev per Available Share Point: \$1,942,857									college	19.2	
Estimated Rev for Mean Station: \$6,100,571											

5 YEAR GROWTH RATE

82-87
 Population: -2.6%
 Retail Sales: 61.6%

Median House Value: \$93,402
 Median Age: 33.1 years
 Median Education: 12.4 years

Largest Banks

Bankers Trust (39.0 Bil)
 Bank of New York (12.7 Bil)
 Chase Manhattan (79.1 Bil)
 Chemical (46.9 Bil)
 Citibank (110 Bil)
 Irving Trust (17.7 Bil)
 Manufacturer's Hanover (58.9 Bil)
 Marine Midland (20.1 Bil)

YEAR 2000 POPULATION: 9,102,960

COMMERCE AND INDUSTRY

Important Businesses and Industries

Financial
 Tourism
 Communications
 Advertising
 Shipping
 Clothing
 Publishing

Major Corporations
TOO MANY TO LIST

Employment Breakdowns

Manag/Prof.	1,069,268 (27.4%)	Services	1,345,193 (34.4%)
Tech/Sales/Admin.	1,407,433 (36.0%)	Manuf.	709,629 (18.2%)
Service	537,240 (13.7%)	Retail	540,014 (13.8%)
Farm/Forest/Fish	14,652 (0.4%)	Finan/Ins	423,125 (10.8%)
Precision Prod.	347,072 (8.9%)	Trans/Comm	371,615 (9.5%)
Oper./Fabri/Labor	3,908,094 (13.6%)	Wholesale	202,253 (5.2%)
Total Employment: 3,908,094			

LARGEST BANKS (con't)

Morgan Guaranty (56.8 Bil)
 Nat Bank of NA (6.9 Bil)

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

St. John's (17,945)	Barnard (2,500)
Columbia (17,000)	
NYU (32,554)	
City Univ (NA)	

Military Bases

FT. Monmouth (1,524)
FT. Hamilton (1,950)
West Point (6,200)
Governor's Island (3,451)

Unemployment

June 79: 10.0%
Dec 82: 9.1%
Sep 83: 10.6%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

TOO MANY TO LIST

Heavy Agency Radio Users

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Largest Local Radio Accounts

Market's Radio Strengths

Market's Radio Weaknesses

VERY LIMITED RESPONSE FROM THE BROADCASTERS OF THIS MARKET

Large Local Accounts Which Use Radio Poorly

Highest Billing Station: WCBS
 Highest Billing FM: WYNY-F
 Highest Billing Station: WCBS

Radio Usage by Major Advertising Categories

Financial 2.5	Soft Drinks 5.0	Stereo/Computers/TV 3.5
Fast Foods 5.0	Beer, Wine 5.0	Department/Discount Stores 3.0
Restaurants 1.0	Farm 1.0	Airlines 4.5
Auto Dealers 2.0	Utilities 1.5	Fashion, Clothing Stores 3.0

Source of Regional Dollars

COMPETITIVE MEDIA

Over the Air Television

WABC NY 7 ABC ABC WOR Newark 9 RKO
WCBS NY 2 CBS CBS WNJU Newark 47
WNBC NY 4 NBC NBC WXTV Patters 41 SIN
WNEW NY 5 Metromedia
WPIX NY 11 Tribune Co.
WWHT Newark 68 Wometco

Daily Newspapers

NY Daily News M/S 1,544,101, Tribune Co.
New York Post AD 960,120, Murdoch
New York Times M/S 905,675
Staten Island Advance E/S 72,703, Newhouse
Newsday E/S 515,728, Times-Mir

Cable Penetration (DMA)

31.2%
 ATC, Group W, Rogers, Viacom, Cablevision, Warner Amex, Cox, Continental

Recent Radio Transactions

1980 WHN From Storer to Mutual \$14,000,000
1981 WEVD Sold to Epperson 1,100,000
1981 WJIT, WKTU-F From SJR to Infinity NA
1982 WAPP-F Sold to Doubleday 8,700,000
1982 WWRL From Viacom to Unity-NBN 1,500,000
1983 WVNJ-F Sold to Malrite 8,500,000
1983 WVNJ 3,200,000

MISCELLANEOUS COMMENTS

"New York is still the world's most brilliant and creative city... it is America's imperial city."

- The Book of America

*New York's 1983 MSA and 1982 SMSA differ. The 1982 SMSA is used for projections and estimates.

NORFOLK

1982 SMSA Rank: 34 (approx)
1983 MSA Rank: 35

1983 ADI Rank: 47
1983 Est Revenue: \$17,300,000
Manager's Market Rating (current): 3.0

Population per Station: 45,769 (26)
Est Rev per Share Point: \$183,652
Manager's Market Rating (future): 4.0

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	11.1	11.2	12.9								
Duncan Media Rev Est:				14.2	16.0						
Yearly Growth Rate (1978-82):	9.7%										
Projected Revenue Est:						17.5	19.3	21.1	23.2	25.4	27.9
Revenue per Capita:	9.74	9.74	10.93	11.83	13.56						
Yearly Growth Rate (1978-82):	8.7%										
Projected Revenue per Capita:						14.74	16.02	17.42	18.71	20.33	22.10
Resulting Revenue Estimate:						17.4	19.1	21.1	22.8	25.2	27.6
Rev as % of Retail Sales:	0.30	0.25	0.26	0.27	0.28						
Mean % (1978-1982):	0.272										
Resulting Revenue Estimate:						16.9	18.8	21.2	24.2	27.5	29.9
MEAN REVENUE ESTIMATES:						<u>17.3</u>	<u>19.1</u>	<u>21.1</u>	<u>23.4</u>	<u>26.0</u>	<u>28.5</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	1.14	1.15	1.18	1.20	1.19	1.19	1.19	1.21	1.22	1.24	1.25
Retail Sales (billions):	3.7	4.4	5.0	5.3	5.7	6.2	6.9	7.8	8.9	10.1	11.0
CSI Household (thousands):	19.6	20.8	22.1	23.1	24.6	--	--	--	--	--	--
Below-the-Line Listening Shares:..	0%										
Unlisted Station Listening:..	5.8%										
Total Lost Listening:..	5.8%										
Available Share Points:	94.2										
Number of Viable Stations:	22										
Mean Share Points per Station:	4.28										
Median Share Points per Station:	3.2										
Rev per Available Share Point:	\$183,652										
Estimated Rev for Mean Station:	\$786,000										
										4 or more years of college	14.9

5 YEAR GROWTH RATE

82-87
Population: 3.9%
Retail Sales: 77.2%

Median House Value: \$60,850
Median Age: 28.6 years
Median Education: 12.5 years

Largest Banks

Virginia Nat. (3.8 Bil)
Central Fidelity (480 Mil)
First Virginia (223 Mil)
United Va. (NA)
Dominion Bank (281 Mil)

YEAR 2000 POPULATION: 1,411,790

COMMERCE AND INDUSTRY

Important Businesses and Industries

Shipbuilding
Research
Fishing
Military
Food processing

Major Corporations

Farm Fresh Inc.
Noland Co.
Ferguson Enter.

Employment Breakdowns

Manag/Prof.	69,351 (22.9%)	Services	91,399 (30.2%)
Tech/Sales/Admin.	95,733 (31.7%)	Retail	55,594 (18.4%)
Service	41,867 (13.8%)	Manuf.	43,141 (14.3%)
Farm/Forest/Fish	3,876 (1.3%)	Pub Admin	30,752 (10.2%)
Precision Prod.	45,321 (15.0%)	Construct	24,252 (8.0%)
Oper./Fabri/Labor	46,310 (15.3%)	Trans/Comm	23,730 (7.8%)

Total Employment: 302,458

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

DUNCAN'S RADIO MARKET GUIDE Copyright 1984

** Norfolk-Va Beach- Portsmouth SMSA only

Colleges and Universities

Old Dominion (16,353)
William & Mary (6,465)
Norfolk State (7,286)

Military Bases

Langley AFB (9,660) FT. Eustis (8,625)
FT. Monroe (1,200) Little Creek Naval (3,950)
Norfolk Naval (89,000) Dam Neck Training Center (4,000)
Oceana NAS (NA) Norfolk Naval Shipyard (NA)
Yorktown Naval Station (700)

Unemployment

June 79: 6.0%
Dec 82: NA
Sep 83: 9.6%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Lawler Ballard (26 mil)
Summit (6 mil)
Redmond, Amundson (5 mil, 29%)
Davis & Phillips (5 mil, 22%)

Heavy Agency Radio Users

Redmond Amundson
Lawler Ballard

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Largest Local Radio Accounts

Haynes Furniture
Hardee's
Farm Fresh
Smith Supermarkets

Market's Radio Strengths

Stable economic base
Now a top 50 MSA
Rates slowly improving

Market's Radio Weaknesses

Intense competition, too many stations
Rate integrity lacking
Poorly trained sales reps

Large Local Accounts Which Use Radio Poorly

J.C. Penney
Food Lion
Klive Chevrolet

Highest Billing AM: WTAR

Highest Billing FM: WCMS-F

Highest Billing Station: WCMS-F

Radio Usage by Major Advertising Categories

Financial 3.3 Soft Drinks 3.0
Fast Foods 4.7 Beer, Wine 4.0
Restaurants 2.0 Farm 1.3
Auto Dealers 4.7 Utilities 2.7

Stereo/Computers/TV 3.3
Department/Discount Stores 3.3
Airlines 2.7
Fashion, Clothing Stores 3.0

Source of Regional Dollars

Richmond
Washington
Baltimore

COMPETITIVE MEDIA

Over the Air Television

WAVY Portsmouth 10 NBC LIN
WTKR Norfolk 3 CBS Knight-Ridder
WTVZ Norfolk 33
WUHX Norfolk 49
WVEC Hampton 13 ABC Belo

Daily Newspapers

Virginia-Pilot M/S 136,023, Landmark
Ledger-Star E 92,141, Landmark
Newport News Press M/S 59,596
Newport News Times-Herald E 41,054

Cable Penetration (DMA)

41.1%
Cox

Recent Radio Transactions

1981 WNOR A/F Sold to Josephson \$2,600,000
1982 WTJZ, WNVZ-F Sold to Abell 3,000,000
1983 WGH A/F 3,200,000

MISCELLANEOUS COMMENTS

NORTHEAST PENNSYLVANIA (Scranton-Wilkes Barre)

1982 SMSA Rank: 66
1983 MSA Rank: 65

1983 ADI Rank: 50
1983 Est Revenue: \$10,200,000
Manager's Market Rating (current): 2.5

Population per Station: 27,500 (24)
Est Rev per Share Point: \$122,156
Manager's Market Rating (future): 2.0

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	6.5	6.8	7.5								
Duncan Media Rev Est:				8.4	9.7						
Yearly Growth Rate (1978-82): 10.6%											
Projected Revenue Est:						10.7	11.8	13.0	14.4	16.0	17.7
Revenue per Capita:	10.16	10.79	11.90	12.92	14.92						
Yearly Growth Rate (1978-82): 10.1%											
Projected Revenue per Capita:						16.43	18.09	19.91	21.92	24.14	26.58
Resulting Revenue Estimate:						10.8	11.9	13.1	14.4	15.9	17.5
Rev as % of Retail Sales:	0.28	0.28	0.30	0.32	0.35						
Mean % (1978-1982): 0.306											
Resulting Revenue Estimate:						9.2	9.9	11.0	12.2	13.2	14.4
MEAN REVENUE ESTIMATES:						<u>10.2</u>	<u>11.2</u>	<u>12.4</u>	<u>13.7</u>	<u>15.0</u>	<u>16.5</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.64	.63	.63	.65	.65	.66	.66	.66	.66	.66	.66
Retail Sales (billions):	2.3	2.4	2.5	2.6	2.8	3.0	3.2	3.6	4.0	4.3	4.7
CSI Household (thousands):	15.5	16.8	18.0	19.6	21.0	--	--	--	--	--	--
Below-the-Line Listening Shares:..	8.8%										
Unlisted Station Listening:..	7.7%										
Total Lost Listening:..	16.5%										
Available Share Points:	83.5										
Number of Viable Stations:	19										
Mean Share Points per Station:	4.39										
Median Share Points per Station:	2.9										
Rev per Available Share Point:	\$122,156										
Estimated Rev for Mean Station:	\$536,263										

5 YEAR GROWTH RATE

82-87
Population: -.2%
Retail Sales: 54.1%

Median House Value: \$50,516
Median Age: 35.2 years
Median Education: 12.3 years

Largest Banks

Third Nat. (274 Mil)
Scranton Nat. (130 Mil)
Northeastern (1.1 Bil)
First Eastern (891 Mil)
United Penn (651 Mil)
Wyoming Nat. (328 Mil)

YEAR 2000 POPULATION: 707,900

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations
Jewelcor Inc.

Employment Breakdowns

Apparel
Iron and steel
Textiles
Electronics

Manag/Prof.	46,994 (18.3%)	Manuf.	76,947 (29.9%)
Tech/Sales/Admin.	69,629 (25.9%)	Services	67,012 (26.1%)
Service	35,418 (13.8%)	Retail	42,791 (16.6%)
Farm/Forest/Fish	2,043 (0.8%)	Trans/Comm	17,211 (6.7%)
Precision Prod.	34,187 (13.3%)	Pub Admin	15,385 (6.0%)
Oper./Fabri/Labor	68,843 (26.8%)	Construct	13,545 (5.3%)
Total Employment: 257,114			

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

University of Scranton (4,497)
Marywood (3,161)
Wilkes (3,089)

Military Bases

Unemployment

June 79: 8.3%
Dec 82: 12.9%
Sep 83: 11.0%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Gann-Dawson (4 mil)
Lynn (1 mil)
Guest & LaBar
Sheldon Vale

Heavy Agency
Radio Users

Poor Agency
Radio Users

Most Knowledgeable
Local Media Buyers

Largest Local Radio Accounts

Sugermans
Van Scoy Diamond Mines
Giant Floor and Wall

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which
Use Radio Poorly

Pepsi
Giant Super Markets
Boscoo's Dept. Stores

Highest Billing AM: WARM
Highest Billing FM: WKRZ-F
Highest Billing Station: WARM

Radio Usage by Major Advertising Categories

Financial	3.0	Soft Drinks	3.5	Stereo/Computers/TV	3.0
Fast Foods	2.5	Beer, Wine	3.0	Department/Discount Stores	4.0
Restaurants	2.0	Farm	1.0	Airlines	1.0
Auto Dealers	3.0	Utilities	2.0	Fashion, Clothing Stores	2.5

Source of Regional Dollars

Philadelphia

COMPETITIVE MEDIA

Over the Air Television

WBRE	Wilkes-Barre	28	NBC
WDAU	Scranton	22	CBS
WNEP	Scranton	16	ABC
WSWB	Scranton	38	

Daily Newspapers

Scranton Tribune	M	37,535
Scranton Times	E/S	54,329
Wilkes-Barre Voice	M	46,918
Wilkes-Barre Times Leader	AD	46,367, Capital Cities

Cable Penetration (DMA)

66.2%

Recent Radio Transactions

1980 WKRZ A/F \$850,000

MISCELLANEOUS COMMENTS

OKLAHOMA CITY

1982 SMSA Rank: 48
1983 MSA Rank: 52

1983 ADI Rank: 41
1983 Est Revenue: \$19,300,000
Manager's Market Rating (current): 2.5

Population per Station: 47,368 (19)
Est Rev per Share Point: \$199,586
Manager's Market Rating (future): 3.3

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	11.4	12.1	13.4								
Duncan Media Rev Est:				15.4	17.4						
Yearly Growth Rate (1978-82):	11.2%										
Projected Revenue Est:						19.4	21.5	23.9	26.6	29.6	33.0
Revenue per Capita:	14.62	15.51	16.75	18.55	20.23						
Yearly Growth Rate (1978-82):	8.6%										
Projected Revenue per Capita:						21.97	23.85	25.91	28.14	30.56	33.19
Resulting Revenue Estimate:						19.8	21.9	24.4	27.3	30.2	33.5
Rev as % of Retail Sales:	0.34	0.35	0.35	0.35	0.36						
Mean % (1978-1982):	0.350										
Resulting Revenue Estimate:						18.6	19.6	23.8	28.0	32.2	35.3
MEAN REVENUE ESTIMATES:						<u>19.3</u>	<u>21.0</u>	<u>24.0</u>	<u>27.3</u>	<u>30.7</u>	<u>33.9</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.78	.78	.80	.83	.86	.90	.92	.94	.97	.99	1.01
Retail Sales (billions):	3.3	3.5	3.8	4.4	4.8	5.3	5.9	6.8	8.0	9.2	10.1
CSI Household (thousands):	17.6	19.4	21.5	23.9	28.1	--	--	--	--	--	--
Below-the-Line Listening Shares:..	0%		Racial		Income		Age		Education		
Unlisted Station Listening:..	3.3%		Breakdowns (%)		Breakdowns (%)		Breakdowns (%)		Levels (%)		
Total Lost Listening:..	3.3%		White	85.6	<10	28.3	12-24	27.7	5 years		
Available Share Points:	96.7		Black	9.0	10-20	30.9	25-54	49.7	or less 2.0		
Number of Viable Stations:	16		Hispanic	2.2	20-35	28.6	55+	22.6	High School		
Mean Share Points per Station:	6.04		Other	3.2	35-50	8.0				Grad	73.4
Median Share Points per Station:	6.3				50+	4.2				4 or more	
Rev per Available Share Point:	\$199,586										
Estimated Rev for Mean Station:	\$1,205,502										
							<u>Largest Banks</u>				
							Fidelity	(919 Mil)			
							First National	(3.0 Bil)			
							Liberty	(2.3 Bil)			
							years of college 19.0				

5 YEAR GROWTH RATE

82-87
Population: 11.6%
Retail Sales: 82.1%

Median House Value: \$39,820
Median Age: 29.0 years
Median Education: 12.7 years

YEAR 2000 POPULATION: 1,053,990

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations
Kerr-McGee
Texas International
Fleming Co.
LSB Industries
Anta Corp.
CMI Corp.

Employment Breakdowns

Manag/Prof.	92,739 (23.8%)	Services	111,486 (28.6%)
Tech/Sales/Admin.	133,274 (34.2%)	Retail	66,319 (17.0%)
Service	46,564 (11.9%)	Manuf.	55,640 (14.3%)
Farm/Forest/Fish	5,151 (1.3%)	Publ Admin	37,689 (9.7%)
Precision Prod.	54,441 (14.0%)	Trans/Comm	29,565 (7.6%)
Oper./Fabri/Labor	58,059 (14.9%)	Finan/Ins.	26,648 (6.8%)
Total Employment: 390,228			

NOTE: Column on the left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Central State (11,723)
Oklahoma City (2,827)
U of Oklahoma-Norman (21,703)

Military Bases

Tinker AFB

Unemployment

June 79: 3.2%
Dec 82: 4.9%
Sep 83: 6.1%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies ***

Ackerman & McQueen (18 mil)
Adassociates (6 mil)
Beals Adv.
Jordan Assoc. (13 mil)

Heavy Agency Radio Users

Holderby
Lowe-Runkel
New West

Poor Agency Radio Users

Adassociates
Bond Adv.
Rice Adv.

Most Knowledgeable Local Media Buyers

Marsha Ramee - Smith Adv.
Peggy Howard - Ackerman
Robin Young - Lowe Runkle

Largest Local Radio Accounts

Safeway Supermarkets
Cooper (auto dealer)
TG&Y Stores
Coke

Large Local Accounts Which Use Radio Poorly

Mathis Furniture
Evans Furniture
J.C. Penney
John Brown

Market's Radio Strengths

Radio is highly visable, promotional
Good base of strong and consistant stations
A good-sized contingent of professional and experienced local sales people

Highest Billing AM: K TOK

Highest Billing FM: KATT-F or KEBC-F

Market's Radio Weaknesses

Lack of rate integrity
Switch-pitching against other stations
Lack of professionalism and expertise among media buyers

Radio Usage by Major Advertising Categories

Financial 3.0 Soft Drinks 4.0
Fast Foods 4.0 Beer, Wine 2.0
Restaurants 2.8 Farm 1.3
Auto Dealers 3.8 Utilities 3.3

Stereo/Computers/TV 4.0
Department/Discount Stores 3.3
Airlines 2.8
Fashion, Clothing Stores 2.8

Source of Regional Dollars

Tulsa
Dallas
Wichita

COMPETITIVE MEDIA

Over the Air Television

KGMC Okl Cit 34 KWTV Okl Cit 9
KAUT Okl Cit 43 Golden West
KOCO Okl Cit 5 ABC Gannett
KOKH Okl Cit 25 John Blair
KTBO Okl Cit 14 Trinity
KTVY Okl Cit 4 NBC Detroit News

Daily Newspapers

Daily Oklahoman M 187,352, Gaylord
Oklahoma City Times E 82,517, Gaylord
(Sunday Oklahoman is the Sunday edition)

Cable Penetration (DMA)

47.3%
Cox

Recent Radio Transactions

1980 KLNK-F Sold to Sunbelt \$1,350,000
1982 KATT A/F Sold to Surrey 3,650,000
1982 KLNK-F Sold by Sunbelt 3,456,000

MISCELLANEOUS COMMENTS

DFS Test Market

*** Additional ad agencies

Lowe Runkle (12 mil)
Holderby

OMAHA

1982 SMSA Rank: 73
1983 MSA Rank: 76

1983 ADI Rank: 70
1983 Est Revenue: \$10,800,000
Manager's Market Rating (current):4.0

Population per Station: 50,000 (12)
Est Rev per Share Point:\$120,941
Manager's Market Rating (future):4.3

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	7.7	7.3	8.1								
Duncan Media Rev Est:				9.2	10.0						
Yearly Growth Rate (1978-82): 7.0%											
Projected Revenue Est:						10.7	11.5	12.3	13.1	14.0	15.0
Revenue per Capita:	13.05	12.37	13.72	15.59	16.95						
Yearly Growth Rate (1978-82): 7.0%											
Projected Revenue per Capita:						18.14	19.41	20.76	22.22	23.77	25.44
Resulting Revenue Estimate:						10.9	11.6	12.5	13.3	14.3	15.3
Rev as % of Retail Sales:	0.32	0.30	0.34	0.35	0.33						
Mean % (1978-1982): 0.328											
Resulting Revenue Estimate:						10.8	12.1	13.1	14.4	16.1	17.4
MEAN REVENUE ESTIMATES:						<u>10.8</u>	<u>11.7</u>	<u>12.6</u>	<u>13.6</u>	<u>14.8</u>	<u>15.9</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.59	.59	.59	.59	.59	.60	.60	.60	.60	.60	.60
Retail Sales (billions):	2.4	2.4	2.4	2.6	3.0	3.3	3.7	4.0	4.4	4.9	5.3
CSI Household (thousands):	19.5	20.8	22.2	23.3	26.1	--	--	--	--	--	--
Below-the-Line Listening Shares:..	3.7%										
Unlisted Station Listening:..	7.0%										
Total Lost Listening:..	10.7%										
Available Share Points:	89.3										
Number of Viable Stations:	11										
Mean Share Points per Station:	8.12										
Median Share Points per Station:	5.2										
Rev per Available Share Point:	\$120,941										
Estimated Rev for Mean Station:	\$982,038										

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	.8%
Retail Sales:	64.7%

Median House Value: \$53,936

Median Age: 28.3 years

Median Education: 12.7 years

Largest Banks

First National (584 Mil)
Omaha National (1.1 Bil)

YEAR 2000 POPULATION: 619,220

COMMERCE AND INDUSTRY

Important Businesses and Industries

Meat and food processing
Farm machinery
Agribusiness

Major Corporations

Con Agra
Mutual of Omaha
Internorth
Federal Land Bank
Kiewit
Pacesetter Corp.

Employment Breakdowns

Manag/Prof.	63,675 (24.7%)	Services	79,939 (31.0%)
Tech/Sales/Admin.	87,965 (34.1%)	Retail	45,471 (17.6%)
Service	35,337 (13.7%)	Manuf.	36,297 (14.1%)
Farm/Forest/Fish	4,453 (1.7%)	Trans/Comm	30,459 (11.8%)
Precision Prod.	28,340 (11.0%)	Finan/Ins	24,498 (9.5%)
Oper./Fabri/Labor	38,010 (14.7%)	Wholesale	13,709 (5.3%)

Total Employment: 257,780

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

University of Nebraska-Omaha (13,707)
Creighton (5,614)

Military Bases

Offutt AFB (11,800)

Unemployment

June 79: 4.9%
Dec 82: NA
Sep 83: 5.1%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Frederickson (30%)
Smith, Kaplan (9 mil, 19%)
Bozell & Jacobs
(also many Lincoln agencies have
offices in Omaha)

Heavy Agency
Radio Users

Poor Agency
Radio Users

Most Knowledgeable
Local Media Buyers

Largest Local Radio Accounts

World Radio
Michaels Furniture

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which
Use Radio Poorly

Con-Agra
Bakers Supermarkets

Highest Billing AM: KFAB

Highest Billing FM: KQKQ-F

Highest Billing Station: KFAB

Radio Usage by Major Advertising Categories

Financial	4.7	Soft Drinks	4.0
Fast Foods	5.0	Beer, Wine	3.0
Restaurants	3.0	Farm	3.7
Auto Dealers	4.3	Utilities	3.3

Stereo/Computers/TV	4.3
Department/Discount Stores	4.0
Airlines	3.0
Fashion, Clothing Stores	4.0

Source of Regional Dollars

Kansas City
Lincoln
Des Moines

COMPETITIVE MEDIA

Over the Air Television

KETV	Omaha	7	ABC	Pulitzer
KMTV	Omaha	3	NBC	May
WOWT	Omaha	6	CBS	SF Chronicle

Daily Newspapers

Omaha World-Herald	M/S	120,168
	E	102,250

Cable Penetration (DMA)

41.3%

Recent Radio Transactions

1982	K000/KESY-F	\$3,000,000
1983	KYNN From Great Empire to Albimar	500,000
1983	KEZO-F From Meredith to Albimar	3,400,000
1983	WOW From Meredith to Great Empire	1,900,000

MISCELLANEOUS COMMENTS

DFS Test Market

Colleges and Universities

University of Central Florida (12,944)
Rollins (4,071)

Military Bases

Orlando Naval Training (7,600)
June 79: 5.9%
Dec 82: 7.8%
Sep 83: 6.6%

Unemployment

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Fry/Hammond/Barn (11 mil)
Gilpin, Peyton (6 mil, 25%)
McAllister-Barker (4 mil, 8%)
Robinsons (93 mil, 5%)

Heavy Agency Radio Users

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Largest Local Radio Accounts

Mealey Chevrolet
Hallmark Furniture

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which Use Radio Poorly

Sun Bank
Goodings Supermarkets

Highest Billing AM: WHOO
Highest Billing FM: WBJW-F
Highest Billing Station: WBJW-F

Radio Usage by Major Advertising Categories

Financial	3.7	Soft Drinks	4.3	Stereo/Computers/TV	3.5
Fast Foods	4.7	Beer, Wine	4.0	Department/Discount Stores	4.0
Restaurants	3.3	Farm	1.0	Airlines	5.0
Auto Dealers	4.0	Utilities	2.5	Fashion, Clothing Stores	3.5

Source of Regional Dollars

Miami
Tampa
Jacksonville

COMPETITIVE MEDIA

Over the Air Television

WBSP	Ocala	51	WIYE	Leesburg	55
WMOD	Melbourne	43			
WCPX	Orlando	6	CBS	Outlet	
WESH	Daytona Be	2	NBC	Cowles	
WFTV	Orlando	9	ABC		
WOFL	Orlando	35		Meredith	

Daily Newspapers

Orlando Sentinel AD/S 208,026, Tribune Co.

Cable Penetration (DMA)
48.5%
ATC

Recent Radio Transactions

1982	WDBO A/F	From Outlet to Katz	\$9,500,000
1982	WLOF, WBJW-F	From Rounsaville to	Nationwide 7,000,000
1983	WHLY-F	Sold to Starr	NA

MISCELLANEOUS COMMENTS

DFS Test Market
"Citrus and the prosperity of a well-to-do retirement center gave Orlando its initial thrust; military bases, electronics, aerospace, the proximity to Cape Canaveral and Disney World have continued to propel it forward."

- The Book of America

*Projections and estimates made off 1982 SMSA.

Colleges and Universities

University of West Florida (5,411)

Military Bases

Pensacola NAS (12,000)
Whiting NAS (2,500)
Elgin AFB (13,000)
Corry Station (3,000)

Unemployment

June 79: 4.8%
Dec 82: 9.6%
Sep 83: 6.7%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Dodson, Craddock (3 mil, 20%)
Summit/Pensacola
Armour & Griffith
Carpenter, Dotson
Appleyard & Assoc.

Heavy Agency Radio Users

Appleyard
Armour & Griffith
Bullock

Poor Agency Radio Users

Summit
Bullock
Hemmer & Yates

Most Knowledgeable Local Media Buyers

Dick Appleyard - Appleyard
Phil Armour - Armour
Satya Chase - Cordova Mall

Largest Local Radio Accounts

Cordova Mall
Gayfers Dept. Store
Kentucky Fried Chicken
Stones Super Service

Market's Radio Strengths

Growing market
Hyphenated TV market
"No one likes the local newspaper."

Market's Radio Weaknesses

Too many stations for such a small market
No strong rate leader in the market
Too many stations spend too much time downgrading other radio stations
Personnell turnover

Large Local Accounts Which Use Radio Poorly

Sears
J.C. Penney
Wards

Highest Billing AM: WCOA
Highest Billing FM: WOWW-F
Highest Billing Stations: WOWW-F

Radio Usage by Major Advertising Categories

Financial	3.2	Soft Drinks	4.0	Stereo/Computers/TV	3.6
Fast Foods	3.6	Beer, Wine	3.6	Department/Discount Stores	2.8
Restaurants	2.6	Farm	1.4	Airlines	2.0
Auto Dealers	3.0	Utilities	2.4	Fashion, Clothing Stores	2.4

Source of Regional Dollars

Mobile
Fort Walton Beach

COMPETITIVE MEDIA

Over the Air Television

Part of Mobile ADI
See Mobile for stations

Daily Newspapers

Pensacola Journal M 55,640, Gannett
Pensacola News E 12,594, Gannett

Cable Penetration (DMA)

NA
Cox

Recent Radio Transactions

1983 WBSR \$600,000
1980 WOWW-F 1,400,000
1981 WPFA 350,000

MISCELLANEOUS COMMENTS

PEORIA

1982 SMSA Rank: 111
1983 MSA Rank: 115

1983 ADI Rank: 99
1983 Est Revenue: \$7,300,000
Manager's Market Rating (current): 3.2

Population per Station: 30,833 (12)
Est Rev per Share Point: \$88,592
Manager's Market Rating (future): 2.5

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	4.5		6.3								
Duncan Media Rev Est:		5.3		6.5	6.7						
Yearly Growth Rate (1978-82): 10.6%											
Projected Revenue Est:						7.4	8.2	9.1	10.0	11.1	12.3
Revenue per Capita:	12.50	14.32	17.03	17.57	18.11						
Yearly Growth Rate (1978-82): 9.9%											
Projected Revenue per Capita:						19.90	21.88	24.04	26.41	29.03	31.90
Resulting Revenue Estimate:						7.4	8.1	9.1	10.0	11.0	12.1
Rev as % of Retail Sales:	0.30	0.31	0.36	0.33	0.32						
Mean % (1978-1982): 0.324											
Resulting Revenue Estimate:						7.1	7.8	8.1	8.8	9.4	10.0
MEAN REVENUE ESTIMATES:						<u>7.3</u>	<u>8.0</u>	<u>8.8</u>	<u>9.6</u>	<u>10.5</u>	<u>11.5</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.36	.37	.37	.37	.37	.37	.37	.38	.38	.38	.38
Retail Sales (billions):	1.5	1.7	1.8	2.0	2.1	2.2	2.4	2.5	2.7	2.9	3.1
CSI Household (thousands):	21.0	22.7	24.2	26.3	28.6	--	--	--	--	--	--
Below-the-Line Listening Shares:..	11.4%										
Unlisted Station Listening:..	6.2%										
Total Lost Listening:..	17.6%										
Available Share Points:	82.4										
Number of Viable Stations:	11										
Mean Share Points per Station:	7.49										
Median Share Points per Station:	5.1										
Rev per Available Share Point:	\$88,592										
Estimated Rev for Mean Station:	\$663,556										

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	2.7%
Retail Sales:	52.0%

Median House Value: \$63,480
Median Age: 29.3 years
Median Education: 12.5 years

Largest Banks

Commercial Nat. (430 Mil)
First Nat. (186 Mil)
Jefferson (173 Mil)

YEAR 2000 POPULATION: 393,990

COMMERCE AND INDUSTRY

Important Businesses and Industries

Construction equip.
Beverages
Steel

Major Corporations

Caterpillar Tractor
Keystone Consolidated
PA Bergner

Employment Breakdowns

Manag/Prof.	34,028 (21.1%)	Manuf.	50,378 (31.3%)
Tech/Sales/Admin.	48,593 (30.1%)	Services	40,053 (24.9%)
Service	21,493 (13.5%)	Retail	27,703 (17.2%)
Farm/Forest/Fish	3,057 (1.9%)	Trans/Comm	10,479 (6.5%)
Precision Prod.	21,045 (13.1%)	Finan/Ins.	8,599 (5.3%)
Oper./Fabri/Labor	32,719 (20.3%)	Construct	7,985 (5.0%)

Total Employment: 160,935

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Bradley (5,647)
Illinois Central (13,081)

Military Bases

Unemployment

June 79: 5.3%
Dec 82: 17.5%
Sep 83: 14.3%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Hall, Haerr (7 mil, 10%)
Hult, Fritz (7 mil)
E.W. McDaniels (3 mil, 10%)
Ross Adv. (3 mil, 5%)

Heavy Agency Radio Users

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Bill Burden - Burden Adv.

Largest Local Radio Accounts

Honda Mazda
Peoria Journal Star

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which Use Radio Poorly

Cohen Furniture
Schwartz Food

Highest Billing AM: WMBD
Highest Billing FM: WKZW-F
Highest Billing Station: WKZW-F

Radio Usage by Major Advertising Categories

Financial	3.5	Soft Drinks	3.5	Stereo/Computers/TV	2.2
Fast Foods	3.5	Beer, Wine	3.5	Department/Discount Stores	2.0
Restaurants	2.5	Farm	3.0	Airlines	3.0
Auto Dealers	3.0	Utilities	3.0	Fashion, Clothing Stores	3.0

Source of Regional Dollars

Bloomington
Davenport
Chicago

COMPETITIVE MEDIA

Over the Air Television

WEEK	Peoria	25	NBC	
WMBD	Peoria	31	CBS	Midwest TV
WRAU	Peoria	19	ABC	Forward

Daily Newspapers

Peoria Journal Star AD/S 101,474

Cable Penetration (DMA)

55.0%
GE

Recent Radio Transactions

1980 WXCL/WKQA-F Sold to Manship \$1,750,000

MISCELLANEOUS COMMENTS

"Peoria, a stable island of prosperity through the '70's, (is agonizing) about its future."

