

David Gleason

AMERICAN RADIO

SIXTEENTH
ANNIVERSARY ISSUE
1976 - 1992

A STATISTICAL HISTORY

James H. Duncan, Jr.
June 1992

This is the special Radio in the United States: 1976-1992. I am proud to make it available to you because your tremendous support of my American Radio series made this book possible and practical. I thank you for that support.

I urge you to make any comments, suggestions, criticisms or corrections you have concerning this book. In 1996 or 1997 I will be updating this edition and I want to make that issue even better than this. There is always room for improvement and those improvements are often inspired by your comments and suggestions. I can be reached at the following address:

James H. Duncan, Jr.
DUNCAN'S AMERICAN RADIO, INC.
PO Box 90284
Indianapolis IN 46290
(317) 844-0988

Please carefully read the definitions pages - particularly those at the beginning of Section B. If you do not, I guarantee that you will misunderstand something or, at the least, you will not derive full benefit from the data offered. However, if you still have questions, please feel free to call me at any time. I figure that my call back to you is part of the price you pay for the book. Also, I always enjoy talking radio with my subscribers.

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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.

CHARTER SUBSCRIBERS TO AMERICAN RADIO

While I was preparing for this special edition of American Radio, I decided to review my subscriber list from my very first edition. I picked out those people and companies that took a chance and purchased not only that first edition, but have never missed an edition in the past fifteen years.

A very special thank you to these charter subscribers:

John Booth II	Ron Cutler
WVIC	Bill McCormick
WMUS - Tim Achterhoff	Clear Channel
WKFR - Dave Hicks	Blackburn
Cox Broadcasting	Torbet
Gary Stevens	Peter Moore
RAB	EZ Communications
Park Broadcasting	Katz Radio
Holt Corporation	Paul Kagan
TM	Major Market Radio
Westinghouse	Blair Radio
Crisler	Norm Fischer
Nationwide	Jay Williams
Malrite	NPR
Midwest TV - Jack Everette	Dick Ferguson
WALT - Ed Holladay	John Tenaglia
Greater Media - Julian Brown	Ragan Henry
Kalamusic - Stephen Trivers	John Dille III
Dick Janssen	Dick Foreman
Hugh Barr	Dick Geismar
Dick Rakovan	Bill McClenaghan
Kepper Tupper	John Barger

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INDIVIDUAL MARKET HISTORIES

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Sixteen-year histories for the following markets

Akron	Dayton	Los Angeles	Sacramento
Albany	Daytona Beach	Louisville	Saginaw
Albuquerque	Denver	Lubbock	Salinas-Monterey
Allentown	Des Moines	Macon	Salt Lake City
Altoona	Detroit	Madison	San Antonio
Amarillo	Duluth	Manchester	San Diego
Anchorage	El Paso	McAllen-Brownsville	San Francisco
Appleton	Erie	Melbourne	San Jose
Asheville	Eugene	Memphis	Sarasota
Atlanta	Evansville	Miami-Ft. Lauderdale	Savannah
Atlantic City	Fargo	Milwaukee	Seattle
Augusta	Fayetteville	Minneapolis	Shreveport
Austin	Flint	Mobile	Sioux Falls
Bakersfield	Ft. Wayne	Modesto	South Bend
Baltimore	Fresno	Montgomery	Spokane
Baton Rouge	Grand Rapids	Nashville	Springfield MA
Beaumont	Green Bay	Nassau-Suffolk	Springfield MO
Billings	Greensboro-WS	New Haven	Stuebenville
Binghamton	Greenville NC	New Orleans	St. Louis
Birmingham	Greenville-Spartanburg	New York	Stockton
Bloomington	Harrisburg	Norfolk	Syracuse
Boise	Hartford	Oklahoma City	Tallahassee
Boston	Honolulu	Omaha	Tampa-St. Pete
Bridgeport	Houston	Orlando	Terre Haute
Buffalo	Huntington	Oxnard-Ventura	Toledo
Canton	Huntsville	Pensacola	Topeka
Casper	Indianapolis	Peoria	Tucson
Cedar Rapids	Jackson MS	Philadelphia	Tulsa
Charleston SC	Jacksonville	Phoenix	Utica
Charleston WV	Johnson City	Pittsburgh	Waco
Charlotte	Johnstown	Portland ME	Washington
Chattanooga	Kalamazoo	Portland OR	Waterloo
Chicago	Kansas City	Portsmouth	West Palm Beach
Cincinnati	Knoxville	Providence	Wheeling
Cleveland	Lafayette LA	Pueblo	Wichita
Colorado Springs	Lakeland	Raleigh	Wilkes Barre
Columbia	Lancaster	Reno	Wilmington DE
Columbus GA	Lansing	Richmond	Wilmington NC
Columbus OH	Las Vegas	Riverside-San Bern	Worcester
Corpus Christi	Lexington	Roanoke	York
Dallas-Ft. Worth	Lincoln	Rochester	Youngstown
Davenport	Little Rock	Rockford	

SECTION A

NATIONAL TABLES

AND

COMMENTARY BY JIM DUNCAN

LEADING STATIONS: 12+ 1/4 HOUR AVERAGE*

Spring 76	WABC	New York	2523	Fall 76	WABC	New York	2095
Spring 77	WABC	New York	2205	Fall 77	WABC	New York	2259
Spring 78	WABC	New York	NA	Fall 78	WKTU-F	New York	2802
Spring 79	WKTU-F	New York	1928	Fall 79	WOR	New York	1813
Spring 80	WBLS-F	New York	2033	Fall 80	WKTU-F	New York	2028
Spring 81	WBLS-F	New York	1871	Fall 81	WOR	New York	1668
Spring 82	WOR	New York	1729	Fall 82	WOR	New York	1453
Spring 83	WOR	New York	1463	Fall 83	WHTZ-F	New York	1603
Spring 84	WHTZ-F	New York	1996	Fall 84	WHTZ-F	New York	1707
Spring 85	WHTZ-F	New York	1755	Fall 85	WPLJ-F	New York	1685
Spring 86	WHTZ-F	New York	1915	Fall 86	WHTZ-F	New York	1552
Spring 87	WHTZ-F	New York	1650	Fall 87	WPAT AF	New York	1679
Spring 88	WHTZ-F	New York	1639	Fall 88	WHTZ-F	New York	1553
Spring 89	WHTZ-F	New York	1718	Fall 89	WGN	Chicago	1537
Spring 90	WRKS-F	New York	1468	Fall 90	WRKS-F	New York	1574
Spring 91	WCBS-F	New York	1482				

Spring 1976	Fall 1976	Spring 1977
[-----]	[-----]	[-----]
1. WABC New York 2523	1. WABC New York 2095	1. WABC New York 2205
2. WOR New York 2053	2. WOR New York 1869	2. WOR New York 1816
3. WLS Chicago 1856	3. WGN Chicago 1488	3. WLS Chicago 1577
4. WGN Chicago 1643	4. WCBS New York 1479	4. WGN Chicago 1485
5. WCBS New York 1318	5. WLS Chicago 1367	5. WCBS New York 1442
6. WJR Detroit 1284	6. WINS New York 1294	6. WBLS-F New York 1389
7. WRFM-F New York 1256	7. WBLS-F New York 1229	7. WJR Detroit 1250
8. WBLS-F New York 1185	8. WJR Detroit 1125	8. WINS New York 1187
9. KDKA Pittsburgh 1157	WRFM-F New York 1125	9. KDKA Pittsburgh 1096
10. WMAQ Chicago 1092	10. WCCO Minneapolis 1123	10. WCCO Minneapolis 1094

Fall 1977	Spring 1978	Fall 1978
[-----]	[-----]	[-----]
1. WABC New York 2259	1. WABC New York NA	1. WKTU-F New York 2802
2. WOR New York 1896	2. WOR New York NA	2. WABC New York 2002
3. WBLS-F New York 1696	3. WBLS-F New York NA	3. WOR New York 1742
4. WCBS New York 1484	4. WGN Chicago NA	4. WCBS New York 1535
5. WLS Chicago 1440	5. WJR Detroit NA	5. WINS New York 1273
6. WGN Chicago 1243	6. WCBS New York NA	6. WGN Chicago 1228
7. WINS New York 1213	7. WINS New York NA	7. WRFM-F New York 1203
8. WJR Detroit 1028	8. WLS Chicago NA	8. WMAQ New York 1164
9. WCCO Minneapolis 1009	9. WRFM-F New York NA	9. WJR Detroit 1117
10. WMAQ Chicago NA	10. KABC Los Angeles NA	10. WLS Chicago 1091

Spring 1979	Fall 1979	Spring 1980
[-----]	[-----]	[-----]
1. WKTU-F New York 1928	1. WOR New York 1813	1. WBLS-F New York 2033
2. WOR New York 1906	2. WBLS-F New York 1775	2. WKTU-F New York 1676
3. WABC New York 1629	3. WKTU-F New York 1691	3. WCBS New York 1510
4. WBLS-F New York 1611	4. WCBS New York 1524	4. WGN Chicago 1490
5. WGN Chicago 1508	5. WGN Chicago 1378	5. WOR New York 1440
6. WCBS New York 1442	6. WABC New York 1309	6. WABC New York 1321
7. WLS Chicago 1370	7. WRFM-F New York 1185	7. WNBC New York 1281
8. KABC Los Angeles 1225	8. WINS New York 1112	8. WINS New York 1219
9. WRFM-F New York 1197	9. WLS Chicago 1100	9. WLS Chicago 1178
10. WCCO Minneapolis 1191	10. WNBC New York 1029	10. WRFM-F New York 1176

* Based on 12+ 1/4 Hr Avg, TSA Mon-Sun, 6A-Mid

LEADING STATIONS: 12+ 1/4 HOUR AVERAGE*
(continued)

Fall 1980	Spring 1981	Fall 1981
[-----]	[-----]	[-----]
1. WKTU-F New York 2028	1. WBLS-F New York 1871	1. WOR New York 1668
2. WBLS-F New York 1717	2. WOR New York 1655	2. WKTU-F New York 1469
3. WOR New York 1695	3. WKTU-F New York 1616	3. WBLS-F New York 1455
4. WNBC New York 1396	4. WNBC New York 1537	4. WNBC New York 1388
5. WCBS New York 1333	5. WCBS New York 1356	5. WRKS-F New York 1364
6. WGN Chicago 1236	6. WABC New York 1313	6. WINS New York 1343
7. WINS New York 1218	7. KABC Los Angeles 1305	7. WGN Chicago 1192
8. WRFM-F New York 1045	8. WRFM-F New York 1279	8. WCBS New York 1190
9. WMAQ Chicago 1039	9. WGN Chicago 1254	9. WPLJ-F New York 1183
10. WLS Chicago 986	10. WPLJ-F New York 1170	10. KABC Los Angeles 1177
Spring 1982	Fall 1982	Spring 1983
[-----]	[-----]	[-----]
1. WOR New York 1729	1. WOR New York 1453	1. WOR New York 1463
2. WKTU-F New York 1674	2. WBLS-F New York 1428	2. WBLS-F New York 1427
3. WRKS-F New York 1622	3. WGN Chicago 1380	3. WGN Chicago 1339
4. WBLS-F New York 1434	4. WCBS New York 1324	4. WKTU-F New York 1318
5. WCBS New York 1357	5. WINS New York 1320	5. WRFM-F New York 1316
6. WYNY-F New York 1296	6. WYNY-F New York 1289	6. WCBS New York 1293
7. WPLJ-F New York 1277	7. WNBC New York 1251	7. WINS New York 1282
8. WNBC New York 1253	8. WRKS-F New York 1178	8. KABC Los Angeles 1234
9. WGN Chicago 1205	9. WPLJ-F New York 1143	9. WYNY-F New York 1233
10. WINS New York 1177	10. WRFM-F New York 1119	10. WRKS-F New York 1227
Fall 1983	Spring 1984	Fall 1984
[-----]	[-----]	[-----]
1. WHTZ-F New York 1603	1. WHTZ-F New York 1996	1. WHTZ-F New York 1707
2. WOR New York 1463	2. KIIS-F Los Angeles 1704	2. WOR New York 1583
3. WGN Chicago 1346	3. WRKS-F New York 1411	3. KIIS-F Los Angeles 1537
4. KIIS-F Los Angeles 1335	4. WGN Chicago 1367	4. WRKS-F New York 1535
5. WRKS-F New York 1301	5. KABC Los Angeles 1275	5. WGN Chicago 1436
6. WINS New York 1188	6. WINS New York 1253	6. WINS New York 1395
7. WCBS New York 1126	7. WPLJ-F New York 1244	7. WPLJ-F New York 1243
8. WPLJ-F New York 1007	8. WOR New York 1241	8. WCBS New York 1221
9. WRFM-F New York 971	9. WCBS New York 1112	9. WNEW-F New York 1164
10. WYNY-F New York 970	10. WJR Detroit 1104	10. WBLS-F New York 1076
Spring 1985	Fall 1985	Spring 1986
[-----]	[-----]	[-----]
1. WHTZ-F New York 1755	1. WPLJ-F New York 1685	1. WHTZ-F New York 1915
2. WRKS-F New York 1626	2. WHTZ-F New York 1541	2. WRKS-F New York 1730
3. KIIS-F Los Angeles 1625	3. WRKS-F New York 1536	3. WPLJ-F New York 1669
4. WOR New York 1522	4. WOR New York 1534	4. WGN Chicago 1609
5. WPLJ-F New York 1512	5. KIIS-F Los Angeles 1437	5. WOR New York 1364
6. WGN Chicago 1501	6. WBLS-F New York 1284	6. WINS New York 1279
7. WNEW-F New York 1278	7. WLTW-F New York 1226	7. WPAT-F New York 1225
8. WINS New York 1235	8. WINS New York 1211	8. WLTW-F New York 1204
9. WCBS New York 1111	9. WGN Chicago 1174	9. KABC Los Angeles 1200
10. WPAT-F New York 1075	10. WNEW-F New York 1123	10. WBLS-F New York 1188

* Based on 12+ 1/4 Hr Avg, TSA Mon-Sun, 6A-Mid

LEADING STATIONS: 12+ 1/4 HOUR AVERAGE*
(continued)

Fall 1986	Spring 1987	Fall 1987
[-----]	[-----]	[-----]
1. WHTZ-F New York 1552	1. WHTZ-F New York 1650	1. WPAT AF New York 1679
2. WPLJ-F New York 1443	2. WPLJ-F New York 1416	2. WHTZ-F New York 1648
3. WRKS-F New York 1406	3. WPAT-F New York 1384	3. WPLJ-F New York 1350
4. WOR New York 1366	4. KIIS-F Los Angeles 1331	4. WINS New York 1337
5. WGN Chicago 1283	5. WOR New York 1314	5. KIIS AF Los Angeles 1317
6. WPAT-F New York 1263	6. WBLS-F New York 1293	6. WRKS-F New York 1315
7. WBLS-F New York 1231	7. WGN Chicago 1275	7. WOR New York 1300
8. WINS New York 1208	8. WINS New York 1253	8. WLTW-F New York 1277
9. WCBS New York 1167	WQHT-F New York 1253	9. KPWR-F Los Angeles 1243
10. WLTW-F New York 1146	10. WRKS-F New York 1249	10. WGN Chicago 1171
Spring 1988	Fall 1988	Spring 1989
[-----]	[-----]	[-----]
1. WHTZ-F New York 1639	1. WHTZ-F New York 1553	1. WHTZ-F New York 1718
2. WPAT AF New York 1548	2. WOR New York 1425	2. WPAT AF New York 1640
3. WOR New York 1331	3. WPAT AF New York 1403	3. WLTW-F New York 1501
4. KPWR-F Los Angeles 1313	4. WLTW-F New York 1313	4. WCBS-F New York 1419
5. KIIS AF Los Angeles 1284	5. WCBS-F New York 1285	5. WGN Chicago 1389
6. WGN Chicago 1276	6. KPWR-F Los Angeles 1234	6. WINS New York 1308
7. WRKS-F New York 1270	7. WGN Chicago 1217	7. KPWR-F Los Angeles 1278
8. WLTR-F New York 1230	8. WINS New York 1209	8. WNEW-F New York 1249
9. WWPR-F New York 1206	9. WRKS-F New York 1170	9. KOST-F Los Angeles 1184
10. WCBS-F New York 1174	10. KIIS-F Los Angeles 1144	10. WRKS-F New York 1168
Fall 1989	Spring 1990	Fall 1990
[-----]	[-----]	[-----]
1. WGN Chicago 1537	1. WRKS-F New York 1468	1. WRKS-F New York 1574
2. WPAT-F New York 1405	2. WPAT AF New York 1463	2. WLTW-F New York 1389
3. WOR New York 1388	3. WCBS-F New York 1334	3. WCBS-F New York 1386
4. WLTW-F New York 1366	4. WHTZ-F New York 1310	4. WPAT-F New York 1355
5. WINS New York 1289	5. WOR New York 1208	5. WGN Chicago 1298
6. WHTZ-F New York 1216	WGN Chicago 1208	6. WHTZ-F New York 1273
7. WCBS-F New York 1161	7. WINS New York 1207	7. WINS New York 1181
8. WRKS-F New York 1127	8. KOST-F Los Angeles 1191	8. WOR New York 1157
WQHT-F New York 1127	9. WNEW-F New York 1149	9. WQHT-F New York 1141
10. WNEW-F New York 1113	WLTW-F New York 1149	10. KLOS-F Los Angeles 1125
Spring 1991		
[-----]		
1. WCBS-F New York 1482		
2. WRKS-F New York 1424		
3. WPAT AF New York 1405		
4. WOR New York 1352		
5. WLTW-F New York 1334		
6. KOST-F Los Angeles 1230		
7. WGN Chicago 1212		
8. WINS New York 1166		
9. WNSR-F New York 1152		
10. WQHT-F New York 1141		

* Based on 12+ 1/4 Hr Avg, TSA Mon-Sun, 6A-Mid

LEADING STATIONS: 12+ METRO SHARE*

Spring 76	WJBC	Bloomington IL	39.1	Spring 84	WWNC	Asheville NC	35.7
Spring 77	WJBC	Bloomington IL	45.7	Spring 85	KTRS-F	Casper	36.2
Spring 78	WJBC	Bloomington IL	44.6	Spring 86	KTRS-F	Casper	36.4
Spring 79	WWNC	Asheville NC	44.0	Spring 87	WWNC	Asheville NC	41.8
Spring 80	WWNC	Asheville NC	39.2	Spring 88	KTRS-F	Casper	43.8
Spring 81	WWNC	Asheville NC	39.3	Spring 89	KTRS-F	Casper	48.9
Spring 82	WJBC	Bloomington IL	40.8	Spring 90	WIVK AF	Knoxville	32.2
Spring 83	WJBC	Bloomington IL	36.5	Spring 91	WIVK-F	Knoxville	32.0

Spring 1976			Spring 1977			Spring 1978		
1.	WJBC	Bloomington 39.1	1.	WJBC	Bloomington 45.7	1.	WJBC	Bloomington 44.6
2.	WWNC	Asheville 35.5	2.	WWNC	Asheville 41.5	2.	WWNC	Asheville 38.4
3.	KWWL	Waterloo 34.8	3.	KWWL	Waterloo 36.5	3.	KWWL	Waterloo 32.5
4.	KGBT	McAllen TX 33.0	4.	WIKY AF	Evansville 36.4	4.	KGBT	McAllen 32.2
5.	KEIN	Great Falls 31.7	5.	KGBT	McAllen 31.9	5.	KFGO	Fargo 28.5
6.	KYJC	Medford 30.8	6.	WMT	Cedar Rapids 30.0	6.	KTDY-F	Lafayette LA 27.7
7.	WBBQ AF	Augusta GA 28.5	7.	WHHY	Montgomery 29.1	7.	WMT	Cedar Rapids 27.4
8.	WCCO	Minn-SP 27.7	8.	KYJC	Medford 28.9	8.	WQSM-F	Fayette NC 26.9
	KVOL	Lafayette LA 27.7	9.	KMON	Great Falls 28.6	9.	WCCO	Minn-SP 26.0
10.	KFAB	Omaha 27.6	10.	KOOK	Billings 28.0	10.	WTIC	Hartford 25.7

Spring 1979			Spring 1980			Spring 1981		
1.	WWNC	Asheville 44.0	1.	WWNC	Asheville 39.2	1.	WWNC	Asheville 39.3
2.	WJBC	Bloomington 40.3	2.	WJBC	Bloomington 37.0	2.	WJBC	Bloomington 39.1
3.	KGBT	McAllen 38.7	3.	KGBT	McAllen 35.1	3.	KGBT	McAllen 33.2
4.	KVOC	Casper 34.9	4.	KLUR-F	Wichita Flls 32.1	4.	WFBG	Altoona 30.7
5.	KWWL	Waterloo 33.3	5.	KYYA-F	Billings 30.2	5.	WMT	Cedar Rapids 30.3
6.	WCCO	Minn-SP 30.4	6.	KTWO	Casper 29.7	6.	KWLO	Waterloo 29.3
7.	KATI	Casper 30.2		KATI	Casper 29.7	7.	WIVK-F	Evansville 28.0
8.	WMT	Cedar Rapids 29.3	8.	KVOL	Lafayette 29.0	8.	WQSM-F	Fayette NC 25.8
9.	WTIC	Hartford 28.4	9.	KWWL	Waterloo 27.6	9.	KUTI	Yakima 25.2
10.	KQDI	Great Falls 27.6	10.	WBBQ-F	Augusta 27.2	10.	WKEE-F	Huntington 24.3
				KFAB	Omaha 27.2			

Spring 1982			Spring 1983			Spring 1984		
1.	WJBC	Bloomington 40.8	1.	WJBC	Bloomington 36.5	1.	WWNC	Asheville 35.7
2.	WWNC	Asheville 38.5	2.	WWNC	Asheville 35.3	2.	WJBC	Bloomington 34.7
3.	WWVA	Wheeling 29.6	3.	WXLK-F	Roanoke 29.1	3.	WXLK-F	Roanoke 32.0
4.	KGBT	McAllen 29.1	4.	KVOC	Casper 29.0	4.	KTRS-F	Casper 31.5
5.	WFBG	Altoona 27.3	5.	KIOK-F	Richland WA 27.1	5.	KWTO	Sprngfld MO 30.4
6.	KTRS-F	Casper 27.2	6.	KWTO-F	Sprngfld MO 26.6	6.	KGHL	Billings 27.9
7.	WCCK-F	Erie 25.8	7.	WCCK-F	Erie 26.4	7.	KIOK-F	Richland WA 27.1
8.	WOWO	Fort Wayne 25.0	8.	KTRS-F	Casper 26.2	8.	WNDU-F	South Bend 26.4
	WMT	Cedar Rapids 25.0	9.	KFMW-F	Waterloo 25.1	9.	WBBQ-F	Augusta GA 25.7
	KVOC	Casper 25.0	10.	WFBG	Altoona 25.0	10.	WIKY-F	Evansville 25.6

* Based on 12+ Metro Share, Mon-Sun, 6A-Mid

LEADING STATIONS: 12+ METRO SHARE*
(continued)

Spring 1985			Spring 1986			Spring 1987		
[-----]			[-----]			[-----]		
1. KTRS-F	Casper	36.2	1. KTRS-F	Casper	36.4	1. WWNC	Asheville	41.8
2. WXLK-F	Roanoke	34.9	2. WJBC	Bloomington	36.2	2. KTRS-F	Casper	37.6
3. WWNC	Asheville	33.0	3. WWNC	Asheville	35.7	3. WIVK AF	Knoxville	37.1
4. WIKY-F	Evansville	31.4	4. KGHL	Billings	31.4	4. WIOG-F	Saginaw	33.8
5. KFMW-F	Waterloo	29.8	5. WAAL-F	Binghamton	27.7	5. KRLB-F	Lubbock	32.3
6. WKSF-F	Asheville	27.8	6. WTCR-F	Huntington	27.4	6. WSTO-F	Evansville	31.5
7. WFBG	Altoona	26.3	7. WIVK-F	Knoxville	26.7	7. WJBC	Bloomington	30.0
8. WMEE-F	Fort Wayne	26.2	8. KRLB-F	Lubbock	26.5	8. WOMP-F	Wheeling	29.1
9. KWTO-F	Springfld MO	25.8	9. WIKY-F	Evansville	25.7	9. WIKY AF	Evansville	28.5
10. WZYP-F	Huntsville	25.0	10. WOMP-F	Wheeling	25.4	10. WAYS-F	Macon	27.6
			WTHI-F	Terre Haute	25.4			

Spring 1988			Spring 1989			Spring 1990		
[-----]			[-----]			[-----]		
1. KTRS-F	Casper	43.8	1. KTRS-F	Casper	48.9	1. WIVK AF	Knoxville	32.2
2. WIVK AF	Knoxville	35.5	2. WIVK AF	Knoxville	34.2	2. WTCR AF	Huntington WV	30.9
3. WJBC	Bloomington	33.8	3. WTCR AF	Huntington WV	29.6	3. KTRS-F	Casper	29.3
4. WTCR AF	Huntington WV	31.7	4. KWTO-F	Springfld MO	26.7	4. WTHI-F	Terre Haute	26.3
5. KRLB-F	Lubbock	30.7	5. WTHI-F	Terre Haute	26.2	5. WJBC	Bloomington	26.1
6. WIXX-F	Green Bay	29.0	6. WJBC	Bloomington	26.1	6. WWNC	Asheville	24.7
7. WKFR-F	Kalamazoo	28.5	7. WIXX-F	Green Bay	25.3	7. WZHT-F	Montgomery AL	24.4
8. WWNC	Asheville	27.4	WBBQ AF	Augusta GA	25.3	8. KLLL-F	Lubbock	24.3
9. WBBQ-F	Augusta GA	27.2	9. WJET-F	Erie	24.5	9. WQBE-F	Charleston WV	24.0
10. WKEE-F	Huntsville	27.1	10. WIOG-F	Saginaw	24.1	WIXX-F	Green Bay	24.0

Spring 1991		
[-----]		
1. WIVK-F	Knoxville	32.0
2. WTHI AF	Terre Haute	30.1
3. WTCR AF	Huntington WV	29.2
4. KTRS-F	Casper	26.7
5. WQBE-F	Charleston WV	26.0
6. WJBC	Bloomington	25.9
7. KLLL-F	Lubbock	25.4
8. WDRM-F	Huntsville AL	24.7
9. WBBQ AF	Augusta GA	23.0
10. WXBQ-F	JC-Kingsport	22.7

* Based on 12+ Metro Share, Mon-Sun, 6A-Mid

LEADING STATIONS: 12+ CUME RATING*

Fall 77	KFAB	Omaha	54.3	Spring 78	WJBC	Bloomington	NA
Fall 78	WOWO	Ft. Wayne	54.5	Spring 79	KWWL	Waterloo	68.7
Fall 79	WOWO	Ft. Wayne	62.5	Spring 80	WOWO	Ft. Wayne	61.9
Fall 80	WJBC	Bloomington	62.0	Spring 81	WWNC	Asheville	62.0
Fall 81	WJBC	Bloomington	57.6	Spring 82	WJBC	Bloomington	63.5
Fall 82	WJBC	Bloomington	56.3	Spring 83	WWNC	Asheville	61.0
Fall 83	WJBC	Bloomington	54.1	Spring 84	WWNC	Asheville	56.1
Fall 84	WJBC	Bloomington	57.5	Spring 85	WXLK-F	Roanoke	51.9
Fall 85	KFAB	Omaha	48.7	Spring 86	KTRS-F	Casper	52.0
Fall 86	WIOG-F	Saginaw	48.0	Spring 87	WWNC	Asheville	52.9
Fall 87	WIOG-F	Saginaw	50.7	Spring 88	KTRS-F	Casper	56.5
Fall 88	WIVK AF	Knoxville	NA	Spring 89	KTRS-F	Casper	59.3
Fall 89	WIVK AF	Knoxville	53.7	[Spring 90	KTRS-F	Casper	50.4]
Fall 90	WIVK AF	Knoxville	55.0	[Spring 90	WIXX-F	Green Bay	50.4]
				Spring 91	KTRS-F	Casper	48.6

Fall 1977			Spring 1978			Fall 1978		
[-----]			[-----]			[-----]		
1.	KFAB	Omaha 54.3	1.	WJBC	Bloomington NA	1.	WOWO	Ft. Wayne 54.5
2.	WOWO	Fort Wayne 52.5	2.	KWWL	Waterloo NA	2.	KFAB	Omaha 53.0
3.	WCCO	Minn-SP 51.7	3.	WROK	Rockford NA	3.	WCCO	Minn-SP 52.6
4.	KDKA	Pittsburgh 50.2	4.	WOWO	Ft. Wayne NA	4.	WTIC	Hartford 51.5
5.	WTIC	Hartford 49.3	5.	WWNC	Asheville NA	5.	KDKA	Pittsburgh 47.1
6.	WKBW	Buffalo 46.7	6.	KDKA	Pittsburgh NA	6.	WKEE AF	Huntington 46.4
7.	WBT	Charlotte 44.6	7.	WGEE	Green Bay NA	7.	KENI	Anchorage 43.5
8.	KMOX	St. Louis 44.5	8.	WICC	Bridgeport NA	8.	WKBW	Buffalo 43.4
9.	KKUA	Honolulu 44.3	9.	WHYN	Sprngfld MA NA	9.	WVLK	Lexington 43.2
10.	WRVA	Richmond 43.5	10.	KOOK	Billings NA	10.	WBT	Charlotte 42.7

Spring 1979			Fall 1979			Spring 1980		
[-----]			[-----]			[-----]		
1.	KWWL	Waterloo 68.7	1.	WOWO	Ft. Wayne 62.5	1.	WOWO	Ft. Wayne 61.9
2.	WJBC	Bloomington 66.5	2.	KFAB	Omaha 59.2	2.	WJBC	Bloomington 61.2
3.	WWNC	Asheville 58.3	3.	KDKA	Pittsburgh 51.6	3.	KWWL	Waterloo 58.4
4.	WOWO	Ft. Wayne 57.7	4.	WTIC	Hartford 49.1	4.	WWNC	Asheville 57.5
5.	WROK	Rockford 56.1	5.	WCCO	Minn-SP 45.5	5.	KDKA	Pittsburgh 52.9
6.	WCCO	Minn-SP 56.0	6.	KMOX	St. Louis 42.9	6.	WFBG	Altoona 50.3
7.	WTIC	Hartford 53.0		KGMB	Honolulu 42.9	7.	KVOL	Lafayette LA 49.7
8.	KDKA	Pittsburgh 52.9	8.	WELI	New Haven 42.3	8.	WROK	Rockford 48.8
9.	WICC	Bridgeport 50.0	9.	WGY	Schenectady 40.3	9.	WTIC	Hartford 47.0
10.	WFBG	Altoona 49.6		WVLK	Lexington 40.3	10.	WWVA	Wheeling 46.5

Fall 1980			Spring 1981			Fall 1981		
[-----]			[-----]			[-----]		
1.	WJBC	Bloomington 62.0	1.	WWNC	Asheville 62.0	1.	WJBC	Bloomington 57.6
2.	KFAB	Omaha 54.9	2.	WJBC	Bloomington 59.1	2.	KFAB	Omaha 49.8
3.	WOWO	Ft. Wayne 52.3	3.	KWLO	Waterloo 56.4	3.	WOWO	Ft. Wayne 46.6
4.	WCCO	Minn-SP 48.8	4.	WOWO	Ft. Wayne 54.7	4.	WCCO	Minn-SP 45.8
5.	WTIC	Hartford 48.6	5.	KDKA	Pittsburgh 51.0	5.	WTIC	Hartford 42.8
6.	KDKA	Pittsburgh 48.4	6.	WFBG	Altoona 50.3	6.	KDKA	Pittsburgh 42.2
7.	WHBC	Canton 44.6	7.	WICC	Bridgeport 47.9	7.	KMOX	St. Louis 40.7
8.	KGBT	McAllen 43.1	8.	WIXX-F	Green Bay 45.6	8.	WHBC	Canton 40.2
9.	KMOX	St. Louis 42.7	9.	WMT	Cedar Rapids 45.5	9.	WBNQ-F	Bloomington 40.0
10.	WKEE AF	Huntington 42.0	10.	WTIC	Hartford 45.1	10.	WKEE-F	Huntington 38.6

*Based on 12+ Cume Rating, Metro, 6A-Mid, Mon-Sun. Remember that not every market surveyed in the Spring is surveyed in the Fall.

LEADING STATIONS: 12+ CUME RATING*
(continued)

Spring 1982	Fall 1982	Spring 1983																																																																																															
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*Based on 12+ Cume Rating, Metro, 6A-Mid, Mon-Sun. Remember that not every market surveyed in the Spring is surveyed in the Fall.

LEADING STATIONS: 12+ CUME RATING*
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*Based on 12+ Cume Rating, Metro, 6A-Mid, Mon-Sun. Remember that not every market surveyed in the Spring is surveyed in the Fall.

LEADING STATIONS: 12+ TSA CUME

Spring 76	WABC	New York	48809	Fall	76	WABC	New York	44762
Spring 77	WABC	New York	42807	Fall	77	WABC	New York	44995
Spring 78	WABC	New York	38665	Fall	78	WABC	New York	38037
Spring 79	WABC	New York	33728	Fall	79	WABC	New York	31920
Spring 80	WABC	New York	30192	Fall	80	WNBC	New York	28338
Spring 81	WNBC	New York	29529	Fall	81	WNBC	New York	28300
Spring 82	WNBC	New York	26735	Fall	82	WCBS	New York	26221
Spring 83	WINS	New York	26307	Fall	83	WINS	New York	25389
Spring 84	WHTZ-F	New York	28902	Fall	84	WHTZ-F	New York	27038
Spring 85	WHTZ-F	New York	26511	Fall	85	WPLJ-F	New York	27294
Spring 86	WPLJ-F	New York	29017	Fall	86	WPLJ-F	New York	26889
Spring 87	WINS	New York	27840	Fall	87	WINS	New York	27653
Spring 88	WHTZ-F	New York	25717	Fall	88	WINS	New York	28391
Spring 89	WINS	New York	27917	Fall	89	WINS	New York	29535
Spring 90	WINS	New York	25946	Fall	90	WINS	New York	26996
Spring 91	WINS	New York	25841					

RADIO ADVERTISING SALES: 1970-1991

	<u>TOTAL RADIO SALES</u>	<u>NETWORK</u>	<u>NATIONAL SPOT</u>	<u>LOCAL</u>
1991	8057 (-3.8)	461 (1.3)	1446 (3.4)	6150 (-5.6)
1990	8375 (3.6)	455 (3.1)	1399 (2.1)	6521 (4.0)
1989	8081 (7.9)	441 (9.4)	1369 (5.0)	6271 (8.9)
1988	7492 (8.3)	410 (8.2)	1311 (4.4)	5770 (9.7)
1987	6916 (6.0)	401 (2.4)	1256 (2.1)	5259 (6.7)
1986	6522 (5.5)	383 (16.1)	1230 (2.5)	4909 (5.5)
1985	6181 (11.3)	330 (14.2)	1200 (8.3)	4651 (12.0)
1984	5482 (12.5)	289 (12.0)	1101 (11.2)	4092 (12.9)
1983	4872 (16.5)	258 (27.0)	990 (11.6)	3624 (17.0)
1982	4181 (7.5)	203 (11.5)	887 (7.0)	3091 (7.4)
1981	3889 (10.9)	182 (15.9)	829 (12.9)	2878 (10.0)
1980	3508 (10.6)	157 (13.6)	734 (15.3)	2616 (9.2)
1979	3172 (9.0)	139 (9.6)	637 (7.6)	2397 (9.3)
1978	2911 (15.9)	126 (7.0)	592 (13.6)	2193 (12.1)
1977	2513 (12.9)	118 (28.1)	521 (5.4)	1873 (14.3)
1976	2226 (17.6)	92 (26.8)	495 (18.8)	1639 (16.8)
1975	1892 (5.1)	72 (20.0)	416 (7.5)	1403 (7.9)
1974	1800	60	387	1300
1970	1260	49	355	853

NOTES: Figures are in millions. Year-to-year percentage increases are shown in parenthesis. 1970 through 1980 estimates are based on FCC data. Data after 1980 are estimates made by Jim Duncan based on a variety of sources.

AVERAGE PERSON RATING (APR) - RADIO'S AVERAGE LISTENING LEVELS

MEAN FOR ALL RATED MARKETS

Spring	1991	17.04%
Spring	1990	17.22%
Spring	1989	17.53%
Spring	1988	16.47%
Spring	1987	16.73%
Spring	1986	17.10%
Spring	1985	17.32%
Spring	1984	17.39%
Spring	1983	17.50%
Spring	1982	17.33%
Spring	1981	16.04%
April/May	1980	15.42%
April/May	1979	15.62%
April/May	1978	15.42%
April/May	1977	15.29%
April/May	1976	15.40%
April/May	1975	15.74%

MARKETS WITH HIGHEST AND LOWEST APR'S

		<u>HIGHEST</u>	<u>LOWEST</u>	
1991	Youngstown	19.6	Waco	14.3%
1990	Fargo	19.9	Eugene,Wichita	14.6%
1989	Miami	20.4	Wichita	14.5%
1988	Miami	19.5	Eugene,Kalamazoo	13.9%
1987	Miami	20.4	Eugene	13.0%
1986	Miami	19.5	Wichita,Huntng,Steuben	14.7%
1985	Miami	20.6	Huntsville	14.5%
1984	McAllen-Brown	20.7	Medford	13.4%
1983	Miami	20.3	Medford	13.1%
1982	NE PA	20.3	Watelroo	14.1%
1981	Utica	20.0	Lynchburg	12.2%
1980	McAllen-Brown	19.5	Waco	11.9%
1979	NE PA	19.9	Huntsville	12.1%
1978	Bridgeport	19.1	Great Falls	12.5%
1977	Hartford	18.8	Memphis	12.0%
1976	NE PA	19.2	Beaumont	12.9%

NOTE: The Average Person Rating (APR) shows the average percentage of the 12+ population which is using radio (Mon-Sun, 6AM-Midnight). Note the sharp increase in the APR in 1982. This increase corresponded with changes in Arbitron's methodology - specifically Expanded Sample Frame and Differential Survey Treatment.

NATIONAL FM SHARES

TOTAL FM SHARE (METRO)

Spring	1991	74.071%
Spring	1990	73.952%
Spring	1989	73.438%
Spring	1988	71.376%
Spring	1987	71.835%
Spring	1986	68.791%
Spring	1985	66.549%
Spring	1984	64.290%
Spring	1983	62.291%
Spring	1982	58.870%
Spring	1981	57.353%
April/May	1980	54.254%
April/May	1979	50.887%
April/May	1978	47.638%
April/May	1977	44.428%
April/May	1976	40.886%

FM GROWTH RATE

Spring 90 to Spring 91	0.161%
Spring 89 to Spring 90	0.700%
Spring 88 to Spring 89	2.889%
Spring 87 to Spring 88	-0.639%
Spring 86 to Spring 87	4.425%
Spring 85 to Spring 86	3.369%
Spring 84 to Spring 85	3.514%
Spring 83 to Spring 84	3.201%
Spring 82 to Spring 83	5.811%
Spring 81 to Spring 82	2.645%
Apr/May 80 to Apr/May 81	5.712%
Apr/May 79 to Apr/May 80	6.617%
Apr/May 78 to Apr/May 79	6.820%
Apr/May 77 to Apr/May 78	8.663%
Apr/May 76 to Apr/May 77	7.225%

MARKETS WITH HIGHEST AND LOWEST FM SHARES (METRO)

<u>HIGHEST</u>			<u>LOWEST</u>		
1991	Lancaster	94.21%	1991	Sioux Falls	61.17%
1990	Lancaster	94.36%	1990	Asheville	59.46%
1989	Lancaster	94.57%	1989	Sioux Falls	49.55%
1988	Greenville NC	95.02%	1988	Sioux Falls	50.74%
1987	Evansville	91.79%	1987	Asheville	43.20%
1986	Greenville NC	89.97%	1986	Billings	45.45%
1985	Lancaster	89.75%	1985	Altoona	41.46%
1984	Greenville NC	86.90%	1984	Asheville	35.25%
1983	Lancaster	85.07%	1983	Asheville	30.24%
1982	Lancaster	84.11%	1982	Asheville	27.06%
1981	Greenville NC	85.61%	1981	Honolulu	26.10%
1980	Lansing	79.41%	1980	Casper	12.33%
1979	Greenville NC	78.00%	1979	Casper	9.68%
1978	Melbourne-Cocoa	71.75%	1978	McAllen-Brownsville	19.55%
1977	Melbourne-Cocoa	70.43%	1977	Great Falls	17.65%
1976	West Palm Beach	62.83%	1976	McAllen-Brownsville	13.25%

NOTE: "Total Fm Share" calculated by adding up all 1/4 Hour Listening in each and every standard Arbitron market. That figure is then divided into the total for all listed FM stations. Data based on 12+, Broadcast Week.

The "FM Growth Rate" shows the percentage increase in national FM share for each year since 1976. Data is also based on 12+, Broadcast Week.

THE NATION'S RADIO GROUPS 1977-1991

In 1977 I began ranking the nation's radio groups. On the following pages are the results of each year's rankings. The groups are listed in two ways on two tables.

- A. Tsa Cume
- B. Quarter Hour Average

I changed the qualifications for this listing in 1989. Prior to 1989 a group had to have at least five (5) stations in rated markets. From 1989 forward the group had to have a minimum of 3 stations and at least \$3,000,000 in total annual revenue.

The numbers listed in this book are derived from the Spring Arbitron sweep for the years 1977 through 1988. For 1989 on the numbers used are from the latest Arbitron book for the market for the calendar year. The first listings for each table are in rough alphabetical order. Then follows groups of companies which were added after 1982 and then after 1986.

TABLE A: LEADING GROUPS (TSA CUME): This table simply reflects the total cume (12+, TSA, Broadcast Week) for each group. I simply added up the cume for each group-owned station in each rated market. The figures are in hundreds and to be included a group had to be among the top 50 groups nationwide in each given year.

TABLE B: LEADING GROUPS (1/4 HOUR AVERAGE): This table gives a more complete picture of which radio groups developed over the last 16 years. There are well over 300 groups listed. The figures result from adding up the 1/4 Hr. Averages (12+, TSA, Broadcast Week) for each station in each group. The figures are in hundreds.

TABLE A: LEADING RADIO GROUPS (TSA CUME)

	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>
ABC	160751	162038	143808	135094	142744	137809	139612	130084	127833	----	----	----	----	----
Affiliated	----	----	----	13944	12610	----	13972	----	----	----	----	----	----	----
Bonneville	51528	53446	52244	47770	52452	50721	57473	55016	52985	51045	51742	44732	57824	58782
Booth/Genesis	11993	13907	12805	----	12514	15407	16297	18000	19006	21551	24600	37842	38543	37898
Buckley	10254	----	----	----	----	----	----	----	----	----	----	----	----	25718
Capitol (Goodman)	----	----	----	----	----	14373	15782	15325	14828	16126	19478	13455	14647	----
CBS	136624	132695	129788	130902	125212	134954	147572	137005	156215	150721	138065	143245	154606	158652
Capital Cities (ABC)	82592	87571	79632	74896	76943	79441	80133	74544	77415	156751	151745	152425	151074	141965
Cox	50408	52609	53150	50404	50990	55097	48371	47797	47367	48363	46728	54412	60770	72784
Charter	28965	22799	15597	19705	17522	17274	----	----	----	----	----	----	----	----
Century	20403	24174	25561	26735	33063	30486	24402	----	----	17555	17737	17701	17314	----
Doubleday	14739	12594	----	15799	24044	31781	43291	44039	54692	----	----	----	----	----
Entercom	----	----	11721	12422	----	----	14988	16188	15421	16032	14933	14635	18293	20784
Fairbanks	22222	23752	23278	18599	19354	19340	----	----	----	----	----	----	----	----
Federated	10218	10858	----	----	----	----	----	----	----	----	----	----	----	----
First Media	----	----	----	15470	17455	25439	25601	27727	31209	25625	27897	----	----	----
Globe	17343	----	----	----	----	----	----	----	----	----	----	----	----	----
Group One	14681	14295	15626	17062	18289	17289	17241	18102	15296	14103	12913	----	----	----
Gulf	13490	14287	10271	----	----	24635	24128	23518	----	----	----	----	----	----
Great Trails	12121	12572	11939	13983	13680	14336	----	----	----	----	----	----	----	----
GE	26112	25755	25199	25784	24974	22999	----	----	----	----	----	----	----	----

TABLE A: LEADING RADIO GROUPS (TSA CUME) cont'd.

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990
Gannett	20850	42286	40323	41983	42727	53939	56591	66200	69335	73031	71707	59956	58023	57486
Guy Gannett	11975	11857	13366	----	14051	15474	15553	----	13881	14013	----	----	----	----
Gaylord	10473	11748	----	----	----	----	----	----	----	----	----	----	----	----
Greater Media	25555	24941	26257	30868	37075	46114	39788	36860	44776	37118	40919	42151	41533	43316
Golden West	24775	29119	27674	26371	29752	28652	26871	17685	17505	----	----	----	17329	17719
Harte-Hanks	29427	23894	26970	26558	25690	24656	24778	----	----	----	----	----	----	----
Hearst	22050	23884	24506	20057	24934	22479	20334	18599	16741	15384	14552	15374	----	15849
Heftel (H&W)	----	----	14429	21712	21721	16064	15711	18509	24797	24303	33332	----	----	----
Hubbard	----	----	----	12561	----	----	----	----	----	----	----	----	----	----
Infinity	----	----	----	----	----	44715	44405	52145	47337	53067	66304	72699	73287	78335
Insilco	10391	11477	15296	12578	----	----	----	----	----	----	----	----	----	----
Inner City	----	----	29519	34971	36724	39064	35203	29968	33403	23859	28621	----	24568	23135
Jefferson-Pilot	16737	18871	19667	21963	23001	23538	25210	23269	25345	24330	22940	20769	23602	21693
Kaye-Smith	14970	14935	14815	14990	NA	----	----	----	12971	----	----	----	----	----
King	13237	20905	22678	21371	19740	18397	14863	15041	----	14129	13696	14216	15521	----
LIN	31110	30731	27593	25180	26950	26951	28752	28216	27614	26569	----	----	----	----
Metroplex	----	----	----	----	12703	15200	----	15234	16500	19817	18196	13872	18542	16232
Meredith	17618	18419	17913	17087	16189	15489	----	----	----	----	----	----	----	----
Mid America	13770	13752	13483	13939	14185	----	----	----	----	----	----	----	----	----
Metromedia	75346	78834	84869	81839	90081	85400	77722	75476	77045	66429	----	----	----	----
Multimedia	21099	21871	20471	19139	18523	17514	17213	15130	----	----	----	----	----	----
Malrite	18813	20337	19866	21301	23811	25193	34102	54482	50871	65792	62347	66314	63820	55651
NBC	65209	67803	71991	81486	92127	89575	92987	82247	76039	68887	60376	----	----	----
Nationwide	24108	24094	22221	19179	17209	22088	22729	17216	28764	33237	32563	32479	34499	33944
NBN (Unity)	----	----	----	----	----	14788	----	13103	----	----	----	----	----	----
NewCity	----	----	----	----	----	21797	18979	21550	25362	23087	32109	32560	30831	28541
Outlet	----	15264	16924	21718	22561	22477	24255	21978	19657	----	----	----	----	----
Plough	27377	27056	25378	36764	29472	36984	32522	----	----	----	----	----	----	----
Park	12785	13639	14838	12897	12913	----	14096	----	----	34054	35260	31382	31413	27380
RKO	108363	107070	94039	80689	79038	89078	84822	79143	82457	80293	80443	76704	----	----
Rust	13898	15572	16292	15994	15246	----	----	----	----	----	----	----	----	----
Storer	31860	37781	28944	----	----	----	----	----	----	----	----	----	----	----
SJR	29870	30258	49261	45768	41840	----	----	----	----	----	----	----	----	----
Sonderling	29331	32872	31092	----	----	----	----	----	----	----	----	----	----	----
Storz	23882	23447	21113	21460	20938	18968	16695	----	----	----	----	----	----	----
Susquehanna	19205	18360	16974	19420	19025	21709	22465	25931	25884	28919	36295	38411	42276	42854
Sudbrink	18026	----	----	----	----	----	----	----	----	----	----	----	----	----
Shamrock (Disney)	17165	17430	19210	18218	17087	16633	16729	20196	23933	28183	28197	34651	38389	33967

TABLE A: LEADING RADIO GROUPS (TSA CUME) cont'd.

	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>
Swanson	14774	16187	15085	13627	16100	----	----	----	----	----	----	----	----	----
Scrapps-Howard	----	----	----	----	12601	15164	16132	14376	13262	NA	----	----	----	----
Sandusky	----	----	----	----	----	15416	19629	16953	16638	20007	19208	18739	18973	----
Tribune Co.	----	40842	35153	33258	33949	31908	39545	37500	35063	32985	30177	28202	28070	27891
Taft	27233	33418	39093	40603	40948	41027	38127	36172	44966	44183	43014	----	----	----
Viacom	----	----	----	25663	20698	31939	31389	28253	32617	38844	39828	41314	41731	57586
United	11222	15117	14635	16192	14117	19261	14227	16550	17979	18326	19018	17024	17409	17146
Westinghouse	98863	101658	95867	102250	103525	98479	96325	84860	87115	88661	87977	91847	95478	140940

GROUPS ENTERING RANKINGS BETWEEN 1982 AND 1986

Blair							31370	26313	27397	25807	----	----	----	----
EZ							17045	16298	22369	34108	31783	28940	35925	38738
Amaturo							15139	----	----	----	----	----	----	----
DKM							----	22300	15697	18257	26998	----	----	----
Clear Channel							----	----	15354	21021	23604	23249	24506	23637
Edens							----	----	15394	21021	17831	19860	20818	18331
Emmis							----	----	----	14953	64027	81365	87847	71136
Beasley							----	----	----	16372	18730	22289	38036	35618
Josephson							14783	13883	15205	----	----	----	----	----
Ragan Henry							----	----	----	----	----	17342	18047	25500
Stoner							----	13998	15435	17873	17771	16633	16675	----
Western Cities							----	21889	28863	----	----	----	----	----
Price							----	----	21889	28863	27146	----	----	----
Pyramid							----	----	20938	20521	27186	24729	24295	27376
Summit							----	----	16595	----	----	26948	28183	42964
Jacor							----	----	13834	26205	35310	38643	38713	35116
Legacy							----	----	----	25299	31038	55252	57324	21134
Keymarket							----	----	----	15222	16010	----	----	----

GROUPS NEW TO THE RANKINGS SINCE 1986

Cook Inlet											----	28136	30239	30440
Chase											----	----	----	23626
Ardman											----	12088	14750	17385
Adams											16315	----	----	16560
Heritage											----	14547	15708	15433
Henry											----	14600	18530	17160
Evergreen											----	22302	27908	29637
Fairmont											----	18099	18772	18774
Great American											----	47695	49928	54363

GROUPS NEW TO THE RANKINGS SINCE 1986 cont'd.