- The Book of America

PHILADELPHIA

1982 SMSA Rank: 4
1983 MSA Rank: 4

1983 ADI Rank: 4
1983 Est Revenue: \$69,200,000
Manager's Market Rating (current): 3.3

Population per Station: 173,703 (27)
Est Rev per Share Point: \$779,279
Manager's Market Rating (future): 3.3

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	44.0	45.4	53.2								
Duncan Media Rev Est:				57.9	64.4						
Yearly Growth Rate (1978-82): 10.1%											
Projected Revenue Est:						70.9	78.1	86.0	94.6	104.2	114.7
Revenue per Capita:	9.17	9.50	11.20	12.24	13.70						
Yearly Growth Rate (1978-82): 10.6%											
Projected Revenue per Capita:						15.15	16.76	18.53	20.49	22.67	25.07
Resulting Revenue Estimate:						71.1	78.8	87.1	96.5	106.8	118.1
Rev as % of Retail Sales:	0.27	0.26	0.29	0.29	0.31						
Mean % (1978-1982): 0.284											
Resulting Revenue Estimate:						65.6	73.6	81.8	87.8	95.7	100.8
MEAN REVENUE ESTIMATES:						<u>69.2</u>	<u>76.8</u>	<u>85.0</u>	<u>93.0</u>	<u>102.2</u>	<u>111.2</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	4.80	4.78	4.75	4.73	4.70	4.69	4.70	4.70	4.71	4.71	4.71
Retail Sales (billions):	16.59	17.2	18.3	20.0	20.5	23.1	25.9	28.8	30.9	33.7	35.5
CSI Household (thousands):	20.9	22.9	24.6	26.6	29.2	--	--	--	--	--	--
Below-the-Line Listening Shares:..	3.6%										
Unlisted Station Listening:..	7.6%										
Total Lost Listening:..	11.2%										
Available Share Points:	88.8										
Number of Viable Stations:	23										
Mean Share Points per Station:	3.86										
Median Share Points per Station:	4.2										
Rev per Available Share Point:	\$779,279										
Estimated Rev for Mean Station:	\$3,008,017										

5 YEAR GROWTH RATE

82-87
Population: .6%
Retail Sales: 62.5%

Median House Value: \$64,975
Median Age: 31.3 years
Median Education: 12.4 years

Largest Banks

Fidelity (3.4 Bil)
First Penn (5.4 Bil)
Girard (4.4 Bil)
Phil. Nat. (6.0 Bil)
Provident (3.8 Bil)

YEAR 2000 POPULATION: 4,936,290

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Employment Breakdowns

Financial
Apparel
Food processing
Chemicals
Pharmaceuticals
Electronics
Insurance

Sun
Campbell Soup
Scott Paper
SmithKline
Rohm and Haas
Crown Cork & Seal
Pennwalt

Manag/Prof.	489,150 (24.6%)	Services	604,236 (30.4%)
Tech/Sales/Admin.	661,905 (33.3%)	Manuf.	480,880 (24.2%)
Service	248,036 (12.5%)	Retail	311,225 (15.6%)
Farm/Forest/Fish	16,162 (0.8%)	Trans/Com	141,203 (7.1%)
Precision Prod.	242,631 (12.2%)	Finan/Ins	137,249 (6.9%)
Oper./Fabri/Labor	331,920 (16.7%)	Pub Admin	108,384 (5.4%)

Total Employment: 1,989,804

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Temple (33,158)
University of Penn. (22,611)
Villanova (10,375)

Military Bases

Willow Grove NAS (2,000)
Philadelphia Naval Base (3,000)

Unemployment

June 79: 7.5%
Dec 82: 8.6%
Sep 83: 8.3%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies***

Elkman Adv. (30 mil, 20%)
Mel Richman (28 mil, 20%)
Gray & Rogers (25 mil, 8%)
Kalish & Rice (17 mil, 24%)
Lewis & Gilman (63 mil)

Heavy Agency Radio Users

Kalish & Rice
Lewis & Gilman
Elkman

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Largest Local Radio Accounts

Large Local Accounts Which Use Radio Poorly

J.C. Penney
Wannamakers Dept. Store
Pathmark Supermarket
Dalton Books

Market's Radio Strengths

No consensus

Market's Radio Weaknesses

Incestious selling
Underpriced - "buyers set prices"
Poor collection procedures and policies

Highest Billing AM: KYW
Highest Billing FM: WMGK-F
Highest Billing Station: KYW

Radio Usage by Major Advertising Categories

Financial 3.0 Soft Drinks 4.0
Fast Foods 3.8 Beer, Wine 4.0
Restaurants 2.0 Farm 1.0
Auto Dealers 2.5 Utilities 2.8

Stereo/Computers/TV 3.0
Department/Discount Stores 4.3
Airlines 3.8
Fashion, Clothing Stores 2.5

Source of Regional Dollars

Baltimore
Pittsburgh
Harrisburg

COMPETITIVE MEDIA

Over the Air Television

KYW Phila 3 NBC Group W
WCAU Phila 10 CBS CBS
WPHL Phila 17 Providence Journal
WPVI Phila 6 ABC Capital Cities
WTAF Phila 29 Taft
WWSG Phila 57

Daily Newspapers

Philadelphia Inquirer M/S 561,018, Kni-Rid
Philadelphia Daily News E 298,558, Knight-Rid

Cable Penetration (DMA)
39.0%
Comcast,
Times-Mirror

Recent Radio Transactions

1981 WZZD From Fairbanks to Communicom \$4,025,000
1981 WYSP-F From SJR to Infinity NA
1983 WIFI-F From GCC to Beasley 6,000,000
1983 WWDB-F Sold to Pyramid 7,350,000

MISCELLANEOUS COMMENTS

"a fine vintage, warm, rich, flavorful; but there's a drop of bitterness in the bottom of the glass."
- The Book of America

***Additional ad agencies

Spiro & Assoc. (45 mil, 22%)
Weightman (31 mil, 4%)

PHOENIX

1982 SMSA Rank: 26
1983 MSA Rank: 25

1983 ADI Rank: 25
1983 Est Revenue: \$34,900,000
Manager's Market Rating (current):5.0

Population per Station: 57,241 (29)
Est Rev per Share Point: \$369,312
Manager's Market Rating (future):4.7

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	15.9	20.4	24.5								
Duncan Media Rev Est:				27.7	31.1						
Yearly Growth Rate (1978-82):	18.4%										
Projected Revenue Est:						36.8	43.4	51.6	61.1	72.4	85.6
Revenue per Capita:	12.14	15.58	18.28	17.99	19.44						
Yearly Growth Rate (1978-82):	14.4%										
Projected Revenue per Capita:						22.24	25.44	29.11	33.30	38.09	43.58
Resulting Revenue Estimate:						36.9	43.5	51.8	61.3	72.0	85.0
Rev as % of Retail Sales:	0.31	0.34	0.37	0.37	0.39						
Mean % (1978-1982):	0.356										
Resulting Revenue Estimate:				(See note below)		31.1	35.6	39.9	44.1	48.8	53.0
				MEAN REVENUE ESTIMATES:		<u>34.9</u>	<u>40.8</u>	<u>47.8</u>	<u>55.5</u>	<u>64.4</u>	<u>74.5</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	1.31	1.31	1.34	1.54	1.60	1.66	1.71	1.78	1.84	1.89	1.95
Retail Sales (billions):	5.2	6.0	6.7	7.5	7.9	8.8	10.0	11.2	12.4	13.7	14.9
CSI Household (thousands):	18.5	19.8	21.3	23.2	25.2	--	--	--	--	--	--
Below-the-Line Listening Shares:..	2.2%										
Unlisted Station Listening:..	3.3%										
Total Lost Listening:..	5.5%										
Available Share Points:	94.5										
Number of Viable Stations:	22										
Mean Share Points per Station:	4.30										
Median Share Points per Station:	3.6										
Rev per Available Share Point:	\$369,312										
Estimated Rev for Mean Station:	\$1,588,042										

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	18.0%
Retail Sales:	79.8%

Median House Value: \$65,240
Median Age: 29.7 years
Median Education: 12.7 years

Largest Banks

Arizona Bank (2.4 Bil)
First Interstate (4.5 Bil)
United (1.1 Bil)
Valley National (7.2 Bil)

YEAR 2000 POPULATION: 2,268,690

COMMERCE AND INDUSTRY

Important Businesses and Industries

Aerospace
Electronics
Agribusiness
Military
High tech

Major Corporations

Greyhound
Southwest Forest
American Continental
AZL Resources
Del Webb

Employment Breakdowns

Manag/Prof.	166,520 (25.0%)	Services	187,436 (28.2%)
Tech/Sales/Admin.	219,706 (33.1%)	Retail	121,410 (18.3%)
Service	82,698 (12.5%)	Manuf.	118,227 (17.8%)
Farm/Forest/Fish	14,450 (2.2%)	Finan/RE	54,801 (8.3%)
Precision Prod.	88,366 (13.3%)	Construct	54,428 (8.2%)
Oper./Fabri/Labor	91,884 (13.8%)	Trans/Comm	44,694 (6.7%)

Total Employment: 663,624

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

NOTE: The mean revenue projections for this market may be too high. Use with extreme caution.

Colleges and Universities

Arizona State (37,828)

Military Bases

Lake AFB (6,000)
Williams AFB (3,200)

Unemployment

June 79: 5.2%
Dec 82: 8.5%
Sep 83: 7.1%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

A&M (20 mil)
Mullen (8 mil)
Owens & Assoc. (14 mil, 12%)
Slesinger, Yaranoff (5 mil)
Winters, Franceschi (14 mil, 12%)

Heavy Agency Radio Users

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Largest Local Radio Accounts

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which Use Radio Poorly

Highest Billing AM: KTAR
Highest Billing FM: KNIX-F
Highest Billing Station: KTAR

Radio Usage by Major Advertising Categories

Financial	4.0	Soft Drinks	4.3	Stereo/Computers/TV	3.8
Fast Foods	3.8	Beer, Wine	4.8	Department/Discount Stores	3.5
Restaurants	3.0	Farm	2.0	Airlines	4.5
Auto Dealers	4.0	Utilities	3.0	Fashion, Clothing Stores	3.3

Source of Regional Dollars

COMPETITIVE MEDIA

Over the Air Television

KNXV	Phoe	15		KTVW	Phoe	33
KPAZ	Phoe	21		Trinity		
KPHO	Phoe	5		Meredith		
KPNX	Mesa	12	NBC	Gannett		
KTSP	Phoe	10	CBS	Gulf		
KTVK	Phoe	3				

Daily Newspapers

Arizona Republic	M/S	264,379, Central
Phoenix Gazette	E	105,161, Central

Cable Penetration (DMA)
27.1%
American, Storer

Recent Radio Transactions

1980	KZZP A/F	Sold to Western Cities	\$2,500,000
1980	KPHX		650,000
1980	KMEO A/F	Sold to Scripps-Howard	4,000,000
1981	KJJJ/KEZC-F	From ITC to Wolpin	6,250,000
1982	KARZ	From Stauffer to Chauncey	2,000,000
1983	KJJJ/KEZC-F (50%)		2,000,000
1983	KNNN-F	Sold to Transcom	3,980,000

MISCELLANEOUS COMMENTS

DFS Test Market

"Phoenix may be America's least-planned city...if it has any sacred value, it is growth. The true core of its economy and spirit is smaller, growing companies whose entrepreneurial founders dream of one day making 'Fortune's' list."

- The Book of America

"Despite its growth Phoenix has maintained 'the feel and flavor of a small town'. Its downtown is quiet by day, desolate by night. Its pace is noticeably slower than in many other larger cities. Even its country music station seems weeks behind those elsewhere."

- "The Washington Post"

Colleges and Universities

University of Pittsburgh (29,315)
Duquesne (6,771)
Carnegie-Mellon (5,653)

Military Bases

Unemployment

June 79: 6.3%
Dec 82: 15.2%
Sep 83: 13.5%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Dudrick DePaul (10 mil, 15%)
Ketchum (400 mil)
Marc and Co. (24 mil)
Jack Coyne Adv.
(Also many branches of other agencies)

Heavy Agency Radio Users

Ketchum
J.W. Thompson
Jack Coyne

Poor Agency Radio Users

No consensus

Most Knowledgeable Local Media Buyers

Diane Ritter - Ketchum
Chris Pelke - JWT
Stephanie Satterfield - Marc

Largest Local Radio Accounts

Mellon Bank
Gimbels
Kaufmans
Pittsburgh Brewing
Pittsburgh National Bank
Large Local Accounts Which Use Radio Poorly

Hornes Dept. Store
Kelly & Cohen Appliances
Thrift Drugs

Market's Radio Strengths

Quality of air talent and programming is high

High per capita income

Highest Billing AM: KDKA

Highest Billing FM: WBZZ or WDVE

Highest Billing Station: KDKA

Market's Radio Weaknesses

Poor market image although this is slowly changing

Lack of aggressive pricing by stations immediately below KDKA in the ratings

TV is softly priced

Too much in-fighting

Radio Usage by Major Advertising Categories

Financial	3.4	Soft Drinks	3.2	Stereo/Computers/TV	3.0
Fast Foods	3.4	Beer, Wine	3.6	Department/Discount Stores	3.6
Restaurants	3.2	Farm	2.0	Airlines	3.4
Auto Dealers	4.2	Utilities	3.8	Fashion, Clothing Stores	3.8

Source of Regional Dollars

Cleveland
Philadelphia

COMPETITIVE MEDIA

Over the Air Television

KDKA	Pittsburgh	2	CBS	Westinghouse
WPGH	Pittsburgh	53		Meredith
WPTT	Pittsburgh	22		
WPXI	pittsburgh	11	NBC	Cox
WTAE	Pittsburgh	4	ABC	Hearst

Daily Newspapers

Pittsburgh Post-Gazette	M	181,583	Block
Pittsburgh Press	E/S	259,850	Scripps-Howard
			JOA

Cable Penetration (DMA)

57.3%
Warner Amex

Recent Radio Transactions

1981	WJAS	From Nationwide to BENI	\$1,500,000
1982	KQV	Sold by Taft	2,000,000
1983	WSHH-F	Sold by Nationwide	2,700,000

MISCELLANEOUS COMMENTS

DFS Test Market

"Pittsburgh, revamped and revitalized, is America's premier example of a city transformed from blue-collar industry to white-collar professions and services."

- The Book of America

PORTLAND, ME

1982 SMSA Rank: 181
1983 MSA Rank: 192

1983 ADI Rank: 78
1983 Est Revenue: \$6,000,000
Manager's Market Rating (current): 3.0

Population per Station: 14,615 (13)
Est Rev per Share Point: \$85,106
Manager's Market Rating (future): 4.0

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	2.8	3.3	3.6								
Duncan Media Rev Est:				4.9	5.4						
Yearly Growth Rate (1978-82): 18.3%											
Projected Revenue Est:						6.4	7.5	8.9	10.4	12.3	14.4
Revenue per Capita:	16.47	18.33	20.00	25.79	28.42						
Yearly Growth Rate (1978-82): 15.0%											
Projected Revenue per Capita:						32.68	37.58	43.22	49.70	57.15	65.73
Resulting Revenue Estimate:						6.2	7.5	8.6	10.4	12.6	15.1
Rev as % of Retail Sales:	0.35	0.33	0.31	0.41	0.41						
Mean % (1978-1982): 0.362											
Resulting Revenue Estimate:						5.4	6.2	6.9	7.6	8.7	9.4
						(See note below)					
						MEAN REVENUE ESTIMATES:					
						6.0	7.1	8.1	9.5	11.2	13.0

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.17	.18	.18	.19	.19	.19	.20	.20	.21	.22	.23
Retail Sales (billions):	.8	1.0	1.2	1.2	1.3	1.5	1.7	1.9	2.1	2.4	2.6
CSI Household (thousands):	17.9	19.4	21.0	22.5	24.0	--	--	--	--	--	--
Below-the-Line Listening Shares:..	25.5%										
Unlisted Station Listening:..	4.0%										
Total Lost Listening:..	29.5%										
Available Share Points:	70.5										
Number of Viable Stations:	12										
Mean Share Points per Station:	5.88										
Median Share Points per Station:	6.6										
Rev per Available Share Point:	\$85,106										
Estimated Rev for Mean Station:	\$500,426										

5 YEAR GROWTH RATE

82-87
Population: 3.8%
Retail Sales: 85.2%

Median House Value: \$56,780
Median Age: 31.2 years
Median Education: 12.7 years

Largest Banks

Maine Nat. (551 Mil)
Canal Bank (280 Mil)
Casco Bank (478 Mil)
Northeast (300 Mil)
Maine Savings (686 Mil)

YEAR 2000 POPULATION: 292,640 (County)

COMMERCE AND INDUSTRY

<u>Important Businesses and Industries</u>	<u>Major Corporations</u>
Paper	Casco-Northern
Food processing	Union Mutual Life
Shoes and boots	Emery Waterhouse
	Hannaford

Employment Breakdowns

Manag/Prof.	19,948 (23.7%)	Services	25,761 (30.6%)
Tech/Sales/Admin.	27,771 (33.0%)	Manuf	15,615 (18.6%)
Service	11,026 (13.1%)	Retail	15,481 (18.4%)
Farm/Forest/Fish	913 (1.1%)	Finan/Ins.	7,040 (8.4%)
Precision Prod.	10,390 (12.4%)	Trans/Comm	6,283 (7.5%)
Oper./Fabri/Labor	14,020 (16.7%)	Wholes Trade	5,063 (6.0%)

Total Employment: 84,068

NOTE: Column to left is employment by job description or occupation. The column on the right is employment by industry.

NOTE: The mean revenue projections for this market may be too high. Use with extreme caution.

Colleges and Universities

University of South. Maine (8,203)
Westbrook (935)

Military Bases

Unemployment

June 79: 5.7%
Dec 82: 6.2%
Sep 83: 6.0%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Body and Co. (20%)
Chellis, Conwell & Gale (3 mil, 20%)
New England Group (4 mil, 10%)
Arnold & Co. - Branch of Boston HQ

Heavy Agency
Radio Users

Poor Agency
Radio Users

Most Knowledgeable
Local Media Buyers

Largest Local Radio Accounts

Pepsi
Atlantic Ford

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which
Use Radio Poorly

Maine State Lottery
Haverty Buick

Highest Billing AM: WGAN
Highest Billing FM: WPOR-F
Highest Billing Station: WPOR-F

Radio Usage by Major Advertising Categories

Financial	3.5	Soft Drinks	5.0	Stereo/Computers/TV	2.0
Fast Foods	4.5	Beer, Wine	4.5	Department/Discount Stores	3.0
Restaurants	2.5	Farm	1.0	Airlines	1.0
Auto Dealers	4.0	Utilities	2.5	Fashion, Clothing Stores	3.0

Source of Regional Dollars

COMPETITIVE MEDIA

Over the Air Television

WCSH	Portland	6	NBC	Maine Bcstg.
WGAN	Portland	13	CBS	Guy Gannett
WMTW	Portland	8	ABC	

Daily Newspapers

Portland Press-Herald	M	60,111	Guy Gannett
Evening Express	E	29,913	Guy Gannett
(Maine Sunday Telegram is Sunday paper)			

Cable Penetration (DMA)
46.3%
ATC

Recent Radio Transactions

1980	WYNZ-F	Sold to Eastman	\$474,000
1982	WHOM-F (Mt. Wash)		3,500,000
1983	WYNZ A/F	From Eastman to Buckley	1,125,000
1983	WGAN A/F	Sold by Guy Gannett	3,100,000

MISCELLANEOUS COMMENTS

Portland MSA used for projections and estimates.

PORTLAND, OR

1982 SMSA Rank: 31
1983 MSA Rank: 38

1983 ADI Rank: 22
1983 Est Revenue: \$28,200,000
Manager's Market Rating (current): 3.5

Population per Station: 56,957 (23)
Est Rev per Share Point: \$306,522
Manager's Market Rating (future): 3.3

REVENUE HISTORY AND PROJECTIONS*

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	17.0	16.1	21.9								
Duncan Media Rev Est:				23.2	25.4						
Yearly Growth Rate (1978-82):	11.4%										
Projected Revenue Est:						28.3	31.5	35.1	39.1	43.6	48.5
Revenue per Capita:	15.04	14.00	18.71	18.71	19.84						
Yearly Growth Rate (1978-82):	8.7%										
Projected Revenue per Capita:						21.56	23.43	25.47	27.69	30.10	32.72
Resulting Revenue Estimate:						28.3	31.4	34.9	39.3	45.4	48.8
Rev as % of Retail Sales:	0.40	0.32	0.39	0.35	0.38						
Mean % (1978-1982):	0.368										
Resulting Revenue Estimate:						28.0	32.8	37.5	42.3	50.4	54.1
MEAN REVENUE ESTIMATES:						<u>28.2</u>	<u>31.9</u>	<u>35.8</u>	<u>40.2</u>	<u>46.4</u>	<u>50.5</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	1.13	1.15	1.17	1.24	1.28	1.31	1.34	1.37	1.42	1.46	1.49
Retail Sales (billions):	4.2	5.0	5.7	6.3	6.7	7.6	8.9	10.2	11.5	13.7	14.7
CSI Household (thousands):	18.9	20.8	22.6	23.9	24.4	--	--	--	--	--	--
Below-the-Line Listening Shares:..	1.8%										
Unlisted Station Listening:..	6.2%										
Total Lost Listening:..	8.0%										
Available Share Points:	92.0										
Number of Viable Stations:	19										
Mean Share Points per Station:	4.84										
Median Share Points per Station:	4.4										
Rev per Available Share Point:	\$306,522										
Estimated Rev for Mean Station:	\$1,483,565										

5 YEAR GROWTH RATE

<u>82-87</u>	Population: 10.4%	Retail Sales: 84.9%	Median House Value: \$68,670	Median Age: 30.2 years	Median Education: 12.8 years	<u>Largest Banks</u>	
						First Interstate (5.2 Bil)	US National (4.9 Bil)
						Oregon Bank (835 Mil)	

YEAR 2000 POPULATION: 1,534,000

COMMERCE AND INDUSTRY

<u>Important Businesses and Industries</u>	<u>Major Corporations</u>	<u>Employment Breakdowns</u>	
Shipping	Evans Products	Manag/Prof.	143,079 (24.6%)
Ship building	Louisiana-Pacific	Tech/Sales/Admin.	190,618 (32.7%)
Electronics	Tektronix	Service	71,035 (12.2%)
Lumber	Willamette	Farm/Forest/Fish	9,629 (1.7%)
Paper	Standard Insurance	Precision Prod.	73,080 (12.6%)
		Oper./Fabri/Labor	94,923 (16.3%)
		Services	161,041 (27.7%)
		Manuf.	120,301 (20.7%)
		Retail	101,482 (17.4%)
		Trans/Comm	49,623 (8.5%)
		Finan/Ins.	43,888 (7.5%)
		Construct	36,373 (6.2%)

Total Employment: 582,364

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Portland State (16,730)
Clark College (9,672)

Military Bases

Brunswick NAS (3,800)

Unemployment

June 79: 5.4%
Dec 82: 7.8%
Sep 83: 9.0%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies ***

Borders, Perrin (10 mil, 15%)
Gerber (16 mil, 16%)
Morton (5 mil, 15%)
Petzold (6 mil, 18%)

Heavy Agency Radio Users

Brown Dugan
Richardson

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Betty Cheminti - Gerber

Largest Local Radio Accounts

Fred Meyer Food Stores
Food Day

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which Use Radio Poorly

J.C. Penney
Frederick & Nelson
Bi Mart Stores

Highest Billing AM: KGW
Highest Billing FM: KINK-F
Highest Billing Station: KGW

Radio Usage by Major Advertising Categories

Financial 3.0 Soft Drinks 4.0
Fast Foods 4.0 Beer, Wine 4.3
Restaurants 2.5 Farm 1.0
Auto Dealers 2.8 Utilities 2.5

Source of Regional Dollars

Seattle
Eugene

Stereo/Computers/TV 3.8
Department/Discount Stores 3.5
Airlines 3.5
Fashion, Clothing Stores 2.8

COMPETITIVE MEDIA

Over the Air Television

KATU Portland 2 ABC Fisher
KGW Portland 8 NBC King
KOIN Portland 6 CBS Lee
KPTV Portland 12 Chris Craft

Daily Newspapers

Portland Oregonian AD/S 308,164, Newhouse

Cable Penetration (DMA)
30.8%
Rogers,
Liberty

Recent Radio Transactions

1981 KCNR A/F Sold to Duffy \$3,500,000
1982 KYTE/KLLB-F From Gaylord to Charlton Buckley 4,500,000
1983 KMJK-F Sold by Harte-Hanks 2,500,000
1983 KEX, KQFM-F From Golden West to Taft 8,000,000

MISCELLANEOUS COMMENTS

*Portland's 1983 MSA and 1982 SMSA differ. The SMSA used for projections and estimates.
DFS Test Market

"If any West Coast city could historically have been said to have a monopoly on propriety and an anxiousness to 'keep things as they are,' it was Portland, a town of quiet old wealth, discreet culture, and cautious politics... the city is a lovely one."

- The Book of America

***Additional ad agencies

Pihas, Schmidt (9 mil)
Richardson (6 mil, 20%)
Brown Dugan

Colleges and Universities

Brown (6,867)
Providence (5,980)
U of Rhode Is. (14,543)

Military Bases

Unemployment

June 79: 7.1%
Dec 82: 10.1%
Sep 83: 8.1%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Duffy & Shanley (9 mil, 20%)
Fern/Hanaway (10 mil, 10%)
Fitzgerald Toole (7 mil, 10%)
LaChance Goodchild (10 mil, 10%)
Leonard Monahan (10 mil, 15%)

Heavy Agency Radio Users

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Pat Sclama - Challenge Adv.

Largest Local Radio Accounts

Coca Cola
Fleet National Bank
Old Stone Bank

Market's Radio Strengths

Newspaper misses much of the market

Market's Radio Weaknesses

Overlap from Boston market
Slow growth area
Rates too low
Cannibalistic sales efforts

Large Local Accounts Which Use Radio Poorly

Almacs Supermarkets
K Mart

Highest Billing AM: WPRO

Highest Billing FM: WHJY or WLKW

Highest Billing Station: No consensus

Radio Usage by Major Advertising Categories

Financial	3.5	Soft Drinks	2.5	Stereo/Computers/TV	3.5
Fast Foods	3.0	Beer, Wine	3.5	Department/Discount Stores	2.0
Restaurants	2.0	Farm	1.0	Airlines	1.0
Auto Dealers	3.0	Utilities	2.0	Fashion, Clothing Stores	2.0

Source of Regional Dollars

Boston

COMPETITIVE MEDIA

Over the Air Television

WJAR	Providence	10	NBC	Outlet
WLNE	New Bedford	6	CBS	Pulitzer
WPRI	Providence	12	ABC	Knight-Ridder
WSTG	providence	64		
WFDG	New Bedford	28		

Daily Newspapers

Providence Journal	M/S	83,809
Providence Bulletin	E	135,277

Cable Penetration (DMA)

135,277
Colony, Cox,
Times-Mirror

Recent Radio Transactions

1982	WLKW A/F	From McCormick to JAG	\$4,900,000
1983	WHJJ/WHJY-F	From Franks to TA/Fish	8,850,000
1983	WSNE-F (Taunton)	Sold by Outlet	3,600,000

MISCELLANEOUS COMMENTS

Providence MSA used for estimates and projections.

PUEBLO

1982 SMSA Rank: 234
1983 MSA Rank: 261

1983 ADI Rank: 104
1983 Est Revenue: \$2,200,000
Manager's Market Rating (current): 3.5

Population per Station: 13,000 (10)
Est Rev per Share Point: \$36,728
Manager's Market Rating (future): 3.0

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	1.4	1.3	1.9								
Duncan Media Rev Est:				2.1	2.0						
Yearly Growth Rate (1978-82):	11.0%										
Projected Revenue Est:						2.2	2.5	2.7	3.0	3.4	3.7
Revenue per Capita:	11.67	10.00	15.83	16.15	15.38						
Yearly Growth Rate (1978-82):	9.7%										
Projected Revenue per Capita:						16.87	18.50	20.30	22.27	24.43	26.80
Resulting Revenue Estimate:						2.2	2.4	2.6	2.9	3.2	3.5
Rev as % of Retail Sales:	0.29	0.26	0.37	0.35	0.33						
Mean % (1978-1982):	0.32										
Resulting Revenue Estimate:						2.2	2.4	2.6	2.8	2.9	3.1
<u>MEAN REVENUE ESTIMATES:</u>						<u>2.2</u>	<u>2.4</u>	<u>2.6</u>	<u>2.9</u>	<u>3.2</u>	<u>3.4</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.12	.13	.12	.13	.13	.13	.13	.13	.13	.13	.13
Retail Sales (billions):	.48	.5	.5	.6	.6	.7	.7	.8	.9	.9	.9
CSI Household (thousands):	16.3	18.1	20.1	21.1	23.7	--	--	--	--	--	--
Below-the-Line Listening Shares:..	36.3%										
Unlisted Station Listening:..	3.8%										
Total Lost Listening:..	40.1%										
Available Share Points:	59.9										
Number of Viable Stations:	10										
Mean Share Points per Station:	5.99										
Median Share Points per Station:	4.2										
Rev per Available Share Point:	\$36,728										
Estimated Rev for Mean Station:	\$220,000										
<u>5 YEAR GROWTH RATE</u>											
	<u>82-87</u>										
Population:	2.2%										
Retail Sales:	54.2%										

	<u>Racial Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels (%)</u>
White	84.9	<10	32.8	5 years or less
Black	1.8	10-20	29.4	4.0
Hispanic	33.0	20-35	27.0	High School Grad
Other	---	35-50	7.8	66.5
		50+	3.0	4 or more years of college
				13.2

Largest Banks

Colo. Nat.	(155 Mil)
Pueblo Bank	(103 Mil)
Minnequa	(84 Mil)
Intrawest	(50 Mil)
United	(46 Mil)

Median House Value: \$45,041
Median Age: 29.9 years
Median Education: 12.5 years

YEAR 2000 POPULATION: 154,360

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Employment Breakdowns

Steel
Meat processing
Auto parts

Manag/Prof.	10,706 (22.1%)	Services	15,914 (32.8%)
Tech/Sales/Admin.	13,440 (27.7%)	Retail	9,343 (19.3%)
Service	7,813 (16.1%)	Manuf.	9,324 (19.2%)
Farm/Forest/Fish	745 (1.5%)	Trans/Comm	4,121 (8.5%)
Precision Prod.	6,595 (13.6%)	Finan/Ins.	2,451 (5.1%)
Oper./Fabri/Labor	9,174 (18.9%)	Pub Admin	2,509 (5.2%)
Total Employment: 48,473			

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

University of Southern Colo (4,685)

Military Bases

Unemployment

June 79: 5.9%
Dec 82: NA
Sep 83: NA

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

No major agencies

Heavy Agency
Radio Users

Poor Agency
Radio Users

Most Knowledgeable
Local Media Buyers

Largest Local Radio Accounts

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which
Use Radio Poorly

Highest Billing AM: KDZA
Highest Billing FM: KCCY-F
Highest Billing Station: No consensus

Radio Usage by Major Advertising Categories

Financial	4.5	Soft Drinks	4.0	Stereo/Computers/TV	3.0
Fast Foods	4.5	Beer, Wine	3.0	Department/Discount Stores	2.5
Restaurants	3.0	Farm	1.0	Airlines	2.0
Auto Dealers	4.0	Utilities	3.0	Fashion, Clothing Stores	3.5

Source of Regional Dollars

COMPETITIVE MEDIA

Over the Air Television

Part of Colorado Springs ADI
See Colorado Springs for stations

Daily Newspapers

Pueblo Chieftain M 38,670
Pueblo Star-Journal E 12,438

Cable Penetration (DMA)

NA
Tele-Communi

Recent Radio Transactions

1982 KPUB \$215,000
1982 KIDN 146,500
1983 KCSJ 700,000

MISCELLANEOUS COMMENTS

RALEIGH

1982 SMSA Rank: 78
1983 MSA Rank: 77

1983 ADI Rank: 38
1983 Est Revenue: \$15,900,000
Manager's Market Rating (current): 4.6

Population per Station: 45,385 (13)
Est Rev per Share Point: \$221,140
Manager's Market Rating (future): 4.0

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	
FCC Revenue Data:	8.3	7.9	11.3									
Duncan Media Rev Est:				12.4	14.2							
Yearly Growth Rate (1978-82): 14.9%												
Projected Revenue Est:						16.3	18.7	21.5	24.7	28.4	32.6	
Revenue per Capita:	16.94	15.80	22.15	23.40	25.82							
Yearly Growth Rate (1978-82): 12.2%												
Projected Revenue per Capita:						28.97	32.50	36.47	40.91	45.91	51.51	
Resulting Revenue Estimate:						17.1	19.5	22.2	25.4	28.9	33.0	
Rev as % of Retail Sales:	0.46	0.40	0.49	0.48	0.53							
Mean % (1978-1982): 0.472												
Resulting Revenue Estimate:						(See note below)	14.2	16.0	18.4	20.8	22.7	24.5
						MEAN REVENUE ESTIMATES:	<u>15.9</u>	<u>18.1</u>	<u>20.7</u>	<u>23.6</u>	<u>26.7</u>	<u>30.0</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.49	.50	.51	.53	.55	.59	.60	.61	.62	.63	.64
Retail Sales (billions):	1.8	2.0	2.3	2.6	2.7	3.0	3.4	3.9	4.4	4.8	5.2
CSI Household (thousands):	19.5	20.9	22.3	24.9	25.5	--	--	--	--	--	--
Below-the-Line Listening Shares:..	7.1%										
Unlisted Station Listening:..	21.0%										
Total Lost Listening:..	28.1%										
Available Share Points:	71.9										
Number of Viable Stations:	13										
Mean Share Points per Station:	5.53										
Median Share Points per Station:	4.5										
Rev per Available Share Point:	\$221,140										
Estimated Rev for Mean Station:	\$1,222,907										

5 YEAR GROWTH RATE

	<u>82-87</u>	Median House Value: \$59,375	<u>Largest Banks</u>
Population:	9.1%	Median Age: 28.2 years	First Citizens (1.6 Bil)
Retail Sales:	79.0%	Median Education: 12.8 years	NCNB (NA)
			Wachovia (NA)

YEAR 2000 POPULATION: 701,030

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

MCM Corp.

Employment Breakdowns

Manag/Prof.	77,211 (29.0%)	Services	99,844 (37.5%)
Tech/Sales/Admin.	92,593 (34.8%)	Manuf.	43,096 (16.2%)
Service	32,035 (12.0%)	Retail	38,079 (14.3%)
Farm/Forest/Fish	4,108 (1.5%)	Pub Admin	21,686 (8.1%)
Precision Prod.	26,418 (9.9%)	Finan/Ins.	17,185 (6.5%)
Oper./Fabri/Labor	33,972 (12.8%)	Trans/Comm	16,523 (6.2%)

Total Employment: 266,337

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

NOTE: The mean revenue projections for this market may be too high. Use with extreme caution.

Colleges and Universities

University of NC (21,465)
NC State (21,169)
Duke (9,587)

Military Bases

Seymour Johnson AFB (5,000)

Unemployment

June 79: 3.6%
Dec 82: 4.3%
Sep 83: 4.0%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Crone Assoc. (2 mil, 20%)
Fricke 3 (2 mil, 15%)
Howard, Merrell (14 mil, 15%)
McKinney, Silver (43 mil, 9%)
Price McNab

Heavy Agency Radio Users

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Largest Local Radio Accounts

Hudson Belk
Record Bar
McDonalds

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which Use Radio Poorly

Durham Herald

Highest Billing AM: WPTF

Highest Billing FM: WRAL-F

Highest Billing Station: WRAL-F

Radio Usage by Major Advertising Categories

Financial 3.0 Soft Drinks 4.2
Fast Foods 4.7 Beer, Wine 5.0
Restaurants 2.3 Farm 2.0
Auto Dealers 3.7 Utilities 3.0

Stereo/Computers/TV 4.7
Department/Discount Stores 4.0
Airlines 4.0
Fashion, Clothing Stores 3.7

Source of Regional Dollars

Charlotte
Fayetteville
Greensboro

COMPETITIVE MEDIA

Over the Air Television

WLFL Raleigh 22
WPTF Durham 28 NBC Durham Life
WRAL Raleigh 5 ABC Capitol
WTVD Durham 11 CBS Capital Cities

Daily Newspapers

Raleigh News and Observer M/S 129,411
Raleigh Times E 33,333
Durham Morning Herald M/S 41,100
Durham Sun E 20,699

Cable Penetration (DMA)

42.0%
ATC

Recent Radio Transactions

No major sales since 1978

MISCELLANEOUS COMMENTS

READING

1982 SMSA Rank: 124
1983 MSA Rank: 130

1983 ADI Rank: Phila
1983 Est Revenue: \$3,600,000
Manager's Market Rating (current): 3.0

Population per Station: 64,000 (5)
Est Rev per Share Point: \$91,603
Manager's Market Rating (future): 3.0

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	2.7	2.9	3.1								
Duncan Media Rev Est:				3.3	3.5						
Yearly Growth Rate (1978-82):	6.6%										
Projected Revenue Est:						3.7	4.0	4.2	4.5	4.8	5.1
Revenue per Capita:	9.31	9.67	10.00	10.64	10.94						
Yearly Growth Rate (1978-82):	4.1%										
Projected Revenue per Capita:						11.39	11.86	12.34	12.85	13.37	13.92
Resulting Revenue Estimate:						3.6	3.8	3.9	4.1	4.3	4.6
Rev as % of Retail Sales:	0.25	0.24	0.24	0.24	0.25						
Mean % (1978-1982):	0.244										
Resulting Revenue Estimate:						3.6	4.1	4.4	4.9	5.4	5.9
MEAN REVENUE ESTIMATES:						<u>3.6</u>	<u>4.0</u>	<u>4.2</u>	<u>4.5</u>	<u>4.8</u>	<u>5.2</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.29	.30	.21	.31	.31	.32	.32	.32	.32	.32	.33
Retail Sales (billions):	1.08	1.2	1.3	1.4	1.4	1.5	1.7	1.8	2.0	2.2	2.4
CSI Household (thousands):	18.8	20.3	21.7	23.6	25.9	--	--	--	--	--	--
Below-the-Line Listening Shares:..	52.6%										
Unlisted Station Listening:..	8.1%										
Total Lost Listening:..	60.7%										
Available Share Points:	39.3										
Number of Viable Stations:	4										
Mean Share Points per Station:	9.83										
Median Share Points per Station:	10.7										
Rev per Available Share Point:	\$91,603										
Estimated Rev for Mean Station:	\$900,458										
<u>5 YEAR GROWTH RATE</u>											
	<u>82-87</u>										
Population:	2.8%										
Retail Sales:	56.7%										

	<u>Racial Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels (%)</u>
White	95.2	<10 26.5	12-24 24.1	5 years or less 2.1
Black	2.5	10-20 30.8	25-54 45.2	High School Grad 58.5
Hispanic	2.9	20-35 31.8	55+ 30.7	4 or more years of college 11.4
Other	---	35-50 7.9		
		50+ 3.0		

Largest Banks
American (2.5 Bil)
Bank of Penn (655 Mil)
Hamilton (2.5 Bil)

Median House Value: \$46,505
Median Age: 33.6 years
Median Education: 12.2 years

YEAR 2000 POPULATION: 345,080

COMMERCE AND INDUSTRY

<u>Important Businesses and Industries</u>	<u>Major Corporations</u>
Steel	Harsco
Apparel	VF
	Carpenter Tech

<u>Employment Breakdowns</u>			
Manag/Prof.	25,532 (17.5%)	Manuf.	55,321 (37.9%)
Tech/Sales/Admin.	39,271 (27.2%)	Services	35,300 (24.2%)
Service	17,436 (11.9%)	Retail	22,046 (15.1%)
Farm/Forest/Fish	3,182 (2.2%)	Trans/Comm	8,101 (5.5%)
Precision Prod.	20,381 (14.0%)	Finan/Ins.	7,063 (4.8%)
Oper./Fabri/Labor	40,173 (27.5%)	Construct	6,259 (4.3%)

Total Employment: 145,975

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Kutztown State (5,499)
Albright (1,977)

Military Bases

Unemployment

June 79: 5.4%
Dec 82: 10.8%
Sep 83: 7.6%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Arnold Adv. (2 mil, 5%)
Beaumont, Heller (11 mil, 1%)
Gallagher (2 mil, 15%)
Wentzel Assoc.

Heavy Agency Radio Users

Wentzel Assoc.
Arnold
Answer Group

Poor Agency Radio Users

Beaumont Heller
Gallagher
Lorish

Most Knowledgeable Local Media Buyers

Largest Local Radio Accounts

Fisher Chevrolet
Sheraton Berkshire
John Wanemaker

Market's Radio Strengths

No local TV

Market's Radio Weaknesses

Low rates
Stations that cut rates
Stations that knock each other

Large Local Accounts Which Use Radio Poorly

Coca Cola
Ice City

Highest Billing AM: WEEU
Highest Billing FM: WRFY-F
Highest Billing Station: WEEU

Radio Usage by Major Advertising Categories

Financial	3.0	Soft Drinks	2.0	Stereo/Computers/TV	1.0
Fast Foods	2.0	Beer, Wine	1.0	Department/Discount Stores	3.0
Restaurants	2.0	Farm	2.0	Airlines	1.0
Auto Dealers	4.0	Utilities	2.0	Fashion, Clothing Stores	3.0

Source of Regional Dollars

Philadelphia

COMPETITIVE MEDIA

Over the Air Television

WTVE Reading 51
Reading is part of Philadelphia ADI
See Philadelphia for other stations

Daily Newspapers

Reading Times M 43,697
Reading Eagle E/S 40,889

Cable Penetration (DMA)

NA
ATC

Recent Radio Transactions

1981 WHUM From Keymarket to Brill \$1,900,000
1983 WRAW 650,000

MISCELLANEOUS COMMENTS

Colleges and Universities

University of Nevada-Reno (9,141)

Military Bases

Sierra Army Depot (350)
Stead AFB (NA)

Unemployment

June 79: 4.4%
Dec 82: 9.2%
Sep 83: 6.7%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Doyle & McKenna (3 mil)
Dunn Draper

Heavy Agency Radio Users

Dunn Draper
Doyle McKenna

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Ann Beinhart - Doyle McKenna

Largest Local Radio Accounts

Harrah's
Reno Toyota
Nevad National Bank

Market's Radio Strengths

Growing market

Market's Radio Weaknesses

Low TV rates
Poorly trained sales people
Arbitron's definition of the market is too large

Large Local Accounts Which Use Radio Poorly

Wards
Sears
Weinstocks

Highest Billing AM: KONE
Highest Billing FM: KRNO or KOZZ
Highest Billing Station: KRNO or KOZZ

Radio Usage by Major Advertising Categories

Financial	3.0	Soft Drinks	3.5
Fast Foods	3.0	Beer, Wine	3.5
Restaurants	2.0	Farm	1.0
Auto Dealers	3.5	Utilities	2.0

Stereo/Computers/TV	3.5
Department/Discount Stores	3.5
Airlines	3.0
Fashion, Clothing Stores	3.5

Source of Regional Dollars

Las Vegas
Sacramento
San Francisco

COMPETITIVE MEDIA

Over the Air Television

KAME	Reno	21	
KCRL	Reno	4	NBC
KOLO	Reno	8	ABC Donrey
KREN	Reno	43	
KTVN	Reno	2	CBS Sarkes-Tarzian

Daily Newspapers

Nevada State Journal	M/S	37,278	Gannett
Reno Evening Gazette	E	20,006	Gannett
Carson City Nevada Appeal	E/S	9,088	Donrey

Cable Penetration (DMA)

58.7%
Group W,
Tele-Communi

Recent Radio Transactions

1980	KNEV-F	Sold to McClatchy	\$700,000
1981	KROW		2,000,000
1982	KCBN/KRNO-F	Sold to Roth	3,775,000
1982	KPTL/KKBC-F (Carson City)	Sold to Woodward	2,050,000
1982	KOH/KNEV-F	From McClatchy to John Price	NA
1982	KOH	Sold by John Price	950,000

MISCELLANEOUS COMMENTS

Colleges and Universities

Military Bases

Unemployment

Hanford Site (NA)

June 79: NA
Dec 82: NA
Sep 83: NA

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Smith, Phillip
Conley, Nealy
Bogart
Wins and Company

Heavy Agency Radio Users

Smith Phillip
Bogart
Conley, Nealy

Poor Agency Radio Users

Brandt
Wins & Co.
Clark-White (Penney's)

Most Knowledgeable Local Media Buyers

Russ Dean - Dean Ford
S.L. Sterling - Target

Largest Local Radio Accounts

Russ Dean Ford
Group W Cable
Sterling Theatres

Market's Radio Strengths

Good programming for a small market
Weak newspaper and only one strong TV station
Young market

Market's Radio Weaknesses

Stations do not work together to combat TV and print
"Cut throat competition"

Large Local Accounts Which Use Radio Poorly

Wheeler's Appliances
Simpson Toyota
Black Angus Restaurant
J.C. Penney

Highest Billing AM: KONA
Highest Billing FM: KIOK-F
Highest Billing Station: KONA

AN INTERESTING COMMENT:

"Radio is getting away from the small businessman-he has a budget and needs the help. The bigger guys have the budget and the help. We are getting too lazy and not going for and helping the businesses that need it."

Radio Usage by Major Advertising Categories

Financial	4.0	Soft Drinks	4.0	Stereo/Computers/TV	3.0
Fast Foods	3.0	Beer, Wine	4.0	Department/Discount Stores	3.0
Restaurants	2.0	Farm	2.0	Airlines	2.0
Auto Dealers	3.0	Utilities	3.0	Fashion, Clothing Stores	4.0

Source of Regional Dollars

Yakima
Walla Walla

COMPETITIVE MEDIA

Over the Air Television

Part of Yakima ADI
See Yakima for stations

Daily Newspapers

Tri City Herald E/S 37,715, McClatchy

Cable Penetration (DMA)

NA
Rogers,
Group W

Recent Radio Transactions

No major sales since 1978

MISCELLANEOUS COMMENTS

Colleges and Universities

Virginia Commonwealth (19,966)
University of Richmond (4,189)

Military Bases

FT. Lee (7,707)
FT. A.P. Hill (340)
FT. Pickett (500)

Unemployment

June 79: 3.6%
Dec 82: NA
Sep 83: 4.4%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies ***

Brand Edmonds (10 mil)
Cabell Eanes (8 mil)
Finnegan & Agee (9 mil)
Stuart Ford (19 mil, 10%)

Heavy Agency Radio Users

Martin Agency
Finnegan & Agee

Poor Agency Radio Users

No consensus

Most Knowledgeable Local Media Buyers

Dianne Barr - Martin Agency

Largest Local Radio Accounts

McDonalds
Miller and Rhoads
Circuit City

Market's Radio Strengths

Relatively few stations in the market - particularly FM
Radio is well respected by ad agencies

Market's Radio Weaknesses

Poor local radio sales people
Low rates. Rate cutting
Low TV rates
"this is the most incestuous radio/media market."

Large Local Accounts Which Use Radio Poorly

Winn Dixie
Blue Cross
Arby's

Highest Billing AM: WRVA

Highest Billing FM: WEZS

Highest Billing Station: WRVA

Radio Usage by Major Advertising Categories

Financial	2.0	Soft Drinks	2.5
Fast Foods	4.0	Beer, Wine	4.0
Restaurants	1.5	Farm	1.0
Auto Dealers	3.5	Utilities	2.0

Stereo/Computers/TV	3.5
Department/Discount Stores	2.5
Airlines	1.5
Fashion, Clothing Stores	2.0

Source of Regional Dollars

Washington
Baltimore
Norfolk

COMPETITIVE MEDIA

Over the Air Television

WRLH	Richmond	35		
WRNX	Richmond	63		
WTVR	Richmond	6	CBS	Park
WWBT	Richmond	12	NBC	Jeff-Pilot
WXEX	Petersburg	8	ABC	Nationwide

Daily Newspapers

Richmond Times-Dispatch	M/S	135,175
	Media General	
Richmond News Leader	E	112,569
	Media General	

Cable Penetration (DMA)

32.7%
ATC, Sammons,
Continental

Recent Radio Transactions

1981	WRNL/WRXL-F	From Rust to Capitol (WRAL)	\$4,000,000
1983	WLEE	From Nationwide to Gilcom	950,000

MISCELLANEOUS COMMENTS

"Virginia's center of gravity, its capital region at Richmond, has been prosperous for a good many years. All signs are that it will stay that way."

- The Book of America

*Richmond's 1983 MSA and 1982 SMSA differ. 1982 SMSA is used for projections and estimates.

*** Additional ad agencies

Martin (20 mil)
Morgan & Assoc. (7 mil, 10%)
Siddall, Matus (8 mil)

RIVERSIDE-SAN BERNARDINO-ONTARIO

1982 SMSA Rank: 25
1983 MSA Rank: 23

1983 ADI Rank: LA
1983 Est Revenue: \$18,700,000
Manager's Market Rating (current): 3.0

Population per Station: 104,375 (16)
Est Rev per Share Point: \$640,411
Manager's Market Rating (future): 3.7

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	
FCC Revenue Data:	8.0	9.4	12.5									
Duncan Media Rev Est:				14.0	16.1							
Yearly Growth Rate (1978-82):	19.4%											
Projected Revenue Est:						19.2	23.0	27.4	32.7	39.1	46.6	
Revenue per Capita:	6.25	7.12	8.80	9.33	9.88							
Yearly Growth Rate (1978-82):	12.3%											
Projected Revenue per Capita:						11.09	12.46	13.99	15.71	17.65	19.82	
Resulting Revenue Estimate:						18.5	21.6	25.2	29.5	34.2	40.0	
Rev as % of Retail Sales:	0.16	0.17	0.20	0.20	0.21							
Mean % (1978-1982):	0.203 (1980-1982 only)											
Resulting Revenue Estimate:						18.3	20.5	22.9	25.4	27.6	29.4	
				(See note below)								
						<u>MEAN REVENUE ESTIMATES:</u>	<u>18.7</u>	<u>21.7</u>	<u>25.2</u>	<u>29.2</u>	<u>33.6</u>	<u>38.7</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	1.28	1.32	1.42	1.50	1.63	1.67	1.73	1.80	1.88	1.94	2.02
Retail Sales (billions):	5.0	5.6	6.2	7.0	7.7	9.0	10.1	11.3	12.5	13.6	14.5
CSI Household (thousands):	17.1	17.9	19.0	20.6	23.9	--	--	--	--	--	--
Below-the-Line Listening Shares:..	59.8%										
Unlisted Station Listening:..	11.0%										
Total Lost Listening:..	70.8%										
Available Share Points:	29.2										
Number of Viable Stations:	14										
Mean Share Points per Station:	2.09										
Median Share Points per Station:	1.9										
Rev per Available Share Point:	\$640,411										
Estimated Rev for Mean Station:	\$1,338,459										

5 YEAR GROWTH RATE

	<u>82-87</u>	
Population:	18.5%	Median House Value: \$68,018
Retail Sales:	79.7%	Median Age: 29.6 years
		Median Education: 12.6 years

Largest Banks

First Trust (253 Mil)
Security Pacific (NA)
Bank of America (NA)
First Interstate (NA)

YEAR 2000 POPULATION: 2,075,940

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Employment Breakdowns

Aircraft parts
Mobile homes
RV's
Electronics
Government

Fleetwood Enterprises
Bourns Co.
Lewis Inc.

Manag/Prof.	129,784 (21.3%)	Services	182,625 (30.0%)
Tech/Sales/Admin.	183,326 (30.1%)	Retail	109,045 (17.9%)
Service	84,862 (13.9%)	Manuf.	103,291 (16.9%)
Farm/Forest/Fish	20,790 (3.4%)	Trans/Comm	47,370 (7.8%)
Precision Prod.	94,767 (15.5%)	Construct	49,725 (8.2%)
Oper./Fabri/Labor	96,192 (15.8%)	Finan/Ins.	36,432 (6.0%)

Total Employment: 609,721

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

NOTE: The mean revenue projections for this market may be too high. Use with extreme caution.

Colleges and Universities

California State-SB (4,968)
University of California-River (5,300)

Military Bases

Murch AFB (4,149)
Norton AFB (7,500)

Unemployment

June 79: 6.5%
Dec 82: NA
Sep 83: 11.0%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Byrnes Co. (2 mil, no radio)
Hogan & Vecchis

Heavy Agency
Radio Users

Poor Agency
Radio Users

Most Knowledgeable
Local Media Buyers

Largest Local Radio Accounts

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which
Use Radio Poorly

Highest Billing AM: KCKC
Highest Billing FM: KGGI-F
Highest Billing Station: KGGI-F

Radio Usage by Major Advertising Categories

Financial	2.3	Soft Drinks	3.7	Stereo/Computers/TV	2.3
Fast Foods	1.7	Beer, Wine	1.7	Department/Discount Stores	3.0
Restaurants	2.3	Farm	1.0	Airlines	1.0
Auto Dealers	5.0	Utilities	3.0	Fashion, Clothing Stores	2.3

Source of Regional Dollars

COMPETITIVE MEDIA

Over the Air Television

KSCI San Bernardino 18
KHOF San Bernardino 30
Part of Los Angeles ADI
See Los Angeles for stations

Daily Newspapers

Ontario Daily Report E/S
Riverside Press-Enterprise
San Bernardino Sun

Cable Penetration (DMA)

33,017, Donrey
M/S 74,360 NA
E 33,526 Group W
M/S 75,309, Gannett

Recent Radio Transactions

1981 KCKC \$1,375,000
1981 KNSE 1,300,000
1982 KDIG/KBON-F 2,700,000
1983 KCKC 2,421,000
1983 KNTF-F 1,100,000

MISCELLANEOUS COMMENTS

ROANOKE

1982 SMSA Rank: 165
1983 MSA Rank: 173

1983 ADI Rank: 67
1983 Est Revenue: \$5,200,000
Manager's Market Rating (current): 4.0

Population per Station: 23,000 (10)
Est Rev per Share Point: \$56,034
Manager's Market Rating (future): 4.0

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	3.2	4.0	4.0								
Duncan Media Rev Est:				4.4	4.8						
Yearly Growth Rate (1978-82): 11.0%											
Projected Revenue Est:						5.3	5.9	6.6	7.3	8.1	9.0
Revenue per Capita:	15.24	19.05	19.05	20.00	20.87						
Yearly Growth Rate (1978-82): 8.6%											
Projected Revenue per Capita:						22.66	24.61	26.73	29.03	31.53	34.24
Resulting Revenue Estimate:						5.2	5.7	6.1	6.7	7.3	7.9
Rev as % of Retail Sales:	0.38	0.40	0.33	0.31	0.32						
Mean % (1978-1982): 0.320 (1980-1982 only)											
Resulting Revenue Estimate:						5.1	5.4	6.1	6.4	6.7	7.4
						<u>MEAN REVENUE ESTIMATES:</u>					
						5.2	5.7	6.3	6.8	7.4	8.1

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.21	.21	.21	.22	.23	.23	.23	.23	.23	.23	.23
Retail Sales (billions):	.84	1.0	1.2	1.4	1.5	1.6	1.7	1.9	2.0	2.1	2.3
CSI Household (thousands):	19.4	21.1	22.8	25.0	25.5	--	--	--	--	--	--
Below-the-Line Listening Shares:..	0.9%										
Unlisted Station Listening:..	6.3%										
Total Lost Listening:..	7.2%										
Available Share Points:	92.8										
Number of Viable Stations:	9										
Mean Share Points per Station:	10.31										
Median Share Points per Station:	7.7										
Rev per Available Share Point:	\$56,034										
Estimated Rev for Mean Station:	\$577,716										

5 YEAR GROWTH RATE

82-87
Population: .5%
Retail Sales: 57.7%

Median House Value: \$51,765
Median Age: 32.7 years
Median Education: 12.4 years

Largest Banks

Colonial (284 Mil)
First National (1.7 Bil)
First Virginia (133 Mil)
First Merchants (NA)
4 or more years of college 14.2

YEAR 2000 POPULATION: 265,430

COMMERCE AND INDUSTRY

Important Businesses and Industries

Textiles
Electrical components
Furniture
Processed foods

Major Corporations

Norfolk & Western
American Motor Inns

Employment Breakdowns

Manag/Prof.	23,198 (22.8%)	Services	29,687 (29.2%)
Tech/Sales/Admin.	33,195 (32.6%)	Manuf.	19,492 (19.2%)
Service	13,220 (13.0%)	Retail	17,464 (17.2%)
Farm/Forest/Fish	1,188 (1.2%)	Trans/Comm	10,944 (10.8%)
Precision Prod.	12,029 (11.8%)	Finan/Ins	6,876 (6.8%)
Oper./Fabri/Labor	18,844 (18.5%)	Construct	6,042 (5.9%)

Total Employment: 101,674

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Roanoke College (1,356)
University of Virginia - Roanoke (4,000)

Military Bases

Unemployment

June 79: 5.5%
Dec 82: NA
Sep 83: 5.1%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies ***

Brand Edmonds (10 mil)
Associated (2 mil)
Bolt Adv. (10%)
Grosenclose (2 mil, 19%)
Harrison Adv.

Heavy Agency
Radio Users

Poor Agency
Radio Users

Most Knowledgeable
Local Media Buyers

Largest Local Radio Accounts

Miller Beer
Budweiser
Hardees

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which
Use Radio Poorly

Food Lion
J.C. penney
Sears

Highest Billing AM: WSLC
Highest Billing FM: WXLK-F
Highest Billing Station: WXLK-F

Radio Usage by Major Advertising Categories

Financial 3.5 Soft Drinks 4.5
Fast Foods 5.0 Beer, Wine 5.0
Restaurants 3.0 Farm 1.5
Auto Dealers 3.5 Utilities 1.5

Stereo/Computers/TV 4.0
Department/Discount Stores 3.0
Airlines 2.5
Fashion, Clothing Stores 3.5

Source of Regional Dollars

Washington
Richmond
Lynchburg

COMPETITIVE MEDIA

Over the Air Television

WDBJ Roanoke 7 CBS Schurz
WSLS Roanoke 10 NBC Park
WSET Lynchburg 13 ABC Allbritton

Daily Newspapers

Roanoke Times & World News M 71,102, Landmark

E 47,465, Landmark 43.2%
Cox

Cable Penetration (DMA)

Recent Radio Transactions

No major sales since 1979

MISCELLANEOUS COMMENTS

DFS Test Market

"Roanoke is a manufacturing center with strong civic leadership."
- The Book of America

ROCHESTER

1982 SMSA Rank: 42
1983 MSA Rank: 46

1983 ADI Rank: 71
1983 Est Revenue: \$14,600,000
Manager's Market Rating (current): 3.3

Population per Station: 51,053 (19)
Est Rev per Share Point: \$164,785
Manager's Market Rating (future): 4.3

REVENUE HISTORY AND PROJECTIONS

	78	79	80	81	82	83	84	85	86	87	88
FCC Revenue Data:	9.1	9.7	11.2								
Duncan Media Rev Est:				12.0	13.5						
Yearly Growth Rate (1978-82):	10.4%										
Projected Revenue Est:						14.9	16.4	18.2	20.1	22.1	24.4
Revenue per Capita:	9.29	10.00	11.54	12.37	13.92						
Yearly Growth Rate (1978-82):	10.6%										
Projected Revenue per Capita:						15.40	17.03	18.83	20.83	23.04	25.48
Resulting Revenue Estimate:						14.9	16.7	18.5	20.6	22.8	25.2
Rev as % of Retail Sales:	0.29	0.26	0.25	0.25	0.28						
Mean % (1978-1982):	0.266										
Resulting Revenue Estimate:						14.1	15.4	17.0	18.9	20.7	22.3
<u>MEAN REVENUE ESTIMATES:</u>						14.6	16.2	17.9	19.9	21.9	24.0

POPULATION AND DEMOGRAPHIC ESTIMATES

	78	79	80	81	82	83	84	85	86	87	88
Total Population (millions):	.98	.97	.97	.97	.97	.97	.98	.98	.99	.99	.99
Retail Sales (billions):	3.1	3.7	4.5	4.8	4.9	5.3	5.8	6.4	7.1	7.8	8.4
CSI Household (thousands):	20.4	22.2	24.3	27.0	30.6	--	--	--	--	--	--
Below-the-Line Listening Shares:..	1.6%										
Unlisted Station Listening:..	9.8%										
Total Lost Listening:..	11.4%										
Available Share Points:	88.6										
Number of Viable Stations:	15										
Mean Share Points per Station:	5.91										
Median Share Points per Station:	5.1										
Rev per Available Share Point:	\$164,785										
Estimated Rev for Mean Station:	\$973,883										

5 YEAR GROWTH RATE

	<u>82-87</u>	Median House Value: \$57,636
Population:	.9%	Median Age: 30.1 years
Retail Sales:	62.5%	Median Education: 12.6 years

Largest Banks

Central Trust	(477 Mil)
Security Trust	(868 Mil)
Manu. Hanover	(537 Mil)
Lincoln First	(3.8 Bil)

YEAR 2000 POPULATION: 1,024,250

COMMERCE AND INDUSTRY

<u>Important Businesses and Industries</u>	<u>Major Corporations</u>	<u>Employment Breakdowns</u>
Photo equip.	Eastman Kodak	Manag./Prof. 106,454 (24.3%)
Electronics	Gannett	Tech/Sales/Admin. 133,576 (30.5%)
Office equip.	Sybron	Service 55,323 (12.6%)
	Bausch & Lomb	Farm/Forest/Fish 7,746 (1.8%)
	Champion Products	Precision Prod. 54,829 (12.4%)
		Oper./Fabri/Labor 80,745 (18.4%)
		Manuf. 154,028 (35.1%)
		Services 128,274 (29.2%)
		Retail 65,543 (14.9%)
		Finan/Ins. 19,565 (4.5%)
		Trans/Comm 19,234 (4.4%)
		Construct 15,008 (3.4%)
		Total Employment: 438,673

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Rochester Tech (15,704)
University of Rochester (8,330)
SUNY - Rockport (8,633)

Military Bases

Seneca Army Depot (500)

Unemployment

June 79: 4.4%
Dec 82: 8.1%
Sep 83: 7.3%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Blair Adv.
Hart/ Conway (5 mil, 25%)
Hutchins (25 mil)
Perri Debco (6 mil, 5%)
Winterkorn (10 mil, 5%)
Wolff (6 mil)

Heavy Agency Radio Users

Jay Adv.

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Bob Swinehart - Media Directions

Largest Local Radio Accounts

McDonalds
Sibley Dept. Store
Lavers Furniture

Market's Radio Strengths

Well programmed market
Stations active in the community and promote well
Weak local TV sales efforts

Market's Radio Weaknesses

Personnell turnover
Too many small agencies
Some price instability

Large Local Accounts Which Use Radio Poorly

Wegmans
J.C. Penney

Highest Billing AM: WHAM
Highest Billing FM: WVOR-F
Highest Billing Station: WVOR-F

Radio Usage by Major Advertising Categories

Financial	3.3	Soft Drinks	3.0
Fast Foods	4.5	Beer, Wine	3.8
Restaurants	1.8	Farm	1.3
Auto Dealers	3.5	Utilities	2.3

Stereo/Computers/TV	3.5
Department/Discount Stores	2.5
Airlines	2.3
Fashion, Clothing Stores	2.8

Source of Regional Dollars

Buffalo
Syracuse
Albany

COMPETITIVE MEDIA

Over the Air Television

WHEC	Rochester	10	CBS	Viacom
WOKR	Rochester	13	ABC	Post Corp
WROC	Rochester	8	NBC	Pompadur
WUHF	Rochester	31		Malrite

Daily Newspapers

Rochester Democrat and Chronicle M/S
133,072, Gannett

Cable Penetration (DMA)
40.9%
ATC

Recent Radio Transactions

1983 WCMF-F From Scconnix to Stoner \$5,100,000

MISCELLANEOUS COMMENTS

DFS Test Market
"quiet, conservative, contented, and Kodak."
- The Book of America

ROCKFORD

1982 SMSA Rank: 141
1983 MSA Rank: 149

1983 ADI Rank: 109
1983 Est Revenue: \$4,800,000
Manager's Market Rating (current): 4.0

Population per Station: 25,455 (11)
Est Rev per Share Point: \$71,217
Manager's Market Rating (future): 3.0

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	3.7	4.4	4.5								
Duncan Media Rev Est:				4.4	4.5						
Yearly Growth Rate (1978-82):	5.9%										
Projected Revenue Est:						4.7	5.0	5.3	5.7	6.0	6.3
Revenue per Capita:	13.70	16.30	16.67	16.30	16.07						
Yearly Growth Rate (1978-82):	4.4%										
Projected Revenue per Capita:						16.78	17.51	18.29	19.09	19.93	20.81
Resulting Revenue Estimate:						4.7	4.9	5.1	5.3	5.8	6.0
Rev as % of Retail Sales:	0.35	0.40	0.48	0.34	0.35						
Mean % (1978-1982):	0.364										
Resulting Revenue Estimate:						5.1	5.8	6.2	6.9	7.3	7.6
MEAN REVENUE ESTIMATES:						<u>4.8</u>	<u>5.2</u>	<u>5.5</u>	<u>6.0</u>	<u>6.4</u>	<u>6.6</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.27	.27	.27	.27	.28	.28	.28	.28	.28	.29	.29
Retail Sales (billions):	1.07	1.1	1.2	1.3	1.3	1.4	1.6	1.7	1.9	2.0	2.1
CSI Household (thousands):	21.3	23.1	24.6	26.7	29.2	--	--	--	--	--	--
Below-the-Line Listening Shares:..	26.5%		<u>Racial</u>		<u>Income</u>		<u>Age</u>		<u>Education</u>		
Unlisted Station Listening:..	6.1%		Breakdowns (%)		Breakdowns (%)		Breakdowns (%)		Levels (%)		
Total Lost Listening:..	32.6%		White	90.5	<10	21.8	12-24	26.8	5 years		
Available Share Points:	67.4		Black	7.6	10-20	48.3	25-54	48.3	or less 1.9		
Number of Viable Stations:	8		Hispanic	2.4	20-35	36.5	55+	24.9	High School		
Mean Share Points per Station:	8.43		Other	---	35-50	10.2			Grad 67.5		
Median Share Points per Station:	5.9				50+	4.2			4 or more		
Rev per Available Share Point:	\$71,217								years of		
Estimated Rev for Mean Station:	\$600,356								college 13.2		
<u>5 YEAR GROWTH RATE</u>									<u>Largest Banks</u>		
		<u>82-87</u>							American (324 Mil)		
Population:		2.6%			Median House Value: \$52,015				City National (131 Mil)		
Retail Sales:		55.7%			Median Age: 29.6 years				First National (276 Mil)		
					Median Education: 12.4 years				Illinois National (247 Mil)		
									United (192 Mil)		

YEAR 2000 POPULATION: 312,400

COMMERCE AND INDUSTRY

<u>Important Businesses and Industries</u>	<u>Major Corporations</u>	<u>Employment Breakdowns</u>			
Metal fasteners	Sundstrand	Manag/Prof.	25,766 (19.8%)	Manuf.	52,433 (40.3%)
Farm machinery	J.L. Clark	Tech/Sales/Admin.	37,218 (28.6%)	Services	28,700 (22.1%)
Machine tools	Barber-Colman	Service	14,860 (11.4%)	Retail	20,515 (15.8%)
Agribusiness		Farm/Forest/Fish	1,953 (1.5%)	Trans/Comm	6,721 (5.2%)
		Precision Prod.	18,452 (14.2%)	Finan/Ins.	6,114 (4.7%)
		Oper./Fabri/Labor	31,704 (24.4%)	Construct	5,089 (3.9%)
		Total Employment: 129,953			

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Rock Valley (9,730)
Rockford College (1,233)

Military Bases

Unemployment

June 79: 5.6%
Dec 82: 17.0%
Sep 83: 12.9%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

West, Gentry (7 mil, 10%)
Cummings McPherson
Howard Monk (5 mil, 1%)
Rathke Blair (6 mil, 10%)

Heavy Agency Radio Users

Rathke Blair
West Gentry

Poor Agency Radio Users

Jarley Adv.
Luedke Adv.

Most Knowledgeable Local Media Buyers

Bill Morris - West Gentry
Chris Divine - Rathke Blair

Largest Local Radio Accounts

Rockford Metro
American Waterbeds
American TV

Market's Radio Strengths

Good rate leadership
Weak daily newspaper

Market's Radio Weaknesses

Under the Chicago umbrella
Perception of many retailers that Newspaper and/or TV is a must-buy
Poor sales reps
Rubber rate cards

Large Local Accounts Which Use Radio Poorly

Logli Supermarkets
Hilander Supermarkets
Bob's Hardware

Highest Billing AM: WROK
Highest Billing FM: WZOK-F
Highest Billing Station: WROK

Radio Usage by Major Advertising Categories

Financial 4.0 Soft Drinks 4.0
Fast Foods 3.5 Beer, Wine 3.5
Restaurants 2.5 Farm 1.0
Auto Dealers 3.0 Utilities 2.0

Stereo/Computers/TV 3.5
Department/Discount Stores 3.0
Airlines 1.0
Fashion, Clothing Stores 3.0

Source of Regional Dollars

Madison
Chicago

COMPETITIVE MEDIA

Over the Air Television

WIFR Freeport 23 CBS Worrell
WQRF Rockford 39
WREX Rockford 13 ABC Gilmore
WTVO Rockford 17 NBC Balaban

Daily Newspapers

Rockford Register Star M/S 75,243, Gannett

Cable Penetration (DMA)

54.0%
R.R. Donnelley

Recent Radio Transactions

1982 WYBR Sold to Sentry \$1,110,000

MISCELLANEOUS COMMENTS

"...quintessential blue-collar town...Rockford is the American Foundry personified."

- The Book of America

SACRAMENTO

1982 SMSA Rank: 40
1983 MSA Rank: 37

1983 ADI Rank: 20
1983 Est Revenue: \$26,000,000
Manager's Market Rating (current): 5.0

Population per Station: 55,000 (20)
Est Rev per Share Point: \$312,125
Manager's Market Rating (future): 5.0

REVENUE HISTORY AND PROJECTIONS*

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	
FCC Revenue Data:	9.2	14.0	16.2									
Duncan Media Rev Est:				20.1	23.3							
Yearly Growth Rate (1978-82): 16.9%												
Projected Revenue Est:						27.2	31.8	37.2	43.4	50.8	59.4	
Revenue per Capita:	10.00	14.74	16.70	19.51	21.90							
Yearly Growth Rate (1978-82): 14.1%												
Projected Revenue per Capita:						24.98	28.50	32.52	37.10	43.33	48.31	
Resulting Revenue Estimate:						27.4	32.2	37.7	44.1	52.9	60.4	
Rev as % of Retail Sales:	0.25	0.33	0.33	0.36	0.38							
Mean % (1978-1982):	0.35 (1979-1982 only)											
Resulting Revenue Estimate:						23.5	25.9	29.1	33.3	37.1	40.6	
				(See note below)								
						<u>MEAN REVENUE ESTIMATES:</u>	<u>26.0</u>	<u>30.0</u>	<u>34.7</u>	<u>40.3</u>	<u>46.9</u>	<u>53.5</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.92	.95	.97	1.03	1.05	1.10	1.13	1.16	1.19	1.22	1.25
Retail Sales (billions):	3.7	4.3	4.9	5.5	6.1	6.7	7.4	8.3	9.5	10.6	11.6
CSI Household (thousands):	19.3	21.1	22.7	24.5	25.8		--	--	--	--	--
Below-the-Line Listening Shares:..	6.9%										
Unlisted Station Listening:..	9.8%										
Total Lost Listening:..	16.7%										
Available Share Points:	83.3										
Number of Viable Stations:	17										
Mean Share Points per Station:	4.90										
Median Share Points per Station:	4.8										
Rev per Available Share Point:	\$312,125										
Estimated Rev for Mean Station:	\$1,535,654										

5 YEAR GROWTH RATE

82-87
Population: 13.2%
Retail Sales: 73.0%

Median House Value: \$77,702
Median Age: 29.7 years
Median Education: 12.8 years

Largest Banks

Wells Fargo (NA)
Security Pacific (NA)
First Interstate (NA)
Bank of America (NA)
Crocker (NA)

YEAR 2000 POPULATION: 1,390,000

COMMERCE AND INDUSTRY

Important Businesses and Industries

Aerospace
Government
Military
Agribusiness

Major Corporations

Raleys
Down River Products
Levy & Zentner
Pacific Coast Building

Employment Breakdowns

Manag/Prof.	111,961 (25.6%)	Services	129,212 (29.6%)
Tech/Sales/Admin.	157,451 (36.0%)	Retail	79,108 (18.1%)
Service	58,559 (13.4%)	Pub Admin	71,694 (16.4%)
Farm/Forest/Fish	10,726 (2.5%)	Manuf.	34,319 (7.8%)
Precision Prod.	50,681 (11.6%)	Trans/Comm	33,395 (7.6%)
Oper./Fabri/Labor	47,852 (10.9%)	Finan/Ins.	30,002 (6.9%)

Total Employment: 437,230

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

NOTE: The mean revenue projections for this market may too high. Use with extreme caution.

Colleges and Universities

California State (23,264)
University of Cal-Davis (18,886)

Military Bases

McClellan AFB (3,500)
Beale AFB (4,000)
Mather AFB (4,900)
Travis AFB (13,400)

Unemployment

June 79: 6.8%
Dec 82: NA
Sep 83: 9.5%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

CBC Adv. (3 mil, 20%)
Clark & Assoc. (3 mil, 21%)
Curran, Hitomi (4 mil, 10%)
Wade Adv.
Girvin Conrad

Heavy Agency Radio Users

Girvin Conrad
Wade Adv.

Poor Agency Radio Users

CBC Inc.