	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>
Metropolitan											61961	----	----	----
Noble											16429	36313	36404	35354
Saga											----	----	----	15846
Spanish Bdcst											----	----	----	16148
Sconnix											22572	20699	21447	16394
Tichenor											----	----	----	16419
Westwood One											----	----	----	31675
Command											----	----	18604	----
Atlantic Radio											----	----	14781	----
Broadcasting Partners											----	----	15944	----
American Media											----	11930	----	----
Brown											15144	13537	----	----
Capitol (Johnson)											13523	13590	----	----

TABLE B: LEADING RADIO GROUPS (1/4 HOUR AVERAGE)

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990
ABC	8775	8790	8098	7979	8214	8063	8436	7778	7713	----	----	----	----	----
Associated	373	516	592	583	580	685	634	712	----	----	----	----	----	----
American Media	----	256	----	----	----	----	----	----	----	----	869	917	944	990
Affiliated	----	----	729	941	853	885	984	884	896	----	----	----	----	----
Amaturo	----	----	----	----	----	1132	----	----	----	----	----	----	----	----
Abell	----	----	----	----	----	329	419	451	----	----	----	----	----	----
Bonneville	3832	4069	3816	3534	3802	3847	4419	4043	3723	3344	3241	3473	3400	3634
Booth/Genesis	813	891	749	836	858	1041	1092	1278	1499	1501	1837	3006	2771	2676
Buckley	453	----	----	367	540	490	596	553	469	518	683	666	728	1769
Beck-Ross	428	----	----	535	710	684	747	741	----	----	----	----	504	467
Bluegrass	398	373	569	539	595	677	758	542	539	524	----	----	----	----
Bahakel	200	275	235	220	248	353	327	313	345	461	510	437	425	321
BENI-New														
System-Ragan Henry	----	296	276	558	483	1027	833	1254	----	905	----	1080	1139	2089
Beasley	----	173	286	323	303	511	574	767	941	1341	1518	1820	2391	2451
Broadcast Associates	----	----	145	245	259	264	----	----	----	----	----	----	----	----
Buck	----	----	----	140	207	222	----	----	----	219	234	----	210	149
Bloomington	----	----	----	----	----	572	526	630	535	722	695	666	621	565
CBS	7624	7134	7310	7474	7100	7699	8177	7903	9225	8501	8003	8463	9074	9210
Cap Cities/ABC	5385	5656	5419	4881	5180	5575	5286	5163	5573	9813	9486	10113	9401	8815
Cox	3242	3332	3495	3439	3393	3364	3074	2901	3139	3039	2983	3870	4061	4606
Charter	1792	1318	705	907	851	1098	----	----	----	----	----	----	----	----
Century	1400	1715	1748	1837	2222	1724	1645	----	----	1102	1198	1206	1229	895
Columbia Pictures	----	475	390	351	372	----	----	----	----	----	----	----	----	----
Capitol (Johnson)	----	254	233	337	427	446	573	502	665	783	1069	988	889	341
Capitol (Goodman)	----	----	----	552	703	1132	1032	1044	1063	1232	1327	946	1048	729
Clear Channel	----	----	----	390	380	596	648	579	1036	1632	1886	1832	1877	1776
Crawford	----	----	----	----	310	381	395	431	391	315	311	275	NA	NA
Community Pacific	----	----	----	----	----	304	285	334	126	198	192	159	158	102
Doubleday	753	664	----	832	1415	1923	2385	2388	2725	----	----	----	----	----
Des Moines Register	----	----	368	465	550	705	----	----	----	----	----	----	----	----
Davis and Weaver	----	----	----	269	278	293	299	469	406	351	----	----	----	----
Duffy	----	----	----	----	----	----	----	----	----	----	828	----	----	----
EZ	507	518	556	648	667	846	1262	1112	1530	2438	2286	1934	2562	2538
Entercom	----	522	745	829	808	737	1056	1087	1070	1018	1140	1071	1296	1422
Eastman	----	----	----	----	284	230	----	----	----	----	----	----	----	----

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TABLE B: LEADING RADIO GROUPS (1/4 HOUR AVERAGE) cont'd

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990
Fairbanks	1274	1549	1496	1220	1337	1253	759	766	----	----	----	----	391	480
Federated	728	754	733	625	758	703	916	926	972	898	946	817	892	769
First Media	----	----	----	1058	1120	1598	1636	1666	1864	1797	1903	----	----	----
Forward	----	----	----	----	172	220	255	214	244	----	----	----	----	----
Greater Media	1718	1580	1685	2061	2375	3053	2609	2525	2915	2494	2786	2830	2776	2840
Golden West	1382	1523	1463	1571	1694	1594	1543	1270	1120	----	----	----	742	1027
Globe	1158	----	----	----	----	----	NA	NA	NA	NA	----	----	----	----
Gannett	1042	2418	2294	2510	2594	3649	3782	4858	4718	4545	4681	4206	4096	3729
Group One	1002	898	1146	1250	1159	1260	1232	1140	1051	1028	----	----	----	----
Guy Gannett	789	833	887	727	895	938	928	962	884	933	879	----	643	571
Gulf	721	799	767	563	705	1762	1697	1630	----	----	----	----	----	----
Great Empire	----	380	542	565	641	629	815	772	676	626	560	575	572	857
Great Trails	565	660	603	808	857	901	707	767	754	730	674	----	410	335
GE	1623	1690	1654	1691	1628	1558	----	----	----	----	----	----	----	----
Gaylord	469	499	382	----	----	----	----	----	----	----	----	----	497	395
Harte Hanks	1908	1701	1870	1729	1837	1712	1701	2100	----	----	----	----	----	----
Hearst	1325	1462	1573	1663	1571	1480	1260	1197	1069	985	919	1072	1034	1076
Hubbard	576	518	536	705	747	801	835	831	840	----	----	----	----	----
Hatch	----	190	182	204	241	223	314	329	331	----	----	----	----	----
Heftel (H&W)	----	----	1046	1588	1461	993	1069	1269	1735	1897	2481	----	1134	----
Hicks	----	----	----	----	----	290	412	357	585	575	----	----	----	----
Harris	----	----	----	----	----	226	190	214	172	----	----	----	----	----
Insilco	717	745	998	847	685	752	537	562	----	----	----	----	----	----
Inner City	----	----	2384	2828	2902	2618	2421	1602	2206	1894	2079	----	1777	1809
Infinity	----	----	----	----	----	3391	3129	3631	2992	3660	4585	4994	4590	5377
Jefferson-Pilot	992	1050	1062	1302	1444	1534	1677	1553	1758	1849	1741	1581	1554	1712
Josephson	----	----	----	----	----	813	924	898	948	717	----	----	----	----
Kaye-Smith	894	861	924	993	616	599	507	604	637	----	----	----	----	----
King	695	974	1043	1021	945	977	766	875	807	824	755	691	781	808
Keymarket	----	----	----	----	----	663	499	946	772	1248	1429	693	889	1099
Katz	----	----	----	----	----	1673	1384	1735	2136	1962	----	----	----	----
LIN	1695	1700	1569	1659	1491	1768	2004	1961	2081	1793	----	----	----	----
Lotus	352	546	546	450	666	632	867	861	871	828	806	804	940	1107
Liggett	----	----	----	----	456	672	635	----	----	----	----	----	----	----
Metromedia	4599	4729	5637	5200	5564	5577	4858	5219	5761	4854	----	----	----	----
Malrite	1312	1410	1328	1436	1718	1737	2371	3758	3462	4416	3878	4309	3972	3427
Multimedia	1312	1328	1306	1338	1134	1193	1233	1176	807	900	682	603	641	531

TABLE B: LEADING RADIO GROUPS (1/4 HOUR AVERAGE) cont'd

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990
Meredith	994	1103	1006	977	997	1048	----	----	----	----	----	----	----	----
Mid America	877	866	832	912	979	991	752	711	656	----	----	----	----	----
Midcontinent	380	----	----	----	----	----	----	----	----	----	----	364	412	609
McKenna	361	413	340	362	----	329	402	451	411	----	----	----	----	----
McClatchy	289	257	295	298	378	----	----	----	----	----	----	----	----	----
Midwest Family	268	295	244	302	331	311	276	281	256	260	265	350	NA	266
Mooney	----	348	369	----	----	435	422	----	----	----	----	----	----	----
Mission	----	276	----	----	----	----	----	----	----	----	----	----	----	----
Metroplex	----	----	----	706	1034	1041	----	1105	1221	1391	1317	858	1163	1048
McCormick	----	----	----	699	----	791	----	----	----	----	----	----	----	----
Manship	----	----	----	----	328	383	447	436	301	306	----	----	----	----
Mortenson	----	----	----	----	114	----	90	141	192	----	----	----	NA	NA
NewCity	----	----	----	----	----	----	----	----	----	----	2765	2587	2418	2311
NBC	3148	3108	3541	4565	5117	4963	5221	4710	4265	3702	3267	----	----	----
Nationwide	1421	1411	1351	1405	1196	1450	1575	1221	1962	2375	2448	2217	2337	2270
Newhouse	251	266	276	386	551	----	----	----	----	----	----	----	----	----
NBN (Unity)	----	----	----	----	----	1268	929	982	931	830	----	----	595	527
Outlet	----	826	897	1125	1293	1322	1378	1220	971	----	----	----	----	----
Plough	1464	1758	1662	1981	2088	2721	2414	----	----	----	----	----	----	----
Park	775	822	905	810	805	890	1036	888	765	2561	2828	2493	2220	2409
John Price	----	----	----	----	----	180	377	639	847	793	548	568	648	554
Peoria Journal/Compass	----	----	----	215	234	249	284	236	253	----	----	----	----	----
Palmer	----	----	----	----	----	561	614	576	646	----	----	----	437	440
RKO	5572	5986	5295	4402	4609	5823	5146	5051	5574	5594	5508	5330	----	----
Rust	747	906	941	1053	1004	676	736	----	----	----	----	----	----	----
Rounsaville	660	691	503	----	----	----	----	----	----	----	----	----	----	----
Rollins	504	524	541	453	377	409	360	467	446	333	----	----	----	----
Regional	474	544	----	413	402	444	420	348	464	376	342	387	403	337
Rivers	----	----	----	----	----	488	467	440	414	408	478	583	340	559
SJR	2046	2167	3824	3733	3490	----	----	----	----	----	----	----	----	----
Storer	1883	2367	1923	----	----	----	----	----	----	----	----	----	----	----
Sonderling	1726	2226	1866	----	----	----	----	----	----	----	----	----	----	----
Susquehanna	1540	1346	1288	1329	1633	1692	1862	2044	1952	2140	2589	2793	2975	2648
Sudbrink	1205	----	347	384	687	619	741	----	----	----	----	----	----	----
Swanson	982	1048	1029	1010	1179	793	----	----	789	518	----	----	----	----
Storz	954	1163	1021	1168	1291	1185	912	----	----	----	----	----	----	----
Shamrock (Disney)	870	883	1081	982	1052	1025	1073	1415	1672	1966	1937	2490	2692	2160

TABLE B: LEADING RADIO GROUPS (1/4 HOUR AVERAGE) cont'd

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990
Stoner	490	457	506	548	620	742	945	1213	1334	1633	1607	1439	1460	1166
Summit	483	470	610	699	811	950	983	1081	1296	1025	----	2357	2280	3433
Salem	----	----	----	----	113	186	----	----	----	----	----	----	----	----
Stauffer	377	389	424	391	447	458	349	345	375	424	300	----	182	174
Sterling (SRC)	255	317	402	315	337	662	591	558	----	274	302	279	----	----
Sunbelt	----	----	327	296	404	449	375	317	----	----	----	----	----	----
Sandusky	----	----	325	----	505	952	1213	1028	1113	1288	1207	1151	1054	635
Stuart	----	----	278	302	368	380	400	410	386	----	----	----	----	----
Scripps-Howard	----	----	----	661	949	1071	1182	1066	999	754	848	733	709	696
SBI	----	----	----	358	324	----	----	----	----	----	----	----	----	----
Security	----	----	----	----	412	----	----	----	----	----	----	----	----	----
Taft	1861	2090	2633	2615	2843	2819	2678	2693	3385	3257	3387	----	----	----
Tribune Co.	----	2388	2205	2213	2121	1966	2721	2496	2370	2555	2070	1934	2394	2019
Tichenor	----	766	560	553	578	489	554	558	505	1044	713	967	756	1552
United	693	997	1170	971	979	1243	948	1112	1261	1285	1389	1176	1174	1077
Viacom	----	----	----	1674	1251	2173	2067	1886	2310	2901	2875	3017	2895	4036
Westinghouse	5271	5171	5203	5890	5978	6093	6086	5396	5345	5666	5410	5258	5263	8127
Western Cities	----	----	275	475	583	651	669	876	----	----	----	----	----	----
Walton	----	----	----	----	113	164	219	141	142	115	----	----	----	----
Wilks-Schwartz	----	----	----	----	240	290	----	467	424	306	829	923	752	792

GROUPS ADDED TO RANKINGS BETWEEN 1982 AND 1986

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990
Blair							2082	1840	1861	1862	----	----	----	----
Amaturo							1340	----	----	----	----	----	----	406
Sky							780	847	541	----	----	----	----	----
Benns							403	----	376	348	----	----	----	----
Surrey							443	457	----	----	----	----	241	227
Pacific NW							237	225	----	----	----	----	187	204
Woodward							232	199	----	----	----	----	244	249
DKM							----	1622	1188	1558	2313	----	----	----
Brown							----	736	780	777	1005	1067	977	890
CRB							----	507	381	362	592	518	435	434
Henry							----	491	453	563	986	1100	1381	1232
Oppenheimer/Signature							----	444	450	591	----	----	269	302
Sconnix							----	423	533	671	1572	1489	1547	1204
Fuller-Jeffrey							----	311	306	330	416	495	568	720

GROUPS ADDED TO RANKINGS BETWEEN 1982 AND 1986 (cont'd)

	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>
Ives							----	270	----	----	----	----	----	----
Brill							----	213	250	253	241	280	192	191
Home News							----	146	155	232	250	275	352	341
Price							----	781	1204	1696	1534	434	461	418
Shamrock (Lynett)							----	639	643	684	619	677	651	649
Rex							----	338	----	----	----	----	----	----
Parker							----	305	355	423	591	518	381	377
Knight							----	271	312	279	353	311	377	356
Swaggert							----	107	----	----	----	----	----	----
Universal							----	79	121	----	130	----	110	46
Edens							----	----	1125	1215	1373	1527	1574	1146
Pyramid							----	----	1455	1415	1684	1642	1519	1728
Jacor							----	----	1003	1948	2457	2878	2621	2496
Adams							----	----	904	840	1241	772	892	1037
Barnstable/Kaneb							----	----	882	873	930	800	1091	974
JAG							----	----	791	1112	----	----	----	----
Republic							----	----	662	----	----	----	----	----
Duffy							----	----	611	798	----	----	----	----
Eastern							----	----	584	716	514	531	----	----
Grace							----	----	530	----	----	----	----	----
Willis							----	----	489	----	393	469	----	----
Wininger							----	----	334	353	378	----	419	442
Evergreen/Statewide							----	----	329	464	----	1515	1753	1982
Constant							----	----	177	218	158	144	156	----
Elf							----	----	222	----	----	----	----	----
Olympic							----	----	----	591	639	555	423	----
Sterling							----	----	----	549	----	----	----	----
Surrey							----	----	----	502	----	----	241	227
Midwest Comm.							----	----	----	431	418	358	441	373
Colonial							----	----	----	413	----	----	361	337
All Pro							----	----	----	407	----	----	339	488
Hall							----	----	----	332	327	266	327	401
REBS							----	----	----	313	303	----	----	----
Woolfson							----	----	----	183	171	----	----	----
Resort							----	----	----	147	----	----	----	----
Emmis							----	----	----	3614	4600	5212	5209	4165
Dick							----	----	----	840	----	----	1068	1060
ML/WIN							----	----	----	823	699	745	965	587

GROUPS NEW TO RANKINGS SINCE 1985

	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>
Metropolitan										4276	----	----	----	
Legacy										2222	3506	3784	1336	
Noble										1133	2675	2616	2456	
New Market										854	824	945	1156	
Heritage Media										791	1108	1075	1131	
Osborn										666	553	400	412	
TK										622	552	561	659	
Interurban										525	409	431	600	
Encore										519	412	385	----	
Holt										431	442	548	483	
Davis										262	227	227	----	
Salem										255	453	----	NA	
Sunshine										203	281	271	----	
Great American										----	3617	3492	3808	
Cook Inlet										----	1863	1931	1995	
Spanish Broadcasting										----	1135	1173	1329	
Fairmont										----	1091	1140	1132	
Saga										----	860	926	1137	
Ardman										----	731	939	1039	
Anchor										----	424	396	169	
Daytona										----	398	----	----	
Empire										----	391	366	285	
Sun Group										----	354	445	591	
Roth										----	339	436	368	
Pinnacle										----	273	593	576	
Hartstone/Dickstein										----	192	304	405	
Sage										----	111	223	----	
Command												1266	----	
Broadcasting Partners												1242	1070	
Atlantic Radio												1078	825	
Chase												990	1265	
Merv Griffin												855	753	
Rusk												785	864	
Narragansett												720	614	
Hoker												681	563	
Renda												677	678	
Panache												605	659	

GROUPS NEW TO RANKINGS SINCE 1986 (cont'd)

	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>
Dittman													514	308
Marlin													562	541
Lincoln													557	400
Trumper													546	719
Voyager													528	694
Diamond													523	706
Ackerly													519	512
Taylor													518	469
Midwest TV													474	431
Daytona													473	----
Sundance													426	404
Duchossois													409	392
Durham Life													399	339
Goodrich													392	472
South Central													389	373
Southern Skies													372	465
Colonia!													361	337
Fritz													359	----
Southern Starr													346	255
Joyner													332	302
Liggett													329	421
Reams													310	251
Gulf Atlantic													302	239
Hicks													296	74
Degree													270	----
Love													267	----
Arrow													256	136
Radio Terrace													253	400
First Sierra													248	----
Heritage Group													232	258
Premiere													232	----
VerStandig													222	263
Tom Ingstad													217	306
Magic													211	258
Commonwealth													204	252
Burbach													195	143
Faircom													190	185

GROUPS NEW TO RANKINGS SINCE 1986 (cont'd)

	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>
Laddin													181	190
Citadel													181	277
Heritage Company													180	----
Double i													173	222
Precision													172	245
MacDonald													171	166
Root													169	162
Lakoduk													167	127
Dowe													155	----
Cape Fear													154	130
Audubon													153	----
Demaree													148	93
Southern Minnesota													132	122
Bakke													130	----
Altdorffer													121	106
American General													121	94
CR													113	143
Contemporary Media													102	99
UNO													96	91
Caravelle													94	----
Meyer													89	92
Jones-Eastern													89	95
Westwood One														1969
Bedford														1016
Tak														884
EBF														553
Castar														674
TMZ														619
Journal Co.														568
Buck Ownes														547
Zapis														539
Lieberman														483
Apollo														461
Radio Ventures														448
Sunshine Wireless														398
Argonquin														395
Coleman														377

GROUPS NEW TO RANKINGS SINCE 1986 (cont'd)

	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>
Mt. Wilson														358
AmCom														348
Frischling														275
ABS														330
WHP, Inc.														264
Dean														261
Myron Jones														258
Tate														257
Taylor Broadcasting														257
D & F														253
Legend														253
Timm														250
Independence														249
DeDominicis														235
RSB														228
Opus														213
American														205
Baum														196
Schurz														194
Shockley														193
Bendat														193
Lappin														190
Adventure														189
Athens														183
Beacon														182
Gibbons														177
Muniz														171
Root														162
Woodfin														144
Bookey & Horowitz														132
Kelly & Koepfel														129
Metrocom														125
May														102
Neuhoff														59

TABLE A: STATION FORMATS AND FORMAT LISTENERSHIP

	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
CHR/ADR	34.80	35.91	34.55	33.04	31.51	27.08	26.91	CHR AOR/CLS	16.87	17.74	14.96	15.55	14.63	16.00	15.02	12.15
									10.76	10.71	14.13	12.54	12.80	12.88	13.45	14.44
MOR/AC	17.32	16.83	15.00	16.11	16.45	18.53	MOR/FS AC/OLDIES	7.60 11.65	7.31	7.02	6.56	6.39	5.27	4.59	4.42	3.90
									13.62	15.91	16.16	16.84	17.76	18.59	18.58	21.76
COUNTRY	9.32	9.27	9.61	10.26	12.12	12.57	12.63		11.79	11.19	10.89	10.56	10.73	10.82	11.04	11.95
BTFL/EZ/SAC	17.66	16.71	16.08	15.58	14.61	11.76	11.30		11.02	10.05	8.85	8.37	7.67	7.22	6.19	3.31
NEWS/TALK	9.26	8.75	9.67	9.68	9.13	9.35	9.32		8.61	8.77	8.68	8.93	9.75	10.01	9.91	11.30
BLACK/URBAN	6.64	8.63	9.75	9.76	9.07	11.67	10.52		10.12	8.53	9.73	10.38	10.33	8.35	8.97	8.60
NOSTALGIA	0.12	0.15	0.15	0.64	2.04	3.63	4.56		4.13	4.02	3.74	3.17	2.88	3.04	3.25	3.48
HISPANIC	1.88	1.73	2.18	2.02	2.12	2.29	2.32		2.56	2.31	2.66	2.81	3.12	2.88	3.41	3.45
RELIG/GOSPEL	0.89	1.20	1.05	1.24	1.23	1.44	1.64		1.76	2.00	1.77	1.65	1.91	1.84	2.09	1.96
CLASSICAL	1.31	1.40	1.24	1.27	1.30	1.25	1.39		1.20	1.37	1.31	1.41	1.32	1.48	1.63	1.68
JAZZ/MAC												0.87	1.28	1.71	1.62	1.77
UNKNOWN/OTHER	0.77	0.72	0.72	0.47	0.41	0.42	0.42		0.24	0.38	0.56	0.43	0.55	0.60	0.42	0.24

TABLE B: STATIONS USING VARIOUS FORMATS

	--1977--		--1978--		--1979--		--1980--		--1981--		--1982--		--1983--		
	AM	FM	AM	FM	AM	FM	AM	FM	AM	FM	AM	FM	AM	FM	
CHR/AOR/CONTEMP	368 (804)	436	355 (838)	483	323 (866)	543	283 (859)	576	199 (747)	548	129 (667)	538	93 (607)	514	
MOR/AC	413 (503)	90	383 (454)	71	402 (462)	60	427 (492)	65	435 (525)	90	438 (583)	145	MOR/VARIETY	284 (299)	15
													AC/SOFT/OLDIES	142 (319)	177
COUNTRY	305 (435)	130	309 (442)	133	297 (434)	137	306 (460)	154	323 (476)	154	322 (552)	230		290 (545)	255
BLACK/URBAN	108 (159)	51	96 (153)	57	117 (218)	101	105 (179)	74	103 (176)	73	164 (244)	80		114 (195)	81
NEWS/TALK	97 (103)	6	76 (78)	2	83 (86)	3	91 (94)	3	87 (88)	1	99 (100)	1		116 (119)	3
BTFL/EZ	60 (374)	314	49 (352)	303	56 (349)	293	44 (345)	301	41 (324)	238	26 (274)	248		19 (220)	211
NOSTALGIA	6 (9)	3	8 (12)	4	6 (9)	3	23 (28)	5	61 (72)	11	129 (143)	14		157 (173)	16
SPANISH	31 (37)	6	40 (45)	5	38 (51)	13	48 (59)	11	53 (68)	15	42 (56)	14		55 (71)	16
RELIGION/GOSPEL	77 (127)	50	92 (143)	51	91 (143)	52	108 (167)	59	124 (183)	59	138 (199)	61		136 (201)	65
CLASSICAL	11 (42)	31	11 (41)	30	12 (40)	28	9 (35)	26	8 (35)	27	9 (35)	26		7 (36)	29
UNKNOWN/OTHERS	46 (83)	37	60 (95)	35	56 (87)	31	30 (49)	19	31 (61)	30	34 (61)	27		33 (46)	13

NOTES: Table A shows the percentage of all quarter hour listening (Mon-Sun, 6A-Mid, 12+) in all Arbitron markets which is devoted to each particular format or format grouping.

Table B shows the number of AM and FM stations which are programming the various formats. The figure in parenthesis shows the AM and FM stations combined.

The universe for both tables is all listed stations in all of the standard Arbitron markets. Based on Spring rating period.

TABLE B: STATIONS USING VARIOUS FORMATS

	--1984--		--1985--		--1986--		--1987--		--1988--		--1989--		--1990--		--1991--	
	AM	FM	AM	FM	AM	FM	AM	FM	AM	FM	AM	FM	AM	FM	AM	FM
CHR/TOP 40/CONTEMP	63	307	54	319	35	305	28	303	23	287	16	297	21	289	16	269
	(370)		(373)		(340)		(331)		(310)		(313)		(310)		(285)	
AOR	8	194	7	172	7	213	14	218	23	232	23	249	23	269	22	295
	(202)		(179)		(220)		(232)		(255)		(272)		(292)		(317)	
MOR/FULL SERVICE	250	12	238	11	237	7	230	6	203	6	176	5	155	5	125	8
	(262)		(249)		(246)		(236)		(209)		(181)		(160)		(133)	
AC/OLDIES/SAC	168	252	159	311	165	360	184	373	175	384	155	424	142	473	118	531
	(420)		(470)		(525)		(557)		(599)		(579)		(615)		(649)	
COUNTRY	281	252	258	243	234	240	222	241	205	249	193	243	178	260	151	262
	(533)		(501)		(474)		(463)		(454)		(436)		(438)		(413)	
BLACK/URBAN	115	86	117	88	123	96	114	97	105	104	99	94	93	93	90	93
	(201)		(205)		(219)		(211)		(209)		(193)		(186)		(183)	
NEWS/TALK	11	2	124	2	118	2	123	4	131	4	160	3	173	3	214	4
	(124)		(126)		(120)		(127)		(135)		(163)		(176)		(218)	
BTFL/EZ	25	182	23	171	16	163	19	149	23	154	24	138	27	124	23	74
	(207)		(194)		(179)		(175)		(177)		(162)		(151)		(97)	
NOSTALGIA	148	14	153	14	144	13	128	11	121	12	123	9	127	12	142	13
	(162)		(167)		(157)		(154)		(133)		(132)		(139)		(155)	
SPANISH	55	15	47	17	61	15	65	18	67	18	75	29	80	28	81	27
	(69)		(64)		(76)		(83)		(85)		(104)		(108)		(108)	
RELIGION/GOSPEL	154	66	156	71	141	72	159	33	154	65	173	64	162	71	156	71
	(220)		(227)		(213)		(192)		(219)		(237)		(233)		(227)	
CLASSICAL	9	27	8	30	7	30	6	30	7	30	8	31	7	33	9	34
	(36)		(38)		(37)		(36)		(37)		(39)		(40)		(43)	
JAZZ/NFW AC							5	19	4	42	3	43	4	43	6	41
							(24)		(46)		(46)		(47)		(47)	
UNKNOWN/OTHERS	32	28	34	38	35	35	75	30	70	41	52	45	45	22	36	29
	(60)		(72)		(70)		(105)		(111)		(97)		(67)		(65)	

FORMAT AUDIENCE BREAKDOWNS

This section examines the audience composition of each format and/or format groups. The headings above each table are defined as follows:

Nat % The percentage of all radio listening (in the standard Arbitron markets) which is devoted to that particular format. It is based on AQH, 12+ Broadcast Week, Metro.

STATIONS The number of stations which were using the format. Again the universe is all standard Arbitron markets.

TSL Time Spent Listening. The number of hours per week the average listener spends with a station programming a particular format. The sample base is a group of successful stations using each format. The number of stations in the sample base varies from over 100 for CHR to around 15 or so for Classical. The Broadcast Week is used for this calculation and for all of the calculations which follow.

T/O RATIO Turnover Ratio. It is calculated by dividing the weekly cumc by the quarter hour average.

% EXCL The percentage of a station's cumc audience which listens only to that station during a given week.

The other figures (% 18-34, 18-49, etc) are the percentage of a station's total audience which lies in various demographics. In 1987 we changed the audience demographics to 12-24, 25-54, and 55+. Remember that all the figures from TSL to the right are calculated by breaking down the audiences of over 600 stations in each sweep. Then a mean is computed for stations in the same format group. All data is from the Spring sweep.

CHR/TOP 40/CONTEMPORARY

	<u>Nat %</u>	<u>STATIONS</u>	<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TFFNS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>% M</u>	<u>% F</u>
1978	----	---	7.9	17.1	9.4	27.5	53.0	65.1	7.3	----	----
1979	----	---	7.5	16.9	9.5	26.2	53.6	67.0	6.9	44.1	55.9
1980	----	---	7.3	17.2	9.9	24.9	56.0	69.1	6.0	43.9	56.1
1981	----	---	8.0	15.9	9.5	24.2	58.3	70.9	4.9	44.1	55.9
1982	----	---	8.4	15.0	9.3	23.6	58.0	71.3	5.1	42.5	57.5
1983	----	---	8.4	15.1	9.1	23.5	63.3	71.8	4.7	43.8	56.2
1984	16.9	370	8.5	14.5	9.8	25.5	56.4	69.6	4.9	44.9	55.1
1985	17.7	373	8.8	14.4	10.2	25.2	56.6	70.9	3.9	43.7	56.3
1986	15.0	340	8.6	14.6	11.2	25.3	55.2	70.0	4.7	42.6	57.4

CHR/TOP 40/CONTEMPORARY

	<u>Nat %</u>	<u>STATIONS</u>	<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
1987	15.5	331	9.0	14.0	12.8	55.9	42.4	0.7	43.9	56.1
1988	14.6	310	9.0	14.0	12.8	55.1	42.3	2.6	41.1	58.9
1989	16.0	313	9.0	14.1	11.4	52.9	42.8	4.3	41.2	58.8
1990	15.0	310	---	----	----	----	----	----	----	----
1991	12.2	285	7.8	15.1	11.1	54.3	54.3	2.9	40.9	59.1

AOR/PROGRESSIVE/CLASSIC AOR

	<u>Nat %</u>	<u>STATIONS</u>	<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TFFNS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>% M</u>	<u>% F</u>
1978	----	---	8.9	14.2	7.7	20.9	73.0	77.4	1.7	----	----
1979	----	---	9.0	14.0	7.5	22.9	72.1	75.6	1.5	61.1	38.9
1980	----	---	9.2	13.7	9.7	23.7	71.5	75.1	1.2	65.6	34.4
1981	----	---	9.4	13.5	9.7	26.2	69.0	72.1	1.2	65.6	34.4
1982	----	---	9.4	13.5	9.3	26.3	68.5	72.3	1.4	64.0	36.0
1983	----	---	9.0	14.0	8.4	25.3	68.3	73.1	1.6	65.8	34.2
1984	10.8	202	9.6	13.1	9.7	19.5	72.9	78.6	1.9	65.6	34.3
1985	10.7	179	9.8	12.9	9.9	14.1	76.1	83.7	2.2	67.7	32.3
1986	14.1	220	9.1	13.7	11.1	10.7	76.9	86.7	2.6	67.0	33.0

AOR

	<u>Nat %</u>	<u>STATIONS</u>	<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
1987	12.5	232	9.5	13.3	9.8	47.2	50.6	2.2	56.8	33.2
1988	12.8	255	9.5	13.3	10.5	43.3	54.7	2.0	68.1	31.9
1989	12.9	272	8.3	15.2	9.0	37.3	60.4	2.3	67.3	32.7
1990	13.5	292	---	---	---	---	---	---	---	---
1991	14.4	317	6.9	14.2	9.0	36.0	60.8	1.2	68.0	32.0

NOTE: 1991 figures -- from TSL to the right -- do not include Classic AOR stations. The Classic AOR's would read as follows for 1991:

TSL:	7.5	25-54:	69.9
T/O:	16.0	55+:	1.7
EXCL:	5.8	% M:	56.6
12-24:	28.4	% F:	33.4

ADULT CONTEMPORARY/OLDIES/SOFT ROCK

	<u>Nat %</u>	<u>STATIONS</u>	<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>% M</u>	<u>% F</u>
1978	----	---	7.2	19.4	3.7	7.0	75.0	86.1	6.9	----	----
1979	----	---	8.2	15.4	4.8	7.1	73.5	87.4	5.5	42.7	57.3
1980	----	---	7.5	16.5	7.0	5.4	60.5	83.3	11.3	42.1	57.9
1981	----	---	7.6	16.6	6.1	5.2	63.4	83.6	11.2	41.5	58.5
1982	----	---	8.2	15.1	6.0	5.1	60.4	83.6	12.3	42.1	57.9
1983	----	---	8.0	15.7	6.2	4.4	61.2	86.3	9.3	41.2	58.8
1984	----	---	9.1	15.6	6.8	3.9	59.9	86.9	9.2	41.2	58.8
1985	----	---	8.5	14.8	7.4	3.8	54.5	86.5	9.7	41.1	58.9
1986	----	---	8.8	14.3	6.1	3.4	53.4	85.4	11.2	41.5	58.5

ADULT CONTEMPORARY/OLDIES/SAC

	<u>Nat %</u>	<u>STATIONS</u>	<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
1987	16.8	557	8.1	15.2	8.2	----	----	----	42.5	58.0
1988	17.8	599	8.6	14.7	9.5	17.6	72.5	7.5	40.5	59.5
1989	18.6	579	7.9	15.9	7.2	15.4	75.5	9.1	40.6	59.4
1990	18.6	615	---	---	---	---	---	---	---	---
1991	21.8	643	6.3	15.2	6.2	15.5	74.1	7.4	36.9	63.1

NOTE: 1991 figures -- from TSL to the right -- do not include Soft AC's nor Oldies. The Soft AC figures were merged into EZ. The Oldies figures for 1991 are as follows:

TSL:	7.8	25-54:	82.1
T/O:	16.2	55+:	7.5
EXCL:	9.3	% M:	51.0
12-24:	10.4	% F:	49.0

MOR/VARIETY

	<u>Nat %</u>	<u>STATIONS</u>	<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>% M</u>	<u>% F</u>
1978	----	---	8.6	15.2	10.8	3.3	24.1	50.2	46.5	----	----
1979	----	---	8.3	15.1	10.3	2.8	24.1	49.4	47.3	43.4	56.6
1980	----	---	8.3	15.2	11.5	2.2	19.3	45.2	52.5	43.6	56.4
1981	----	---	8.3	15.1	10.9	2.2	20.3	46.0	51.8	44.1	55.9
1982	----	---	8.3	14.9	10.7	1.7	16.3	41.6	56.7	43.0	57.0
1983	7.5	239	8.7	14.4	10.5	1.5	19.1	44.1	54.4	42.9	57.1
1984	7.3	262	9.4	13.6	11.7	1.2	16.7	41.4	57.4	42.9	57.1
1985	7.0	249	9.6	13.2	12.4	1.0	14.9	39.5	59.5	42.5	57.5
1986	6.6	246	9.5	13.1	12.4	1.1	14.6	40.0	58.9	44.2	55.8

MOR/FULL SERVICE

	<u>Nat %</u>	<u>STATIONS</u>	<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
1987	6.4	236	9.6	13.2	13.2	4.1	44.1	52.8	43.2	56.9
1982	5.3	209	9.8	12.9	14.2	3.1	41.0	55.9	41.4	58.6
1989	4.6	181	9.4	13.6	12.4	2.9	42.8	54.3	42.8	57.2
1990	4.4	160	---	---	---	---	---	---	---	---
1991	3.3	133	9.1	13.8	12.9	2.5	43.5	54.0	46.3	53.7

BEAUTIFUL MUSIC/EZ LISTENING

	<u>Nat %</u>	<u>STATIONS</u>	<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>% M</u>	<u>% F</u>
1978	16.7	352	10.8	12.1	8.7	1.1	19.4	47.7	51.1	----	----
1979	15.1	349	10.2	12.3	8.8	0.9	17.0	45.7	53.4	39.7	60.3
1980	15.6	345	10.1	12.5	9.9	1.0	17.0	43.7	55.3	41.3	58.8
1981	14.6	324	10.3	12.2	9.9	0.9	15.6	42.4	56.7	40.0	60.0
1982	11.8	274	10.6	11.9	9.9	0.7	14.7	39.9	59.4	40.0	60.0
1983	11.3	220	11.0	11.4	11.1	0.5	14.9	39.2	60.0	40.2	59.8
1984	11.0	207	11.4	11.0	12.7	0.6	9.7	36.3	63.0	40.1	59.9
1985	10.1	194	11.8	10.7	13.7	0.7	11.2	35.3	64.0	39.0	61.0
1986	8.9	179	11.7	10.7	14.4	0.6	10.5	33.1	66.3	39.0	61.0

EZ/SOFT AC

	<u>Nat %</u>	<u>STATIONS</u>	<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
1987	8.4	168	11.5	11.0	16.4	3.4	40.1	56.5	40.3	59.7
1988	7.7	177	11.2	11.3	16.9	2.8	37.9	59.3	39.1	60.9
1989	7.2	162	11.1	11.4	15.6	3.8	40.8	55.4	38.4	61.6
1990	6.2	151	---	---	---	---	---	---	---	---
1991	3.3	97	9.2	13.7	10.5	8.4	58.2	33.4	35.5	63.5

NOTE: In 1991 we began including Soft Ac stations in the breakdowns. So on the 1991 line, from TSL to the right Soft AC's are included in the mix.

	<u>COUNTRY</u>										
	<u>Nat. %</u>	<u>STATIONS</u>	<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL.</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 35-49</u>	<u>% 50+</u>	<u>% M</u>	<u>% F</u>
1978	9.3	442	10.1	13.1	15.6	5.6	27.4	61.1	35.3	----	----
1979	9.6	434	9.9	12.7	13.7	5.0	30.3	60.9	36.1	48.9	51.1
1980	10.3	460	9.6	12.8	15.6	5.5	30.1	60.6	32.9	49.2	50.8
1981	12.1	476	9.7	13.0	15.0	4.2	30.7	62.5	35.3	49.5	50.5
1982	12.6	552	10.1	12.4	14.3	4.2	31.8	64.4	31.4	47.9	52.1
1983	12.6	545	10.0	12.5	10.9	3.3	32.3	65.9	30.2	49.0	50.7
1984	11.8	535	10.7	11.5	15.0	3.1	31.9	65.6	31.3	49.6	50.4
1985	11.2	561	10.0	11.6	15.0	2.4	30.3	64.4	30.2	46.8	51.2
1986	10.3	474	11.1	11.3	19.0	3.1	34.8	65.4	31.5	50.0	49.7

	<u>COUNTRY</u>										
	<u>Nat. %</u>	<u>STATIONS</u>	<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL.</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>	
1987	10.7	465	11.0	11.5	18.5	15.2	62.0	32.4	47.6	52.2	
1988	10.7	454	11.0	11.5	19.5	13.1	63.2	34.5	48.2	51.8	
1989	10.8	436	11.2	11.2	19.4	12.0	63.5	23.7	49.3	50.7	
1990	11.0	438	---	---	---	---	---	---	---	---	
1991	12.0	413	11.4	11.0	17.1	11.2	58.4	24.7	45.7	54.3	

	<u>NEWS/TALK</u>										
	<u>Nat. %</u>	<u>STATIONS</u>	<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL.</u>	<u>% TEENS</u>	<u>% 15-34</u>	<u>% 35-49</u>	<u>% 50+</u>	<u>% M</u>	<u>% F</u>
1978	8.6	78	7.4	17.7	8.1	1.4	13.0	34.1	64.5	----	----
1979	8.7	86	8.0	15.8	7.9	1.2	13.3	33.1	55.7	46.8	53.2
1980	9.7	94	7.5	15.8	9.2	1.0	13.8	34.7	64.2	50.3	49.7
1981	9.1	88	7.6	16.3	9.1	0.9	13.0	31.9	67.2	47.2	52.2
1982	9.4	100	9.1	15.5	8.0	0.7	12.0	31.5	67.8	47.1	52.9
1983	9.3	119	9.1	15.6	9.6	0.7	12.2	30.9	68.4	46.9	53.1
1984	8.6	124	8.4	15.0	8.5	0.5	15.6	30.3	69.2	47.2	52.9
1985	8.8	126	8.3	15.2	8.6	0.9	11.2	31.2	68.0	47.2	52.2
1986	8.7	120	8.1	15.2	9.8	0.8	12.6	31.6	67.6	47.5	52.5

	<u>NEWS/NEWS-TALK</u>										
	<u>Nat. %</u>	<u>STATIONS</u>	<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL.</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>	
1987	8.9	127	8.1	15.3	9.1	3.0	38.6	58.4	48.4	51.6	
1988	9.8	135	8.5	15.0	9.3	3.2	39.5	57.6	48.2	51.8	
1989	10.0	163	8.1	15.6	9.2	2.8	41.5	55.3	50.4	49.6	
1990	9.3	176	---	---	---	---	---	---	---	---	
1991	11.3	219	7.3	17.4	8.4	3.0	43.9	53.1	53.5	46.5	

NOTE: 1991 figures -- from TSL to the right -- do not include stations I categorize as Talk and Talk-News. The Talk and Talk-News figures for 1991 are as follows:

TSL: 8.7 25-54: 45.7
T/O: 14.6 55+: 50.2
EXCL: 7.3 % M: 52.5
12-24: 3.1 % F: 47.5

BLACK/URBAN

	<u>Nat %</u>	<u>STATIONS</u>	<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>% M</u>	<u>% F</u>
1978	8.6	153	11.2	12.0	16.8	25.7	48.9	63.8	10.5	----	----
1979	9.8	218	9.3	13.5	18.9	24.3	51.5	65.5	10.2	41.3	58.7
1980	9.8	179	9.8	12.8	16.5	21.3	53.4	68.3	11.9	43.7	56.3
1981	9.7	176	10.0	12.6	20.5	21.4	54.1	69.6	10.0	43.2	56.8
1982	11.7	244	11.3	11.1	10.8	19.1	55.9	71.6	9.3	43.7	56.3
1983	10.5	195	11.0	11.5	9.8	18.0	56.6	72.9	9.9	44.3	55.7
1984	10.4	201	11.0	11.4	10.5	18.1	54.7	71.8	10.1	44.8	55.2
1985	8.5	205	11.3	11.2	11.1	18.7	56.1	73.4	7.9	46.3	53.7
1986	9.7	219	11.7	10.7	12.3	18.5	55.8	73.5	8.0	45.6	55.0

BLACK/URBAN

	<u>Nat %</u>	<u>STATIONS</u>	<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
1987	10.4	211	11.9	10.6	13.6	47.2	47.2	5.6	45.0	55.9
1988	10.3	209	11.4	11.1	14.8	45.6	49.7	4.7	45.9	54.1
1989	8.4	193	10.8	11.7	12.6	42.5	52.0	5.5	46.8	53.2
1990	9.0	186	---	----	----	----	----	----	----	----
1991	8.6	183	10.6	11.9	14.5	36.9	54.9	8.2	44.1	55.9

RELIGION/GOSPEL

	<u>Nat %</u>	<u>STATIONS</u>	<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>% M</u>	<u>% F</u>
1978	1.2	143	11.3	8.1	10.4	3.2	23.8	46.1	50.7	----	----
1979	1.1	143	9.9	6.9	9.7	1.7	17.5	45.2	53.1	29.8	70.2
1980	1.2	167	8.1	9.3	10.5	4.2	27.7	56.9	38.9	31.8	68.2
1981	1.2	183	8.1	8.8	10.2	4.4	30.9	48.9	46.7	31.9	68.1
1982	1.4	199	8.9	9.2	9.6	2.2	22.9	42.9	54.9	33.4	66.6
1983	1.6	201	9.3	8.8	10.5	2.7	26.0	52.7	44.6	33.2	66.8
1984	1.8	220	10.0	10.1	10.4	2.1	25.8	54.2	43.7	36.4	63.6
1985	2.0	227	8.5	9.1	8.8	2.7	29.3	55.0	42.3	36.3	63.7
1986	1.8	213	8.9	10.3	10.0	3.4	29.0	57.7	38.9	30.9	69.1

RELIGION/GOSPEL

	<u>Nat %</u>	<u>STATIONS</u>	<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
1987	1.7	192	8.9	14.2	14.3	10.8	53.1	36.1	32.2	67.8
1988	1.9	219	8.3	15.1	11.8	11.6	54.1	34.9	31.7	68.3
1989	1.8	237	7.7	16.2	10.8	8.9	58.8	32.3	33.2	66.8
1990	2.1	233	---	----	----	----	----	----	----	----
1991	2.0	227	8.0	15.7	12.6	10.8	54.2	35.0	34.3	65.7

SPANISH

	<u>Nat %</u>	<u>STATIONS</u>	<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>% M</u>	<u>% F</u>
1978	1.7	45	16.6	8.1	26.5	6.2	33.0	61.7	32.1	----	----
1979	2.2	51	18.2	6.9	25.0	4.2	35.8	63.8	32.0	34.9	65.1
1980	2.0	59	13.5	9.3	28.3	3.1	33.3	62.8	34.1	35.8	64.6
1981	2.1	68	14.3	8.8	24.0	4.5	28.9	57.1	38.4	35.3	64.7
1982	2.3	56	15.6	8.2	24.1	2.5	32.6	60.1	37.4	39.4	61.6
1983	2.3	71	14.5	8.8	14.7	3.4	36.3	63.3	33.3	42.6	57.4
1984	2.6	69	12.4	10.1	14.2	4.8	37.3	63.3	31.9	37.7	62.3
1985	2.3	64	13.8	9.1	13.8	3.3	36.8	63.5	33.2	39.8	60.2
1986	2.7	75	12.2	10.3	16.1	3.9	33.1	65.9	30.2	38.0	62.0

HISPANIC

	<u>Nat %</u>	<u>STATIONS</u>	<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
1987	2.8	83	13.2	9.5	15.4	15.5	57.0	27.5	46.6	53.4
1988	3.1	85	13.5	9.7	18.6	13.1	63.2	23.7	45.2	54.8
1989	2.9	104	10.8	11.6	14.0	12.7	61.5	25.8	44.2	55.8
1990	3.4	108	---	---	---	---	---	---	---	---
1991	3.5	108	10.3	12.2	13.3	17.3	60.2	22.5	42.5	57.5

CLASSICAL

	<u>Nat %</u>	<u>STATIONS</u>	<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>% M</u>	<u>% F</u>
1978	1.4	41	7.3	17.6	4.9	0.7	29.5	60.2	39.1	----	----
1979	1.2	40	7.5	16.7	6.7	1.5	29.9	60.5	38.0	49.1	50.9
1980	1.3	35	7.3	17.2	6.0	1.2	29.7	56.4	42.4	54.4	45.6
1981	1.3	35	7.5	16.9	6.0	1.1	28.4	59.2	39.7	53.3	46.7
1982	1.3	35	7.6	16.5	5.6	0.8	25.6	58.9	40.3	47.7	52.3
1983	1.4	36	7.9	15.9	6.1	0.9	22.2	51.3	47.8	49.6	50.4
1984	1.2	36	7.7	16.4	5.0	0.9	22.1	55.7	43.4	55.7	44.3
1985	1.4	38	7.7	16.2	6.8	0.9	20.3	48.6	50.5	50.6	49.4
1986	1.3	37	7.6	16.7	6.3	0.7	17.3	45.9	53.3	52.5	47.5

CLASSICAL

	<u>Nat %</u>	<u>STATIONS</u>	<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
1987	1.4	36	7.2	17.4	5.7	3.4	51.5	45.1	49.7	50.3
1988	1.3	37	7.1	17.6	6.5	4.4	51.3	44.3	52.1	47.9
1989	1.5	39	7.1	17.7	5.0	2.9	51.7	45.4	49.1	50.9
1990	1.6	40	---	---	---	---	---	---	---	---
1991	1.7	43	7.5	16.7	6.6	2.6	48.9	18.5	51.1	48.9

NOSTALGIA

	<u>Nat %</u>	<u>STATIONS</u>	<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TFENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>% M</u>	<u>% F</u>
1978	0.2	12	---	----	----	----	----	----	----	----	----
1979	0.2	9	---	----	----	----	----	----	----	----	----
1980	0.6	28	---	----	----	----	----	----	----	----	----
1981	2.0	72	9.5	13.2	8.4	0.9	8.2	28.5	70.7	45.7	54.3
1982	3.6	143	10.6	11.9	9.1	0.3	6.1	25.7	74.0	43.9	56.1
1983	4.6	173	10.6	11.8	11.0	0.4	6.2	23.8	75.8	45.4	54.6
1984	4.1	162	11.3	11.1	11.6	0.3	4.1	18.5	82.2	43.1	56.9
1985	4.0	167	10.9	11.6	12.8	0.4	5.2	17.7	81.9	44.7	55.3
1986	3.7	157	11.9	10.6	14.1	0.2	3.3	13.4	86.6	46.0	54.0

NOSTALGIA

	<u>Nat %</u>	<u>STATIONS</u>	<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
1987	3.2	138	10.9	11.6	13.5	1.1	22.8	76.1	43.4	56.6
1988	2.9	133	10.7	11.9	14.7	1.0	20.7	78.3	41.2	58.8
1989	3.0	132	10.8	11.6	12.6	0.8	18.9	80.3	44.3	55.7
1990	3.3	139	---	----	----	----	----	----	----	----
1991	3.3	155	10.6	11.9	14.4	1.0	19.5	79.5	42.2	57.8

JAZZ/NEW AC

	<u>Nat %</u>	<u>STATIONS</u>	<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
1987	0.9	24	6.9	18.3	5.7	9.4	80.3	10.3	54.2	45.8
1988	1.3	46	7.4	16.9	4.8	8.8	84.0	7.2	58.7	41.3
1989	1.7	46	7.6	16.5	5.1	10.0	82.1	7.9	54.7	45.3
1990	1.6	47	---	----	----	----	----	----	----	----
1991	1.8	47	7.7	16.3	5.1	5.9	83.0	11.1	50.8	49.2

SECTION B

INDIVIDUAL MARKET HISTORIES

EXPLANATIONS AND CLARIFICATIONS

Each individual market history contains the following tables:

1. 12+ Metro Share
2. 12+ Cume Rating
3. Various (APR, FM Share, Total Stations, etc)
4. Format Shares
5. Highest Billing Stations
6. Record Audience Levels
7. Financial Data
8. #1 Stations, 12+ Metro Share
9. Station Notes
10. Major Station Sales

12+ METRO SHARE:

This table shows the 12+ Metro share (Monday-Sunday, 6AM-Mid, 12+) for most stations in the market since 1975. The 1975 share is for the Spring rating period only. For the years 1976 through 1991 the figures are two-book averages (using the Spring and Fall books) if the market is rated at least twice per year. If a market is surveyed only once per year, then the Spring share is listed. Immediately below the table you will find a notation telling you how many rating books were used in calculating the table's figures.

Some of the data for the years 1975 through 1978 is a bit sketchy. A blank space does not necessarily mean that the station did not show up in the book -- most likely it did. My information for those years was not as complete as it was for the later years. If the share for a particular station for those years is blank you can be certain that its share is lower than that of any station whose share is listed. Once a station's share begins to be listed it will continue to be listed in subsequent years unless it disappears from the Arbitron or it is simulcasted with another station.

You will notice that every single station in the market is not listed. Most, but not all, are included. However, some stations with very small shares are deleted. As the years have gone by we added more and more stations until almost all stations are included. New stations were added to the listing as soon as they came on the air if they eventually became a factor in the market.

The station's format (as of early 1992) appears in parenthesis just to the right of the call letters. The format codes are as follows:

AOR	Album Oriented Rock, New Rock, Progressive Rock
BB	Nostalgia, Traditional MOR, Big Band
AC	Adult Contemporary
SAC	Soft Adult Contemporary
EZ	EZ listening, Beautiful Music
CHR	Contemporary Hit Music, Top 40
O	Oldies, Gold, Classic Hits (1955 to current)
C	Country
B	Black, Urban
CL	Classical, Fine Arts
SP	Hispanic/Spanish
CL AOR	Classic AOR, AOR Oldies, Classic Rock
J	Jazz
NAC	New Adult Contemporary
T	Talk
N	News
S/T	Sports Talk
Bus N	Business News
FS	Full Service
MOR	Middle of Road
V	Variety
E	Ethnic
REL	Religion, Christian
G	Gospel
?	Unknown, Others, Indescribable

Some stations use a combination of the above formats and/or are hybrids. In those cases we used a slash mark (e.g. N/T or AC/AOR) or used the format which predominates. Call letters and formats are those used as of early 1992.

12+ CUME RATING:

This table shows the Cume Rating (12+ Metro, Broadcast Week) for most stations in each market. These figures are from the Spring sweep only. It covers the years 1979 to 1991. Some of this data is a bit sketchy in the earliest years so the same explanation found in the "12+ Metro Share" table applies.

VARIOUS

The table directly below "12+ Cume Rating" shows the following:

1. APR The Average Person Rating shows the percentage of the 12+ population which is using radio during the Broadcast Week.
2. FM SHARE The percentage of all commercial radio listening which is devoted to FM stations.
3. TOTAL STATIONS The total number of stations (above and below the line) which were listed in the Arbitron book.
4. VIABLE STATIONS This is the number of stations which, in my judgment, are active and viable competitors for spot radio advertising dollars in the market. The other stations are generally those with less than a 1.0 audience share, simulcasted AM's, below-the-line stations and/or stations using religious formats.
5. DIARIES The number of in-tab diaries (metro) used by Arbitron for the rating book.
6. X NOT LISTED This number shows the amount of listening which is devoted to stations not listed in the Arbitron rating books. Most of this listening is to non-commercial FM's (college stations, NPR affiliates, some so-called non-commercial religious outlets). A small amount of this listening is to distant, out-of-market stations. The rest is probably to local or suburban AM's which do not register enough listening to be included in the Arbitrons. In most markets this figure has been increasing over the last five years.

FORMAT SHARES

This table shows the percentage of all radio listening (12+ Metro, 1/4 Hour Average, Broadcast Week) which is devoted to stations programming a particular format. You will notice that this particular table becomes a bit more sophisticated as the years went by. In 1983 AC and MOR were split off into separate categories. In 1984, AOR and Classic AOR were also spun off from CHR. The BTFL/EZ category is almost totally Soft AC by 1991.

HIGHEST BILLING STATIONS

A new section, this shows my estimates of the highest billing stations in each market on an annual basis between 1984 and 1991. I began estimating station revenues in 1984. Over the years I am certain I have become more and more accurate. It is probable that in the first few years I was way off on a number of stations. However, I have decided to print these figures anyway. I would say that from 1987 on my confidence levels in the revenue figures are quite high. Prior to 1986 I would be more confident in the rank than I would in the actual dollar amount.

RECORD AUDIENCE LEVELS

This table shows the stations with:

1. The highest 12+ Metro Share since 1975
2. The highest Metro 1/4 Hour Average since 1975 (figures in 100's)
3. The highest TSA 1/4 Hour Average since 1975 (figures in 100's)
4. The highest TSA Cum since 1975 (figures in 100's)
5. The highest Metro Cum Rating since 1977

Based on Spring and Fall books only. All figures are 12+ Broadcast Week.

FINANCIAL DATA

The Financial Data offers a brief financial history of each market. It is divided into two sections. The upper section has two parts. 1976 through 1980 is based on FCC data. The figures are net dollars. The first line is net revenue for all stations in the market. Line two is the total income for the market. Line three shows the amount of National revenue flowing into the market. The fourth and fifth lines are the "per capita" figures. Revenue and income were divided by the total population of the market. The resulting figures can be used to compare markets.

After 1980 the FCC got out of the financial reporting business. I have gathered my own data and provided it to the industry. My estimates are shown for the years 1981 through 1991.

The lower section is a summary of some data found each year in Duncan's Radio Market Guide. The first line shows radio revenue as a percentage of retail sales. The market grades line shows my personal grade for each market and the grade reflected by a 10-point mathematical grading system I developed in 1985. The range of grades is from A+ (the highest) to D- (the lowest). My grade comes first, followed by the mathematical grade.

The managers' market grades are based on a questionnaire I send to each manager of every major station in each market. I ask each manager to grade his or her market on a scale. For this listing the figure 5.0 would mean the market's managers consider their market to be an "average radio market". 10.0 would be a "superb radio market". 2.0 is the minimum score possible and it would signify an "awful radio market".

FM base value is my estimate of the current minimum value of a full signaled (Class B or C depending upon market) FM licensed to the central city or a first adjacent suburb. The figure is in millions of dollars. It does not include Class A's, move-ins, or inferior signals. This has been a very controversial figure but an interesting one.

Base value percentage is derived by taking the FM base value and dividing it by the market's revenue.

Mean share points per viable station is calculated by dividing the available audience share points (100- below the line listening and listening to non-listed stations) by the number of viable stations. For the definition of viable stations see the viable stations listing in the "VARIOUS" section above.

#1 STATIONS, 12+ METRO SHARE

Here can be found the stations which have led their markets in 12+ Metro Share (12+ Broadcast Week). If there is a tie this symbol (T) will appear after the rating period date. Only the Spring and Fall books are included.

STATION NOTES

This section shows major format and call letter changes. Only stations listed in the 12+ Metro Share table are included. Possibly you can imagine how difficult this table was to produce. I do not pretend or warrant that this list is complete or exact, but I do think most major changes are included.

MAJOR STATION SALES

This is probably the table which I enjoy the most. This table shows most of the station sales all the way back to and including 1970. It is fascinating to see the ebb and flow of prices and owners in each market.

It is unrealistic to think that I have every single sale listed. I am sure I have missed a few. If you see any I have missed I would appreciate a call.

Each listing includes the following:

1. The year that the sale was announced.
2. The Call Letters involved.
3. The owners are listed if a group owner was involved or under certain other circumstances.
4. The sale price as of the time the sale is announced. Any last minute price changes may not be included.

Usually when a group of stations is sold there is no public allocation of the sales price of a particular station. In the 1970's I did not attempt to allocate individual station prices. Thus there is not a sales price listed for these transactions. In the 1980's I did usually attempt to compute an individual station price.

I did not include deals between partners, estate transactions, corporate reorganizations and the like. For the purposes of this section they lack meaning and importance. In some cases I did include partial sales. The percentage exchanged is listed.