Most Knowledgeable Local Media Buyers

Marian Miller - Girvin Conrad

Largest Local Radio Accounts

Raley Supermarkets
Safeway Foodstores

Market's Radio Strengths

Strong growth market
Youthful market
High TV rates

Market's Radio Weaknesses

Too many large local accounts use out-of-town agencies
Too many one man agencies

Large Local Accounts Which Use Radio Poorly

Weinstocks
Lucky
Suburban Ford

Highest Billing AM: KRAK
Highest Billing FM: KXOA-F
Highest Billing Station: KXOA-F

Radio Usage by Major Advertising Categories

Financial 4.7 Soft Drinks 4.0
Fast Foods 3.8 Beer, Wine 4.0
Restaurants 1.3 Farm 2.7
Auto Dealers 2.7 Utilities 3.0

Source of Regional Dollars

San Francisco
Los Angeles

Stereo/Computers/TV 3.0
Department/Discount Stores 2.7
Airlines 3.7
Fashion, Clothing Stores 2.3

COMPETITIVE MEDIA

Over the Air Television

KCRA Sacramento 3 NBC Kelly
KCSO Modesto 19
KQVR Stockton 13 ABC Outlet
KRBK Sacramento 31
KTXL Sacramento 40
KXTV Sacramento 10 CBS Belo

Daily Newspapers

Sacramento Bee M/S 219,856, McClatchy
Sacramento Union M/S 112,022

Cable Penetration (DMA)
32.0%

Recent Radio Transactions

1983 KPIP/KPOP-F (Roseville) Sold to Fuller-Jeffrey \$3,500,000

MISCELLANEOUS COMMENTS

DFS Test Market

*1982 SMSA is used for projections and estimates. All projections based on 1979-1982 data instead of 1978-1982 data.

SAGINAW-BAY CITY-MIDLAND

1982 SMSA Rank: 164
1983 MSA Rank: 104

1983 ADI Rank: 54
1983 Est Revenue: \$6,200,000
Manager's Market Rating (current): 2.3

Population per Station: 35,833 (12)
Est Rev per Share Point: \$76,923
Manager's Market Rating (future): 3.3

REVENUE HISTORY AND PROJECTIONS

	78	79	80	81	82	83	84	85	86	87	88
FCC Revenue Data:											
Duncan Media Rev Est:	5.1	5.3	5.4	5.6	5.8						
Yearly Growth Rate (1978-82):	3.3%										
Projected Revenue Est:						6.0	6.2	6.4	6.6	6.8	7.1
Revenue per Capita:	12.14	12.61	12.86	13.33	13.49						
Yearly Growth Rate (1978-82):	2.7%										
Projected Revenue per Capita:						13.85	14.23	14.61	15.00	15.41	15.83
Resulting Revenue Estimate:						6.0	6.1	6.3	6.5	6.8	7.0
Rev as % of Retail Sales:	0.33	0.35	0.34	0.33	0.32						
Mean % (1978-1982):	0.334										
Resulting Revenue Estimate:						6.6	7.3	8.4	9.4	10.3	11.0
MEAN REVENUE ESTIMATES:						6.2	6.5	7.0	7.5	8.0	8.4

POPULATION AND DEMOGRAPHIC ESTIMATES

	78	79	80	81	82	83	84	85	86	87	88
Total Population (millions):	.42	.42	.42	.42	.43	.43	.43	.43	.43	.44	.44
Retail Sales (billions):	1.5	1.5	1.6	1.7	1.8	2.0	2.2	2.5	2.8	3.1	3.3
CSI Household (thousands):	22.1	23.0	24.9	26.8	27.4	--	--	--	--	--	--
Below-the-Line Listening Shares:..	10.9%		Racial		Income		Age		Education		
Unlisted Station Listening:..	8.5%		Breakdowns (%)		Breakdowns (%)		Breakdowns (%)		Levels (%)**		
Total Lost Listening:..	19.4%		White	80.0	<10	25.8	12-24	28.9	5 years		
Available Share Points:	80.6		Black	15.7	10-20	25.0	25-54	48.0	or less	2.8	
Number of Viable Stations:	9		Hispanic	5.4	20-35	34.0	55+	23.1	High School		
Mean Share Points per Station:	8.96		Other	---	35-50	10.8			Grad	65.8	
Median Share Points per Station:	9.4				50+	4.5			4 or more		
Rev per Available Share Point:	\$76,923								years of		
Estimated Rev for Mean Station:	\$689,231								college	11.3	
<u>5 YEAR GROWTH RATE</u>						<u>Largest Banks</u>					
<u>82-87</u>		Median House Value: \$49,996				Peoples-Bay City (364 Mil)					
Population:	1.6%	Median Age: 28.5 years				Chemical-Midland (308 Mil)					
Retail Sales:	53.4%	Median Education: 12.4 years				2nd Nat-Saginaw (483 Mil)					
YEAR 2000 POPULATION: NA											

COMMERCE AND INDUSTRY

Important Businesses and Industries	Major Corporations	Employment Breakdowns**			
		Dow (Midland)			
Automotive		Manag/Prof.	15,907 (18.8%)	Manuf.	27,782 (32.8%)
Chemicals		Tech/Sales/Admin.	23,476 (27.7%)	Services	22,388 (26.5%)
		Service	12,410 (14.7%)	Retail	15,012 (17.7%)
		Farm/Forest/Fish	1,293 (1.5%)	Trans/Comm	5,106 (6.0%)
		Precision Prod.	12,138 (14.3%)	Finan/Ins.	3,984 (4.7%)
		Oper./Fabri/Labor	19,385 (22.9%)	Construct	3,001 (3.5%)
Total Employment: 84,609					

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

** Saginaw only

Colleges and Universities

Saginaw Valley (4,285)

Military Bases

Unemployment

June 79: 9.1%
Dec 82: 18.6%
Sep 83: 12.7%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Sound Advice Adv.
Gene Riley
Gibson Kelly
Parker Willox (2 mil, 8%)

Heavy Agency Radio Users

Sound Advice
Riley Adv.

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Largest Local Radio Accounts

McDonald Pontiac

Market's Radio Strengths

One newspaper can not cover market

High per capita income

Market's Radio Weaknesses

Highly rated stations are reluctant to move rates up.

Lack of cooperation among radio broadcasters

Large Local Accounts Which Use Radio Poorly

Weichman Dept. Store
Seitners Dept. Store
J.C. Penney
Wendy's

Highest Billing AM: WSGW

Highest Billing FM: No consensus

Highest Billing Station: No consensus

The number of poorly trained and unprofessional sales people

Unstable local economy

Radio Usage by Major Advertising Categories

Financial	3.8	Soft Drinks	3.0
Fast Foods	4.3	Beer, Wine	3.8
Restaurants	2.8	Farm	2.8
Auto Dealers	4.0	Utilities	2.3

Stereo/Computers/TV	3.3
Department/Discount Stores	2.0
Airlines	2.0
Fashion, Clothing Stores	3.0

Source of Regional Dollars

Flint
Detroit
Grand Rapids

COMPETITIVE MEDIA

Over the Air Television

Part of Flint/Saginaw ADI
See Flint for stations

Daily Newspapers

Bay City Times E/S 40,688, Newhouse
Saginaw News E/S 55,811, Newhouse

Cable Penetration (DMA)

NA
Cox

Recent Radio Transactions

No major sales since 1978

MISCELLANEOUS COMMENTS

Saginaw was combined with Bay City and Midland to form a new MSA. We have projected this new MSA back to 1978 for all figures.

ST. LOUIS

1982 SMSA Rank: 12
1983 MSA Rank: 19

1983 ADI Rank: 18
1983 Est Revenue: \$41,500,000
Manager's Market Rating (current): 2.8

Population per Station: 84,643 (28)
Est Rev per Share Point: \$429,607
Manager's Market Rating (future): 4.8

REVENUE HISTORY AND PROJECTIONS*

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	29.3	29.1	32.9								
Duncan Media Rev Est:				35.1	38.3						
Yearly Growth Rate (1978-82):	7.2%										
Projected Revenue Est:						41.1	44.0	47.2	50.6	54.2	58.1
Revenue per Capita:	12.52	12.71	14.00	14.75	16.23						
Yearly Growth Rate (1978-82):	9.7%										
Projected Revenue per Capita:						17.80	19.53	21.43	23.50	25.78	28.29
Resulting Revenue Estimate:						42.2	46.3	51.0	56.2	61.6	67.9
Rev as % of Retail Sales:	0.33	0.30	0.31	0.30	0.31						
Mean % (1978-1982):	0.310										
Resulting Revenue Estimate:						41.2	44.6	48.1	52.7	57.0	60.5
<u>MEAN REVENUE ESTIMATES:</u>											
						<u>41.5</u>	<u>45.0</u>	<u>48.8</u>	<u>53.2</u>	<u>57.6</u>	<u>62.2</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	2.34	2.29	2.35	2.38	2.36	2.37	2.37	2.38	2.39	2.39	2.40
Retail Sales (billions):	8.8	9.6	10.5	11.7	12.2	13.3	14.4	15.5	17.0	18.4	19.5
CSI Household (thousands):	20.3	21.6	23.0	24.9	27.5	--	--	--	--	--	--
Below-the-Line Listening Shares:..	0%										
Unlisted Station Listening:..	3.4%										
Total Lost Listening:..	3.4%										
Available Share Points:	96.6										
Number of Viable Stations:	18										
Mean Share Points per Station:	5.37										
Median Share Points per Station:	4.6										
Rev per Available Share Point:	\$429,607										
Estimated Rev for Mean Station:	\$2,306,988										
<u>5 YEAR GROWTH RATE</u>											
	<u>82-87</u>										
Population:	1.1%										
Retail Sales:	58.2%										
Median House Value:	\$47,581										
Median Age:	30.3 years										
Median Education:	12.4 years										
								<u>Largest Banks</u>			
								Boatman's (1.3 Bil)			
								Centerre (3.4 Bil)			
								Mercantile (4.2 Bil)			
										Education Levels (%)	
										5 years	
										or less	2.4
										High School Grad	64.1
										4 or more years of college	15.7

YEAR 2000 POPULATION: 2,480,760

COMMERCE AND INDUSTRY

<u>Important Businesses and Industries</u>	<u>Major Corporations</u>	<u>Employment Breakdowns</u>	
Transport equip.	Monsanto	Manag/Prof.	233,451 (22.9%) Services 294,268 (28.8%)
Automotive	McDonnell Douglas	Tech/Sales/Admin.	336,647 (33.0%) Manuf. 242,601 (23.8%)
Aerospace	Ralston Purina	Service	138,776 (13.6%) Retail 169,014 (16.6%)
Beer	General Dynamics	Farm/Forest/Fish	11,844 (1.2%) Trans/Com 86,928 (8.5%)
Chemicals	Anheuser-Busch	Precision Prod.	121,977 (12.0%) Finan/Ins. 61,779 (6.1%)
	Emerson Electric	Oper./Fabri/Labor	177,354 (17.4%) Pub Admin 50,187 (4.9%)
		Total Employment: 1,020,049	

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

University of MO-St. Louis (11,717)
Washington University (10,804)
St. Louis University (10,393)

Military Bases

Scott AFB (6,322)

Unemployment

June 79: 5.1%
Dec 82: NA
Sep 83: 10.0%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Batz Hodgson (29 mil)
Clayton-Davis (9 mil, 20%)
Gardner (85 mil, 10%)
Kenrick (25 mil)
Stolz (12 mil, 18%)
Vinyard Lee (9 mil, 9%)

Heavy Agency Radio Users

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Largest Local Radio Accounts

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which Use Radio Poorly

Highest Billing AM: KMOX
Highest Billing FM: KSD-F
Highest Billing Station: KMOX

Radio Usage by Major Advertising Categories

Financial	4.7	Soft Drinks	3.7	Stereo/Computers/TV	2.7
Fast Foods	4.3	Beer, Wine	3.0	Department/Discount Stores	3.0
Restaurants	2.0	Farm	1.0	Airlines	4.0
Auto Dealers	3.3	Utilities	4.0	Fashion, Clothing Stores	3.3

Source of Regional Dollars

COMPETITIVE MEDIA

Over the Air Television

KDNL	St. Louis	30	Cox	
KMOX	St. Louis	4	CBS	CBS
KNLC	St. Louis	24		
KPLR	St. Louis	11		
KSDK	St. Louis	5	NBC	Multimedia
KTVI	St. Louis	2	ABC	Times-Mirror

Daily Newspapers

St. Louis Globe-Democrat	M/S	260,572
		Newhouse
St. Louis Post-Dispatch	E/S	235,520
		Pulitzer
		JOA

Cable Penetration (DMA)

26.5%
Warner Amex
ATC

Recent Radio Transactions

1981	KATZ/WZEN-F	Sold to Unity/NBN	\$2,695,000
1982	KADI	Sold to Bott	900,000
1982	WRTH	From King to Adams	1,800,000
1982	KEZK-F	From Metroplex to Adams	5,000,000
1983	KSHE-F	From Century to Emmis	7,500,000
1983	KWK A/F	From Doubleday to Robinson	4,500,000

MISCELLANEOUS COMMENTS

DFS Test Market
*East St. Louis was broken off into a separate MSA in 1983. Thus estimates and projections were made using 1982 SMSA.
"St. Louis' golden age ended with the Louisiana Purchase Exposition in 1904, and the city has spent the rest of the 20th century engaged in one attempt or another to recapture its past glory."

- The Book of America

SALINAS-SEASIDE-MONTEREY

1982 SMSA Rank: 134
1983 MSA Rank: 136

1983 ADI Rank: 108
1983 Est Revenue: \$5,800,000
Manager's Market Rating (current): 3.0

Population per Station: 21,428 (14)
Est Rev per Share Point: \$111,538
Manager's Market Rating (future): 5.0

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	3.3	3.6									
Duncan Media Rev Est:			4.4	4.8	5.2						
Yearly Growth Rate (1978-82): 12.2%											
Projected Revenue Est:						5.8	6.5	7.3	8.2	9.2	10.3
Revenue per Capita:	12.22	12.86	15.71	16.55	17.33						
Yearly Growth Rate (1978-82): 10.6%											
Projected Revenue per Capita:						19.17	21.20	23.44	25.93	28.68	31.72
Resulting Revenue Estimate:						5.8	6.6	7.3	8.3	9.5	10.5
Rev as % of Retail Sales:	0.33	0.33	0.34	0.34	0.35						
Mean % (1978-1982): 0.338											
Resulting Revenue Estimate:						5.7	6.1	6.8	7.4	8.5	9.1
<u>MEAN REVENUE ESTIMATES:</u>						<u>5.8</u>	<u>6.4</u>	<u>7.1</u>	<u>8.0</u>	<u>9.1</u>	<u>10.0</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.27	.28	.28	.29	.30	.30	.31	.31	.32	.33	.33
Retail Sales (billions):	1.0	1.1	1.3	1.4	1.5	1.7	1.8	2.0	2.2	2.5	2.7
CSI Household (thousands):	19.5	21.2	22.9	24.7	27.8	--	--	--	--	--	--
Below-the-Line Listening Shares:..	33.9%										
Unlisted Station Listening:..	14.1%										
Total Lost Listening:..	48.0%										
Available Share Points:	52.0										
Number of Viable Stations:	13										
Mean Share Points per Station:	4.00										
Median Share Points per Station:	5.3										
Rev per Available Share Point:	\$111,538										
Estimated Rev for Mean Station:	\$446,154										

5 YEAR GROWTH RATE

82-87
Population: 8.0%
Retail Sales: 70.8%

YEAR 2000 POPULATION: 358,030

Median House Value: \$103,132
Median Age: 27.7 years
Median Education: 12.7 years

Largest Banks

Valley Nat. (107 Mil)
Crocker (NA)
Security Pacific (NA)
First of Interstate (NA)
Bank of America (NA)

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Employment Breakdowns

Food processing
Fishing
Tourism

Manag/Prof.	24,282 (21.4%)	Services	34,748 (30.6%)
Tech/Sales/Admin.	31,532 (27.8%)	Retail	20,723 (18.3%)
Service	17,055 (15.0%)	Agricultu	16,685 (14.7%)
Farm/Forest/Fish	14,451 (12.7%)	Manuf.	10,570 (9.3%)
Precision Prod.	11,756 (10.4%)	Pub Admin	8,085 (7.1%)
Oper./Fabri/Labor	14,336 (12.6%)	Finan/Ins.	6,231 (5.5%)

Total Employment: 113,412

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Monterey Inst (465)
Monterey College (7,906)

Military Bases

Presidio of Monterey (2,800)
Naval Postgrad School (2,012)
Fort Ord (20,800)

Unemployment

June 79: 8.0%
Dec 82: NA
Sep 83: 9.4%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Fingerote & Grauer (1 mil)
Whitman Bowen (2 mil)
Jonathon Ranagen
Feddman & Assoc.

Heavy Agency Radio Users

Jonathon Ranagen

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Largest Local Radio Accounts

Military TV & Store
Furniture Mart

Market's Radio Strengths

Good growth market
Stable economy

Market's Radio Weaknesses

Strong newspapers
Rate cutting
One third of listening is to stations outside the metro

Large Local Accounts Which Use Radio Poorly

Fords Dept. Store
Holman's Dept. Store

Highest Billing AM: KTOM
Highest Billing FM: No consensus
Highest Billing Station: No consensus

Radio Usage by Major Advertising Categories

Financial	1.5	Soft Drinks	2.5	Stereo/Computers/TV	4.0
Fast Foods	4.0	Beer, Wine	3.5	Department/Discount Stores	2.5
Restaurants	4.0	Farm	1.5	Airlines	2.5
Auto Dealers	2.5	Utilities	2.5	Fashion, Clothing Stores	2.5

Source of Regional Dollars

San Jose
San Francisco

COMPETITIVE MEDIA

Over the Air Television

KCBA	Salinas	35	SIN
KMST	Monterey	46	CBS
KSBW	Salinas	8	NBC John Blair

Daily Newspapers

Salinas Californian	E	23,573	Gannett
Monterey Peninsula Herald	M/S	31,548	

Cable Penetration (DMA)

69.8%
Western

Recent Radio Transactions

1981	KMBY		\$5,000,000
1981	KLRB-F		650,000
1982	KTOM, KWT	Sold to Community Pacific	NA
1982	KDON A/F	Sold to Grace	3,300,000

MISCELLANEOUS COMMENTS

SALT LAKE CITY

1982 SMSA Rank: 41
1983 MSA Rank: 45

1983 ADI Rank: 42
1983 Est Revenue: \$19,900,000
Manager's Market Rating (current): 2.8

Population per Station: 39,200 (25)
Est Rev per Share Point: \$215,135
Manager's Market Rating (future): 4.8

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	12.1	13.7	15.5								
Duncan Media Rev Est:				16.8	18.4						
Yearly Growth Rate (1978-82): 10.7%											
Projected Revenue Est:						20.4	22.5	25.0	27.6	30.6	33.9
Revenue per Capita:	14.76	16.31	17.82	17.87	18.78						
Yearly Growth Rate (1978-82): 6.3%											
Projected Revenue per Capita:						19.96	21.22	22.56	23.98	25.49	27.10
Resulting Revenue Estimate:						19.6	21.4	23.5	25.7	28.0	30.4
Rev as % of Retail Sales:	0.37	0.38	0.40	0.38	0.40						
Mean % (1978-1982): 0.386											
Resulting Revenue Estimate:						19.7	22.0	24.7	27.4	30.1	32.8
MEAN REVENUE ESTIMATES:						<u>19.9</u>	<u>22.0</u>	<u>24.4</u>	<u>26.9</u>	<u>29.6</u>	<u>32.4</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.82	.84	.87	.94	.98	.98	1.01	1.04	1.07	1.10	1.12
Retail Sales (billions):	3.3	3.6	3.9	4.4	4.6	5.1	5.7	6.4	7.1	7.8	8.5
CSI Household (thousands):	18.3	19.3	20.3	21.8	24.7	--	--	--	--	--	--
Below-the-Line Listening Shares:..	1.1%										
Unlisted Station Listening:..	6.4%										
Total Lost Listening:..	7.5%										
Available Share Points:	92.5										
Number of Viable Stations:	20										
Mean Share Points per Station:	4.63										
Median Share Points per Station:	3.3										
Rev per Available Share Point:	\$215,135										
Estimated Rev for Mean Station:	\$996,076										

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Racial Breakdowns (%)											
White	94.1										
Black	0.9										
Hispanic	5.0										
Other	---										
Income Breakdowns (%)											
10	<22.7										
10-20	31.5										
20-35	32.6										
25-50	9.1										
50+	4.2										
Age Breakdowns (%)											
12-24	30.6										
25-54	50.0										
55+	19.4										
Education Levels (%)											
5 years or less	1.1										
High School Grad	80.5										
4 or more years of college	20.3										

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	15.4%
Retail Sales:	83.7%

Median House Value: \$68,173
Median Age: 25.0 years
Median Education: 12.8 years

Largest Banks

First Interstate	(842 Mil)
Commercial	(578 Mil)
First Security	(2.4 Bil)
Zions	(2.0 Bil)
Valley Bank	(455 Mil)

YEAR 2000 POPULATION: 1,304,360

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Mining	Northwest Energy
Oil and refining	Mountain Fuel Supply
Aerospace	Steiner Corp.
Government	Bonneville
	Telum Inc.
	Transport Service

Employment Breakdowns

Manag/Prof.	97,162 (24.6%)	Services	107,502 (27.2%)
Tech/Sales/Admin.	129,575 (32.8%)	Retail	65,599 (16.6%)
Service	45,123 (11.4%)	Manuf.	62,794 (15.9%)
Farm/Forest/Fish	3,706 (0.9%)	Pub Admin	40,084 (10.1%)
Precision Prod.	57,150 (14.5%)	Trans/Comm	33,036 (8.4%)
Oper./Fabri/Labor	62,305 (15.8%)	Construct	26,228 (6.6%)
Total Employment: 395,021			

NOTE: Column on left is employment by job description or occupation. Column on right is employment by occupation.

Colleges and Universities

University of Utah (22,970)
Weber State (10,065)

Military Bases

Dugway Proving Grounds (2,700) June 79: 3.9%
Hill AFB (5,500) Dec 82: 8.2%
Sep 83: 7.8%

Unemployment

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

David Evans (70 mil)
Fotheringham (6 mil, 14%)
Alan Frank (6 mil, 10%)
Gillham (7 mil, 20%)
Harris & Love (9 mil, 10%)

Heavy Agency
Radio Users

Poor Agency
Radio Users

Most Knowledgeable
Local Media Buyers

Largest Local Radio Accounts

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which
Use Radio Poorly

Highest Billing AM: KSL
Highest Billing FM: KSFI
Highest Billing Station: KSL

Radio Usage by Major Advertising Categories

Financial 4.0 Soft Drinks 4.3
Fast Foods 3.5 Beer, Wine 3.5
Restaurants 2.0 Farm 1.2
Auto Dealers 3.3 Utilities 3.0

Source of Regional Dollars

Stereo/Computers/TV 4.8
Department/Discount Stores 3.8
Airlines 3.0
Fashion, Clothing Stores 3.0

Denver
Los Angeles

COMPETITIVE MEDIA

Over the Air Television

KSL SLC 5 CBS Bonneville
KSTU SLC 20 Adams
KTVX SLC 4 ABC United
KUTV SLC 2 NBC Hatch

Daily Newspapers

Salt Lake City Tribune M/S 112,049
Deseret News E/S 69,759
JOA

Cable Penetration (DMA)
27.8%
Tele-Communi

Recent Radio Transactions

1982 KCPX A/F From Colum Pic to John Price
\$2,950,000

MISCELLANEOUS COMMENTS

DFS Test Market

"Salt Lake City is not just another provincial city. No distant board of directors makes the great decisions for Salt Lake City; this is no branch town. Its fate lies foremost in the hands of the General Authorities of the church, for whom it is mecca."

- The Book of America

SAN ANTONIO

1982 SMSA Rank: 37
1983 MSA Rank: 40

1983 ADI Rank: 46
1983 Est Revenue: \$25,600,000
Manager's Market Rating (current):4.7

Population per Station: 44,800 (25)
Est Rev per Share Point: \$266,667
Manager's Market Rating (future):5.0

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	15.4	17.4	17.6								
Duncan Media Rev Est:				19.9	23.2						
Yearly Growth Rate (1978-82):	11.0%										
Projected Revenue Est:						25.8	28.6	31.7	35.2	39.1	43.4
Revenue per Capita:	15.25	17.06	16.60	18.43	21.09						
Yearly Growth Rate (1978-82):	8.6%										
Projected Revenue per Capita:						22.90	24.87	27.01	29.34	31.86	34.60
Resulting Revenue Estimate:						25.6	28.4	31.3	34.6	38.2	42.6
Rev as % of Retail Sales:	0.44	0.43	0.39	0.41	0.42						
Mean % (1978-1982):	0.418										
Resulting Revenue Estimate:						25.5	28.4	32.2	36.8	41.8	45.6
<u>MEAN REVENUE ESTIMATES:</u>						<u>25.6</u>	<u>28.5</u>	<u>31.7</u>	<u>35.5</u>	<u>39.7</u>	<u>43.9</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	1.01	1.02	1.06	1.08	1.10	1.12	1.14	1.16	1.18	1.20	1.23
Retail Sales (billions):	3.5	4.0	4.4	4.9	5.5	6.1	6.8	7.7	8.8	10.0	10.9
CSI Household (thousands):	18.5	20.6	22.2	24.5	26.4	--	--	--	--	--	--
Below-the-Line Listening Shares:..	0.3%										
Unlisted Station Listening:..	3.7%										
Total Lost Listening:..	4.0%										
Available Share Points:	96.0										
Number of Viable Stations:	20										
Mean Share Points per Station:	4.80										
Median Share Points per Station:	4.8										
Rev per Available Share Point:	\$266,667										
Estimated Rev for Mean Station:	\$1,280,000										
<u>5 YEAR GROWTH RATE</u>											
	<u>82-87</u>										
Population:	8.8%										
Retail Sales:	83.1%										

Median House Value: \$40,878
Median Age: 27.4 years
Median Education: 12.4 years

Largest Banks

Alamo Nat (602 Mil)
Frost (1.6 Bil)
Nat. Commerce (1.0 Bil)
Fort Sam Houston (465 Mil)
Broadway (305 Mil)

COMMERCE AND INDUSTRY

Important Businesses and Industries

Military
Research
Agriculture
Tourism

Major Corporations

Commonwealth Oil
Datapoint
Sigmor
Tesovo Petroleum
Valero Energy

Employment Breakdowns

Manag/Prof.	91,671 (22.0%)	Services	129,307 (31.0%)
Tech/Sales/Admin.	140,529 (33.7%)	Retail	78,345 (18.8%)
Service	57,544 (13.8%)	Manuf.	50,735 (12.2%)
Farm/Forest/Fish	5,260 (1.3%)	Pub Admin	39,038 (9.4%)
Precision Prod.	57,073 (13.7%)	Construct	33,330 (8.0%)
Oper./Fabri/Labor	65,070 (15.6%)	Finan/Ins.	28,753 (6.9%)
Total Employment: 417,147			

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

University of Texas - SA (9,831)
Trinity (3,550)
St. Phillips (6,000)

Military Bases

FT. Sam Houston (10,485)
Brooks AFB (1,364)
Kelly AFB (4,000)
Lackland AFB (21,408)
Randolph AFB (5,532)

Unemployment

June 79: 6.7%
Dec 82: 5.7%
Sep 83: 5.7%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Alamo (3 mil, 16%)
Anderson (6 mil)
Atkins (10 mil)
Pitluk Group (15 mil, 20%)
Sosa Adv. (4 mil, 12%)
Ed Yardang (8 mil, 12%)
Largest Local Radio Accounts

Heavy Agency Radio Users

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Joske's
Coca Cola

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which Use Radio Poorly

Dillard's
Frost Bros.
Fishers Furniture

Highest Billing AM: WOAI
Highest Billing FM: No consensus
Highest Billing Station: WOAI

Radio Usage by Major Advertising Categories

Financial 3.3 Soft Drinks 4.0
Fast Foods 3.3 Beer, Wine 4.7
Restaurants 1.3 Farm 3.3
Auto Dealers 2.7 Utilities 3.0

Source of Regional Dollars

Stereo/Computers/TV 3.7
Department/Discount Stores 3.3
Airlines 4.0
Fashion, Clothing Stores 3.0
Dallas
Houston
Austin

COMPETITIVE MEDIA

Over the Air Television

KENS San Ant. 5 CBS Harte-Hanks
KMOL San Ant. 4 NBC United
KSAT San Ant. 12 ABC Outlet
KWEX San Ant. 41 SIN

Daily Newspapers

San Antonio Light E/S 120,464, Hearst
San Antonio Express M/S 83,291, Murdoch
San Antonio News E 73,762, Murdoch

Cable Penetration (DMA)
58.5%
Rogers

Recent Radio Transactions

1980 KMAC, KISS-F Sold to Capitol (WRAL)
\$4,650,000
1982 KAPE, KESI-F 3,000,000
1982 KUKA From Epperson to Lotus
875,000
1983 KSLR-F 4,100,000

MISCELLANEOUS COMMENTS

"San Antonio is of Texas, and yet it transcends Texas in some way, as San Francisco transcends California, as New Orleans transcends Louisiana. Houston and Dallas express Texas - San Antonio speaks for itself."

- Larry McMurtry

SAN DIEGO

1982 SMSA Rank: 19
1983 MSA Rank: 16

1983 ADI Rank: 26
1983 Est Revenue: \$36,200,000
Manager's Market Rating (current): 4.1

Population per Station: 90,909 (22)
Est Rev per Share Point: \$506,294
Manager's Market Rating (future): 4.2

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	21.4	22.8	25.6								
Duncan Media Rev Est:				27.6	32.8						
Yearly Growth Rate (1978-82):	11.0%										
Projected Revenue Est:						36.4	40.4	44.9	49.8	55.3	61.3
Revenue per Capita:	12.66	13.10	14.22	14.38	16.82						
Yearly Growth Rate (1978-82):	7.5%										
Projected Revenue per Capita:						18.08	19.44	20.90	22.46	24.15	25.96
Resulting Revenue Estimate:						36.2	39.7	43.7	47.8	52.6	57.9
Rev as % of Retail Sales:	0.32	0.31	0.32	0.30	0.33						
Mean % (1978-1982):	0.316										
Resulting Revenue Estimate:						36.0	40.8	46.4	52.1	56.9	61.6
<u>MEAN REVENUE ESTIMATES:</u>											
						<u>36.2</u>	<u>40.3</u>	<u>45.0</u>	<u>49.9</u>	<u>54.9</u>	<u>60.3</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	1.69	1.74	1.80	1.92	1.95	2.00	2.04	2.09	2.13	2.18	2.23
Retail Sales (billions):	6.65	7.3	8.0	9.2	10.0	11.4	12.9	14.7	16.5	18.0	19.5
CSI Household (thousands):	18.6	19.9	21.2	22.9	26.5	--	--	--	--	--	--
Below-the-Line Listening Shares:..	20.6%										
Unlisted Station Listening:..	7.9%										
Total Lost Listening:..	28.5%										
Available Share Points:	71.5										
Number of Viable Stations:	20										
Mean Share Points per Station:	3.58										
Median Share Points per Station:	3.7										
Rev per Available Share Point:	\$506,294										
Estimated Rev for Mean Station:	\$1,812,531										

5 YEAR GROWTH RATE

82-87
Population: 11.8%
Retail Sales: 82.9%

Median House Value: \$107,060
Median Age: 28.8 years
Median Education: 12.8 years

Largest Banks

San Diego Trust (743 Mil)
Security Pacific (NA)
Crocker (NA)
California First (NA)

YEAR 2000 POPULATION: 2,822,900

COMMERCE AND INDUSTRY

Important Businesses and Industries

Aerospace
Research
Tourism
Military
Shipbuilding
Electronics

Major Corporations

Nucoup Energy
Oak Ind.
Cubic Corp.
University Ind.
Fed-Mart
Imperial Corp.

Employment Breakdowns

Manag/Prof.	196,667 (26.0%)	Services	248,990 (32.9%)
Tech/Sales/Admin.	247,863 (32.8%)	Retail	138,889 (18.4%)
Service	106,046 (14.0%)	Manuf.	123,385 (16.3%)
Farm/Forest/Fish	20,678 (2.7%)	Finan/Ins	56,056 (7.4%)
Precision Prod.	97,054 (12.8%)	Pub Admin	48,863 (6.5%)
Oper./Fabri/Labor	88,092 (11.6%)	Construct	48,732 (6.4%)

Total Employment: 756,400

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

San Diego State (NA)
Univ of SD (3,600)
U of CA-S. Diego (11,410)

Military Bases

SD MC Recruit Depot (5,000)
Naval Medical Center (2,500)

Miramar NAS (10,000)
North Island NAS (30,000)
Coronado Naval Base (3,500)
Camp Pendleton (33,000)
San Diego Naval Sta (36,000)

Unemployment

June 79: 5.7%
Dec 82: NA
Sep 83: 8.1%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Kaufman Lansky (13 mil, 6%)
Knoth & Meads (15 mil, 10%)
Lane & Huff (7 mil, 17%)
Phillips-Ramsey (30 mil)

Heavy Agency Radio Users

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Largest Local Radio Accounts

Coke
McDonalds
Toyota Dealers
Mervyns

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which Use Radio Poorly

Sears
Chevy Dealers

Highest Billing AM: KFMB
Highest Billing FM: No consensus
Highest Billing Station: KFMB

Radio Usage by Major Advertising Categories

Financial 3.8 Soft Drinks 4.0
Fast Foods 3.8 Beer, Wine 4.2
Restaurants 2.2 Farm 1.0
Auto Dealers 3.0 Utilities 4.0

Stereo/Computers/TV 4.0
Department/Discount Stores 4.0
Airlines 3.4
Fashion, Clothing Stores 2.6

Source of Regional Dollars

Los Angeles
San Francisco

COMPETITIVE MEDIA

Over the Air Television

KCST SD 39 NBC Storer
KFMB SD 8 CBS Midwest TV
KGTU SD 10 ABC McGraw-Hill
KUSI SD 51
XETV Tijuana 6
XEWT Tijuana 12

Daily Newspapers

San Diego Union M/S 217,324, Copley
San Diego Tribune E 127,454, Copley

Cable Penetration (DMA)

60.8%
Cox, ATC

Recent Radio Transactions

MISCELLANEOUS COMMENTS

1980 KJQY From Heftel to Westinghouse \$6,400,000
1981 KCBQ-F From Mel Wheeler to Charter 5,250,000
1982 KBZT-F Sold to Alta 6,300,000
1983 KCBQ A/F From Charter to Infinity 8,500,000

SAN FRANCISCO

1982 SMSA Rank: 7
 1983 MSA Rank: 28 - SF
 20 - Oakland

1983 ADI Rank: 5
 1983 Est Revenue: \$90,400,000
 Manager's Market Rating (current): 4.0

Population per Station: 103,125 (32)
 Est Rev per Share Point: \$1,104,590
 Manager's Market Rating (future): 3.6

REVENUE HISTORY AND PROJECTIONS*

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	59.2	65.4	71.0								
Duncan Media Rev Est:				76.1	83.2						
Yearly Growth Rate (1978-82): 9.1%											
Projected Revenue Est:						90.8	99.0	10.80	117.9	128.6	140.3
Revenue per Capita:	18.68	20.50	22.19	23.49	25.37						
Yearly Growth Rate (1978-82): 7.9%											
Projected Revenue per Capita:						27.37	29.54	31.87	34.38	37.10	40.04
Resulting Revenue Estimate:						90.3	97.5	105.5	114.1	123.5	133.7
Rev as % of Retail Sales:	0.46	0.45	0.44	0.43	0.45						
Mean % (1978-1982): 0.446											
Resulting Revenue Estimate:						90.1	99.9	112.4	123.1	137.4	143.6
<u>MEAN REVENUE ESTIMATES:</u>						<u>90.4</u>	<u>98.8</u>	<u>108.6</u>	<u>118.4</u>	<u>129.8</u>	<u>139.2</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	3.17	3.19	3.20	3.24	3.28	3.30	3.30	3.31	3.32	3.33	3.34
Retail Sales (billions):	12.9	14.4	16.0	17.8	18.6	20.2	22.4	25.2	27.6	30.8	32.2
CSI Household (thousands):	22.4	24.1	26.3	29.3	33.0	--	--	--	--	--	--
Below-the-Line Listening Shares:..	0.9%										
Unlisted Station Listening:..	10.0%										
Total Lost Listening:..	10.9%										
Available Share Points:	89.1										
Number of Viable Stations:	27										
Mean Share Points per Station:	3.30										
Median Share Points per Station:	2.6										
Rev per Available Share Point: \$1,014,590											
Estimated Rev for Mean Station: \$3,348,148											
<u>5 YEAR GROWTH RATE</u>											
	<u>82-87</u>										
Population:	3.5%										
Retail Sales:	65.9%										

	<u>Racial Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels (%)</u>
White	71.8	<10 24.0	12-24 24.9	5 years or less 3.0
Black	12.0	10-20 26.0	25-54 51.5	High School 78.6
Hispanic	10.8	20-35 29.8	55+ 23.6	Grad 26.0
Other	5.4	35-50 12.6		
		50+ 7.7		

Largest Banks

Bank of America	(119 Bil)
California First	(4.2 Bil)
Crocker	(25 Bil)
First Interstate	(21.3 Bil)
Wells Fargo	(24.8 Bil)

Median House Value: \$127,478
 Median Age: 32.2 years
 Median Education: 13.0 years

YEAR 2000 POPULATION: 3,699,250

COMMERCE AND INDUSTRY

Important Businesses and Industries

Financial
 Tourism
 Government
 Shipping
 Publishing
 Apparel

Major Corporations

Standard Oil-Cal
 Kaiser Aluminum
 Crown Zellerbach
 Levi Strauss
 Kaiser Steel
 Clorox
 Bechtel
 Natomas

Employment Breakdowns

Manag/Prof.	446,845 (28.1%)	Services	523,108 (32.8%)
Tech/Sales/Admin.	574,551 (36.1%)	Retail	257,267 (16.2%)
Service	201,580 (12.7%)	Manuf.	238,705 (15.0%)
Farm/Forest/Fish	17,526 (1.1%)	Finan/Ins	154,461 (9.7%)
Precision Prod.	167,755 (10.5%)	Trans/Com	153,927 (9.7%)
Oper./Fabri/Labor	184,635 (11.6%)	Pub Admin	83,616 (5.2%)

Total Employment: 1,592,892

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

University of CA - Berkley (30,875)
SF State (25,768)
University of San Francisco (NA)

Military Bases

Presidio (2,950)
Alameda NAS (2,600)
More Island (3,000)
Treasure Is. NSA (3,050)
Oakland Naval Med Center (1,400)

Unemployment

June 79: 5.2%
Dec 82: NA
Sep 83: 7.9%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

TOO MANY TO LIST -
Many large agencies have
offices in this market

Heavy Agency
Radio Users

Allen & Dorward
Foote, Cone Belding/Honig
McCann Erickson

Poor Agency
Radio Users

Ketchum
Doyle Dane Bernbach
Cunningham & Walsh

Most Knowledgeable
Local Media Buyers

Mike Martin - McCann
Dawn Tagnoli - Allen Dorward
Mary McHale - Foote Cone

Largest Local Radio Accounts

Safeway
Mervyns Dept. Store
Macys

Market's Radio Strengths

Affluent and growing market
Newspaper coverage is fragmented
TV is expensive
Good group owners and good
management

Market's Radio Weaknesses

Tremendous competition -
about 60 stations
FM has lagged primarily
because of reception problems
Rates somewhat weak - need
much better rate leadership
Overlapping coverage with
San Jose

Large Local Accounts Which
Use Radio Poorly

Wards
Wendy's
Longs Drugs

Highest Billing AM: KGO
Highest Billing FM: KYUU-F
Highest Billing Station: KGO

Radio Usage by Major Advertising Categories

Financial	4.6	Soft Drinks	4.0
Fast Foods	3.4	Beer, Wine	3.6
Restaurants	1.6	Farm	1.2
Auto Dealers	3.0	Utilities	3.4

Source of Regional Dollars

Stereo/Computers/TV	2.4
Department/Discount Stores	4.0
Airlines	4.0
Fashion, Clothing Stores	2.4

Los Angeles
San Jose
Seattle

COMPETITIVE MEDIA

Over the Air Television

KBHK	SF	44	United	KDTV	SF	14	
KGO	SF	7	ABC	KTSF	SF	26	
KPIX	SF	5	CBS	Group W	KVOF	SF	38
KRON	SF	4	NBC	Chronicle			
KTVU	Oakland	2	Cox				
KVOF	SF	38					

Daily Newspapers

S. Francisco Chronicle M 537,621
S. Francisco Examiner E 156,777, Hearst
(Examiner & Chronicle jointly published
on Sunday.)
Oakland Tribune M/S 178,989

Cable Pene-
tration (DMA)

46.7%
Viacom,
Group W

Recent Radio Transactions

1980	KNEW	From Metromedia to Malrite	\$5,000,000
1981	KSAN-F	From Metromedia to Malrite	7,000,000
1982	KMPX-F		5,500,000
1983	KIOI-F	From Charter to Bob Price	12,400,000
1983	KSFO	From Golden West to King	7,000,000
1983	KFOG-F	From GE to Susquehanna	4,750,000
1983	KGO-F	From ABC to Davis/Weaver	5,300,000 (est)
1983	KYA	From King to Bonneville	3,500,000

MISCELLANEOUS COMMENTS

*The 1982 San Francisco SMSA was split into two separate MSA's
in 1983. Oakland is now considered a separate MSA. The two
MSA's were combined and used for projections and estimates.

"San Francisco wins hands down when American cities are
ranked for their sophistication and enchantment. It is
like an elegant woman, with an indefinable mystique all
its own."
- The Book of America

"San Francisco is still the great city of America where
a walker can experience nostalgia for the place while
he is still there."

- Herbert Gold

SAN JOSE

1982 SMSA Rank: 30
1983 MSA Rank: 31

1983 ADI Rank: San Fran
1983 Est Revenue: \$23,600,000
Manager's Market Rating (current): 4.3

Population per Station: 96,429 (14)
Est Rev per Share Point: \$590,000
Manager's Market Rating (future): 5.0

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	13.2	15.4	16.9								
Duncan Media Rev Est:				19.3	21.5						
Yearly Growth Rate (1978-82): 13.0%											
Projected Revenue Est:						24.3	27.4	31.0	35.1	39.6	44.8
Revenue per Capita:	10.82	12.32	13.41	14.85	16.17						
Yearly Growth Rate (1978-82): 10.2%											
Projected Revenue per Capita:						17.82	19.64	21.64	23.85	26.28	28.96
Resulting Revenue Estimate:						24.1	26.9	30.3	33.9	38.1	42.6
Rev as % of Retail Sales:	0.26	0.26	0.25	0.25	0.26						
Mean % (1978-1982): 0.256											
Resulting Revenue Estimate:						22.5	25.9	29.7	32.8	36.1	38.9
						MEAN REVENUE ESTIMATES: <u>23.6</u> <u>26.7</u> <u>30.3</u> <u>33.9</u> <u>37.9</u> <u>42.1</u>					

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	1.22	1.25	1.26	1.30	1.33	1.35	1.37	1.40	1.42	1.45	1.47
Retail Sales (billions):	5.0	5.9	6.7	7.7	8.1	8.8	10.1	11.6	12.8	14.1	15.2
CSI Household (thousands):	24.2	26.3	28.0	30.2	34.7	--	--	--	--	--	--
Below-the-Line Listening Shares:..	NA										
Unlisted Station Listening:..	NA										
Total Lost Listening:..	NA										
Available Share Points:	NA										
Number of Viable Stations:	NA										
Mean Share Points per Station:	NA										
Median Share Points per Station:	NA										
Rev per Available Share Point:	NA										
Estimated Rev for Mean Station:	NA										

5 YEAR GROWTH RATE

	<u>82-87</u>	Median House Value: \$119,860
Population:	7.5%	Median Age: 29.1 years
Retail Sales:	75.2%	Median Education: 13.1 years

Largest Banks

Pacific Valley (251 Mil)
Others - See San Francisco

YEAR 2000 POPULATION: 1,622,270

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Employment Breakdowns

High Tech
Electronics
Medical
Research
Aerospace

Hewlett-Packard
Nat. Semiconductor
Intel
Memorex
Arcata
Envirotech
Spectra-Physics

Manag/Prof.	190,524 (28.8%)	Manuf.	234,538 (35.5%)
Tech/Sales/Admin.	223,968 (33.9%)	Services	177,703 (26.9%)
Service	65,290 (9.9%)	Retail	93,857 (14.2%)
Farm/Forest/Fish	8,301 (1.3%)	Trans/Com	36,199 (5.5%)
Precision Prod.	82,986 (12.6%)	Finan/Ins	35,903 (5.4%)
Oper./Fabri/Labor	89,994 (13.6%)	Construct	30,183 (4.6%)

Total Employment: 661,063

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Stanford (13,592)
San Jose State (26,234)

Military Bases

Moffett Field NAS (5,500)

Unemployment

June 79: 5.3%
Dec 82: NA
Sep 83: 6.9%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

See San Francisco

Heavy Agency Radio Users

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Largest Local Radio Accounts

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which Use Radio Poorly

Highest Billing AM: KLOK
Highest Billing FM: No consensus
Highest Billing Station: KLOK

Radio Usage by Major Advertising Categories

Financial	3.7	Soft Drinks	4.0	Stereo/Computers/TV	4.3
Fast Foods	4.0	Beer, Wine	4.0	Department/Discount Stores	3.7
Restaurants	3.0	Farm	1.0	Airlines	2.7
Auto Dealers	5.0	Utilities	2.7	Fashion, Clothing Stores	4.0

Source of Regional Dollars

COMPETITIVE MEDIA

Over the Air Television

KICU	San Jose	36	Ralph Wilson
KNTV	San Jose	11	ABC Landmark
KSTS	San Jose	48	

Daily Newspapers

San Jose Mercury	M/S	164,510, Knight-Ridder
San Jose News	E	63,680, Knight-Ridder

Cable Penetration (DMA)

NA
Gill, Viacom

Recent Radio Transactions

1980	KWSS-F (Gilroy)	\$2,500,000
1982	KWSS-F (Gilroy)	Sold to Western Cities
		900,000
1983	KTIM A/F (San Rafael)	1,400,000

MISCELLANEOUS COMMENTS

DUNCAN'S RADIO MARKET GUIDE Copyright 1984

SARASOTA

1982 SMSA Rank: 171
1983 MSA Rank: 175

1983 ADI Rank: Tampa
1983 Est Revenue: \$3,700,000
Manager's Market Rating (current): 2.5

Population per Station: 20,909 (11)
Est Rev per Share Point: \$79,569
Manager's Market Rating (future): 3.5

REVENUE HISTORY AND PROJECTIONS*

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	1.7	1.8	2.6								
Duncan Media Rev Est:				2.8	3.3						
Yearly Growth Rate (1978-82): 18.9%											
Projected Revenue Est:						3.9	4.6	5.5	6.6	7.8	9.3
Revenue per Capita:	10.63	10.59	13.68	13.33	15.00						
Yearly Growth Rate (1978-82): 7.4%											
Projected Revenue per Capita:						16.11	17.30	18.58	19.96	21.43	23.02
Resulting Revenue Estimate:						3.7	4.2	4.6	5.2	5.8	6.2
Rev as % of Retail Sales:	0.18	0.18	0.22	0.20	0.22						
Mean % (1978-1982): 0.200											
Resulting Revenue Estimate:						3.4	3.8	4.2	4.6	5.2	5.6
<u>MEAN REVENUE ESTIMATES:</u>						<u>3.7</u>	<u>4.2</u>	<u>4.8</u>	<u>5.5</u>	<u>6.3</u>	<u>7.0</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.16	.17	.19	.21	.22	.23	.24	.25	.26	.27	.27
Retail Sales (billions):	.92	1.0	1.2	1.4	1.5	1.7	1.9	2.1	2.3	2.6	2.8
CSI Household (thousands):	15.5	16.7	18.2	20.2	22.9	--	--	--	--	--	--
Below-the-Line Listening Shares:..	45.3%										
Unlisted Station Listening:..	8.2%										
Total Lost Listening:..	53.5%										
Available Share Points:	46.5										
Number of Viable Stations:	10										
Mean Share Points per Station:	4.65										
Median Share Points per Station:	4.2										
Rev per Available Share Point:	\$79,569										
Estimated Rev for Mean Station:	\$369,996										
<u>5 YEAR GROWTH RATE</u>											
	<u>82-87</u>										
Population:	18.7%										
Retail Sales:	87.3%										

Median House Value: \$63,072
Median Age: 49.8 years
Median Education: 12.6 years

Largest Banks

Ellis (396 Mil)
National Bank (140 Mil)
Gulf Coast (116 Mil)
Barnett (100 Mil)
Pan American (104 Mil)

Education Levels (%) **
5 years or less 1.4
High School Grad 73.4
4 or more years of college 17.7

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Employment Breakdowns **

Boats
Tourism
Citrus fruits

Manag/Prof.	17,826 (23.9%)	Services	23,751 (31.8%)
Tech/Sales/Admin.	24,835 (33.2%)	Retail	17,642 (23.6%)
Service	11,789 (15.8%)	Construct	8,654 (11.6%)
Farm/Forest/Fish	1,930 (2.6%)	Manuf.	7,184 (9.6%)
Precision Prod.	10,650 (14.3%)	Finan/Ins.	7,172 (9.6%)
Oper./Fabri/Labor	7,670 (10.3%)	Trans/Comm	4,345 (5.8%)
Total Employment: 74,700			

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

** Sarasota data only

Colleges and Universities

Military Bases

Unemployment

June 79: NA
Dec 82: 8.7%
Sep 83: 5.4%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

No large local agencies

Heavy Agency
Radio Users

Poor Agency
Radio Users

Most Knowledgeable
Local Media Buyers

Largest Local Radio Accounts

Delta Airlines
Buck Chevrolet
First Venice Savings

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which
Use Radio Poorly

American Savings & Loan
US Home
Maas Brothers

Highest Billing AM: No consensus
Highest Billing FM: No consensus
Highest Billing Station: No consensus

Radio Usage by Major Advertising Categories

Financial	3.5	Soft Drinks	1.5
Fast Foods	3.0	Beer, Wine	4.0
Restaurants	2.5	Farm	1.0
Auto Dealers	2.0	Utilities	3.5

Stereo/Computers/TV	3.5
Department/Discount Stores	3.0
Airlines	2.0
Fashion, Clothing Stores	3.5

Source of Regional Dollars

Tampa
Miami
Orlando

COMPETITIVE MEDIA

Over the Air Television

WXLt Sarasota 40 ABC
Part of Tampa ADI
See Tampa for stations

Daily Newspapers

Sarasota Herald-Tribune M/S 97,530, NY Times

Cable Penetration (DMA)

NA
Storer

Recent Radio Transactions

1983 WQSA \$548,000

MISCELLANEOUS COMMENTS

"In matters of arts and culture Sarasota seems to lead all Florida."
- The Book of America

*The 1982 SMSA is used for projections and estimates.

SAVANNAH

1982 SMSA Rank: 162
1983 MSA Rank: 174

1983 ADI Rank: 107
1983 Est Revenue: \$4,500,000
Manager's Market Rating (current): 2.5

Population per Station: 17,143 (14)
Est Rev per Share Point: \$49,073
Manager's Market Rating (future): 3.5

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	2.7		3.4								
Duncan Media Rev Est:		2.9		3.7	4.1						
Yearly Growth Rate (1978-82):	11.0%										
Projected Revenue Est:						4.6	5.1	5.6	6.2	6.9	7.7
Revenue per Capita:	12.86	13.81	15.45	16.09	17.08						
Yearly Growth Rate (1978-82):	7.4%										
Projected Revenue per Capita:						18.34	19.70	21.16	22.73	24.41	26.21
Resulting Revenue Estimate:						4.4	4.7	5.1	5.5	5.9	6.3
Rev as % of Retail Sales:	0.34	0.32	0.38	0.37	0.37						
Mean % (1978-1982):	0.356										
Resulting Revenue Estimate:						4.6	5.0	5.7	6.4	7.1	7.5

MEAN REVENUE ESTIMATES: 4.5 4.9 5.5 6.0 6.6 7.2

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.21	.21	.22	.23	.24	.24	.24	.24	.24	.24	.24
Retail Sales (billions):	.8	.9	.9	1.0	1.1	1.3	1.4	1.6	1.8	2.0	2.1
CSI Household (thousands):	16.5	17.9	19.2	20.9	22.7	--	--	--	--	--	--
Below-the-Line Listening Shares:..	0.6%		Racial		Income		Age		Education		
Unlisted Station Listening:..	7.7%		Breakdowns (%)		Breakdowns (%)		Breakdowns (%)		Levels (%)		
Total Lost Listening:..	8.3%		White	62.9	<10	35.7	12-24	28.2	5 years		
Available Share Points:	91.7		Black	35.9	10-20	29.7	25-54	47.3	or less 5.9		
Number of Viable Stations:	11		Hispanic	1.1	20-35	25.0	55+	24.5	High School		
Mean Share Points per Station:	8.34		Other	0.1	35-50	6.6			Grad 58.7		
Median Share Points per Station:	8.9				50+	3.1			4 or more		
Rev per Available Share Point:	\$49,073								years of		
Estimated Rev for Mean Station:	\$409,269								college 13.0		

5 YEAR GROWTH RATE

	<u>82-87</u>			<u>Largest Banks</u>
Population:	5.4%	Median House Value:	\$44,654	Savannah Bank (436 Mil)
Retail Sales:	77.3%	Median Age:	28.6 years	Trust Co. of GA. (176 Mil)
		Median Education:	12.3 years	Citizens & Southern (NA)
				First Bank (90 Mil)

YEAR 2000 POPULATION: 278,240

COMMERCE AND INDUSTRY

<u>Important Businesses and Industries</u>	<u>Major Corporations</u>	<u>Employment Breakdowns</u>	
Shipping/port	Savannah Foods & Ind.	Manag/Prof.	19,350 (21.4%)
Military	Colonial Oil	Tech/Sales/Admin.	26,433 (29.3%)
Timber		Service	12,876 (14.3%)
Paper		Farm/Forest/Fish	1,155 (1.3%)
Airplanes		Precision Prod.	13,281 (14.7%)
		Oper./Fabri/Labor	17,251 (19.1%)
		Services	26,251 (29.1%)
		Manuf.	16,145 (17.9%)
		Retail	15,411 (17.1%)
		Trans/Comm	9,384 (10.4%)
		Construct	7,206 (8.0%)
		Pub Admin	5,519 (6.1%)
		Total Employment: 90,346	

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Savannah State (2,110)
Armstrong State (2,882)

Military Bases

FT. Stewart (14,685)
Hunter Army Airfield (3,500)

Unemployment

June 79: 6.1%
Dec 82: 8.6%
Sep 83: 8.3%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

No major local agencies

Heavy Agency Radio Users

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Largest Local Radio Accounts

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which Use Radio Poorly

Highest Billing AM: No consensus
Highest Billing FM: No consensus
Highest Billing Station: No consensus

Radio Usage by Major Advertising Categories

Financial 3.5 Soft Drinks 2.5
Fast Foods 4.0 Beer, Wine 3.0
Restaurants 3.0 Farm 1.0
Auto Dealers 4.0 Utilities 1.5

Source of Regional Dollars

Stereo/Computers/TV 2.0
Department/Discount Stores 2.5
Airlines 2.5
Fashion, Clothing Stores 3.5

COMPETITIVE MEDIA

Over the Air Television

WJCL Savannah 22 NBC Lewis
WSAV Savannah 3 ABC St. Joseph Gazette
WTOC Savannah 11 CBS American Family

Daily Newspapers

Savannah Morn. News M/S 56,275, Morris
Savannah Eve. Press E 20,121, Morris

Cable Penetration (DMA)

45.9%
ATC

Recent Radio Transactions

1980 WAEV-F \$735,000
1983 WKBX/WSGF-F From Beasley to Burbach
2,000,000

MISCELLANEOUS COMMENTS

SEATTLE-TACOMA

1982 SMSA Rank: 15 (approx)
 1983 MSA Rank: 25 - Seattle
 92 - Tacoma

1983 ADI Rank: 15
 1983 Est Revenue: \$53,300,000
 Manager's Market Rating (current): 4,5

Population per Station: 67,813 (32)
 Est Rev per Share Point: \$565,817
 Manager's Market Rating (future): 3,8

REVENUE HISTORY AND PROJECTIONS*

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	29.5	35.8	39.5								
Duncan Media Rev Est:				43.7	46.1						
Yearly Growth Rate (1978-82):	11.9%										
Projected Revenue Est:						51.6	57.7	64.5	72.3	80.9	90.5
Revenue per Capita:	16.03	19.35	20.68	21.11	21.54						
Yearly Growth Rate (1978-82):	7.9%										
Projected Revenue per Capita:						23.24	25.08	27.06	29.20	31.50	33.99
Resulting Revenue Estimate:						50.4	55.9	61.7	67.7	74.7	82.6
Rev as % of Retail Sales:	0.39	0.43	0.43	0.42	0.38						
Mean % (1978-1982):	0.41										
Resulting Revenue Estimate:						57.8	64.7	73.1	82.0	93.4	101.7
MEAN REVENUE ESTIMATES:						<u>53.3</u>	<u>59.4</u>	<u>66.4</u>	<u>74.0</u>	<u>83.0</u>	<u>91.6</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	1.84	1.85	1.91	2.07	2.14	2.17	2.23	2.28	2.32	2.37	2.43
Retail Sales (billions):	7.6	8.4	9.2	10.4	12.2	14.1	15.8	17.4	20.0	22.8	24.8
CSI Household (thousands):	21.9	24.0	26.2	26.7	28.9	--	--	--	--	--	--
Below-the-Line Listening Shares:..	0%										
Unlisted Station Listening:..	5.8%										
Total Lost Listening:..	5.8%										
Available Share Points:	94.2										
Number of Viable Stations:	28										
Mean Share Points per Station:	3.36										
Median Share Points per Station:	3.1										
Rev per Available Share Point:	\$565,817										
Estimated Rev for Mean Station:	\$1,901,145										

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	12.4%
Retail Sales:	86.2%

Median House Value: \$77,000
 Median Age: 30.5 years
 Median Education: 12.8 years

Largest Banks

First Interstate	(2.5 Bil)
Peoples	(2.0 Bil)
Rainier	(5.6 Bil)
Seattle-First	(9.8 Bil)
Washington Savings	(2.7 Bil)

YEAR 2000 POPULATION: 1,993,720 (Seattle only)

COMMERCE AND INDUSTRY

Important Businesses and Industries

Aerospace
 Electronics
 Paper products
 Chemicals
 Fishing
 Lumber
 Military

Major Corporations

Boeing
 Weyerhaeuser
 Paccar
 Nordstrom
 Star Industries

Employment Breakdowns

Manag/Prof.	253,544 (26.1%)	Services	282,566 (29.0%)
Tech/Sales/Admin.	319,146 (32.8%)	Manuf.	210,203 (21.6%)
Service	118,519 (12.2%)	Retail	161,560 (16.6%)
Farm/Forest/Fish	14,254 (1.5%)	Trans/Comm	79,845 (8.2%)
Precision Prod.	133,289 (13.7%)	Finan/Ins.	69,669 (7.2%)
Oper./Fabri/Labor	134,206 (13.9%)	Construct	59,269 (6.1%)
Total Employment: 972,958			

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

University of Washington (36,636)
Seattle Pacific (4,000)
University of Puget Sound (4,100)

Military Bases

FT. Lewis (20,600)
Puget Sound Shipyard (5,250)
Seattle NSA (1,843)
Whitbey Isl. NAS (6,264)
Bangor NSB (2,243)

Unemployment

June 79: 5.5%
Dec 82: 10.7%
Sep 83: NA

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Cole & Weber (80 mil)
Ehrig & Assoc. (14 mil)
Kraft & Smith (15 mil)
Soderberg (6 mil, 16%)
Stimpson (12 mil)

Heavy Agency Radio Users

Ehrig
Kraft Smith

Poor Agency Radio Users

Cole & Weber

Most Knowledgeable Local Media Buyers

No consensus

Largest Local Radio Accounts

7 UP
Bon Marche
Squire Shop
Bellevue Square

Market's Radio Strengths

Highest Billing AM: KIRO
Highest Billing FM: KISW-F
Highest Billing Station: KIRO

Market's Radio Weaknesses

Large Local Accounts Which Use Radio Poorly

Ranier Bur
J.C. Penney
Albertson's
Payless Drugs

Radio Usage by Major Advertising Categories

Financial 3.8 Soft Drinks 4.8
Fast Foods 4.0 Beer, Wine 4.0
Restaurants 2.3 Farm 1.0
Auto Dealers 4.0 Utilities 2.5

Source of Regional Dollars

Stereo/Computers/TV 3.8
Department/Discount Stores 3.8
Airlines 4.0
Fashion, Clothing Stores 4.0

Portland
Vancouver, BC
Spokane

COMPETITIVE MEDIA

Over the Air Television

KCPQ Tacoma 13 Kelly
KING Seattle 5 NBC King
KIRO Seattle 7 CBS Bonneville
KOMO Seattle 4 ABC Fisher
KSTW Tacoma 11 Gaylord
KQFB Tacoma 20

Daily Newspapers

Seattle Post-Intelligencer M/S 183,362
Hearst
Seattle Times E 253,969
Tacoma News Tribune E/S 103,926

Cable Penetration (DMA)

46.3%
Group W,
Viacom

Recent Radio Transactions

1980 KJR From Kaye-Smith to Metromedia \$10,000,000
1981 KUBE-F From George Wilson to First Media 3,400,000
1982 KTNT (Tacoma) Sold by Tacoma Tribune 522,500
1982 KSPL From Obie to Simpson 1,909,000
1983 KRAB-F Sold to Sunbelt 4,000,000
1983 KXA, KYYX-F 5,500,000

MISCELLANEOUS COMMENTS

DFS Test Market

*The Seattle and Tacoma MSA's are combined.

"Of all American cities, there are few-perhaps none- more beautiful than Seattle. One is impressed by how verdant a city this is, the Pacific moisture forever nurturing the growth, and how overwhelmingly middle class it is."

- The Book of America

SHREVEPORT

1982 SMSA Rank: 107
1983 MSA Rank: 123

1983 ADI Rank: 56
1983 Est Revenue: \$9,900,000
Manager's Market Rating (current): 3,0

Population per Station: 24,375 (16)
Est Rev per Share Point: \$103,340
Manager's Market Rating (future): 3,0

REVENUE HISTORY AND PROJECTIONS *

Table with 11 columns (years 78-88) and rows for FCC Revenue Data, Revenue per Capita, and MEAN REVENUE ESTIMATES.

POPULATION AND DEMOGRAPHIC ESTIMATES

Table with 11 columns (years 78-88) and rows for Total Population, Retail Sales, CSI Household, and various demographic breakdowns (Racial, Income, Age, Education).

5 YEAR GROWTH RATE

Table with 2 columns (82-87) and rows for Population (7.4%) and Retail Sales (66.3%).

Median House Value: \$45,732
Median Age: 28.7 years
Median Education: 12.4 years

Largest Banks

Commercial (943 Mil)
First Nat. (964 Mil)
Louisiana Bank (373 Mil)
Pioneer Bank (257 Mil)

YEAR 2000 POPULATION: 439,570

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Table listing major corporations: Crystal Oil, WF Beall, Transcontinental Energy.

Employment Breakdowns

Table with 4 columns: Job description, Total employment, Services, and other categories.

NOTE: Column to left is employment by job description or occupation. The column on the right is employment by industry.

Colleges and Universities

LSU - Shreveport (3,755)
Centenary (1,016)

Military Bases

Barksdale AFB (6,300)

Unemployment

June 79: 6.0%
Dec 82: 12.5%
Sep 83: 11.4%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Butcher & Assoc. (2 mil, 10%)
Carter Adv. (6 mil, 5%)
Cunningham, Sly (4 mil, 5%)
Jack Hodges (4 mil, 18%)

Heavy Agency Radio Users

Jack Hodges
Carter Adv.

Poor Agency Radio Users

No consensus

Most Knowledgeable Local Media Buyers

Katie Say - Jack Hodges

Largest Local Radio Accounts

Ashton's Furniture
SR Superstores
Rountree Olds - Cadillac

Market's Radio Strengths

Relatively few radio stations
Growth market
Fairly "sleepy" TV market

Market's Radio Weaknesses

Low TV rates
Poorly trained account executives

Large Local Accounts Which Use Radio Poorly

Shreveport Bank & Trust
Selber Dept. Stores
Rubenstein's Dept. Stores

Highest Billing AM: KEEL or WKH
Highest Billing FM: KRMD-F
Highest Billing Station: No consensus

Radio Usage by Major Advertising Categories

Financial	2.5	Soft Drinks	5.0
Fast Foods	4.5	Beer, Wine	5.0
Restaurants	2.0	Farm	3.0
Auto Dealers	4.0	Utilities	2.0

Source of Regional Dollars

Stereo/Computers/TV	4.0
Department/Discount Stores	2.0
Airlines	2.5
Fashion, Clothing Stores	3.0

Dallas
New Orleans
Little Rock
Houston

COMPETITIVE MEDIA

Over the Air Television

KSLA	Shreveport	12	CBS	Viacom
KTAL	Texarkana	6	NBC	Camden News
KTBS	Shreveport	3	ABC	

Daily Newspapers

Shreveport Times	M/S	84,204	Gannett
Shreveport Journal	E	29,536	
	JOA		

Cable Penetration (DMA)
45.3%
ATC

Recent Radio Transactions

1982	KRMD A/F (50%)	Sold to Jim Phillips	\$1,350,000
1983	KEPT-F		1,850,000

MISCELLANEOUS COMMENTS

"...thriving Shreveport, a place where rigidly conservative voting for state and federal offices is combined with generally progressive, civic-minded city government."
- The Book of America

*The Shreveport 1983 MSA and 1982 SMSA differ. The 1982 SMSA is used for projections and estimates.

SIoux FALLS

1982 SMSA Rank: 278
 1983 MSA Rank: 288

1983 ADI Rank: 95
 1983 Est Revenue: \$524,888
 Manager's Market Rating (current): 2.5

Population per Station: 12,222 (9)
 Est Rev per Share Point: \$44,633
 Manager's Market Rating (future): 4.0

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	2.4	3.1	3.3								
Duncan Media Rev Est:				3.4	3.6						
Yearly Growth Rate (1978-82):	11.1%										
Projected Revenue Est:						4.0	4.4	4.9	5.5	6.1	6.8
Revenue per Capita:	24.00	31.00	33.00	30.90	32.73						
Yearly Growth Rate (1978-82):	9.5%										
Projected Revenue per Capita:						35.83	39.24	42.97	47.05	51.52	56.41
Resulting Revenue Estimate:						3.9	4.3	5.1	5.6	6.2	7.3
Rev as % of Retail Sales:	0.51	0.56	0.52	0.49	0.51						
Mean % (1978-1982):	0.518										
Resulting Revenue Estimate:						4.6	5.2	5.7	6.2	7.3	7.8
MEAN REVENUE ESTIMATES:						<u>4.2</u>	<u>4.6</u>	<u>5.2</u>	<u>5.8</u>	<u>6.5</u>	<u>7.3</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.10	.10	.10	.11	.11	.11	.11	.12	.12	.12	.13
Retail Sales (billions):	.47	.5	.6	.7	.7	.9	1.0	1.1	1.2	1.4	1.5
CSI Household (thousands):	17.2	19.3	21.2	20.9	23.4	--	--	--	--	--	--
Below-the-Line Listening Shares:..	2.0%		Racial		Income		Age		Education		
Unlisted Station Listening:..	3.9%		<u>Breakdowns (%)</u>		<u>Breakdowns (%)</u>		<u>Breakdowns (%)</u>		<u>Levels (%)</u>		
Total Lost Listening:..	5.9%		White	98.1	<10	27.4	12-24	29.2	5 years		
Available Share Points:	94.1		Black	0.3	10-20	31.5	25-54	46.9	or less 0.8		
Number of Viable Stations:	8		Hispanic	0.4	20-35	31.3	55+	23.9	High School		
Mean Share Points per Station:	11.76		Other	1.2	35-50	31.3			Grad 75.8		
Median Share Points per Station:	10.5				50+	6.3			4 or more		
Rev per Available Share Point:	\$44,633					3.5			years of		
Estimated Rev for Mean Station:	\$524,888								college 16.7		

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	9.0%
Retail Sales:	73.5%

Median House Value: \$52,503
 Median Age: 28.2 years
 Median Education: 12.7 years

Largest Banks

First Bank (683 Mil)
 First Sioux (197 Mil)
 Norwest (558 Mil)
 United (169 Mil)
 Western (106 Mil)

YEAR 2000 POPULATION: NA

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Employment Breakdowns

Agribusiness
 Food processing
 Financial

Manag/Prof.	11,858 (22.3%)	Services	16,374 (30.8%)
Tech/Sales/Admin.	17,279 (32.5%)	Retail	10,229 (19.2%)
Service	7,764 (14.6%)	Manuf.	7,949 (15.0%)
Farm/Forest/Fish	1,701 (3.2%)	Trans/Comm	4,651 (8.8%)
Precision Prod.	6,385 (12.0%)	Finan/Ins.	3,752 (7.1%)
Oper./Fabri/Labor	8,153 (15.3%)	Wholesale	3,413 (6.4%)

Total Employment: 53,140

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Augustana College (2,115)

Military Bases

Unemployment

June 79: 5.0%
Dec 82: 4.8%
Sep 83: 3.6%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Lawrence & Schiller (3 mil, 14%)
Colle & McVoy (HQ in Minneapolis)
Paulsen & Assoc. (1 mil, 5%)

Heavy Agency Radio Users

Lawrence & Schiller
Media One

Poor Agency Radio Users

Colle & McVoy
Paulson

Most Knowledgeable Local Media Buyers

Craig Metz - Lawrence & Schill
Paul Schiller - Lawrence

Largest Local Radio Accounts

Lewis Drug
Pro Audio

Market's Radio Strengths

Low unemployment and a fairly stable local economy
Good programming for a small market

Market's Radio Weaknesses

Low rate structure
Poorly trained sales people

Large Local Accounts Which Use Radio Poorly

Sunshine Foods
Daytons Dept Store
7-11

Highest Billing AM: KYKC or KXRB
Highest Billing FM: KKRC or KIOV
Highest Billing Station: Unknown

Radio Usage by Major Advertising Categories

Financial	2.5	Soft Drinks	3.5	Stereo/Computers/TV	3.0
Fast Foods	3.5	Beer, Wine	3.0	Department/Discount Stores	2.0
Restaurants	3.0	Farm	3.0	Airlines	1.5
Auto Dealers	3.5	Utilities	1.5	Fashion, Clothing Stores	3.0

Source of Regional Dollars

Minneapolis
Omaha

COMPETITIVE MEDIA

Over the Air Television

KELO	Sioux Falls	11	CBS	Midcontinent
KSFY	Sioux Falls	13	NBC	Forum
KDLT	Mitchell	5	ABC	

Daily Newspapers

Sioux Falls Argus Leader M/S

Cable Penetration (DMA)

40.5%
Midcontinent,
Tele-Communi

Recent Radio Transactions

1981 KRSS \$175,000

MISCELLANEOUS COMMENTS

Colleges and Universities

Notre Dame (8,925)
Saint Mary's (1,800)
Ind. Univ-SB (6,299)

Military Bases

Unemployment

June 79: 6.0%
Dec 82: 10.4%
Sep 83: 7.4%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies ***

Markmakers
Sheffer & Peters (4 mil, 5%)
Juhl Adv. (Elkhart) (17 mil, 4%)
Boger Martin (5 mil, 1%)

Heavy Agency Radio Users

Ad Managers
Villing & Co.
Van Garde
Smith Kloppenstein

Poor Agency Radio Users

Studio A
Juhl Adv.

Most Knowledgeable Local Media Buyers

Tom Villing - Villing & Assoc.
Ron Jacoby - Ad Managers

Largest Local Radio Accounts

Kroger
Hi-Fi Buys
South Bend Federal

Market's Radio Strengths

Diversified formats and little or no competition within the format

Generally good management and programming

Highest Billing AM: WSBT

Highest Billing FM: WNDU-F

Highest Billing Station: WNDU-F

Market's Radio Weaknesses

Not enough cooperation between stations

TV is too cheap

Radio is not sold well enough. Lack of aggressive selling techniques

Too many "hip pocket" ad agencies

Large Local Accounts Which Use Radio Poorly

Sears
J.C. Penney
Wendys

Radio Usage by Major Advertising Categories

Financial	3.3	Soft Drinks	2.7
Fast Foods	3.8	Beer, Wine	2.3
Restaurants	1.8	Farm	1.3
Auto Dealers	4.0	Utilities	4.0

Stereo/Computers/TV	4.7
Department/Discount Stores	3.0
Airlines	2.3
Fashion, Clothing Stores	3.7

Source of Regional Dollars

Indianapolis
Fort Wayne
Chicago

COMPETITIVE MEDIA

Over the Air Television

WHME	South Bend	46		
WNDU	South Bend	16	NBC	Notre Dame
WSBT	South Bend	22	CBS	Schurz
WSJV	Elkhart	28	ABC	Quincy Newsp.