AKRON

12+ METRO SHARE

		SPG																
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
WAKR	(FS/T)	15.7	16.2	18.2	15.0	14.4	14.3	10.7	11.2	10.2	10.8	10.9	8.9	8.5	7.1	6.0	4.7	4.7
WONE-F	(AOR)	8.6	6.6	6.8	6.7	5.9	6.7	6.5	4.6	4.9	5.5	6.6	6.2	5.6	6.7	6.4	7.0	5.6
WSLR	(C)	9.9	8.2	8.1	6.7	7.6	5.7	7.0	6.3	5.7	5.4	4.5	3.1	2.6	3.0	2.5	2.4	2.6
WKDD-F	(CHR)	---	---	---	3.9	3.6	4.4	2.2	10.1	10.0	10.5	8.7	9.6	10.9	9.9	8.9	7.1	6.3
WCUE	(REL)	6.6	5.7	4.3	2.9	1.4	1.3	3.1	2.8	1.8	1.5	1.1	---	0.3	---	---	---	---
WHLO	(REL)	3.1	---	---	2.4	3.8	2.5	1.9	2.8	1.4	1.4	0.3	0.5	1.1	0.5	0.9	1.5	0.8
WNIR-F	(T)	---	---	---	---	---	---	---	3.3	4.4	4.8	5.9	5.3	5.4	6.8	6.4	6.6	7.4
WQMX-F	(AC)	7.8	6.6	---	4.2	4.7	4.3	3.0	4.3	3.3	3.3	4.8	4.5	4.2	2.9	3.8	3.7	3.0
WMMS-F	(AOR)	6.1	7.2	6.3	11.2	10.9	12.4	12.6	12.3	13.0	11.3	9.9	11.2	8.4	8.7	5.4	4.9	4.3
WKNR	(T)	7.9	8.0	8.5	8.0	6.5	4.4	4.6	4.7	4.0	1.4	1.2	---	0.2	0.7	0.5	0.4	1.1
WMJI-F	(O/AC)	---	4.3	3.7	6.1	4.8	3.8	4.8	4.4	5.0	5.3	3.9	4.9	5.8	5.6	4.8	5.4	5.0
WDOK-F	(SAC)	---	---	---	1.6	2.0	3.6	3.6	3.1	3.0	2.4	3.0	3.5	3.5	4.1	5.4	5.5	6.9
WNXC-F	(CL AOR)	3.3	4.2	---	2.1	4.1	6.0	7.1	5.5	5.7	4.7	3.5	3.1	2.4	2.3	2.5	3.4	3.0
WWWE	(N/T)	3.3	3.6	4.2	4.1	1.7	2.3	2.1	2.4	1.9	1.6	2.6	3.3	3.2	3.3	2.6	2.5	2.0
WQAL-F	(AC)	---	3.7	3.8	2.5	3.1	2.6	2.3	2.1	2.1	1.7	2.9	3.0	3.5	2.6	3.1	2.4	2.7
WLTF-F	(AC)	---	---	4.7	5.0	5.0	4.9	4.9	3.7	2.6	3.7	4.4	4.4	5.0	4.5	5.5	4.1	3.8
WZAK-F	(B)	---	---	---	---	---	---	---	1.0	2.9	2.8	3.3	2.3	4.0	2.4	2.5	3.1	3.1
WGAR-F	(C)	---	---	---	---	---	---	---	3.2	2.6	3.4	3.7	4.4	2.8	3.3	3.8	5.1	6.2
WPHR-F	(CHR)	---	---	---	1.0	1.4	3.3	2.6	1.3	1.3	0.8	1.5	1.1	1.9	2.4	5.0	4.4	6.0

BASED ON AVERAGE OF SPRING AND FALL BOOKS

12+ CUME RATINGS

		79	80	81	82	83	84	85	86	87	88	89	90	91
WAKR		33.1	35.0	29.0	27.0	25.3	26.2	24.4	20.3	22.8	20.6	18.6	16.9	13.9
WONE-F		---	11.8	12.7	8.3	10.1	8.8	10.5	12.6	11.0	16.0	14.0	14.7	15.6
WSLR		17.5	13.6	14.9	14.1	14.8	10.9	9.2	7.4	6.2	5.1	6.5	5.2	4.5
WKDD-F		---	---	---	21.2	22.2	24.6	24.2	24.1	24.6	23.8	22.0	22.2	20.6
WCUE		---	---	---	5.9	5.8	6.4	4.6	---	---	---	---	---	---
WHLO		---	---	---	5.1	5.7	5.1	2.4	2.6	---	1.7	3.1	3.8	3.1
WNIR-F		---	---	---	---	8.0	8.0	9.5	11.5	10.6	10.9	11.8	12.2	13.5
WQMX-F		9.0	10.2	6.9	7.5	5.6	---	9.4	7.4	9.2	8.7	7.6	9.2	7.5
WMMS-F		22.1	21.5	23.6	23.3	23.5	25.3	23.6	24.7	24.1	23.9	18.1	14.4	12.9
WKNR		---	---	---	---	7.8	9.0	6.6	8.4	NA	2.3	2.3	2.8	2.0
WMJI-F		17.4	---	11.4	13.6	12.1	12.7	11.4	15.5	16.6	15.8	14.0	12.7	13.6
WDOK-F		---	---	---	7.5	NA	5.3	5.8	7.1	8.6	9.8	11.6	13.6	13.2
WNXC-F		11.2	14.5	19.1	17.7	15.0	17.2	14.5	14.3	8.5	8.5	9.6	9.5	10.3
WWWE		7.4	10.2	9.0	9.0	8.0	5.8	2.7	10.2	10.7	11.4	10.6	9.9	7.6
WQAL-F		---	---	---	6.5	4.4	5.0	6.2	5.5	9.2	6.6	7.4	7.1	8.5
WLTF-F		13.4	12.5	13.7	10.3	10.8	11.8	12.7	12.3	12.9	12.6	13.9	14.5	11.7
WZAK-F		---	---	---	---	5.2	5.5	5.7	4.5	4.5	5.2	3.9	5.7	7.3
WGAR-F		---	---	---	---	7.8	9.0	6.6	8.4	6.1	7.7	7.9	11.1	12.5
WPHR-F		---	---	---	4.8	4.9	3.2	5.0	3.6	4.9	9.6	16.2	14.4	17.4

		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
--	--	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----

APR (%)	15.9	14.7	14.3	15.3	15.7	15.8	16.3	15.4	17.0	17.3	17.0	16.9	17.2	16.9	18.5	17.9	17.1
FM Share (%)	46.91	44.03	43.50	54.68	52.54	59.97	64.81	66.50	70.59	73.44	73.22	78.58	79.8	80.8	82.4	83.4	85.7

Total Stations			23	25	27	23	29	27	28	27	29	27	26	28	27	25	29
Viable Stations									6	7	6	6	6	6	5.5	5.5	5.5

Diaries						855	908	1061	848	1113	968	1080	1150	1095	965	1034	1021
% Not Listed													9.8	10.3	11.9	13.9	12.5

FORMAT SHARES (%)

		77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
CHR/AOR		36	42	42	35	40	34	33	CHR	17	16	14	17	16	17	13	16
MOR/AC		31	22	19	26	20	21	10	AOR/CLS	16	19	23	21	22	20	19	15
COUNTRY		9	9	13	9	11	17	14		16	12	11	10	8	7	5	5
BTFL/EZ/SAC		20	19	17	20	16	17	20		13	10	11	13	20	21	24	26
NEWS/TALK		2	3	4	3	2	---	1		6	4	11	11	11	10	11	12
BLACK/URBAN		---	---	---	3	4	3	5		3	5	4	4	3	2	3	4
NOSTALGIA		---	---	---	---	4	5	5		3	3	1	2	---	3	3	4
HISPANIC		---	---	---	---	---	---	---		---	---	---	2	---	3	3	4
RELIG/GOSPFL		1	---	1	1	1	1	---		---	2	2	---	1	1	2	1
CLASSICAL		---	---	1	---	2	1	1		---	1	1	---	---	1	1	---
JAZZ/NAC		---	---	---	---	---	---	---		---	---	---	1	1	1	1	2

AKRON

HIGHEST BILLING STATIONS

	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>
1.	WKDD-F 2.4	WKDD-F 2.7	WKDD-F 2.8	WKDD-F 3.3	WKDD-F 3.7	WKDD-F 3.7	WKDD-F 3.7	WKDD-F 3.3
2.	WAKR 2.2	WAKR 2.4	WAKR 2.7	WAKR 2.9	WAKR 2.8	WAKR 2.6	WONE-F 2.6	WONE-F 2.2
3.	WSLR 1.8	WSLR 1.7	WONE-F 1.9	WONE-F 1.9	WONE-F 2.3	WONE-F 2.5	WAKR 2.3	WAKR 2.0
4.	WAEZ-F 1.3	WDBN-F 1.2	WNIR-F 1.6	WNIR-F 1.7	WNIR-F 1.8	WNIR-F 1.9	WNIR-F 2.0	WNIR-F 2.0
5.	WNIR-F 1.1	WONE-F 1.1	WSLR 1.3	WDBN-F 1.3	WDBN-F 1.1	WQMX-F 1.3	WQMX-F 1.9	WQMX-F 1.7
6.		WNIR-F 1.0	WDBN-F 1.7	WSLR 1.0	WSLR 0.8	WSLR 0.7	WSLR 0.7	WSLR 0.6

FINANCIAL DATA

	<u>FCC Data</u> [----- Net Dollars -----]					<u>Duncan Estimates</u> [----- Gross Dollars -----]										
	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>
Revenue (millions)	4.5	5.8	6.7	7.2	7.5	8.7	8.8	9.3	9.9	10.5	11.9	12.7	13.1	13.3	13.7	12.6
Income (millions)	0.8	0.9	1.1	0.6	0.5											
Nat Rev (millions)	1.2	1.7	1.8	1.6	1.7											
Rev per Cap (\$)	---	8.68	10.23	10.92	11.36	12.80	13.30	13.50	14.29	16.23	18.45	19.56	20.15	20.34	20.95	19.09
Inc per Cap (\$)	---	1.42	1.64	0.99	0.76											

Rev as % of Retail Sales	0.29	0.28	0.29	0.29	0.29	0.30	0.33	0.33	0.32	0.33	0.29
Market Grades			----	B	D+/D	D/D	C-/C+	C+/C	C+/C-	C+/C	----
Manager's Market Grades	6.5	6.9	6.9	7.4	7.3	7.5	7.1	6.6	6.5		
FM Base Value	----	----	----	4.1	4.3	4.4	4.9	5.0	4.5	4.0	
Base Value Percentage	----	----	----	----	----	37.4	37.6	32.8	31.7		
Mean Share Points per Viable Station	5.6	4.8	6.5	5.5	5.5	7.0	6.3	6.1	5.6		

		<u>87</u>	<u>88</u>	<u>90</u>	<u>91</u>
Highest Metro	WAKR				
Share:	22.5, S77				
Highest Metro	WAKR				
1/4 Hr. Avg:	176, S77				
Highest TSA	WGAR				
1/4 Hr. Avg:	291, S75				
Highest TSA	WGAR				
Cume:	2698, F77				
Highest Metro	WAKR				
Cume Rating:	37.3, F77				
	% of Revenue Controlled by Top 25% of Viable Stations	37	35	34	35
	By Top 50%	64	62	58	60
	% of Share Points Controlled by Top 25% of Viable Stations	40	32	30	38
	By Top 50%	69	58	56	73

#1 STATIONS 12+ METRO SHARE

WAKR	S75, S76, F76, S77, F77, S78, F78, S79, F79, S80, F80, S85, F85
WMMS-F	S81, F81, S82, F82, S83, F84, S84, S86, F88
WKDD-F	F84, F86, S87, F87, S88, S89, F89, S90, S91
WONE-F	F90
WNIR-F	F91

STATION NOTES

(Major call letter and format changes)

WKDD-F	WCUE until 76; AOR until 78
WCUE	Contemp until about 80
	Oldies until 86
WQMX-F	WDBN until 88; E2 until 88
WAKR	evolving toward FS/Talk during late 80's

See Cleveland for information on other stations

MAJOR STATION SALES

1981	WKDD-F	Sold to Welcome Radio	\$3,000,000
1981	WCUE		1,000,000
1984	WSLR/WKDD-F	From Welcome to Al Kaneb	8,900,000
1984	WHLO		600,000
1986	WAKR/WONE-F	From Group One to DKM	NA
1987	WAKR, WONE-F	From DKM to Summit	16,400,000
1988	WQMX-F (Medina)		4,600,000
1989	WAKR, WONE-F	From Summit to Ragan Henry	13,000,000

ALBANY - SCHENECTADY - TROY

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WGY	3.0	WGY 3.3	WGY 3.2	WGY 3.5	WGY 3.8	WPYX-F 4.3	WPYX-F 4.4	WGY 3.0
2. WPYX-F	1.8	WPYX-F 2.4	WPYX-F 2.6	WPYX-F 2.8	WPYX-F 3.7	WGY 3.7	WGY 3.8	WGNA AF 2.8
3. WTRY	1.6	WROW AF 1.8	WROW AF 2.1	WKLI-F 2.3	WKLI-F 2.5	WKLI-F 2.5	WGNA AF 3.0	WPYX-F 2.8
4. WGFN-F	1.4	WGFN-F 1.7	WKLI-F 1.8	WFLY-F 1.7	WFLY-F 2.0	WGNA AF 2.2	WKLI-F 2.6	WFLY-F 2.7
5. WWOM-F	1.3	WWOM-F 1.7	WGFN-F 1.6	WGFN-F 1.6	WGNA-F 1.6	WFLY-F 2.0	WFLY-F 2.0	WKLI-F 2.5
6. WROW	1.2	WTRY 1.3	WFLY-F 1.3	WROW-F 1.5	WROW AF 1.6	WROW AF 1.8	WROW AF 1.9	WROW AF 1.8
7. WFLY-F	1.2	WFLY-F 1.2	WQBK AF 1.2	WGNA-F 1.2	WTRY 1.3	WTRY 1.3	WTRY 1.2	WQBK-F 0.9
8.			WGNA-F 0.9	WTRY 0.8	WGFN-F 1.3	WQBK-F 0.9	WQBK-F 1.0	WGY -F 0.8
9.			WTRY 0.8	WROW 0.7	WQBK AF 1.1	WGY -F 0.9	WGY -F 0.9	WQBK 0.8
10.				WQBK 0.7	WABY 0.4	WQBK 0.6	WQBK 0.6	WTRY 0.4

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	7.0	7.7	8.4	8.8	9.9	11.9	12.7	13.4	14.0	15.2	16.3	18.3	20.0	21.2	21.9	19.0
Income (millions)	0.2	0.8	0.5	0.8	0.4											
Nat Rev (millions)	1.6	1.8	2.2	2.2	2.7											
Rev per Cap (\$)	---	9.69	10.65	11.23	12.42	13.93	14.82	15.55	16.20	17.49	19.09	21.43	23.31	24.33	25.43	21.69
Inc per Cap (\$)	---	0.99	0.62	1.05	0.44											

	81	82	83	84	85	86	87	88	89	90	91
Rev as % of Retail Sales	0.32	0.33	0.31	0.31	0.30	0.30	0.33	0.32	0.30	0.30	0.26
Market Grades			---	B	C+/C-	B-/C	B/C+	B/C+	B-/C	B/B-	---
Manager's Market Grades	6.0	6.4	6.8	6.9	7.4	7.4	7.4	7.4	7.2	6.6	
FM Base Value	---	---	3.2	4.0	4.2	4.5	4.6	3.8	3.1		
Base Value Percentage	---	---	---	---	---	22.5	22.0	17.4	16.3		
Mean Share Points per Viable Station	6.3	6.9	6.3	7.0	6.7	7.3	7.2	7.0	6.4		

	87	88	90	91
Highest Metro WGY				
Share: 19.6, S80				
Highest Metro WGY				
1/4 Hr. Avg: 216, S80				
Highest TSA WGY				
1/4 Hr. Avg: 349, S80				
Highest TSA WGY				
Cume: 4484, F78				
Highest Metro WGY				
Cume Rating: 40.8, S80				
% of Revenue Controlled by Top 25% of Viable Stations	51	50	51	49
By Top 50%	80	76	81	84
% of Share Points Controlled by Top 25% of Viable Stations	43	35	33	35
By Top 50%	67	61	63	63

#1 STATIONS 12+ METRO SHARE

WPYX F84
 WPYX-F S86 (T), F86, S88, S89
 WROW-F S87, F88, F90
 WGNA-F F89, F91
 WFLY-F S91
 WGY All other rating books

MAJOR STATION SALES

1970 WABY Sold to CCA Electronics \$ 400,000
 1971 WFLY-F Sold by Troy Record 150,000
 1973 WTRY/WPYX-F FromKops/Monahan to Scott 1,900,000
 1974 WWWD 375,000
 1975 WFLY-F Sold to Rust 360,000
 1976 WWWD 169,000
 1977 WABY Sold to Broadcast Management 275,000
 1978 WWCN Sold by Welcome Radio 785,000
 1980 WWOM-F Sold to Liberty 800,000
 1981 WWCN 575,000
 1982 WABY Sold by Broadcast Management 550,000
 1983 WPTR/WFLY-F From Rust to Oyson 4,000,000
 1983 WGY/WGFN-F From GE to Sky/Foster NA
 1983 WROW AF From Capital Cities to JAG 3,200,000
 1984 WQBK AF 1,300,000
 1984 WWCN 1,150,000
 1985 WGY/WGFN-F Sold to Israel, et.al. 11,000,000
 1986 WTRY,WPYX-F Sold to Merv Griffin 15,000,000
 1986 WGNA-F 4,500,000

STATION NOTES

(Major call letter and format changes)

WPYX-F WSH until 80 and BTFL until 80
 WWOM-F BTFL until 76
 WTRY CHR gradually converting to AC by 83
 AC until 87
 WWCN WOKO until 83 and Country until 83
 WKLI WWOM until 86
 WGNA WWCN until about 88 and had changed back to WOKO awhile prior to 88; now simulcasted w/ WGNA-F
 WROW MOR until 89
 WGY -F WGFN until 88 and CHR until 90
 WROW-F Classified as E2 until 90
 WPTR Country until 88

MAJOR STATION SALES (cont'd)

1987 WROW AF From JAG to Wilkes-Schwartz \$ NA
 1987 WHAZ 300,000
 1987 WWCN 615,000
 1987 WPTR, WFLY 7,500,000
 1987 WWWD 160,000
 1988 WOKO, WGNA-F Sold to Barnstable 6,750,000
 1988 WQBK AF 2,900,000
 1988 WCSS (Amsterdam) 900,000
 1989 WNRJ-F (Rotterdam) 2,900,000
 1989 WKAJ,WQY-F (Saratoga Spgs) 2,250,000
 1989 WKOL AF (Amsterdam) Sold by Sage 1,500,000
 1990 WABY/WKLI-F From Premiere to Bendat 800,000 (E)

ALBUQUERQUE

12+ METRO SHARE

		SPG																
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
KKOB	(FS)	9.7	12.9	13.3	14.9	11.5	9.1	8.7	8.8	10.6	10.0	13.4	13.2	11.9	10.9	10.9	9.9	9.9
KKOB-F	(AC)	14.4	10.8	11.6	8.6	5.4	4.4	6.7	9.5	13.3	15.2	14.4	14.4	12.1	11.5	7.8	10.2	7.1
KQEO	(O)	18.4	9.9	9.7	7.6	4.4	5.1	5.0	3.9	3.9	2.9	2.4	2.8	2.0	2.0	0.8	0.9	1.3
KAMX	(AC ?)	4.6	6.7	4.7	4.0	3.9	3.9	3.6	2.7	1.5	0.3	0.1	---	---	---	---	---	---
KZSS	(AOR)	9.9	9.1	10.6	9.4	4.9	2.9	3.1	3.5	2.5	1.9	1.1	0.6	0.6	---	---	---	---
KRST-F	(C)	4.8	8.9	8.0	8.7	7.1	5.0	8.8	7.5	7.4	7.5	7.0	6.2	8.5	10.2	12.9	14.5	13.4
KKJY-F	(EZ)	---	6.3	5.0	3.1	8.5	14.0	11.3	9.4	8.2	7.0	6.2	5.9	5.6	6.5	5.5	4.4	4.7
KRZY	(C)	9.1	6.4	8.7	7.9	7.7	6.4	4.9	4.9	3.4	4.5	3.5	3.4	2.4	2.1	1.0	---	---
KABQ	(SP)	---	6.9	6.4	7.2	6.8	5.2	5.0	4.1	2.3	2.0	2.1	1.7	1.9	0.9	2.7	1.1	0.8
KZKL	(O)	---	3.6	4.3	2.8	6.9	4.6	5.0	3.8	4.1	3.4	3.5	1.3	1.2	1.1	---	---	---
KZRR-F	(AOR)	---	---	---	5.4	3.5	5.2	9.3	9.3	8.3	5.5	3.9	4.3	6.4	7.6	8.1	6.3	6.1
KAMX-F	(AC)	---	---	---	---	7.0	9.0	7.8	6.5	8.7	8.3	9.1	7.6	7.2	6.2	3.4	2.9	2.8
KMGA-F	(AC)	4.2	---	4.5	8.2	5.4	5.6	6.2	4.4	4.4	4.6	2.3	2.8	2.7	3.3	3.1	4.3	3.8
KHFH-F	(CL)	---	---	---	2.6	1.7	3.6	2.3	4.4	3.2	3.8	2.6	3.4	2.6	2.5	3.3	2.6	4.5
KOLT-F	(C)	---	---	---	---	---	---	---	---	1.8	9.9	9.5	7.9	5.5	3.1	4.8	2.5	3.7
KDEF	(BB)	---	---	---	---	---	---	0.8	4.5	4.3	---	3.4	3.4	2.3	2.8	1.2	1.3	2.3
KXKS	(SP)	---	---	---	---	---	---	---	1.2	0.6	1.0	3.1	2.2	2.4	2.7	2.4	1.8	2.7
KIVA-F	(CHR)	---	---	---	---	---	---	---	---	---	---	3.6	2.2	4.3	3.3	3.5	1.3	0.3
KLSK-F	(CL AOR)	---	---	---	---	---	---	---	---	---	1.4	1.9	2.0	2.1	2.3	2.0	3.7	6.6
KZKL-F	(O)	---	---	---	---	---	---	---	---	---	---	---	0.7	1.0	0.9	5.6	7.5	5.3
KRBL-F	(AOR)	---	---	---	---	---	---	---	---	---	---	---	0.6	1.3	1.4	1.5	1.8	3.5
KIDI-F	(SP)	---	---	---	---	---	---	---	---	---	---	---	---	2.1	0.5	0.7	1.4	2.3
KKSS-F	(CHR)	---	---	---	---	---	---	---	---	---	---	---	2.5	5.6	7.0	5.1	8.9	6.5

BASED ON AVERAGE OF SPRING AND FALL BOOKS

12+ CUME RATINGS

		79	80	81	82	83	84	85	86	87	88	89	90	91
KKOB		29.8	28.9	24.6	22.5	30.4	24.8	29.0	26.7	26.2	25.3	22.8	22.2	22.0
KKOB-F		13.4	10.1	11.4	18.9	29.2	29.1	27.6	27.6	23.1	23.5	24.1	23.6	20.4
KQEO		13.9	13.8	17.4	13.8	15.7	12.7	10.4	8.9	9.0	7.9	4.9	3.7	3.2
KAMX		9.7	---	---	9.5	8.5	---	1.6	---	---	---	---	---	---
KZSS		20.7	13.9	9.9	10.7	9.6	8.0	5.9	3.2	---	---	---	---	---
KRST-F		13.0	13.1	16.0	16.1	16.8	17.4	14.1	14.8	17.5	18.7	23.2	25.1	25.9
KKJY-F		13.6	19.5	19.8	16.0	19.1	15.1	14.6	14.2	14.5	14.5	12.0	11.0	10.7
KRZY		20.2	17.0	13.3	11.1	10.3	9.1	8.7	8.4	7.0	4.6	1.1	---	---
KABQ		---	---	---	7.6	6.2	4.8	4.9	4.8	3.1	3.0	5.8	3.6	3.4
KZKL		---	---	---	6.8	5.9	5.1	5.0	3.6	3.2	2.4	---	---	---
KZRR-F		13.9	11.1	16.8	16.9	20.7	18.2	12.9	11.5	12.6	18.7	19.4	15.7	15.4
KAMX-F		---	20.4	20.5	19.9	24.0	23.7	20.0	17.1	17.4	15.0	13.1	12.3	7.8
KMGA-F		16.0	13.5	21.1	10.5	14.2	16.1	9.5	8.4	10.5	8.9	8.6	11.7	8.7
KHFH-F		---	---	---	7.5	7.4	6.6	6.9	7.2	5.7	7.5	8.2	5.9	8.6
KOLT-F		---	---	---	---	---	19.7	19.7	20.5	16.3	12.1	14.1	7.3	10.9
KDEF		---	---	---	---	---	---	6.5	7.2	5.1	5.4	4.4	3.4	4.7
KXKS		---	---	---	---	2.4	2.1	3.2	2.7	3.5	3.4	1.7	2.8	3.4
KIVA-F		---	---	---	---	---	---	9.8	10.9	13.7	11.6	13.2	10.8	---
KLSK-F		---	---	---	---	4.7	5.8	6.8	5.4	7.5	6.3	10.3	19.1	---
KZKL-F		---	---	---	---	---	---	---	3.9	2.1	11.6	16.9	13.4	---
KRBL-F		---	---	---	---	---	---	---	9.0	4.3	6.2	4.7	10.6	---
KIDI-F		---	---	---	---	---	---	---	3.2	2.5	1.1	4.1	5.6	---
KKSS-F		---	---	---	---	---	---	---	12.2	14.8	14.9	21.8	19.8	---

APR (%)	17.9	16.9	17.8	14.5	15.8	16.3	16.0	17.1	17.4	17.4	18.1	17.9	18.3	17.9	18.5	18.2	18.0
FM Share (%)	30.28	33.12	32.58	33.99	39.78	49.90	56.04	56.40	62.86	69.83	65.79	65.65	68.1	72.6	76.4	79.1	79.1
Total Stations			16	17	17	18	19	18	18	20	19	24	23	25	28	25	23
Viable Stations									14	13	14	15	17	14	13	14	14.5
Diaries						541	748	839	984	892	767	847	1027	830	873	933	930
% Not Listed												8.7	9.7	7.5	9.9	8.6	12.0

FORMAT SHARES (%)

		77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
CHR/AOR		39	40	32	38	38	27	29	CHR	15	12	14	16	15	16	13	9
									AOR/CLS	17	15	13	16	16	14	13	20
MOR/AC		14	16	18	18	18	24	MOR/FS	8	16	15	14	12	12	12	11	
								AC/OLDIES	20	25	24	22	20	22	26	22	
COUNTRY		12	14	12	12	16	19	15	13	12	12	11	14	16	17	18	
BTF/EZ/SAC		19	15	9	14	15	11	10	9	6	6	6	6	6	5	5	
NEWS/TALK		4	2	8	6	5	4	3	4	4	2	2	2	1	1	1	
BLACK/URBAN		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	
NOSTALGIA		---	---	---	---	---	5	4	---	4	4	3	3	2	2	3	
HISPANIC		9	12	12	5	7	5	4	5	1	6	6	7	6	5	8	
RELIG/GOSPEL		3	2	2	3	3	2	1	2	1	1	1	0	---	---	---	
CLASSICAL		1	---	2	3	3	4	4	4	4	6	2	2	4	3	5	
JAZZ/NAC		---	---	---	---	---	---	---	---	---	---	2	3	2	4	---	

ALBUQUERQUE

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. KOB	2.3	KOB 2.9	KKOB 3.2	KKOB 3.4	KKOB 3.7	KKOB 3.4	KKOB 3.4	KRST AF 3.2
2. KOB -F	2.0	KOB -F 2.6	KKOB-F 2.8	KKOB-F 3.1	KKOB-F 3.5	KKOB-F 3.3	KKOB-F 3.3	KKOB 3.0
3. KRST-F	1.4	KNMQ-F 1.5	KRST AF 1.8	KRST AF 1.9	KRST AF 2.9	KRST AF 3.1	KKOB-F 3.0	KKOB-F 2.5
4. KFMG-F	1.1	KRST-F 1.4	KNMQ-F 1.5	KNMQ-F 1.4	KZRR AF 1.8	KZRR AF 2.3	KZRR AF 2.1	KZRR AF 1.9
5. KZZX-F	0.9	KFMG-F 0.9	KFMG-F 1.1	KZRR AF 1.3	KFMG-F 1.2	KFMG-F 1.0	KKSS-F 1.2	KKSS-F 1.1
6. KKJY-F	0.8	KKJY-F 0.9	KKJY-F 0.9	KFMG-F 1.2	QEO/MGA 1.1	QEO/MGA 0.9	KZKL-F 0.9	KLSK-F 1.0
7.		QEO/MGA 0.8	KKJY-F 0.9	KKJY-F 0.9	KKSS-F 0.8	KKJY-F 0.7	QEO/MGA-F0.7	KZKL-F 1.0
8.		KRKE AF 0.7			KKJY-F 0.7	KKSS-F 0.7	KKJY-F 0.6	KKJY-F 0.6
9.						KLSK-F 0.6	KFMG-F 0.5	KHFM-F 0.5
10.						KNMQ-F 0.5	KLSK-F 0.5	QEO/MGA-F0.4

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	4.6	4.2	6.0	7.2	8.1	9.8	10.7	12.0	13.2	14.9	15.9	16.6	17.8	18.6	18.0	16.3
Income (millions)	-0.14	-0.33	-0.13	-0.4	-1.7											
Nat Rev (millions)	1.0	1.0	1.4	2.0	2.6											
Rev per Cap (\$)	---	10.43	14.35	17.05	17.13	22.32	23.94	26.31	28.39	31.43	31.75	34.09	35.81	36.18	35.50	32.80
Inc per Cap (\$)	---	---	---	---	---											

Highest Metro	KQEO															
Share:	18.4, S75	Rev as % of Retail Sales	.47	.47	.48	.49	.49	.51	.53	.51	.48	.45	.40			
Highest Metro	KOB	Market Grades	---	C	C-C+	C-/C-	D+/C-	C/C-	O/D+	O/D	---					
1/4 Hr. Avg:	126, S85	Manager's Market Grades	---	5.6	6.2	6.0	6.2	6.5	6.2	5.5	5.3	4.6				
Highest TSA	KRST AF	FM Base Value	---	---	---	2.1	2.4	2.2	2.4	2.5	1.5	1.2				
1/4 Hr. Avg:	183, F90	Base Value Percentage	---	---	---	---	---	---	13.5	13.7	8.3	7.4				
Highest TSA	KOB	Mean Share Points per Viable Station	---	---	6.3	6.1	6.34	5.9	5.3	6.6	6.9	6.5	5.6			
Cume:	2335, F77															
Highest Metro	KOB															
Cume Rating:	37.3, F77															

#1 STATIONS 12+ METRO SHARE

KQEO	S75	% of Revenue Controlled by Top 25% of Viable Stations	59	62	59	60
KKOB	S76, F76, S77, F77, S78	By Top 50%	81	84	81	85
KKJY-F	S80, F80, S81, F81, S82	% of Share Points Controlled by Top 25% of Viable Stations	47	40	41	42
KKOB-F	F82, S83, F83, S84, F84, S85, S86, F86, F87, F88	By Top 50%	72	66	67	68
KRST-F	S89, F89, S90, F90, S91, F91					

STATION NOTES

(Major call letter and format changes)

1973	KDEF/KRKE-F	Sold by Doubleday to Media Horizons	\$ NA	KKJY-F	KPAR-F until 79
1973	KRKE	Sold to Gaylord	720,000	KMGA-F	KMYR-F until 78; KZZX-F until 85
1974	KMGA-F		150,000	KZRR-F	KRKE-F until 80; KWLX-F until 85
1974	KKIM	Sold to Christian Enterprises	225,000		KRKE-F until 86
1976	KRKE-F	From Media Horizons to Gaylord	150,000	KAMX	Spanish until 79
1977	KMGA-F	Bought by Sunbelt	425,000	KQEO	CHR until 80
1978	KXKS, KKJY-F	From Sun World to Broadcast Assoc.	585,000	KRST-F	AOR until 80
1978	KAMX, KFMG-F	Sold by Korngold	415,000	KRKE	CHR until 80 and Country until 84
1978	KQEO	From Swanson to Sunbelt	1,000,000	KKOB-F	BTFL until 79
1979	KQEF		540,000	KZSS	KRKE until 86; generally simulcasted with KZRR-F
1979	KKIM	Sold by Christian Enterprises	600,000		
1980	KRKE, KRKE-F	From Gaylord to Peoria Journal Star	5,000,000	KZKL	KZIA until 88; KNUS until 89; Talk until 89
1981	KKIM	(+ debt)	165,000	KZRR-F	KRKE-F until 86
1983	KKJY-F	From Broadcast Assoc. to Dunn	NA	KAMX-F	KFMG until 91 and AOR until 91
1985	KKJY-F	Sold by Dunn	3,200,000	KLSK-F	Jazz/NAC until 91
1985	KQEO	From Sunbelt to Penn	(E) 2,400,000	KOLT-F	KNMQ until 91 and CHR until 91
1985	KAMX/KFMG-F	(C) Sold to Coastal	2,125,000		
1986	KRKE AF	Sold by Compass	3,150,000		
1986	KOB AF	From Hubbard to Price Comm.	16,500,000		
1987	KKJY-F		3,300,000		
1987	KRZY/KRST-F	Sold to Wagon Train	5,200,000		
1987	KKOB AF	From Price to Fairfield	NA		
1987	KIVA-F (Santa Fe)	Sold by Constant	1,900,000		
1987	KHFM-F		850,000		
1988	KZIA/KZKL-F		1,870,000		
1988	KZSS, KZRR-F	Sold to Anchor	4,400,000		
1988	KNMQ-F (Santa Fe)	Sold to Sun Media	2,300,000		
1988	KRZY, KRST-F	From Wagon Train to Commonwealth	8,100,000		
1989	KLSK-F (Santa Fe)		2,000,000		
1989	KKOB AF	From Fairmont to Fritzinger	20,000,000 (cancelled)		
1990	KMIO-F (Española)	From Holt to Bill Sims	400,000		
1990	KQEO/KMGA-F	From Penn to Unistar	1,500,000 (E)		
1990	KQEO/KMGA-F	From Unistar to Spacecom	1,500,000		
1990	KZKL AF		1,300,000		
1990	KOLT-F (Santa Fe)		1,000,000		
1991	KDEF, KMYI-F (Armijo)		400,000 (E)		
1991	KRBL-F (Los Alamos)		800,000		
1991	KZKL AF		540,000		
1991	KZRQ/KIVA-F	From Daytona to Carl Como	300,000		
1991	KIDI-F	Sold to Ray Moran	1,000,000		

ALLEN TOWN - BETHLEHEM

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WLEV-F	1.9	WLEV-F 2.0	WLEV-F 2.4	WLEV-F 2.5	WLEV-F 3.5	WLEV-F 3.6	WLEV-F 4.2	WLEV-F 4.0
2. WZZO-F	1.5	WAEB AF 1.6	WAEB AF 1.8	WQQQ-F 2.1	WZZO-F 2.5	WZZO-F 2.6	WZZO-F 3.0	WZZO-F 2.9
3. WXXW-F	1.5	WZZO-F 1.5	WZZO-F 1.7	WZZO-F 1.9	WQQQ-F 2.2	WAEB-F 2.0	WFMZ-F 2.1	WFMZ-F 2.5
4. WFMZ-F	1.4	WFMZ-F 1.4	WFMZ-F 1.5	WAEB AF 1.9	WAEB-F 1.6	WFMZ-F 1.9	WAEB-F 2.0	WAEB-F 1.9
5. WQQQ-F	1.2	WQQQ-F 1.3	WQQQ-F 1.4	WFMZ-F 1.4	WFMZ-F 1.6	WHXT-F 1.8	WHXT-F 1.6	WODE AF 1.5
6.			WEST 0.8		WAEB 0.9	WAEB 1.0	WXXW 0.8	WAEB 1.0
7.						WEST 0.6	WAEB 0.8	WXXW 0.8
8.							WEST 0.4	WEST 0.4
9.							WEEX 0.3	WKAP 0.3
10.							WKAP 0.3	

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	[----- Net Dollars -----]					[----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	4.4	4.7	5.4	6.2	7.1	8.7	10.1	11.5	13.1	14.2	12.7	17.8	15.0	15.8	16.5	16.5
Income (millions)	0.7	0.7	0.9	1.1	1.0											
Nat Rev (millions)	0.4	0.4	0.5	0.6	1.1											
Rev per Cap (\$)	---	7.48	8.65	9.82	11.01	13.55	15.61	17.67	20.05	21.52	19.24	20.76	22.26	23.09	24.01	23.64
Inc per Cap (\$)	---	0.57	0.81	1.00	1.67											

	87	88	90	91							
Rev as % of Retail Sales	---	---	.32	.32	.31	.30	.32	.30	.31	.30	.30
Market Grades	---	---	---	C	C/D+	D/D+	C/C	C/C	C/C+	B/B	---
Manager's Market Grades	---	---	NA	NA	6.5	6.5	6.7	7.0	7.2	7.5	7.9
FM Base Value	---	---	---	---	3.1	3.5	3.5	4.0	4.4	3.9	3.8
Base Value Percentage	---	---	---	---	---	---	---	26.7	27.8	23.6	23.0
Mean Share Points per Viable Station	---	---	7.4	7.7	7.4	7.0	7.3	8.3	9.0	9.1	8.4

#1 STATIONS 12+ METRO SHARE

WAEB	S75
WQQQ-F	S76, S77, S80
WXXW-F	S78, F80 (T)
WLEV-F	S79, S81, F81, S82, F83, S89
WFMZ-F	F80 (T), S83, S84, F84, S85, F85, S86, F86, S87, F87, S88, F88, F89, S90, F90, S91, F91
WZZO-F	F79

% of Revenue Controlled by Top 25% of Viable Stations

By Top 50%	41	43	44	42
% of Share Points Controlled by Top 25% of Viable Stations	42	41	37	37
By Top 50%	69	71	67	62

Highest Metro	WFMZ-F
Share:	17.4, F90
Highest Metro	WFMZ-F
1/4 Hr. Avg:	182, F90
Highest TSA	WFMZ-F
1/4 Hr. Avg:	214, F90
Highest TSA	WLEV-F
Cume:	1923, S83
Highest Metro	WLEV-F
Cume Rating:	29.6, S89

STATION NOTES

(Major call letter and format changes)

MAJOR STATION SALES

1973	WEST/WLEV-F	Sold to Sound Communications	\$ 760,000
1981	WXXW		1,500,000
1982	WAEB, WAEB-F	From Rust to CRB	5,500,000
1982	WKAP	Sold by Gulf	650,000
1983	WHOL		450,000
1984	WEEX, WQQQ-F	Sold to Northeast	3,000,000
1985	WHOL		500,000
1986	WEST, WLEV-F	From Sound to Eastern	5,700,000
1988	WKAP	Sold to Holt	1,100,000
1988	WEST, WLEV-F	Sold by Eastern	NA
1989	WEEX/WQQQ-F	From Wilkes-Schwartz to Roth	10,100,000

WXXW-F	BTFL/MOR until 1977
WEST	MOR until 79
WODE	CHR until 79; Country until 87; Talk until 89; WEEX until 91
WKAP	CHR to AC about 79 or so; AC to Most in 82
WLEV-F	CHR to AC in 84
WXXW	Contemp until about 79; WSAW until 84; MOR until 84
WHOL	Country to Religion in 83
WAEB	CHR to AC in 82; AC until 90
WAEB-F	AC until 86
WODE-F	WQQQ-F until 89; WHXT-F until 91; CHR until 91

ALTOONA

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WFBG	0.95	WFBG 0.9	WFBG 1.1	WFBG 1.2	WFBG 1.0	WPRR-F 0.9	WPRR-F 0.75	WPRR-F 0.7
2. WFBG-F	0.54	WFBG-F 0.45	WFBG-F 0.6	WPRR-F 0.62	WPRR-F 0.9	WFBG 0.7	WFBG-F 0.6	WFGY-F 0.6
3. WRTA	0.41	WVAM 0.44	WVAM 0.55	WFBG-F 0.6	WFBG-F 0.5	WFBG-F 0.54	WHPA-F 0.59	WHPA-F 0.5
4. WVAM	0.33	WRTA 0.41	WRTA 0.45	WRTA 0.5	WVAM 0.5	WVAM 0.53	WFBG 0.51	WVAM 0.5
5. WPRR-F	0.26	WPRR-F 0.27	WHPA-F 0.4	WHPA-F 0.38	WRTA 0.4		WVAM 0.5	
6.			WPRR-F 0.35	WVAM 0.37	WALY-F 0.35			
7.					WHPA-F 0.3			

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	Net Dollars					Gross Dollars										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	1.7	1.9	2.4	2.2	2.8	3.0	3.2	3.3	3.4	3.6	3.8	4.0	4.2	4.4	4.2	4.0
Income (millions)	0.11	0.18	0.10	0.12	-0.36											
Nat Rev (millions)	0.27	0.31	0.36	0.31	0.36											
Rev per Cap (\$)	----	14.74	18.44	16.01	20.27	----	23.52	24.09	24.96	26.47	27.94	29.62	31.58	33.08	31.58	30.77
Inc per Cap (\$)	----	1.37	0.79	0.85	-2.62											

Rev as % of Retail Sales	0.52	0.52	0.51	0.48	0.49	0.48	0.50	0.47	0.45	0.41	0.39
Market Grades			----	C	D/D	D/D	-/D+	-/D	-/D	-/D-	----
Manager's Market Grades	7.5	7.7	7.4	7.1	6.5	7.0	6.2	5.9	5.4		
FM Base Value	----	----	NA	NA	NA	NA	NA	NA	NA	NA	NA
Base Value Percentage	----	----	NA	NA	NA	NA	NA	NA	NA	NA	NA
Mean Share Points per Viable Station	10.7	11.0	10.9	10.6	11.3	11.6	10.0	8.5	9.3		

#1 STATIONS 12+ METRO SHARE

WVAM S75, S77, S88
 WRTA S76
 WPRR-F S87, S89, S90, S91
 WFBG All other rating periods

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	45	43	33	35
By Top 50%	72	67	61	NA
% of Share Points Controlled by Top 25% of Viable Stations	39	37	36	38
By Top 50%	68	64	63	68

Highest Metro WFBG
 Share: 30.7, S81
 Highest Metro WFBG
 1/4 Hr. Avg: 53, S82
 Highest TSA WFBG
 1/4 Hr. Avg: 90, S86
 Highest TSA WFBG
 Cume: 991, S81
 Highest Metro WFBG
 Cume Rating: 54.6, S82

STATION NOTES

(Major call letter and format changes)

MAJOR STATION SALES

1980 WVAM, WPRR-F	\$ 913,000
1983 WRTA (78%)	909,000
1986 WVAM, WPRR-F	850,000
1987 WVAM, WPRR-F	850,000
1988 WFBG AF From Gilcom to Empire	3,900,000
1988 WKMC, WHPA-F (Holidaysburg)	1,300,000
1988 WVAM, WPRR-F	1,600,000
1990 WFBG AF From Empire to Keymarket	2,100,000

WVAM Contemp until 80
 WPRR-F WVAM-F until 81 and Country until 79
 WFBG Rock to AC (gradual)
 WKMC Country to Nostalgia in 82
 WHPA-F BTFL to AC in 83
 WFGY-F WFBG until 91 and EZ until 91

AMARILLO

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. KQIZ-F	1.0			IXZ/MML 1.1	IXZ/MML 1.2	IXZ/MML 1.1	IXZ/MML 1.0	KMML-F 0.9
2. KIXZ	0.9			KLSF-F 1.0	KLSF-F 0.8	KMLT-F 0.8	KGNC 0.8	KGNC 0.8
3. KMML-F	0.82				KQIZ-F 0.7	KQIZ-F 0.7	KQIZ-F 0.7	KQIZ-F 0.6
4. KPUR	0.67					KLSF-F 0.7	KMLT-F 0.7	KMLT-F 0.6
5. KGNC	0.66					KGNC 0.6	KLSF-F 0.6	KLSF-F 0.5
6.							KDJW AF 0.5	KBUY AF 0.5

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	Net Dollars					Gross Dollars										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	2.3	3.1	3.7	4.0	4.4	5.0	5.5	5.9	6.4	6.6	5.7	6.0	5.4	5.9	5.4	5.1
Income (millions)	0.21	0.29	0.23	-0.32	-0.37											
Nat Rev (millions)	0.44	0.50	0.63	0.66	0.66											
Rev per Cap (\$)	----	18.98	22.47	23.36	24.40	29.06	30.39	30.89	33.16	33.67	28.22	30.30	27.40	29.94	27.13	26.98
Inc per Cap (\$)	----	1.80	1.40	-1.89	-2.08											
Rev as % of Retail Sales						0.42	0.42	0.41	0.41	0.39	0.36	0.37	0.33	0.34	0.29	0.27
Market Grades								----	C	C/C+	D+/D+	-/D+	-/D+	-/C	-/D	----
Manager's Market Grades								6.6	6.6	6.1	5.9	6.5	6.0	5.9	4.9	4.7
FM Base Value								----	----	1.35	1.4	1.4	1.3	1.4	1.1	0.9
Base Value Percentage								----	----	----	----	----	22.4	23.7	20.4	17.6
Mean Share Points per Viable Station								7.7	7.6	7.6	6.7	7.7	8.7	7.7	8.3	8.7

#1 STATIONS 1/4+ METRO SHARE

KPUR	S75, S79
KGNC	S76
KDJW	S77
KQIZ-F	S78, S84, S83, S85, S88, S89 (T)
KIXZ	S80, S81, S82
KLSF-F	S86
KMML-F	S87, S89 (T), S90, S91

% of Revenue Controlled by Top 25% of Viable Stations

By Top 50%

% of Share Points Controlled by Top 25% of Viable Stations

By Top 50%

	87	88	90	91
By Top 25%	NA	41	37	39
By Top 50%	NA	NA	70	67
By Top 25%	45	33	38	42
By Top 50%	75	55	79	67

Highest Metro	KIXZ
Share:	21.6, S81
Highest Metro	KMML-F
1/4 Hr. Avg:	20.4, S91
Highest TSA	KQIZ-F
1/4 Hr. Avg:	83, S85
Highest TSA	KIXZ
Cume:	1120, S79
Highest Metro	KPUR
Cume Rating:	37.5, S79

STATION NOTES

(Major call letter and format changes)

KFNS	MOR until 80; Nost until 86; KQIZ until 87; KWAS until about 89; CHR until 87; Hispanic(?) until 89
KZIP	Country until 80; AC until 83
KIXZ	Contemp until 79
KBUY-F	KDJW-F until 77
KHBQ-F	CHR until 84
KMML-F	KYTX-F until 83
KMLT-F	KGNC-F until 88; E2 until 88
KGNC	MOR/FS until 88

MAJOR STATION SALES

1977	KZIP, KMML-F	Sold by Pinkston	\$ 275,000 (?)
1979	KZIP, KMML-F	Sold to Wiskes-Abaris	2,327,000 (?)
1979	KIXZ	From Sammons to Mel Tillis	550,000
1983	KZIP		270,000
1985	KWAS-F	From Good News to Woods	1,150,000
1985	KIXZ, KMML-F	From Mel Tillis to Haines	3,500,000
1985	KPUR		600,000
1987	KQIZ-F	Sold to First Sierra	1,800,000 (E)
1987	KLSF-F	Sold to Bakcor	3,100,000 (E)
1988	KPUR, KHWK-F (Canyon)	Sold to Holder	1,150,000
1988	KAKS AF (Canyon)	48% Sold	1,450,000
1990	KLSF-F	From Bakcor to Adams, Jr.	1,500,000 (E)
1990	KPUR		500,000
1991	KAKS AF (Canyon)		1,145,000
1991	KPUR AF	Sold out of Holder Bankruptcy	NA

ANCHORAGE

12+ METRO SHARE

		SPG																
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
KFQD	(FS)	16.2	14.2	19.6	18.1	16.9	19.6	18.6	15.7	11.2	11.1	10.2	11.9	7.5	5.5	4.1	3.1	5.1
KENI	(N/T)	31.3	9.2	13.2	20.2	16.6	12.6	8.8	13.0	8.7	8.0	5.1	4.5	3.5	4.3	5.4	5.6	5.5
KHAR	(BB/EZ)	19.2	16.9	14.8	13.2	13.8	12.2	12.3	11.0	8.5	8.7	7.3	6.2	4.2	2.9	3.3	2.8	2.1
KPXR-F	(CHR)	2.5	1.2	1.9	1.3	2.8	3.3	7.9	6.7	4.3	1.6	2.5	4.0	9.4	8.0	12.6	11.0	7.8
KGOT-F	(CHR)	----	6.7	6.9	9.4	12.2	5.5	9.3	8.2	11.4	13.9	14.2	15.5	18.3	13.1	11.3	9.2	10.3
KKLV-F	(AC)	----	10.2	8.8	9.2	7.7	12.4	9.5	6.5	5.3	7.1	5.0	6.4	4.9	3.1	2.5	1.6	2.1
KNIK-F	(J/NAC)	2.5	4.9	5.2	4.8	4.2	7.2	7.8	7.6	7.3	7.3	7.0	5.6	4.7	5.8	3.4	4.0	3.9
KYAK	(C)	19.7	14.1	12.3	8.7	6.7	7.0	7.0	9.0	10.5	9.7	10.1	7.9	6.2	5.5	4.1	3.6	3.9
KBFX-F	(CL AOR)	----	----	----	0.4	3.8	2.9	5.1	3.8	6.0	4.0	8.8	7.2	4.3	2.9	5.7	12.0	10.2
KBYR	(O)	6.1	5.4	5.5	4.8	4.9	5.7	4.2	1.9	1.8	1.6	2.0	1.9	3.2	2.4	1.5	2.3	1.2
KASH-F	(C)	----	14.7	9.5	8.3	5.2	5.7	4.0	1.1	1.8	0.6	3.1	5.3	6.4	7.3	7.8	8.6	11.6
KWHL-F	(AOR)	----	----	----	----	----	----	----	19.1	15.3	16.2	13.0	12.4	12.2	13.6	10.4	8.4	7.0
KYMG-F	(AC)	----	----	----	----	----	----	----	----	----	----	----	----	----	----	2.2	4.9	7.3
KLEF-F	(CL)	----	----	----	----	----	----	----	----	----	----	----	----	----	6.1	5.1	5.5	5.3
KCFA	(REL)	----	----	----	----	----	----	----	----	----	----	----	----	0.5	0.7	1.3	2.3	0.9
KEAG-F	(?)	----	----	----	----	----	----	----	----	----	----	----	----	----	9.3	5.5	3.5	5.2
KKSD	(T)	----	----	----	----	----	----	----	----	----	----	----	----	1.0	1.7	2.2	1.1	1.0

BASED ON AVERAGE OF SPRING AND FALL BOOKS

12+ CUME RATINGS

	79	80	81	82	83	84	85	86	87	88	89	90	91
KFQD	31.0	39.5	33.1	32.9	25.6	24.0	21.7	20.0	18.2	14.6	12.7	10.2	11.5
KENI	38.3	36.2	30.1	32.1	26.0	22.3	15.3	14.1	12.0	9.7	13.9	9.8	8.8
KHAR	24.2	23.4	23.3	19.1	18.6	16.9	13.9	11.3	8.0	8.8	8.5	3.8	4.6
KPXR-F	7.8	----	12.4	16.4	8.7	NA	4.9	6.3	20.4	21.1	27.0	29.5	25.4
KGOT-F	20.7	10.6	17.7	21.1	24.1	31.4	30.6	32.2	27.2	32.9	29.4	27.1	29.4
KKLV-F	16.5	27.4	26.1	20.2	14.4	16.2	13.5	15.7	12.1	9.7	11.1	6.3	6.8
KNIK-F	9.9	10.2	13.0	13.3	13.6	11.5	12.4	8.9	11.2	11.8	11.2	12.2	7.6
KYAK	14.7	13.0	14.0	16.8	17.5	18.5	15.3	15.1	12.6	12.1	7.9	8.4	6.6
KBFX-F	----	8.0	----	12.3	10.7	8.8	14.4	13.4	10.5	11.3	10.2	19.1	24.4
KBYR	16.9	18.4	14.4	10.0	6.7	7.7	6.3	5.0	10.4	6.8	6.4	5.7	3.9
KASH-F	10.3	10.5	11.8	10.8	8.1	----	7.7	12.6	12.4	14.7	16.7	15.6	18.3
KWHL-F	----	----	----	----	22.8	26.1	21.1	22.9	21.7	19.9	20.3	16.4	17.8
KYMG-F	----	----	----	----	----	----	----	----	----	----	7.0	12.6	18.2
KLEF-F	----	----	----	----	----	----	----	----	----	----	9.9	11.7	11.9
KCFA	----	----	----	----	----	----	----	2.5	3.7	4.3	3.4	3.7	----
KEAG-F	----	----	----	----	----	----	----	----	17.4	15.7	9.6	----	----
KKSD	----	----	----	----	----	----	----	2.8	2.8	3.3	2.0	7.7	----

	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
APR (%)	17.9	18.2	15.7	16.3	14.7	15.9	15.6	16.0	15.7	16.9	16.7	16.2	17.2	15.0	18.7	16.8	16.9
FH Share (%)	20.36	22.94	25.95	20.35	31.79	31.31	37.31	41.94	55.95	55.14	57.78	62.64	69.7	72.4	72.7	78.1	81.2
Total Stations			10	10	11	11	11	12	13	12	13	14	14	16	18	17	16
Viable Stations									12	11	12	12	12	13	13.5	13.5	13
Diaries						706	437	752	690	612	593	667	627	631	514	768	636
% Not Listed													12.4	10.2	12.1	11.2	11.3

FORMAT SHARES (%)

	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
CHR/AOR	40	44	48	60	61	48	44	CHR AOR/CLS	24	22	19	27	24	25	24	24
MOR/AC	22	26	21	5	5	20	----	----	21	24	26	21	16	13	23	21
COUNTRY	10	10	7	7	12	11	MOR/FS AC/OLDIES	19	24	20	26	20	28	25	18	14
BTF/EZ/SAC	26	20	18	21	19	21	16	16	17	15	16	17	15	14	13	16
NEWS/TALK	----	----	----	----	----	----	----	----	----	----	----	----	5	8	4	6
BLACK/URBAN	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----
NOSTALGIA	----	----	----	----	----	----	----	----	----	----	----	----	2	2	----	----
HISPANIC	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----
RELIG/GOSPEL	----	----	3	4	2	----	----	----	----	----	----	1	2	1	1	2
CLASSICAL	----	----	----	----	----	----	----	----	----	----	----	----	----	3	7	7
JAZZ/NAC	----	----	----	----	----	----	----	----	----	----	----	----	7	4	5	4

ANCHORAGE

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. KFQD	1.0	KFQD 1.5	KFQD 1.5	KFQD 1.5	KGOT-F 1.3	KGOT-F 1.2	KWHL-F 1.4	KBFX-F 1.6
2. KYAK	0.9	KYAK 1.3	KYAK 1.4	KGOT-F 1.4	KFQD 1.25	KWHL-F 1.1	KPXR-F 1.3	KASH-F 1.4
3. KGOT-F	0.87	KWHL-F 0.9	KGOT-F 1.3	KWHL-F 1.1	KWHL-F 1.1	KPXR-F 0.9	KGOT-F 1.2	KGOT-F 1.2
4. KHAR	0.63	KGOT-F 0.8	KWHL-F 1.1	KYAK 0.9	KASH-F 0.85	KASH-F 0.85	KBFX-F 1.1	KPXR-F 1.1
5. KWHL-F	0.62	KHAR 0.8	KKGR-F 0.7	KENI AF 0.8	KPXR-F 0.82	KFQD 0.7	KASH-F 0.95	KWHL-F 1.1
6.			KHAR 0.6		KYAK 0.76	KYAK 0.6	KYAK 0.75	KYMG-F 0.8
7.			KASH AF 0.6			KEAG-F 0.5	KEAG-F 0.6	KENI 0.7
8.			KKLV-F 0.5				KENI 0.6	KLEF-F 0.5
9.							KLEF-F 0.45	KYAK 0.5
10.							KFQD 0.43	KFQD 0.4

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	[----- Net Dollars -----]					[----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	4.4	3.9	4.8	5.4	4.2	5.4	6.1	6.9	7.9	9.0	9.7	8.5	8.1	8.3	9.6	10.0
Income (millions)	0.25	0.08	-0.32	-0.46	-0.90											
Nat Rev (millions)	0.4	0.54	0.76	0.85	0.7											
Rev per Cap (\$)	----	21.76	25.96	30.16	23.23	26.47	28.91	31.65	34.35	37.04	42.73	38.29	36.32	37.72	43.24	43.85
Inc per Cap (\$)	----	0.45	-1.73	-2.54	-4.99											
Rev as % of Retail Sales						.35	.38	.41	.41	.43	.49	.43	.39	.36	.38	.38
Market Grades									C	C-/A+	B/A+	-/B	-/C	-/C	-/A	----
Manager's Market Grades								8.0	7.0	7.0	7.3	6.6	5.6	5.6	6.4	6.7
FH Base Value						----	----	----	----	----	----	----	----	----	----	----
Base Value Percentage						----	----	----	----	----	----	----	----	----	----	----
Mean Share Points per Viable Station								7.7	8.3	7.4	7.7	7.3	6.9	6.5	6.6	6.8

#1 STATIONS 12+ METRO SHARE

KENI	S75, F78, S79
KHAR	S76, S77
KANC	F76
KFQD	F77, S78, F79, S80, S81, F80, F81, S82
KWHL-F	F82, S83, F83, S84, F85, F84, S88, F88 (T)
KGOT-F	S85, S86, F86, S87, F87, F88 (T), S91 (T)
KPXR-F	S89, F89, S90
KBFX-F	F90, S91 (T)
KASH-F	F91

% of Revenue Controlled by Top 25% of Viable Stations

By Top 50%

% of Share Points Controlled by Top 25% of Viable Stations

By Top 50%

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	47	47	45	45
By Top 50%	NA	79	75	76
% of Share Points Controlled by Top 25% of Viable Stations	48	40	40	43
By Top 50%	69	65	66	72

STATION NOTES

(Major call letter and format changes)

Highest Metro Share:	KENI 31.3, S75
Highest Metro 1/4 Hr. Avg:	KFQD 61, F77
Highest TSA 1/4 Hr. Avg:	KFQD 67, S81
Highest TSA Cume:	KGOT-F 754, F87
Highest Metro Cume Rating:	KENI 43.5, F78

KKSD	KANC until 82; KTNX until 85; CHR until 80; KASH until 80; Country until 88
KBFX-F	KHVN until 81; KBCN until 83; KCMG until 85; Religion until 81; AC until 83; KKGR until 87; AOR until 87; KENI-F until 89; AC/Oldies until 89
KPXR-F	KJZZ until 80; Jazz until 80; KRKN until 86; AOR/Mix until 86
KNIK-F	Contemp until 77; EZ until 88
KBYP	AC until 87
KENI	AC until 88

MAJOR STATION SALES

1978 KYAK, KGOT-F	(approx) \$1,800,000
1978 KASH	310,000
1981 KASH	531,000
1981 KENI	712,000
1982 KASH	Sold to Community Pacific (financial distress) 1,107,000
1982 KKGR-F	775,000
1982 KYAK, KGOT-F	From Prime Time to Bingham NA
1984 KENI	2,150,000
1985 KYAK, KGOT-F	From Bingham to Olympic NA
1986 KRKN-F	Sold to Ingstad/Holland 650,000
1989 KENI AF (83%)	1,200,000
1990 KYAK, KGOT-F	From Olympia to Harbor 1,200,000 (cancelled)
1991 KYAK, KGOT-F	Sold out of Olympia's Bankruptcy 900,000 (e)

APPLETON - OSHKOSH

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WHBY	0.82	WHBY 0.95	WAPL-F 1.3	WAPL-F 1.5	WAPL-F 2.0	WAPL-F 2.2	WAPL-F 2.4	WAPL-F 2.4
2. WKAU-F	0.74	WAPL-F 0.95	WHBY 1.1	WHBY 1.1	WHBY 1.0	WMGV-F 1.1	WMGV-F 1.1	WMGV-F 1.2
3. WAPL-F	0.7	WKAU-F 0.83	WYNE 1.0	WYNE 0.9	WMGV-F 0.77	WHBY 1.0	WHBY 1.0	WHBY 1.1
4. WNAM	0.65	WMGV-F 0.8	WKAU-F 0.85	WROE-F 0.7	WYNE 0.75	WROE-F 0.75	WROE-F 0.75	WROE-F 0.8
5. WROE-F	0.65	WOSH 0.75	WMGV-F 0.8	WMGV-F 0.63	WROE-F 7.3	WYNE 0.7	WOSH 0.57	WOSH 0.53
6. WOSH-F	0.63	WNAM 0.7	WNAM 0.7	WNAM 0.55	WQWM 0.6		WYNE 0.55	WUSW-F 0.5
7.		WROE-F 0.6	WROE-F 0.6	WQWM 0.5	WOSH 0.55		WNAM 0.38	WNAM 0.45
8.				WOSH 0.47	WKFX-F 0.5		WUSW-F 0.3	WYNE 0.42
9.					WNAM 0.43			WKFX-F 0.37

Highest Metro WNAM
 Share: 17.2, S75
 Highest Metro WAPL-F
 1/4 Hr. Avg: 79, S89
 Highest TSA WIXX-F
 1/4 Hr. Avg: 184, F89
 Highest TSA WIXX-F
 Cume: 2369, S88
 Highest Metro WNAM
 Cume Rating: 39.5, S79

FINANCIAL DATA

	FCC Data					Ouncan Estimates										
	[----- Net Oollars -----]					[----- Gross Oollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	2.7	2.6	3.4	3.8	3.9	4.5	5.0	5.7	6.0	6.5	6.8	6.9	7.3	7.7	8.1	8.5
Income (millions)	-0.04	0.02	0.14	-0.12	-0.17											
Nat Rev (millions)	0.10	0.18	0.33	0.30	0.35											
Rev per Cap (\$)	----	8.80	11.49	12.90	13.22	15.25	17.06	19.26	20.14	21.74	22.14	22.19	23.25	24.44	25.63	26.56
Inc per Cap (\$)	----	0.06	0.49	-0.40	-0.59											

Rev as % of Retail Sales	0.35	0.38	0.41	0.41	0.42	0.42	0.41	0.37	0.33	0.32	0.33
Market Grades	----	B	B/O+	B/C	B/O+	B-/D+	B/C-	B/C	----		
Manager's Market Grades		8.0	8.0	7.2	7.7	7.6	7.6	7.7	7.8	7.6	
FM Base Value		----	----	1.5	2.8	2.7	----	----	----		
Base Value Percentage		----	----	----	----	----	----	----	----		
Mean Share Points per Viable Station		8.0	6.8	5.9	5.8	6.6	6.9	6.5	6.9	6.5	

#1 STATIONS 12+ METRO SHARE

WNAM S75, S76, S77, S78, S79, S80
 WROE-F S81, F83
 WHBY F81, F82
 WIXX-F S82, F88
 WAPL-F S83, S84, F84, S85, F85, S86
 and all rating periods between
 1986 and 1991 except F88

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	41	47	51	49
By Top 50%	70	73	73	72
% of Share Points Controlled by Top 25% of Viable Stations	38	40	37	41
By Top 50%	54	64	59	66

MAJOR STATION SALES

1971 WNAM		\$ 800,000
1975 WHBY	From Norbertine Fathers to Woodward	655,000
1975 WROE-F	Sold by Norbertine Fathers	245,000
1976 WRJQ, WAPL-F		462,000
1977 WYNE		347,000
1978 WRJQ, WAPL-F	Sold to Woodward	610,000
1978 WRJQ	Sold by Woodward	138,000
1986 WRJQ/WROE-F	Sold to Tom Bookey	2,115,000
1986 WKAU-F	From Forward to WinCom	1,000,000
1986 WKAU	Sold by Forward	500,000
1987 WYNE	Sold to Fox Valley	935,000
1987 WRJQ	Sold by Fox Valley	203,000
1988 WNAM, WUSW-F		1,200,000
1990 WLKE		325,000
1991 WRJQ		110,000
1991 WYNE	From Fox Valley to Woodward	965,000

STATION NOTES

(Major call letter and format changes)

WYNE	Contemp until about 80
WOSH	WOSH until 76; WYTL until 84; Country until 87
WMGV-F	WOSH-F until 84; CHR until 83; AC until 88
WUSW-F	WMKC-F until 81; AOR to CHR about 83; WAHC-F until 89; CHR until 87
WNAM	Converted to AC in 82; AC until 89
WKFX-F	WKAU-F until 87

ASHEVILLE

HIGHEST BILLING STATIONS

	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>
1. WWNC	2.0	WWNC 2.1	WWNC 2.3	WWNC 2.3	WWNC 2.2	WWNC 2.4	WWNC 2.5	WWNC 2.4
2. WISE	0.7	WKSF-F 1.1	WKSF-F 1.3	WKSF-F 1.7	WKSF-F 1.6	WKSF-F 1.7	WKSF-F 1.7	WKSF-F 1.7
3. WKSF-F	0.4	WISE 0.4						
4. WSKY	0.25	WSKY 0.2						
5. WRAQ	0.23							

Highest Metro WWNC
 Share: 44.0, S79
 Highest Metro WWNC
 1/4 Hr. Avg: 102, S84
 Highest TSA WKSF-F
 1/4 Hr. Avg: 145, S87
 Highest TSA WKSF-F
 Cume: 1435, S86
 Highest Metro WWNC
 Cume Rating: 62.0, S81

FINANCIAL DATA

	<u>FCC Data</u> [----- Net Dollars -----]					<u>Ouncan Estimates</u> [----- Gross Dollars -----]										
	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>
Revenue (millions)	1.6	1.8	2.4	2.3	2.7	2.9	3.1	3.3	3.5	3.9	4.4	4.7	5.0	5.3	5.4	5.3
Income (millions)	-0.03	0.13	0.26	0.24	0.40											
Nat Rev (millions)	0.19	0.17	0.22	0.21	0.22											
Rev per Cap (\$)	----	10.43	13.52	12.75	14.76	17.68	18.79	19.88	20.96	23.08	25.88	27.32	28.90	30.29	30.68	29.94
Inc per Cap (\$)	----	1.02	1.25	1.14	1.24											

Rev as % of Retail Sales	.44	.43	.45	.42	.41	.42	.43	.43	.43	.41	.38
Market Grades	---	C	B-/C+	B-/B-	-/D+	-/C+	-/B-	-/C	---		
Manager's Market Grades	6.5	5.5	6.2	6.5	7.3	7.1	6.7	6.3	5.9		
FM Base Value	---	---	---	---	---	---	---	---	---		
Base Value Percentage	---	---	---	---	---	---	---	---	---		
Mean Share Points per Viable Station	15.0	13.6	14.1	NA	24.6	18.2	21.7	21.6	16.3		

#1 STATIONS 12+ METRO SHARE

WWNC All rating periods

	<u>87</u>	<u>88</u>	<u>90</u>	<u>91</u>
% of Revenue Controlled by Top 25% of Viable Stations	--	--	--	--
By Top 50%	--	--	--	--
% of Share Points Controlled by Top 25% of Viable Stations	--	--	--	--
By Top 50%	--	--	--	--

STATION NOTES

(Major call letter and format changes)