Daily Newspapers

Elkhart Truth E 29,173, Federated
South Bend Tribune E/S 104,440, Schurz

Cable Penetration (DMA)

37.5%
Buford

Recent Radio Transactions

1981 WAMJ \$275,000
1983 WAMJ 129,000

MISCELLANEOUS COMMENTS

DFS Test Market

"South Bend is a strong industrial center, a pleasant and neat community."

- The Book of America

*The 1982 SMSA used for projections and estimates.

*** Additional ad agencies

Ad Managers
Smith-Kloppenstein

Colleges and Universities

Eastern Washington (8,333)
Gonzaga (3,250)

Military Bases

Fairchild AFB (3,970)

Unemployment

June 79: 6.6%
Dec 82: 12.5%
Sep 83: NA

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Contemporary Adv. (1 mil, 10%)
Coons, Shotwell
A.L. Skarr (1 mil)
Clark White
Wessels & Assoc.

Heavy Agency Radio Users

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Largest Local Radio Accounts

Directions Unlimited
Pepsi Cola

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which Use Radio Poorly

J.C. Penneys

Highest Billing AM: KGA
Highest Billing FM: KKPL-F
Highest Billing Station: KKPL-F

Radio Usage by Major Advertising Categories

Financial	3.0	Soft Drinks	3.3
Fast Foods	3.3	Beer, Wine	3.7
Restaurants	3.0	Farm	1.3
Auto Dealers	3.3	Utilities	2.3

Source of Regional Dollars

Seattle

Stereo/Computers/TV	3.3
Department/Discount Stores	3.3
Airlines	3.0
Fashion, Clothing Stores	3.3

COMPETITIVE MEDIA

Over the Air Television

KAYU	Spokane	28		
KHQ	Spokane	6	NBC	Cowles
KREM	Spokane	2	CBS	King
KXLY	Spokane	4	ABC	Morgan Murphy

Daily Newspapers

Spokane Spokesman-Review	M/S	77,105	Cowles
Spokane Chronicle	E	56,177	Cowles

Cable Penetration (DMA)

48.8%
Cox

Recent Radio Transactions

1981	KGA, KDRK-F	Sold to Community Pacific	
			\$3,600,000
1981	KSPO		400,000
1981	KZUN, KKPL-F		1,250,000

MISCELLANEOUS COMMENTS

DFS Test Market

"Spokane remains the center of the Inland Empire, an interior economy that stretches into Idaho, Montana, and Canada and is based on agriculture, mining and manufacturing."

- The Book of America

SPRINGFIELD, MA

1982 SMSA Rank: 82
1983 MSA Rank: 89

1983 ADI Rank: 96
1983 Est Revenue: \$8,300,000
Manager's Market Rating (current): NA

Population per Station: 40,769 (13)
Est Rev per Share Point: \$135,179
Manager's Market Rating (future): NA

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	5.1	5.5	6.0								
Duncan Media Rev Est:				7.0	7.7						
Yearly Growth Rate (1978-82): 10.9%											
Projected Revenue Est:						8.5	9.5	10.5	11.6	12.9	14.3
Revenue per Capita:	9.44	10.19	11.32	13.21	14.53						
Yearly Growth Rate (1978-82): 9.2%											
Projected Revenue per Capita:						15.87	17.33	18.92	20.66	22.56	24.64
Resulting Revenue Estimate:						8.4	9.2	10.0	10.9	12.0	13.1
Rev as % of Retail Sales:	0.28	0.26	0.25	0.29	0.29						
Mean % (1978-1982): 0.274											
Resulting Revenue Estimate:						7.9	8.8	9.6	10.7	12.1	13.2
MEAN REVENUE ESTIMATES:						<u>8.3</u>	<u>9.2</u>	<u>10.0</u>	<u>11.1</u>	<u>12.3</u>	<u>13.5</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.54	.54	.53	.53	.53	.53	.53	.53	.53	.53	.53
Retail Sales (billions):	1.8	2.1	2.4	2.4	2.6	2.9	3.2	3.5	3.9	4.4	4.8
CSI Household (thousands):	20.6	21.4	22.8	25.2	27.3	--	--	--	--	--	--
Below-the-Line Listening Shares:..	28.1%										
Unlisted Station Listening:..	<u>10.5%</u>										
Total Lost Listening:..	38.6%										
Available Share Points:	61.4										
Number of Viable Stations:	10										
Mean Share Points per Station:	6.14										
Median Share Points per Station:	5.4										
Rev per Available Share Point:	\$135,179										
Estimated Rev for Mean Station:	\$830,000										

5 YEAR GROWTH RATE

82-87
Population: - .6%
Retail Sales: 71.5%

Median House Value: \$57,707
Median Age: 31.4 years
Median Education: 12.5 years

Largest Banks

Bay Bank Valley (566 Mil)
Shawmut (315 Mil)
Third Nat (656 Mil)
Spring. Savings (638 Mil)

YEAR 2000 POPULATION: 613,860 (County)

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Mass. Mutual Life
Milton Bradley

Metal Fabri.
Plastics
Food products
Paper
Firearms

Employment Breakdowns

Manag/Prof.	51,807 (21.6%)	Services	72,091 (30.1%)
Tech/Sales/Admin.	72,530 (30.3%)	Manuf.	71,428 (29.8%)
Service	34,311 (14.3%)	Retail	38,210 (15.9%)
Farm/Forest/Fish	2,133 (0.9%)	Finan/Ins.	14,849 (6.2%)
Precision Prod.	30,561 (12.7%)	Trans/Comm	14,122 (5.9%)
Oper./Fabri/Labor	48,420 (20.2%)	Pub Admin	10,052 (4.2%)

Total Employment: 239,762

NOTE: Column on left is employment by job description or occupation. Column on right is employment by occupation.

Colleges and Universities

Springfield Col (2,747)

Military Bases

Unemployment

June 79: 4.3%
Dec 82: 7.1%
Sep 83: 6.6%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Belcher Adv (4 mil, 14%)
Gibney Assoc. (2 mil, 5%)
Remington (2 mil, 15%)

Heavy Agency
Radio Users

Poor Agency
Radio Users

Most Knowledgeable
Local Media Buyers

Largest Local Radio Accounts

Market's Radio Strengths

Market's Radio Weaknesses

LIMITED RESPONSE FROM THIS MARKET

Large Local Accounts Which
Use Radio Poorly

Highest Billing AM: WHYN
Highest Billing FM: WMAS-F
Highest Billing Station: WMAS-F

Radio Usage by Major Advertising Categories

Financial	Soft Drinks	Stereo/Computers/TV
Fast Foods	Beer, Wine	Department/Discount Stores
Restaurants	Farm	Airlines
Auto Dealers	Utilities	Fashion, Clothing Stores

Source of Regional Dollars

COMPETITIVE MEDIA

Over the Air Television

WGGB	Springfield	40	ABC	Guy Gannett
WWLP	Springfield	22	NBC	Adams

Daily Newspapers

Springfield Union	M	71,188	Newhouse
Springfield News	E	72,840	Newhouse

(The Republican is the Sunday edition)

Cable Penetration (DMA)

49.0%
Continental,
Tribune Co.,
Scripps-Howard

Recent Radio Transactions

1981 WHYN A/F From Guy Gannett to Affiliated
\$5,100,000

MISCELLANEOUS COMMENTS

Colleges and Universities

Military Bases

Unemployment

SW Missouri (15,137)
Drury Collage (2,922)

FT. Leonard Wood (15,000)

June 79: 3.2%
Dec 82: 7.8%
Sep 83: 6.9%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Heavy Agency Radio Users

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Baker & Assoc. (1 mil, 20%)
MAP Adv. (3 mil, 20%)
Noble & Assoc. (12 mil)
Eiffert Adv.

Eiffert Media
MAP Adv.

No consensus

Rosie Eiffert - Eiffert Media

Largest Local Radio Accounts

Market's Radio Strengths

Market's Radio Weaknesses

Smitty's Supermarkets
McDonalds
Consumer's Markets

Limited number of stations -
market is relatively isolated

Low rates - one of the lowest
CPM's in the country

Good broadcasters and good
group operators

Some rate cutting

Large Local Accounts Which Use Radio Poorly

Good revenue levels for a
market of this size

Too many "in-house" and
sub-standard agencies

Burger King
Heer's Dept. Stores
Wards
J.C. Penner
Dillards

Highest Billing AM: KTTS or possibly KWTO

Highest Billing FM: KTTS-F

Highest Billing Station: KTTS-F

Radio Usage by Major Advertising Categories

Source of Regional Dollars

Financial	2.7	Soft Drinks	4.3
Fast Foods	4.0	Beer, Wine	3.0
Restaurants	3.0	Farm	2.7
Auto Dealers	3.0	Utilities	1.7

Stereo/Computers/TV	3.7
Department/Discount Stores	2.7
Airlines	2.0
Fashion, Clothing Stores	3.0

St. Louis
Kansas City

COMPETITIVE MEDIA

Over the Air Television

Daily Newspapers

Cable Penetration (DMA)

KMTC	Springfield	27	ABC
KOLR	Springfield	10	CBS
KSPR	Springfield	33	
KYTV	Springfield	3	NBC Harte-Hanks

Springfield Daily News	M	36,138	Gannett
Springfield Leader & Press	E	34,143	Gannett
(News-Leader is Sunday edition)			

33.8%
TeleCable

Recent Radio Transactions

MISCELLANEOUS COMMENTS

1981	KLSM		\$180,000
1982	KGBX	Sold by Stauffer	875,000

STEUBENVILLE

1982 SMSA Rank: 205
1983 MSA Rank: 217

1983 ADI Rank: 123
1983 Est Revenue: \$1,700,000
Manager's Market Rating (current): 3.0

Population per Station: 40,000 (4)
Est Rev per Share Point: \$58,419
Manager's Market Rating (future): 3.5

REVENUE HISTORY AND PROJECTIONS

Table with columns for years 78-88 and rows for FCC Revenue Data, Revenue per Capita, and MEAN REVENUE ESTIMATES.

POPULATION AND DEMOGRAPHIC ESTIMATES

Table with columns for years 78-88 and rows for Total Population, Retail Sales, CSI Household, and various demographic breakdowns like Racial, Income, Age, and Education.

5 YEAR GROWTH RATE

Table showing growth rates for Population (.1%) and Retail Sales (58.9%) for years 82-87.

Median House Value: \$51,748
Median Age: 31.9 years
Median Education: 12.3 years

Largest Banks

Table listing banks: Miners & Mechanics (196 Mil), Bank One (NA), and Ameritrust (NA).

YFAR 2000 POPULATION: 174,970

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Employment Breakdowns

Iron and steel
Chemicals

Table showing employment breakdowns by job description (e.g., Manag/Prof., Tech/Sales/Admin.) and industry (e.g., Manuf., Services).

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

University of Steubenville (1,003)
Bethany (886)

Military Bases

Unemployment

June 79: NA
Dec 82: NA
Sep 83: NA

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

No large local agencies

Heavy Agency
Radio Users

Poor Agency
Radio Users

Most Knowledgeable
Local Media Buyers

Largest Local Radio Accounts

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which
Use Radio Poorly

Highest Billing AM: WSTV
Highest Billing FM: WRKY-F
Highest Billing Station: WRKY-F

Radio Usage by Major Advertising Categories

Financial	4.0	Soft Drinks	4.0	Stereo/Computers/TV	2.5
Fast Foods	4.5	Beer, Wine	4.0	Department/Discount Stores	4.0
Restaurants	2.0	Farm	1.0	Airlines	1.0
Auto Dealers	4.0	Utilities	3.0	Fashion, Clothing Stores	3.0

Source of Regional Dollars

COMPETITIVE MEDIA

Over the Air Television

Part of Wheeling ADI
See Wheeling for stations

Daily Newspapers

Steubenville Herald-Star E/S

Cable Penetration (DMA)

22,485, Thomson

NA
Tele-Communi

Recent Radio Transactions

No major sales since 1977

MISCELLANEOUS COMMENTS

"Steubenville, a place that breathes smoke and fire and exhales great slabs of hot searing steel for the industrial machine of the heartland."

- The Book of America

STOCKTON

1982 SMSA Rank: 112
1983 MSA Rank: 116

1983 ADI Rank: 20
1983 Est Revenue: \$4,700,000
Manager's Market Rating (current): 3.5

Population per Station: 36,000 (10)
Est Rev per Share Point: \$127,717
Manager's Market Rating (future): 4.0

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:		2.7	3.0								
Duncan Media Rev Est:	2.4			3.6	4.3						
Yearly Growth Rate (1978-82):	15.8%										
Projected Revenue Est:						5.0	5.8	6.7	7.7	9.0	10.4
Revenue per Capita:	8.00	8.71	9.38	10.91	11.94						
Yearly Growth Rate (1978-82):	10.6%										
Projected Revenue per Capita:						13.20	14.61	16.15	17.87	19.76	21.85
Resulting Revenue Estimate:						4.8	5.4	6.1	7.0	7.9	9.0
Rev as % of Retail Sales:	0.21	0.21	0.20	0.23	0.25						
Mean % (1978-1982):	0.220										
Resulting Revenue Estimate:						4.2	4.6	5.1	5.5	6.2	6.6
						(See note below)					
MEAN REVENUE ESTIMATES:						4.7	5.3	6.0	6.7	7.7	8.7

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.30	.31	.32	.33	.36	.36	.37	.38	.39	.40	.41
Retail Sales (billions):	1.16	1.3	1.5	1.6	1.7	1.9	2.1	2.3	2.5	2.8	3.0
CSI Household (thousands):	17.1	19.4	21.8	24.4	24.8	--	--	--	--	--	--
Below-the-Line Listening Shares:..	52.5%										
Unlisted Station Listening:..	10.7%										
Total Lost Listening:..	63.2%										
Available Share Points:	36.8										
Number of Viable Stations:	9										
Mean Share Points per Station:	4.09										
Median Share Points per Station:	4.5										
Rev per Available Share Point:	\$127,717										
Estimated Rev for Mean Station:	\$522,364										

5 YEAR GROWTH RATE

82-87
Population: 11.5%
Retail Sales: 66.7%

Median House Value: \$67,472
Median Age: 29.8 years
Median Education: 12.4 years

Largest Banks

Bank of Stockton (400 Mil)
Union (226 Mil)

YEAR 2000 POPULATION: 438,000

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Employment Breakdowns

Agriculture
Government
Glass

Manag/Prof.	25,784 (18.9%)	Services	38,837 (28.5%)
Tech/Sales/Admin.	40,209 (29.5%)	Retail	21,965 (16.1%)
Service	18,385 (13.5%)	Manuf.	21,145 (15.5%)
Farm/Forest/Fish	9,843 (7.2%)	Trans/Comm	11,000 (8.1%)
Precision Prod.	17,296 (12.7%)	Agricult	10,577 (7.8%)
Oper./Fabri/Labor	24,621 (18.1%)	Pub Admin	10,183 (7.5%)

Total Employment: 136,138

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

NOTE: The mean revenue projections for this market may be too high. Use with extreme caution.

Colleges and Universities

University of Pacific (6,026)

Military Bases

Unemployment

June 79: 8.3%
Dec 82: NA
Sep 83: 13.7%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Ken Fong (2 mil, 5%)
Golden Adv. (1 mil, 15%)
Jacobs Adv.
Ad Consultants

Heavy Agency
Radio Users

Poor Agency
Radio Users

Most Knowledgeable
Local Media Buyers

Largest Local Radio Accounts

Big Valley Ford
Hansel Olds/Cadillac
Bank of Stockton

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which
Use Radio Poorly

Food Bank
Knowles

Highest Billing AM: KJOY
Highest Billing FM: KJAX-F
Highest Billing Station: KJOY

Radio Usage by Major Advertising Categories

Financial	4.5	Soft Drinks	4.0
Fast Foods	3.0	Beer, Wine	4.5
Restaurants	2.5	Farm	2.0
Auto Dealers	4.0	Utilities	3.5

Source of Regional Dollars

Stereo/Computers/TV	2.5
Department/Discount Stores	3.5
Airlines	1.5
Fashion, Clothing Stores	2.5

San Francisco
Sacramento
Los Angeles

COMPETITIVE MEDIA

Over the Air Television

Part of Sacramento ADI
See Sacramento for stations

Daily Newspapers

Stockton Record E/S 53,334, Gannett

Cable Penetration (DMA)

NA
Continental

Recent Radio Transactions

1980 KWB \$1,000,000
1983 KWG/KWGF-F Sold to Home News Publ
\$1,218,000

MISCELLANEOUS COMMENTS

SYRACUSE

1982 SMSA Rank: 64
1983 MSA Rank: 71

1983 ADI Rank: 66
1983 Est Revenue: \$9,100,000
Manager's Market Rating (current): 3.0

Population per Station: 32,000 (20)
Est Rev per Share Point: \$111,383
Manager's Market Rating (future): 3.0

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	6.5	7.0	7.3								
Duncan Media Rev Est:				7.8	8.2						
Yearly Growth Rate (1978-82): 5.9%											
Projected Revenue Est:						8.7	9.2	9.7	10.3	10.9	11.6
Revenue per Capita:	10.16	10.77	11.23	12.00	12.81						
Yearly Growth Rate (1978-82): 6.0%											
Projected Revenue per Capita:						13.58	14.39	15.26	16.17	17.14	18.17
Resulting Revenue Estimate:						8.7	9.2	9.8	10.3	11.0	11.6
Rev as % of Retail Sales:	0.33	0.29	0.27	0.26	0.25						
Mean % (1978-1982): 0.267											
Resulting Revenue Estimate:						9.9	10.4	11.4	12.5	13.3	14.1
MEAN REVENUE ESTIMATES:						<u>9.1</u>	<u>9.6</u>	<u>10.3</u>	<u>11.0</u>	<u>11.7</u>	<u>12.4</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.64	.65	.65	.65	.64	.64	.64	.64	.64	.64	.64
Retail Sales (billions):	1.96	2.4	2.7	3.0	3.3	3.7	3.9	4.3	4.7	5.0	5.3
CSI Household (thousands):	18.6	20.5	22.2	24.3	27.0	--	--	--	--	--	--
Below-the-Line Listening Shares:..	5.7%										
Unlisted Station Listening:..	<u>12.6%</u>										
Total Lost Listening:..	<u>18.3%</u>										
Available Share Points:	81.7										
Number of Viable Stations:	13										
Mean Share Points per Station:	6.28										
Median Share Points per Station:	5.8										
Rev per Available Share Point:	\$111,383										
Estimated Rev for Mean Station:	\$699,486										

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	-0.6%
Retail Sales:	62.6%

Median House Value: \$44,915
Median Age: 29.1 years
Median Education: 12.6 years

Largest Banks

Key Bank (631 Mil)
Syracuse Savings (980 Mil)
Onondaga (1.0 Bil)
Merchants (365 Mil)

YEAR 2000 POPULATION: 675,540

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Agway
Crouse-Hinds
Carrols Development

Machinery
Metals
Electronics
Apparel
Agribusiness

Employment Breakdowns

Manag/Prof.	65,288 (23.9%)	Services	85,362 (31.2%)
Tech/Sales/Admin.	88,386 (32.4%)	Manuf.	65,105 (23.9%)
Service	35,785 (13.1%)	Retail	43,038 (15.8%)
Farm/Forest/Fish	4,454 (1.6%)	Trans/Comm	19,819 (7.0%)
Precision Prod.	32,386 (11.9%)	Finan/Ins.	17,547 (6.4%)
Oper./Fabri/Labor	46,595 (17.1%)	Wholesale	13,506 (4.9%)

Total Employment: 272,894

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Syracuse (20,717)

Military Bases

Hancock Field (900)

Unemployment

June 79: 7.1%
Dec 82: 8.4%
Sep 83: 6.4%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Conklin Labs (10 mil, 10%)
Delporte (3 mil, 18%)
Silverman Mower (25 mil, 13%)

Heavy Agency Radio Users

Silverman Mower

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Largest Local Radio Accounts

Large Local Accounts Which Use Radio Poorly

Sears
Wegmans Food & Drug
Channel Home Centers

Market's Radio Strengths

Good programming
Marginal local TV

Highest Billing AM: WHEN or WSYR

Highest Billing FM: WYYY

Highest Billing Station: WHEN or WSYR

Market's Radio Weaknesses

Strong newspaper
Radio stations do not work together
Poorly trained sales staffs
Rate cutting

Radio Usage by Major Advertising Categories

Financial	5.0	Soft Drinks	3.0
Fast Foods	3.0	Beer, Wine	3.0
Restaurants	1.5	Farm	1.0
Auto Dealers	4.0	Utilities	2.5

Stereo/Computers/TV	4.5
Department/Discount Stores	3.5
Airlines	2.0
Fashion, Clothing Stores	2.5

Source of Regional Dollars

Rochester
Buffalo
Albany

COMPETITIVE MEDIA

Over the Air Television

WFWY	Syracuse	43		
WIXT	Syracuse	9	ABC	Ackerly
WSTM	Syracuse	3	NBC	Times-Mirror
WTVH	Syracuse	5	CBS	Meredith

Daily Newspapers

Syracuse Post-Standard	M	78,917	Newhouse
Syracuse Herald-Journal	E	106,443	Newhouse
(Herald-American is Sunday edition)			

Cable Penetration (DMA)
58.8%
Rogers

Recent Radio Transactions

1980	WNDR/WNTQ-F	Sold to McGavren Guild	
			\$1,872,000
1980	WSEN A/F	Sold to Buckley	700,000
1981	WOLF	Sold by Deer River	700,000
1981	WEZG/WSCY-F	Sold to Sky/Foster	
			1,200,000
1982	WSYR A/F	From Newhouse to Katz	
			5,100,000
1983	WKFM-F (Fulton)		NA

MISCELLANEOUS COMMENTS

DFS Test Market

TALLAHASSEE

1982 SMSA Rank: 202
1983 MSA Rank: 188

1983 ADI Rank: 126
1983 Est Revenue: \$4,400,000
Manager's Market Rating (current):3,5

Population per Station: 20,000 (10)
Est Rev per Share Point:\$56,701
Manager's Market Rating (future):4.0

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	1.6	2.2	2.7								
Duncan Media Rev Est:				3.2	3.6						
Yearly Growth Rate (1978-82): 20.2%											
Projected Revenue Est:						4.3	5.2	6.3	7.5	9.0	10.9
Revenue per Capita:	11.43	14.67	18.00	20.00	21.18						
Yearly Growth Rate (1978-82): 17.0%											
Projected Revenue per Capita:						24.78	28.99	33.92	39.69	46.43	54.32
Resulting Revenue Estimate:						5.0	6.1	7.1	8.7	10.7	12.5
Rev as % of Retail Sales:	0.25	0.31	0.35	0.36	0.36						
Mean % (1978-1982): 0.334											
Resulting Revenue Estimate:						4.0	4.3	5.0	5.3	6.0	6.7
					(See note below)						
					MEAN REVENUE ESTIMATES:	<u>4.4</u>	<u>5.2</u>	<u>6.1</u>	<u>7.2</u>	<u>8.6</u>	<u>10.0</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.14	.15	.15	.16	.17	.20	.21	.21	.22	.23	.23
Retail Sales (billions):	.63	.7	.8	.9	1.0	1.2	1.3	1.5	1.6	1.8	2.0
CSI Household (thousands):	17.0	18.2	19.4	21.6	23.7	--	--	--	--	--	--
Below-the-Line Listening Shares:..	7.6%										
Unlisted Station Listening:..	14.8%										
Total Lost Listening:..	22.4%										
Available Share Points:	77.6										
Number of Viable Stations:	4										
Mean Share Points per Station:	8.62										
Median Share Points per Station:	7.6										
Rev per Available Share Point:	\$56,701										
Estimated Rev for Mean Station:	\$488,763										

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	12.5%
Retail Sales:	87.0%

Median House Value: \$49,489
Median Age: 26.1 years
Median Education: 13.0 years

Largest Banks

Capital City (167 Mil)
Lewis (88 Mil)
Florida State (50 Mil)
Flagship (37 Mil)

YEAR 2000 POPULATION: 263,000

COMMERCE AND INDUSTRY

Important Businesses
and Industries

Major Corporations

Mobile Home Ind.

Employment Breakdowns

Government	Manag/Prof.	24,455 (31.3%)	Services	27,019 (34.6%)
Wood products	Tech/Sales/Admin.	29,629 (38.0%)	Pub Admin	17,119 (21.9%)
Boats	Service	9,872 (12.7%)	Retail	13,141 (16.8%)
	Farm/Forest/Fish	1,281 (1.6%)	Construct	4,868 (6.2%)
	Precision Prod.	6,699 (8.6%)	Finan/Ins.	4,517 (5.8%)
	Oper./Fabri/Labor	6,095 (7.8%)	Trans/Comm	4,229 (5.4%)

Total Employment: 78,031

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

NOTE: The mean revenue projections for this market may be too high. Use with extreme caution.

Colleges and Universities

Florida State (22,424)
Florida Ag & Mech (5,377)

Military Bases

Unemployment

June 79: NA
Dec 82: 5.3%
Sep 83: 4.6%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Financial Marketing (1 mil, 9%)
Pruitt Humphress

Heavy Agency
Radio Users

Poor Agency
Radio Users

Most Knowledgeable
Local Media Buyers

Largest Local Radio Accounts

McDonalds

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which
Use Radio Poorly

Capitol City Bank Group
Tallahassee Ford

Highest Billing AM: No consensus
Highest Billing FM: WGLF-F
Highest Billing Station: WGLF-F

Radio Usage by Major Advertising Categories

Financial	2.0	Soft Drinks	2.5	Stereo/Computers/TV	2.5
Fast Foods	4.0	Beer, Wine	4.5	Department/Discount Stores	3.0
Restaurants	3.5	Farm	1.0	Airlines	2.5
Auto Dealers	2.0	Utilities	2.0	Fashion, Clothing Stores	3.0

Source of Regional Dollars

COMPETITIVE MEDIA

Over the Air Television

WCTV Thomasville 6 CBS
WECA Tallahassee 27 ABC
WTWC Tallahassee 40

Daily Newspapers

Tallahassee Democrat M/S 51,125, Knight-Rid

Cable Penetration (DMA)
46.9%
Group W

Recent Radio Transactions

1983 WQWD-F From Negrin to McCrudden \$1,470,000
1983 WKQE/WBGM-F From Forward to Ginsburg 1,575,500
1983 WMNX-F From Broaddus to ACT 950,000

MISCELLANEOUS COMMENTS

"Tallahassee, Florida's charming old capital city has also hummed in recent years."

- The Book of America

TAMPA-ST. PETE

1982 SMSA Rank: 23
1983 MSA Rank: 21

1983 ADI Rank: 17
1983 Est Revenue: \$30,200,000
Manager's Market Rating (current): 4.5

Population per Station: 79,545 (22)
Est Rev per Share Point: \$342,792
Manager's Market Rating (future): 4.8

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	13.9	15.6	19.6								
Duncan Media Rev Est:				23.2	27.5						
Yearly Growth Rate (1978-82):	18.6%										
Projected Revenue Est:						32.6	38.7	45.9	54.4	64.5	76.5
Revenue per Capita:	9.52	10.76	13.61	14.50	15.71						
Yearly Growth Rate (1978-82):	13.6%										
Projected Revenue per Capita:						17.84	20.27	23.03	26.16	29.72	33.76
Resulting Revenue Estimate:						31.2	36.5	42.4	49.4	56.2	63.8
Rev as % of Retail Sales:	0.24	0.24	0.27	0.27	0.31						
Mean % (1978-1982):	0.266										
Resulting Revenue Estimate:						26.9	30.6	35.1	39.4	43.1	46.8
MEAN REVENUE ESTIMATES:						<u>30.2</u>	<u>35.3</u>	<u>41.1</u>	<u>47.7</u>	<u>54.6</u>	<u>62.4</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	1.46	1.45	1.44	1.60	1.65	1.75	1.80	1.84	1.89	1.94	1.98
Retail Sales (billions):	5.8	6.5	7.3	8.6	8.9	10.1	11.5	13.2	14.8	16.2	17.6
CSI Household (thousands):	15.1	15.8	16.6	19.4	21.1	--	--	--	--	--	--
Below-the-Line Listening Shares:..	2.9%										
Unlisted Station Listening:..	9.0%										
Total Lost Listening:..	11.9%										
Available Share Points:	88.1										
Number of Viable Stations:	19										
Mean Share Points per Station:	4.64										
Median Share Points per Station:	3.5										
Rev per Available Share Point:	\$342,792										
Estimated Rev for Mean Station:	\$1,590,556										

5 YEAR GROWTH RATE

82-87
Population: 13.4%
Retail Sales: 84.7%

Median House Value: \$48,245
Median Age: 38.4 years
Median Education: 12.4 years

Largest Banks

First Florida (1.4 Bil)
Barnett (500 Mil)
Ellis (400 Mil)
Sun Bank (170 Mil)
Flagship (450 Mil)
Landmark (457 Mil)

YEAR 2000 POPULATION: 2,276,000

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Jim Walter
American Shipbuilding
Crown Industries
Key Energy
Milton Roy
Jack Eckerd

Employment Breakdowns

Manag/Prof.	137,728 (22.4%)	Services	185,717 (30.3%)
Tech/Sales/Admin.	204,392 (33.3%)	Retail	124,271 (20.2%)
Service	87,012 (14.2%)	Manuf.	84,475 (13.8%)
Farm/Forest/Fish	13,889 (22.6%)	Construct	50,014 (8.1%)
Precision Prod.	83,139 (13.5%)	Finan/Ins.	49,175 (8.0%)
Oper./Fabri/Labor	87,648 (14.3%)	Trans/Com	46,374 (7.7%)

Total Employment: 613,808

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

University of South Florida (25,054)
University of Tampa (2,600)

Military Bases

MacDill AFB (6,200)

Unemployment

June 79: 5.1%
Dec 82: 5.3%
Sep 83: 4.6%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Louis Benito (18 mil, 15%)
Cedar Hames
Ensslin & Shall (11 mil, 6%)
Tully Menard
Zemp/Y&R (38 mil, 16%)
Landers & Partners

Heavy Agency Radio Users

Louis Benito
Zemp
Cedar Hames

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Largest Local Radio Accounts

McDonalds
Publix

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which Use Radio Poorly

Winn-Dixie
Eckerd Drugs
Jewel T.

Highest Billing AM: WDAE

Highest Billing FM: WRBQ-F

Highest Billing Stations: WRBQ-F

Radio Usage by Major Advertising Categories

Financial	4.3	Soft Drinks	3.8
Fast Foods	3.8	Beer, Wine	3.5
Restaurants	2.8	Farm	1.0
Auto Dealers	3.5	Utilities	2.0

Source of Regional Dollars

Stereo/Computers/TV	4.3
Department/Discount Stores	3.8
Airlines	3.0
Fashion, Clothing Stores	2.3

Miami
Orlando
Atlanta

COMPETITIVE MEDIA

Over the Air Television

WXFL	Tampa	8	NBC	Media General
WFTS	Tampa	28		
WTOG	St. Pete	44		Hubbard
WTSP	St. Pete	10	ABC	Gulf
WTVT	Tampa	13	CBS	Gaylord

Daily Newspapers

Tampa Tribune	AD/S	191,389	Media General
St. Pete Times	M/S	246,783	
St. Pete Independent	E	37,918	

Cable Penetration (DMA)
36.5%
Group W,
Storer

Recent Radio Transactions

1980	WIFI-F	From Rounsaville to Gannett	\$4,000,000
1980	WTAN	Sold by BENI	575,000
1980	WCKX-F	From BENI to Metroplex	4,000,000
1981	WWBA-F	From Winton to Metromedia	7,000,000
1982	WFLA/WOJC-F	From Media General to Blair	14,000,000
1983	WWQT/WHBS-F	(Holiday)	1,275,000
1983	WPLP		1,000,000+

MISCELLANEOUS COMMENTS

"Tampa, western Florida's biggest town, is essentially an industrial and distribution center, quite unlike most Florida cities."
- The Book of America

TERRE HAUTE

1982 SMSA Rank: 195
1983 MSA Rank: 247

1983 ADI Rank: 124
1983 Est Revenue: \$3,000,000
Manager's Market Rating (current): 3.0

Population per Station: 16,364 (11)
Est Rev per Share Point: \$34,682
Manager's Market Rating (future): 3.5

REVENUE HISTORY AND PROJECTIONS*

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	1.9	2.2	2.3								
Duncan Media Rev Est:				2.5	2.8						
Yearly Growth Rate (1978-82): 10.2%											
Projected Revenue Est:						3.1	3.4	3.7	4.1	4.6	5.0
Revenue per Capita:	11.18	12.94	13.53	14.71	15.55						
Yearly Growth Rate (1978-82): 8.7%											
Projected Revenue per Capita:						16.90	18.37	19.97	21.71	23.60	25.65
Resulting Revenue Estimate:						3.0	3.3	3.6	3.9	4.2	4.6
Rev as % of Retail Sales:	0.26	0.27	0.29	0.28	0.28						
Mean % (1978-1982): 0.276											
Resulting Revenue Estimate:						3.0	3.6	3.9	4.4	4.7	5.2
<u>MEAN REVENUE ESTIMATES:</u>						<u>3.0</u>	<u>3.4</u>	<u>3.7</u>	<u>4.1</u>	<u>4.5</u>	<u>4.9</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.17	.17	.17	.17	.18	.18	.18	.18	.18	.18	.18
Retail Sales (billions):	.72	.8	.8	.9	1.0	1.1	1.3	1.4	1.6	1.7	1.8
CSI Household (thousands):	15.4	16.7	18.1	20.2	20.7	--	--	--	--	--	--
Below-the-Line Listening Shares:..	4.2%										
Unlisted Station Listening:..	9.3%										
Total Lost Listening:..	13.5%										
Available Share Points:	86.5										
Number of Viable Stations:	8										
Mean Share Points per Station:	10.81										
Median Share Points per Station:	9.3										
Rev per Available Share Point:	\$34,682										
Estimated Rev for Mean Station:	\$374,913										

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	1.3%
Retail Sales:	71.0%

Median House Value: \$26,279
Median Age: 30.7 years
Median Education: 12.4 years

Largest Banks

First National (433 Mil)
Merchants (213 Mil)
Indiana State (84 Mil)

YEAR 2000 POPULATION: 182,940

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Employment Breakdowns

Records
Machinery

Manag/Prof.	13,466 (18.3%)	Services	20,697 (28.2%)
Tech/Sales/Admin.	20,790 (28.3%)	Manuf.	18,853 (25.7%)
Service	10,627 (14.5%)	Retail	12,971 (17.7%)
Farm/Forest/Fish	1,940 (2.6%)	Trans/Comm	4,941 (6.7%)
Precision Prod.	9,890 (13.5%)	Construct	4,209 (5.7%)
Oper./Fabri/Labor	16,674 (22.7%)	Pub Admin	2,878 (3.9%)

Total Employment: 73,387

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Indiana State (12,367)
Wabash Valley (1,355)

Military Bases

Unemployment

June 79: 7.7%
Dec 82: 12.6%
Sep 83: 10.6%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

No major agencies

Heavy Agency Radio Users

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Largest Local Radio Accounts

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which Use Radio Poorly

Highest Billing AM: WBOW
Highest Billing FM: ?
Highest Billing Station: ?

Radio Usage by Major Advertising Categories

Financial	3.5	Soft Drinks	4.0	Stereo/Computers/TV	3.0
Fast Foods	4.0	Beer, Wine	3.5	Department/Discount Stores	4.0
Restaurants	2.0	Farm	1.7	Airlines	1.0
Auto Dealers	4.0	Utilities	2.0	Fashion, Clothing Stores	3.0

Source of Regional Dollars

COMPETITIVE MEDIA

Over the Air Television

WBAK	Terre Haute	38	ABC	Bahakel
WTHI	Terre Haute	10	CBS	
WTWO	Terre Haute	2	NBC	Glazer

Daily Newspapers

Terre Haute Star	M	20,637
Terre Haute Tribune	E/S	16,116

Cable Penetration (DMA)
42.0%
ATC

Recent Radio Transactions

1982	WBOW/WZZQ-F	From Quincy to Contemp. Media	\$750,000
1982	WPFR-F	From Bud Walters to Oak Ridge Boys	577,500
1982	WPFR	Sold to Oak Ridge Boys	200,000

MISCELLANEOUS COMMENTS

"... a rundown Wabash River city with a spicy past."
- The Book of America
*Terre Haute's 1983 MSA and 1982 SMSA differ. The 1982 SMSA is used for projections and estimates.