WTOO WKKE until 78; CHR to AC by 81;
 WRAQ until 88; MOR until 88
 WSKY Country to AC in 79; MOR until about 89
 WISE CHR to AC in 85
 WKSF-F WLOS-F until 84; WRLX-F until 85;

MAJOR STATION SALES

1970 WISE		\$ 500,000
1984 WKSF-F	Sold by Wometco	1,750,000
1986 WISE,WKSF-F	Sold to Polacek	6,300,000
1987 WWNC	From Multimedia to Polacek	7,250,000
1987 WISE	Sold by Polacek	425,000
1987 WRAQ		319,000
1989 WWNC/WKSF-F	Sold to Radio Ventures	25,500,000 (cancelled)

ATLANTA

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WQXI-F	8.0	WQXI AF 12.6	WQXI AF 16.1	WQXI AF 12.6	AOK/VEE 12.6	WSB 13.3	WSB 13.4	WSB 12.0
2. WSB	6.9	WSB AF 11.4	WSB AF 12.3	AOK/VEE 12.4	WSB 12.2	WSB-F 12.7	WSB-F 12.7	WSB -F 11.0
3. WKHX-F	6.8	WKHX AF 9.6	AOK/VEE 10.4	WSB 11.0	WKLS-F 11.5	AOK/VEE 11.9	AOK/VEE 12.5	WVEE-F 10.2
4. WZGC-F	5.9	GST/PCH 9.5	WKLS-F 8.9	WKLS-F 10.0	WSB-F 10.7	WKLS-F 10.7	WKLS-F 10.5	WKLS-F 9.3
5. WVEE-F	5.4	AOK/VEE 8.7	WZGC-F 7.3	WZGC-F 8.8	WQXI AF 10.0	WKHX-F 9.1	WAPW-F 10.0	WAPW-F 8.6
6. WKLS-F	4.9	WZGC-F 8.0	WKHX AF 7.2	WSB-F 7.7	WKHX-F 8.6	WAPW-F 8.6	WFOX-F 9.4	WFOX-F 7.8
7. WPCH-F	4.7	WKLS-F 7.0	GST/PCH 7.1	WKHX AF 7.6	WPCH-F 7.0	WPCH-F 8.0	WPCH-F 8.0	WYAY FF 7.1
8.		WFOX-F 3.3	WFOX-F 5.5	WYAY-F 6.7	WYAY-F 6.8	WSTR-F 7.9	WZGC-F 6.9	WPCH-F 7.0
9.			WYAY-F 4.4	WPCH-F 4.6	WZGC-F 6.7	WFOX-F 7.3	WKHX AF 6.8	WGST 6.4
10.			WARM-F 3.6	WGST 4.2	WFOX-F 6.5	WZGC-F 7.0	WYAY FF 6.0	WZGC-F 6.1

Highest Metro WSB
 Share: 21.0, S75
 Highest Metro WVEE-F
 1/4 Hr. Avg: 616, S90
 Highest TSA WVEE-F
 1/4 Hr. Avg: 658, S90
 Highest TSA WSB
 Cume: 7475, S77
 Highest Metro WSB
 Cume Rating: 33.4, F77

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	Net Dollars					Gross Dollars										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	21.0	24.4	28.0	33.3	36.4	46.4	51.5	58.9	67.0	75.4	92.4	97.1	107.0	112.0	114.0	103.0
Income (millions)	4.1	5.3	7.3	9.2	9.9											
Nat Rev (millions)	4.1	4.2	5.7	8.7	9.6											
Rev per Cap (\$)	----	12.85	14.87	17.46	17.38	22.97	24.52	25.39	28.03	30.90	36.38	36.51	38.63	39.71	39.72	35.03
Inc per Cap (\$)	----	2.81	3.85	4.83	4.71											
Rev as % of Retail Sales						.42	.42	.43	.44	.44	.48	.46	.48	.48	.47	.42
Market Grades						--	A	A+/A+	A+/A+	A+/A+	A+/A+	A+/A+	A+/A+	A+/A+	A+/A+	---
Manager's Market Grades						10.0	10.0	9.5	9.6	9.4	9.2	9.0	9.0	8.9	8.3	
FM Base Value						----	----	13.0	14.9	16.0	21.0	23.0	22.0	20.0		
Base Value Percentage						----	----	----	----	----	19.6	20.5	19.3	19.4		
Mean Share Points per Viable Station						6.1	5.7	4.9	5.0	6.5	6.9	6.8	6.9	6.9	6.6	

#1 STATIONS 12+ METRO SHARE

WSB S75, S76, S77, F77, S78, F78, F79, S79, S80
 WPCH-F S86
 WQXI-F F80
 WKLS-F S81
 WZGC-F F87, F82, F84, S85, F85
 WVEE-F S82, S83, F83, F86, S87, F87, S88, S89, F89, S90, F90, S91, F91
 WKHX-F S84
 WSB -F F88

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	42	37	35	36
By Top 50%	70	65	62	62
% of Share Points Controlled by Top 25% of Viable Stations	33	32	40	36
By Top 50%	59	60	65	63

STATION NOTES

(Major call letter and format changes)

WKHX-F WBIE until 82; WPLO until 87
 WSB -F BTFL until 82
 WQXI CHR changing to AC by 1982; Oldies until about 90
 WGST Contemp until 77
 WAPW-F BTFL until 78; WLTA-F until 83; WRMM until 85; WARM-F until 88
 WCNN WRNG until 82
 WSTR-F WQXI-F until 89
 WZGC-F CHR until 89
 WFOX-F AC until 89
 WAOK Evolved from Black to Gospel by 89
 WYAI-F WEKS-F until 89; Black until 89; Began simulcast with WYAY-F in 89
 WKHX WPLO until 87

MAJOR STATION SALES (cont'd)

MAJOR STATION SALES

1970 WFOX-F (Gainesville) \$ 125,000
 1970 WYZE 500,000
 1970 WKLS-F Sold to SJR 750,000
 1974 WQXI AF Sold by Combined Comm. to Jefferson-Pilot NA
 1974 WARM-F Sold to Susquehanna 2,550,000
 1974 WAOK Sold to BENI 2,866,000
 1974 WGST Sold to Meredith 5,000,000
 1975 WKLS Sold to Sudbrink 600,000
 1976 WGKA Sold by GCC 250,000
 1976 WZGC-F From GCC to First Media 3,500,000
 1976 WYZE Sold to Buck 400,000
 1978 WKLS From Sudbrink to SJR 750,000
 1981 WIGO From Emil Mogul to Brunson 800,000
 1981 WKHX-F (Marietta) Sold to Capital Cities 7,500,000
 1982 WRNG 1,900,000
 1982 WFOX-F Sold to Shamrock 3,085,000
 1984 WEKS (Marietta) Sold to Williams 747,000
 1984 WPLO/WVEE-F From Plough to DKM 18,400,000 (E)
 1985 WGST/WPCH-F From Meredith to Jacor 20,000,000
 1985 WPLO From DKM to Capital Cities 4,000,000
 1985 WAOK From BENI to DKM 4,000,000
 1985 WKLS AF From Gulf to Taft 16,800,000 (E)
 1985 WEKS AF From Williams to Transcom 5,000,000
 1986 WYAY-F (Gainesville) From Katz to NewCity 10,000,000
 1986 WFOM (Marietta) 538,000
 1987 AM CP Sold to Jefferson-Pilot 2,000,000

1987 WQXI \$1,650,000
 1987 WZGC-F From First Media to Ck Inlet 41,000,000 (E)
 + Tax Cert.
 1987 WAOK/WVEE-F From DKM to Summit 50,000,000 (E)
 1988 WKLS-AM Sold by Great American 630,000
 1988 WQXI-AM (never closed) 1,650,000
 1988 WAGQ-F (Athens) (never closed) 15,260,000
 1988 WPDH Sold to Jacor 4,300,000
 1989 WEKS-F From Zapis to New City 15,000,000
 1990 WIGO Sold by Brunson 2,250,000

ATLANTIC CITY

HIGHEST BILLING STATIONS

	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>
1.	NA	WFGP-F 2.0	NA	NA	NA	WAYV-F 2.6	WAYV-F 2.5	WAYV-F 2.4
2.		WAYV-F 1.5				WFGP-F 1.9	WFGP-F 2.0	WFGP-F 2.0

Highest Metro WFGP-F
 Share: 19.6, S79
 Highest Metro WAYV-F
 1/4 Hr. Avg: 56, S88
 Highest TSA WAYV-F
 1/4 Hr. Avg: 64, S88
 Highest TSA WAYV-F
 Cume: 704, F88
 Highest Metro WAYV-F
 Cume Rating: 33.7, S88

FINANCIAL DATA

	FCC Data					Duncan Estimates											
	[----- Net Dollars -----]					[----- Gross Dollars -----]											
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
Revenue (millions)		1.9	2.1	2.4	2.9	3.6	4.1	4.8	5.7	6.5	6.3	6.8	7.3	7.5	7.0	6.7	
Income (millions)		0.06	0.001	0.58	0.18												
Nat Rev (millions)		0.18	0.23	0.28	0.36												
Rev per Cap (\$)		10.27	11.15	12.58	14.91	12.46	13.85	15.95	18.81	21.17	20.52	22.07	23.40	23.66	21.94	20.55	
Inc per Cap (\$)		0.30	0.01	0.30	0.91												
Rev as % of Retail Sales						.23	.23	.24	.27	.26	.25	.26	.26	.25	.22	.21	
Market Grades						---	C	D+/B+	D+/C+	-/B+	-/B	-/B	-/B	-/B	-/C	---	
Manager's Market Grades						8.0	7.4	6.4	5.2	5.7	5.5	5.3	4.9	4.7			
FM Base Value						---	---	---	3.0	---	---	---	---	---	---	---	
Base Value Percentage						---	---	---	---	---	---	---	---	---	---	---	
Mean Share Points per Viable Station						5.3	5.7	6.4	5.8	6.1	8.1	9.0	6.6	7.0			

#1 STATIONS 12+ METRO SHARE

WAYV-F S84, S85, S86, S87, S88, F88, S89, F89 (T)
 WFGP-F S79, S80, S81, S82, S83, F89 (T), S90, F90, S91, F91

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	--	--	64	66
By Top 50%	---	---	---	---
% of Share Points Controlled by Top 25% of Viable Stations	48	50	36	43
By Top 50%	82	76	62	70

STATION NOTES

(Major call letter and format changes)

WUSS Urban until 80; AC for a while, then to Black
 WFGP MOR until 84; Talk until 86; WIIN until 88
 WMID MOR until 84
 WSLT-F BTFL until 83; Soft AC until about 89
 WMID-F WGRF-F until 83; CHR until 83;
 WLQE-F until 88; AC until 90
 WOND Oldies until 89; Black until 90
 WMGM-F AOR until 88

MAJOR STATION SALES

1974	WAYV-F		\$ 279,000
1974	WUSS		250,000
1980	WIBG, WSLT-F		650,000
1982	WMID/WGRF-F		1,000,000
1983	WIIN/WFGP-F		2,500,000
1986	WIIN/WFGP-F	Sold to Hartstone/Dickstein	5,000,000
1986	WIBG, WSLT-F		1,163,000
1986	WAYV-F	Sold to Forrest	7,000,000
1988	WCMC, WZXL-F (Wildwood)	Sold to Ragan Henry	4,350,000
1989	WAYV AF	Sold to Ragan Henry	13,000,000

AUGUSTA, GA

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WBBQ AF	2.1	WBBQ AF 3.2	WBBQ AF 3.2	WBBQ AF 3.0	WBBQ AF 3.3	WBBQ AF 3.3		WBBQ AF 3.0
2. WGUS-F	0.6	WGUS AF 0.65	WZNY-F 1.2	WZNY-F 1.9	WZNY-F 2.0	WZNY-F 1.9		WZNY-F 1.7
3. WZZW-F	0.5		WGUS AF 0.9	WFXA-F 0.9	WFXA-F 0.9	WFXA-F 1.0		WKXC-F 1.2
4.			WFXA-F 0.7	WGUS AF 0.8	WGUS AF 0.9	WRXR-F 0.8		WFXA-F 1.0
5.			WGAC 0.5		WRXR AF 0.5	WGUS-F 0.7		WRXR-F 0.7
6.						WKXC-F 0.6		

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	Net Dollars					Gross Dollars										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	2.6	2.3	3.3	3.0	3.7	4.3	4.7	5.0	5.7	6.4	7.3	8.0	8.7	9.1	9.6	8.6
Income (millions)	-0.20	-0.12	0.16	0.01	0.09											
Nat Rev (millions)	0.37	0.51	0.78	0.56	0.71											
Rev per Cap (\$)	----	8.01	11.22	9.81	11.13	12.72	13.66	13.66	15.32	16.89	18.67	20.00	21.48	22.41	23.41	21.50
Inc per Cap (\$)	----	-0.40	0.54	0.03	0.27											
Rev as % of Retail Sales						.36	.34	.34	.34	.34	.36	.36	.38	.35	.34	.30
Market Grades						---	C	C/C	B/B-	B/B-	B+/B+	B/C	B+/B	---	---	---
Manager's Market Grades						6.0	6.0	6.4	6.4	7.2	7.4	6.8	7.0	6.2		
FM Base Value						---	---	1.7	2.6	2.6	3.8	4.0	3.5	---		
Base Value Percentage						---	---	---	---	---	43.7	44.0	36.5	---		
Mean Share Points per Viable Station						8.4	8.3	7.4	7.2	8.2	11.2	9.9	9.9	9.1		

NOTE: Base Value figures apply to only 2 stations

#1 STATIONS 12+ METRO SHARE

WBBQ-F All rating periods

Highest Metro WBBQ-F+
Share: 28.5, S76
Highest Metro WBBQ-F
1/4 Hr. Avg: 156, S87
Highest TSA WBBQ-F
Cume: 2154, S88
Highest Metro WBBQ-F
Cume Rating: 49.8, S84

% of Revenue Controlled by

Top 25% of Viable Stations

By Top 50%

% of Share Points Controlled by

Top 25% of Viable Stations

By Top 50%

87 88 90 91

70 61 60 61

NA 82 81 86

55 44 45 51

76 64 68 75

STATION NOTES

(Major call letter and format changes)

WZNY-F WAUG-F until 80; WYMX-F until 83; AOR until 84
WFXA Black until 85; WTWB until about 89; WNTA until 90;
Format changes unknown
WGUS-F BTFL until 78; WGUS-F until 90; Country until 90;
CHR until 91; WOPW-F until 91
WGAC MOR until 81-82; Nost until 84; Fluctuated between
MOR and Nost during late 80's
WFXA-F WZZW until 85; Contemp until 85
WKXC-F WNEZ until 88; EZ until 88
WMTZ-F Country until 89
WRXR-F Was WJFX prior to 87
WAKB-F WRDW-F until 91

MAJOR STATION SALES

1973	WGAC	Sold to Beasley	\$ 375,000
1984	WHGI/WYMX-F		1,840,000
1984	WTHB/WFXA-F	Sold to Southern States	1,500,000
1985	WHGI/WFMG-F	Sold to Don Alt	2,820,000
1985	WGUS AF	Sold to Woolfson	2,000,000
1986	WTHB/WFXA-F	From Woodfin to Davis	2,411,000 (E)
1987	WZNY-F	Sold to Rothfuss	450,000
1988	WCKJ		225,000
1988	WAKN,WKXC-F	Sold to Beta	3,000,000
1988	WGUS AF	From Woolfson to HVS	3,100,000 (E)
1988	WGAC	Sold by Beasley	500,000
1991	WZNY-F	From Arrow to Benchmark	5,000,000
1991	WRDW AF	Sold out of Bankruptcy	150,000

AUSTIN

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. KASE-F	3.9	KASE-F 5.6	KASE-F 5.4	KASE-F 4.7	KASE-F 4.4	KASE-F 4.5	KASE-F 4.7	KASE-F 5.3
2. KHFI-F	3.7	KHFI-F 5.4	KHFI-F 5.1	KEYI-F 4.1	KKMJ-F 3.7	KKMJ-F 3.4	KLBJ-F 3.2	KLBJ-F 2.6
3. KEYI-F	3.0	KEYI-F 4.4	KEYI-F 4.6	KHFI-F 3.1	KLBJ-F 3.0	KLBJ-F 3.0	KKMJ-F 2.9	KKMJ-F 2.3
4. KLBJ-F	2.7	KLBJ-F 3.6	KLBJ-F 3.4	KKMJ-F 2.7	KBTS-F 2.3	KBTS-F 2.7	KBTS-F 2.4	KLBJ 1.9
5. KLBJ	1.8	KLBJ 1.6	KKMJ-F 1.8	KLBJ-F 2.3	KEYI-F 2.2	KEYI-F 2.0	KLBJ 1.7	KPEZ-F 1.8
6. KOKE-F	1.4	KVET 1.4	KPEZ-F 1.4	KPEZ-F 1.5	KHFI-F 2.1	KLBJ 1.6	KEYI-F 1.6	KHFI-F 1.7
7. KVET	1.2	KPEZ-F 1.3	KLBJ 1.3	KBTS-F 1.5	KLBJ 1.6	KHFI-F 1.5	KHFI-F 1.6	KVET AF 1.7
8. KPEZ-F	0.9		KVET 1.2	KLBJ 1.2	KPEZ-F 0.9	KPEZ-F 1.1	KPEZ-F 1.2	KBTS-F 1.5
9.				KVET 1.0	KVET 0.7	KQFX-F 0.8	KQFX-F 1.0	KGSR-F 1.1
10.					KQFX-F 0.6	KVET 0.6	KLTO-F 0.7	KEYI-F 1.1

Highest Metro KVET
 Share: 19.7, S77
 Highest Metro KHFI-F
 1/4 Hr. Avg: 169, S85
 Highest TSA KASE-F
 1/4 Hr. Avg: 238, F89
 Highest TSA KASE-F
 Cume: 2467, F91
 Highest Metro KHFI-F
 Cume Rating: 34.7, S85

FINANCIAL DATA

	FCC Data					Ouncan Estimates										
	[----- Net Dollars -----]					[----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	4.3	5.2	6.3	6.8	8.1	10.8	13.1	15.8	21.0	27.6	25.8	23.4	22.1	23.0	24.0	22.5
Income (millions)	0.54	0.9	1.4	1.2	1.1											
Nat Rev (millions)	0.68	0.8	1.2	1.3	1.4											
Rev per Cap (\$)	----	10.94	12.29	13.42	14.34	17.79	20.99	24.65	31.96	40.35	35.20	31.41	29.62	30.67	31.50	27.92
Inc per Cap (\$)	15.9	17.7	22.6	18.3	13.5											

Rev as % of Retail Sale	.36	.40	.40	.51	.60	.55	.49	.45	.38	.38	.36
Market Grades	---	A	A+/A+	A-/A	A/A	A/B+	A-/B+	B+/A	---		
Manager's Market Grades			10.0	9.7	9.8	9.2	8.6	7.1	6.5	7.4	7.1
FM Base Value			---	---	---	12.4	11.0	10.5	9.7	6.3	3.9
Base Value Percentage			---	---	---	---	---	47.5	42.2	26.3	17.3
Mean Share Points per Viable Station			7.4	7.3	7.4	7.9	7.4	7.7	7.1	7.0	6.5

87 88 90 91

#1 STATIONS 12+ METRO SHARE

KVET S75, S77, S78, S79	% of Revenue Controlled by Top 25% of Viable Stations	47	47	45	40
KASE-F S76, F78, F79, F80, F82, S83, F83, F84, F85, S86, and all rating periods from S86 through F91	By Top 50%	75	74	69	64
KHFI-F S80, S81, F81, S82, S85	% of Share Points Controlled by Top 25% of Viable Stations	38	40	41	37
KLBJ-F S84	By Top 50%	61	67	66	63

STATION NOTES

(Major call letter and format changes)

MAJOR STATION SALES

1976 KEYI-F	From Hicks to Mayes	\$ 526,000	KEYI-F	KRMH until 77; KCSW until 82; Contemp until 79
1977 KIXL		310,000	KASE-F	BTFL until 80
1980 KHFI-F	Sold by LIN	1,500,000	KMOW	Contemp until about 80; AC until 82; Black until 85;
1981 KNOW, KEYI-F	From Mayes to Hicks	3,000,000	KNOW	until about 87; Oldies until about 87
1982 KPEZ-F	Sold to Clear Channel	1,600,000	KLBJ	MOR until 83
1986 KOKE	Sold to Jim Ray	1,500,000	KFON	KOKE until 83; KMMH until 85; Country until 83;
1986 KOKE-F	Sold to Keymarket	15,000,000		Spanish until 85; KOKE until 89; AC until 86;
1986 KIXL, KHFI-F	From Oppenheimer to Encore	NA		Nostalgia until 87; EZ until 89; KFON until 91;
1986 KLBJ AF	Sold to Chase	27,500,000		Talk until 91
1987 KIXZ		1,060,000	KKMJ-F	Country until 85; KOKE-F until 86
1987 KIIZ, KBTS-F (Killeen)	From Grace to Ouffy	12,000,000	KPEZ-F	KMXX until 82; Spanish until 82; EZ until 86
1987 KBTS-F	From Ouffy to Genesis	11,000,000	KHFI-F	moved to 96.7 in 90
1988 KEYI-F	Sold to Degree	12,000,000	KVET-F	KQFX-F until 90
1990 KQFX-F	From Capitol (Johnson) to Joyner	3,900,000 (E)		
1990 KHFI-F	From Encore to Spur Austin	4,800,000		
1990 KFON/KMMJ-F	From Keymarket to Tremont	7,000,000		
1990 KQFX-F	From Joyner to Jay Jones	3,900,000		
1991 KMOW/KEYI-F	Sold to GE Capital	3,000,000		

BAKERSFIELD

12+ METRO SHARE

		SPG																	
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
KCWR	(C)	16.2	17.0	13.6	17.1	12.8	16.3	16.0	13.3	11.6	11.8	12.3	13.3	14.8	*	*	5.7	3.8	
KUZZ-F	(C)	----	----	11.2	4.9	13.2	12.4	10.6	12.7	12.0	14.0	14.7	14.8	10.8	16.7	18.3	13.7	13.2	
KERN	(N/T)	17.2	18.5	14.3	13.4	9.9	9.3	5.7	5.6	4.3	2.1	2.9	3.6	3.7	4.8	5.5	5.0	6.8	
KWAC	(SP)	4.4	2.4	----	2.0	5.9	4.0	8.1	6.4	6.2	7.0	8.1	5.5	5.0	4.0	7.6	5.4	5.1	
KGFM-F	(EZ)	2.9	2.2	3.1	3.9	7.0	7.1	6.1	6.0	8.0	9.2	8.0	7.6	6.7	7.4	5.8	7.2	5.8	
KGEO	(C)	7.0	3.7	4.5	5.9	4.2	3.4	3.5	7.1	5.7	4.4	3.5	5.3	3.1	5.0	2.9	2.5	1.8	
KAFY	(SP)	14.5	10.4	11.7	8.7	4.4	4.5	4.0	2.3	3.2	3.5	2.2	3.9	3.8	2.2	3.1	6.3	4.0	
KNZR	(N/T)	5.1	3.1	2.1	2.6	3.3	2.0	2.4	2.3	2.0	1.8	2.1	1.4	0.7	1.4	0.8	1.1	2.1	
KERN-F	(O)	----	7.5	10.0	8.9	8.8	5.0	4.0	3.6	6.8	8.2	6.2	8.8	8.1	7.9	4.4	4.3	4.2	
KXEM	(SP)	----	----	----	----	----	1.2	3.8	3.4	2.1	1.6	1.5	0.5	0.5	1.2	0.5	0.5	----	
KLLY-F	(AC)	----	----	----	----	----	----	----	----	----	----	2.6	3.2	4.4	3.9	4.9	2.3	3.8	
KIWI-F	(CL)	----	----	----	----	----	----	----	----	----	----	1.5	1.3	2.5	2.1	2.3	1.9	2.4	
KKXX-F	(CHR)	----	----	----	----	----	----	----	----	----	----	----	----	----	9.3	13.3	13.7	11.8	
KKBB-F	(AOR)	----	----	----	----	----	----	----	----	----	----	----	2.0	0.9	6.6	6.7	4.3	4.5	
KRAB-F	(AOR)	----	----	----	----	----	----	----	----	----	----	----	----	----	1.5	2.9	3.3	----	

*KCWR simulcasted with KUZZ-F

BASED ON AVERAGE OF SPRING AND FALL BOOKS BEGINNING IN 1980

12+ CUMF RATINGS

		79	80	81	82	83	84	85	86	87	88	89	90	91
KCWR		21.9	23.7	28.5	22.8	20.7	20.3	21.4	22.8	22.2	*	*	9.1	7.5
KUZZ-F		23.7	23.1	22.2	26.7	26.9	30.3	29.2	31.4	26.3	23.4	39.4	22.8	25.3
KFRN		25.9	21.8	20.6	12.4	12.1	6.3	8.6	6.8	8.0	10.9	11.9	10.5	15.7
KWAC		7.2	----	6.1	7.1	8.2	10.7	8.4	6.8	4.5	4.6	9.0	7.2	7.9
KGFM-F		13.3	10.4	13.0	11.7	14.4	15.4	12.5	14.0	13.6	11.9	12.5	12.8	11.8
KGEO		9.8	10.8	8.8	16.7	14.4	8.9	10.7	9.5	10.4	7.4	10.8	6.6	6.1
KAFY		15.5	16.4	13.7	9.3	10.5	10.5	7.9	4.9	4.2	3.7	6.4	7.2	7.4
KNZR		12.5	6.6	10.2	6.8	6.3	6.1	6.7	4.7	3.0	3.8	3.3	3.2	7.9
KERN-F		13.1	6.3	9.6	6.5	13.9	21.3	19.6	19.6	20.1	24.4	17.6	10.1	12.7
KXEM		----	----	----	3.2	----	2.1	1.9	1.3	1.2	1.8	3.0	2.7	----
KLLY-F		----	----	----	----	----	----	5.7	7.5	10.8	8.2	11.4	5.4	10.7
KIWI-F		----	----	----	----	----	----	----	4.2	5.0	4.7	4.8	5.1	5.7
KKXX-F		----	----	----	----	----	----	----	----	2.7	20.6	27.9	25.8	24.0
KKBB-F		----	----	----	----	----	----	----	----	7.7	9.5	14.2	10.3	11.2
KRAB-F		----	----	----	----	----	----	----	----	----	----	----	8.5	5.8

		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
APR (%)		14.8	16.4	15.1	17.0	15.7	13.6	17.0	17.2	16.4	16.7	16.2	16.7	15.9	15.2	17.8	15.8	16.1
FM Share (%)		22.06	26.70	29.65	27.03	38.20	38.70	35.35	37.72	38.10	54.72	51.50	57.45	61.0	59.3	64.6	64.6	68.1
Total Stations				22	22	26	31	34	34	31	30	30	31	34	31	22	27	30
Viable Stations										11	11	11	12	13	10.5	10	10	12
Diaries							619	573	881	709	779	879	813	855	822	811	727	803
% Not Listed														12.1	15.0	13.4	14.0	15.3

FORMAT SHARES (%)

		77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
CHR/AOR		44	36	38	43	36	28	32	CHR	23	28	29	27	23	24	18	18
MOR/AC		19	22	13	11	10	17	MOR/FS	AOR/CLS	14	5	6	9	7	10	9	10
COUNTRY		22	21	20	22	24	21	8		5	8	8	8	8	8	7	--
BTFL/EZ/SAC		3	15	21	14	11	8	24		8	12	15	14	14	11	12	14
NEWS/TALK		8	--	1	1	4	2	9		13	10	12	8	8	8	9	7
BLACK/URBAN		--	--	--	--	--	--	2		1	--	1	--	4	--	1	13
NOSTALGIA		--	--	--	--	7		--		--	3	--	--	--	--	--	--
HISPANIC		--	3	7	6	9	11	7		5	2	2	--	4	--	--	--
RELIG/GOSPEL		2	2	1	3	2	2	4		9	11	5	7	7	13	15	12
CLASSICAL		--	--	--	--	--	--	--		3	1	2	2	3	3	2	2
JAZZ/NAC		--	--	--	--	--	--	--		1	--	2	3	2	2	2	3
										--	--	--	1	--	--	--	--

BAKERSFIELD

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. KKXX-F	1.6	KKXX-F 1.7	KKXX-F 1.7	KUZZ 1.8	KUZZ AF 2.7	KUZZ AF 2.8	KUZZ AF 3.0	KUZZ AF 2.8
2. KUZZ	1.2	KUZZ 1.5	KUZZ 1.6	KKXX-F 1.7	KQXR-F 1.3	KKBB-F 1.6	KKXX-F 1.3	KKXX-F 1.4
3. KGFM-F	1.2	KGFM-F 1.3	KGFM-F 1.3	KGFM-F 1.0	KWAC 1.2	KWQC 1.2	KKBB-F 1.2	
4. KQXR-F	1.1	KGEO 1.0	KQXR-F 0.9	KQXR-F 0.9	KGFM-F 1.1	KKXX-F 1.0	KWAC 1.2	
5. KWAC	0.8	KQXR-F 0.9	KGEO 0.87	KWAC 0.8	KKBB-F 0.9	KGFM-F 0.95	KGFM-F 0.9	
6.		KWAC 0.6	KWAC 0.67	KGEO 0.8	KGEO 0.7	KLLY-F 0.85	KLLY-F 0.9	
7.			KAFY 0.5	KLLY-F 0.55	KERN 0.7	KERN-F 0.7	KERN-F 0.7	
8.					KLLY-F 0.6	KERN 0.6	KAFY 0.6	
9.						KGEO 0.35	KERN 0.4	
10.						KAFY 0.3	KIWI-F 0.3	

FINANCIAL DATA

	FCC Data					Duncan Estimates												
	[----- Net Dollars -----]					[----- Gross Dollars -----]												
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91		
Revenue (millions)	3.35	3.94	4.94	5.44	5.04	6.5	7.4	8.5	9.5	10.5	11.3	12.1	13.0	14.0	14.7	13.9		
Income (millions)	0.12	0.04	0.15	0.23	-0.14													
Nat Rev (millions)	0.74	0.83	1.24	1.37	1.43													
Rev per Cap (\$)	----	10.65	13.80	14.47	12.14	15.01	16.70	18.81	20.61	22.29	22.87	23.68	25.05	26.17	27.02	24.17		
Inc per Cap (\$)	3.6	1.0	3.1	4.2	----													

Rev as % of Retail Sales	.31	.34	.37	.38	.39	.40	.41	.43	.45	.44	.38	
Market Grades			---	0	C-/B	C/B	C+/B	C+/C-	C/C	C/C	---	
Manager's Market Grades			---	7.0	6.1	6.6	7.1	7.0	7.0	6.9	6.6	
FM Base Value			---	---	1.6	2.0	2.1	2.4	3.0	2.6	1.9	
Base Value Percentage			---	---	---	---	---	18.5	21.4	17.7	13.7	
Mean Share Points per Viable Station				6.9	6.7	6.8	6.4	5.7	7.1	8.4	8.2	6.6

87 88 90 91

#1 STATIONS 12+ METRO SHARE

KERN S75, S76, S77
 KUZZ S78, S80, F80, F81, S82, F82, F83, S87, F84, F87
 KKXX-F S79, S83, S84, F84, S85, F85, S86, F86
 KUZZ-F S88, F88, S89, F89, S90, F90, S91, F91

% of Revenue Controlled by Top 25% of Viable Stations	40	36	33	--
By Top 50%	60	56	52	--
% of Share Points Controlled by Top 25% of Viable Stations	44	42	45	39
By Top 50%	68	64	64	60

Highest Metro KUZZ AF
 Share: 19.6, S90
 Highest Metro KUZZ AF
 1/4 Hr. Avg: 116, S89
 Highest TSA KUZZ AF
 1/4 Hr. Avg: 116, S89
 Highest TSA KUZZ AF
 Cume: 1395, F89
 Highest Metro KUZZ AF
 Cume Rating: 33.8, S89

STATION NOTES

(Major call letter and format changes)

KGEO KGEE until 79; KGAM until 81; News/Talk in 78; BTFL until 80
 KERN-F KLYD-F until 82; Simulcast until 80; MOR until ?; KQXR-F until 89; CHR until 89
 KCWR Simulcast until 77 when FM broke off as KKXX-F; KUZZ until 90
 KERN Rock until 82; Nostalgia until 84; MOR until 90
 KGFM-F Contemp until 76; Country until 78
 KAFY Contemp until 82; Country until 86
 KUZZ-F KKXX-F until 88; CHR until 88
 KNZR KPMC until 90; MOR until 90

KUZZ and KAFY swapped frequencies in 85

MAJOR STATION SALES

1970	KGEO/KGFM-F	\$ 530,000
1975	KAFY Sold by Robert Eastman	776,000
1975	KERN	450,000
1976	KUZZ From Epperson-Atsinger to Buck Owens	483,000
1978	KPMC Sold to Dan Speare	601,000
1980	KGEO, KGFM-F Sold to Cleveland Outdoor	1,500,000
1984	KUZZ Sold to Buck Owens	650,000 + KAFY
1986	KLLY-F Sold to Buckley	1,300,000
1987	KKXX-F (Shafter) Sold to Rick Dames	975,000
1988	KIWI-F (Bakersfield)	340,000
1989	KKBB-F Sold to Kohl	3,300,000
1989	KPMC Sold to Buckley	1,000,000
1991	KGFM-F	1,500,000
1991	KGEO Sold to Atsinger	400,000

BALTIMORE

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WBAL	5.7	WBSB-F 6.0	WBSB-F 6.9	WBSB-F 9.0	WBAL 9.6	WWMX-F 10.0	WBAL 10.1	WBAL 9.3
2. WBSB-F	5.6	WBAL 5.2	WBAL 6.5	WBAL 7.3	WBSB-F 9.0	WBAL 9.5	WWMX-F 9.6	WWMX-F 8.5
3. WFBR	5.0	WLIF-F 4.7	WLIF-F 5.9	WLIF-F 7.0	WLIF-F 7.2	WLIF-F 7.0	WLIF-F 7.4	WIYY-F 7.3
4. WPOC-F	4.5	WIYY-F 4.6	WPOC-F 5.4	WIYY-F 6.6	WXYV-F 6.6	WXYV-F 6.6	WIYY-F 7.2	WQSR-F 7.0
5. WLIF-F	3.7	WFBR 4.3	WIYY-F 5.1	WPOC-F 5.8	WWMX-F 6.5	WBSB-F 6.4	WXYV-F 6.9	WLIF AF 6.0
6. WIYY-F	3.1	WPOC-F 4.2	WXYV-F 4.6	WXYV-F 5.7	WIYY-F 5.9	WIYY-F 5.8	WQSR-F 6.6	WXYV-F 5.5
7. WXYV-F	2.9	WXYV-F 4.0	WFBR 4.1	WYST AF 3.6	WPOC-F 5.1	WQSR-F 5.4	WBSB-F 5.3	WPOC-F 5.4
8.			WYST AF 3.7	WWMX-F 3.4	WQSR-F 3.5	WPOC-F 5.2	WPOC-F 5.0	WBSB-F 4.7
9.				WQSR-F 2.6	WYST AF 2.4	WYST AF 2.4	WYST AF 2.5	WWIN AF 1.6
10.					WGRX-F 2.2	WGRX-F 1.6	WWIN AF 1.6	WYST-F 1.3

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	[----- Net Dollars -----]					[----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	19.8	21.5	24.9	25.6	26.8	33.0	36.0	39.2	42.0	46.6	55.7	59.3	60.2	61.5	62.3	59.8
Income (millions)	4.1	4.6	6.3	5.2	4.4											
Nat Rev (millions)	4.6	5.0	6.6	7.0	7.5											
Rev per Cap (\$)	----	9.95	11.49	11.86	12.28	14.80	16.00	17.35	18.50	20.44	24.11	25.45	25.40	25.84	25.96	24.71
Inc per Cap (\$)	----	2.14	2.91	2.41	2.03											

	81	82	83	84	85	86	87	88	89	90	91
Rev as % of Retail Sales	.35	.36	.36	.36	.37	.38	.39	.38	.36	.35	.34
Market Grades	---	D+	C-/C+	C-/C+	C/B-	C-/C+	C+/C	C+/C	C+/C	---	---
Manager's Market Grades	6.8	7.1	7.7	7.6	7.3	7.0	7.2	7.4	7.1		
FM Base Value	---	---	6.0	8.5	9.1	10.0	10.5	9.0	8.3		
Base Value Percentage	---	---	---	---	---	16.6	17.1	14.4	13.9		
Mean Share Points per Viable Station	4.3	4.5	4.5	4.4	4.3	5.5	5.4	5.7	5.5		

Highest Metro WBAL
Share: 17.8, S75
Highest Metro WBAL
1/4 Hr. Avg: 486, S75
Highest TSA WBAL
1/4 Hr. Avg: 518, S75
Highest TSA WBAL
Cume: 6293, S76
Highest Metro WBAL
Cume Rating: 28.0, S80

#1 STATIONS 12+ METRO SHARE

WXYV-F S83, F88 (T), F89, F90, F91
WLIF-F S84, F84, S85, F85, S86, F86, S87, F87, S88, F88 (T)
WBAL All other rating periods

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	55	48	46	47
By Top 50%	86	83	81	80
% of Share Points Controlled by Top 25% of Viable Stations	47	36	34	38
By Top 50%	72	62	61	67

STATION NOTES

(Major call letter and format changes)

MAJOR STATION SALES

1970 WTOW/WLIF-F	Sold to Sudbrink	\$ 825,000
1974 WPOC-F	Sold to Nationwide	975,000
1976 WBGR		650,000
1976 WWIN-F		690,000
1977 WLIF-F	From Sudbrink to Cox	3,900,000
1979 WEBB	From James Brown to Brunson	430,000
1980 WITH, WBSB-F	From Reeves to Scripps-Howard	3,900,000
1980 WITH	From Scripps-Howard to BENI	750,000
1980 WBGR	Sold to Mortenson	700,000
1981 WGRX-F, WTR (Westminster)	Sold to Shamrock	1,742,000
1984 WCAO, WXYV-F	From Plough to DKM	11,250,000
1984 WLIF-F	From Cox to American	5,750,000
1984 WITH	Sold by BENI	1,700,000
1985 WMKR-F	From Abell to S & F	4,500,000
1986 WCBM	From Metromedia to Resort	2,500,000
1986 WLIF-F	From American to JAG	25,000,000
1986 WMKR-F	From S & F to Capitol(Goodman)	NA
1987 WITH		1,160,000
1987 WWIN AF	Sold to Ragan Henry	4,500,000
1987 WCAO/WXYV-F	From DKM to Summit	22,700,000 (E)
1988 WFBR	Sold to JAG	1,900,000
1988 WBMD, WQSR-F	Sold to Sconnix	23,000,000
1988 WCBM		1,775,000
1989 WITH		1,740,000
1989 WFBR, WLIF-F	From JAG to Infinity	22,000,000
1989 WYST AF	From United to TA/Shaw	11,000,000 (E) cancelled
1989 WWIN AF	From Ragan Henry to Almic	6,900,000 cancelled
1990 WEBB	Sold by Brunson	1,400,000 (F)
1991 WWIN AF		4,700,000

WCBM AC until 82; News/Talk until 85; MOR or AC until 87
WITH MOR changing to BTFL in 76; Most in 80/81
WERQ-F WLPL until 81; AOR until 81; WYST & AC until 91
WIYY-F WBAL-F until 77; News until 77
WBAL Reclassified as News/Talk in 85
WBSB-F WDJQ-F until 78; WITH-F until 80; CHR until 91
WWMX-F WMAR-F until 78; WRLX-F until 83; BTFL until 83; WMKR until 86; CHR until 86
WCAO AC until 83; Country until 91
WWIN-F WBKZ until 83; Briefly was WGH during 87/88
WQSR-F WTK-F until 82; Contemp until 82
WERQ WSID until 83; Black until 83; WYST until 91
WJFK WFBR until 90; MOR until 87; Talk until 88; Oldies until 90; WLIF and Soft AC until 91
WWIN Black until evolving to Black/Gospel around 89

BATON ROUGE

HIGHEST BILLING STATIONS

	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>
1.	WFMF-F 3.2	WFMF-F 2.9	WFMF-F 2.8	WFMF-F 2.5	WYNK AF 2.6	WYNK AF 2.8	WYNK AF 2.7	WYNK AF 3.6
2.	WYNK-F 2.6	WYNK AF 2.3	WYNK AF 2.4	WYNK AF 2.4	WFMF-F 2.5	WKJN-F 2.5	WFMF-F 2.6	WFMF-F 2.0
3.	WQXY-F 1.7	WKJN-F 1.9	WGGZ-F 1.8	WGGZ-F 1.9	WGGZ-F 1.8	WFMF-F 2.4	WKJN-F 2.4	WKJN-F 2.0
4.	WAFB-F 1.2	WGGZ-F 1.8	WKJN-F 1.5	WQXY AF 1.2	WKJN-F 1.8	WGGZ-F 1.4	WTGE-F 1.1	WGGZ-F 1.3
5.		WQXY-F 1.5	WQXY-F 1.2	WKJN-F 1.1	WTGE AF 1.1	WTGE-F 1.1	WJBO 1.1	KQXL-F 1.1
6.		WXOK 0.9	WJBO 1.1	WJBO 0.9	WJBO 0.8	KQXL-F 1.0	KQXL-F 0.9	WJBO 1.1
7.			WXDK 0.7	WXOK 0.6	KQXL-F 0.6	WJBO 0.9	WGGZ-F 0.7	WTGE-F 1.0
8.			KQXL-F 0.5	KQXL-F 0.5		WXOK 0.5	WXOK 0.5	WXOK 0.5

Highest Metro WFMF-F
 Share: 22.1, S84
 Highest Metro WFMF-F
 1/4 Hr. Avg: 157, S84
 Highest TSA WYNK AF
 1/4 Hr. Avg: 259, F90
 Highest TSA WYNK AF
 Cume: 3044, F90
 Highest Metro WFMF-F
 Cume Rating: 39.8, S84

FINANCIAL DATA

	<u>FCC Data</u>					<u>Duncan Estimates</u>										
	[----- Net Dollars -----]					[----- Gross Dollars -----]										
	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>
Revenue (millions)	3.81	4.44	5.60	5.46	6.74	8.8	10.1	12.0	14.1	15.9	13.0	11.1	11.8	12.8	12.2	12.8
Income (millions)	0.62	0.76	1.12	1.01	0.88											
Nat Rev (millions)	0.36	0.45	0.91	0.62	1.17											
Rev per Cap (\$)	----	10.30	12.56	11.99	13.18	18.18	19.64	22.06	25.63	28.39	23.34	20.04	21.73	23.70	22.16	24.19
Inc per Cap (\$)	----	1.76	2.50	2.22	1.71											

Rev as % of Retail Sales	.38	.42	.46	.46	.48	.40	.34	.35	.34	.29	.30
Market Grades	---	A-	B/A-	D+/D	D-/D	D-/D	D/D	D-/D	---		
Manager's Market Grades	8.0	8.0	8.0	6.8	6.4	6.3	6.1	6.4	5.9		
FM Base Value	---	---	4.9	4.5	4.0	4.1	4.1	3.2	2.9		
Base Value Percentage	---	---	---	---	---	34.7	32.0	26.4	22.7		
Mean Share Points per Viable Station	8.0	7.0	7.9	7.6	8.1	8.4	9.1	8.6	7.9		

#1 STATIONS 12+ METRO SHARE

		<u>87</u>	<u>88</u>	<u>90</u>	<u>91</u>
WXOK S75, S76, S77, S78, F79, F87	% of Revenue Controlled by Top 25% of Viable Stations	52	49	45	50
WFMF-F F78, S79, S80, F80, S81, F81, S82 F83, S84, F84, F82, S83, S85, F89	By Top 50%	81	80	75	76
WGGZ-F F85, S86	% of Share Points Controlled by Top 25% of Viable Stations	36	41	34	44
WYNK-F F87, S87, S88, F88, S89, S90, F90, S91, F91	By Top 50%	68	55	48	69

STATION NOTES

(Major call letter and format changes)

MAJOR STATION SALES

1972 WXOK	Sold to Security	\$ 485,000	WIBR	CHR until 80; Country until 84; Changed to WNFO in 88; Talk format in 90; Briefly WKJN in 89-90; Back to WIBR in 90
1972 WQXY-F	Sold to Air Waves	175,000	WNDC	WLCS until 84; CHR until 84; WXAM until about 87; Nostalgia until about 87; was WTGE until 89
1973 WIBR	approx.	550,000	WGGZ-F	WAFB until 84; AC until 84; CHR until 90
1981 WXOK	Sold by Security	2,850,000	WJBO	AC until 84
1983 WXAM/WQXY-F	Sold to Oppenheimer	3,100,000	WTGE-F	EZ until 84; WQXY until 88; SAC until 88
1984 WYNK AF	Sold to Hicks	8,000,000	WTKL	Black until 87
1985 WKJN-F (Hammond)	From Keymarket to Sterling Comm	NA		
1985 WIBR		450,000		
1986 WTKL		600,000		
1986 WXAM, WQXY-F	From Oppenheimer to Encore	NA		
1986 WYNK AF	From Hicks to Narragansett	NA		
1988 WTGE AF	From Encore to Vetter	5,000,000		
1988 WKJN-F (Hammond)	Sold by Sterling Comm	6,000,000		
1988 WTGE		450,000		
1989 WJBO, WFMF-F	Sold to Jenne	9,100,000		
1990 WTKL	Assumption of debt			
1990 WXOK		1,000,000		

BEAUMONT - PORT ARTHUR

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990
Highest Metro Share:	KHYS-F 22.3, S84	1. KYKR-F 1.2	KYKR-F 1.2	KYKR-F 1.2	KYKR-F 1.3	LVI/YKR 2.1	LVI/YKR 2.2
Highest Metro 1/4 Hr. Avg:	117, S84	2. KZZB-F 1.0	KLVI 1.1	KZ7B-F 1.1	ALO/HYS 1.1	KHYS-F 1.4	KHYS-F 1.7
Highest TSA 1/4 Hr. Avg:	148, S84	3. KLVI 0.9	KZZB-F 0.9	KLVI 1.1	KZZB-F 1.0	ALO/HYS 0.9	KZZB-F 1.1
Highest TSA Cume:	1224, F85	4. KIOC-F 0.7	KHYS-F 0.9	ALO/HYS 0.8	KLVI 0.9	KLVI 0.8	KAYD-F 0.9
Highest Metro Cume Rating:	31.8, F80	5. KQXY-F 0.7	KQXY-F 0.7	KQXY-F 0.7	KIOC-F 0.75	KIOC-F 0.8	KKMY 0.8
		6.	KKMY-F 0.6	KIOC-F 0.6	KAYD-F 0.7	KKMY-F 0.7	
		7.	KIOC-F 0.6	KIOC-F 0.6			1991
		8.	KAYD-F 0.6	KAYD-F 0.6			NA
		9.	KWIC-F 0.5	KWIC-F 0.5			

FINANCIAL DATA

	FCC Data					Duncan Estimates									
	Net Dollars					Gross Dollars									
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90
Revenue (millions)	3.40	3.93	3.94	3.62	5.67	6.6	6.9	7.3	7.7	8.2	7.1	7.4	7.7	6.9	7.2
Income (millions)	-0.07	-0.37	-1.01	-0.94	-1.14										
Nat Rev (millions)	0.29	0.45	0.70	0.62	1.16										
Rev per Cap (\$)	---	11.36	10.91	9.95	14.87	17.19	17.65	18.34	19.40	20.35	18.98	19.89	20.87	18.80	19.72
Inc per Cap (\$)	---	-1.06	-2.79	-2.59	-2.29										
Rev as % of Retail Sales						.29	.30	.30	.32	.36	.31	.32	.33	.29	.29
Market Grades						---	0	C-/D	D/D+	D/D	D/D	D/D-	D-/D-	D-/D-	D-/D-
Manager's Market Grades						5.0	5.3	5.5	5.9	6.3	6.8	7.2	6.6		
FM Base Value						---	---	1.3	1.3	1.2	1.2	1.2	1.2		
Base Value Percentage						---	---	---	---	---	---	15.6	17.4	16.6	
Mean Share Points per Viable Station						6.5	6.4	7.2	7.1	7.4	9.3	9.2	7.2		

#1 STATIONS, 12+ METRO SHARE

Station	% of Revenue Controlled by Top 25% of Viable Stations	% of Share Points Controlled by Top 25% of Viable Stations
KALO S75, S76	45	35
KWIC-F S77	NA	60
KJET S78	NA	NA
KZZB-F F78, S79, F79, F86, F87	45	32
KYKR-F S80, F81, S82, S85, F88 (T)	70	55
KLVI F80		65
KQXY-F S81		
KAYD-F S82, F88 (T), S90, F90, S91		
KHYS-F F83, S84, S86, F84, F85, S86, S87, S88, F88 (T), S89, F89		

STATION NOTES

(Major call letter and format changes)

MAJOR STATION SALES

Year	Station	Buyer	Price	Notes
1972	KOLE		\$ 190,000	KQXY-F KBPO-F until 76
1974	KGIC, KZZB-F		800,000	KZZB-F KTRM-F until 78; KALO-F until 80; KIEZ until 87
1976	KQXY-F	Sold to Air waves	295,000	KYKR-F simulcast until 79
1977	KOGT		568,000	KTXC KPAC until 81; MOR until 78; Talk until 80
1977	KOLE		600,000	KOLE Rock gradually changing to AC
1977	KALO, KHYS-F	Sold to Clear Channel	500,000	KKMY-F KZOM until 84; AOR until 84
1978	KKMY-F		350,000	KJUS KJEI until ?; Black until ?; KIEZ until 87
1978	KGIC, KZZB-F	Sold to Security	1,200,000	KTRM KTRM until 80; Country until 80; KALO until 83; Black until 83
1979	KLVI	Sold to Hicks	2,000,000	KALO KPAC until 81; MOR until 78; Talk until 80; KTXC until 84; Oldies until 84
1979	KYKR-F	From Jimmie Joynt to Hicks	850,000	KLVI Country until 90
1981	KIEZ, KWIC-F		2,000,000	KIOC-F AC until 87
1982	KGIC, KZZB-F (57%)		1,000,000	
1982	KOLE, KKMY-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 Oppenheimer	1,900,000 (E)	
1984	KGIC/KZZB-F	Sold to First Omni	1,850,000	
1985	KGIC/KZZB-F		1,550,000	
1986	KAYC/KAYD-F	(never completed)	1,500,000	
1986	KLVI/KYKR-F	From Hicks to Narragansett	NA	
1987	KDVE, KQXY-F	Sold by Oppenheimer	1,200,000 (?)	
1988	KOLE, KKMY-F	Sold to UNO	1,500,000 (E)	
1989	KZZB AF	Sold to Design	2,100,000	
1989	KAYC, KAYD-F		1,500,000	
1989	KWIC AF		3,900,000	

BILLINGS

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. KGHL	1.1	KGHL 1.0	KGHL 1.3	NA	KGHL 1.1	KGHL 1.0	KGHL 0.9	KCTR AF 1.0
2. KYYA-F	0.9	KYYA-F 0.9	KYYA-F 1.1		KYYA-F 0.8	KCTR AF 0.8	KCTR AF 0.85	KGHL 0.7
3. KOOK	0.8	KOOK 0.6	KIDX-F 0.6		KZLS-F 0.6	KYYA-F 0.75	KYYA-F 0.7	KOHZ-F 0.67
4. KIDX-F	0.7	KIDX-F 0.58	KZLS-F 0.55		KCTR AF 0.5	KZLS-F 0.66	KZLS-F 0.5	KYYA-F 0.64
5. KZLS-F	0.6	KZLS-F 0.53			KIDX-F 0.4	KIDX-F 0.44	KIDX-F 0.45	KZLS-F 0.46
6.							KOHZ-F 0.4	KRXX-F 0.45
7.							KRXX-F 0.2	KIDX-F 0.38

Highest Metro KGHL
 Share: 31.4, S86
 Highest Metro KGHL
 1/4 Hr. Avg: 53, S86
 Highest TSA KGHL
 1/4 Hr. Avg: 93, S86
 Highest TSA KGHL
 Cume: 772, S83
 Highest Metro KGHL
 Cume Rating: 40.9, S86

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	[----- Net Dollars -----]					[----- Gross Dollars -----]										
	76*	77*	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	1.65	1.92	2.36	2.78	3.01	3.4	3.6	4.0	4.5	4.9	3.8	3.9	4.1	4.0	4.2	4.3
Income (millions)	0.02	0.04	-0.10	-0.07	-0.11											
Nat Rev (millions)	0.18	0.24	0.31	0.35	0.38											
Rev per Cap (\$)	----	18.55	22.87	25.80	27.45	31.19	31.58	33.90	37.50	39.84	31.15	32.23	34.75	34.48	35.90	38.05
Inc per Cap (\$)	----	0.39	-0.99	-0.64	-0.99											

* FM's alone and FM's reported separately are not included

Rev as % of Retail Sales	.44	.44	.47	.50	.45	.42	.42	.44	.41	.38	.39	
Market Grades				B	B-/B-	B/C	-/D+	-/D	-/D-	-/D+	---	
Manager's Market Grades				7.5	7.1	6.3	5.9	5.6	4.6	4.7	5.3	
FM Base Value				---	1.3	2.2	---	---	---	---	---	
Base Value Percentage				---	---	---	---	---	---	---	---	
Mean Share Points per Viable Station				10.6	11.6	11.9	11.3	11.9	11.5	12.8	12.4	9.6

#1 STATIONS 12+ METRO SHARE

KOOK S75, S76, S77, S78, S79, S82 (T)
 KYYA-F S80, S81
 KGHL S82 (T), S83, S84, S85, S86, S87, S88
 KZLS-F S89, S90
 KCTR-F S91, F91

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	NA	46	37	44
By Top 50%	NA	72	64	76
% of Share Points Controlled by Top 25% of Viable Stations	51	41	26	40
By Top 50%	74	67	49	63

STATION NOTES

(Major call letter and format changes)

KYYA-F KOYN-F until 78; CHR until late 80's
 KZLS-F KURL-F until 80; KKOZ-F until 82; BTFL until 81
 KIDX-F KBMS-F until 79
 KGHL MOR until 81
 KBLG Country until 81; Nost until 85; KOYN until 87; Country until 88
 KUUS KBMY until 83; Country until 83; EZ until 88
 KCTR KOOK until 85; Contemp until 85; KBIT until 88
 KCTR-F KOOK until 84; KBIT until 86; BTFL until 84; KOOK-F until 88; AC until 87

MAJOR STATION SALES

1971 KUUS	\$ 210,000
1972 KBIT	Sold to Mattco 365,000
1974 KIDX-F	Sold to Hatch NA
1975 KUUS	Sold to Peoria Journal Star 425,000
1978 KOYN	Sold by Meyer 425,000
1978 KBIT	From Mattco to Matthias 400,000
1985 KGHL/KIDX-F	Sold to Sunrise 3,000,000
1988 KCTR AF	Sold to Citadel 800,000
1988 KBLG	Sold to Sunbrook 360,000
1989 KRXX	102,000
1991 KGHL, KIDX-F	1,000,000

BINGHAMTON

HIGHEST BILLING STATIONS

	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>						
1.	WNBF	1.2	WNBF	1.3	WNBF	1.3	WMRV-F	1.5	WAAL-F	1.6	WAAL-F	1.6	WAAL-F	1.6
2.	WAAL-F	0.9	WAAL-F	1.2	WAAL-F	1.3	WAAL-F	1.4	WHWK-F	1.5	WHWK-F	1.5	WHWK-F	1.5
3.	WMRV-F	0.9	WMRV-F	1.1	WMRV-F	1.2	WHWK-F	1.3	WMRV-F	1.5	WMRV-F	1.4	WNBF	0.9
4.	WINR	0.7	WHWK-F	0.7	WHWK-F	0.9	WNBF	1.3	WNBF	1.1	WNBF	1.1	WMXW-F	0.8
5.	WHWK-F	0.6	WINR	0.6	WENE	0.5	WINR	0.4					WMRV-F	0.8
6.					WINR	0.3	WRSG	0.3					WKGB-F	0.45
7.					WRSG	0.25	WENW	0.3						

Highest Metro WAAL-F
 Share: 27.7, S86
 Highest Metro WAAL-F
 1/4 Hr. Avg: 93, S86
 Highest TSA WAAL-F
 1/4 Hr. Avg: 145, S86
 Highest TSA WAAL-F
 Cume: 1707, S90
 Highest Metro WAAL-F
 Cume Rating: 42.3, S90

FINANCIAL DATA

	<u>FCC Data</u>					<u>Duncan Estimates</u>										
	[----- Net Dollars -----]					[----- Gross Dollars -----]										
	<u>76*</u>	<u>77*</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>
Revenue (millions)	1.01	1.83	2.69	3.24	3.59	4.3	4.5	4.8	5.1	5.5	5.9	6.3	6.7	7.1	7.3	6.7
Income (millions)	-0.15	-0.02	-0.03	0.22	0.25											
Nat Rev (millions)	0.12	0.27	0.42	0.50	0.47											
Rev per Cap (\$)	----	5.97	8.89	10.73	11.97	16.04	16.85	17.91	19.03	20.45	21.93	23.60	25.18	26.89	27.65	25.38
Inc per Cap (\$)	----	----	----	6.7	6.9											

* FM's alone and FM's reported separately are not included

Rev as % of Retail Sales	.33	.32	.34	.35	.34	.35	.36	.36	.37	.37	.32
Market Grades				D	C+/C-	C/C-	-/B-	-/B	-/B-	-/B-	---
Manager's Market Grades	7.0	---	5.8	6.1	6.6	7.3	7.1	6.5	6.5		
FM Base Value	---	---	1.5	2.3	2.4	2.6	2.7	2.4	1.9		
Base Value Percentage	---	---	---	---	---	38.8	38.0	32.9	28.4		
Mean Share Points per Viable Station	8.7	10.2	10.5	10.9	11.5	14.6	13.1	12.1	9.8		

#1 STATIONS 12+ METRO SHARE

		<u>87</u>	<u>88</u>	<u>90</u>	<u>91</u>
WNBF	S75, S77 (T), S78				
WQYT-F	S76, S77 (T), S79, S80				
WMRV-F	S81, S82, S83, S84				
WAAL-F	S85, S86, S87, S88, S89, S90, F90, S91				
WHWK-F	F91				
	% of Revenue Controlled by Top 25% of Viable Stations	40	33	38	46
	By Top 50%	71	64	70	73
	% of Share Points Controlled by Top 25% of Viable Stations	44	36	40	40
	By Top 50%	75	62	67	68

STATION NOTES

(Major call letter and format changes)

WQXT-F WFO until 79; WWWT until 86; CHR until 86;
 WQWT until 87; AC until about 88
 WMRV CHR until 80; AC until 81; Country until about 87;
 WFNE until 91
 WHWK-F WQYT until 84; BTFL until 84
 WRSG WKOP until 86
 WINR Contemp until 83

MAJOR STATION SALES

1971	WINR	Sold by Gannett	\$ 307,000
1973	WRSG/WAAL-F		595,000
1975	WAAL-F	Sold to Regional	247,000
1975	WINR		450,000
1977	WRSG		(?) 110,000
1981	WRSG	Bought by Regional	720,000
1987	WENE, WMRV-F	Sold to Beacon	4,500,000
1987	WINR		975,000
1991	WFO/WQXT-F (Owego)		1,300,000

BIRMINGHAM

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WZZK	4.0	WZZK-F 4.2	WZZK AF 5.3	WZZK AF 5.5	WZZK AF 6.0	WZZK AF 6.1	WZZK AF 6.0	WZZK AF 5.7
2. WKXX-F	2.9	WMJJ-F 3.8	WMJJ-F 4.1	WMJJ-F 4.2	WMJJ-F 5.4	WMJJ-F 5.5	WMJJ-F 5.2	WMJJ-F 4.8
3. WAPI-F	1.9	WKXX-F 2.5	WAPI-F 3.0	WAPI-F 3.7	WAPI-F 3.8	WAPI-F 2.9	WZRR-F 3.0	WZRR-F 3.6
4. WENN-F	1.6	WAPI-F 2.4	WENN-F 2.4	WENN-F 2.5	AGG/ENN 2.8	WZRR-F 2.8	WAPI-F 2.5	WENN-F 2.3
5. WMJI-F	1.5	WENN-F 2.1	WKXX-F 2.1	WKXX-F 2.3	WKXX-F 2.5	AGG/FNN 2.7	WENN-F 2.3	WAPI-F 2.3
6.			WERC 0.9	WERC 0.9	WERC 1.0	WKXX-F 1.8	WERC 1.2	WERC 1.6
7.					WLTB-F 1.0	WERC 1.0	WKXX-F 1.1	WAPI 0.7
8.							WAPI 0.6	WBMX-F 0.6
9.								WQJC-F 0.45
10.								WVOK 0.42

Highest Metro WZZK AF
 Share: 18.7, S89
 Highest Metro WZZK AF
 1/4 Hr. Avg: 238, S91
 Highest TSA WZZK AF
 1/4 Hr. Avg: 405, F87
 Highest TSA WZZK AF
 Cume: 4511, F86
 Highest Metro WERC
 Cume Rating: 33.5, F77

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	8.01	8.68	10.93	11.31	12.23	15.0	16.4	17.1	17.8	19.9	21.5	22.6	24.8	24.5	24.7	24.1
Income (millions)	1.12	0.98	1.56	0.68	-0.36											
Nat Rev (millions)	1.96	1.78	2.18	2.56	2.90											
Rev per Cap (\$)	----	10.71	13.40	13.65	14.22	16.69	18.10	18.77	19.43	21.63	23.32	24.32	26.52	26.11	26.22	26.40
Inc per Cap (\$)	----	1.20	1.92	0.82	-0.42											
Rev as % of Retail Sales						.40	.41	.42	.42	.38	.38	.39	.40	.37	.35	.34
Market Grades									C	C+/B	C+/B-	B-/B+	B+/A	B/B	B/B+	---
Manager's Market Grades						8.0	7.2	7.5	7.6	7.5	7.5	6.6	6.7	6.7	6.6	6.6
FM Base Value						---	---	4.4	5.6	5.0	5.1	5.2	4.6	4.1	4.1	4.1
Base Value Percentage						---	---	---	---	---	---	20.6	21.2	18.6	17.0	17.0
Mean Share Points per Viable Station							5.3	5.5	5.7	6.5	6.9	8.5	9.5	8.8	7.7	7.7

#1 STATIONS 12+ METRO SHARE

		87	88	90	91
WENN S75	% of Revenue Controlled by				
WATV S76, S77, F77	Top 25% of Viable Stations	61	55	51	55
WERC F76	By Top 50%	85	84	77	81
WKXX-F S78, F78, F79, F80(T), S84	% of Share Points Controlled by				
WSGN S79	Top 25% of Viable Stations	46	37	36	41
WENN-F S80, F80(T)	By Top 50%	74	62	59	64
WZZK-F S81, F81, S82, F82, S83, F84, S85, F85, S86, and all periods 86-91					

STATION NOTES

(Major call letter and format changes)

MAJOR STATION SALES

1971 WAGG, WENN-F	\$ 804,000
1972 WYDE Sold to Columbia Pictures	NA
1972 WERC, WKXX-F Sold by Taft to Mooney	2,050,000
1972 WATV	250,000
1976 WAGG, WENN-F	650,000
1979 WVOK Sold to Mack Sanders	1,100,000
1980 WZZK-F Sold to Park Cities	2,500,000
1981 WZZK-F From Park Cities to Katz	NA
1981 WYDE Sold by Columbia Pictures	1,500,000
1982 WAPI AF Sold by Newhouse	4,000,000
1982 WCRT, WMJJ-F Sold to Capitol (Johnson)	3,381,000
1983 WCRT Sold by Capitol	288,000
1984 WERC, WKXX-F (sale eventually cancelled)	6,000,000
1984 WYDE Sold to Gore	750,000
1984 WZZK From Harte-Hanks to Edens	NA
1984 WVOK, WLTB-F From Sanders to ELF	4,700,000 (e)
1985 WZZK From Edens to Katz	750,000
1985 WAYE From Good News to Woods	450,000
1985 WJLD	453,000
1986 WYDE From Sudbrink to American General	740,000
1986 WVOK, WLTB-F From ELF to REBS	6,000,000 (e)
1986 WZZK AF From Katz to New City	9,500,000 (e)
1987 WAYE From Woods to Willis	225,000
1987 WAGG, WENN-F (85%)	3,400,000
1987 WVOK, WZRR-F Sold to Signature	7,640,000
1987 WYDE	980,000

WIKX-F	WERC-F until 77; WKXX-F and CHR until 91; WBMH-F until late 91
WZRR-F	WVOK-F until 79; WRKK-F until 84; WQUS-F until 85; Contemp until 84; Country until 85; WLTB-F until 89; AC or SAC until 89
WZZK	WSGN until 85; CHR to AC gradually; Nostalgia in 84
WAPI-F	Contemp until 77; BTFL until 81
WVOK	Contemp until 77
WCRT	MOR until 81; Nostalgia until 83; Religion until 87
WERC	Contemp until 82
WAPI	AC until 83
WAGG	WENN until 83
WYDE	Country until 83
WAYE	WBUL until 83
WMJJ-F	WQE2 until 83; BTFL until 83

STATION SALES (cont'd)

1988 WCRT	\$ 300,000
1988 WZRR-F, WVOK	Sold to Dick 6,650,000
1988 WATV	400,000
1989 WHMA AF (Anniston)	Sold to Crown 7,500,000
1990 WERC	From SunGroup to Ameron 4,200,000
1990 WMJJ-F	From Capitol (Johnson) to Ameron 16,500,000
1990 WYDE	From Brandon to Guardian 1,000,000

BLOOMINGTON, IL

12+ METRO SHARE

		SPG																
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
WJBC	(FS)	42.7	39.1	45.7	44.6	40.3	37.2	39.9	38.5	35.3	36.4	30.3	36.2	30.0	33.8	26.1	26.1	25.9
WBNQ-F	(CHR)	11.2	11.8	17.9	15.7	23.3	17.5	17.1	17.6	20.2	19.2	23.6	24.9	21.3	25.0	19.0	18.9	17.8
WIHN-F	(AC)	4.2	3.1	9.3	6.0	3.4	5.2	4.7	4.6	4.7	5.7	3.9	4.5	8.1	6.3	10.3	7.2	3.8
WRXZ-F	(C)	---	---	---	---	---	---	---	0.6	0.6	4.5	2.8	0.6	8.1	5.6	5.4	3.3	5.4
WLS	(T)	12.6	11.2	7.9	9.6	8.5	6.3	6.0	6.4	5.3	4.0	5.6	3.4	3.8	0.6	0.5	1.1	0.5
WMAQ	(N)	2.1	10.6	3.6	5.4	7.4	5.7	5.4	4.6	4.1	2.0	4.5	1.1	---	---	---	---	---
WGN	(FS/T)	4.2	3.1	2.1	1.8	---	1.5	4.0	1.2	0.9	2.9	3.4	2.3	1.9	1.9	2.7	1.7	1.6
WWCT-F	(AOR)	---	0.6	1.4	4.8	4.0	6.9	5.4	6.3	4.7	4.0	3.9	5.6	6.9	6.3	5.4	6.7	10.8
WKZW-F	(CHR)	---	---	---	1.8	2.3	1.8	2.1	2.7	3.8	4.6	7.3	2.8	4.4	5.0	6.0	5.0	2.7
WSWT-F	(SAC)	5.6	3.1	---	2.4	1.1	1.5	1.3	2.5	2.3	2.6	1.7	2.3	2.5	2.5	5.4	6.1	3.8

BASED ON AVERAGE OF SPRING AND FALL BOOKS AS OF 1980, BACK TO ONLY SPRING BOOK IN MID 80'S
CONDENSED MARKET IN 1985

12+ CUME RATINGS

	79	80	81	82	83	84	85	86	87	88	89	90	91
WJBC	66.5	61.2	59.1	63.5	56.0	54.8	46.7	47.3	45.8	46.4	42.1	46.8	44.4
WBNQ-F	44.4	38.5	38.8	40.2	45.3	40.3	37.7	45.6	49.9	45.2	44.1	40.7	45.5
WIHN-F	14.0	---	---	11.6	10.7	13.8	10.6	12.2	17.1	17.2	22.9	15.6	13.8
WRXZ-F	---	15.1	15.3	17.9	18.0	14.7	6.2	8.6	16.4	13.9	14.3	8.4	19.6
WLS	30.1	27.7	24.8	26.6	25.2	23.2	15.6	15.3	13.4	7.9	5.2	4.2	5.0
WMAQ	17.8	20.1	14.1	12.6	9.9	10.2	10.9	4.6	---	---	---	---	---
WGN	---	7.8	8.4	9.6	12.0	7.8	11.2	10.7	8.0	10.7	9.5	9.2	10.1
WWCT-F	7.4	9.7	7.8	11.6	8.7	13.5	5.8	12.7	15.4	14.4	17.9	15.6	23.5
WKZW-F	8.8	7.3	7.2	13.9	15.4	15.9	20.3	18.3	21.7	20.5	25.9	19.4	19.3
WSWT-F	7.7	6.2	6.4	6.5	5.3	5.7	NA	7.7	9.3	7.2	12.7	9.6	10.2

	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
APR (%)	15.9	16.1	14.2	16.1	16.7	17.1	15.4	17.1	16.3	16.6	NA	16.8	15.1	15.1	17.5	16.9	17.2
FM Share (%)	21.19	21.83	31.30	32.91	36.80	41.18	41.78	41.98	50.63	47.06	NA	50.00	58.7	58.5	62.5	61.9	59.7
Total Stations			12	12	11	14	11	16	13	14	NA	11	13	13	13	15	14
Viable Stations										4	4	4	4	4	4	4	4
Diaries						656	510	655	561	601	NA	627	542	587	613	584	597
% Not Listed													10.6	11.3	17.4	18.3	22.7

FORMAT SHARES (%)

	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
CHR/AOR	30	35	41	35	32	35	41	CHR	34	NA	36	29	34	30	30	27
								AOR/C.I.S	5	NA	7	8	7	7	8	15
MOR/AC	52	49	44	41	45	46	MOR/FS	42	NA	44	36	39	32	32	34	34
							AC/OLOIES	5	NA	5	13	8	13	14	10	10
COUNTRY	6	6	8	17	14	11	12	8	NA	6	10	7	7	5	7	7
BTFL/EZ/SAC	10	10	5	7	7	6	2	2	NA	3	4	4	7	8	5	5
NEWS/TALK	1	---	1	1	1	1	---	1	NA	---	1	2	3	3	3	3
BLACK/URBAN	---	---	---	---	---	---	---	---	NA	---	---	---	---	---	---	---
NOSTALGIA	---	---	---	---	---	---	---	---	NA	---	---	---	---	---	---	---
HISPANIC	---	---	---	---	---	---	---	---	NA	---	---	---	---	---	---	---
RELIG/GOSPEL	---	---	---	---	---	---	---	2	NA	---	---	---	1	1	---	---
CLASSICAL	---	---	---	---	---	---	---	---	NA	---	---	---	---	---	---	---
JAZZ/NAC	---	---	---	---	---	---	---	---	NA	---	---	---	---	---	---	---

BLOOMINGTON, IL

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989		1990		1991	
1. WJBC	2.2	WJBC	2.0	WJBC	2.1	WJBC	2.0	WJBC	2.2	WJBC	2.3	WJBC	2.2	WJBC	2.3
2. WBNO-F	1.0	WBNO-F	1.1	WBNO-F	1.1	WBNO-F	1.4	WBNO-F	1.6	WBNO-F	1.7	WBNO-F	1.4	WBNO-F	1.3
3. WIHN-F	0.3	WIHN-F	0.35	WIHN-F	0.4	WIHN-F	0.4	WIHN-F	0.5	WIHN-F	0.7	WIHN-F	0.65	WIHN-F	0.5
4. WMLA-F	0.25	WMLA-F	0.35	WMLA-F	0.4	WMLA-F	0.3	WMLA-F	0.3	WMLA	0.3			WRXZ-F	0.35

Highest Metro: WJBC
 Share: 45.7, S77
 Highest Metro: WJBC
 1/4 Hr. Avg: 71, S79, S82
 Highest TSA: WJBC
 1/4 Hr. Avg: 87, S82, SR6
 Highest TSA: WJBC
 Cume: 829, S80
 Highest Metro: WJBC
 Cume Rating: 66.5, S79

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	[----- Net Dollars -----]					[----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	----	----	2.21	2.49	2.61	3.0	3.2	3.5	3.7	3.9	4.2	4.4	4.7	5.0	4.7	4.6
Income (millions)	----	----	0.41	0.55	0.38											
Nat Rev (millions)	----	----	0.25	0.24	0.28											
Rev per Cap (\$)	----	----	18.14	20.44	21.58	25.00	26.23	28.23	29.60	30.95	33.33	35.20	37.30	39.37	37.01	35.11
Inc per Cap (\$)	----	----	3.39	4.50	3.15											

Rev as % of Retail Sales	.45	.49	.51	.53	.54	.53	.51	.52	.51	.46	.43
Market Grades			---	C	A+/A-	A+/A	-/B	-/B+	-/B	-/C+	---
Manager's Market Grades			7.5	8.5	8.3	8.8	8.9	8.9	9.1	8.5	7.7
FM Base Value	---	---	---	---	---	---	---	---	---	---	---
Base Value Percentage	---	---	---	---	---	---	---	---	---	---	---
Mean Share Points per Viable Station			17.4	15.6	14.9	16.7	16.2	17.9	15.2	13.9	13.2

#1 STATIONS 12+ METRO SHARE

WJBC all rating periods

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	46	47	--	--
By Top 50%	75	81	--	--
% of Share Points Controlled by Top 25% of Viable Stations	46	--	--	--
By Top 50%	79	--	--	--

STATION NOTES

(Major call letter and format changes)

WIHN-F CHR until 77; BTFL until 81
 WRXZ-F WMLA until 84; WTWN until 86; WMLA until 91

MAJOR STATION SALES

1982	WMLA	\$ 207,000
1983	WIHN-F	700,000
1984	WMLA	376,000
1987	WMLA AF	From Withers to Keister

BOISE

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. KBOJ	0.8	KBOI 1.0	KCIX-F 1.2	KCIX-F 1.4	KCIX-F 1.7	KCIX-F 2.0	KCIX-F 2.1	KCIX-F 2.3
2. KGEM	0.63	KFXD-F 0.7	KBOI 1.2	KBOI 1.2	KBOI 1.0	KBOI 1.2	KBOI 1.2	KQFC-F 1.2
3. KIZN-F	0.6	KIZN-F 0.66	KIZN-F 0.7	KLTB-F 0.7	KJOT-F 0.6	KJOT-F 1.0	KJOT-F 0.9	KBOI 1.0
4. KIDQ-F	0.55	KGEM 0.65	KGEM 0.55		KFXD-F 0.5	KFXD-F 0.9	KFXD-F 0.85	KJOT-F 0.9
5. KBOI-F	0.47	KBOI-F 0.48	KLTB-F 0.47		KLTB-F 0.4	KIZN-F 0.7	KLTB-F 0.8	KFXD-F 0.6
6. KFXD-F	0.45		KIDO 0.43		KIZN-F 0.4	KQFC-F 0.5	KQFC-F 0.6	KLTB-F 0.6
7.			KJOT-F 0.42		KJDO 0.4	KLTB-F 0.4	KHEZ-F 0.4	KIDO 0.4
8.						KIDO 0.4	KLCI-F 0.37	KHEZ-F 0.4
9.						KLCI-F 0.35	KIZN-F 0.34	KZMG-F 0.4
10.						KHEZ-F 0.3	KIDO 0.3	KIZN-F 0.2

Highest Metro KFXD
Share: 20.0, S76
Highest Metro KCIX-F
1/4 Hr. Avg: 77, S89
Highest TSA KCIX-F
1/4 Hr. Avg: 93, S89
Highest TSA KFXD
Cume: 1029, S78
Highest Metro KBOI
Cume Rating: 34.7, S81

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	Net Dollars					Gross Dollars										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	1.54	1.29	2.03	2.06	2.60	3.8	4.6	5.2	5.8	6.3	6.5	6.3	7.2	8.0	8.3	8.7
Income (millions)	-0.13	-0.32	-0.29	-0.13	-0.66											
Nat Rev (millions)	0.26	0.26	0.30	0.41	0.55											
Rev per Cap (\$)	----	8.28	12.66	12.17	14.25	21.84	25.14	27.23	29.74	31.66	23.21	21.36	24.24	26.84	27.48	29.00
Inc per Cap (\$)	----	-2.04	-1.81	-0.77	-3.62											
Rev as % of Retail Sales						.39	.41	.43	.45	.43	.45	.38	.41	.43	.42	.41
Market Grades						---	C+	C+/B-	C+/B+	-/C+	-/B	-/B+	-/B+	-/B+	---	---
Manager's Market Grades						7.0	5.8	6.4	6.4	5.9	6.1	6.0	6.4	6.4	6.9	6.9
FM Base Value						---	---	0.78	1.1	1.2	1.2	1.3	1.2	1.3	1.3	1.3
Base Value Percentage						---	---	---	---	---	---	16.7	13.3	14.5	14.9	14.9
Mean Share Points per Viable Station						6.2	6.3	6.6	7.1	7.2	7.9	7.8	6.8	6.7		

#1 STATIONS 12+ METRO SHARE

KFXD S75, S76, S77, S78
KBXL-F S79
KBOI S80, S81, S82, S84
KIZN-F S83
KCIX-F S85, S86 and all periods 86-91
KQFC-F F91

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	47	46	53	53
By Top 50%	NA	72	80	77
% of Share Points Controlled by Top 25% of Viable Stations	42	40	37	41
By Top 50%	67	63	62	69

STATION NOTES

(Major call letter and format changes)

KSPD News until about 78
KKRC KBRJ until 81
KLCI-F KUUZ-F until 82; KBNY-F until 86; KFML-F until 87
KIDO Contemp until 81; Nostalgia until 87
KIZN-F KBBK until 85; KIYS-F until 90; CHR until 90
KLTB-F KIDQ-F until 85; AOR until 85; SAC until 90
KFXD Nostalgia until about 87
KGEM Country until 89
KLTB-F SAC until 90
KSGR KNPA until 87; Oldies until about 89

MAJOR STATION SALES

1972 KATN, KIYS-F	\$ 222,000
1974 KBOI AF	850,000
1976 KIDO Sold to Dale Moore	384,000
1978 KKIC	175,000
1979 KIDO, KLTB-F Sold to Sundance	815,000
1982 KFML-F Sold by Larson	630,000
1983 KFXD AF Sold to Communication Properties	400,000
1986 KFXD AF Sold by Communication Properties	1,200,000
1986 KNPA (Nampa)	170,000
1987 KFML	450,000
1987 KGEM, KJOT-F From Hatch to Bruce Johnson	2,100,000
1989 KHEZ-F (Caldwell) Sold to John Price	700,000
1989 KIZN AF From Constant to Pacific Telecom	NA
1991 KIZN-F	650,000
1991 KUCL (730) Donated to Boise State	-----
1991 KHEZ-F From John Price to Citadel	1,000,000 (e)

BOSTON

12+ METRO SHARE

		SPG																
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
WBZ	(T/FS)	10.3	9.4	9.9	8.4	8.4	8.6	7.5	8.5	8.7	7.8	8.5	8.8	8.0	7.0	5.9	5.6	6.5
WHDH	(T)	10.8	8.7	10.5	11.4	11.2	10.5	8.6	8.7	7.6	7.9	7.0	6.5	5.5	4.8	4.7	4.0	4.3
WZOU-F	(CHR)	----	4.0	4.3	5.2	4.8	6.6	10.2	6.2	4.1	2.2	3.0	3.0	5.0	5.4	6.1	7.3	6.1
WFFI	(T)	9.5	9.3	8.5	7.2	6.8	7.6	6.8	6.0	4.8	4.9	4.7	4.2	4.9	4.2	4.1	3.7	3.5
WODS-F	(O)	3.0	2.5	3.0	3.7	3.7	3.8	3.9	3.5	7.0	6.1	4.2	1.9	2.2	4.9	4.4	5.0	4.2
WXKS-F	(CHR)	----	2.8	2.8	3.0	5.5	4.4	6.6	8.0	6.9	7.3	6.2	7.4	7.9	7.3	7.0	6.5	5.7
WXKS	(BB)	----	----	----	0.6	----	3.1	3.5	3.1	3.0	2.3	1.9	1.7	1.7	1.5	1.8	1.7	2.3
WBCN-F	(AGR)	3.7	3.2	3.0	3.2	4.9	5.2	4.9	5.2	7.3	8.7	8.1	7.4	7.3	5.7	5.6	6.2	5.6
WCDJ-F	(J/NAC)	11.3	9.8	8.4	7.8	9.2	6.9	5.8	4.7	4.7	4.4	5.4	6.1	5.7	5.2	5.7	3.8	2.2
WRKO	(N/T)	8.5	10.1	7.2	7.7	5.0	3.2	3.0	3.7	3.9	4.8	6.0	5.8	6.9	7.5	6.6	7.4	6.9
WBMX-F	(AC)	2.9	3.1	3.5	3.2	3.3	4.2	5.4	4.0	3.9	3.9	4.0	3.6	3.5	3.4	2.6	2.6	4.0
WVBF-F	(AC)	5.1	6.0	5.3	6.3	6.1	4.7	3.9	3.4	3.3	3.9	3.1	2.9	2.6	2.6	2.4	2.3	3.5
WSSH	(SAC)	---	2.1	4.0	4.5	4.3	3.0	2.4	1.5	1.7	1.1	0.9	0.3	0.2	0.3	0.3	0.5	0.4
WZLX-F	(CL AOR)	---	---	---	0.4	2.8	2.3	2.5	2.6	3.5	3.6	2.1	3.8	4.5	3.7	3.4	3.5	3.8
WMJX-F	(AC)	2.3	1.1	1.5	0.8	0.6	0.6	0.6	4.9	4.0	3.4	2.7	3.1	3.2	3.6	4.7	4.5	4.6
WSSH-F	(SAC)	---	2.5	3.2	2.2	2.7	2.0	2.2	2.6	3.3	2.7	3.3	4.8	4.6	4.0	3.7	3.9	4.8
WBOS-F	(AOR)	---	---	---	2.0	1.3	0.9	1.1	1.2	0.9	1.9	2.7	2.8	2.3	2.9	1.5	1.9	2.1
WCRB-F	(CL)	---	---	1.4	1.4	1.7	1.1	1.4	1.7	1.4	1.2	1.2	1.6	1.4	1.6	2.0	1.9	2.2
WCGY-F	(AOR)	---	---	1.9	1.6	0.8	0.7	0.8	1.3	1.1	1.3	1.0	0.6	0.6	1.5	1.7	1.4	1.6
WILD	(B)	---	1.0	2.8	1.8	0.7	1.0	1.4	2.2	1.6	1.8	2.1	1.5	2.7	2.5	2.3	2.1	1.5
WMEX	(AC)	---	1.7	---	0.3	1.2	1.1	0.7	0.7	0.5	0.5	1.2	1.3	0.7	0.6	0.3	*	*
WFNX-F	(AOR)	---	---	---	---	---	---	---	---	---	---	---	1.0	1.1	1.5	2.1	1.8	1.9
WAAF-F	(AGR)	---	---	---	---	1.4	2.0	1.5	1.5	0.9	2.3	3.0	2.3	2.4	1.9	1.4	1.9	2.1
WPLM AF	(BB)	---	---	---	---	---	---	---	---	---	---	---	1.0	0.8	1.2	2.0	1.7	2.8

BASED ON AVERAGE OF SPRING AND FALL BOOKS

12+ CUME RATINGS

		79	80	81	82	83	84	85	86	87	88	89	90	91
WBZ		26.7	27.8	23.7	23.7	23.6	19.1	19.2	19.6	19.3	16.2	16.0	14.7	14.8
WHDH		24.6	25.1	22.8	22.4	22.0	18.8	18.2	15.8	13.9	11.9	11.6	12.3	13.2
WZOU-F		10.8	10.6	22.5	18.8	15.0	9.0	12.4	9.7	13.7	16.3	18.8	19.9	20.2
WFFI		16.6	21.5	20.8	17.5	16.0	15.8	14.6	13.2	15.9	16.8	13.0	13.3	16.1
WODS-F		8.9	10.1	11.5	10.7	19.8	19.9	17.6	12.1	5.4	12.5	13.1	11.9	14.5
WXKS-F		12.0	9.8	13.5	16.3	16.4	19.0	17.5	17.3	21.1	20.8	20.3	20.4	19.4
WXKS		----	----	----	5.0	4.8	4.4	3.8	3.3	4.0	3.0	4.1	3.7	5.5
WBCN-F		9.9	12.2	12.7	13.3	16.2	17.5	17.7	16.8	17.6	15.1	15.4	16.3	15.8
WCDJ-F		16.6	17.2	14.4	11.7	12.3	11.7	12.7	11.4	13.1	11.1	13.3	9.9	5.7
WRKO		21.6	16.7	14.7	11.4	10.9	11.3	15.8	14.2	17.4	17.3	14.8	15.3	17.8
WBMX-F		10.4	11.8	14.5	14.1	14.5	13.8	13.8	12.8	13.6	11.0	11.8	11.0	11.8
WVBF-F		16.5	15.2	13.0	12.7	10.6	11.1	9.9	7.8	7.4	7.0	7.2	7.2	9.7
WSSH		14.1	10.4	8.1	8.1	3.7	3.9	2.2	1.8	NA	1.1	---	1.7	1.1
WZLX-F		6.9	7.1	7.3	7.3	8.8	7.4	6.0	9.4	10.4	9.2	11.5	11.2	12.5
WMJX-F		---	---	---	16.0	12.6	12.4	10.8	9.2	12.3	9.9	14.0	13.2	13.7
WSSH-F		---	5.1	---	5.9	7.2	6.8	8.5	10.7	12.8	10.1	10.8	9.8	13.7
WBOS-F		---	---	---	5.8	5.7	3.4	6.0	6.9	5.5	8.3	5.3	7.0	6.5
WCRB-F		---	---	5.2	5.6	6.3	4.0	4.2	4.3	4.8	4.4	5.9	6.7	6.1
WCGY-F		---	---	---	3.0	3.6	4.0	3.9	3.6	2.1	4.3	5.6	4.5	5.5
WILD		---	---	---	3.2	3.5	3.7	NA	4.0	4.3	3.5	3.3	3.3	2.9
WMEX		---	---	---	3.0	2.6	2.2	4.2	2.7	2.9	2.0	1.6	*	*
WFNX-F		---	---	---	---	---	---	---	---	2.4	4.6	6.4	5.8	5.9
WAAF-F		3.3	5.1	5.8	6.2	4.6	6.9	8.2	7.0	8.2	5.6	5.4	6.5	7.6
WPLM AF		---	---	---	---	---	---	---	---	4.5	3.7	6.2	4.5	5.5

		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
APR (%)		16.7	16.7	16.2	16.7	17.3	17.3	18.6	19.4	19.0	19.5	18.9	18.6	18.2	18.4	18.9	17.9	18.1
FM Share (%)		42.07	43.27	43.05	45.58	52.92	48.32	56.70	57.63	56.38	61.00	60.55	61.81	62.9	66.2	68.6	70.5	67.0
Total Stations				31	30	31	33	32	37	36	35	33	29	35	34	37	41	39
Viable Stations										23	23	21	21	20	18	18	19	21
Diaries Listed							1602	2263	2383	1974	2173	2279	2478	2272	2129	2271	2219	2427
% Not Listed														10.3	11.4	12.0	11.0	11.8

BOSTON

FORMAL SHARES (%)

	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
CHR/AOR	34	39	35	33	36	28	33	CHR	16	19	14	15	17	17	18	14
MOR/AC	27	28	23	27	30	38	MOR/FS	AOR/CLS	13	16	18	17	16	18	19	18
COUNTRY	2	--	--	1	--	1	AC/OLDIES		19	18	19	18	13	7	8	1
BTFL/EZ/SAC	17	15	17	14	12	9			20	16	19	18	22	21	22	21
NEWS/TALK	15	13	12	13	10	13			3	4	3	3	4	1	2	2
BLACK/URBAN	2	2	NA	NA	2	4			10	6	6	6	6	8	6	6
NOSTALGIA	1	1	--	3	4	3			11	13	11	13	14	17	16	25
HISPANIC	--	--	--	--	--	--			2	2	2	3	3	2	3	2
RELIG/GOSPEL	--	1	2	2	2	2			5	4	4	3	3	5	3	6
CLASSICAL	2	2	2	1	2	2			--	--	--	--	--	--	--	--
JAZZ/NAC	--	--	--	--	--	--			1	1	2	1	2	1	1	1

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WBZ	10.7	WBCN-F 13.5	WBCN-F 15.4	WBCN-F 16.0	WBCN-F 16.7	WXKS-F 15.2	WXKS-F 15.1	WRKO 15.2
2. WHDH	10.1	WBZ 12.5	WBZ 13.0	WXKS-F 12.0	WXKS-F 14.9	WBCN-F 15.0	WBCN-F 14.9	WBCN-F 14.0
3. WXKS-F	9.6	WHDH 11.9	WXKS-F 12.0	WBZ 11.1	WBZ 12.0	WBZ 11.7	WRKO 12.9	WXKS-F 12.6
4. WBCN-F	8.4	WXKS-F 11.1	WHDH 11.4	WHDH 11.0	WRKO 9.0	WRKO 9.5	WBZ 10.2	WBZ 8.6
5. WROR-F	5.4	WRKO 6.0	WRKO 7.1	WRKO 8.7	WHDH 8.3	WSSH-F 8.7	WSSH-F 8.1	WSSH-F 8.3
6. WEEI	5.3	WROR-F 5.9	WSSH-F 6.3	WSSH-F 7.4	WSSH-F 8.2	WOODS-F 8.2	WOODS-F 8.0	WOODS-F 8.0
7. WHTT-F	5.0	WEEI 5.6	WEEI 5.6	WEEI 5.2	WEEI 7.7	WHDH 7.2	WMJX-F 7.5	WZOU-F 7.9
8.		WHTT-F 4.9	WROR-F 5.5	WROR-F 5.1	WROR-F 6.0	WZLX-F 7.2	WZOU-F 7.3	WMJX AF 6.5
9.		WJIB-F 4.6	WJIB-F 4.9	WMJX-F 5.0	WZOU-F 5.8	WEEI 7.1	WEEI 7.0	WEEI 5.6
10.		WMJX-F 4.1	WMJX-F 4.1	WJIB-F 4.9	WMJX-F 5.5	WMJX-F 7.0	WZLX-F 6.7	WZLX-F 5.4

Highest Metro WHDH
Share: 11.5, S78
Highest Metro WCOZ-F
1/4 Hr. Avg: 596, S81
Highest TSA WCOZ-F
1/4 Hr. Avg: 923, S81
Highest TSA WBZ
Cume: 14489, F76
Highest Metro WHDH
Cume Rating: 30.1, F78

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	Net Dollars					Gross Dollars										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	31.90	34.40	38.60	42.76	52.04	65.9	70.0	74.4	80.4	88.6	96.1	104.3	114.0	111.8	120.5	113.0
Income (millions)		3.26	4.45	4.19	1.63											
Nat Rev (millions)		10.70	11.12	15.35	16.05	18.89										
Rev per Cap (\$)		8.72	9.85	10.95	14.23	17.91	19.18	20.38	21.85	24.08	25.83	28.04	30.56	29.89	32.22	29.74
Inc per Cap (\$)		2.82	3.92	4.11	5.17											

	81	82	83	84	85	86	87	88	89	90	91
Rev as % of Retail Sales	.32	.32	.31	.32	.33	.32	.34	.35	.34	.35	.35
Market Grades				B	R/R-	B/R-	B/R	B/B	C+/C+	C+/R	---
Manager's Market Grades	7.9	8.0	7.3	7.1	7.7	7.5	6.3	6.6	5.8		
FM Base Value				11.0	12.5	13.0	16.0	17.3	13.0	10.0	
Base Value Percentage							14.0	15.5	10.9	8.8	
Mean Share Points per Viable Station	3.8	3.8	3.9	3.9	4.3	4.8	4.7	4.5	4.5		

#1 STATIONS 12+ METRO SHARE

WJIB-F S75
WRKO S76, F89, F90, S91
WHDH F76, F77, S78, F78, S79, F79, S80, F80, S82, F84
WBZ S77, S83, F85, S86, F86, F88, F91
WCOZ-F S81, F81
WXKS-F F82, F83, S87, S89
WBCN-F S84, S85, F87, S88
WZOU-F S90

% of Revenue Controlled by Top 25% of Viable Stations

By Top 50% 56 50 49 50

% of Share Points Controlled by Top 25% of Viable Stations

By Top 50% 69 62 64 60

BOSTON

STATION NOTES
(Major call letter and format changes)

WMJX-F WBZ -F until 81
WSSH WMEX until 78; MOR until 76; WITS until 82;
N/T until 81; WMRF until 88; WSSH until 89; WKKU
until 90; Nost until 88; SAC until 89; Country
until 90
WRKO CHR until 81; AC until 82
WSSH-F BTFL until 81
WXKS WWEL until 79
WXKS-F WWEL-F until 79
WMEX WCOP until 78 WACQ until 79; WHUE until 81;
WSNY until 82; WHUE until 85; BTFL until 83;
News until 85; Oldies until 89; Business
News until 90
WBOS-F AOR until 83; Country until 89
WZLX-F WHUE-F until 85; WKKU during 85 until 86;
BTFL until 85
WVBF-F Changed to AC in 82
WODS-F WEEI-F until 83; AC until 83; WHIT-F until
86; WMRQ-F until 87; CHR until 86; AOR
until 87
WCDJ-F WJIB-F until 90; E2 until 90
WBMX-F WROR-F until 91
WCGY-F AC or Oldies until 87

MAJOR STATION SALES

1970	WKOX/WVBF-F	Sold to Fairbanks	\$ 1,500,000
1973	WJIB-F	From Kaiser to GE	3,600,000
1973	WEZE	To McCormick	2,415,000
1973	WHDH, WZOU-F	Sold to Blair	10,000,000
1974	WCAS (Cambridge)	Sold by Kaiser	225,000
1977	WROL	Sold by ASI	1,200,000
1977	WEZE	Sold by McCormick	2,415,000
1978	WMRE	From Richmond to Mariner	3,320,000
1979	WXKS AF	Sold to Heftel	4,250,000
1979	WMEX, WZLX-F	From Plough to GCC	3,550,000
1980	WILD	Sold by Sheridan	1,000,000
1981	WMJX-F	From Westinghouse to Greater Media	5,000,000
1982	WXKS AF	Sold by Heftel to Pyramid	15,000,000
1983	WJIB-F	From GE to NBC	6,500,000
1983	WEEK	Sold by CBS	7,500,000
1984	WMEX, WZLX-F	From GCC to Tanger	4,590,000
1984	WMEX	From Tanger to Greater Media	2,348,000
1984	WBOS-F	Sold to Sconnix	6,750,000
1984	WZLX-F	From Tanger to First Media	10,500,000
1986	WSSH-F	Sold to Noble	19,500,000
1987	WHDH	From Blair to Sconnix	14,500,000
1987	WZOU-F	From Blair to Sconnix to Ardman	15,500,000
1987	WSSH	Sold to Noble	3,700,000
1987	WRKO, WROR-F	Sale announced by RKO	26,000,000
1987	WZLX-F	From First Media to Cook Inlet	17,000,000 (e) + Tax Cert.
1988	WJIB-F	From NBC to Emmis	16,000,000 (e)
1988	WRKO, WROR-F	From RKO to Atlantic Ventures	28,300,000
1988	WBOS-F	From Sconnix to Ackerly	19,300,000
1989	WDLW (Waltham)		1,150,000
1989	WSSH AF	CANCELLED	39,000,000
1989	WEEI	Sold to Boston Celtics	8,000,000
1989	WHDH	Sold by Sconnix	14,000,000
1991	WBOS-F	From Ackerly to Granum	9,000,000

BRIDGEPORT

12+ METRO SHARE

		SPG																	
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
WEZN-F	(SAC)	13.0	15.4	15.1	15.8	13.7	15.5	16.0	17.2	17.8	15.6	15.8	16.0	13.7	14.1	16.2	14.5	14.5	
WICC	(FS)	13.0	14.4	12.6	17.0	16.7	15.0	14.8	14.3	18.4	16.7	16.6	16.7	16.5	12.0	10.7	14.3	12.6	
WCUM	(SP)	10.7	8.8	7.3	7.4	8.6	7.8	7.5	6.2	4.6	4.0	---	1.7	0.8	0.6	1.5	0.6	0.6	
WRKI-F	(AOR)	----	----	----	2.1	2.4	2.3	3.5	4.1	3.0	2.1	3.5	2.5	1.9	2.0	2.2	1.3	1.5	
WDJZ	(BB)	----	----	3.1	8.0	6.4	5.7	4.8	3.0	2.1	2.8	2.8	1.6	1.6	2.1	1.4	0.7	---	
WEBS-F	(AC)	----	----	----	----	----	----	----	----	----	2.9	2.5	5.2	9.2	9.7	8.9	8.3	9.2	
WPLR-F	(AOR)	2.3	8.5	11.2	6.8	7.2	6.6	4.8	3.7	4.3	6.1	6.1	6.7	7.7	8.8	7.3	6.1	6.5	
WKCI-F	(CHR)	3.0	5.9	5.1	1.0	3.0	5.5	5.2	6.6	9.6	10.3	10.6	9.5	8.5	9.6	9.7	9.6	9.6	
WFAN	(T)	8.4	5.6	4.9	7.8	7.9	8.3	7.3	5.8	4.8	5.5	3.9	3.3	2.5	1.3	3.1	3.9	4.1	
WCBS	(N)	3.8	4.0	5.8	2.2	4.1	5.5	3.9	3.3	3.8	2.6	3.6	3.7	3.9	3.1	3.0	2.6	3.5	
WABC	(T)	5.0	4.5	3.1	2.5	1.6	0.7	1.0	1.3	1.1	0.8	1.1	1.2	1.0	1.3	1.2	1.3	1.5	
WRKS-F	(B)	---	---	---	---	---	---	---	2.2	2.7	2.5	4.3	3.3	1.9	3.1	1.5	2.4	2.2	
WBLS-F	(B)	---	---	---	---	---	---	---	2.1	2.2	1.3	2.1	0.2	0.4	---	0.2	0.3	0.3	
WOR	(T)	---	3.0	2.9	2.8	2.4	2.1	2.1	2.0	1.3	1.5	1.7	1.7	1.7	1.8	1.5	2.1	1.8	
WQHT-F	(CHR)	---	---	---	---	---	---	---	---	---	---	---	1.3	2.1	1.6	2.4	2.2	2.3	
WEX-F	(CL AOR)	---	---	---	---	---	---	---	---	---	---	---	1.3	0.7	0.7	1.1	2.7	2.8	

BASED ON AVERAGE OF SPRING AND FALL BOOKS AS OF 1980

12+ CUME RATINGS

		79	80	81	82	83	84	85	86	87	88	89	90	91
WEZN-F		26.8	29.4	26.5	30.3	32.9	28.7	28.4	27.3	26.5	23.9	32.5	27.9	31.9
WICC		50.0	46.0	47.9	41.9	44.5	45.1	36.8	35.7	37.9	33.4	30.0	30.7	29.4
WCUM		22.7	20.1	18.8	14.8	15.0	11.2	---	3.5	3.9	1.8	1.6	---	1.4
WRKI-F		9.6	10.2	8.5	12.2	12.3	8.3	9.3	9.1	8.1	7.1	8.9	6.6	8.8
WDJZ		----	----	----	7.9	4.7	NA	NA	2.9	2.2	2.1	1.5	4.4	---
WEBS-F		----	----	----	----	4.8	6.1	8.1	14.7	19.6	22.2	22.4	20.7	19.0
WPLR-F		22.5	14.5	14.4	14.0	14.7	16.5	15.0	18.7	18.3	17.8	20.1	17.0	16.1
WKCI-F		----	----	15.8	18.7	19.1	22.2	27.8	27.3	24.4	24.7	24.7	27.6	24.0
WFAN		25.7	32.2	26.0	22.1	21.5	17.4	16.6	12.2	11.2	8.8	9.9	14.6	13.8
WCBS		17.5	18.0	15.4	15.2	13.4	10.5	11.9	13.4	13.9	12.0	12.0	12.2	12.4
WABC		10.3	8.6	9.3	7.7	5.8	5.0	5.5	6.9	5.5	5.3	4.4	3.3	5.1
WRKS-F		----	----	----	----	6.5	NA	7.7	7.8	4.9	6.8	4.9	5.3	5.9
WBLS-F		----	----	----	----	6.4	5.1	4.1	----	1.4	----	1.2	1.4	1.8
WOR		----	----	----	5.7	4.7	5.2	NA	3.8	4.9	3.9	5.1	6.5	4.7
WQHT-F		----	----	----	----	----	----	----	----	5.2	7.1	5.4	6.1	7.8
WEX-F		----	----	----	----	----	----	----	----	3.2	3.5	2.9	7.0	9.3

		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
APR (%)		18.3	17.9	16.7	19.1	17.7	17.2	18.6	19.1	19.4	18.8	18.3	18.1	19.0	18.8	18.8	18.6	18.3
FM Share (%)		33.68	43.70	46.03	34.75	37.09	40.64	44.96	49.28	52.86	56.39	61.19	62.38	60.6	68.7	71.7	64.2	68.7
Total Stations				30	23	29	29	32	35	38	38	41	36	39	30	41	32	35
Viable Stations										5	5	5	5	4.5	NA	NA	NA	NA
Diaries							750	650	862	862	795	915	713	862	747	829	738	842
% Not Listed														7.4	10.5	13.2	14.1	14.0

FORMAT SHARES (%)

		77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
CHR/AOR		38	31	26	30	29	28	28	CHR	17	22	19	12	12	16	15	20
									AOR/CLS	12	6	12	13	14	13	10	10
MOR/AC		22	28	32	29	33	28	MOR/FS	8	7	16	19	21	16	13	19	15
								AC/OLDIES	22	23	12	15	18	21	33	28	31
COUNTRY		5	3	3	2	3	2	5		3	2	1	1	3	4	4	3
BTFL/EZ/SAC		22	19	20	19	18	19	21		19	18	18	15	15	---	2	1
NEWS/TALK		11	8	10	10	8	10	7		9	11	10	11	10	11	11	13
BLACK/URBAN		1	2	1	3	3	6	6		7	7	4	5	6	2	5	3
NOSTALGIA		---	9	7	7	6	5	4		3	5	2	3	3	3	5	2
HISPANIC		---	---	---	---	---	---	---		---	1	---	---	---	---	---	1
RELIG/GOSPEL		---	---	---	---	---	---	---		1	1	---	---	---	---	---	1
CLASSICAL		---	1	1	2	1	1	---		1	1	---	1	---	---	---	---
JAZZ/NAC		---	---	---	---	---	---	---		---	---	---	---	---	1	---	1

BRIDGEPORT

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WEZN-F	3.6	WEZN-F 3.8	WEZN-F 3.6	WEZN-F 4.0	WEBE-F 5.0	WEBE-F 5.4	WEBE-F 4.7	WEZN-F 4.5
2. WICC	2.4	WICC 2.8	WICC 2.9	WICC 3.3	WEZN-F 4.4	WEZN-F 4.9	WEZN-F 4.6	WEBE-F 4.1
3.					WICC 3.6	INE/RKI 3.3	INE/RKI 2.9	INE/RKI-F 2.1
4.					INE/RKI 3.0	STC/JAZ 3.0	STC/QQQ 2.5	EFX/NLK 2.1
5.						WICC 2.8	WEFX-F 2.1	WICC 1.9
6.							WICC 2.0	LAD/DAQ-F 1.8
7.							LAD/DAQ 1.8	STC/QQQ-F 1.7

Highest Metro WICC
 Share: 19.6, F85
 Highest Metro WICC
 1/4 Hr. Avg: 129, F85
 Highest TSA WEZN-F
 1/4 Hr. Avg: 198, S83
 Highest TSA WNBC
 Cume: 2243, S80
 Highest Metro WICC
 Cume Rating: 50.0, S79

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]										
	76*	77*	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	1.48	1.59	2.96	3.60	3.69	4.8	5.4	6.4	7.1	7.4		21.8	23.1	23.0	21.3	19.1
Income (millions)	0.02	0.08	0.35	0.18	0.24											
Nat Rev (millions)	0.27	0.27	0.42	0.70	0.81											
Rev per Cap (\$)	----	3.89	6.95	8.75	8.94	11.74	13.17	15.57	17.23	17.92		26.29	27.80	27.88	25.76	23.10
Inc per Cap (\$)	----	0.21	0.86	0.43	0.58											

* Independent FM's and FM's reported separately are not included

NOTE: As of 1987, revenue estimates are for all of Fairfield County

	87	88	89	90	91
Rev as % of Retail Sales	.23	.23	.23	.24	.23
Market Grades	---	A-	A-/C+	A-/A-	A/A
Manager's Market Grades	9.0	8.0	7.5	7.5	7.7
FM Base Value	---	---	---	---	---
Base Value Percentage	---	---	---	---	---
Mean Share Points per Viable Station	8.3	7.5	6.3	6.6	6.8
	NA	NA	NA	NA	NA

#1 STATIONS 12+ METRO SHARE

WEZN-F S75, S76, S77, S80, S81, FR1, S82, F82, S83, S85, S86, S88, F89, F90, S91, F91
 WICC S75, S78, S79, F80, F83, S84, F84, F85, F86, S87, F87, S90

% of Revenue Controlled by Top 25% of Viable Stations

By Top 50%

% of Share Points Controlled by Top 25% of Viable Stations

By Top 50%

87 88 90 91

87	88	90	91
--	--	--	--
--	--	--	--
48	--	--	--
84	--	--	--

STATION NOTES

(Major call letter and format changes)

WICC Contemp until 80
 WRKI-F AOR until 84
 WCUM WJBX until 89; AC/Oldies until 89

MAJOR STATION SALES

1981	WEZN-F	From Park Cities to Katz	\$ NA
1983	WEBE-F (Westport)		2,000,000
1985	WJBX		545,000
1986	WEZN-F	From Katz to New City	10,500,000 (e)
1987	WEBE-F (Westport)	Sold to ML	12,000,000
1989	WICC	From Tribune Co to WIN/ML	6,250,000
1989	WJBX		550,000
1990	WCUM	37.5% sold	135,000
1990	WINE/WRKI-F	Sold by Home News (cancelled)	5,500,000
1991	WCUM (75%)		375,000

BUFFALO-NIAGARA FALLS

12+ METRO SHARE

		SPG																
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
WBEN	(N/T)	19.0	16.8	13.8	13.2	13.8	13.3	13.3	10.2	10.4	10.0	11.5	9.3	9.9	9.7	9.3	8.1	7.6
WMJQ-F	(CHR)	4.7	4.7	5.1	6.7	8.0	8.5	8.0	7.0	5.8	4.2	4.7	5.2	5.0	5.4	4.7	6.2	5.7
WKWB	(N)	11.6	12.1	14.4	14.7	12.0	9.7	9.1	7.5	6.2	5.7	5.8	4.3	3.7	2.5	1.8	1.5	1.2
WGR	(N/T)	11.4	12.9	11.0	10.7	10.8	9.3	7.3	7.7	6.6	4.7	4.6	5.3	4.7	3.1	2.6	3.7	5.5
WGRF-F	(ADR)	5.1	3.9	4.5	4.8	4.5	6.4	8.7	6.6	4.3	5.5	2.4	3.7	3.6	5.5	9.3	7.1	6.8
WJYE-F	(SAC)	15.4	13.4	13.9	13.4	15.3	13.7	13.6	12.6	12.4	10.1	10.1	9.9	7.9	8.2	9.6	8.9	7.1
WYRK-F	(C)	4.9	4.8	3.6	5.0	4.0	4.3	2.7	6.1	6.7	7.3	6.5	6.8	8.0	9.2	8.7	8.6	11.2
WBLK-F	(B)	2.7	3.2	3.2	3.7	4.7	5.7	5.6	6.6	5.5	5.7	4.8	6.4	6.0	6.4	5.2	5.2	6.5
WECK	(BB)	---	---	---	---	0.6	0.9	3.4	4.7	6.6	7.7	5.9	5.5	6.0	5.4	4.5	3.8	3.3
WUFX-F	(CL AOR)	3.6	3.1	4.7	3.7	3.7	4.6	5.4	3.8	5.6	5.5	6.4	5.6	5.4	4.1	3.9	5.5	5.7
WHTT-F	(O)	---	2.2	---	1.9	1.6	1.8	2.0	3.5	3.7	6.5	5.7	5.9	7.8	6.6	5.7	6.9	6.4
WKSE-F	(CHR)	---	---	---	---	0.9	1.4	2.8	2.6	2.9	2.1	4.4	4.5	6.9	9.7	9.3	8.8	8.3
WBUF-F	(AC)	---	2.1	2.8	1.4	1.9	1.5	1.9	2.3	5.9	6.2	7.0	8.6	8.3	9.1	7.0	7.1	5.5
WXBX	(O)	---	3.7	3.0	2.2	1.3	2.4	1.3	1.6	2.5	3.7	1.8	0.7	---	0.2	1.6	0.8	*
WEZQ-F	(E2)	---	---	---	---	---	---	---	---	---	---	---	2.9	2.1	1.2	0.4	1.4	1.9

* WXBS simulcasted with WUFX-F
BASED ON AVERAGE OF SPRING AND FALL BOOKS

12+ CUME RATINGS

		79	80	81	82	83	84	85	86	87	88	89	90	91
WBEN		30.0	27.5	29.4	26.5	24.0	25.7	26.4	16.6	20.6	21.1	20.4	21.2	20.3
WMJQ-F		22.4	24.8	22.3	24.6	21.9	20.7	19.5	21.4	20.4	20.7	18.2	21.5	17.2
WKWB		37.5	31.0	30.6	30.4	24.9	19.4	17.1	14.6	14.1	12.0	5.3	5.6	5.7
WGR		29.0	29.3	25.8	23.0	24.7	15.6	16.6	16.8	14.8	12.1	9.4	11.2	15.5
WGR -F		13.7	13.8	15.3	17.1	15.0	16.3	7.3	11.6	11.4	10.8	17.6	18.7	18.5
WJYE-F		24.6	26.0	26.0	23.4	23.9	22.8	20.2	19.0	17.5	16.7	23.5	18.7	18.5
WYRK-F		7.8	9.7	6.9	10.5	13.6	13.8	12.6	12.1	16.5	15.7	17.3	16.7	19.1
WBLK-F		6.4	11.0	9.1	9.9	9.4	9.7	10.7	10.0	9.0	9.8	10.1	9.0	11.7
WECK		---	---	---	9.9	11.2	12.7	11.7	9.1	9.0	9.0	9.7	8.6	8.2
WUFX-F		10.8	14.4	---	11.0	19.7	20.2	19.2	19.1	19.1	16.3	12.9	15.0	16.0
WHTT-F		---	---	5.8	5.0	15.7	18.8	18.8	14.4	19.4	19.4	14.3	16.0	18.2
WKSE-F		---	---	---	9.2	8.5	7.3	14.7	12.9	16.8	24.6	25.9	26.0	22.8
WBUF-F		4.7	5.6	7.9	4.8	10.0	14.5	15.8	20.1	18.8	17.0	17.2	15.2	15.5
WXBX		7.5	9.6	5.8	5.0	11.1	13.9	9.6	5.5	---	1.8	3.8	2.1	4.0
WEZQ-F		---	---	---	---	---	---	---	2.9	2.1	1.2	0.4	1.4	1.5

		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
APR (%)		16.4	16.3	15.2	15.3	15.9	15.9	16.6	17.6	18.2	17.0	17.3	17.6	17.9	17.6	18.0	17.9	17.3
FM Share (%)		40.01	42.73	47.55	45.39	48.65	55.28	57.23	56.87	59.02	62.20	63.10	71.01	71.7	73.9	75.8	74.6	76.5
Total Stations				20	21	21	24	22	23	22	21	26	23	25	25	24	26	26
Viable Stations										15	15	15	14	14	13.5	13	13	13
Diaries							1554	1269	1421	1273	1572	1287	1356	1483	1302	1387	1240	1314
% Not Listed														8.2	8.2	9.2	8.9	9.4

FORMAT SHARES (%)

		77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
CHR/AOR		39	39	38	38	37	35			17	21	14	12	18	15	19	15
MOR/AC		28	28	27	27	27	28	MOR/FS	21	16	10	12	19	18	14	16	18
COUNTRY		7	6	6	4	4	7	AC/OLDIES	13	14	17	21	20	18	17	17	16
BTFL/E2/SAC		21	20	22	21	21	14		8	9	7	8	10	9	10	10	14
NEWS/TALK		---	---	---	---	---	---		---	---	---	---	---	---	---	---	---
BLACK/URBAN		4	6	6	8	8	10		8	5	7	12	7	8	7	6	8
NOSTALGIA		---	---	---	---	2	5		7	8	8	7	6	6	6	6	4
HISPANIC		---	---	---	---	---	---		---	---	---	---	---	---	---	---	---
RELIG/GOSPEL		---	2	1	---	1	1		1	2	1	1	1	1	2	2	1
CLASSICAL		---	---	---	---	---	---		---	---	---	---	---	---	---	---	---
JAZZ/NAC		---	---	---	---	---	---		---	---	---	---	---	---	1	1	---

BUFFALO-NIAGARA FALLS

HIGHEST BILLING STATIONS

	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>
1. WBEN	3.7	WBEN 3.9	WBEN 3.5	WBEN 3.5	WBEN 4.0	WBEN 4.7	WBEN 4.4	WHTT-F 3.5
2. WKBN	2.2	WBUF-F 2.8	WBUF-F 3.0	WBUF-F 3.4	WBUF-F 3.8	WBUF-F 4.0	WKSE-F 3.7	WGRF-F 3.3
3. WJYE-F	2.0	WJYE-F 2.2	WJYE-F 2.3	WHTT AF 2.9	WHTT AF 3.6	WKSE-F 3.4	WBUF-F 3.2	WBEN 3.0
4. WBUB-F	1.9	WNYS AF 2.1	GR/RLT 2.0	WJYE-F 2.1	WKSE-F 2.5	WJYE-F 3.0	WGR -F 3.1	WYRK-F 2.9
5. WGR	1.7	WBEN-F 1.8	WYRK-F 1.6	WYRK-F 1.8	WYRK-F 2.3	WYRK-F 2.5	WHTT-F 3.0	WJYE-F 2.9
6. WYRK-F	1.6	WKBW 1.7	WBEN-F 1.6	WKSE-F 1.7	WJYE-F 2.3	WHTT-F 2.2	WJYE-F 2.7	WKSE-F 2.8
7. WBEN-F	1.4	WGR AF 1.7	WNYS AF 1.4	WMJQ-F 1.5	WGR AF 1.9	WMJQ-F 2.0	WYRK-F 2.4	WBUF-F 2.5
8. WGRQ-F	1.2	WYRK-F 1.6	WKWB 1.3	WKWB 1.4	WPHD-F 1.7	WGR 1.2	WGR 2.3	WMJQ-F 2.1
9.			WPHD-F 1.3	WGR 1.4	WPHD-F 1.6	WPHD-F 1.1	WMJQ-F 2.1	WUFX AF 1.9
10.				WRLT-F 1.1	WKWB 1.0	WBLK-F 1.1	WUFX-F 1.4	WGR 1.8

Highest Metro Share: WBEN 19.0, S75
 Highest Metro 1/4 Hr. Avg: WBEN 310, S75
 Highest TSA 1/4 Hr. Avg: WBEN 338, S76
 Highest TSA Cume: WBEN 6149, F77
 Highest Metro Cume Rating: WBEN 46.7, F77

FINANCIAL DATA

	<u>FCC Data</u> [----- Net Dollars -----]					<u>Duncan Estimates</u> [----- Gross Dollars -----]										
	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>
Revenue (millions)	11.46	12.84	14.08	15.67	16.13	20.8	21.4	21.8	22.4	23.6	25.0	25.8	27.5	28.1	30.3	28.7
Income (millions)	1.70	2.32	2.67	2.32	2.00											
Nat Rev (millions)	2.50	2.65	4.34	4.23	4.71											
Rev per Cap (\$)	----	9.77	10.86	12.13	13.16	16.91	17.54	18.02	18.51	19.67	21.00	21.68	23.30	23.61	25.46	24.12
Inc per Cap (\$)	----	1.77	2.06	1.80	1.63											
Rev as % of Retail Sales						.43	.42	.40	.39	.39	.39	.37	.38	.36	.37	.34
Market Grades									D	D-/D-	D-/D-	D-/D-	D/D-	D/D-	D/D-	---
Manager's Market Grades						4.6	5.1	5.3	5.3	5.1	5.1	5.1	5.8	6.7	6.8	6.8
FM Base Value						---	---	2.6	2.6	2.6	3.0	4.0	3.8	3.6		
Base Value Percentage						---	---	---	---	---	---	10.9	14.2	12.5	12.5	
Mean Share Points per Viable Station						6.0	6.0	5.8	6.1	6.3	6.7	6.8	6.6	6.6		

#1 STATIONS 12+ METRO SHARE

WBEN S75, S76, F76, F78, F80, F81, F84, F85, F86, F87, F88, F89
 WKBW F77, S78
 WJYE-F S79, F79, S80, S81, S82, F82, S83, F83, S84, S85, S89, F90
 WBUF-F S86, S87
 WKSE-F S88, S90
 WJYE-F S89, F90
 WYRK-F S91, F91

	<u>87</u>	<u>88</u>	<u>90</u>	<u>91</u>
% of Revenue Controlled by Top 25% of Viable Stations	42	45	40	47
By Top 50%	66	72	70	68
% of Share Points Controlled by Top 25% of Viable Stations	36	39	34	34
By Top 50%	63	68	60	60

STATION NOTES

(Major call letter and format changes)

MAJOR STATION SALES

1981 WYRK-F Sold to Stoner \$1,600,000
 1984 WGR,WGRQ-F (cancelled) 5,500,000
 1984 WBEN AF 4,424,000
 1984 WUFO (Amherst) Sold by Sheridan 400,000
 1984 WNYS AF From Associated to Pyramid 4,100,000(e)
 1985 WKWB From Cap Cities to Price 2,000,000
 1985 WJYE-F Sold by McCormick 3,850,000
 1986 WKSE-F From Porter to Price 2,850,000
 1986 WBYR-F Sold to Burbach NA
 1987 WGR,WGR-F From Taft to Rich 5,750,000
 1988 WBMW-F (Wethersfield) Sold to Casciani 1,265,000
 1989 WJYE-F Sold to Williams 6,000,000
 1989 WECK 600,000
 1989 WTKT,WPHD-F Sold to Metroplex 6,400,000
 1990 WECK/WJYE-F Sold to Ralph Guild ????????