TOLEDO

1982 SMSA Rank: 54
1983 MSA Rank: 73

1983 ADI Rank: 60
1983 Est Revenue: \$11,700,000
Manager's Market Rating (current): 2.3

Population per Station: 60,769 (13)
Est Rev per Share Point: \$165,957
Manager's Market Rating (future): 3.3

REVENUE HISTORY AND PROJECTIONS*

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	9.0	9.0	9.3								
Duncan Media Rev Est:				10.2	10.9						
Yearly Growth Rate (1978-82): 5.0%											
Projected Revenue Est:						11.4	12.0	12.6	13.2	13.9	14.6
Revenue per Capita:	11.39	11.39	11.93	13.08	13.97						
Yearly Growth Rate (1978-82): 5.3%											
Projected Revenue per Capita:						14.71	15.49	16.31	17.18	18.09	19.04
Resulting Revenue Estimate:						11.6	12.2	13.0	13.7	14.4	15.2
Rev as % of Retail Sales:	0.30	0.28	0.28	0.28	0.28						
Mean % (1978-1982): 0.284											
Resulting Revenue Estimate:						12.2	13.3	14.5	15.6	16.7	17.8
MEAN REVENUE ESTIMATES:						<u>11.7</u>	<u>12.5</u>	<u>13.4</u>	<u>14.2</u>	<u>15.0</u>	<u>15.9</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.79	.79	.78	.78	.78	.79	.79	.80	.80	.80	.80
Retail Sales (billions):	3.0	3.2	3.4	3.7	3.9	4.3	4.7	5.1	5.5	5.9	6.3
CSI Household (thousands):	20.9	22.2	23.6	26.1	27.9	--	--	--	--	--	--
Below-the-Line Listening Shares:..	16.2%										
Unlisted Station Listening:..	13.3%										
Total Lost Listening:..	29.5%										
Available Share Points:	70.5										
Number of Viable Stations:	9										
Mean Share Points per Station:	7.83										
Median Share Points per Station:	7.5										
Rev per Available Share Point:	\$165,957										
Estimated Rev for Mean Station:	\$1,299,446										

	<u>Racial Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels (%)</u>
White	89.4	< 10	26.1	5 years or less
Black	8.6	10-20	27.7	1.9
Hispanic	2.5	20-35	32.3	High School Grad
Other	---	35-50	9.7	67.3
		50+	4.2	4 or more years of college

5 YEAR GROWTH RATE

<u>82-87</u>	Population: 1.3%	Median House Value: \$48,071	<u>Largest Banks</u>
Retail Sales: 52.5%	Median Age: 28.7 years	Median Education: 12.4 years	First National (600 Mil)
			Ohio Citizens (710 Mil)
			Toledo Trust (1.2 Bil)

YEAR 2000 POPULATION: 860,070

COMMERCE AND INDUSTRY

<u>Important Businesses and Industries</u>	<u>Major Corporations</u>	<u>Employment Breakdowns</u>
Automotive	Owens-Illinois	Manag/Prof. 69,830 (21.6%)
Glass	Dana	Services 94,272 (29.1%)
Machinery	Owens-Corning	Tech/Sales/Admin. 91,826 (28.3%)
Transportation	Libbey-Owens-Ford	Service 45,073 (13.9%)
	Champion Spark Plug	Farm/Forest/Fish 5,096 (1.6%)
	Sheller-Globe	Precision Prod. 44,836 (13.8%)
	Questor	Oper./Fabri/Labor 67,284 (20.8%)
		Wholesale 14,009 (4.3%)
		Total Employment: 323,945

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

University of Toledo (20,270)

Military Bases

Unemployment

June 79: 6.8%
Dec 82: NA
Sep 83: 11.6%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies ***

Widerschein (14 mil, 2%)
Wendt Rotsinger (10%)
Marketing Comm (3 mil, 10%)
Mervin Levey (8 mil, 5%)

Heavy Agency Radio Users

Hart & Associates
Wendt, Rotsinger
Fahlgren, Ferriss

Poor Agency Radio Users

Kenny & Assoc.
Ken Orwig Co.

Most Knowledgeable Local Media Buyers

Carol Peter - Widerschein
Joe Minnick - Fahlgren
Mac Logan - Martz & Shaw

Largest Local Radio Accounts

McDonalds
First Federal S&L

Market's Radio Strengths

Radio is respected by local retailers

Toledo "booms" during strong national economy

Radio is sold "aggressively if not always professionally."

Local newspaper is not very aggressive

Market's Radio Weaknesses

Stations do not work together

Local economy is geared to the automotive segment

Radio and TV are both underpriced

Unprofessional management and sales forces at several stations

Spill-in of Detroit radio

Large Local Accounts Which Use Radio Poorly

Macy's Dept. Store
Sears

Highest Billing AM: WSPD
Highest Billing FM: WLQR or WIOT
Highest Billing Station: WSPD (?)

Radio Usage by Major Advertising Categories

Financial	4.3	Soft Drinks	2.7	Stereo/Computers/TV	3.0
Fast Foods	3.7	Beer, Wine	3.0	Department/Discount Stores	2.0
Restaurants	1.7	Farm	2.0	Airlines	2.3
Auto Dealers	3.7	Utilities	2.7	Fashion, Clothing Stores	2.3

Source of Regional Dollars

Detroit
Cleveland

COMPETITIVE MEDIA

Over the Air Television

WDHO Toledo 24 ABC
WTOL Toledo 11 CBS Cosmos
WTVG Toledo 13 NBC Storer

Daily Newspapers

Toledo Blade E/S 163,320, Block

Cable Penetration (DMA)

44.0%
Toledo Blade (Block)

Recent Radio Transactions

1983 WLQR-F From Susquehanna to WOOD \$3,350,000

MISCELLANEOUS COMMENTS

"In the early 1980's Toledo was wracked by simultaneous pain and progress."

*** Additional ad agencies

Flournoy & Gibbs (4 mil, 5%)
Company Carr (2 mil, 25%)
Fahlgren, Ferriss (branch office)

- The Book of America

*Toledo's 1983 MSA and 1982 SMSA differ. The 1982 SMSA is used for projections and estimates.

TOPEKA

1982 SMSA Rank: 184
1983 MSA Rank: 230

1983 ADI Rank: 145
1983 Est Revenue: \$4,800,000
Manager's Market Rating (current): 4.0

Population per Station: 21,111 (9)
Est Rev per Share Point: \$65,934
Manager's Market Rating (future): 3.0

REVENUE HISTORY AND PROJECTIONS*

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	3.5	3.8	3.7								
Duncan Media Rev Est:				4.3	4.5						
Yearly Growth Rate (1978-82): 6.7%											
Projected Revenue Est:						4.8	5.1	5.5	5.8	6.2	6.6
Revenue per Capita:	18.42	20.00	19.47	22.63	23.68						
Yearly Growth Rate (1978-82): 6.7%											
Projected Revenue per Capita:						25.26	26.98	28.79	30.71	32.77	34.97
Resulting Revenue Estimate:						4.8	5.1	5.5	5.8	6.2	7.0
Rev as % of Retail Sales:	0.49	0.48	0.50	0.48	0.50						
Mean % (1978-1982): 0.490											
Resulting Revenue Estimate:						4.9	5.4	5.9	6.4	6.9	7.3
<u>MEAN REVENUE ESTIMATES:</u>						<u>4.8</u>	<u>5.2</u>	<u>5.6</u>	<u>6.0</u>	<u>6.4</u>	<u>7.0</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.19	.19	.19	.19	.19	.19	.19	.19	.19	.19	.20
Retail Sales (billions):	.71	.8	.8	.9	.9	1.0	1.1	1.2	1.3	1.4	1.5
CSI Household (thousands):	17.6	20.0	22.4	23.7	25.3	--	--	--	--	--	--
Below-the-Line Listening Shares:..	18.4%										
Unlisted Station Listening:..	8.8%										
Total Lost Listening:..	27.2%										
Available Share Points:	72.8										
Number of Viable Stations:	8										
Mean Share Points per Station:	9.10										
Median Share Points per Station:	7.7										
Rev per Available Share Point:	\$65,934										
Estimated Rev for Mean Station:	\$600,000										
<u>5 YEAR GROWTH RATE</u>											
	<u>82-87</u>										
Population:	3.1%										
Retail Sales:	57.8%										

Median House Value: \$43,513
Median Age: 30.7 years
Median Education: 12.6 years

Largest Banks
Merchants (232 Mil)
First National (350 Mil)
Commerce (108 Mil)
Highland Park (68 Mil)
Fidelity (56 Mil)

YEAR 2000 POPULATION: 214,640

COMMERCE AND INDUSTRY

Important Businesses and Industries
Government
Printing
Food processing
Agribusiness

Major Corporations
Mid-West Ind.
Brock Hotel

Employment Breakdowns

Manag/Prof.	20,675 (23.2%)	Services	27,566 (30.9%)
Tech/Sales/Admin.	30,613 (34.3%)	Retal	13,018 (14.6%)
Service	11,791 (13.2%)	Manuf.	12,531 (14.0%)
Farm/Forest/Fish	2,302 (2.6%)	Trans/Comm	9,615 (10.8%)
Precision Prod.	10,455 (11.7%)	Pub Admin	8,453 (9.5%)
Oper./Fabri/Labor	13,356 (15.0%)	Finan/Ins.	6,591 (7.4%)

Total Employment: 89,192

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Washburn (5,883)

Military Bases

Unemployment

June 79: 4.9%
Dec 82: 7.3%
Sep 83: 6.1%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Baranski (1 mil, 20%)
Patterson (4 mil, 20%)
Harry Turner (2 mil)
Emerson Nichols
Exceptional Adv.

Heavy Agency Radio Users

Patterson
Emerson Nichols

Poor Agency Radio Users

Ad Mark
Creative Productions

Most Knowledgeable Local Media Buyers

Dottie Page - Patterson

Largest Local Radio Accounts

Capitol Federal
Richman Gordman
Konlans Furniture

Market's Radio Strengths

Stable economy
Good revenue for a market of this size

Market's Radio Weaknesses

Low rate base and rate cutting
Sales turnover
Lack of quality commercial production

Large Local Accounts Which Use Radio Poorly

Macy's
McDonalds
K Mart
Falley's Foods

Highest Billing AM: WIBW

Highest Billing FM: KTPK-F

Highest Billing Station: WIBW

Radio Usage by Major Advertising Categories

Financial	4.5	Soft Drinks	4.5	Stereo/Computers/TV	3.0
Fast Foods	4.0	Beer, Wine	4.0	Department/Discount Stores	3.0
Restaurants	2.0	Farm	3.0	Airlines	2.0
Auto Dealers	4.0	Utilities	3.0	Fashion, Clothing Stores	3.0

Source of Regional Dollars

Kansas City
St. Louis

COMPETITIVE MEDIA

Over the Air Television

KLDH	Topeka	49		
KSNT	Topeka	27	NBC	Ralph Wilson
WIBW	Topeka	13	CBS	Stauffer

Daily Newspapers

Topeka Capital-Journal M/S 68,791, Stauffer

Cable Penetration (DMA)
62.9%
Horizon

Recent Radio Transactions

1982 WREN \$1,075,000

MISCELLANEOUS COMMENTS

*Topeka's 1983 MSA and 1982 SMSA differ. The 1982 SMSA is used for projections and estimates.

TUCSON

1982 SMSA Rank: 75
1983 MSA Rank: 80

1983 ADI Rank: 85
1983 Est Revenue: \$9,600,000
Manager's Market Rating (current): 2.5

Population per Station: 36,250 (16)
Est Rev per Share Point: \$106,667
Manager's Market Rating (future): 3.5

REVENUE HISTORY AND PROJECTIONS*

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	5.1	6.6	7.8								
Duncan Media Rev Est:				8.4	9.0						
Yearly Growth Rate (1978-82):	11.0%										
Projected Revenue Est:						10.0	11.1	12.3	13.7	15.2	16.8
Revenue per Capita:	10.85	14.04	16.25	15.56	16.07						
Yearly Growth Rate (1978-82):	4.1%										
Projected Revenue per Capita:						16.73	17.41	18.13	18.87	19.65	20.45
Resulting Revenue Estimate:						9.7	10.3	11.1	11.7	12.6	13.7
Rev as % of Retail Sales:	0.28	0.31	0.32	0.30	0.32						
Mean % (1978-1982):	0.306										
Resulting Revenue Estimate:						9.2	10.1	11.0	11.9	13.2	14.1
<u>MEAN REVENUE ESTIMATES:</u>						<u>9.6</u>	<u>10.5</u>	<u>11.5</u>	<u>12.4</u>	<u>13.7</u>	<u>14.9</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.47	.47	.48	.54	.56	.58	.59	.61	.62	.64	.67
Retail Sales (billions):	1.8	2.1	2.4	2.8	2.8	3.0	3.3	3.6	3.9	4.3	4.6
CSI Household (thousands):	16.9	17.9	20.0	21.8	23.6	--	--	--	--	--	--
Below-the-Line Listening Shares:..	1.2%										
Unlisted Station Listening:..	8.8%										
Total Lost Listening:..	10.0%										
Available Share Points:	90.0										
Number of Viable Stations:	15										
Mean Share Points per Station:	6.00										
Median Share Points per Station:	5.6										
Rev per Available Share Point:	\$106,667										
Estimated Rev for Mean Station:	\$640,000										

5 YEAR GROWTH RATE

82-87
Population: 14.5%
Retail Sales: 68.0%

Median House Value: \$68,063
Median Age: 29.5 years
Median Education: 12.7 years

Largest Banks

Valley Nat. (NA)
First Interstate (NA)
Arizona Bank (NA)
United Bank (NA)
Union Bank (100 Mil)

YEAR 2000 POPULATION: 815,290

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Sundt Corp.

Employment Breakdowns

Manag/Prof.	58,390 (26.5%)	Services	77,753 (35.3%)
Tech/Sales/Admin.	67,648 (30.7%)	Retail	40,226 (18.3%)
Service	31,870 (14.5%)	Manuf.	22,861 (10.4%)
Farm/Forest/Fish	3,285 (1.5%)	Construct	17,051 (7.7%)
Precision Prod.	31,668 (14.4%)	Finan/RE	13,717 (6.2%)
Oper./Fabri/Labor	27,320 (12.4%)	Trans/Com	13,456 (6.1%)

Total Employment: 220,181

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

University of Arizona (31,119)

Military Bases

Davis-Monthan AFB (5,600)

Unemployment

June 79: 4.9%
Dec 82: 10.3%
Sep 83: 8.6%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Taylor Adv. (15 mil, 1%)
Wettstein Adv.
Owens & Assoc.
Miles & Assoc.

Heavy Agency Radio Users

Wettstein
Owens & Assoc.

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Terry VanTaggi - Wettstein
Elaine - Duvall

Largest Local Radio Accounts

Coca Cola
Mervyns Dept. Store
Levitz Furniture

Market's Radio Strengths

Good growth market
AM is strong and viable

Market's Radio Weaknesses

Cheap TV rates
Low power of stations - poor coverage outside metro
Low rates - particularly for bottom ranked stations

Large Local Accounts Which Use Radio Poorly

Payless Food Markets
Royal Buick
Payless Cashways
Appliance TV Centers

Highest Billing AM: KCUB
Highest Billing FM: KWFM-F
Highest Billing Station: KCUB

Radio Usage by Major Advertising Categories

Financial	4.5	Soft Drinks	4.0	Stereo/Computers/TV	2.5
Fast Foods	4.0	Beer, Wine	4.0	Department/Discount Stores	4.0
Restaurants	2.0	Farm	1.0	Airlines	4.0
Auto Dealers	4.0	Utilities	2.0	Fashion, Clothing Stores	3.5

Source of Regional Dollars

Phoenix
Los Angeles

COMPETITIVE MEDIA

Over the Air Television

KGUN	Tucson	9	ABC	May
KOLD	Tucson	13	CBS	Detroit News
KVOA	Tucson	4	NBC	
KZAZ	Nogales	11		

Daily Newspapers

Arizona Daily Star	M/S	81,432, Pulitzer
Tucson Citizen	E	63,052, Gannett
JOA		

Cable Penetration (DMA)

24.4%

Recent Radio Transactions

1981	KWFM-F	Sold to Sandusky	\$2,000,000
1981	KEVT		1,007,000
1981	KXEW		1,325,000
1983	KVOI		990,000
1983	KNDE-F	From Kandel to Rex	2,650,000
1983	KTUC	Sold by Kandel	893,000
1983	KWFM-F	From Sandusky to Behan	4,200,000

MISCELLANEOUS COMMENTS

*Growth rates calculated by using 1979 to 1982 as a base.

TULSA

1982 SMSA Rank: 59
1983 MSA Rank: 66

1983 ADI Rank: 57
1983 Est Revenue: \$15,500,000
Manager's Market Rating (current): 4.0

Population per Station: 38,333 (18)
Est Rev per Share Point: \$167,206
Manager's Market Rating (future): 5.0

REVENUE HISTORY AND PROJECTIONS*

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	8.0	9.1	10.7								
Duncan Media Rev Est:				12.2	13.9						
Yearly Growth Rate (1978-82): 14.2%											
Projected Revenue Est:						15.9	18.1	20.7	23.6	27.0	30.8
Revenue per Capita:	13.11	14.92	16.72	18.48	19.58						
Yearly Growth Rate (1978-82): 10.6%											
Projected Revenue per Capita:						21.66	23.95	26.50	29.30	32.41	35.85
Resulting Revenue Estimate:						14.9	17.0	19.3	22.0	25.0	28.3
Rev as % of Retail Sales:	0.33	0.35	0.37	0.37	0.41						
Mean % (1978-1982): 0.366											
Resulting Revenue Estimate:						15.7	18.3	20.9	24.2	27.5	30.4
MEAN REVENUE ESTIMATES:						<u>15.5</u>	<u>17.8</u>	<u>20.3</u>	<u>23.3</u>	<u>26.5</u>	<u>29.8</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.61	.61	.64	.66	.71	.69	.71	.73	.75	.77	.79
Retail Sales (billions):	2.4	2.6	2.9	3.3	3.8	4.3	5.0	5.7	6.6	7.5	8.3
CSI Household (thousands):	17.6	18.9	21.4	22.0	29.3	--	--	--	--	--	--
Below-the-Line Listening Shares:..	0.4%										
Unlisted Station Listening:..	6.9%										
Total Lost Listening:..	7.3%										
Available Share Points:	92.7										
Number of Viable Stations:	14										
Mean Share Points per Station:	6.62										
Median Share Points per Station:	6.3										
Rev per Available Share Point:	\$167,206										
Estimated Rev for Mean Station:	\$1,106,904										

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	13.5%
Retail Sales:	90.3%

Median House Value: \$44,713
Median Age: 29.9 years
Median Education: 12.6 years

Largest Banks

Bank of Oklahoma	(1.5 Bil)
First Tulsa	(1.3 Bil)
Fourth Nat.	(376 Mil)
Utica Nat.	(371 Mil)
F & M	(272 Mil)
Bank of Commerce	(260 Mil)

YEAR 2000 POPULATION: 842,210

COMMERCE AND INDUSTRY

Important Businesses and Industries

Oil
Transportation
Aerospace

Major Corporations

Phillips Petro.
Cities Services
Williams Co.
MAPCO
Telex Corp.
Dalco Petroleum

Employment Breakdowns

Manag/Prof.	73,083 (22.8%)	Services	84,776 (26.4%)
Tech/Sales/Admin.	105,650 (32.9%)	Manuf.	67,371 (21.0%)
Service	35,974 (11.2%)	Retail	49,875 (15.6%)
Farm/Forest/Fish	4,305 (1.3%)	Trans/Comm	29,224 (9.1%)
Precision Prod.	49,916 (15.6%)	Construct	22,526 (7.0%)
Oper./Fabri/Labor	51,711 (16.1%)	Finan/Ins.	19,499 (6.1%)

Total Employment: 320,639

NOTE: Column on left is employment by job description or occupation. Column on right is employment by occupation.

Colleges and Universities

University of Tulsa (6,265)
Oral Roberts (2,836)

Military Bases

Unemployment

June 79: 3.4%
Dec 82: 7.5%
Sep 83: 9.2%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Advertising Inc. (22 mil, 15%)
Hinkle Brown (5 mil, 15%)
Hood Hope (28 mil, 5%)
Jim Ross Co.

Heavy Agency Radio Users

Advertising Inc.
Hinkle Brown
Brothers Co.

Poor Agency Radio Users

No Consensus

Most Knowledgeable Local Media Buyers

Julie Garland - Brothers

Largest Local Radio Accounts

Safeway
McDonalds
Coors

Market's Radio Strengths

Strong growth market
Affluent and well educated population
Good rate base and rate leaders
Stations have strong community involvement

Market's Radio Weaknesses

Some rate cutting
Many oil related businesses do not need to use mass media advertising

Large Local Accounts Which Use Radio Poorly

John Brown
Williams Co.
Skaggs Alpha Beta

Highest Billing AM: KVOO or KRMG

Highest Billing FM: KRAV-F

Highest Billing Station: KRAV-F

Radio Usage by Major Advertising Categories

Financial	3.0	Soft Drinks	3.0
Fast Foods	4.5	Beer, Wine	3.0
Restaurants	4.0	Farm	1.5
Auto Dealers	4.0	Utilities	3.0

Stereo/Computers/TV	3.0
Department/Discount Stores	3.0
Airlines	3.5
Fashion, Clothing Stores	3.5

Source of Regional Dollars

Oklahoma City
Dallas
Houston

COMPETITIVE MEDIA

Over the Air Television

KGCT	Tulsa	41		
KJRH	Tulsa	2	NBC	Scripps-Howard
KOKI	Tulsa	23		
KOTV	Tulsa	6	CBS	Belo
KTUL	Tulsa	8	ABC	Allbritton

Daily Newspapers

Tulsa World	M/S	129,848
Tulsa Tribune	E	75,466
	JOA	

Cable Penetration (DMA)

51.9%

Recent Radio Transactions

1980	KBEZ-F	Sold to Mid America	\$3,000,000
1980	KAKC		1,107,000
1981	KWEN-F	From Ron Curtis to Katz	3,050,000
1982	KMYO-F	Sold to Signal	650,000

MISCELLANEOUS COMMENTS

DFS Test Market

*There was probably a change in the MSA versus the SMSA. I used the MSA figures for projections and estimates.

UTICA-ROME

1982 SMSA Rank: 123
1983 MSA Rank: 131

1983 ADI Rank: 158
1983 Est Revenue: \$4,800,000
Manager's Market Rating (current): 3,0

Population per Station: 18,824 (17)
Est Rev per Share Point: \$60,914
Manager's Market Rating (future): 3,5

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	2.9	3.6	3.8								
Duncan Media Rev Est:				4.2	4.4						
Yearly Growth Rate (1978-82): 11.2%											
Projected Revenue Est:						4.9	5.4	6.0	6.7	7.5	8.3
Revenue per Capita:	8.79	11.25	11.88	12.73	13.75						
Yearly Growth Rate (1978-82): 12.1%											
Projected Revenue per Capita:						15.41	17.28	19.37	21.71	24.34	27.28
Resulting Revenue Estimate:						4.9	5.5	6.0	6.7	7.5	8.4
Rev as % of Retail Sales:	0.32	0.33	0.30	0.30	0.31						
Mean % (1978-1982): 0.312											
Resulting Revenue Estimate:						4.7	5.0	5.6	6.6	7.2	7.8
MEAN REVENUE ESTIMATES:						<u>4.8</u>	<u>5.3</u>	<u>5.9</u>	<u>6.7</u>	<u>7.4</u>	<u>8.2</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.33	.32	.32	.33	.32	.32	.32	.31	.31	.31	.31
Retail Sales (billions):	.9	1.1	1.3	1.4	1.4	1.5	1.6	1.8	2.1	2.3	2.5
CSI Household (thousands):	15.1	16.9	18.7	20.9	23.4	--	--	--	--	--	--
Below-the-Line Listening Shares:..	13.2%										
Unlisted Station Listening:..	8.0%										
Total Lost Listening:..	21.2%										
Available Share Points:	78.8										
Number of Viable Stations:	12										
Mean Share Points per Station:	6.57										
Median Share Points per Station:	5.5										
Rev per Available Share Point:	\$60,914										
Estimated Rev for Mean Station:	\$400,203										

5 YEAR GROWTH RATE

82-87
Population: -2.7%
Retail Sales: 62.7%

Median House Value: \$41,331
Median Age: 31.8 years
Median Education: 12.4 years

Largest Banks

Oneida Nat. (834 Mil)
Bank of Utica (70 Mil)
Rome Savings (144 Mil)
Oneida Savings (113 Mil)

YEAR 2000 POPULATION: 316,350

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Copper products
Metal products
Castings

Employment Breakdowns

Manag/Prof.	27,053 (21.7%)	Services	39,703 (31.8%)
Tech/Sales/Admin.	36,154 (29.0%)	Manuf.	32,592 (26.1%)
Service	19,132 (15.3%)	Retail	19,740 (15.8%)
Farm/Forest/Fish	3,825 (3.1%)	Pub Admin	7,677 (6.2%)
Precision Prod.	14,768 (11.8%)	Trans/Comm	6,208 (5.0%)
Oper./Fabri/Labor	23,794 (19.1%)	Finan/Ins.	6,175 (5.0%)

Total Employment: 124,726

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

SUNY - Utica (3,563)
Syracuse U - Utica (2,278)

Military Bases

Griffis AFB (4,000)

Unemployment

June 79: 6.8%
Dec 82: 10.0%
Sep 83: 6.9%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

No large agencies

Heavy Agency Radio Users

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Largest Local Radio Accounts

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which Use Radio Poorly

Highest Billing AM: WIBX
Highest Billing FM: WOUR or WIBQ
Highest Billing Station: WIBX

Radio Usage by Major Advertising Categories

Financial	2.0	Soft Drinks	2.0	Stereo/Computers/TV	4.5
Fast Foods	4.0	Beer, Wine	4.0	Department/Discount Stores	3.5
Restaurants	3.5	Farm	3.0	Airlines	1.0
Auto Dealers	4.5	Utilities	2.0	Fashion, Clothing Stores	3.0

Source of Regional Dollars

COMPETITIVE MEDIA

Over the Air Television

WKTV	Utica	2	NBC	Harron
WTUV	Utica	33		
WUTR	Utica	20	ABC	Park

Daily Newspapers

Utica Daily Press	M	28,991,	Gannett
Observer-Dispatch	E/S	36,411,	Gannett

Cable Penetration (DMA)

64.3%
New Channels,
Harron

Recent Radio Transactions

No major sales since 1980.

MISCELLANEOUS COMMENTS

"Industrially, this is a tired, aged territory with little dynamism."

- The Book of America

WACO

1982 SMSA Rank: 196
 1983 MSA Rank: 204

1983 ADI Rank: 97
 1983 Est Revenue: \$3,400,000
 Manager's Market Rating (current): 4.0

Population per Station: 25,714 (7)
 Est Rev per Share Point: \$63,551
 Manager's Market Rating (future): 4.5

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	1.7	2.2	2.5								
Duncan Media Rev Est:				2.8	3.1						
Yearly Growth Rate (1978-82): 12.1% (1979-1982 only)											
Projected Revenue Est:						3.5	3.9	4.4	4.9	5.5	6.2
Revenue per Capita:	10.63	13.75	15.63	16.47	17.22						
Yearly Growth Rate (1978-82): 7.8% (1979-1982 only)											
Projected Revenue per Capita:						18.56	20.01	21.57	23.25	25.07	27.02
Resulting Revenue Estimate:						3.3	3.6	3.9	4.4	4.8	5.1
Rev as % of Retail Sales:	0.26	0.28	0.28	0.28	0.28						
Mean % (1978-1982): 0.276											
Resulting Revenue Estimate:						3.3	3.6	3.9	4.4	4.7	5.2
MEAN REVENUE ESTIMATES:						<u>3.4</u>	<u>3.7</u>	<u>4.1</u>	<u>4.6</u>	<u>5.0</u>	<u>5.5</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.16	.16	.16	.17	.18	.18	.18	.18	.19	.19	.19
Retail Sales (billions):	.65	.8	.9	1.0	1.1	1.2	1.3	1.4	1.6	1.7	1.9
CSI Household (thousands):	15.7	16.9	18.8	20.2	22.8	--	--	--	--	--	--
Below-the-Line Listening Shares:..	35.1%										
Unlisted Station Listening:..	11.4%										
Total Lost Listening:..	46.5%										
Available Share Points:	53.5										
Number of Viable Stations:	7										
Mean Share Points per Station:	7.64										
Median Share Points per Station:	10.5										
Rev per Available Share Point:	\$63,551										
Estimated Rev for Mean Station:	\$485,711										

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	6.5%
Retail Sales:	76.2%

Median House Value: \$41,331
 Median Age: 29.3 years
 Median Education: 12.3 years

Largest Banks

Republicbank	(395 Mil)
First National	(274 Mil)
Interfirst	(121 Mil)
Texas Nat.	(82 Mil)
Westview	(75 Mil)

YEAR 2000 POPULATION: 222,970

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Agribusiness
 Apparel
 Asbestos

Employment Breakdowns

Manag/Prof.	15,115 (20.6%)	Services	22,460 (30.6%)
Tech/Sales/Admin.	22,467 (30.6%)	Manuf.	15,856 (21.6%)
Service	9,809 (13.4%)	Retail	12,847 (17.5%)
Farm/Forest/Fish	1,538 (2.1%)	Finan/Ins	4,725 (6.5%)
Precision Prod.	9,828 (13.4%)	Trans/Comm	4,697 (6.4%)
Oper./Fabri/Labor	14,608 (19.9%)	Construct	4,470 (6.1%)
Total Employment: 73,365			

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Baylor (10,125)
Texas Tech-Waco (4,236)

Military Bases

Unemployment

June 79: 5.0%
Dec 82: 6.6%
Sep 83: 5.0%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Hicks Adv.
Grove Adv.

Heavy Agency Radio Users

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Largest Local Radio Accounts

Pardners
Bird Food

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which Use Radio Poorly

Duncan Buick (no relation)
First National Bank

Highest Billing AM: WACO
Highest Billing FM: KNFO or KHOO
Highest Billing Station: KNFO or KHOO

Radio Usage by Major Advertising Categories

Financial	2.5	Soft Drinks	5.0	Stereo/Computers/TV	3.0
Fast Foods	4.5	Beer, Wine	5.0	Department/Discount Stores	3.0
Restaurants	3.0	Farm	2.5	Airlines	1.0
Auto Dealers	3.5	Utilities	3.0	Fashion, Clothing Stores	3.0

Source of Regional Dollars

Dallas
Houston
San Antonio

COMPETITIVE MEDIA

Over the Air Television

KWTX Waco 10 ABC/CBS
KCEN Temple 6 NBC/ABC

Daily Newspapers

Waco Tribune-Herald AD/S 51,519, Cox

Cable Penetration (DMA)

60.2%
Cablevision,
Metrovision

Recent Radio Transactions

1982 WACO/KHOO-F Sold to Harris \$2,668,000
1983 KRZI 450,000

MISCELLANEOUS COMMENTS

WASHINGTON

1982 SMSA Rank: 8
1983 MSA Rank: 7

1983 ADI Rank: 8
1983 Est Revenue: \$74,200,000
Manager's Market Rating (current): 4.2

Population per Station: 107,586 (29)
Est Rev per Share Point: \$820,796
Manager's Market Rating (future): 3.8

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	45.6	51.3	56.6								
Duncan Media Rev Est:				58.4	67.1						
Yearly Growth Rate (1978-82): 10.2%											
Projected Revenue Est:						73.9	81.5	89.8	99.0	109.1	102.2
Revenue per Capita:	14.90	16.71	18.38	19.15	21.79						
Yearly Growth Rate (1978-82): 10.0%											
Projected Revenue per Capita:						23.97	26.36	29.00	31.90	35.09	38.60
Resulting Revenue Estimate:						74.8	83.0	92.2	102.4	113.3	125.8
Rev as % of Retail Sales:	0.39	0.39	0.37	0.34	0.37						
Mean % (1978-1982): 0.372											
Resulting Revenue Estimate:						74.0	83.7	98.2	110.9	121.6	130.2
<u>MEAN REVENUE ESTIMATES:</u>						<u>74.2</u>	<u>82.7</u>	<u>90.1</u>	<u>104.1</u>	<u>114.7</u>	<u>125.4</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	3.06	3.07	3.08	3.05	3.08	3.12	3.15	3.18	3.21	3.23	3.26
Retail Sales (billions):	11.6	13.2	15.5	17.0	18.3	19.9	22.5	26.4	29.8	32.7	35.0
CSI Household (thousands):	25.2	27.3	29.4	33.4	37.1						
Below-the-Line Listening Shares:..	0.6%										
Unlisted Station Listening:..	9.0%										
Total Lost Listening:..	9.6%										
Available Share Points:	90.4										
Number of Viable Stations:	24										
Mean Share Points per Station:	3.77										
Median Share Points per Station:	3.5										
Rev per Available Share Point: \$820,796											
Estimated Rev for Mean Station: \$3,094,403											

5 YEAR GROWTH RATE

	<u>82-87</u>										
Population:	4.5%		Median House Value: \$94,348								
Retail Sales:	78.7%		Median Age: 30.1 years								
			Median Education: 13.2 years								

Largest Banks

National Bank (1.1 Bil)
NS&T (630 Mil)
Riggs (3.7 Bil)
First American (831 Mil)

YEAR 2000 POPULATION: 3,450,060

COMMERCE AND INDUSTRY

Important Businesses and Industries

Government
Tourism
Research
Printing

Major Corporations

Martin Marietta
Fairchild Industry
UNC Resources
Planning Research Corp.
MCI Communications
Marriott Corp.
GEICO

Employment Breakdowns

Manag/Prof.	540,775 (35.3%)	Services	551,556 (36.0%)
Tech/Sales/Admin.	558,380 (36.5%)	Pub Admin	342,795 (22.4%)
Service	180,047 (11.7%)	Retail	208,295 (13.6%)
Farm/Forest/Fish	12,010 (0.8%)	Trans/Com	104,299 (6.8%)
Precision Prod.	120,620 (7.9%)	Finan/Com	102,370 (6.7%)
Oper./Fabri/Labor	119,122 (7.8%)	Manuf.	87,752 (5.7%)

Total Employment: 1,530,954

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Howard (11,000)
Georgetown (12,000)
George Washington (20,844)
University of DC (13,901)
American U. (12,500)

Military Bases

FT. Meyer (4,000)
FT. Belvoir (6,300)
Andrews AFB
Bolling AFB
Wash. Navy Yard
Quantico MC

Unemployment

(6,600) June 79: 6.4%
(1,259) Dec 82: 5.4%
(1,600) Sep 83: 4.7%
(7,800)

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies ***

Abramson (12 mil)
Ehrlich-Manes (27 mil, 12%)
Goldberg (18 mil)
Henry Kaufman (23 mil)
Porter Novelli

Heavy Agency Radio Users

Earle Palmer Brown
Needham Harper
Capital Media
Abramson

Poor Agency Radio Users

J. Walter Thompson
Kal Merrick
Ehrlich Manes

Most Knowledgeable Local Media Buyers

Mike Heinburg - Capital Media
Jeanette Leverrier - Capital
Judy Greene - Rosenthal
Linda Partyke - Earle Palmer

Largest Local Radio Accounts

McDonalds
Safeway
Giant Food Stores
Rosenthal Automotives

Market's Radio Strengths

Stable, wealthy and well educated market
Only one newspaper and it is incredibly expensive
Low TV HUT levels
Large and competitive retail community
Good rate leaders - WMAL which will bill 16 million in 83
Good broadcasters

Market's Radio Weaknesses

Highly fragmented shares
Lack of cohesive and united effort to sell radio
Major department stores do not use radio
Too much emphasis on ratings and selling using ratings
Highest Billing FM: WKYS-F
Highest Billing AM: WMAL
Highest Billing Station: WMAL

Large Local Accounts Which Use Radio Poorly

Bloomingtondale
J.C. Penney
Sears
Hechts

Radio Usage by Major Advertising Categories

Financial	3.7	Soft Drinks	3.0	Stereo/Computers/TV	3.0
Fast Foods	2.6	Beer, Wine	3.3	Department/Discount Stores	2.5
Restaurants	2.0	Farm	1.0	Airlines	3.8
Auto Dealers	4.7	Utilities	2.3	Fashion, Clothing Stores	2.7

Source of Regional Dollars

Baltimore
Richmond
Norfolk

COMPETITIVE MEDIA

Over the Air Television

WCQR Wash DC 50
WDCA Wash DC 20 Taft
WDVM Wash DC 9 CBS Detroit News
WJLA Wash DC 7 ABC Allbritton
WRC Wash DC 4 NBC NBC
WTTG Wash DC 5 Metromedia

Daily Newspapers

Washington Post M/S 726,009, Times-Mirror
Washington Times M 85,784, Moon

Cable Penetration (DMA)

18.4%
None in DC
Storer,
Metrovision,
Tribune Co.
Media General

Recent Radio Transactions

1981 WXTR A/F (LaPlata) Sold to Dalton \$2,000,000
1981 WUST Sold by SJR 1,500,000
1981 WAVA-F From Understein to Doubleday 8,000,000
1982 WYCB 1,375,000
1983 WHFS-F Sold to Outlet 2,100,000
1983 WEAM (Arlington) 1,000,000
1983 WRC Sold by NBC 3,500,000

MISCELLANEOUS COMMENTS

"The world's largest company town."
- The Book of America
*Washington's 1983 MSA apparently differed from the 1982 SMSA.
The 82 SMSA is used for projections and estimates.