WKBW WKBW until 86; CHR changed to AC by 82
 WGR -F WRGQ until 85; WGR-F until 86; AOR until 85;
 WRLT-F until 88; AC until 88
 WHTT-F WWOL until 79; WWOR until 81; Country until 80; WACJ until 82; AC until 82; WNYS-F until 86; CHR until 86; Classic AOR until 89
 WUFX-F WYSL-F until 77; WPHD-F until 89; AOR until 89
 WYRK-F WADV-F until 81; BTFL until 81
 WJYE-F WBNY until 79
 WBUF-F WBUF until 80; WFZX until 81; AOR until 81;
 WKSE-F WZIR until 84; WRXT until 85; AOR until 85;
 WMJQ-F WBEN-F until 87
 WBEN Reclassified as N/T in 90
 WGR MOR/FS until 89
 WKWB AC/Oldies until 90
 WEZQ-F WBYR-F until 88; WBMW-F until 90; AOR until 88; Jazz/NAC until 90

CANTON

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989		1990		1991	
1. WHBC	2.1	WHBC	2.3	WHBC	2.5	WHBC	2.4	WHBC	2.4	WHBC	2.4	WHBC	2.2	WHBC	2.0
2. WOOS-F	1.1	WOOS-F	1.3	WRQK-F	1.3	WHBC-F	1.4	WDJQ-F	1.7	WDJQ-F	1.7	WDJQ-F	1.8	WHBC-F	1.7
3. WHBC-F	1.0	WHBC-F	1.1	WHBC-F	1.3	WRQK-F	1.3	WHBC-F	1.5	WHBC-F	1.5	WHBC-F	1.5	WRQK-F	1.4
4. WDJQ-F	0.6	WDJQ-F	0.8	WDJQ-F	1.0	WDJQ-F	1.2	WRQK-F	1.3	WRQK-F	1.1	WRQK-F	1.2	WDJQ-F	1.2

Highest Metro Share: WHBC 24.8, S75
 Highest Metro 1/4 Hr. Avg: WHBC 120, S75
 Highest TSA 1/4 Hr. Avg: WHBC 122, S75
 Highest TSA Cume: WHBC 1684, S76
 Highest Metro Cume Rating: WHBC 46.2, S79

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	[----- Net Dollars -----]					[----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	2.97	3.31	4.49	4.71	4.83	5.5	5.7	5.9	6.3	6.7	7.3	7.5	7.7	7.9	8.2	7.9
Income (millions)	0.50	0.60	0.73	0.78	0.16											
Nat Rev (millions)	0.43	0.64	0.97	0.95	1.10											
Rev per Cap (\$)	----	8.27	11.06	11.61	11.89	13.55	14.04	14.53	15.44	16.42	18.02	18.52	19.06	19.41	20.20	20.05
Inc per Cap (\$)	----	1.49	1.87	1.92	0.38											
Rev as % of Retail Sales						.29	.29	.30	.30	.30	.32	.31	.32	.33	.32	.29
Market Grades						---	D	D+/D	D/C-	D+/C	D+/C-	C+/C	C+/C	C+/C	C+/C	---
Manager's Market Grades						6.5	6.1	5.9	6.1	6.4	6.2	5.6	5.9	5.9	5.9	5.9
FM Base Value						---	---	2.0	2.4	3.0	3.0	3.0	2.5	2.1		
Base Value Percentage						---	---	---	---	---	39.0	38.0	30.5	26.6		
Mean Share Points per Viable Station						8.9	9.0	9.2	9.7	8.9	9.3	7.5	7.4	5.5		

#1 STATIONS 12+ METRO SHARE

WHBC-F F86, S87, F87, S88, F88, S89, F89, S90
 WHBC: All other rating periods

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	36	36	38	35
By Top 50%	60	62	67	65
% of Share Points Controlled by Top 25% of Viable Stations	40	32	46	44
By Top 50%	68	61	79	75

STATION NOTES

(Major call letter and format changes)

WDJQ-F WFAH until 80; CHR until 77; BTFL until about 79 (?)
 WINW Contemp until ?; Nostalgia until 83 (?)
 WRQK-F WHLO-F until 79; WOOS until 85; BTFL until 78; Soft Rock until 79
 WBXT WNYN until 85; Country until 85; WTOF about 88

MAJOR STATION SALES

1974	WINW	Sold by Susquehanna	\$ 460,000
1977	WRQK-F		465,000
1982	WRCW		450,000
1982	WTOF		575,000
1984	WTOF	Sold to Mortenson	223,000
1985	WINW, WRQK-F		2,500,000
1987	WTOF	Sold by Mortenson	270,000
1989	WINW, WRQK-F		3,600,000

CASPER

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. KTWO	1.0	KTWO 0.87	KTRS-F 0.85	NA	KTRS-F 0.83	KTRS-F 0.85	KTRS-F 0.73	KTRS-F 0.7
2. KTRS-F	0.9	KTRS-F 0.85	KTWO 0.83	NA	KTWO 0.65	KTWO 0.63	KTWO 0.6	KTWO 0.5
3. KVOC	0.6	KVOC 0.5	KVOC 0.45	NA	KVOC 0.43	KVOC 0.48	KVOC 0.45	KVOC 0.38
4. KQLT-F	0.4	KQLT-F 0.4	KQLT-F 0.3	NA	KQLT-F 0.3	KQLT-F 0.3	KQLT-F 0.3	KQLT-F 0.29
5. KAWY-F	0.4	KGRQ-F 0.3	ATI/BRQ 0.2	NA			KMGW-F 1.3	KMGW-F 0.2
6. KATI	0.2							

Highest Metro KTRS-F
 Share: 48.9, S89
 Highest Metro KTRS-F
 1/4 Hr. Avg: 43, S89
 Highest TSA KTRS-F
 1/4 Hr. Avg: 74, S86
 Highest TSA KTRS-F
 Cume: 601, S86
 Highest Metro KTRS-F
 Cume Rating: 59.3, S89

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	----	1.62	2.48	----	2.96	3.3	3.4	3.3	3.2	3.2	2.8	2.7	2.5	2.5	2.2	2.1
Income (millions)	----	0.37	0.56	----	0.51											
Nat Rev (millions)	----	0.32	0.30	----	0.29											
Rev per Cap (\$)	----	26.41	37.92	----	39.21	44.00	43.59	41.25	42.11	42.11	38.89	37.50	37.88	37.88	33.85	35.59
Inc per Cap (\$)	----	23.1	22.6	----	17.1											
Rev as % of Retail Sales						.53	.52	.55	.58	.52	.48	.47	.48	.53	.45	.44
Market Grades						---	C-	D/D	D-/D-	-/D-	-/D-	-/D-	-/D-	-/D-	-/D+	---
Manager's Market Grades						7.5	7.2	5.9	5.7	5.0	4.7	4.7	4.2	3.9	4.0	
FM Base Value						---	---	0.8	0.6	0.6	0.7	---	---	---	---	---
Base Value Percentage						---	---	---	---	---	---	28.0	---	---	---	---
Mean Share Points per Viable Station						18.3	15.9	16.4	15.9	19.6	23.3	22.5	16.3	17.3		

#1 STATIONS 12+ METRO SHARE

KVOC S79, S83
 KTWO S80(T)
 KATI S80(T), S81
 KTRS-F S82, S84, S85, S86 and
 all periods from 87 to 91

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	--	33	40	33
By Top 50%	--	60	70	67
% of Share Points Controlled by Top 25% of Viable Stations	45	--	41	35
By Top 50%	71	--	66	60

STATION NOTES

(Major call letter and format changes)

KMGW-F KAWY until 85; CHR until 85; off air in 88-89; KGRQ-F until 90; ADR until 88
 KQLT-F EZ until 90
 KTWO MOR/FS until 88

MAJOR STATION SALES

1981	KATI, KGRQ-F	Sold to Stuart	\$1,550,000
1983	KATI, KGRQ-F	Sold by Stuart	1,375,000
1985	KATI, KGRQ-F		1,200,000
1986	KTRS-F		1,350,000 (e)
1987	KTRS-F		1,350,000 (e)
1989	KTKL-F	Sold to Rivers	375,000
1989	KATI, KGRQ-F		350,000
1989	KATI	donated to University of Wyoming	

CEDAR RAPIDS

HIGHEST BILLING STATIONS:

	1984	1985	1986	1987	1988	1989	1990	1991
1. WMT	2.1	WMT 2.2	WMT 2.1	WMT 1.7	WMT 1.8	WMT 2.0	WMT 2.1	WMT 2.0
2. KQCR-F	1.3	KQCR-F 1.4	KHAK-F 1.3	KHAK-F 1.3	KHAK-F 1.4	KHAK-F 1.6	KHAK-F 1.6	KHAK AF 1.5
3. KHAK-F	0.9	KHAK-F 1.2	WMT -F 0.9		WMT -F 1.0	KRRA-F 1.1	WMT -F 1.2	WMT -F 1.3
4. WMT -F	0.8	WMT -F 0.9	KQCR-F 0.8			WMT -F 1.0	KKRQ-F 1.0	KKRQ-F 1.0
5. KCRG	0.5	KCRG 0.5	KCRG 0.35				KRRA-F 0.9	KRRA-F 0.9
6. KCDR	0.3	KCDR 0.4	KCDR 0.34					KQCR-F 0.7

Highest Metro Share: WMT 33.5, S75
 Highest Metro 1/4 Hr. Avg: WMT 70, S75
 Highest TSA 1/4 Hr. Avg: WMT 192, S81
 Highest TSA Cume: WMT 1975, S79
 Highest Metro Cume Rating: WMT 46.1, S80

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	[----- Net. Dollars -----]					[----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	3.38	3.90	4.26	4.84	5.11	5.8	5.9	6.1	6.2	6.6	6.8	6.9	7.2	7.5	7.8	7.9
Income (millions)	0.37	0.42	0.37	0.70	0.74											
Nat Rev (millions)	0.63	0.80	0.88	1.21	1.34											
Rev per Cap (\$)	---	22.83	25.26	28.97	29.91	33.92	34.50	35.67	36.26	38.60	40.24	41.07	42.60	43.86	45.61	46.47
Inc per Cap (\$)	---	2.49	2.18	4.20	4.31											
Rev as % of Retail Sales						.58	.57	.57	.56	.56	.56	.55	.54	.54	.53	.53
Market Grades						B-	B/C	C/D+	-/D+	-/C-	-/C-	-/C-	-/B+	---	---	---
Manager's Market Grades						8.0	8.0	7.2	6.9	5.5	5.9	6.3	6.8	6.4		
FM Base Value						---	---	1.7	1.6	1.5	1.6	1.7	1.2	1.1		
Base Value Percentage						---	---	---	---	---	22.2	22.7	15.4	13.9		
Mean Share Points per Viable Station						9.2	11.7	12.9	10.8	10.3	11.4	12.7	12.3	10.2		

#1 STATIONS 12+ METRO SHARE

KHAK AF S89
 WMT All other rating periods

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	44	40	39	42
By Top 50%	--	--	66	70
% of Share Points Controlled by Top 25% of Viable Stations	42	38	38	42
By Top 50%	71	66	61	70

STATION NOTES

(Major call letter and format changes)

KMRY KLWW until 80; Contemp until 80; Country until 83; KCDR until 89
 KCRG From Contemp to AC/Oldies; Oldies until 89
 WMT -F RTFL until 82
 KKRQ-F CHR until 89

MAJOR STATION SALES

1971 KHAK AF	Sold to Communication Properties	\$ 200,000
1978 KHAK AF	From Communication Properties to Stoner	675,000
1980 KCDR	From Black Hawk to Cowie	760,000
1984 KCDR		300,000
1985 KQCR-F	Sold to Dave Small	1,900,000
1986 WMT AF	Sold by Cosmos	8,000,000
1987 KXIC, KKRQ-F	(Iowa City)	2,300,000
1988 KCFI		300,000
1988 KHAK AF	Sold by Stoner	2,500,000

CHARLESTON, SC

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WEZL-F	1.4	WSSX-F 1.6	WSSX-F 1.8	WEZL-F 2.1	WEZL-F 2.3	WEZL-F 2.3	WEZL-F 2.5	WEZL-F 2.7
2. WSSX-F	1.3	WEZL-F 1.5	WEZL-F 1.7	WSSX-F 1.8	WXTC-F 1.7	WXTC-F 1.8	WAVF-F 1.8	WAVF-F 1.8
3. WXTC-F	0.8	WXTC-F 1.0	WXTC-F 1.4	WXTC-F 1.4	WKQB-F 1.6	WKQB-F 1.6	WXTC-F 1.3	WSSX-F 1.75
4. WWWZ-F	0.8	WWWZ-F 0.9	WWWZ-F 1.1	WKQB-F 1.0	WAVF-F 1.3	WAVF-F 1.6	WSSX-F 1.1	WXTC-F 1.2
5. WTMA	0.7	WXLY-F 0.8	WAVF-F 0.7	WWWZ-F 0.9	WWWZ-F 1.1	WWWZ-F 1.2	WWWZ-F 1.0	WTMA 0.76
6. WKTM-F	0.6		WXLY-F 0.7	WAVF-F 0.8	WSSX-F 1.0	WSSX-F 0.8	WKQB-F 0.9	WWWZ-F 0.75
7. WPAL	0.6		WKQB-F 0.6	WXLY-F 0.8	WXLY-F 0.7	WXLY-F 0.6	WXLY-F 0.7	WSUY-F 0.75
8. WCSC	0.5					WDXZ-F 0.4	WDXZ-F 0.4	WXLY-F 0.7
9.						WMGL-F 0.4		WDXZ-F 0.47

Highest Metro Share: WTMA 21.2, S75
 Highest Metro 1/4 Hr. Avg: WPXI-F 111, S76
 Highest TSA 1/4 Hr. Avg: WPXI-F 149, S76
 Highest TSA Cume: WKQB-F 1447, S88
 Highest Metro Cume Rating: WSSX-F 34.8, S85

FINANCIAL DATA

	FCC Data					Duncan Estimates											
	[----- Net Dollars -----]					[----- Gross Dollars -----]											
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
Revenue (millions)	2.44	3.53	4.25	4.57	4.78	5.5	6.1	6.9	8.6	9.8	11.0	10.7	11.3	11.0	10.6	12.0	
Income (millions)	0.11	0.16	0.18	0.09	-1.28												
Nat Rev (millions)	0.28	0.36	0.64	0.65	0.57												
Rev per Cap (\$)	---	8.98	10.74	11.55	10.74	12.82	13.47	14.56	16.70	19.88	22.26	21.44	22.76	21.40	20.46	22.99	
Inc per Cap (\$)	----	0.39	0.45	0.24	-2.87												
Rev as % of Retail Sales						.32	.34	.35	.37	.36	.40	.37	.38	.33	.31	.32	
Market Grades						---	B	A+/A	B+/A	B+/C	A-/A	B+/C-	B-/C-	---	---	---	
Manager's Market Grades						7.0	7.7	6.9	6.4	7.1	7.2	7.5	6.2	6.1			
FM Base Value						---	---	3.7	4.3	4.5	4.7	3.9	2.9	2.0			
Base Value Percentage						---	---	---	---	---	---	40.2	35.4	27.4	16.7		
Mean Share Points per Viable Station						7.6	7.4	6.3	6.4	6.1	7.1	6.5	6.2	6.1			

#1 STATIONS 12+ METRO SHARE

		87	88	90	91
WTMA S75	% of Revenue Controlled by Top 25% of Viable Stations	53	48	57	57
WSSX-F S76, S77(T), S76, S81, F81, S84, F84, S85, S86	By Top 50%	81	77	86	81
WPAL S77(T)	% of Share Points Controlled by Top 25% of Viable Stations	37	33	38	37
WXTC-F S79, S80, F80	By Top 50%	65	57	63	59
WWWZ-F S82, F83, F85					
WEZL-F F82, S83, and all periods from F86 to F91					

STATION NOTES

(Major call letter and format changes)

MAJOR STATION SALES

1971 WHVN	Sold by Cowan, Liebowitz, Latman	\$ 210,000	WSSX-F WPXI until 81; Black until 81; AOR until 84
1974 WEZL-F	(Approved by FCC but not consummated)	363,000	WBUB-F WOIZ until 80; Black until 80; WDWQ until 83; leaned toward AOR in Mid 80's; WKQB-F & CHR until 91
1974 WTMA/WSSX	Sold by Turner	503,000	WXTC-F BTFL until 84
1975 WEZL-F		275,000	WVVO WQSN until 81; WKXZ until 82; Country until 79;
1979 WQIZ, WKQB-F		1,000,000	Nostalgia until 80; WKCN until 90
1979 WTMA, WSSX-F	Sold to Sconnix	2,600,000	WCSE Contemp until 82; MOR/AC until 87; WCSC until 87;
1981 WLNK	Sold to Ed Little	500,000	WXTC until about 90
1984 WEZL-F	Sold to John Price	3,900,000	WXLY-F WKTM until 84; AOR or CHR until 84; Country until 87
1984 WXLY-F	Sold to Bahakel	2,840,000	WMCJ WBEN until 84
1984 WMCJ (Moncks Corner)		450,000	WTMA AC until 87; Country until late 89
1985 WTMA/WSSX-F	From Sconnix to Faircom	6,400,000	WAVF-F AC until 87
1985 WMXQ-F (Moncks Corner)		190,000	WDXZ-F E2 until 90
1985 WLNK AF (Goose Creek)		515,000	WMGL-F WFXR-F until 87; AOR until 87; Black until 90
1986 WFXR-F (Ravenal)	Sold to Sunshine	350,000	
1986 WKCN, WDXZ-F	Sold to Caravelle	2,825,000	
1986 WWWZ-F	Sold to JAG	2,500,000	
1986 WFXR-F (Ravenal)	From Sunshine to Glover	2,000,000	
1987 WWHT AF	Sold to Jones	NA	
1987 WMXQ-F (Moncks Corner)		900,000	
1987 WCSC, WXTC-F	Sold to Guild	6,000,000	
1988 WYBB-F (Folly Beach)	Sold to Lynn Martin	2,000,000	
1989 WTMA	Sold by Faircom	575,000	
1989 WQIZ, WKQB-F (St. George)	(Cancelled)	2,450,000	
1989 WMGL-F (Ravenal)		2,400,000	
1990 WKCN/WDXZ-F	Sold by Caravelle	2,000,000	
1990 WSUY-F	51% Sold	500,000	
1990 WEZL-F	From John Price to Apollo	8,100,000	
1990 WQIZ/WKQB-F (St. George)	Sold to Buddy Barton	1,500,000	
1991 WJYQ-F		830,000	
1991 WQIZ, WKQB-F		1,200,000	
1991 WMGL-F		600,000	

CHARLESTON, WV

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WVAF-F	1.3	WVAF-F 1.5	WQBE AF 1.7	WQBE AF 1.8	WQBE AF 1.7	WQBE AF 1.7	WQBE AF 1.9	WQBE AF 2.0
2. WQBE-F	1.0	WQBE-F 1.2	WVAF-F 1.6	WVAF-F 1.5	WVAF-F 1.6	WVAF-F 1.5	WVSR-F 1.2	WKLC-F 1.2
3. WCAW	0.85	WCAW 0.9	WVSR-F 1.4	WVSR-F 1.2	WVSR-F 1.6	WVSR-F 1.3	WVAF-F 1.2	WVSR-F 1.2
4. WKLC-F	0.8	WVSR-F 0.9	WCAW 0.9	WKLC-F 0.9	WKLC-F 0.9	WKLC-F 1.1	WKLC-F 1.1	WVAF-F 1.1
5. WCHS	0.6	WKLC-F 0.8	WKLC-F 0.8	WCAW 0.7			WLZT-F 0.6	WCHS 0.65
6. WVSR-F	0.6	WCHS-F 0.6	WCHS 0.7	WCHS 0.7				WLZT-F 0.6
7. WBES-F	0.56	WBES-F 0.6	WBES-F 0.6	WBES-F 0.6				

Highest Metro Share: WQBE-F 30.6, F91
 Highest Metro 1/4 Hr. Avg: WQBE-F102, F91
 Highest TSA 1/4 Hr. Avg: WQBE-F 168, F91
 Highest TSA Cume: WQBE-F 1814, S91
 Highest Metro Cume Rating: WQBE-F 43.0, S91

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]										
	'76	'77	'78	'79	'80	'81	'82	'83	'84	'85	'86	'87	'88	'89	'90	'91
Revenue (millions)	3.13	3.07	3.59	4.08	4.68	5.4	5.7	6.3	6.9	7.6	8.1	8.1	8.4	8.6	8.9	8.6
Income (millions)	0.46	0.26	0.64	0.63	0.44											
Net Rev (millions)	0.72	0.70	0.86	0.84	1.27											
Rev per Cap (\$)	----	12.03	13.85	15.23	17.21	20.22	21.27	23.50	25.65	28.25	31.40	31.76	33.07	34.40	35.74	34.82
Inc per Cap (\$)	----	1.03	2.46	2.34	1.61											
Rev as % of Retail Sales						.45	.44	.45	.46	.47	.47	.46	.46	.46	.47	.45
Market Grades						---	B-	B+/B	B+/B	-/C+	-/C+	-/C+	-/C+	-/B-	---	---
Manager's Market Grades						7.0	7.1	7.0	6.6	5.8	5.4	5.5	5.5	5.6	5.3	
FM Base Value						---	---	1.9	2.4	2.6	2.7	2.7	2.2	2.0		
Base Value Percentage						---	---	---	---	---	---	32.1	31.4	24.7	23.3	
Mean Share Points per Viable Station						7.6	9.4	9.0	9.2	10.2	11.2	10.8	10.4	10.9		

#1 STATIONS 12+ METRO SHARE

		'87	'88	'90	'91
WCHS S75	% of Revenue Controlled by Top 25% of Viable Stations	42	39	36	37
WTIP S76	By Top 50%	69	69	62	64
WKAZ S77					
WCAW S78, S79	% of Share Points Controlled by Top 25% of Viable Stations	41	40	45	44
WVAF-F S80, S81, S82, S83, S85	By Top 50%	70	69	70	68
WKLC-F S84					
WQBE-F S86 and all periods 1986-1991					

STATION NOTES
(Major call letter and format changes)

WVAF-F Changed to CHR in 77
 WQBE-F CHR until 80
 WKLC-F Country until 80
 WVSR BTFL until 82; WTIP until 89; Nostalgia until 88
 WVSR-F WTIC until 83; BTFL until 83
 WQBE WKAZ until 84; Contemp to AC
 WCAW Country until 90
 WVNS-F WBES-F until 88; E2 until 88; AC until 90
 WLZT-F WVCN until 88

MAJOR STATION SALES

1980 WKAZ, WKLC-F (St. Albans)	\$ 287,000
1982 WTIP, WVSR-F Sold to Beasley	1,425,000
1986 WTIP, WVSR-F Sold by Beasley	3,250,000
1986 WCHS, WBES-F Sold by Heritage	NA
1987 WXIT, WLZT-F (Miami)	1,400,000
1990 WBES-F (Dunbar)	1,100,000
1990 WVSR AF Sold by Ardman	4,000,000

CHARLOTTE

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WSOC-F	4.0	NA	WEZC-F 5.5	WEZC-F 4.7	WSOC AF 5.2	WSOC AF 6.0	WSOC AF 6.1	WSOC AF 5.9
2. WBT	3.0		WSOC AF 5.0	WSOC AF 4.0	WEZC-F 4.6	WBT 4.3	WRFX-F 4.6	WRFX-F 5.2
3. WBCY-F	2.7		WBT 3.7	WBT 2.9	WBT 3.8	WRFX-F 4.2	WBT 3.9	GIV/PFG-F 3.7
4. WEZC-F	2.5		WBCY-F 2.7	WRFX-F 2.8	WRFX-F 3.7	WMXC-F 3.8	WMXC-F 3.9	WBT 3.3
5. WROQ-F	1.8		WROQ-F 2.6	WPEG-F 2.5	WPEG AF 3.0	WPEG AF 3.2	WPEG AF 3.1	WMXC-F 3.2
6.			WLVK-F 2.0	WLVK-F 2.4	WWMG-F 2.2	WWMG-F 2.6	WCKZ-F 2.3	WWMG-F 2.5
7.			WPEG-F 1.7	WROQ-F 2.3	WLVK-F 2.1	WCKZ-F 2.3	WWMG-F 2.1	WCKZ-F 2.2
8.			WZXI-F 1.4	WBCY-F 1.8	WBCY-F 1.9	WLVK-F 2.2	WEZC-F 1.9	WEZC-F 2.1
9.			WRFX-F 1.3	WLIT-F 1.2	WCKZ-F 1.5	WEZC-F 1.4	WTDR-F 1.2	WTDR-F 1.9
10.					WROQ-F 1.3	WROQ-F 1.2	WBT -F 1.0	WBT -F 1.1

Highest Metro Share: WBT 24.9, F77
 Highest Metro 1/4 Hr. Avg: WSOC-F246, S84
 Highest TSA 1/4 Hr. Avg: WSOC-F 453, F81
 Highest TSA Cume: WBT 5172, F77
 Highest Metro Cume Rating: WBT 44.6, F77

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	[----- Net Dollars -----]					[----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	8.47	10.12	11.72	13.39	14.25	16.5	17.6	18.7	21.2	23.7	26.0	27.1	30.4	32.9	33.2	32.7
Income (millions)	0.47	1.07	1.45	1.95	1.65											
Net Rev (millions)	1.85	2.26	2.95	3.53	3.95											
Rev per Cap (\$)	----	16.71	19.36	21.75	21.89	16.84	17.43	18.33	20.58	22.79	24.07	24.86	27.39	29.12	29.12	27.25
Inc per Cap (\$)	----	1.76	2.40	3.17	2.53											
Rev as % of Retail Sales						.34	.35	.35	.37	.34	.34	.36	.37	.39	.38	.36
Market Grades						---	C+	A/A	A/A+	A-/A-	C+/C	C+/C+	C+/D	---		
Manager's Market Grades						8.7	8.6	8.6	8.7	7.3	7.6	7.2	7.2	6.6		
FM Base Value						--	---	5.8	6.7	7.2	8.0	8.3	7.5	6.5		
Base Value Percentage						---	---	---	---	---	---	26.3	25.2	22.6	19.9	
Mean Share Points per Viable Station								6.1	6.9	6.8	6.2	7.4	7.8	7.7	7.4	7.4

#1 STATIONS 12+ METRO SHARE

		87	88	90	91
WBT	All books S75-F80, F82(T)				
WSOC-F	S81, F81, S82, F82(T), S83, F83, S84, F84, F85, S86, S86, F86, S87, S88, F88, S89, F89, S90, F90, F91(T)				
WPEG-F	F87, S91, F91(T)				
	% of Revenue Controlled by Top 25% of Viable Stations	42	41	41	42
	By Top 50%	69	70	69	69
	% of Share Points Controlled by Top 25% of Viable Stations	39	39	38	37
	By Top 50%	61	60	62	60

STATION NOTES

(Major call letter and format changes)

MAJOR STATION SALES

1973	WROQ-F	Sold to Sis	\$ 313,000	WGKL	WAYS until 84; WROQ until 86; Oldies until 82; News/Talk 84; WAES until about 90
1972	WEZC-F	Sold to EZ	200,000	WBT -F	WBT-F until 78; BTFL until 78; WBCY-F until 89; CHR until 89
1974	WGIV	From Tracy to BENI	1,012,000	WPEG-F	CHR until 80
1974	WHVN		475,000	WCNT	Country until 79; WAME until about 90; Religion until about 90
1981	WGIV	Sold by BENI	1,750,000	WSOC	MOR until 76; News until 81; Nostalgia until 85
1982	WDRV/WLVK-F	(Statesville) to Capitol(Goodman)	1,750,000	WMXC-F	BTFL until 82; WEZC-F until 89
1983	WQCC		400,000	WCKZ-F	AC until 83; WZXI-F until 87; WLIT until 88
1983	WHVN		410,000	WTDR-F	WLTV until 84; AC until 84; WLVK-F until 90
1984	WGIV	Sold to Altaway	600,000	WAQQ-F	WROQ-F until 89; W22G-F until 90; CHR until 90; WGKL-F and Oldies until 91
1984	WDRV/WLVK-F	From Capitol(Goodman) to Capitol (Johnson)	4,000,000	WOGR	WQCC until about 89
1985	WGIV	From Altaway to Founders	550,000(e)		
1985	WRKB/WRFX-F	(Kannapolis) From Downs to Metroplex	6,000,000		
1986	WGIV	From Founders to Suburban	NA		
1986	WGSP	Sold to Willis	380,000		
1986	WAES, WROQ-F	Sold to CRB	13,000,000		
1986	WGIV, WPEG-F	From Suburban to Sky	16,000,000		
1986	WCKZ-F	(Gastonia) Sold to Beasley	6,100,000		
1988	WQCC		431,000		
1988	WGIV, WPEG-F	From Dorton to Broadcastng Ptnrs	13,500,000 (e)		
1988	WAES, WROG-F	From CRB to Adams to Tenore	8,500,000 + \$3M! performance kicker		
1988	WRFX-F	(Kannapolis) From Metroplex to Pyramid	15,400,000		
1989	WLVK-F	Sold by Capitol(Johnson) to Trumper	8,000,000		
1989	WSIC, WFMX-F	(Statesville) Sold to Adventure	3,750,000		
1989	WBIG	Sold by Beasley	125,000		
1989	WAME	From Swaggert to CBN	725,000		
1991	WSOC	Sold by Cox	475,000		

CHICAGO

12+ METRO SHARE

		SPG																	
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
WGN	(T/FS)	14.5	12.8	11.0	11.8	10.8	10.3	9.6	8.7	9.2	9.3	8.8	10.4	8.2	8.8	9.9	8.7	8.4	
WLS	(T)	8.3	8.9	8.5	6.8	7.1	6.1	4.9	4.3	4.0	3.4	3.5	2.7	2.2	1.7	1.5	2.1	2.1	
WBBM	(N)	7.0	7.4	7.5	6.7	6.5	6.2	6.6	4.9	5.3	4.7	4.7	5.6	6.0	5.9	5.1	4.5	4.2	
WMAQ	(N)	5.4	4.8	5.0	5.6	4.6	4.9	4.7	3.4	3.5	3.5	3.0	2.1	1.8	1.5	2.0	2.5	2.5	
WIND	(SP)	5.5	4.0	4.0	3.4	4.5	4.6	4.3	4.3	4.3	2.8	3.0	0.7	0.9	0.8	1.1	0.7	1.2	
WPNT-F	(SAC)	4.4	6.4	6.8	7.5	7.6	6.8	6.6	5.5	5.4	5.5	5.9	5.9	5.4	5.7	4.1	3.1	2.4	
WTMX-F	(AC)	3.3	3.2	3.0	3.9	3.3	3.1	3.4	3.9	3.7	4.0	3.1	3.7	3.0	3.2	2.9	3.1	2.5	
WLIT-F	(SAC)	5.5	5.6	5.2	4.5	4.9	4.6	3.5	3.6	3.1	3.2	3.5	4.0	3.9	3.7	2.9	3.1	3.7	
WGCI-F	(B)	---	1.9	2.8	1.7	2.3	4.8	5.5	6.0	4.9	6.1	5.4	7.6	8.3	8.0	6.8	7.5	6.7	
WVAZ-F	(B/AC)	---	2.0	3.1	4.6	4.3	3.2	2.4	4.9	4.6	4.7	5.9	4.9	4.5	3.6	4.9	4.9	4.3	
WLS -F	(T)	---	3.5	2.6	1.9	2.0	1.8	3.9	3.8	3.4	2.9	2.4	2.4	3.3	3.8	4.1	2.5	1.1	
WLUP-F	(AOR)	---	---	1.7	2.8	5.1	3.9	3.7	3.6	2.9	3.3	3.9	4.6	4.1	4.7	4.5	4.4	3.2	
WBBM-F	(CHR)	---	2.7	2.3	2.2	2.1	2.4	2.6	3.4	4.8	4.4	4.1	3.7	3.9	3.5	4.1	5.3	5.5	
WKQX-F	(AC)	---	---	3.4	2.4	2.1	3.2	3.5	2.9	2.9	4.0	3.4	3.0	2.9	3.6	3.6	3.2	2.5	
WVBZ-F	(AOR)	---	2.5	3.1	3.5	3.0	3.2	3.0	2.8	2.9	2.6	3.2	2.7	2.3	2.0	1.9	1.5	3.9	
WNUA-F	(J/NA)	---	3.6	3.5	2.7	1.8	2.8	3.5	2.2	3.1	3.1	1.7	1.2	1.7	2.2	2.3	2.5	3.5	
WGCI	(B/O)	3.3	3.3	3.0	4.1	3.0	1.6	1.4	2.0	1.2	1.1	0.9	0.6	0.5	0.4	0.4	0.4	0.9	
WJJD	(BR)	---	2.0	2.1	2.4	1.7	1.2	1.0	3.6	3.1	3.2	3.4	2.9	3.0	2.5	3.1	3.2	3.4	
WJPC	(T)	---	---	---	1.2	2.0	2.0	2.8	3.1	2.0	1.3	1.1	0.6	0.5	0.3	0.2	0.1	0.1	
WJMK-F	(O)	---	---	1.8	1.3	1.3	2.1	3.2	2.4	1.7	2.3	3.2	3.2	2.8	4.0	3.0	3.1	3.2	
WUSN-F	(C)	---	---	---	2.1	2.5	2.7	1.8	1.9	2.4	3.0	2.9	2.9	3.0	2.9	3.1	3.7	3.6	
WSCR	(S/T)	5.1	3.8	---	1.4	2.1	1.8	2.8	1.7	2.0	1.9	1.9	0.9	0.8	---	---	---	---	
WXRT-F	(AOR)	---	---	---	1.8	1.8	1.6	1.5	2.0	3.1	2.5	2.9	2.6	2.6	2.5	3.1	3.1	3.3	
WFMT-F	(CL)	---	1.8	1.7	1.9	1.7	1.9	2.1	1.6	1.6	1.7	1.4	1.8	1.7	1.1	1.3	1.2	1.2	
WLUP	(T)	4.6	3.4	3.3	1.8	0.7	0.6	1.4	1.1	1.1	0.8	0.8	0.6	1.7	2.6	3.1	2.8	3.2	
WOJO-F	(SP)	---	---	---	---	---	---	---	1.3	2.7	1.9	1.9	1.2	1.2	1.3	1.5	1.7	1.8	
WCKG-F	(CL AOR)	---	---	---	---	---	---	---	0.7	0.8	1.3	1.8	2.1	3.2	4.4	3.8	4.3	3.1	
WHIB-F	(CL)	---	---	---	---	---	---	---	---	---	---	---	---	1.3	1.3	1.2	1.5	1.3	
WJPC-F	(SAC)	---	---	---	---	---	---	---	---	---	---	---	---	1.0	1.3	1.0	0.8	0.9	
WVOH	(B)	---	---	---	---	---	---	---	---	---	---	---	---	1.3	1.6	1.5	0.4	0.9	

BASED ON AVERAGE OF SPRING AND FALL BOOKS

12+ CUME RATINGS

		79	80	81	82	83	84	85	86	87	88	89	90	91
WGN		25.9	22.6	20.0	19.8	19.7	20.8	23.2	22.9	20.8	19.8	19.9	18.7	17.7
WLS		25.3	21.0	18.6	17.7	17.1	14.2	11.9	10.8	8.7	5.4	5.7	5.6	5.2
WBBM		19.4	18.5	19.4	15.1	17.7	15.9	17.1	18.8	18.1	18.0	19.6	17.1	16.1
WMAQ		15.9	13.6	13.9	12.8	12.0	12.1	12.5	10.1	8.1	7.6	8.4	10.9	12.8
WIND		10.7	9.7	8.4	10.0	10.3	7.2	8.2	1.3	2.0	2.0	2.3	1.4	2.0
WLS -F		13.0	12.6	12.3	10.8	11.5	10.8	11.8	12.0	11.1	10.6	10.6	9.0	9.6
WTMX-F		8.1	7.8	10.1	11.2	11.5	12.6	9.8	10.9	9.8	9.5	8.2	9.3	8.7
WLIT-F		10.2	10.6	7.9	10.2	6.7	10.1	10.7	11.2	11.3	10.0	7.4	8.0	9.1
WGCI-F		4.9	7.2	9.0	13.8	11.6	13.4	13.0	15.2	15.2	15.5	13.4	14.1	13.1
WVAZ-F		10.0	8.4	8.1	12.8	12.1	12.9	14.0	14.1	11.6	10.4	10.3	10.1	10.5
WYTZ-F		6.6	6.2	13.0	14.9	13.7	13.4	12.4	8.4	10.9	12.3	14.1	11.8	7.5
WLUP-F		11.3	11.4	10.4	11.4	9.9	10.8	11.3	13.1	11.6	13.2	13.1	13.0	12.7
WBBM-F		9.1	8.6	8.2	10.5	16.7	18.3	15.8	15.0	14.4	14.9	15.1	15.2	18.6
WKQX-F		6.2	9.8	10.4	10.0	11.5	14.3	13.1	12.6	11.4	10.8	13.4	12.1	12.2
WVBZ-F		8.2	8.5	8.1	9.7	9.7	9.8	12.0	10.8	8.5	8.9	8.5	6.4	10.6
WNUA-F		6.4	7.6	10.1	10.2	10.1	11.3	8.2	6.1	7.1	5.7	7.1	8.0	8.6
WGCI		8.6	6.3	---	7.1	---	---	2.8	2.8	2.7	1.9	2.6	1.7	2.6
WJJD		4.6	---	---	8.0	8.5	7.4	6.8	6.4	5.5	5.6	6.6	6.5	7.8
WJPC		---	---	6.8	9.5	7.3	5.3	4.5	2.7	2.9	---	1.0	---	0.5
WJMK-F		---	6.0	7.1	6.6	5.2	5.1	9.7	8.8	8.6	10.8	10.4	10.3	11.5
WUSN-F		9.1	9.2	---	4.6	6.0	7.4	7.2	6.7	8.0	6.9	7.3	9.1	9.7
WSCR		---	4.5	5.4	4.3	5.6	5.3	4.3	3.3	3.2	0.4	---	---	---
WXRT-F		---	---	---	4.8	6.8	6.8	7.8	8.0	7.0	6.1	6.5	8.0	7.8
WFMT-F		---	---	---	3.5	4.8	4.8	4.1	5.1	4.9	3.4	5.2	5.1	5.0
WLUP		5.5	---	6.4	5.1	4.9	4.0	3.2	2.7	4.6	6.1	8.2	8.0	8.3
WOJO		---	---	---	---	---	---	---	2.8	---	3.0	3.3	3.8	3.6
WCKG-F		---	---	---	---	3.1	3.5	5.4	7.0	8.1	11.6	11.6	13.2	12.7
WHIB-F		---	---	---	---	---	---	---	---	4.4	3.0	4.8	5.2	5.3
WJPC-F		---	---	---	---	---	---	---	---	3.7	2.7	1.9	2.2	3.2
WVOH		---	---	---	---	---	---	---	---	1.5	1.3	1.4	1.3	1.0

		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
APR (%)		16.4	16.6	16.8	16.3	16.9	16.9	16.1	18.5	19.0	18.8	19.0	18.2	18.5	17.7	19.0	18.9	18.3
FM Share (%)		34.30	38.94	48.72	50.02	49.70	54.56	54.65	57.12	59.52	63.80	63.34	66.57	68.4	70.1	64.2	70.3	69.5
Total Stations				31	29	34	34	30	34	33	32	36	34	36	37	39	40	35
Variable Stations										27	27	27	25	26	23	23	24	25
Diaries								3217	3170	3283	3144	3146	3141	3706	3273	3295	3450	3277
% Not Listed														9.8	9.6	11.2	11.8	12.3

CHICAGO

FORMAT SHARES (%)

	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
CHR/ADR	34	29	27	25	23	20	27	CHR	18	15	12	11	8	10	8	8
MOR/AC	19	26	17	19	23	20	MOR/FS	AOR/CLS	10	9	12	13	14	13	14	16
COUNTRY	8	9	9	10	10	8	AC/OLDIES		10	11	13	10	--	1	--	--
BTFL/EZ/SAC	18	14	15	15	16	11			12	16	16	19	20	19	17	16
									8	6	6	4	3	3	4	4
NEWS/TALK	8	8	12	12	12	10			6	10	20	21	23	22		
BLACK/URBAN	12	12	15	14	13	21			16	15	17	17	16	15	16	14
NOSTALGIA	--	--	--	--	--	4			6	5	6	3	3	4	3	4
HISPANIC	--	--	1	2	1	2			3	2	2	2.4	3	4	4	3
RELIG/GOSPEL	--	--	--	--	--	--			2	2	1.1	--	--	1	1	
CLASSICAL	2	2	2	3	3	2			3	2	3.2	3	2	3	3	
JAZZ/NAC	--	--	--	--	--	--			--	--	--	--	3	3	3	4

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WGN	25.0	WGN 32.0	WGN 34.0	WGN 31.0	WGN 33.3	WGN 37.4	WGN 38.0	WGN 42.5
2. WBBM	11.5	WBBM 13.5	WBBM 16.1	WBBM 18.0	WBBM 19.0	WLUP-F 20.0	WLUP-F 19.5	WLUP-F 19.0
3. WLS	10.5	WLS 11.8	WGCI-F 11.7	WGCI-F 14.0	WGCI-F 17.8	WGCI-F 19.1	WBBM 17.6	WBBM 16.6
4. WCLR-F	10.0	WGCI-F 11.0	WLUP-F 11.5	LUP AF 12.5	WLUP-F 13.0	WBBM 19.0	WGCI-F 16.0	GCI AF 14.9
5. WGCI-F	9.0	WCLR-F 9.2	WLOO-F 10.6	WJMK-F 10.2	WLAK-F 10.5	WJMK-F 11.8	WVAZ-F 11.9	WMAQ 13.3
6. WLOO-F	8.4	WLOO-F 9.2	WLS 9.5	WLOO-F 9.5	WXEZ-F 9.5	WLIT-F 10.5	WCKG-F 11.1	WVAZ-F 12.4
7. WMAQ	7.7	WMAQ 9.0	WJMK-F 9.2	WLAK-F 8.8	WJMK-F 9.4	WKQX-F 9.3	WJMK-F 11.0	WCKG-F 11.4
8. WLS -F	6.8	WLUP-F 8.0	WCLR-F 8.7	WLS 8.5	WCLR-F 8.4	WVAZ-F 8.2	WKQX-F 9.2	WJMK-F 10.2
9.			WBBM-F 8.5	WKQX-F 8.4	WCKG-F 7.0	WCKG-F 8.0	WTMX-F 8.8	WBBM-F 9.4
10.			WKQX-F 8.3	WCLR-F 7.7	WUSN-F 6.5	WBBM-F 7.6	WMAQ 8.7	WXRT-F 9.0

Highest Metro WGN
 Share: 14.5, S75
 Highest Metro WGN
 1/4 Hr. Avg: 1366, S75
 Highest TSA WLS
 1/4 Hr. Avg: 2523, S76
 Highest TSA WLS
 Cume: 35464, S76
 Highest Metro WLS
 Cume Rating: 27.9, F77

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	66.6	76.9	87.6	95.1	104.4	118.4	130.8	137.6	150.9	169.0	180.5	192.0	207.5	228.0	232.9	238.0
Income (millions)	9.6	13.3	15.0	7.2	2.5											
Nat Rev (millions)	18.1	18.3	29.0	28.8	33.1											
Rev per Cap (\$)	----	10.99	12.48	13.48	14.65	14.87	16.41	17.26	18.84	21.07	22.45	23.56	25.34	27.74	28.26	29.35
Inc per Cap (\$)	----	1.91	2.13	1.02	0.32											

Rev as % of Retail Sales	.36	.37	.34	.35	.37	.36	.37	.37	.39	.38	.38	
Market Grades				B	B+/A-	B-/B	B+/B+	B/A-	A-/A	A-/B+	---	
Manager's Market Grades				6.6	6.9	6.8	7.0	7.3	8.1	7.4	7.3	
FM Base Value				---	---	12.0	12.8	14.5	17.4	20.0	20.0	20.0
Base Value Percentage				---	---	---	---	---	8.4	8.8	8.6	8.4
Mean Share Points per Viable Station				3.4	3.4	3.4	3.6	3.5	3.9	3.9	3.7	3.5

	87	88	90	91
#1 STATIONS 12+ METRO SHARE				
WGCI-F S87, F87(T), S88				
WGN All other rating periods				
% of Revenue Controlled by Top 25% of Viable Stations	52	49	49	51
By Top 50%	77	69	72	76
% of Share Points Controlled by Top 25% of Viable Stations	43	38	38	38
By Top 50%	67	59	62	63

CHICAGO

STATION NOTES

(Major call letter and format changes)

WLS -F WDAI until 80; CHR until 79; Disco until late 80;
WLS -F until 86; WYTZ-F and CHR until 91
WNUA-F WDFH-F until 77; WMET until 86; AOR until 85; WRXR-F
until 87; AC until 87
WBBM-F Soft rock until 82
WUSN-F WEFM-F until 81; BTFL (?) until 77; CHR until 81
WIND MOR/AC until 78; Talk until 86
WJJD Country until 82
WSCR WAIT until 85; BTFL until 83; Nostalgia until 86;
WCZE until about 88; Generally simulcasted with WPNT
until 91; WPNT until 91
WLUP BTFL until 78; MOR until 80; Talk in 80-81; WCFL
until 87; Religion until 87

WLAK-F BTFL until 83
WCKG-F WXFM until 83; WAGO until 85; CHR until 85; shifted to
Classic AOR in 88
WJMK-F WJEZ until 84; Country until 84
WGCI WVON until 83
WLS Changed to AC around 87; AC until 89
WMAQ Country until 86; Talk until 88
WPNT-F WLOO-F until 88; WXEZ-F until 91; E2 until 88;
SAC until 91

WTMX-F WCLR until 89
WLIT-F WLAK-F until 89
WVAZ-F WBMX-F until 88; Became Black AC in 88
WWBZ-F WFYR-F until 91; Shifted from AC to Oldies by 88;
To Soft AC in 89; To AOR in 91
WJPC Black until about 88

MAJOR STATION SALES

1970	WFMT-F	Donated by WGN to Chi. Ed. TV Assoc.	\$ 1,600,000
1970	WCLR-F	Sold to Bonneville	174,000
1970	WGCI	Sold to Gillett	9,000,000
1973	WUSN-F	From Zenith to GCC	1,000,000
1973	WFYR-F	Sold to RKO	2,400,000
1973	WRXR-F	Sold to Metromedia	2,750,000
1973	WJPC	Sold to Johnson Publishing	1,800,000
1974	WGCI, WGCI-F	From McLendon to Globe	3,550,000
1978	WGCI, WGCI-F	From Globe to Combined Communications	NA
1978	WLAK-F	From Sudbrink to Stoner	4,520,000
1979	WLUP-F	Sold to Heftel	5,250,000
1982	WUSN-F	From GCC to First Media	9,200,000
1982	WLAK-F	From Storer to Viacom	8,000,000
1982	WRXR-F	From Metromedia to Doubleday	9,500,000
1983	WCKG-F	Sold to Cox	9,000,000
1983	WCFL	From Mutual to Statewide	8,000,000
1984	WJJD, WJMK-F	From Plough to Infinity	14,000,000
1985	WIND	From Westinghouse to Tichenor	6,900,000
1985	WRXR-F	Sold by Doubleday	12,500,000
1985	WYEN-F (DesPlaines)		8,000,000
1986	WOJO-F	Sold to Tichenor	14,000,000
1987	WMRO, WYSY-F (Aurora)	Sold to Beasley	8,700,000
1987	WBEE	Sold by Heritage	1,000,000
1987	WNUA-F	Sold to Pyramid	15,000,000
1987	WBMX-AM		2,000,000
1987	WVAZ-F	(never closed)	28,000,000
1987	WMAQ	From NBC to Westinghouse	13,000,000
1987	WVAZ-F	Resold to Dorton	27,000,000
1987	WUSN-F	From First Media to Cook Inlet	17,000,000 (e) + Tax Cert.
1988	WKQX-F	From NBC to Emmis	19,000,000 (e)
1988	WVAZ-F	From Dorton to Broadcasting Partners	27,000,000 (e)
1988	WFYR-F	From RKO to Summit	21,000,000
1989	WYLL-F (DesPlaines)	Sold to Salem (CANCELLED)	9,250,000
1989	WJPC	From Johnson to Douglas	6,000,000
1990	WYLL-F (DesPlaines)	Sold to Salem	8,000,000
1990	WOPA		6,400,000
1991	WSCR	From Century to Diamond	650,000
1991	WNZD, WVVX-F (Suburbs)	From Universal to Douglas	5,700,000
1991	WWBZ-F	From Summit to Major	19,000,000

CINCINNATI

12+ METRO SHARE

SPG		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
WLW	(FS/T)	18.5	16.9	14.7	14.1	12.8	11.5	9.6	8.0	6.5	7.7	9.1	9.1	11.8	10.4	10.2	11.7	10.9
WKRC	(FS)	9.4	7.5	7.8	9.3	9.0	9.2	8.5	8.4	6.8	9.5	8.2	7.4	7.2	5.8	5.6	4.8	3.9
WKRC-F	(CHR)	6.4	10.6	8.6	11.5	12.0	10.6	9.0	8.1	8.5	9.8	11.0	9.4	9.6	9.6	10.6	10.1	8.0
WKCY	(N/T)	11.1	11.4	9.7	11.5	11.0	7.2	7.2	5.9	6.4	5.9	6.4	5.7	4.6	5.3	4.3	4.5	3.9
WWEZ-F	(SAC)	10.5	8.5	8.9	7.2	7.4	8.0	9.4	7.5	8.2	6.1	10.0	10.1	9.2	8.3	7.9	7.1	5.7
WRRM-F	(AC)	3.4	4.8	4.7	4.2	5.0	3.3	6.7	6.7	6.4	7.7	6.4	4.0	4.7	5.0	5.4	4.7	5.1
WEBN-F	(AOR)	4.5	8.6	8.6	7.8	7.2	9.2	10.7	9.7	8.0	8.4	7.8	11.0	11.1	12.2	10.3	9.9	7.1
WCIN	(B)	4.2	3.2	4.0	4.8	3.0	4.5	4.2	4.0	3.2	2.9	2.5	2.8	1.3	0.8	0.6	0.2	1.5
WSAI	(O)	13.1	9.3	8.7	4.5	3.1	3.3	2.8	2.2	2.1	1.8	1.3	----	1.0	1.3	1.2	1.6	0.7
WNNK-F	(AC)	3.5	2.7	2.3	4.0	5.2	4.5	2.0	2.6	3.6	4.5	2.7	4.2	3.4	5.1	6.0	5.3	6.0
WUBE-F	(C)	----	2.6	5.0	4.1	5.3	5.8	5.1	6.5	6.2	4.8	6.0	7.7	5.6	6.1	5.0	5.2	8.4
WUBE	(C)	----	2.6	2.4	2.1	1.8	1.7	3.4	5.1	3.5	3.6	1.8	1.6	1.0	0.7	0.7	----	0.3
WGRR-F	(O)	----	----	----	1.3	2.4	0.6	2.3	4.5	4.7	5.5	6.5	6.3	4.5	3.5	4.1	6.6	6.3
WZRZ-F	(AOR)	----	----	1.9	1.6	2.7	2.7	2.0	2.3	3.1	3.8	2.9	3.2	4.1	3.1	2.7	2.2	3.4
WOFX-F	(CL AOR)	----	----	----	1.6	1.6	2.4	4.0	4.2	6.1	5.0	4.7	3.8	2.8	4.3	5.7	3.4	4.1
WMLX	(B)	----	----	----	----	----	----	----	----	----	----	----	----	0.6	1.1	2.5	2.7	3.9
WIZF-F	(B)	----	----	----	----	----	----	----	----	----	----	----	0.3	3.1	3.1	5.0	6.3	5.5

BASED ON AVERAGE OF SPRING AND FALL BOOKS

12+ CUME RATINGS

	79	80	81	82	83	84	85	86	87	88	89	90	91
WLW	41.1	35.7	29.8	27.2	22.1	26.2	26.6	25.8	31.2	27.8	29.8	32.0	32.3
WKRC	22.8	23.5	23.4	21.3	17.7	21.9	19.4	17.7	17.7	15.2	14.5	13.8	11.3
WKRC-F	26.9	25.2	23.4	23.0	24.4	24.9	26.4	23.4	26.5	24.3	27.3	27.4	25.2
WKCY	17.5	14.5	13.6	11.6	13.1	11.4	11.2	11.1	11.3	8.8	9.2	10.1	8.1
WWEZ-F	13.6	14.7	16.2	15.0	16.4	14.6	16.1	17.5	17.7	14.4	13.5	14.7	13.5
WRRM-F	----	----	12.8	14.8	16.0	18.7	17.2	12.7	12.4	11.7	14.2	11.6	14.5
WEBN-F	11.6	20.0	18.6	21.4	21.7	18.9	18.4	19.6	25.5	24.1	23.6	22.7	18.9
WCIN	----	----	----	10.2	6.3	6.9	4.4	6.3	3.7	2.7	1.8	1.5	4.5
WSAI	9.7	12.0	----	8.5	9.0	5.8	4.6	4.1	4.0	2.9	4.3	4.8	3.7
WNNK-F	12.5	12.6	----	6.4	9.5	10.6	7.7	9.2	11.2	12.0	16.7	13.5	16.0
WUBE-F	8.1	9.0	----	10.9	13.6	10.8	10.0	16.6	12.3	10.3	11.1	11.0	12.4
WGRR-F	9.1	----	----	9.6	11.0	11.6	12.9	12.0	11.5	10.1	12.6	16.0	17.0
WZRZ-F	----	7.9	9.5	8.7	7.6	11.5	8.8	11.7	8.9	7.2	7.3	5.7	8.5
WOFX-F	----	----	10.8	11.7	16.2	16.4	13.5	11.6	10.6	9.0	13.9	11.3	14.8
WMLX	----	----	----	----	----	----	----	----	0.7	2.1	2.5	2.5	5.9
WIZF-F	----	----	----	----	----	----	----	----	5.5	6.6	8.3	8.8	10.2

	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
APR (%)	16.0	16.1	14.9	15.9	15.6	14.2	14.7	17.4	16.6	17.7	16.8	16.2	17.1	16.6	18.4	17.3	17.3
FM Share (%)	32.93	41.22	44.32	43.93	51.46	53.33	56.46	57.87	66.24	65.14	64.26	68.38	67.4	68.6	71.6	70.3	71.5
Total Stations			20	20	22	20	22	23	24	23	23	21	26	25	24	28	26
Viable Stations									15	15	15	14	14	12.5	13	13	13.5
Diaries						1400	1308	1356	1492	1541	1479	1543	1635	1611	1495	1457	1450
% Not Listed													8.0	9.3	7.7	7.4	11.3

FORMAT SHARES (%)

	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91		
CHR/AOR	30	32	28	31	37	27		23	CHR	11	13	10	11	11	12	12	11
									AOR/CLS	13	11	17	12	16	11	12	18
MOR/AC	37	41	38	34	31	27	MOR/FS	15		20	22	19	22	21	18	19	17
							AC/OLDIES	15		15	15	16	15	17	22	25	21
COUNTRY	9	9	11	13	11	12		14		12	10	10	11	10	9	9	10
BTF/EZ/SAC	16	12	15	13	13	10		12		9	11	10	12	9	8	7	6
NEWS/TALK	--	--	--	--	--	5		7		6	6	6	5	5	4	5	4
BLACK/URBAN	6	6	6	7	6	10		8		10	10	10	9	8	9	6	7
NOSTALGIA	--	--	--	--	--	6		5		--	--	--	--	--	2	3	4
HISPANIC	--	--	--	--	--	--		--		--	--	--	--	--	--	--	--
RELIG/GOSPEL	2	--	1	--	1	1		1		1	1	2	--	--	2	1	1
CLASSICAL	--	--	--	--	--	--		--		--	--	--	--	--	1	--	--
JAZZ/NAC	--	--	--	--	--	--		--		--	--	--	1	1	2	1	1

CINCINNATI

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WKRC	4.6	WKRC 6.2	WLW 6.3	WLW 8.3	WLW 10.0	WLW 12.8	WLW 13.7	WLW 14.9
2. WLW	4.1	WLW 6.1	WKRC 5.7	WEBN-F 5.9	WFBN-F 7.5	WEBN-F 8.4	WEBN-F 7.7	WEBN-F 7.4
3. WEBN-F	3.1	WEBN-F 4.1	WEBN-F 4.4	WKRC 5.9	WKRC 6.2	WKRQ-F 6.5	WKRQ-F 6.6	WKRQ-F 6.5
4. WKRQ-F	3.0	WKRQ-F 4.0	WKRQ-F 4.2	WKRQ-F 5.1	WKRQ-F 5.0	WKRC 4.6	WKRC 5.0	SAI/WNK-F 4.4
5. WRRM-F	2.8	WRRM-F 3.9	WUBE-F 3.7	WUBE-F 3.6	WRRM-F 3.8	WVWK-F 3.9	WVWK AF 4.3	WKRC 4.0
6. WCKY	2.5	WCKY 2.5	WCKY 2.9	WRRM-F 2.7	WUBE-F 3.1	WRRM-F 3.8	WUBE AF 3.5	WUBE AF 3.5
7. WLLT-F	2.5	WLLT-F 2.4	WRRM-F 2.8	WCKY 2.5	WCKY 2.8	WUBE-F 3.3	WRRM-F 3.4	WRRM-F 3.4
8. WWEZ-F	2.2	WWEZ-F 2.3	WLLT-F 2.7	WWEZ-F 2.3	WWEZ-F 2.5	WOFX-F 3.1	WVWF-F 2.5	WRRM-F 3.1
9.			WWEZ-F 2.5	WVWK-F 2.1	WVWK-F 2.2	WCKY 2.7	WRRM-F 2.4	WOFX-F 2.7
10.			WBLZ-F 1.8	WBLZ-F 2.0	WOFX-F 2.0	WWEZ-F 2.7	WCKY 2.3	WCKY 2.5

Highest Metro WLW
 Share: 18.5, \$75
 Highest Metro WLW
 1/4 Hr. Avg: 317, \$76
 Highest TSA WLW
 1/4 Hr. Avg: 566, \$75
 Highest TSA WLW
 Cume: 9333, \$76
 Highest Metro WLW
 Cume Rating: 41.1, \$79

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	[----- Net Dollars -----]					[----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	16.07	18.48	20.48	21.62	23.24	28.4	29.4	30.8	33.3	38.5	43.5	45.0	49.2	55.0	55.0	57.5
Income (millions)	1.60	2.30	3.18	2.41	-1.37											
Nat Rev (millions)	3.29	3.00	4.59	4.81	5.81											
Rev per Cap (\$)	----	13.58	14.97	15.60	16.55	17.21	17.71	18.33	19.82	22.92	25.74	26.47	28.60	31.79	31.79	32.67
Inc per Cap (\$)	----	1.69	2.32	1.74	-0.98											
Rev as % of Retail Sales						.38	.38	.37	.37	.39	.42	.42	.43	.45	.44	.46
Market Grades						---	C	R-/C+	B/B-	B/C	B-/B-	B+/B-	B+/C	---		
Manager's Market Grades						7.5	6.7	8.4	8.4	7.2	7.3	7.4	7.7	7.9		
FM Base Value						---	---	6.0	6.0	6.5	7.9	8.1	7.6	7.0		
Base Value Percentage						---	---	---	---	---	16.1	14.7	13.8	12.2		
Mean Share Points per Viable Station						5.6	5.9	5.9	6.4	6.3	7.0	7.0	6.9	6.4		

#: STATIONS 12+ METRO SHARE

		% of Revenue Controlled by			
		Top 25% of Viable Stations			
WLW	S75, S76, F76, S77, F77, S78, S79, S80, S81, S82, S87, S89, S90, F90, S91, F91	50	49	53	53
WKRQ-F	F78, F79, F80, S83(T), F83, S84, S85, F85, F89	74	74	77	75
WEBN-F	F81, F82, S83(T), S86, F87, S88, F88	40	33	38	37
WKRC	F84	66	57	61	59
WWEZ-F	F86				

STATION NOTES

(Major call letter and format changes)

MAJOR STATION SALES

1971	WRXY-F (Milford)	Sold to Ted Hepburn et al	\$ 100,000	WRRM-F	WLQA until 81; 8TFL until 80
1972	WRRM-F	Sold to Susquehanna	390,000	WUBE	WURE until 81; WMLX until 85; Nostalgia until 85; WDJO until about 89
1976	WCKY	From Post-Newsweek to Federated	3,600,000	W2RZ-F	WLWS until 80; WSKS-F until 86; WBVE-F until 90; WZRQ-F until 91; AOR until 86; Country until 90
1976	WLW	Sold by AVCO	8,500,000	WRRM-F	WOKV-F until 80; WBLZ-F until 89; Black until 89
1976	WVWK AF	From Combined to Federated	6,300,000	WCKY	MOR until 81
1977	WWEZ-F	From Sudbrink to Federated	2,000,000	WVWK	CHR until 77; Country until 85; WSAI until 85; WVWK until 88
1977	WVWK	Sold to owners of WLW	650,000	WVWK	CHR until 77; AC until 78; AOR until 81; Country until 85; WSAI-F until 83; WKXF until 85
1977	WCIN	Sold to BENI	1,800,000	WOFX-F	WYYS until 82; Contemp until 82; WLLT-F until 88; AC until 88
1979	WLW, WSKS-F	Sold to Mariner	17,000,000	WKRC	Briefly tried Talk format during 91
1980	WLLT-F	From Broadcast Mgt. to Heftel	1,300,000	WCIN	Black except for brief experiment with Classical in 89-90
1980	WDJO, WUBE-F	From Kaye-Smith to Plough	3,900,000		
1982	WVWK AF	From Affiliated to Booth	5,200,000		
1982	WVWK	Sold by BENI	2,250,000		
1983	WLW, WSKS-F	From Mariner to Republic	10,514,000		
1984	WDJO, WUBE-F	From Plough to DKM	8,800,000(e)		
1984	WRXY-F	Sold by Perry	850,000		
1985	WCIN	Sold for liabilities			
1985	WLLT-F	From Heftel to WOLI(not completed)	6,000,000(e)		
1986	WEBN-F	From Wood to Jacor	12,300,000		
1986	WLW, WSKS-F	From Republic to Jacor	21,500,000(e)		
1986	WLLT-F	From H & W to Hoker	6,000,000		
1986	WDJO, WUBE-F	From DKM to American	9,800,000		
1986	WSKS-F	From Jacor to Reams	4,300,000(e)		
1986	WBLZ-F (Hamilton)	From New System to Schwartz	NA		
1986	WSAI-F (Erlanger)	From Mortenson to InterUrban	2,000,000		
1988	WBLZ-F (Hamilton)	From Panache to Dalton	7,800,000		
1988	WMLX (Florence)	Sold to Hoker	350,000		
1989	WBVE-F (Hamilton)	From Reams to Entercom	5,850,000 (cancelled)		
1990	WBVE-F (Hamilton)	Sold by Reams	3,200,000 (cancelled)		

CLEVELAND

12+ METRO SHARE

		SPG																
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
WMMS-F	(AOR)	5.3	8.1	9.2	8.4	7.8	8.8	9.8	8.3	9.2	10.7	12.8	14.5	12.7	9.8	9.5	7.2	8.5
WHK	(N/T)	6.1	6.7	9.8	8.0	8.1	7.8	7.2	5.0	3.7	2.1	2.3	1.8	1.0	0.8	1.2	1.5	1.7
WDOK-F	(SAC)	11.0	8.6	7.4	8.9	8.9	8.7	8.1	7.8	7.3	8.1	7.9	5.9	6.0	5.7	7.6	6.8	6.5
WGAL-F	(AC)	11.1	7.9	7.9	10.1	9.8	9.9	7.3	7.0	6.9	6.9	8.0	7.5	9.3	8.3	6.4	5.1	5.7
WNCX-F	(CL AOR)	4.7	5.6	4.6	3.7	7.1	6.3	6.0	6.1	7.7	6.3	5.6	4.9	4.5	6.4	6.7	5.3	5.2
WLTF-F	(AC)	----	----	3.4	3.4	2.4	5.6	6.2	6.3	4.4	6.3	6.3	6.9	6.4	7.9	8.5	10.6	9.5
WPHR-F	(CHR)	----	----	2.2	2.5	2.5	4.9	3.9	5.6	4.6	4.2	4.3	4.2	1.6	2.9	4.4	5.0	4.1
WKNR	(S/T)	8.2	6.9	6.5	6.0	6.6	5.0	4.9	3.7	3.4	2.6	1.2	----	0.5	0.7	0.7	0.7	1.2
WWWE	(N/T)	7.5	7.1	5.0	6.7	4.9	4.4	4.5	3.9	3.3	2.8	4.3	5.4	6.1	6.6	4.6	4.6	5.1
WRDZ	(REL)	----	----	----	2.0	1.8	2.0	1.9	5.9	6.8	6.0	6.0	4.1	2.4	----	----	----	----
WMJI-F	(O/AC)	----	3.4	5.5	5.1	4.0	2.5	3.6	6.5	6.2	6.1	6.4	6.4	8.7	7.4	6.9	7.0	6.4
WERE	(N/T)	6.5	5.7	6.3	5.4	5.6	7.3	6.0	4.7	4.1	4.1	4.0	3.5	3.5	3.2	2.5	2.2	2.3
WRMR	(BB)	6.3	5.2	4.4	3.3	4.2	5.0	4.0	2.4	3.4	3.8	2.8	1.7	1.2	4.3	4.7	4.9	4.9
WGAR-F	(C)	----	5.1	4.8	4.6	3.7	3.2	3.5	3.1	4.5	4.0	3.6	4.9	5.3	4.9	5.2	7.2	7.0
WABQ	(G)	----	----	----	0.8	1.6	1.5	1.4	2.8	2.4	2.5	2.1	0.9	1.4	1.2	1.1	1.2	1.5
WZAK-F	(B)	----	----	----	1.3	1.4	1.0	2.6	3.6	4.9	6.5	5.6	5.3	8.2	7.2	6.8	7.1	6.9
WJMO	(B)	5.8	4.5	4.0	6.6	5.6	2.6	2.6	2.5	2.0	2.0	1.4	1.8	1.6	1.2	2.3	1.8	1.8
WCLV-F	(CL)	----	----	----	1.9	2.4	2.2	2.6	2.6	2.7	2.0	1.7	1.6	1.9	2.3	2.4	2.0	2.0
WJMO-F	(B/CHR)	----	3.5	----	1.2	1.8	2.6	3.8	2.5	1.4	2.2	2.3	2.4	2.9	2.5	2.7	3.8	3.3
WNWV-F	(J/NAC)	----	----	----	----	----	----	----	----	----	----	----	1.0	1.1	3.3	2.3	2.0	3.0

BASED ON AVERAGE OF SPRING AND FALL BOOKS

12+ CUME RATINGS

	79	80	81	82	83	84	85	86	87	88	89	90	91
WMMS-F	16.1	16.3	21.5	19.2	19.5	21.5	22.2	27.1	27.9	25.0	23.4	20.4	20.1
WHK	15.3	12.8	12.7	10.3	11.0	6.4	8.4	5.8	4.1	2.5	3.8	4.5	5.8
WDOK-F	15.8	17.7	17.2	14.8	16.8	16.3	15.6	13.3	13.7	13.7	16.5	16.3	16.8
WGAL-F	18.8	17.7	15.4	14.6	15.8	14.6	15.1	13.4	16.0	16.8	15.7	14.2	18.5
WNCX-F	19.7	19.2	18.7	19.0	21.1	20.6	20.3	19.9	11.8	14.1	14.5	13.5	13.8
WLTF-F	10.2	13.3	14.5	16.2	14.1	17.4	17.9	16.9	16.7	18.3	21.3	22.4	21.8
WPHR-F	----	9.5	7.0	11.8	12.2	11.9	10.7	10.9	6.6	9.5	12.9	15.0	15.8
WKNR	20.2	14.0	14.3	13.8	12.2	9.6	5.4	3.9	----	0.5	2.8	4.1	2.9
WWWE	16.5	14.3	17.5	14.5	15.5	13.1	11.7	14.7	17.6	21.4	15.2	15.1	17.5
WRDZ	----	----	----	11.2	13.5	11.4	11.3	8.1	7.5	----	----	----	----
WMJI-F	13.7	8.5	12.3	13.5	18.6	16.0	17.0	17.5	21.7	20.1	19.1	17.8	19.1
WERE	15.9	16.3	14.7	12.7	13.0	12.3	11.2	10.1	9.4	9.5	9.6	6.8	6.7
WRMR	10.8	8.5	8.1	6.6	8.3	9.9	8.2	3.6	4.1	6.5	10.8	10.7	8.7
WGAR-F	8.5	----	6.9	7.3	10.1	8.4	9.1	8.9	13.7	11.1	11.6	13.6	15.4
WABQ	----	----	----	4.5	4.5	3.0	2.9	2.8	2.7	3.3	2.4	1.9	3.3
WZAK-F	----	----	7.2	7.3	9.5	12.5	12.6	11.3	11.2	11.6	12.0	12.7	13.5
WJMO	10.0	----	----	9.6	8.0	5.9	5.2	5.4	5.5	4.4	5.9	4.7	4.0
WCLV-F	----	----	----	5.6	6.8	5.4	5.4	3.6	4.9	6.6	5.9	5.9	7.0
WJMO-F	----	9.5	12.3	11.0	5.4	9.8	10.7	9.4	12.0	9.1	10.1	12.5	12.6
WNWV-F	----	----	----	----	----	----	----	----	3.6	8.3	8.4	5.0	7.6

	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
APR (%)	15.5	15.0	16.0	15.3	14.9	15.5	16.2	17.2	17.8	17.8	18.4	17.1	17.1	17.6	18.6	17.7	17.9
FM Share (%)	44.78	50.18	51.64	58.30	56.39	60.30	63.06	64.44	65.86	71.17	74.30	74.23	76.4	77.9	79.8	78.6	79.7
Total Stations			25	23	25	23	24	24	27	26	24	26	27	27	26	27	26
Viable Stations									19	19	19	18	18	15.5	15	15	16
Diaries						1308	1623	1556	1784	1791	1721	1723	1803	1596	1849	1638	1752
% Not Listed													7.6	8.8	8.8	10.0	10.7

FORMAT SHARES (%)

	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91		
CHR/AOR	38	33	35	31	32	25	20	CHR	10	11	10	8	8	10	6	6	
MOR/AC	12	11	12	17	16	15	MOR/FS	AOR/CLS	11	13	17	20	19	17	15	15	
COUNTRY	12	7	9	11	12	13	AC/OLDIES		4	1	3	1	--	2	1	1	
BTFL/EZ/SAC	23	27	24	21	19	18			18	18	17	17	23	26	27	26	
NEWS/TALK	8	6	8	8	7	5			5	6	5	7	6	6	9	9	
BLACK/URBAN	6	9	8	9	10	16			18	19	16	16	9	7	7	7	
NOSTALGIA	--	--	--	--	1	6			17								
HISPANIC	--	--	--	--	--	--											
RELIG/GOSPEL	--	--	--	--	1	1			1	2	2	--	1	1	1	2	
CLASSICAL	1	2	3	3	2	3			3	2	1	1	2	3	3	2	
JAZZ/NAC	--	--	--	--	--	--			--	--	--	--	--	3	2	2	3

CLEVELAND

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WMMS-F	4.4	WMMS-F 6.0	WMMS-F 8.1	WMMS-F 9.0	WMMS-F 8.6	WMMS-F 8.0	WLTF-F 8.2	WLTF-F 8.0
2. WLTF-F	3.4	WLTF-F 5.4	WLTF-F 5.6	WMJI-F 6.0	WMJI-F 6.7	WLTF-F 7.0	WMMS-F 8.0	WMMS-F 7.9
3. WMJI-F	3.3	WMJI-F 5.0	WMJI-F 5.1	WLTF-F 5.7	WLTF-F 5.6	WMJI-F 6.5	WMJI-F 6.7	WMJI-F 6.0
4. WGCL-F	3.1	WGCL-F 3.5	WQAL-F 3.5	WQAL-F 3.6	WWWE 4.0	WNCX-F 4.1	WDOK-F 5.0	WZAK-F 4.8
5. WDOK-F	3.1	WGAR-F 3.3	WWWE 3.2	WWWE 3.5	WQAL-F 4.0	WWWE 4.0	WNCX-F 5.0	WDOK-F 4.7
6. WGAR-F	2.7	WWWE 3.0	WDOK-F 2.7	WGAR-F 2.8	WZAK-F 3.0	WQAL-F 3.7	WZAK-F 4.8	WNCX-F 4.6
7. WWWE	2.6	WDOK-F 3.0	WGAR-F 2.5	WZAK-F 2.5	WGAR-F 2.8	WZAK-F 3.4	WWWE 4.2	WGAR-F 3.5
8.		WQAL-F 2.9	WNCX-F 2.1	WDOK-F 2.2	WNCX-F 2.2	WGAR-F 3.1	WQAL-F 3.2	WWWE 3.3
9.		WZAK-F 2.8	WZAK-F 2.0	WNCX-F 1.9	WDOK-F 2.0	WDOK-F 3.0	WGAR-F 3.1	WQAL-F 2.7
10.			WERF 2.0	WERF 1.7	WERF 1.6	WERF 2.2	WPHR-F 1.8	WPHR-F 2.5

Highest Metro Share: WMMS-F 15.7, F86
 Highest Metro 1/4 Hr. Avg: WMMS-F 481, F86
 Highest TSA 1/4 Hr. Avg: WMMS-F 641, F86
 Highest ISA Cume: WMMS-F 7940, F86
 Highest Metro Cume Rating: WMMS-F 29.7, F86

FINANCIAL DATA

	FCC Data					Duncan Estimates												
	[----- Net Dollars -----]					[----- Gross Dollars -----]												
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91		
Revenue (millions)	21.78	23.97	26.66	30.72	30.47	34.8	36.0	37.1	38.3	43.0	43.4	44.3	46.0	54.0	55.5	53.2		
Income (millions)	2.47	2.40	3.42	3.12	2.15													
Nat Rev (millions)	5.17	4.48	7.18	7.69	8.60													
Rev per Cap (\$)	----	12.40	13.86	15.96	16.29	18.61	19.57	20.27	20.59	23.24	23.46	24.08	24.86	29.35	30.16	29.23		
Inc per Cap (\$)	----	1.24	1.78	1.62	1.15													

	81	82	83	84	85	86	87	88	89	90	91
Rev as % of Retail Sales	.40	.40	.38	.36	.37	.35	.35	.35	.39	.39	.39
Market Grades	---	0	0+/0+	0/0-	0/0-	0/0-	0/0-	D/C	C-/D+	---	---
Manager's Market Grades	5.5	5.7	6.0	6.0	5.8	5.7	6.1	6.3	6.4		
FM Base Value	---	---	5.0	6.0	5.0	5.7	6.6	6.5	5.9		
Base Value Percentage	---	---	---	---	---	---	12.4	12.8	11.8	11.1	
Mean Share Points per Viable Station	4.8	4.8	4.7	4.8	4.8	5.7	5.8	5.9	5.4		

#1 STATIONS 12+ METRO SHARE

	87	88	90	91
WQAL-F S75, S78, S79, S80, F80				
WMMS-F S76, F77, S81, F81, S82, and all periods 82-S89, F91	59	53	48	50
WDOK-F S76, F79, F89				
WHL S77, F78				
WLTF-F S90, F90, S91				
% of Revenue Controlled by Top 25% of Viable Stations	78	64	62	65
% of Share Points Controlled by Top 25% of Viable Stations	78	64	62	65

STATION NOTES

(Major call letter and format changes)

MAJOR STATION SALES

1970 WGCL-F	Sold by ASI to Alexander Tanger	\$ 525,000	WLTF-F	CHR until 80; WZZP until 84
1971 WQAL-F	From Storer to SJR	700,000	WPHR-F	Contemp until 80; WDMT-F until 87; leaned toward Urban through most of late 80's
1971 WBBG, WDOK-F	From Metroplex to Globetrotter	14,500,000	WWWE	MOR until 81; Country until 83; MOR until 85
1971 WWWE, WMJI-F	Sold by NBC	5,500,000	WRDZ	Changed to Nostalgia in 81; WBBG until 87; WMJI until 88
1972 WHK, WMMS-F	From Metromedia to Malrite	3,500,000	WMJI-F	CHR until 80; WWWM until 82; Rock until 82
1975 WDMT-F	Sold to Beasley	800,000	WGAR-F	WKSX until 84; BTFL until 77
1976 WERE	Sold by ASI	3,100,000	WHL	Country until 84; Oldies until 88
1976 WGCL-F	Sold by GCC	2,500,000	WKNR	AC until 85; WGAR until 90; Country until 90
1977 WRMR	Sold by Storer	2,500,000	WJMO-F	WLYT until 82; WRQC-F until 90
1977 WWWE	Sold to Combined Communications	8,700,000	WRMR	WJW until 85; MORE until 85
1978 WBBG	From Globe to Embrescia	1,550,000	WNCX-F	WGCL-F until 86; CHR until 87
1978 WDOK-F	From Globe to Combined Comm.	NA		
1980 WABQ	Sold by Booth	600,000		
1981 WBBG, WMJI-F	Sold by Embrescia	6,200,000		
1984 WQAL-F	From Gulf to WIN	5,100,000		
1984 WBBG, WMJI-F	From Robinson to Jacor	13,500,000		
1985 WWWE, WDOK-F	From Gannett to Modell	9,500,000		
1985 WRMR	From Modell to Booth	2,100,000		
1986 WERE, WGCL-F	Sold to Metropolis	10,700,000		
1987 WMJI	(never closed)	1,900,000		
1987 WWWE, WDOK-F		15,000,000		
1987 WPHR-F	From Beasley to Ardman	5,000,000		
1988 WMJI-A	From Jacor to Gore	845,000		
1988 WERE, WNCX-F	From Metropolis to Metroplex	11,600,000		
1988 WQAL-F	From WIN to ML Partners	15,000,000		
1989 WJMO, WRQC-F	From United to TA/Shaw	7,000,000(e) (cancelled)		
1989 WWWE	Sold to Booth	10,000,000 + WRMR		
1990 WMJI-F	From Jacor to Legacy	20,000,000(e)		
1990 WGAR-AM	Sold to Douglas	500,000		

COLUMBIA, SC

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WCOS-F	2.6	WNOK-F 2.8	WCOS-F 2.6	WCOS-F 2.7	WCOS-F 2.9	WCOS-F 3.0	WCOS-F 3.1	WCOS AF 3.1
2. WNOK-F	1.5	WCOS-F 2.6	WNOK-F 2.6	WNOK-F 2.4	WVOC-F 2.1	WMFX-F 2.3	WVOC-F 2.4	WVOC-F 2.5
3. WSCQ-F	1.2	WSCQ-F 1.4	WVOC-F 1.7	WVOC-F 1.5	WNOK-F 2.0	WVOC-F 2.2	WVOC-F 2.1	WNOK-F 1.9
4. WZLD-F	0.8	WIS 1.3	WTCB-F 1.6	WTCB-F 1.4	WMFX-F 1.6	WTCB-F 1.8	WMFX-F 1.9	WMFX-F 1.9
5. WVOC-F	0.8	WVOC-F 1.2	WIS 1.1	WSCQ-F 1.0	WTCB-F 1.4	WNOK-F 1.8	WNOK-F 1.8	WTCB-F 1.5
6. WIS	0.8	WTCB-F 1.1	WSCQ-F 1.1	WVOC-F 0.8			WVOC-F 1.0	WVOC-F 1.1
7.		WZLD-F 0.9	WVOC-F 1.1	WMFX-F 0.7			WVOC 0.6	WVOC 0.9
8.		WCEZ-F 0.8	WCEZ-F 0.7					WSCQ-F 0.75
								WAAS-F 0.4

Highest Metro Share: WIS 21.9, S75
 Highest Metro 1/4 Hr. Avg: WCOS-F 138, F84
 Highest TSA 1/4 Hr. Avg: WVOC-F 277, F87
 Highest TSA Cum: WCOS-F 2190, S88
 Highest Metro Cum Rating: WIS 40.1, F79

FINANCIAL DATA

	FCC Data					Ouncan Estimates										
	[----- Net Dollars -----]					[----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	3.77	4.20	5.20	5.65	6.53	7.6	8.0	8.7	9.4	10.3	11.5	11.9	12.7	13.3	14.1	14.9
Income (millions)	0.43	0.35	0.86	0.44	0.46											
Net Rev (millions)	0.70	0.77	1.12	1.09	1.41											
Rev per Cap (\$)	----	10.83	13.46	14.53	15.42	18.40	18.87	20.00	21.36	23.04	25.61	26.44	27.61	28.85	30.32	32.25
Inc per Cap (\$)	----	0.91	2.23	1.13	1.10											

	81	82	83	84	85	86	87	88	89	90	91
Rev as % of Retail Sales	.42	.42	.41	.42	.41	.43	.44	.44	.40	.40	.40
Market Grades			---	A	A/A+	A+/A+	A-/A	A/A+	A-/A	A/A	---
Manager's Market Grades	7.0	8.9	8.7	8.6	8.3	8.1	7.6	7.7	8.2		
FM Base Value	---	---	2.9	4.0	4.3	4.7	4.8	4.4	4.2		
Base Value Percentage	---	---	---	---	---	---	37.0	36.1	31.2	28.2	
Mean Share Points per Viable Station	7.4	8.2	8.1	7.5	8.2	8.3	8.0	8.3	7.7		

#1 STATIONS 12+ METRO SHARE

WIS	S75, F78, S79, F79
WOIC	S76
WNOK-F	S77, S78, S80, F80, S81, F81, S82
WVOC-F	S86, S87, F87, S89, F89, S90, F90, F91
WCOS-F	F82, S83, F83, S84, F84, S85, F85, F86, S88, F88, S91

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	53	51	48	47
By Top 50%	82	85	82	77
% of Share Points Controlled by Top 25% of Viable Stations	47	45	45	48
By Top 50%	68	70	66	71

STATION NOTES

(Major call letter and format changes)

MAJOR STATION SALES

1972	WOIC		\$ 650,000	WCOS-F	CHR until 77
1978	WNOK AF		1,066,000	WNOK-F	MOR (?) until 77
1979	WTGH		314,000	WTGH	WLFF until 85; Nostalgia until 84
1981	WTGH	Sold to Liggett	290,000	WAAS-F	WXRY until 83; WCEZ-F until 90; E2 until 90
1981	WZLD-F	Sold to Liggett	1,000,000	WTCB-F	WIGL until 85; Country until 85
1982	WDIX, WTCB-F	Sold to Confer-Rothfuss (Orangeburg)	1,250,000	WNOK	WNOK until 79; WXAP until 80; Contemp until 79; Disco until 81
1983	WTGH	Sold by Liggett	335,000	WVOC	WIS until 87; MOR/FS until 87
1984	WZLD-F	From Liggett to Fidelity	1,500,000	WVOC-F	WZLD-F until 88; AC until 88; WYYS-F and CHR until 91
1986	WOIC	Sold to Burkhardt/Phillips	750,000	WVOC-F	WVOC-F until 88; WPRH-F until 89; Black/CHR until 89
1986	WVOC-F	Sold to Burkhardt/Phillips	1,300,000	WMFX-F	WMFX-F until 87; Oldies until 87; AOR until 90
1986	WVOC-F (St. Charles)		1,200,000		
1986	WIS	Sold by Cosmos	2,000,000		
1986	WCEZ-F		2,000,000		
1987	WMFX-F		2,000,000		
1987	WVOC, WVOC-F (56%)		3,000,000		
1988	WOIC, WVOC-F	Sold to John Price	2,750,000		
1989	WTCB-F	From Keymarket to Bloumington	5,500,000		
1989	WVOC-F, WVOC (Sumter) (35%)		3,700,000		
1989	WQXL		136,000		
1989	WCOS AF	From GHB to Ragan Henry	12,500,000		
1989	WMFX-F	From Signature to Baum (St. Andrews)	5,000,000		
1989	WOIC, WNOK-F	From Audubon to Voyager	7,500,000		
1990	WTGH	Sold to Willis	500,000		
1990	WVOC/WCEZ-F	Sold to Bunyard/Dames	2,550,000		

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WCGQ-F	1.3	WCGQ-F 1.5	WCGQ-F 1.6	NA	WNKS-F 1.5	WCGQ-F 1.4	WSTH-F 1.4	WSTH AF 1.3
2. WFXE-F	1.2	OKS/FXE 1.3	OKS/FXE 1.4		WCGQ-F 1.4	WSTH-F 1.4	WCGQ-F 1.2	WGSY-F 1.1
3. WVOC-F	0.9	WNKS-F 0.9	WNKS-F 1.0		WFXE-F 1.3	WFXE-F 1.2	OKS/FXE 1.1	WCGQ-F 1.1
4. WEIZ-F	0.7	DAK/EIZ 0.8	DAK/EIZ 0.9		WSTH-F 1.2	WGSY-F 1.0	WGSY-F 1.1	WVRK-F 0.8
5. WOKS	0.6				WGSY-F 0.8	WVRK-F 0.9	WVRK-F 0.8	OKS/FXE-F 0.7
6.					WOKS 0.5	WAGH-F 0.4	WAGH-F 0.6	WAGH-F 0.65
7.						WOKS 0.3		WRCG 0.3

Highest Metro Share: WDAK 23.7, S75
 Highest Metro 1/4 Hr. Avg: WFXE-F 69, S82
 Highest TSA 1/4 Hr. Avg: WSTH-F 153, S89
 Highest TSA Cume: WCGQ-F 1464, S85
 Highest Metro Cume Rating: WFXE-F 42.6, S82

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	2.09	2.34	2.68	3.17	3.51	4.2	4.5	5.1	5.6	6.2	6.5	6.8	7.4	7.9	7.4	7.2
Income (millions)	-0.21	-0.42	-0.40	-0.36	-0.64											
Nat Rev (millions)	0.42	0.38	0.60	0.69	0.65											
Rev per Cap (\$)	----	10.10	11.74	13.38	14.58	17.80	18.99	21.52	23.24	25.73	26.21	25.77	28.91	30.86	28.79	29.15
Inc per Cap (\$)	----	-1.82	-1.75	-1.54	-2.67											
Rev as % of Retail Sales						.45	.45	.46	.50	.52	.50	.50	.52	.51	.46	.42
Market Grades						---	C	B-/C+	B-/B-	-/C+	-/B+	-/A-	-/C+	---	---	---
Manager's Market Grades						7.0	7.0	6.9	6.7	6.4	7.0	7.2	6.5	6.6		
FM Base Value						---	---	2.1	2.9	2.8	3.0	3.1	2.3	1.9		
Base Value Percentage						---	---	---	---	---	40.5	39.2	31.1	26.4		
Mean Share Points per Viable Station							11.9	11.4	11.2	9.7	9.7	11.6	11.6	11.1	11.2	

#1 STATIONS 12+ METRO SHARE

WDAK S75
 WOKS S76, S77, S81
 WCGQ-F S78, S79, S80, S85
 WFXE-F S82, S83, S84, S86, S87, S88
 WGSY-F S89, S91
 WSTH-F S90

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	--	38	34	33
By Top 50%	--	70	58	60
% of Share Points Controlled by Top 25% of Viable Stations	40	34	31	23
By Top 50%	72	60	56	59

STATION NOTES

(Major call letter and format changes)

WFXE-F WWRH until 78; Contemp until 78
 WVRK-F WRBL until 79; WVOC until 85; BTFI until 79;
 Contemp until 81; Country until 84; WNKS-F until 89
 WNKS-F until 89
 WRCG WRBI until 77; MOR until 79; Country until 81;
 Nostalgia until 90
 WSTH Contemp until 81; WDAK until 85; Oldies until 86;
 WEIZ until 87; WDAK until 88; AC until 87;
 Oldies until 88
 WGSY-F BTFI until 82; WEIZ-F until 87
 WEAM WCLS until 82; WIZY until 85

MAJOR STATION SALES

1971	WOKS		\$ 507,000
1974	WOKS	To Associated FM	595,000
1978	WNKS-F	Sold to Bluegrass	452,000
1979	WFXE-F	Sold to Associated FM	475,000
1982	WOKS, WFXE-F	Sold by Associated FM	2,300,000
1983	WNKS-F	From Bluegrass to Coleman	2,000,000
1984	WPNV		300,000
1986	WNKS-F	Sold by Coleman	3,250,000
1986	WOKS, WFXE-F	From Woodfin to Davis	3,750,000(e)

COLUMBUS, OH

12+ METRO SHARE

		SPG																	
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
WTVN	(FS)	11.9	13.8	15.2	12.2	13.1	11.2	10.2	10.3	9.8	9.6	10.3	8.0	10.0	9.2	8.4	9.4	9.4	
WLVQ-F	(AOR)	5.2	5.1	4.9	6.7	10.3	13.3	14.3	1.8	12.6	13.8	13.4	12.9	10.4	8.9	7.7	7.7	8.0	
WCOL	(O)	13.7	10.2	9.3	7.5	5.4	6.0	7.6	6.1	4.5	3.0	1.0	1.7	1.7	3.2	2.1	2.0	0.7	
WCOL-F	(O)	4.5	6.8	5.0	7.5	7.7	8.7	10.9	9.8	9.0	9.7	10.8	8.4	8.6	6.4	7.0	5.3	5.1	
WNCI-F	(CHR)	6.8	11.5	12.9	12.4	12.0	11.4	9.3	7.3	7.4	5.9	5.1	8.4	9.5	11.9	15.1	13.5	9.3	
WBNS	(BB)	9.0	8.6	7.5	7.8	7.6	6.0	6.3	6.3	4.5	3.0	2.7	2.4	2.2	1.9	1.8	2.7	2.7	
WBNS-F	(O)	11.1	10.3	14.0	13.2	12.4	9.9	7.3	7.2	10.7	10.5	11.2	10.2	9.9	8.7	7.1	5.0	4.9	
WMNI	(C)	8.1	5.3	5.6	5.5	6.6	6.6	6.5	5.8	3.4	3.7	3.5	3.1	3.6	2.7	2.7	1.7	2.4	
WMGG-F	(CL AOR)	----	----	1.8	1.6	2.4	2.8	3.0	2.4	4.5	5.1	4.1	5.6	4.4	5.5	5.0	4.9	5.1	
WVVO	(B)	3.0	4.3	3.5	2.5	2.4	3.5	2.7	6.8	8.4	4.9	3.0	3.5	2.9	3.3	3.8	4.3	2.6	
WSNY-F	(AC)	----	2.6	2.9	3.7	2.7	2.6	4.1	7.7	7.7	8.0	10.2	9.7	9.2	11.6	10.6	10.4	9.0	
WHOK-F	(C)	----	1.3	2.4	2.4	3.1	3.3	4.2	3.7	2.8	3.4	3.3	4.2	4.6	4.8	5.8	5.5	6.3	
WCKX-F	(B)	----	----	----	----	----	----	----	0.3	0.8	1.3	2.7	0.9	1.8	1.9	1.1	2.4	2.0	
WRZR-F	(AOR)	----	----	----	----	----	----	----	----	----	2.1	2.3	1.8	2.2	1.6	2.2	1.4	1.2	
WRFD	(REL)	----	----	----	----	----	----	0.6	1.2	1.3	1.6	1.9	1.2	1.3	1.3	1.1	0.6	0.6	
WBBY-F	(J/NAC)	----	----	----	----	----	----	1.2	1.7	2.0	1.8	1.6	1.8	2.2	1.9	1.9	1.5	1.4	
WCLT-F	(C)	----	----	----	----	----	----	----	----	----	----	----	1.3	0.8	0.8	0.9	2.3	2.6	
WWHT-F	(CHR)	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	4.1	
WWCD-F	(AOR)	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	1.5	2.2	
WRVF-F	(SAC)	----	----	----	----	----	----	----	----	----	----	----	----	----	----	0.8	1.7	2.0	

BASED ON AVERAGE OF SPRING AND FALL BOOKS

12+ CUME RATINGS

	79	80	81	82	83	84	85	86	87	88	89	90	91
WTVN	29.7	25.9	21.9	26.5	21.0	21.8	22.1	18.3	20.4	19.3	16.3	17.9	19.2
WLVQ-F	16.8	21.1	26.1	23.2	23.7	23.6	23.8	21.9	21.7	16.8	19.4	16.0	18.5
WCOL	22.5	22.7	16.5	14.1	11.0	10.3	4.4	6.0	6.0	6.5	5.9	7.0	3.2
WCOL-F	19.7	22.5	24.0	27.7	23.0	26.6	26.0	21.3	22.9	20.0	19.1	17.4	13.6
WNCI-F	30.2	27.5	24.6	24.8	25.4	19.8	19.1	24.7	22.7	25.6	30.8	28.2	23.9
WBNS	22.3	20.8	21.0	18.9	14.2	10.2	9.1	7.3	6.0	4.8	4.4	4.5	5.2
WBNS-F	25.4	21.1	16.7	17.0	17.6	17.7	18.7	18.4	17.9	18.1	16.9	13.0	13.3
WMNI	14.1	14.3	13.7	11.8	8.5	9.5	8.3	6.1	6.5	5.3	5.2	3.7	4.6
WMGG-F	8.6	----	----	7.7	9.8	11.1	7.4	9.0	12.5	12.6	15.0	10.7	13.4
WVVO	----	7.3	----	8.2	1.1	10.7	6.7	9.6	7.1	6.7	6.5	7.4	7.1
WSNY-F	----	8.1	----	11.6	20.5	19.9	22.5	24.4	19.8	24.1	23.9	21.6	22.2
WHOK-F	6.1	5.1	7.3	6.4	7.5	7.5	7.5	5.5	8.6	9.9	10.0	9.6	14.3
WCKX-F	----	----	----	----	----	----	4.4	3.8	1.8	5.1	3.6	4.5	4.6
WRZR-F	----	----	----	----	----	----	7.7	6.0	6.0	4.6	6.4	6.1	3.5
WRFD	----	----	----	----	----	----	----	3.8	3.6	3.4	2.6	2.4	2.8
WBBY-F	----	----	----	----	5.4	5.1	4.7	4.8	7.4	6.0	6.2	5.0	4.8
WCLT-F	----	----	----	----	----	----	----	----	2.4	2.9	2.6	4.9	4.9
WWHT-F	----	----	----	----	----	----	----	----	----	----	----	----	10.1
WWCD-F	----	----	----	----	----	----	----	----	----	----	----	2.8	5.6
WRVF-F	----	----	----	----	----	----	----	----	----	----	----	6.6	5.0

	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
APR (%)	13.8	14.9	14.0	15.2	15.1	15.4	15.7	16.2	16.7	16.8	16.1	15.9	15.3	15.8	16.4	16.3	16.5
FM Share (%)	36.30	46.05	49.87	54.06	57.69	59.16	63.67	60.26	63.42	66.45	72.96	74.19	72.3	72.5	76.7	74.3	76.4
Total Stations			19	18	17	17	18	18	21	18	22	22	21	20	21	24	26
Viable Stations									13.5	13.5	14	14	14	13	13	13	14
Diaries						1668	1102	1475	1250	1355	1479	1247	1593	1524	1408	1422	1419
% Not Listed													10.3	10.7	13.1	9.7	13.4

FORMAT SHARES (%)

	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91		
CHR/AOR	34	37	39	43	40	34		CHR	11	18	19	20	20	25	26	18	
MOR/AC	33	27	27	22	18	21	MOR/FS	AOR/CLS	14	13	15	13	16	17	14	18	
COUNTRY	11	10	10	11	13	10	AC/OLDIES		15	16	14	16	16	12	15	17	
BTFL/EZ/SAC	15	17	14	15	12	12			20	13	16	16	14	16	16	15	
NEWS/TALK	--	--	--	--	--	--			16	15	12	9	10	10	11	14	
BLACK/URBAN	7	7	10	8	8	13			12	12	12	9	10	10	11	14	
NOSTALGIA	--	--	--	--	9	10			11	12	14	10	11	10	9	6	6
HISPANIC	--	--	--	--	--	--											
RELIG/GOSPEL	--	--	--	--	--	--		2		2	3	1	1	1	1	2	2
CLASSICAL	--	--	--	--	--	--											
JAZZ/NAC	--	--	--	--	--	--							3	2	2	2	1

COLUMBUS, OH

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WTVN	4.4	WTVN 5.0	WTVN 6.2	WLVO-F 6.5	WLVO-F 7.0	WNCI-F 8.1	WNCI-F 9.0	WNCI-F 8.2
2. WLVO-F	3.5	WSNY-F 4.5	WSNY-F 5.4	WTVN 5.9	WTVN 6.8	WSNY-F 8.0	WSNY-F 7.7	WSNY-F 8.2
3. WNCI-F	3.1	WLVO-F 4.2	WLVO-F 5.3	WSNY-F 5.5	WSNY-F 6.6	WLVO-F 7.1	WTVN 7.0	WTVN 7.0
4. WSNY-F	3.0	WXGT-F 2.8	WBNS-F 3.1	WNCI-F 4.2	WNCI-F 6.1	WTVN 6.7	WLVO-F 6.0	WLVO-F 6.1
5. WBNS-F	2.9	WBNS-F 2.7	WXGT-F 2.9	WXGT-F 2.9	WXGT-F 3.2	WMGG-F 2.9	WMGG-F 3.0	WMGG-F 3.2
6. WXGT-F	2.8	WNCI-F 2.5	WNCI-F 2.6	WBNS-F 2.8	WBNS-F 2.9	WBNS-F 2.8	WHOK-F 2.6	WHOK-F 2.9
7.					WMGG-F 2.2	WXGT-F 2.7	WBNS-F 2.3	WCCL AF 2.1
8.						WHOK-F 1.4	WCOL-F 1.8	WBNS-F 2.0
9.						WNNJ 0.9	WVOK 0.9	WVVO 0.95
10.						WVVO 0.9	WMNI 0.5	WBNS 0.5

Highest Metro Share: WTVN 16.4, F77
 Highest Metro 1/4 Hr. Avg: WNCI 289, S90
 Highest TSA 1/4 Hr. Avg: WNCI-F 361, S90
 Highest TSA Cume: WTVN 5027, F76
 Highest Metro Cume Rating: WTVN 38.5, F77

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	[----- Net Dollars -----]					[----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	11.84	13.25	15.02	17.04	18.43	22.7	24.1	25.7	28.4	31.2	32.7	34.2	38.5	42.0	42.0	43.0
Income (millions)	2.73	3.59	4.43	5.35	5.61											
Nat Rev (millions)	2.81	2.72	3.83	4.21	4.53											
Rev per Cap (\$)	---	12.13	13.67	15.36	16.56	18.61	19.13	20.40	22.19	24.19	25.15	26.11	28.95	31.11	30.88	30.71
Inc per Cap (\$)	---	3.28	4.03	4.83	5.07											

	81	82	83	84	85	86	87	88	89	90	91
Rev as % of Retail Sales	.42	.40	.40	.39	.39	.39	.38	.41	.41	.38	.40
Market Grades	---	B+	B-/C	R-/D+	B-/C-	B-/C+	B/B-	B+/C-	---	---	---
Manager's Market Grades	5.7	9.1	8.6	8.4	8.1	8.2	8.0	7.4	7.5		
FM Base Value	---	---	5.3	6.0	7.0	8.4	8.9	8.5	8.3		
Base Value Percentage	---	---	---	---	---	21.8	21.2	20.2	19.3		
Mean Share Points per Viable Station	6.7	6.6	6.4	6.2	6.2	6.7	6.5	6.5	6.0		

#1 STATIONS 12+ METRO SHARE

WCOL S75	% of Revenue Controlled by Top 25% of Viable Stations	59	57	60	61
WTVN S76, F76, S77, F77, F78, F79, F81	By Top 50%	85	84	87	88
WBNS-F S78, F87					
WNCI-F S79, F88, S89, F89, S90, F90, S91	% of Share Points Controlled by Top 25% of Viable Stations	40	36	44	41
WLVO-F S80, F80, S81, S82, F82, S83, F83, S84, F84, F85, S86, F86, S87	By Top 50%	61	68	67	65
WBNS-F S85, F87					
WSNY-F S88, F91					

STATION NOTES

(Major call letter and format changes)

WCOL	CHR until 79; AC until 80; Nostalgia until 84; AC until 85; News/Talk until 86; Nostalgia until 90
WMGG-F	WNNJ until 77; MOR until 78; Disco during 79; BTFL until 83; WRM2-F until 86; Country until 86; AC until 87
WSNY-F	WVVO-F until 82; Black until 82
WCOL-F	WCOL until 78; ACR until 78; WXGT-F until 90; CHR until 90
WLVO-F	WTVN-F until 77; BTFL until 77
WBNS	MOR until 90
WRZR-F	WZT-F until 88; WXL-F until 91; Black until 88; Oldies until 91
WVVO-F	WVVO-F and AC until 91

MAJOR STATION SALES

1972	WLOH,WHOK-F (Lancaster)	\$ 525,000
1974	WRFD Sold by Nationwide	750,000
1981	WRFD Sold to Epperson	1,800,000
1982	WVVO,WSNY-F Sold to Marvin Josephson	3,000,000
1986	WVVO,WSNY-F From Josephson to Saga	19,500,000
1988	WXL-F (Johnstown) Sold to Ragan Henry	1,850,000
1991	WVVO-F	2,000,000
1991	WVVO-F	2,500,000

CORPUS CHRISTI

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. KOUL-F	1.0	NA	EYS/ZFM 1.4	KZFM-F 1.4	KOUL-F 1.4	KOUL-F 1.5	KOUL-F 1.4	KOUL-F 1.4
2. KNCN-F	0.85		KNCN-F 1.2	KRYS-F 1.1	KZFM-F 1.3	KZFM-F 1.3	KZFM-F 1.1	KZFM-F 1.1
3. KITE-F	0.81		KUNO 1.1	KOUL-F 1.1	KRYS AF 1.1	KRYS-F 1.1	KRYS-F 1.1	KRXY AF 1.1
4. KZFM-F	0.79		KRYS AF 1.0	KUNO 1.0	KUNC 0.9	KUNO 1.0	KUNC 1.0	KUNO 1.0
5. KIOU-F	0.68		KCCT 0.9	KNCN-F 0.9	KNCN-F 0.8	KNCN-F 1.0	KNCN-F 0.95	KNCN-F 0.95
6.			KOUL-F 0.7				KMXR-F 0.7	KMXR-F 0.7
7.			KIOU-F 0.65					
8.			KITE-F 0.6					

Highest Metro Share: KZFM-F 18.8, S86
 Highest Metro 1/4 Hr. Avg: KZFM-F 101, S86
 Highest TSA 1/4 Hr. Avg: KZFM-F 129, S90
 Highest TSA Cume: KZFM-F 1375, S89
 Highest Metro Cume Rating: KEYS 37.6, S80

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	85	87	88	89	90	91
Revenue (millions)	3.20	3.41	4.18	3.89	5.10	5.8	6.1	6.3	6.6	7.2	7.8	7.8	7.5	8.0	8.3	7.8
Income (millions)	0.27	-0.04	0.25	0.18	0.42											
Nat Rev (millions)	0.90	1.09	1.34	1.33	1.72											
Rev per Cap (\$)	----	11.11	13.68	12.09	15.28	18.07	18.21	18.26	18.44	19.73	21.31	21.13	20.72	22.16	22.93	22.16
Inc per Cap (\$)	----	-0.14	0.83	0.55	1.26											
Rev as % of Retail Sales						.35	.34	.35	.31	.40	.41	.39	.36	.36	.36	.31
Market Grades						---	C	C/C	C/C	C-/D	C-/D	C-/D	C-/D	D/D-	D/D-	---
Manager's Market Grades						8.0	7.5	6.6	6.3	5.9	5.6	5.9	5.9	5.9	5.9	5.9
FM Base Value						---	---	---	1.6	1.5	1.9	2.0	1.6	1.6	1.5	
Base Value Percentage						---	---	---	---	---	25.3	25.0	19.3	19.2		
Mean Share Points per Viable Station						7.7	7.2	7.8	7.6	7.3	8.3	7.4	7.4	7.4	7.7	

#1 STATIONS, 12+ METRO SHARE

KUNO S75, F83
 KEYS S76, S78, S79, S80
 KRYS S77
 KOUL-F S81, S82, S83, F91
 KZFM-F F81, S84, F84, S85, F85, S86, F87, S87, F87, S89, S90, F90
 KNCN-F F82

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	47	45	43	45
By Top 50%	--	77	75	77
% of Share Points Controlled by Top 25% of Viable Stations	44	42	44	41
By Top 50%	71	67	69	69

STATION NOTES

(Major call letter and format changes)

KCGR-F BTFL until 81; KITE-F until 87; KJKC-F until 90;
 KISQ-F until 91; CHR until 90
 KEYS CHR Changing to AC by 83; AC until about 88
 KDAE KIKN until 84; Country until about 88
 KRYS AC until 85
 KNCN-F AOR in 82
 KMXR-F KEXX until 85; KSTE-F until 89
 KLTG-F KIOU until 87; FZ until 87; SAC until 89
 KUNO Began simulcasting with KSAB-F in 91

MAJOR STATION SALES

1974	KCCT	\$ 300,000
1983	KDAE	310,000
1986	KITE-F (Portland) From Phillips/Whitlock to Dave King	1,000,000
1986	KRYS AF	1,600,000
1987	KJKC-F (Portland)	950,000
1988	KMXR-F	2,000,000
1989	KJKC-F (Portland)	525,000
1990	KDAE/KLTG-F	1,900,000

DALLAS-FT. WORTH

12+ MFRQ SHARE

		SPG																
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
WBAP	(C/FS)	11.8	10.8	10.6	9.7	9.4	7.8	6.7	6.3	5.7	6.6	6.7	5.8	6.0	6.5	5.5	5.2	6.0
KRLD	(N/T)	7.7	8.2	6.5	6.0	7.1	7.2	6.0	5.7	7.1	7.6	7.3	6.8	6.1	5.4	5.3	4.6	4.1
KVIL-F	(AC)	6.1	9.5	8.1	9.0	9.6	8.9	8.1	8.2	9.7	10.1	10.0	9.0	8.4	9.2	9.4	7.6	6.2
KSCS-F	(C)	---	4.0	5.8	6.5	7.6	8.3	8.6	7.9	6.7	5.5	5.3	4.8	4.3	6.8	7.3	9.3	11.1
KLRX-F	(SAC)	3.0	4.1	3.5	3.6	3.3	4.8	5.8	5.7	5.0	3.7	3.7	3.1	2.8	2.3	2.2	1.3	3.6
KCDU-F	(CL AOR)	---	2.0	2.4	3.2	3.9	4.2	4.5	5.1	4.2	2.9	2.5	1.9	1.5	1.6	4.0	2.8	1.8
KTXQ-F	(AOR)	---	3.4	2.9	3.7	6.0	4.3	4.6	4.9	4.4	4.2	5.0	4.9	4.2	3.7	3.5	4.9	5.6
KKDA-F	(B)	---	3.4	4.5	5.6	5.3	5.3	6.7	5.3	5.6	6.9	8.1	8.5	8.7	7.6	5.7	5.5	4.5
KEGL-F	(CHR)	---	---	4.9	5.6	4.8	3.7	5.0	4.7	5.1	4.8	6.1	5.2	6.3	4.8	3.9	4.1	4.0
KJMZ-F	(B)	---	5.0	5.0	5.3	5.1	6.3	5.5	5.9	6.3	6.1	5.4	6.7	5.5	5.0	4.5	3.7	4.2
KPLX-F	(C)	---	1.4	3.3	2.6	1.9	4.3	4.3	5.1	5.7	5.3	5.7	7.8	7.4	6.8	6.7	7.4	6.8
KDMX-F	(AC)	---	---	---	2.6	2.7	3.5	3.6	3.7	2.9	3.5	3.0	2.8	3.0	2.7	2.5	1.9	2.2
KLIF	(T)	4.9	3.0	2.8	3.6	4.5	4.0	3.4	3.6	2.0	1.7	1.0	1.3	0.8	0.9	0.5	2.3	2.7
KRSR-F	(C)	6.2	6.4	6.0	5.9	5.7	5.1	4.4	3.8	3.4	3.6	2.8	3.6	3.5	3.1	2.9	2.0	1.9
KZPS-F	(CL AOR)	---	---	---	1.7	1.5	1.4	1.2	2.8	4.6	5.2	2.9	1.3	2.1	2.9	2.7	3.5	2.3
KLUV-F	(O)	4.1	6.3	4.0	3.2	3.1	2.4	2.6	2.4	2.4	1.8	2.7	3.4	3.8	3.2	3.1	3.2	3.0
KESS	(SP)	---	---	---	---	---	---	---	---	1.3	1.1	1.8	0.7	1.6	1.4	0.9	1.1	1.4
KUII	(N)	8.7	3.9	4.4	3.1	2.2	1.8	1.3	1.4	1.0	1.6	0.9	1.0	2.1	2.8	3.1	---	0.7
KDBN	(B/N)	5.1	5.2	3.9	3.5	4.0	3.2	2.6	1.2	0.5	0.4	0.4	---	---	---	---	---	---
KOAI-F	(J/NAC)	---	---	---	---	---	0.5	1.3	1.4	1.5	1.4	3.9	3.4	2.4	2.6	3.3	2.8	2.2
KLTY-F	(REL)	---	---	---	---	---	---	---	---	1.3	1.1	1.8	1.9	2.2	2.5	2.9	2.9	2.9
WRR -F	(CL)	---	---	---	---	---	---	---	1.0	1.2	1.5	1.2	1.3	1.4	1.2	1.7	2.3	2.1
KODZ-F	(O)	---	---	---	---	---	---	0.6	0.7	0.4	1.5	2.5	4.4	5.2	3.8	4.4	4.4	2.2
KAAM	(BB)	---	---	---	---	---	---	---	---	---	---	---	0.9	0.8	1.5	1.7	1.8	1.6
KKDA	(B/O)	---	---	---	---	---	---	---	---	---	---	---	0.9	1.0	1.2	1.9	2.7	2.1
KHVN	(G)	---	---	---	---	---	---	---	---	---	---	---	2.3	1.8	2.0	1.6	1.9	1.9
KDGE-F	(AOR)	---	---	---	---	---	---	---	---	---	---	---	---	0.4	0.7	1.4	1.9	2.5

BASED ON AVERAGE OF SPRING AND FALL BOOKS

12+ CUME RATINGS

	79	80	81	82	83	84	85	86	87	88	89	90	91
WBAP	24.5	20.3	19.2	18.6	15.3	15.0	14.7	14.7	15.3	15.5	15.8	15.2	16.7
KRLD	21.2	19.3	17.3	17.8	15.9	18.0	17.9	18.2	16.6	16.0	14.2	14.7	13.8
KVIL-F	18.8	19.0	17.9	20.3	18.5	20.1	19.7	18.9	16.3	20.4	15.9	14.4	14.3
KSCS-F	13.3	17.5	18.9	18.3	16.0	14.7	12.5	13.7	13.3	14.3	16.2	19.3	25.2
KLRX-F	10.0	11.4	12.3	15.4	15.3	12.9	11.4	9.3	9.4	9.0	7.2	5.5	9.0
KCDU-F	8.7	8.5	8.7	9.0	8.9	7.2	7.5	5.9	5.2	4.5	8.4	6.7	4.8
KTXQ-F	11.9	10.2	13.0	16.3	13.8	13.2	14.4	13.7	12.0	11.2	11.4	11.3	13.5
KKDA-F	12.3	10.7	13.6	14.0	12.1	10.8	12.4	12.1	11.7	11.8	12.4	11.3	9.4
KEGL-F	14.3	11.0	15.3	14.7	17.4	15.5	16.7	14.9	17.1	16.6	15.4	13.5	14.3
KJMZ-F	11.6	11.0	11.1	11.3	14.4	12.1	11.6	11.6	10.8	9.6	12.0	13.1	9.8
KPLX-F	---	6.8	11.2	10.5	12.3	11.9	11.6	14.3	15.5	14.3	16.6	15.4	15.6
KDMX-F	---	8.4	9.3	10.9	9.6	9.5	8.8	8.6	9.8	9.8	7.8	7.5	6.4
KLIF	11.0	10.8	8.5	8.6	8.3	---	4.2	3.9	2.6	3.4	2.4	5.6	7.3
KRSR-F	12.2	11.8	10.0	6.4	7.5	7.2	6.2	9.2	10.0	9.0	7.9	6.0	7.1
KZPS-F	---	3.5	5.2	6.8	13.7	16.2	11.9	5.8	7.4	8.4	8.8	8.3	8.5
KLUV-F	9.2	8.4	11.8	6.9	8.6	7.8	8.0	8.5	11.3	9.2	9.9	11.0	11.2
KESS	---	---	6.3	5.9	4.1	1.5	1.5	1.2	2.6	2.3	1.9	2.1	2.4
KUII	11.7	8.0	5.5	4.2	3.7	3.9	3.5	3.5	5.2	5.8	6.5	---	2.3
KDBN	8.3	7.8	6.1	3.7	2.8	1.6	1.4	1.5	---	---	0.7	---	---
KOAI-F	---	---	3.7	3.7	4.8	3.2	12.2	11.6	9.4	7.2	8.9	8.0	5.9
KLTY-F	---	---	---	---	---	2.1	---	3.3	1.6	4.8	7.1	5.8	8.5
WRR -F	---	---	---	---	4.0	2.9	3.6	3.4	4.2	3.1	4.6	5.8	6.8
KODZ-F	---	---	---	---	1.7	1.6	---	5.9	10.2	14.8	15.1	16.7	11.5
KAAM	---	---	---	---	---	---	---	---	2.4	2.8	3.2	4.3	3.9
KKDA	---	---	---	---	---	---	---	---	2.2	2.3	4.2	4.3	4.8
KHVN	---	---	---	---	---	---	---	---	3.6	3.7	3.4	4.0	4.4
KDGE-F	---	---	---	---	---	---	---	---	---	1.9	3.0	4.9	5.4

	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
APR (%)	16.1	15.2	15.3	15.8	16.9	16.2	16.9	17.8	18.3	17.1	17.4	18.1	17.1	16.8	18.3	17.7	17.6
FM Share (%)	38.28	52.21	56.49	60.63	63.63	68.00	72.78	71.15	73.54	72.38	73.56	78.03	76.1	77.0	76.1	77.6	75.7
Total Stations			30	29	31	27	29	27	29	30	31	28	28	29	31	29	33
Viable Stations									24	24	24	23	23	21	20	21	22
Diaries						2773	2227	2085	2314	2292	2414	2447	2347	2286	2244	3070	2281
% Not Listed													8.0	5.8	6.4	7.6	7.8

DALLAS-FT. WORTH

FORMAT SHARES (%)

	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
CHR/AOR	29	26	27	21	22	23	26	CHR AOR/CLS	13	14	10	13	11	9	9	7
MOR/AC	12	14	11	15	11	14	MOR/FS	--	1	--	--	--	--	--	--	--
COUNTRY	24	25	24	25	27	26	AC/OLDIES	12	22	18	22	21	25	21	17	17
BTFL/EZ/SAC	15	14	14	13	11	8	21	21	20	21	20	21	22	24	25	25
NEWS/TALK	5	4	12	12	9	9	10	10	8	7	8	8	8	8	7	8
BLACK/URBAN	10	12	10	11	14	15	12	12	13	12	13	11	14	14	12	12
NOSTALGIA	--	--	--	--	2	2	2	2	1	1	1	2	2	2	2	2
HISPANIC	2	--	--	--	1	--	2	2	3	3	3	2	1	2	3	3
RELIG/GOSPEL	2	2	1	2	1	1	3	3	4	5	3	5	5	6	5	5
CLASSICAL	2	1	1	2	1	1	1	1	1	1	2	1	2	3	2	2
JAZZ/RAC	--	--	--	--	--	--	--	--	--	--	--	3	4	3	3	3