*** Additional ad agencies

Weitzman, Dym (14 mil, 25%)
Earle Palmer Brown (40 mil, 15%)

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WATERLOO-CEDAR FALLS

1982 SMSA Rank: 232
1983 MSA Rank: 216

1983 ADI Rank: 75
1983 Est Revenue: \$3,100,000
Manager's Market Rating (current): 4.0

Population per Station: 26,667 (6)
Est Rev per Share Point: \$43,175
Manager's Market Rating (future): 3.0

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	2.6	2.7									
Duncan Media Rev Est:			2.4	2.4	2.7						
Yearly Growth Rate (1978-82):	1.0%										
Projected Revenue Est:						2.7	2.8	2.8	2.9	3.1	3.3
Revenue per Capita:	20.00	19.29	17.14	17.14	19.29						
Yearly Growth Rate (1978-82):	NM										
Projected Revenue per Capita:						19.40	19.50	19.61	19.73	19.86	20.00
Resulting Revenue Estimate:						3.1	3.2	3.3	3.4	3.5	3.6
Rev as % of Retail Sales:	0.45	0.45	0.34	0.34	0.34						
Mean % (1978-1982):	0.384										
Resulting Revenue Estimate:						3.5	4.2	4.6	5.0	5.4	5.8
MEAN REVENUE ESTIMATES:						<u>3.1</u>	<u>3.4</u>	<u>3.6</u>	<u>3.8</u>	<u>4.0</u>	<u>4.2</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.13	.14	.14	.14	.14	.16	.16	.17	.17	.17	.17
Retail Sales (billions):	.58	.6	.7	.7	.8	.9	1.1	1.2	1.3	1.4	1.5
CSI Household (thousands):	19.1	21.2	23.6	25.1	25.7	--	--	--	--	--	--
Below-the-Line Listening Shares:..	15.1%										
Unlisted Station Listening:..	13.1%										
Total Lost Listening:..	28.2%										
Available Share Points:	71.8										
Number of Viable Stations:	6										
Mean Share Points per Station:	11.97										
Median Share Points per Station:	9.5										
Rev per Available Share Point:	\$43,175										
Estimated Rev for Mean Station:	\$516,811										

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	3.3%
Retail Sales:	57.9%

Median House Value: \$53,910
Median Age: 27.6 years
Median Education: 12.5 years

Largest Banks

National-Water. (262 Mil)
Peoples-Water. (169 Mil)
Waterloo Savings (161 Mil)
Cedar Falls Trust (63 Mil)

YEAR 2000 POPULATION: 188,000

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Farm equip.
Agriculture
Food processing

Employment Breakdowns

Manag/Prof.	12,707 (20.4%)	Manuf.	20,440 (32.8%)
Tech/Sales/Admin.	17,377 (27.8%)	Services	17,164 (27.5%)
Service	8,979 (14.4%)	Retail	10,829 (17.4%)
Farm/Forest/Fish	1,454 (2.3%)	Trans/Comm	3,106 (5.0%)
Precision Prod.	8,558 (13.7%)	Finan/Ins.	2,543 (4.1%)
Oper./Fabri/Labor	13,333 (21.4%)	Construct	2,528 (4.1%)
Total Employment: 62,408			

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

University of North. Iowa (11,730)
Hawkeye Tech. (1,708)

Military Bases

Unemployment

June 79: 5.6%
Dec 82: 12.5%
Sep 83: NA

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Colle & McCoy (Branch office)
Timmerman Schreurs
Cooper Jonner

Heavy Agency
Radio Users

Timmerman

Poor Agency
Radio Users

Most Knowledgeable
Local Media Buyers

Largest Local Radio Accounts

Simpson Furniture
Crossroads Ford

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which
Use Radio Poorly

Sears
Wards
Shepard Lumber

Highest Billing AM: KWLO
Highest Billing FM: KCNB or possibly KFMW
Highest Billing Station: KWLO

Radio Usage by Major Advertising Categories

Financial	3.5	Soft Drinks	4.5	Stereo/Computers/TV	4.0
Fast Foods	4.0	Beer, Wine	4.0	Department/Discount Stores	3.0
Restaurants	2.0	Farm	3.0	Airlines	2.5
Auto Dealers	4.0	Utilities	3.0	Fashion, Clothing Stores	3.5

Source of Regional Dollars

Cedar Rapids
Des Moines
Minneapolis

COMPETITIVE MEDIA

Over the Air Television

Part of Waterloo-Cedar Rapids ADI
See Cedar Rapids for stations

Daily Newspapers

Waterloo Courier E/S 52,054

Cable Penetration (DMA)

37.9%
McDonald

Recent Radio Transactions

No major sales since 1978.

MISCELLANEOUS COMMENTS

WEST PALM BEACH

1982 SMSA Rank: 69
1983 MSA Rank: 72

1983 ADI Rank: 65
1983 Est Revenue: \$10,300,000
Manager's Market Rating (current): 4.0

Population per Station: 37,647 (17)
Est Rev per Share Point: \$175,768
Manager's Market Rating (future): 5.0

REVENUE HISTORY AND PROJECTIONS

Table with 11 columns representing years 78-88 and rows for FCC Revenue Data, Revenue per Capita, and Resulting Revenue Estimate.

POPULATION AND DEMOGRAPHIC ESTIMATES

Table with 11 columns representing years 78-88 and rows for Total Population, Retail Sales, CSI Household, and various demographic breakdowns.

5 YEAR GROWTH RATE

82-87
Population: 20.4%
Retail Sales: 104.0%

Median House Value: \$72,243
Median Age: 40.2 years
Median Education: 12.6 years

Largest Banks

Florida Nat. (277 Mil)
Flagship (141 Mil)
Flagler (106 Mil)

YEAR 2000 POPULATION: 866,790

COMMERCE AND INDUSTRY

Important Businesses and Industries
Tourism
Aircraft equip
Electronics

Major Corporations

Servico
Steege Corp.
Renker Materials

Employment Breakdowns

Table with 3 columns: Job Description, Industry, and Percentage.

Total Employment: 239,758

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Florida Atlantic (7,671)

Military Bases

Unemployment

June 79: 5.3%
Dec 82: 8.6%
Sep 83: 10.2%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Ad Agency (2 mil)
Colee (4 mil, 11%)
Haselmire (19%)
Southland Adv.

Heavy Agency
Radio Users

Poor Agency
Radio Users

Most Knowledgeable
Local Media Buyers

Largest Local Radio Accounts

First National Bank - Palm Beach
Andover Reed

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which
Use Radio Poorly

City Federal
Jordan Marsh
Winn Dirie

Highest Billing AM: WJNO
Highest Billing FM: WRMF-F
Highest Billing Station: WRMF-F

Radio Usage by Major Advertising Categories

Financial	5.0	Soft Drinks	3.0
Fast Foods	4.0	Beer, Wine	3.0
Restaurants	3.7	Farm	1.0
Auto Dealers	4.7	Utilities	2.3

Stereo/Computers/TV	2.0
Department/Discount Stores	2.7
Airlines	3.7
Fashion, Clothing Stores	3.0

Source of Regional Dollars

Miami
FT. Lauderdale
Tampa

COMPETITIVE MEDIA

Over the Air Television

WFLX	West Palm	29	Malrite
WFGC	Palm Beach	61	
WPEC	West Palm	12	ABC
WPTV	West Palm	5	NBC Scripps-Howard
WTVX	Fort Prince	34	CBS

Daily Newspapers

WPB Post M/S 94,569, Cox
WPB Evening Times E 27,237, Cox

Cable Penetration (DMA)
57.4%
Group W

Recent Radio Transactions

1981	WPOM		\$1,003,000
1982	WNJY-F	From Patten to Lippin	1,615,000
1983	WIRK A/F	Sold to Bob Price	7,000,000

MISCELLANEOUS COMMENTS

WHEELING

1982 SMSA Rank: 183
1983 MSA Rank: 197

1983 ADI Rank: 123
1983 Est Revenue: \$4,900,000
Manager's Market Rating (current): 3.0

Population per Station: 21,111 (9)
Est Rev per Share Point: \$56,193
Manager's Market Rating (future): 3.0

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	3.9	4.0	4.2								
Duncan Media Rev Est:				4.4	4.7						
Yearly Growth Rate (1978-82): 4.8%											
Projected Revenue Est:						4.9	5.2	5.4	5.7	5.9	6.2
Revenue per Capita:	21.67	22.22	23.33	23.17	24.74						
Yearly Growth Rate (1978-82): 3.4%											
Projected Revenue per Capita:						25.58	26.45	27.35	28.28	29.24	30.24
Resulting Revenue Estimate:						4.9	5.0	5.2	5.4	5.4	5.8
Rev as % of Retail Sales:	0.53	0.54	0.57	0.54	0.56						
Mean % (1978-1982): 0,548											
Resulting Revenue Estimate:						4.9	6.0	6.6	7.7	8.2	8.8
MEAN REVENUE ESTIMATES:						<u>4.9</u>	<u>5.4</u>	<u>5.7</u>	<u>6.3</u>	<u>6.6</u>	<u>6.9</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.18	.18	.18	.19	.19	.19	.19	.19	.19	.19	.19
Retail Sales (billions):	.73	.74	.7	.8	.8	.9	1.1	1.2	1.4	1.5	1.6
CSI Household (thousands):	15.4	17.1	18.6	19.5	21.5	--	--	--	--	--	--
Below-the-Line Listening Shares:..	6.6%										
Unlisted Station Listening:..	6.2%										
Total Lost Listening:..	12.8%										
Available Share Points:	87.2										
Number of Viable Stations:	8										
Mean Share Points per Station:	10.90										
Median Share Points per Station:	10.5										
Rev per Available Share Point:	\$56,193										
Estimated Rev for Mean Station:	\$612,500										

5 YEAR GROWTH RATE

<u>82-87</u>	Population: .7%	Median House Value: \$51,748	<u>Largest Banks</u>
<u>82-87</u>	Retail Sales: 71.6%	Median Age: 32.3 years	First National (108 Mil)
		Median Education: 12.3 years	Dollar Savings (209 Mil)
			Security (145 Mil)
			Wheeling Nat. (91 Mil)
			4 or more years of college 9.4

YEAR 2000 POPULATION: 205,600

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Employment Breakdowns

Metal products
Steel
Brass products
Coal Mining

Manag/Prof.	13,357 (18.6%)	Services	18,776 (26.2%)
Tech/Sales/Admin.	19,055 (26.5%)	Manuf.	14,372 (20.0%)
Service	9,512 (13.3%)	Retail	13,477 (18.8%)
Farm/Forest/Fish	784 (1.1%)	Mining	7,006 (9.8%)
Precision Prod.	13,505 (18.8%)	Trans/Comm	5,130 (7.1%)
Oper./Fabri/Labor	15,584 (21.7%)	Construct	4,380 (6.1%)

Total Employment: 71,787

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Wheeling College (1,029)
West Liberty (2,667)

Military Bases

Unemployment

June 79: 7.9%
Dec 82: NA
Sep 83: 15.5%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Gutman (1 mil)

Heavy Agency Radio Users

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Largest Local Radio Accounts

Kaufmans
Reicharts
J.C. Penney (?)

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which Use Radio Poorly

Wheeling Dollar Bank
Stone & Thomas
Elby's

Highest Billing AM: WWVA
Highest Billing FM: WANJ-F
Highest Billing Station: WWVA

Radio Usage by Major Advertising Categories

Financial	3.3	Soft Drinks	3.7	Stereo/Computers/TV	3.0
Fast Foods	3.5	Beer, Wine	4.7	Department/Discount Stores	2.7
Restaurants	1.7	Farm	1.3	Airlines	1.0
Auto Dealers	2.7	Utilities	2.0	Fashion, Clothing Stores	2.7

Source of Regional Dollars

COMPETITIVE MEDIA

Over the Air Television

WTRF Wheeling 7 CBS/ABC Forward
WTOV Steubenville 9 NBC/ABC Pompadur

Daily Newspapers

Wheeling Intelligencer M 24,302, Ogden
Wheeling News-Register E/S 26,941, Ogden

Cable Penetration (DMA)

62.3%
Tele-Communi

Recent Radio Transactions

1980 WANJ-F \$640,000
1982 WWVA/WCPI-F From Columbia Pic to John Price
8,800,000

MISCELLANEOUS COMMENTS

Colleges and Universities

Wichita State (16,621)

Military Bases

McConnell AFB (4,056)

Unemployment

June 79: 2.2%
Dec 82: 9.6%
Sep 83: 7.2%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies***

The Agency
Associated (12 mil, 4%)
Forbes Inc. (3 mil, 12%)
Lane & Leslie (4 mil, 20%)
Quillen Elsea (4 mil, 24%)

Heavy Agency
Radio Users

Poor Agency
Radio Users

Most Knowledgeable
Local Media Buyers

Largest Local Radio Accounts

Pepsi
Pizza Hut
Taco Tico

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which
Use Radio Poorly

First National Bank
Henry's Clothing Store
Kentucky Fried Chicken

Highest Billing AM: KFDI
Highest Billing FM: KEYN-F
Highest Billing Station: No consensus

Radio Usage by Major Advertising Categories

Financial	3.7	Soft Drinks	4.3	Stereo/Computers/TV	3.7
Fast Foods	5.0	Beer, Wine	3.7	Department/Discount Stores	2.7
Restaurants	3.0	Farm	3.3	Airlines	2.3
Auto Dealers	2.7	Utilities	2.0	Fashion, Clothing Stores	3.7

Source of Regional Dollars

Tulsa
Oklahoma City
Kansas City

COMPETITIVE MEDIA

Over the Air Television

KAKE	Wichita	10	ABC
KSNW	Wichita	3	NBC Hatch
KTVH	Hutchinson	12	CBS Cowles

Daily Newspapers

Eagle-Beacon M/S 122,476, Knight-Ridder

Cable Pene-
tration (DMA)

58.5%
Multimedia

Recent Radio Transactions

1980	KQAM/KEYN-F	Sold to Long-Pride	\$3,500,000
1982	KLEO	Sold by Swanson	450,000
1982	KGCS-F	Sold by Swanson	750,000

MISCELLANEOUS COMMENTS

DFS Test Market

WILMINGTON, DE

1982 SMSA Rank: 81
1983 MSA Rank: 88

1983 ADI Rank: 151
1983 Est Revenue: \$6,700,000
Manager's Market Rating (current): 4.5

Population per Station: 66,250 (8)
Est Rev per Share Point: \$204,268
Manager's Market Rating (future): 4.0

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	3.9	4.6	4.9								
Duncan Media Rev Est:				5.8	6.1						
Yearly Growth Rate (1978-82): 12.0%											
Projected Revenue Est:						6.8	7.7	8.6	9.6	10.7	12.0
Revenue per Capita:	7.50	8.85	9.42	10.94	11.51						
Yearly Growth Rate (1978-82): 11.4%											
Projected Revenue per Capita:						12.82	14.28	15.91	17.73	19.75	22.00
Resulting Revenue Estimate:						6.8	7.6	8.4	9.4	10.5	11.7
Rev as % of Retail Sales:	0.23	0.24	0.23	0.24	0.24						
Mean % (1978-1982): 0.236											
Resulting Revenue Estimate:						6.6	7.1	8.0	9.0	9.9	10.5
MEAN REVENUE ESTIMATES:						<u>6.7</u>	<u>7.5</u>	<u>8.3</u>	<u>9.3</u>	<u>10.4</u>	<u>11.4</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.52	.52	.52	.53	.53	.53	.53	.53	.53	.53	.53
Retail Sales (billions):	1.7	1.9	2.2	2.4	2.5	2.8	3.0	3.4	3.8	4.2	4.5
CSI Household (thousands):	21.5	23.1	24.4	27.7	29.1	--	--	--	--	--	--
Below-the-Line Listening Shares:..	59.9%										
Unlisted Station Listening:...	7.3%										
Total Lost Listening:..	67.2%										
Available Share Points:	32.8										
Number of Viable Stations:	6										
Mean Share Points per Station:	5.47										
Median Share Points per Station:	6.5										
Rev per Available Share Point:	\$204,268										
Estimated Rev for Mean Station:	\$1,117,348										

5 YEAR GROWTH RATE

82-87
Population: .3%
Retail Sales: 67.5%

Median House Value: \$75,248
Median Age: 29.9 years
Median Education: 12.5 years

Largest Banks

Chemical (760 Mil)
Delaware Trust (721 Mil)
Morgan (1.6 Bil)
Bank of Delaware (930 Mil)
Wilmington Trust (1.7 Bil)

YEAR 2000 POPULATION: 572,450

COMMERCE AND INDUSTRY

Important Businesses and Industries

Chemicals
Explosives
Ships

Major Corporations

DuPont
Hercules
NVF
American Petrofina

Employment Breakdowns

Occupation	Employment	Percentage	Industry	Employment	Percentage
Manag/Prof.	56,372	(24.3%)	Services	66,744	(28.8%)
Tech/Sales/Admin.	74,051	(32.0%)	Manuf.	59,719	(25.8%)
Service	29,706	(12.8%)	Retail	35,664	(15.4%)
Farm/Forest/Fish	3,720	(16.1%)	Trans/Comm	16,574	(7.2%)
Precision Prod.	29,627	(12.8%)	Construct	13,961	(6.0%)
Oper./Fabri/Labor	38,172	(16.5%)	Wholesale	12,409	(5.4%)

Total Employment: 231,648

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

Beacom College (1,662)
Wilm. College (782)

Military Bases

Unemployment

June 79: 6.2%
Dec 82: 7.7%
Sep 83: 8.1%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Aloysius (1 mil)
DeMartin-Marona (1 mil, 25%)
Shipley (2 mil, 21%)

Heavy Agency
Radio Users

Poor Agency
Radio Users

Most Knowledgeable
Local Media Buyers

Largest Local Radio Accounts

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which
Use Radio Poorly

Highest Billing AM: WDEL
Highest Billing FM: WSTW-F
Highest Billing Station: WSTW-F

Radio Usage by Major Advertising Categories

Financial	4.0	Soft Drinks	4.5	Stereo/Computers/TV	4.0
Fast Foods	4.5	Beer, Wine	4.5	Department/Discount Stores	4.0
Restaurants	3.5	Farm	1.5	Airlines	2.0
Auto Dealers	5.0	Utilities	4.0	Fashion, Clothing Stores	3.0

Source of Regional Dollars

COMPETITIVE MEDIA

Over the Air Television

Part of Philadelphia ADI
See Philadelphia for stations

Daily Newspapers

Wilmington News M 57,995, Gannett
Wilmington Journal E/S 71,566, Gannett

Cable Penetration (DMA)
39.0%
Rollins

Recent Radio Transactions

No major sales since 1976

MISCELLANEOUS COMMENTS

WILMINGTON, NC

1982 SMSA Rank: 222
1983 MSA Rank: 292

1983 ADI Rank: NA
1983 Est Revenue: \$2,800,000
Manager's Market Rating (current): 3.5

Population per Station: 14,000 (10)
Est Rev per Share Point: \$31,180
Manager's Market Rating (future): 5.0

REVENUE HISTORY AND PROJECTIONS *

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	1.4	1.9	2.1								
Duncan Media Rev Est:				2.3	2.6						
Yearly Growth Rate (1978-82): 8.3% (1979-1982 only)											
Projected Revenue Est:						2.8	3.0	3.3	3.6	3.9	4.2
Revenue per Capita:	10.77	13.57	15.00	16.43	18.57						
Yearly Growth Rate (1978-82): 8.3% (1979-1982 only)											
Projected Revenue per Capita:						20.11	21.78	23.59	25.54	27.67	29.96
Resulting Revenue Estimate:						2.8	3.0	3.3	3.6	3.9	4.2
Rev as % of Retail Sales:	0.28	0.36	0.36	0.32	0.35						
Mean % (1978-1982): 0.334											
Resulting Revenue Estimate:						2.7	3.0	3.3	3.7	4.3	4.7
MEAN REVENUE ESTIMATES:						<u>2.8</u>	<u>3.0</u>	<u>3.3</u>	<u>3.6</u>	<u>4.0</u>	<u>4.4</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.13	.14	.14	.14	.14	.14	.14	.14	.14	.15	.15
Retail Sales (billions):	.5	.5	.6	.7	.7	.8	.9	1.0	1.1	1.3	1.4
CSI Household (thousands):	16.3	17.5	18.6	20.5	22.1	--	--	--	--	--	--
Below-the-Line Listening Shares:..	0.6%										
Unlisted Station Listening:..	9.6%										
Total Lost Listening:..	10.2%										
Available Share Points:	89.8										
Number of Viable Stations:	10										
Mean Share Points per Station:	8.98										
Median Share Points per Station:	7.3										
Rev per Available Share Point:	\$31,180										
Estimated Rev for Mean Station:	\$280,000										

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	6.6%
Retail Sales:	88.3%

Median House Value: \$45,895
Median Age: 30.2 years
Median Education: 12.4 years

Largest Banks

First Citizens	(NA)
First Union	(NA)
NCNB	(NA)
Wachovia	(NA)

YEAR 2000 POPULATION: 202,870

COMMERCE AND INDUSTRY

Important Businesses and Industries

Major Corporations

Employment Breakdowns

Machine tools
Paper
Chemicals

Manag/Prof.	12,566 (21.6%)	Services	15,613 (26.8%)
Tech/Sales/Admin.	15,693 (27.0%)	Manuf.	12,634 (21.7%)
Service	8,633 (14.8%)	Retail	10,387 (17.8%)
Farm/Forest/Fish	1,218 (2.1%)	Construct	5,451 (9.4%)
Precision Prod.	8,514 (14.6%)	Trans/Comm	5,092 (8.7%)
Oper./Fabri/Labor	11,584 (19.9%)	Pub Admin	2,780 (4.8%)
Total Employment: 58,208			

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

Colleges and Universities

UNC - Wilmington (4,696)
Cape Fear Tech (1,871)

Military Bases

Unemployment

June 79: NA
Dec 82: NA
Sep 83: NA

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies
Long Adv. (Branch office)

Heavy Agency
Radio Users

Poor Agency
Radio Users

Most Knowledgeable
Local Media Buyers

Largest Local Radio Accounts

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which
Use Radio Poorly

Highest Billing AM: No consensus
Highest Billing FM: No consensus
Highest Billing Station: No consensus

Radio Usage by Major Advertising Categories

Financial	4.0	Soft Drinks	4.0	Stereo/Computers/TV	3.0
Fast Foods	4.5	Beer, Wine	4.5	Department/Discount Stores	3.0
Restaurants	2.5	Farm	1.0	Airlines	2.0
Auto Dealers	4.0	Utilities	3.0	Fashion, Clothing Stores	3.0

Source of Regional Dollars

COMPETITIVE MEDIA

Over the Air Television

WECT	Wilmington	6	NBC
WWAY	Wilmington	3	ABC
WJKA	Wilmington	29	

Daily Newspapers

Wilmington Star M/S 42,519, New York Times

Cable Penetration (DMA)
NA
Vision

Recent Radio Transactions

1981	WGNI/WAAV-F	Sold to Cape Fear	\$1,425,000
1983	WMFD	Sold by Village	500,000

MISCELLANEOUS COMMENTS

*Wilmington's 1983 MSA and 1982 SMSA differ. 1982 SMSA used for projections and estimates.

WORCESTER

1982 SMSA Rank: 109 (approx)
1983 MSA Rank: 110

1983 ADI Rank: Boston
1983 Est Revenue: \$7,200,000
Manager's Market Rating (current): 3.5

Population per Station: 54,286 (7)
Est Rev per Share Point: \$159,292
Manager's Market Rating (future): 3.5

REVENUE HISTORY AND PROJECTIONS*

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	3.6	4.1	4.9								
Duncan Media Rev Est:				5.7	6.4						
Yearly Growth Rate (1978-82):	14.9%										
Projected Revenue Est:						7.4	8.4	9.7	11.2	12.9	14.8
Revenue per Capita:	9.47	10.79	12.89	15.00	16.84						
Yearly Growth Rate (1978-82):	14.9%										
Projected Revenue per Capita:						19.34	22.23	25.54	29.35	33.72	38.75
Resulting Revenue Estimate:						7.3	8.4	9.7	11.2	12.9	14.8
Rev as % of Retail Sales:	0.32	0.32	0.34	0.34	0.34						
Mean % (1978-1982):	0.332										
Resulting Revenue Estimate:				(See note below)		7.0	8.0	9.0	10.0	11.0	12.0
				MEAN REVENUE ESTIMATES:		<u>7.2</u>	<u>8.3</u>	<u>9.5</u>	<u>10.8</u>	<u>12.3</u>	<u>13.9</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.38	.38	.38	.38	.38	.38	.38	.38	.38	.38	.38
Retail Sales (billions):	1.14	1.3	1.6	1.7	1.9	2.1	2.4	2.7	3.0	3.3	3.6
CSI Household (thousands):	21.6	24.5	28.0	30.3	29.3	--	--	--	--	--	--
Below-the-Line Listening Shares:..	47.8%										
Unlisted Station Listening:..	7.0%										
Total Lost Listening:..	54.8%										
Available Share Points:	45.2										
Number of Viable Stations:	6										
Mean Share Points per Station:	7.53										
Median Share Points per Station:	7.7										
Rev per Available Share Point:	\$159,292										
Estimated Rev for Mean Station:	\$1,199,469										

5 YEAR GROWTH RATE

	<u>82-87</u>
Population:	.4%
Retail Sales:	72.1%

Median House Value: \$55,026
Median Age: 31.4 years
Median Education: 12.5 years

Largest Banks

Guaranty	(488 Mil)
Shawmut	(785 Mil)
Mechanics	(204 Mil)
Consumers	(284 Mil)
Peoples	(383 Mil)

YEAR 2000 POPULATION: 703,630 (County)

COMMERCE AND INDUSTRY

Important Businesses and Industries

Abrasives
Firearms
Textiles
Food processing
Metals

Major Corporations

Norton
Data General
Idle Wild Foods
Wyman-Gordon
Brown Shoes
Conifer Group

Employment Breakdowns

Manag/Prof.	41,733 (24.3%)	Services	52,628 (30.7%)
Tech/Sales/Admin.	51,795 (30.2%)	Manuf.	52,347 (30.5%)
Service	22,904 (13.4%)	Retail	25,034 (14.6%)
Farm/Forest/Fish	1,630 (1.0%)	Trans/Comm	9,981 (5.8%)
Precision Prod.	19,954 (11.6%)	Finan/Ins.	9,970 (5.8%)
Oper./Fabri/Labor	33,542 (19.6%)	Wholesale	7,384 (4.3%)

Total Employment: 171,558

NOTE: Column on left is employment by job description or occupation. Column on right is employment by industry.

NOTE: The mean revenue projections for this market may be too high. Use with extreme caution.

Colleges and Universities

Holy Cross (3,000)
Worcester Polytech (3,484)

Military Bases

Unemployment

June 79: 4.2%
Dec 82: 8.7%
Sep 83: 6.5%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Davis Adv. (4 mil, 10%)
Howard Adv.

Heavy Agency Radio Users

Davis Adv.
(Most agency business comes from Boston)

Poor Agency Radio Users

Most Knowledgeable Local Media Buyers

Largest Local Radio Accounts

Rotmans Furniture
New England Telephone
General Auto Supply

Market's Radio Strengths

Market is under-radioed
Adjacency to Boston helps to keep rates up and programming standards high
Little local TV

Market's Radio Weaknesses

Almost half of all listening goes out of the metro
Some smaller stations in market do not change enough for their product

Large Local Accounts Which Use Radio Poorly

Iandoli Food Markets
Marcus Clothing

Highest Billing AM: WTAG or WFTQ
Highest Billing FM: WAAF
Highest Billing Station: WAAF

Radio Usage by Major Advertising Categories

Financial	4.0	Soft Drinks	4.5	Stereo/Computers/TV	4.0
Fast Foods	4.0	Beer, Wine	5.0	Department/Discount Stores	2.5
Restaurants	1.5	Farm	1.0	Airlines	1.5
Auto Dealers	2.0	Utilities	3.5	Fashion, Clothing Stores	3.0

Source of Regional Dollars

Boston
Providence

COMPETITIVE MEDIA

Over the Air Television

WSMW Worcester 27
Part of Boston ADI
See Boston for other stations

Daily Newspapers

Worcester Telegram M/S 56,930
Worcester Gazette E 85,986

Cable Penetration (DMA)

NA
Group W

Recent Radio Transactions

1981 WFTQ/WAAF-F From Park Cities to Katz NA *Worcester MSA is used.

MISCELLANEOUS COMMENTS

Colleges and Universities

Military Bases

Unemployment

Yakima Firing Range (NA)

June 79: NA
Dec 82: NA
Sep 83: NA

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Smith Phillips (2 mil, 11%)
B&M
Marty Rowe

Heavy Agency Radio Users

Smith, Phillips
Marty Rowe

Poor Agency Radio Users

Wins & Co.

Most Knowledgeable Local Media Buyers

Marty Rowe - Rowe Adv.
Ann Swanson - Smith, Phillips

Largest Local Radio Accounts

Standard Paint
Pepsi
Bowdens Auto Parts

Market's Radio Strengths

Isolated market
Stable economy

Market's Radio Weaknesses

Too many stations for such a small market
Some rate cutting
Need more understanding of radio by retailers and local agencies

Large Local Accounts Which Use Radio Poorly

Wards
J.C. Penney
Yakima Dodge

Highest Billing AM: KIT
Highest Billing FM: KFFM-F
Highest Billing Station: KIT

Radio Usage by Major Advertising Categories

Financial	3.5	Soft Drinks	4.5
Fast Foods	3.0	Beer, Wine	3.5
Restaurants	1.0	Farm	4.0
Auto Dealers	2.5	Utilities	2.5

Stereo/Computers/TV	3.5
Department/Discount Stores	2.0
Airlines	1.0
Fashion, Clothing Stores	3.0

Source of Regional Dollars

Seattle
Spokane
Portland
Salt Lake City

COMPETITIVE MEDIA

Over the Air Television

KAPP	Yakima	35	ABC	Morgan Murphy
KIMA	Yakima	29	CBS	
KNDO	Yakima	23	NBC	

Daily Newspapers

Yakima Herald-Republic AD/S 39,872
Harte-Hanks

Cable Penetration (DMA)

53.3%
Cox

Recent Radio Transactions

No major sales since 1979

MISCELLANEOUS COMMENTS

YORK

1982 SMSA Rank: 104
1983 MSA Rank: 108

1983 ADI Rank: 45
1983 Est Revenue: \$7,900,000
Manager's Market Rating (current): 4.0

Population per Station: 39,000 (10)
Est Rev per Share Point: \$188,095
Manager's Market Rating (future): 3.5

REVENUE HISTORY AND PROJECTIONS

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
FCC Revenue Data:	4.7	6.0	6.4								
Duncan Media Rev Est:				6.9	7.5						
Yearly Growth Rate (1978-82): 7.7% (1979-1982 only)											
Projected Revenue Est:						8.1	8.7	9.4	10.1	10.9	11.7
Revenue per Capita:	13.06	16.67	17.78	18.65	19.23						
Yearly Growth Rate (1978-82): 4.9% (1979-1982 only)											
Projected Revenue per Capita:						20.17	21.16	22.20	23.28	24.42	25.62
Resulting Revenue Estimate:						7.9	8.5	9.1	9.5	10.3	10.8
Rev as % of Retail Sales:	0.36	0.46	0.44	0.43	0.46						
Mean % (1978-1982): 0.430											
Resulting Revenue Estimate:						7.7	8.2	9.0	9.9	10.8	11.6
<u>MEAN REVENUE ESTIMATES:</u>						<u>7.9</u>	<u>8.5</u>	<u>9.2</u>	<u>9.8</u>	<u>10.7</u>	<u>11.4</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>
Total Population (millions):	.36	.36	.36	.37	.39	.39	.40	.41	.41	.42	.42
Retail Sales (billions):	1.3	1.3	1.4	1.6	1.6	1.8	1.9	2.1	2.3	2.5	2.7
CSI Household (thousands):	17.8	19.6	21.2	23.0	25.1	--	--	--	--	--	--
Below-the-Line Listening Shares:..	47.9%										
Unlisted Station Listening:..	10.1%										
Total Lost Listening:..	58.0%										
Available Share Points:	42.0										
Number of Viable Stations:	8										
Mean Share Points per Station:	5.25										
Median Share Points per Station:	5.3										
Rev per Available Share Point:	\$188,095										
Estimated Rev for Mean Station:	\$987,500										

5 YEAR GROWTH RATE

82-87
Population: 6.4%
Retail Sales: 61.8%

Median House Value: \$50,393
Median Age: 31.1 years
Median Education: 12.3 years

Largest Banks

Drovers (140 Mil)
Hamilton (NA)
Commonwealth (NA)

Education Levels (%)
5 years or less 1.5
High School Grad 61.3
4 or more years of college 11.3

YEAR 2000 POPULATION: 460,560

COMMERCE AND INDUSTRY

Important Businesses and Industries
Refrigeration equip.
Turbines
Furniture

Major Corporations
Compudyne
Grembacher

Employment Breakdowns

Manag/Prof.	30,968 (17.3%)	Manuf.	69,605 (38.8%)
Tech/Sales/Admin.	47,030 (26.2%)	Services	35,543 (19.8%)
Service	17,706 (9.9%)	Retail	27,708 (15.4%)
Farm/Forest/Fish	4,560 (2.5%)	Trans/Comm	10,481 (5.8%)
Precision Prod.	26,818 (14.9%)	Construct	10,278 (5.7%)
Oper./Fabri/Labor	52,357 (29.2%)	Wholesale	7,171 (4.0%)

Total Employment: 179,439

NOTE: Column on left is employment by job description or industry. Column on right is employment by industry.

Colleges and Universities

Penn State-York (1,244)
Gettysburg (1,947)
York College (3,827)

Military Bases

Unemployment

June 79: 5.6%
Dec 82: 11.6%
Sep 83: 9.8%

MARKET RADIO CONDITIONS (Based on results from local radio managers)

Largest Ad Agencies

Kelly Adams (1 mil, 20%)
Rhaco (4%)

Heavy Agency
Radio Users

Poor Agency
Radio Users

Most Knowledgeable
Local Media Buyers

Largest Local Radio Accounts

Market's Radio Strengths

Market's Radio Weaknesses

Large Local Accounts Which
Use Radio Poorly

Highest Billing AM: WSBA
Highest Billing FM: WQXA-F
Highest Billing Station: WSBA

Radio Usage by Major Advertising Categories

Financial	3.5	Soft Drinks	3.5	Stereo/Computers/TV	3.0
Fast Foods	5.0	Beer, Wine	4.5	Department/Discount Stores	3.5
Restaurants	2.5	Farm	2.0	Airlines	1.5
Auto Dealers	4.0	Utilities	1.0	Fashion, Clothing Stores	3.0

Source of Regional Dollars

COMPETITIVE MEDIA

Over the Air Television

Part of Harrisburg-Lancaster-York ADI
See Harrisburg for stations

Daily Newspapers

York Daily Record M 38,695, Buckner
York Dispatch E 50,219

Cable Penetration (DMA)

NA
Susquehanna

Recent Radio Transactions

1981 WOYK \$664,000
1983 WRHY-F 525,000
1983 WNOW/KQXA-F From Rust to Central Penn
4,000,000

MISCELLANEOUS COMMENTS



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