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. KVIL-F	19.0	KVIL-F 22.0	KVIL-F 22.7	KVIL-F 18.0	KVIL-F 19.0	KVIL-F 21.0	KVIL-F 21.5	KVIL AF20.8
2. KRLD	10.3	KRLD 12.6	KRLD 13.0	KRLD 12.0	KRLD 12.5	KRLD 13.0	WBAP 13.7	WBAP 15.1
3. WBAP	9.1	WBAP 12.0	WBAP 11.5	WBAP 11.0	KPLX-F 11.0	WBAP 12.0	KRLD 12.0	KSCS-F 13.5
4. KSCS-F	8.7	KSCS-F 9.0	KKDA-F 10.2	KPLX-F 10.9	WBAP 10.8	KPLX-F 11.3	KSCS-F 11.8	KPLX-F 11.4
5. KKDA-F	6.7	KKDA-F 8.9	KPLX-F 9.4	KKDA-F 10.0	KKDA-F 10.1	KKDA AF10.2	KPLX-F 11.0	KRLD 9.0
6. KPLX-F	6.5	KPLX-F 7.3	KSCS-F 7.4	KEGL-F 6.4	KSCS-F 7.1	KSCS-F 10.0	KKDA-F 9.4	KTXQ-F 9.0
7. KMFZ-F	5.5	KMGC-F 6.8	KMGC-F 6.7	KSCS-F 6.2	KEGL-F 6.8	KEGL-F 6.3	KTXQ-F 6.8	KKDA AF 7.9
8.		KTXQ-F 5.9	KEGL-F 5.6	KEGL-F 5.7	KTXQ-F 5.7	KLUV-F 6.1	KLUV-F 6.5	KZPS-F 5.5
9.		KMEZ-F 5.5	KTXQ-F 5.5	KTXQ-F 6.0	KHYI-F 5.3	KTXQ-F 6.0	KZPS-F 5.9	KEGL-F 5.2
10.		KEGL-F 5.1		KMEZ-F 5.5	KMGC-F 4.6	KHYI-F 5.4	KEGL-F 5.5	KLUV-F 5.0

Highest Metro Share: WBAP 12.3, S77
 Highest Metro 1/4 Hr. Avg: KSCS-F 643, F91
 Highest TSA 1/4 Hr. Avg: WBAP 954, S79
 Highest TSA Cum: WBAP 11591, S77
 Highest Metro Cum Rating: KSCS-F 24.7, F91

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	Net Dollars					Gross Dollars										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	26.89	31.01	38.16	42.84	52.71	69.3	75.7	83.4	98.2	107.6	120.5	116.5	121.2	129.7	135.0	132.4
Income (millions)	3.34	2.97	0.81	5.07	4.86											
Nat Rev (millions)	7.69	7.28	11.97	13.56	16.50											
Rev per Cap (\$)	---	11.82	14.22	15.35	17.12	23.33	24.42	25.50	29.05	30.92	33.47	31.57	32.32	34.31	34.97	34.10
Inc per Cap (\$)	---	1.13	0.30	1.82	1.60											
Rev as % of Retail Sales						.39	.40	.40	.43	.42	.45	.42	.40	.39	.38	.37
Market Grades						---	A	A/A+	A/A+	A/A+	A/A-	A/A-	A/A	A/A	A-/A+	---
Manager's Market Grades						8.9	9.2	8.8	8.7	7.1	7.2	7.7	7.8	7.8	7.6	
FM Base Value						---	---	16.5	16.0	14.5	14.5	17.0	14.0	12.2		
Base Value Percentage						---	---	---	---	---	---	12.0	13.1	10.3	9.2	
Mean Share Points per Viable Station						3.9	3.9	3.9	4.1	4.0	4.5	4.7	4.4	4.2		

#1 STATIONS 12+ METRO SHARE

WBAP S75, S76, S77, F77, S78, S79
 KVIL-F F76, F78, F79, S80, S82, S83, S84, F86, F87, S88, F88, S89, F89
 KSCS-F F80, S81, F81, F82, S90, F90, S91, F91
 KKDA-F S87

% of Revenue Controlled by

Top 25% of Viable Stations 57 54 54 56

By Top 50% 84 78 79 81

% of Share Points Controlled by

Top 25% of Viable Stations 45 40 38 42

By Top 50% 72 65 62 66

STATION NOTES

(Major call letter and format changes)

KLUV-F KNUS until 81; KLVU until 84; evolved to Oldies by about 87
 KTXQ-F KFWD until 78
 KJMZ-F KTLG until 76; KMEZ-F until 88; E2 until 88
 KEGL-F KFJZ until 81
 KPLX-F BTFL until 80
 KLIF WFAA until 83; MOR until 76; News/Talk until 83; KRQX until 87; KLDD until 90
 KUII CHR until 79; AC until 81; Country until 85; KLIF until 90; Talk until 90
 KESS KFJZ until 83; Nostalgia until 83; KSSA until 86
 KRLD MOR until 78
 KCDU-F KNOK until 85; KDLZ-F until 88; KMEZ-F until 91; Black until 88; E2 until 91

STATION NOTES (cont'd)

KRSR-F KOAX until 84; BTFL until 84; KQZY-F until 90; SAC til 91
 KZPS-F KAFM until 86; CHR until 86; CHR until 87; Oldies to Classic AOR by 89
 KDBN KBOX until 82; Country until 82; KMEZ until about 88; EZ until about 88
 KOAI-F KIKX until 84; Country until 82; AC until 85; KTKS-F until 87; CHR until 87
 KLRX-F KZEW-F until 89; KKWM-F until 91; AOR until 89
 KLTY-F KESS-F until 86; KSSA-F until 87; KOJO-F until 89; Hispanic until 88
 KODZ-F KJIM-F until 85; Religion until 86; KLTY-F until 86; KHYI-F and CHR until 91

DALLAS-FT. WORTH

MAJOR STATION SALES

1970	KFJZ	Sold to Tracy-Locke Adv.	\$ 430,000
1970	KMGC-F	Sold to Starr	300,000
1971	KQZY-F	Sold to Able	305,000
1971	KTXQ-F	Sold to Marsh Media	315,000
1971	KLIF	From McLendon to Fairchild	10,500,000
1972	KSSA,KEGL-F		3,800,000
1972	KPBC,KKDA-F	Sold by Robert Straus	1,775,000
1973	KVIL AF	Bought by Fairbanks	1,850,000
1973	KPBC	Sold to Crawford	600,000
1973	KWJS	Sold to Sigmor	1,800,000
1974	KPLX-F	Sold to Susquehanna	1,110,000
1975	KFJZ	Sold by Tracy-Locke Adv.	502,000
1975	KTXQ-F	Sold by Marsh to Harte-Hanks	1,800,000
1976	KKDA-F		750,000
1976	KQZY-F	From Able to Metroplex	1,700,000
1976	KSSA,KEGL-F	Sold to Swanson	4,107,500
1977	KHVN,KDLZ-F	Sold to Earl Graves	1,518,000
1978	KTXQ-F	From Harte-Hanks to Gulf	NA
1978	KSKY		1,575,000
1979	KLUV-F	From McLendon to SUR	3,750,000
1979	KLIF	From Fairchild to Susquehanna	4,250,000
1980	KTKS	Sold to Hicks	4,600,000
1980	KQZY-F	From Metroplex to Westinghouse	7,000,000
1982	KEGL-F	From Swanson to Sandusky	8,500,000
1982	KLUV-F	From SUR to TK	8,500,000
1983	KVIL AF	From Fairbanks to Blair	29,000,000 (e)
1983	KSSA	Sold by Swanson	2,000,000
1983	KWJS		875,000
1984	KTKS-F	From Hicks to ABC	3,000,000
1985	KLTY-F	From Swaggert to Statewide	7,200,000
1985	KTXQ-F	From Gulf to Taft	21,000,000 (e)
1985	KTKS-F	From Cap Cities/ABC to Gannett	16,000,000
1985	KWJS	Sold to Universal	900,000
1986	KSSA	Sold by Founders	3,500,000
1986	KRLD	From Metromedia to Metropolitan	34,000,000 (e)
1986	KSKY	Sold to Israel	3,550,000
1986	KRQZ,KZFW-F	From Belo to Anchor	20,000,000
1986	KMEZ AF	From Group One to DKM	NA
1987	KVIL AF	From Blair to Scripps to Infinity	82,000,000
1987	KMEZ AF	never closed	14,045,000
1987	KMIA		877,000
1987	KFJZ		1,500,000
1987	KWJS	From Universal to Marsn	2,800,000
1987	KJMZ AF	From DKM to Summit	26,000,000 (e)
1988	KRLD	From Metropolitan to Sillerman	41,000,000 (e) (cancelled)
1988	KRLD	From Sillerman to Command	42,000,000 (e)
1988	KCKY	From Dorton to Bcst. Partners	3,500,000 (e)
1988	KMEZ AF	From Earl Graves to Gilmore	14,000,000
1989	AM frequencies 970 and 1480 swapped by Gilmore and Summit		
1989	KJZY-F (Denton)	Sold to Broadcast House	5,800,000
1989	KZRK-F (Denton)		3,300,000
1989	KRLD	From Command to Evergreen	48,000,000 (e) (cancelled)
1990	KMGC-F	From Shamrock to Cook Inlet	22,000,000 (cancelled)
1990	KKWM-AM	From Anchor to Susquehanna	4,200,000
1990	KMGC-F	From Shamrock to Alliance	17,500,000 (cancelled)
1990	KMGC-F	From Shamrock to Nationwide	15,000,000 (e)
1990	KKWM-F	From Anchor to Cox	13,100,000
1991	KDBN,KMEZ-F	From Gilmore to Granum	9,400,000
1991	KDGE-F (Gainesville)		8,300,000 (cancelled)
1991	KDGE-F (Gainesville)	about 35%	2,200,000
1991	KRSR-F	From Westinghouse to Alliance	13,000,000

DAVENPORT-ROCK ISLAND-MOLINE

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. KIIK-F	1.6	KIIK-F 1.7	KIIK-F 1.8	KIIK-F 1.9	WLLR-F 1.7	WLLR-F 2.2	WLLR-F 2.3	WLLR-F 2.3
2. WLLR-F	1.3	WLLR-F 1.3	WLLR-F 1.5	WLLR-F 1.6	KIIK-F 1.2	WXLP-F 1.5	WXLP-F 1.6	WXLP-F 1.5
3. WXLP-F	0.97	WXLP-F 1.0	WXLP-F 1.1	WOC 1.0	KLIC-F 1.1	WPXR-F 1.4	WPXR-F 1.5	WPXR-F 1.3
4. WHBF	0.9	WOC 0.9	WOC 0.95	WPXR-F 0.85	WXLP-F 0.9	KUUL-F 1.2	KUUL-F 1.3	KUUL-F 1.2
5. WOC	0.88	WHBF 0.8	WHBF AF 0.92	KLIO-F 0.8	WPXR-F 0.85	WOC 0.95	WOC 1.0	WOC 0.9
6. KRVR-F	0.8	KRVR-F 0.75	KRVR-F 0.5	WXLP-F 0.6	WOC 0.7	KLIC-F 0.9	KMJC-F 0.8	KMJC-F 0.7
7. KSTT	0.6		WMRZ 0.5		KRVR-F 0.57	KRVR-F 0.6	KRVR-F 0.7	KRVR-F 0.7
8.					WKBF 0.55	WKBF 0.3	WKBF 0.3	KFMH-F 0.27
9.					WMRZ 0.5	WMRZ 0.25		

Highest Metro Share: KIIK-F 23.2, S86
 Highest Metro 1/4 Hr. Avg: KIIK-F 115, S85
 Highest TSA 1/4 Hr. Avg: KIIK-F 210, F85
 Highest TSA Cume: KIIK-F 2369, S86
 Highest Metro Cume Rating: KIIK-F 40.5, F86

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]												
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91		
Revenue (millions)	4.11	4.44	5.07	5.41	5.78	6.5	6.6	6.6	6.8	7.2	7.5	7.8	8.5	9.3	9.6	9.3		
Income (millions)	0.08	0.22	0.51	0.09	-0.04													
Nat Rev (millions)	0.70	0.70	1.26	1.19	1.42													
Rev per Cap (\$)	----	11.82	13.49	14.39	14.96	16.80	16.97	16.92	17.53	18.56	21.07	21.91	24.14	26.57	27.59	26.88		
Inc per Cap (\$)	----	0.57	1.37	0.23	-0.10													
Rev as % of Retail Sales						.36	.35	.33	.33	.33	.33	.34	.34	.37	.35	.32		
Market Grades						---	C+	D+/D-	D-/D-	D-/D	D-/D	D-/D	C/D+	C/D	---	---		
Manager's Market Grades						6.0	6.1	5.2	5.5	5.4	5.8	5.9	6.3	6.3				
FM Base Value						---	---	1.3	1.4	1.3	1.5	1.7	1.5	1.3				
Base Value Percentage						---	---	---	---	---	17.6	18.3	15.6	14.0				
Mean Share Points per Viable Station						9.8	8.9	7.6	8.3	7.5	9.4	9.2	8.7	9.3				

#1 STATIONS 12+ METRO SHARE

KSTT S75, S76, S77, F81
 WHBF S78, S79, S80, F80, S81
 WXLP-F S82, F83, S88
 KIIK-F F82, S83, F86, S87 and all periods from 84 through S86
 WPXR-F F87, F88, S89, F89(T)
 WLLR-F F89(T), S90, S91, S91, F91

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	53	40	47	44
By Top 50%	77	65	77	72
% of Share Points Controlled by Top 25% of Viable Stations	42	44	41	42
By Top 50%	73	70	69	67

STATION NOTES

(Major call letter and format changes)

WXLP-F WHT until 78; Contemp until 78
 WLLR-F WEMO until 78; MCR until 78; W22C until 83
 WOC MOR until 80
 KTSS KWNT until 82; KXRK until 85; Nostalgia until 85; AC until 86; format changes after 87 unknown
 KSTT KSTT until 84; Contemp until 86; KKZX until 87; Oldies until about 89
 WLLR WQUA until 83; WMRZ until 90; Oldies until 90
 KUUL-F KIIK-F until 89; CHR until about 87; AC until 89
 WKBF WHBF until 87
 WPXR-F WHBF-F until 87; SAC until 87

MAJOR STATION SALES

1973 KRVR-F	Sold to Mid America	\$ 200,000
1975 WXLP-F	Sold by Lee	350,000
1978 WLLR-F		400,000
1979 KKZX, WXLP-F	Sold to Guy Gannett	2,300,000
1982 WLLR-F	Sold to Sconnix	1,080,000
1984 WMRZ	From Mid America to Sconnix	400,000
1985 KXRK (?)		350,000
1986 WOC, KIIK-F	Sold by Palmer	NA
1986 KRVR-F	From Mid America to WIN	1,600,000 (e)
1989 KTSS		70,000

DAYTON

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991							
1. WHIO	3.4	WHIO	3.4	WHIO	3.2	WHIO	3.5	WGIZ-F	3.2	WHIO	3.2				
2. WTUE-F	2.3	WHIO-F	2.7	WHIO-F	3.1	WTUE-F	3.3	WWSN-F	3.4	WWSN-F	3.1	WHKO-F	3.0		
3. WONE	1.9	WTUE-F	2.5	WTUE-F	2.7	WWSN-F	3.0	WTUE-F	3.2	WHIO	3.0	WWSN-F	3.0		
4. WHIO-F	1.9	WGIZ-F	1.8	WGIZ-F	2.4	WHIO-F	2.7	WWSN-F	3.1	WGIZ-F	3.1	WTUE-F	2.9	WTUE-F	2.7
5. WING	1.4	WONE	1.6	WWSN-F	2.1	WGIZ-F	2.5	WHIO-F	2.8	WHKO-F	2.0	WHKO-F	2.7	WGIZ-F	2.6
6.		WING	1.2	WONI	1.8	WONE	1.7	WONE	1.6	WVUD-F	1.7	WVUD-F	1.6	WVUD-F	1.5
7.		WYMJ-F	1.1	WYMJ-F	1.3	WYMJ-F	1.3	WVUD-F	1.5	WONE	1.1	WYMJ-F	1.4	WYMJ-F	1.2
8.				WING	1.1	WVUD-F	1.0	WYMJ-F	1.4	WYMJ-F	1.1	WAZU-F	1.2	WAZU-F	1.2
9.				WVUD-F	0.6	WING	0.7	WING	0.7	WAZU-F	0.7	WONE	0.9	WONE	0.7
10.						WDAC	0.5	WING	0.6	WDAO	0.5	WDAO	0.5	WDAO	0.5

Highest Metro Share: WHIO-F 19.6, SR1
 Highest Metro 1/4 Hr. Avg: WHIO-F 20M, SR1
 Highest TSA 1/4 Hr. Avg: WHIO-F 317, SR1
 Highest TSA Cum: WLW 3770, S76
 Highest Metro Cum Rating: WING 36.7, F78

FINANCIAL DATA

	FIC Data					Duncan Estimates										
	Net Dollars					Gross Dollars										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	8.14	9.06	10.91	11.57	11.79	14.2	14.7	15.0	15.8	16.8	20.1	21.3	22.7	21.5	22.3	21.2
Income (millions)	2.02	1.82	2.94	2.79	2.30											
Nat Rev (millions)	1.14	0.97	1.91	2.01	2.07											
Rev per Cap (\$)	---	10.94	12.17	13.90	14.28	15.32	15.87	16.20	17.04	18.20	21.61	22.78	24.14	22.75	23.62	22.18
Inc per Cap (\$)	---	2.20	3.55	3.35	2.78											
Rev as % of Retail Sales						.37	.35	.32	.34	.33	.36	.36	.38	.33	.32	.30
Market Grades						---	C-	B+/D-	C/C	C+/C+	B+/B-	C/C-	C+/C	---	---	---
Manager's Market Grades						7.5	6.7	6.1	6.7	7.3	7.4	6.3	6.4	5.8	5.8	5.8
FM Base Value						---	---	3.3	4.9	5.2	5.4	5.5	4.8	4.2	4.2	4.2
Base Value Percentage						---	---	---	---	---	23.8	25.6	21.5	19.8	19.8	19.8
Mean Share Points per Viable Station						6.2	6.3	6.9	6.4	6.7	7.7	7.1	6.9	7.3	7.3	7.3

STATIONS BY METRO SHARE

STATION	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
WHIO	S75, S76, S78, S79, F79(T)															
WHIO-F	F76, F77, F78, F79(T), S81, F81, S82, S88(T)															
WTUE-F	S83, S87, F87, S88(T), F88, S89, F89															
WGIZ-F	F86, F89, S86															
WHKO-F	S91, F91															
% of Revenue Controlled by Top 25% of Viable Stations						42	37	38	38							
By Top 50%						74	70	70	70							
% of Share Points Controlled by Top 25% of Viable Stations						43	40	33	31							
By Top 50%						71	68	56	55							

STATION NOTES

(Major call letter and format changes:
 WING Gradual change from CHR to AC by 82; AC until about 88
 WWSN-F WDAO until 85; Black until 85
 WDAC WAVE until 85; Talk until 85
 WYMJ-F WDJX until 83; CHR until 83; AC until 88; (HR until 89)
 WGIZ-F WJAI until 84; Country until 84
 WHIO Shift to FS/News/Talk by 90
 WHKO-F WHIO-F until 89; E2 until 89

MAJOR STATION SALES

1974	WGIZ-F	Sold to Great Trails	\$ 125,000
1984	WDAO, WWSN-F	Sold to Stoner	4,000,000
1986	WING, WGIZ-F	From Great Trails to Williams	NA
1986	WONE, WTUE-F	From Group One to DKM	NA
1987	WDAO	Sold by Stoner	750,000
1987	WONE, WTUE-F	From DKM to Summit	17,000,000 (e)
1988	WAZU-F (Springfield)	Sold to Osborn	3,700,000
1989	WYMJ-F (Beavercreek)		3,000,000
1991	WONE, WTUE-F (cancelled)		9,250,000

DAYTONA BEACH

12+ METRO SHARE

		SPG																
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
WJHM-F	(B)	----	----	4.0	4.9	6.5	13.5	16.0	12.6	8.4	9.4	6.9	2.6	2.9	8.9	8.5	7.0	7.6
WWLV-F	(SAC)	----	----	9.8	16.9	16.4	17.4	15.2	14.0	17.7	16.2	16.4	16.3	16.1	13.0	15.8	11.0	7.4
WOCL-F	(O)	----	----	8.3	6.7	7.0	11.2	10.9	11.4	9.8	9.7	7.4	2.8	4.4	7.9	7.7	5.5	7.2
WRDD	(BB)	----	----	5.4	5.2	5.7	3.5	5.0	9.6	11.2	10.8	8.5	7.8	6.3	5.3	5.1	6.8	8.2
WNDB	(T)	----	----	7.6	10.9	7.4	7.2	6.1	4.3	3.9	3.5	3.9	4.6	3.2	3.7	3.7	3.3	3.9
WSBB	(BB)	----	----	5.8	4.9	9.9	6.2	4.3	3.4	4.3	1.9	2.1	2.1	0.9	1.7	0.5	1.2	0.9
WMFJ	(REL)	----	----	5.8	7.5	3.8	2.2	2.4	2.1	1.4	1.7	0.9	1.1	1.3	0.8	0.7	0.3	0.3
WPUL	(B)	----	----	5.8	4.5	3.7	3.1	3.1	0.9	1.8	1.0	1.4	0.5	0.5	0.5	1.4	4.5	1.3
WELE	(C)	----	----	6.2	3.4	3.8	1.6	2.7	1.3	1.5	1.6	0.5	0.4	1.0	0.9	0.2	----	0.4
WNFI-F	(CHR)	----	----	----	----	----	----	----	5.9	3.9	5.7	6.0	6.7	6.7	6.1	3.2	2.4	2.6
WWKA-F	(C)	----	----	12.7	14.6	11.3	13.2	10.7	8.6	7.7	7.6	6.4	10.3	12.0	11.2	8.2	9.4	7.1
WDIZ-F	(ADR)	----	----	9.4	7.5	8.6	6.4	10.1	11.0	8.4	10.5	12.0	7.7	6.9	6.3	4.5	4.5	6.2
WOMX-F	(AC)	----	----	----	----	----	----	1.3	1.4	4.6	4.5	7.6	6.8	9.8	5.9	4.4	3.7	2.5
WMGF-F	(SAC)	----	----	----	----	----	----	1.5	2.7	3.6	4.5	3.0	2.9	4.6	6.0	5.2	5.0	5.4
WSTF-F	(AC)	----	----	----	----	----	----	----	----	----	----	4.8	4.2	3.5	3.3	4.0	2.7	3.8
WZTU-F	(AC)	----	----	----	----	----	----	----	----	----	----	2.5	5.3	5.3	3.9	2.9	2.7	1.9
WGNE-F	(C)	----	----	----	----	----	----	----	----	----	----	----	----	----	2.0	8.2	7.4	----
WHTQ-F	(ADR)	----	----	----	----	----	----	----	----	----	----	4.5	2.5	3.4	7.1	5.7	5.7	----

BASED ON AVERAGE OF SPRING AND FALL BOOKS AS OF 1979

12+ CUME RATINGS

	79	80	81	82	83	84	85	86	87	88	89	90	91
WJHM-F	11.8	21.4	28.0	26.6	22.6	19.8	14.7	7.5	10.6	12.6	14.0	13.4	14.7
WWLV-F	23.7	25.1	26.8	23.7	26.0	28.2	27.9	24.1	24.9	19.9	20.4	20.9	19.4
WOCL-F	11.5	18.1	20.5	21.9	18.2	18.4	13.9	8.1	10.6	12.1	13.7	15.9	14.6
WRDD	14.8	10.5	12.6	14.4	16.7	15.8	12.5	14.0	11.0	7.2	9.2	11.1	12.3
WNDB	22.3	14.5	15.4	12.4	10.3	8.2	8.1	10.3	7.7	9.6	7.0	7.2	9.2
WSBB	11.8	12.4	12.1	10.9	13.1	5.0	6.2	4.3	4.1	3.7	3.0	3.1	2.8
WMFJ	16.5	----	7.7	4.9	5.4	4.0	----	3.1	3.4	5.0	2.7	----	----
WPUL	----	----	3.3	3.0	2.8	2.0	----	2.0	----	3.8	3.0	4.0	----
WELE	12.7	7.4	8.1	4.9	6.3	6.1	3.3	3.1	2.0	3.0	2.3	----	----
WNFI-F	----	----	----	----	10.6	16.9	15.6	18.1	15.3	16.3	10.3	7.9	9.8
WWKA-F	16.5	19.6	17.0	18.6	15.6	15.3	16.4	17.3	17.5	19.8	16.9	18.9	16.3
WDIZ-F	19.0	12.7	18.5	19.2	17.8	17.8	15.9	14.9	11.6	14.6	11.8	12.7	14.6
WOMX-F	----	----	3.4	16.1	11.9	16.3	17.2	18.0	14.4	15.9	10.5	10.1	----
WMGF-F	----	----	8.8	7.8	7.6	5.5	13.7	12.4	12.3	11.3	10.2	----	----
WSTF-F	----	----	----	----	----	----	13.6	13.3	10.7	9.5	9.8	10.0	----
WZTU-F	----	----	----	----	----	3.7	11.8	10.2	7.2	8.1	8.9	6.4	----
WGNE-F	----	----	----	----	----	----	----	----	----	4.0	14.1	13.5	----
WHTQ-F	----	----	----	----	----	----	----	8.2	8.0	11.3	13.9	13.8	----

75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91

APR (%)			15.2	14.2	16.2	14.3	15.9	18.1	17.7	17.5	16.2	18.1	15.7	17.3	17.0	16.0	16.7
FM Share (%)			54.41	57.54	57.69	68.22	72.29	68.29	59.95	77.27	81.59	79.73	80.9	83.6	84.9	80.8	80.9
Total Stations			19	20	20	21	20	21	17	20	18	20	21	19	20	19	20
Viable Stations									10	10	9	--	--	--	--	--	--
Diaries							595	617	621	573	670	747	636	654	718	722	780
% Not Listed													8.3	7.9	12.1	11.2	14.2

FORMAT SHARES (%)

	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91		
CHR/AOR	32	27	32	26	31	33		28	CHR	20	18	16	15	14	10	6	8
MOR/AC	22	23	27	15	15	11	MOR/FC	7	AOR/CLS	13	13	9	15	12	12	14	14
COUNTRY							AC/OLDIES	5		4	6	6	1	2	7	1	2
STFL/EZ/SAC	19	15	11	15	16	14			5	15	12	16	19	18	17	21	17
	27	35	31	42	35	29		25		23	19	17	15	14	13	20	17
NEWS/TALK	--	--	--	--	--	--				1	1	1	4	4	6	4	5
BLACK/URBAN	--	--	--	--	--	--				--	--	--	--	9	12	13	11
NOSTALGIA	--	--	--	--	--	11		13		12	7	10	9	7	5	8	9
HISPANIC	--	--	--	--	--	--		--		--	--	--	--	--	--	--	--
RELIG/GOSPEL	--	--	--	1	3	2		2		1	--	1	2	2	--	--	1
CLASSICAL	--	--	--	--	--	--		--		--	--	--	--	--	--	--	--
JAZZ/RAC	--	--	--	--	--	--		--		--	--	--	--	--	1	1	--

DAYTONA BEACH

HIGHEST BILLING STATIONS:

			1984		1985		1986		1987		1988		1989		1990		1991
Highest Metro	WWLV-F	1.	NA	WFLC-F	1.1	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Share:	19.0, F89	2.		WWLV-F	1.1												
Highest Metro	WWLV-F	3.		WCFI-F	0.9												
1/4 Hr. Avg:	100, F89	4.		WNFI-F	0.7												
Highest TSA	WWLV-F	5.		WROD	0.5												
1/4 Hr. Avg:	149, F89																
Highest TSA	WWLV-F																
Cume:	1278, F89																
Highest Metro	WWLV-F																
Cume Rating:	28.3, F83																

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	Net Dollars					Gross Dollars										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	2.29	1.79	2.38	2.90	3.43	4.0	4.4	4.8	5.3	5.6						
Income (millions)	.002	-0.26	-0.19	-0.40	-0.35											
Nat Rev (millions)	.33	.30	.65	.58	.91											
Rev per Cap (\$)	---	8.07	10.72	12.71	12.51	14.18	15.12	16.05	17.32	17.78						
Inc per Cap (\$)	---	-1.18	-0.87	-1.75	-1.27											

Rev as % of Retail Sales
 Market Grades
 Manager's Market Grades
 FM Base Value
 Base Value Percentage
 Mean Share Points per Viable Station

-- D+ 0-/C-
 7.0 5.7 5.6
 --- --- ---
 --- --- ---
 6.0 5.9 6.1

IMPORTANT NOTE

Revenue and financial data for Daytona Beach is not available after 1985. The reason is that I feel Daytona Beach lost its identity as a market separate from Orlando. There is still probably \$2,000,000 or so which stays with the local Daytona Beach AM stations.

#1 STATIONS 12+ METRO SHARE

WDOQ-F S77
 WWLV-F S78, S79, F79, S80, F80, F82 and all periods 86-91
 WDOQ-F S81, F81, S82
 WROD F91

% of Revenue Controlled by Top 25% of Viable Stations

By Top 50%

% of Share Points Controlled by Top 25% of Viable Stations

By Top 50%

87 88 90 91

---	---	---	---
---	---	---	---
---	---	---	---
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STATION NOTES

(Major call letter and format changes)

MAJOR STATION SALES:

1975 WZIP, WOCL-F \$ 400,000
 1976 WNDB, WWLV-F Sold to Broadcast Management 700,000
 1978 WXQV 270,000
 1980 WORZ-F Sold to Patten 1,150,000
 1981 WOCL-F Sold to Elyria-Lorain 1,850,000
 1981 WROD 700,000
 1981 WORZ-F From Patten to Abell 3,000,000
 1983 WNDB, WWLV-F Sold by Broadcast Management 2,500,000
 1983 WROD 925,000
 1984 WMFJ (DeLand) 425,000
 1984 WORZ-F From Abell to S & F 5,000,000
 1985 WZIP 335,000
 1985 WORZ-F From S & F to Home News 6,500,000 (never closed)
 1985 WORZ-F From S & F to Duffy 7,500,000
 1985 WOCL-F Sold to American Media 7,500,000
 1985 WNFI-F (Palatka) 8,500,000

WJHM-F WQXQ until 80; WDOQ until 84; WCFI until 86; CHR until 84; WORZ-F until 88; AC until 88
 WPUL WELW until 81; Country until 82; Oldies until 84; WZIP until about 87; Country until about 87
 WROD MORF until 81
 WSBB MOR until 80; Nostalgia until about 84
 WMFJ Contemp until 80
 WOCL-F see Orlando
 WNDB OR until 87
 Other stations -- see Orlando

SEE ORLANDO FOR OTHER SALES

DENVER

12+ METRO SHARE

		SPG																		
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91		
KOA	(N/T)	7.6	9.0	8.6	9.5	8.2	7.2	7.8	6.1	6.7	6.2	5.8	6.5	6.4	7.3	7.3	7.1	8.2		
KRFX-F	(CL AOR)	4.7	3.9	3.0	2.9	3.0	4.4	5.9	4.2	5.0	5.5	3.8	3.9	4.0	3.2	3.9	4.2	4.1		
KHOW	(SAC)	8.7	11.2	7.5	8.8	8.8	8.0	4.8	4.7	4.4	4.2	4.1	3.8	3.6	2.7	3.1	2.3	*		
KOSI-F	(SAC)	5.9	5.3	5.6	5.2	6.8	6.2	6.3	8.7	9.2	9.8	10.6	9.5	9.1	7.2	6.7	6.1	6.9		
KBPI-F	(AOR)	6.0	4.0	8.4	6.7	4.8	8.8	8.5	6.4	5.9	4.3	7.5	6.8	5.7	5.7	3.7	6.0	6.2		
KLZ	(AOR)	5.5	3.3	2.6	3.0	4.7	5.7	4.7	4.2	3.8	3.8	2.4	2.4	2.7	2.9	2.3	1.4	1.2		
KAZY-F	(AOR)	4.7	---	3.4	4.5	6.7	4.7	5.6	6.1	4.8	4.3	4.8	4.0	5.7	5.9	5.5	3.6	4.2		
KYGO	(C)	---	5.8	4.2	6.9	6.7	6.6	5.2	5.0	4.8	5.6	3.4	3.1	2.4	1.4	1.3	2.0	1.2		
KEZW	(BS/EZ)	6.2	4.3	5.2	3.4	2.8	3.2	5.2	4.0	4.4	3.5	3.1	3.6	2.8	2.0	2.5	3.6	2.7		
KMJI-F	(AC)	8.5	7.0	8.3	7.8	7.2	6.7	5.1	5.1	4.4	5.0	6.8	6.5	5.7	5.1	4.6	4.9	3.7		
KRXY-F	(CHR)	---	---	---	2.3	3.2	5.0	4.3	5.3	4.1	4.0	5.3	4.9	7.9	6.9	7.3	5.5	2.9		
KHOW-F	(SAC)	---	7.6	4.8	2.8	1.8	---	3.9	4.9	4.8	7.6	4.7	5.8	3.0	2.4	3.4	3.9	5.1		
KYGO-F	(C)	---	3.4	---	2.7	3.1	3.2	5.5	4.2	6.0	4.6	4.0	5.1	5.7	5.5	6.2	8.1	9.8		
KVOD-F	(CL)	---	3.2	3.7	3.7	3.7	4.3	3.6	3.6	4.1	3.2	3.8	3.8	3.2	2.7	3.0	3.2	3.0		
KRXY	(CHR)	5.1	4.2	3.3	3.0	2.3	2.9	1.3	0.8	0.6	1.1	0.6	0.5	**	**	**	**	**		
KXKL	(C)	5.0	4.2	5.2	4.2	4.7	1.9	1.5	1.4	0.8	1.1	1.0	0.8	***	0.7	***	***	***		
KXKL-F	(O)	---	---	---	1.1	2.0	2.3	1.7	1.6	1.9	1.6	1.2	1.0	3.7	6.6	6.6	5.7	5.7		
KNUS	(N/T)	---	3.0	3.6	2.7	1.7	0.2	1.3	1.8	2.2	3.1	3.5	3.1	2.8	1.0	---	0.3	0.4		
KDKC	(B)	---	---	1.6	2.1	1.5	1.7	2.3	2.3	1.2	2.2	2.6	2.3	1.0	1.5	0.2	0.6	0.5		
KFRR	(SP)	---	---	---	0.7	2.1	1.8	1.3	2.6	2.3	2.3	1.8	1.6	---	1.2	1.1	0.2	0.3		
KDEN	(N/T)	---	---	---	1.7	1.8	2.1	1.7	2.0	1.5	1.5	1.4	1.0	1.3	0.9	0.8	0.6	0.2		
KBCO-F	(AOR)	---	---	---	---	---	---	3.3	3.7	4.5	4.3	5.7	6.8	7.5	7.1	7.8	5.4	7.0		
KRZN	(BS)	---	---	---	---	---	---	---	---	---	---	---	---	---	---	0.8	0.6	1.9		
KQKS-F	(CHR)	---	---	---	---	---	---	---	---	---	---	---	---	---	1.4	4.2	5.1	5.9	4.7	
KHIH-F	(J/NAC)	---	---	---	---	---	---	---	---	---	---	---	---	1.0	2.3	2.7	2.6	2.5	3.0	
KYBG AF	(F)	---	---	---	---	---	---	---	---	---	---	---	---	0.8	0.5	0.7	1.3	1.9	2.2	
KTCL-F	(ADH)	---	---	---	---	---	---	---	---	---	---	---	---	1.1	1.3	1.5	0.9	1.2	1.8	

* KHOW simulcasted with KHOW-F
 ** KRXY simulcasted with KRXY-F
 *** KXKL simulcasted with KXKL-F

BASED ON AVERAGE OF SPRING AND FALL BOOKS

12+ CUME RATINGS

	79	80	81	82	83	84	85	86	87	88	89	90	91
KOA	20.9	17.8	19.6	17.3	17.4	16.8	14.9	16.6	15.5	17.9	19.0	19.5	17.4
KRFX-F	14.3	12.0	16.8	15.3	18.7	17.0	15.0	13.4	13.0	13.2	12.8	11.5	11.7
KHOW	22.3	18.3	16.2	14.2	13.1	12.1	10.1	9.2	9.3	7.2	7.3	5.9	*
KOSI-F	16.8	14.5	14.6	16.2	19.7	18.2	20.5	18.3	19.1	14.9	14.3	15.7	16.5
KBPI-F	13.8	20.9	24.0	22.3	20.8	17.1	20.8	17.6	17.7	14.9	14.0	13.3	14.5
KLZ	10.8	13.6	13.0	14.4	12.9	10.4	7.7	6.0	5.1	6.8	5.9	2.8	2.7
KAZY-F	12.7	14.7	15.0	18.8	18.9	13.1	11.9	10.4	13.1	12.3	14.4	12.0	11.7
KYGO	22.7	22.4	20.6	19.1	18.8	17.0	12.8	10.3	8.8	5.5	3.5	4.7	4.6
KEZW	12.3	10.1	11.9	9.7	9.5	6.9	7.5	8.0	5.7	4.1	4.9	6.3	5.1
KMJI-F	15.7	16.9	14.7	11.3	14.9	13.7	15.1	17.7	17.2	12.8	12.3	11.3	12.4
KRXY-F	---	10.3	10.7	14.6	14.2	11.4	16.2	14.1	17.8	19.6	18.3	19.5	12.8
KHOW-F	---	---	7.6	12.9	10.3	19.9	15.1	15.0	10.8	7.0	8.8	11.1	14.1
KYGO-F	11.6	10.4	11.6	10.3	14.2	11.0	10.5	11.6	13.0	12.5	13.2	16.2	20.8
KVOD-F	---	---	8.7	7.9	9.3	7.4	10.0	7.3	9.1	5.5	8.5	7.2	7.3
KRXY	---	---	---	3.4	3.6	3.2	2.7	2.0	**	**	**	**	**
KXKL	14.3	---	---	4.6	3.8	---	2.7	1.6	2.2	2.5	***	***	***
KXKL-F	---	---	---	4.6	5.3	5.4	5.0	3.7	2.2	12.9	19.4	18.1	17.5
KNUS	---	---	---	3.2	6.2	8.2	7.8	7.9	6.9	5.5	---	2.1	1.1
KDKC	---	---	---	4.9	2.7	4.7	4.6	4.2	2.5	4.1	3.1	1.6	2.0
KFRR	---	---	---	7.8	8.1	5.8	4.7	6.4	5.2	4.6	3.4	1.2	1.1
KDEN	---	---	7.0	5.9	5.8	4.9	4.3	3.7	3.8	3.7	1.1	3.3	2.4
KBCO-F	---	---	---	---	9.4	10.0	12.9	13.6	16.4	13.2	15.3	14.3	14.7
KRZN	---	---	---	---	---	---	---	---	---	---	---	2.4	3.6
KQKS-F	---	---	---	---	---	---	---	---	3.4	11.3	15.0	16.9	14.9
KHIH-F	---	---	---	---	---	---	---	---	7.0	6.7	7.1	6.2	7.2
KYBG AF	---	---	---	---	---	---	---	---	2.0	1.9	2.8	4.7	4.6
KTCL-F	---	---	---	---	---	---	---	---	3.7	3.6	3.6	3.0	4.4

	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
APR (%)	17.1	16.7	15.6	15.9	16.4	16.9	17.8	17.8	17.7	17.6	18.0	17.2	17.7	17.5	18.5	17.2	17.3
FM Share (%)	39.13	39.89	43.52	46.33	46.81	50.34	56.58	58.97	60.70	58.51	65.95	65.63	71.5	72.8	75.6	75.0	76.7
Total Stations			28	28	28	29	28	28	29	33	29	28	29	29	30	31	33
Viable Stations									21	22	21	21	21.5	19	18	18	19
Diaries						1476	NA	1905	1769	1763	1903	1970	2319	1842	1610	1614	1637
% Not Listed													8.2	7.6	9.3	10.2	10.5

DNVER

FORMAT SHARES (%)

	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
CHR/AOR	34	38	33	41	46	35	33	CHR	20	20	16	8	13	13	14	9
MOR/AC	20	23	20	9	12	15	5	AOR/CLS	16	21	22	25	21	22	26	28
COUNTRY	10	6	8	11	14	13	12	MOR/FS	7	6	5	4	3	4	3	--
BIFL/F2/DAC	23	18	21	19	12	9	14	AC/OLDIES	11	9	14	22	23	22	18	15
							10		14	9	10	11	11	11	14	
									11	12	10	9	8	7	7	8
NEWS/TALK	6	5	5	12	12	13	10		11	11	11	11	10	9	10	11
BLACK/URBAN	2	5	10	4	5	3	2		4	3	2	1	2	2	1	--
NEOSTALGIA	--	--	--	--	6	5	7		3	3	5	4	2	3	4	2
HISPANIC	2	--	--	1	--	--	--		--	--	--	--	1	--	1	2
RELIG./GOOSPEL	2	1	1	1	1	1	1		1	1	1	--	--	--	1	1
CLASSICAL	3	5	3	4	4	4	4		3	4	4	4	2	4	3	3
JAZZ/BLA	--	--	--	--	--	--	--		--	--	--	1	3	3	3	3

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. KOA	5.3	KOA 7.4	KOA 7.1	KOA 7.3	KOA 8.5	KOA 10.0	KOA 11.6	KOA 10.7
2. KOSI-F	4.7	KNJI AF 6.2	KMJI-F 6.5	KMJI AF 7.2	KBCO-F 7.0	KBCO-F 8.0	KBCO-F 8.0	KYGO AF 8.4
3. KIMN	4.6	IMN/YGO 5.8	IMN/YGO 5.9	KBEO-F 6.5	KXKL-F 5.8	KXKL AF 7.7	KXKL AF 7.0	KBCO AF 7.4
4. KPKE-F	4.1	KOSI-F 5.4	KOSI-F 5.5	KOSI-F 4.0	KMJI AF 5.4	KYGO AF 5.5	KYGO AF 6.0	KXKL AF 6.2
5. KMJI-F	3.8	KBPI-F 3.6	KBPI-F 4.8	KBPI-F 3.8	KYGO AF 5.0	RZN/XLT 5.3	RZN/XLT 4.7	KOSI-F 5.1
6. KBPI-F	3.2	KRXY-F 3.6	KPKE-F 4.4	KHOW 3.2	KRXY AF 4.7	KRXY AF 3.8	KRXY AF 4.1	KMJI AF 4.3
7. KOAQ-F	2.9	KHOW 3.4	KHOW 3.8	KRXY-F 3.1	KBPI-F 4.4	KBPI-F 3.6	KOSI-F 3.6	KBPI-F 4.1
8. KHOW	2.8	KPKE-F 3.2	KRXY-F 3.4	KOAG-F 3.0	KAZY-F 3.7	KAZY-F 3.6	KBPI-F 3.0	KRFX-F 3.9
9. KLZ	2.7		KOAG-F 2.6	KIMN 2.9	KOAG-F 3.5	KOSI-F 3.1	KSYF-F 2.9	KHOW AF 3.1
10.			KHUS 2.4	KYGO-F 2.6	KHOW 3.0	KRFX-F 2.8	KLZ/AZY 2.8	KQKS-F 2.6

Highest Metro Share: KHOW 12.7, S76
 Highest Metro 1/4 Hr. Avg: KYGO-F 311, S91
 Highest TSA 1/4 Hr. Avg: KYGO-F 355, S91
 Highest TSA Cum: KOA 5935, F89
 Highest Metro Cum Rating: KOA 31.2, F78

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	Net Dollars					Gross Dollars										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	19.31	21.03	23.35	25.30	32.18	41.1	44.0	49.1	55.0	58.4	60.2	59.1	63.8	67.0	70.0	68.6
Income (millions)	2.18	3.53	3.17	1.66	1.68											
Net Rev (millions)	4.13	4.76	6.43	6.76	9.12											
Rev per Cap (\$)	--	14.78	15.26	16.33	19.15	24.32	25.43	27.58	30.22	30.90	32.19	31.11	33.40	36.41	38.71	36.66
Inc per Cap (\$)	--	2.37	2.07	1.07	0.99											
Rev as % of Retail Sales						.45	.43	.44	.44	.44	.44	.44	.47	.48	.47	.44
Market Grades						--	A	B/B	C/B	C/B	B-/C+	C/B-	C/C	C-/B-	--	--
Manager's Market Grades						9.1	8.8	8.3	8.3	7.2	6.6	6.6	6.8	6.8	6.8	6.8
FM Base Value						--	--	7.8	8.0	9.0	9.3	9.0	7.9	7.9	7.5	7.5
Base Value Percentage						--	--	--	--	--	--	14.6	13.4	11.3	10.9	
Mean Share Points per Viable Station						4.4	4.2	4.4	4.3	4.2	4.3	4.2	4.9	5.0	4.9	4.7

#1 STATIONS 1/4 METRO SHARE

KHOW S75, S76, S78, S79
 KOA S76, F78, F79, F81, F82, F81
 KOSI-F S82 and all periods through S88
 KLIR-F S77
 KBPI-F F77, S80, F80, S81
 KRXY-F S88
 KBCO-F F88, S89
 KYGO-F S90, F90, S91

% of Revenue Controlled by Top 25% of Viable Stations

By Top 50%

% of Share Points Controlled by Top 25% of Viable Stations

By Top 50%

87 88 90 91

51 48 50 53

77 78 73 79

43 38 34 41

70 66 62 68

DENVER

STATION CHANGES

(Major call letter and format changes)

KEZW KOSI until 81; BFLL until 81
 KHOW-F KXXK-F until 79; KHOW until 81; CHR or AC until 81;
 AOR until 83; KPEK-F until 87; KSVY-F until 91;
 CHR until 87
 KYGO-F KIMN until 79; Contemp until 80
 KRXY KLAK until 84; Country until 81; Nostalgia until 83;
 Country until 84
 KXKL KTLK until 81; Contemp until 79; Disco until 81;
 KBRQ until 87; Country until 87
 KMJI-F KLIR until 84; BFLL until 82; KMJI-F until 89;
 KXLT-F until 91
 KNUS KERE until 82; Country until 80
 KXKL-F KADY-F until 82; KBRQ-F until 87; Country until 87
 KAZY-F KLZ -F until 77
 KRXY-F KPPL-F until 84; AC until 84
 KRFR Talk until 81; KWRZ until 82; KRZN until 90
 Oldies until 90
 KRFX-F KOAQ-F until 89; AC until 89
 KHOW MOR/FS until 91
 KLZ Country until 90
 KRZN first show in ratings in 89
 KYBG AF simulcast Sports Talk beginning in 91

MAJOR STATION SALES

1971	KIMN		\$	NA
1971	KBPI-F			175,000
1971	KDEN			581,000
1971	KNUS	Sold by Mullin to Mission		1,500,000
1971	KLZ, KAZY-F	Sold by Time-Life to Group One		2,750,000
1974	KIMN	Sold by Combined Comm. to Jeff-Pilot		NA
1974	KYGO-F	Sold to Jefferson Pilot		454,000
1975	KPPL			200,000
1976	KRXY AF	Sold to McCoy		2,500,000
1978	KBRQ-F	Sold to Welcome Radio		900,000
1979	KRXY AF	From McCoy to Des Moines Register		NA
1979	KBPI-F	Sold to Sardusky Newspapers		5,700,000
1979	KDKO	Sold to Sterling		1,100,000
1979	KWBZ (55%)			927,000
1981	KBRQ, KBRQ-F	From Welcome Radio to Great Empire		4,900,000
1981	KOSI-F	From Armstrong to Westinghouse		7,500,000
1981	KMJI-F	Sold to Duffy		5,000,000
1981	KHOW	From Doubleday to Metromedia		15,000,000
1981	KNUS	From Mission to Johnson		2,500,000
1982	KRZN	Sold to Earvin Johnson		1,000,000
1982	KRXY AF	From DM Register to Malrite		7,000,000
1983	KOA, KOAQ-F	From GE to Belo		22,000,000
1983	KVOD-F	Sold to Henry		6,000,000
1984	KRZN (Englewood)	Sold to Duffy		1,050,000
1985	KLSC	Sold to Century		1,778,000
1985	KBVL-F (Boulder)	Sold to Sterling Rec.		4,000,000
1985	KHOW	From Metromedia to Legacy		11,000,000
1985	KPEK-F	From Doubleday to Legacy		9,000,000
1986	KEZW	From Armstrong to Westinghouse		1,300,000
1986	KPPL			735,000
1986	KLZ, KAZY-F	From Group One to DKM		NA
1987	KXKL AF	From Great Empire to Shamrock		9,900,000
1987	KOA, KRFX-F	From Belo to Jacor		24,000,000
1987	KZRX-F (Castle Rock)	Sold to Century		1,400,000
1987	KRXY AF	From Malrite to CC/ABC		10,700,000
1987	KPPL			275,000
1987	KBCO AF	Sold to Noble		27,250,000
1987	KLZ/KAZY-F	From DKM to Summit		14,700,000 (e)
1987	KRZN/KMJI-F	From Duffy to Genesis		29,000,000 (e)
1988	KLTT (Brighton)	Sold by Interstate to Mortenson		500,000
1988	KHOW, KSVY-F	From Legacy to Command		18,000,000 (e)
1988	KDKO, KHII-F (Boulder)	From SRC to Adams		6,000,000
1988	KEZW, KOSI-F	Sold by Westinghouse		15,500,000
1988	KDKO	Sold by Adams		900,000
1989	KBPI	Sold by Sandusky		2,000,000
1989	KRZN/KJIM	Genesis swapped KRZN for KJIM plus paid		about \$1,500,000
1989	KBPI-F	From Sandusky to Great American		13,500,000
1989	KHOW, KSVY-F	From Command to Viacom		15,500,000
1990	KDEN			575,000
1990	KBNQ			250,000
1991	KNUS			900,000
1991	KKAS	23.5%		260,000

DES MOINES

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WHO	3.0	WHO 3.5	WHO 3.4	WHO 3.3	WHO 3.1	WHO 3.2	WHO 3.2	WHO 3.2
2. KSG	1.7	KGGO-F 1.6	KGGO-F 1.8	KGGO-F 2.0	KGGO-F 2.5	KGGO AF 2.5	KGGO AF 2.3	KGGO AF 2.3
3. KRNT	1.3	KSO 1.4	KRNQ-F 1.7	KLYF-F 1.3	KLYF-F 1.5	KJJY-F 1.6	KRNQ-F 2.0	KJJY-F 2.2
4. KGGO-F	1.2	KRNQ-F 1.3	KSO 1.1	KRNQ F 1.1	KRNQ-F 1.3	KLYF-F 1.4	KJJY-F 1.8	KRNQ-F 2.0
5. KLYF-F	1.2	KLYF-F 1.3	KLYF-F 0.9	KSO 0.9	KJJY AF 1.3	KRNQ-F 1.3	KLYF-F 1.6	KLYF-F 1.6
6. KIOA	1.0	KRNT 1.0	KRNT 0.8	KJJY-F 0.8	KSO 0.7	KIOA 0.6	KDMG-F 0.9	KIOA AF 1.25
7.			KIOA 0.7	KIOA 0.7	KIOA 0.65	KDWZ-F 0.6	KDWZ-F 0.9	KDMG-F 0.7
8.			KJJY-F 0.6	KRNT 0.5	KDWZ-F 0.56	KDMG-F 0.5	KIOA 0.6	KRNT 0.5
9.					KRNT 0.5	KRNT 0.5	KEZT-F 0.45	KEZT-F 0.45
10.							KRNT 0.45	

Highest Metro Share: KGGO-F 21.5, S88
 Highest Metro 1/4 Hr. Avg: KGGO-F 103, S87
 Highest TSA 1/4 Hr. Avg: WHO 356, S75
 Highest TSA Cum: WHO 4601, S77
 Highest Metro Cum Rating: KRNT-F 36.8, S86

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Cuncan Estimates [----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	5.73	6.19	7.18	7.67	8.19	9.8	10.3	10.7	11.4	11.8	11.4	11.7	12.0	12.9	13.5	13.5
Income (millions)	0.39	0.47	0.77	0.81	1.12											
Nat. Rev (millions)	1.94	1.18	1.70	2.00	2.19											
Rev per Cap (\$)	---	18.38	21.26	22.68	23.99	26.42	27.32	28.08	30.00	30.89	29.53	30.39	30.85	32.58	33.92	33.75
Inc per Cap (\$)	---	1.40	2.10	2.40	3.27											

	81	82	83	84	85	86	87	88	89	90	91
Rev as % of Retail Sales	.52	.52	.47	.49	.45	.44	.43	.42	.39	.39	.37
Market Grades	---	9-	D-/C+	C/C-	C+/C	C+/C+	B/B	B/B+	---	---	---
Manager's Market Grades	6.3	6.5	6.1	5.5	5.3	5.8	6.7	6.9	6.4		
FM Base Value	---	---	2.4	3.3	3.3	3.4	3.0	2.8			
Base Value Percentage	---	---	---	---	---	26.6	26.4	22.2	20.7		
Mean Share Points per Viable Station	9.8	9.1	8.8	8.3	8.4	8.3	9.2	9.0	8.9		

#1 STATIONS 1/4 METRO SHARE

WHO S75, S77, F78, F79, S80, F80, F81, F82, F89
 KLYF-F S76(T), F76
 KRNT S76(T), S78
 KSG F77, S79, S81, S82, S83, F83
 KGGO-F S84, F84, S85, F85, F86, S87, S88, F88, S89, S90, S91, F91
 KRNT-F S86, F90

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	54	57	48	49
By Top 50%	76	83	80	84
% of Share Points Controlled by Top 25% of Viable Stations	40	37	38	46
By Top 50%	65	63	68	78

STATION NOTES

(Major call letter and format changes)

MAJOR STATION SALES

1971 KGGO-F Bought by Stoner \$ 110,000
 1972 KXXI-F Sold to Mid America 225,000
 1974 KRNT, KRNT-F From Cowles to Stauffer 1,150,000
 1975 KMRY Sold to Black Hawk 600,000
 1980 KMRY Sold to Black Hawk 500,000
 1981 KJJY-F (Ankeny) Sold to Fuller Jeffrey 402,000
 1982 KIOA, KXXI-F From Mid America to Midwest 2,500,000
 1986 KMRY From Enoch to Fuller Jeffrey 300,000
 1988 KRNT, KRNT-F From Stauffer to Saga 3,200,000
 1989 KDMG-F (Pella) From Beta to Valley 2,750,000
 (cancelled)

KIOA-F KIOA until 76; KMGK until 86; CHR until 84; KXXI-F until 86; KDWZ-F until 90; Country until 86; CHR until 90
 KEZT-F KLFM until 81
 KLYF-F BTFL until 83
 KKSQ KCBD until 84; MOR until 84; KMRY until 88; KJJY until 90; Nostalgia until 88
 KGGO-F From CHR to Hybrid CHR/AOR around 80
 KIOA Gradual change to AC by 82; became oldies by 89
 KGGO-AM KSO until 89; Country until 89
 KDMG-F KFMD-F until 88; AC until 88; reclassified as Classic AOR in 91

DETROIT

12+ METRO SHARE

		SPG																
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
WJR	(F5)	15.4	14.8	13.4	15.3	11.7	10.3	10.4	10.1	9.2	11.0	9.7	9.4	10.9	9.8	9.1	8.2	8.7
WWJ	(NEWS)	7.6	6.3	6.2	4.7	5.4	5.8	5.1	5.7	5.6	5.2	5.6	6.0	4.7	4.9	5.1	5.3	6.0
WXYT	(T)	5.2	5.3	4.7	4.1	4.9	3.1	5.1	5.6	4.7	5.0	3.3	3.6	4.4	3.2	3.4	3.6	4.0
CKLW	(BB)	5.6	6.7	5.3	4.6	5.0	4.1	3.3	2.6	2.0	1.0	5.3	4.0	3.5	4.0	3.0	2.8	2.8
WCXI	(C)	---	---	---	0.9	4.1	5.3	3.1	2.7	2.3	2.5	1.6	1.3	1.4	1.6	1.5	1.3	1.2
WRIF-F	(AOR)	5.6	6.3	7.1	6.2	5.5	6.1	5.1	5.9	5.7	5.5	5.5	4.8	4.2	3.5	3.4	3.7	3.6
WLLZ-F	(ACR)	---	---	---	9.5	0.5	7.9	7.5	5.2	5.4	4.3	4.0	4.7	4.6	4.4	3.9	4.1	3.9
WNIC-F	(AC)	---	2.2	4.7	4.7	3.4	4.9	4.6	5.0	4.6	4.4	4.2	3.6	4.0	4.4	3.9	3.9	3.5
WWWW-F	(L)	---	1.9	4.0	3.8	5.3	2.5	4.6	4.0	3.6	2.6	3.4	3.9	4.0	4.4	4.5	4.5	5.8
WJLB-F	(B)	4.4	3.3	3.8	4.4	3.4	2.8	2.7	4.3	4.9	5.9	6.6	8.0	8.2	7.5	7.6	7.0	6.5
WCSX-F	(CL AOR)	4.0	3.9	4.4	3.0	5.3	5.3	3.9	3.8	4.8	3.3	2.0	2.1	4.0	3.4	3.8	3.2	3.7
WHYI-F	(CHR)	---	4.0	5.7	5.0	4.2	4.6	4.7	4.4	4.2	4.3	5.5	4.7	4.6	4.0	4.4	5.0	4.5
WGPR-F	(R)	---	---	---	2.1	1.5	2.0	3.1	3.4	1.4	1.2	2.5	1.8	1.5	1.3	1.7	1.8	1.1
WDFX-F	(CHR)	---	7.0	3.0	4.4	3.6	3.2	3.8	3.1	2.7	2.2	1.9	2.8	2.6	4.4	4.4	3.0	2.6
WKQI-F	(AC)	---	---	---	3.6	3.6	4.8	3.7	3.0	3.2	4.2	5.7	5.6	4.6	4.5	4.3	4.2	4.7
WMXD-F	(B/AC)	---	---	---	1.0	2.9	2.7	2.7	2.5	2.1	2.2	1.9	1.4	0.7	1.5	1.1	1.3	3.3
WJCI-F	(EZ/SAL)	5.9	4.9	4.3	4.4	3.4	3.2	3.1	4.7	7.2	3.1	6.2	6.1	5.9	5.3	5.2	4.2	4.5
WXCD-F	(J/NAC)	---	---	---	---	1.4	2.7	3.1	2.2	1.4	1.5	2.8	2.8	2.4	2.7	2.1	1.9	0.7
WJZZ-F	(J)	---	2.2	2.0	2.8	3.2	2.9	2.3	2.1	2.1	2.5	2.5	2.2	1.9	1.9	3.0	4.2	3.5
WOMC-F	(S)	---	4.4	3.3	4.9	4.4	4.2	3.2	2.9	3.3	4.0	3.5	3.8	3.7	3.0	2.6	3.4	4.2
WLQV	(REL)	4.0	4.0	3.7	2.5	1.9	0.4	0.2	0.4	0.7	0.5	0.4	---	---	---	---	---	---
WCHB	(G)	---	2.4	---	2.0	1.5	1.7	1.7	0.9	0.7	1.6	1.4	1.0	0.9	1.0	1.0	0.3	0.7
WQBH	(R)	---	---	---	---	---	---	---	0.5	0.9	0.9	0.9	1.1	0.9	1.0	1.1	1.0	1.1
WHND	(D)	---	---	---	---	---	---	---	1.3	1.2	1.3	1.3	1.0	1.0	0.7	0.5	0.5	0.4
WLTJ-F	(SAL)	4.6	5.4	4.9	4.0	3.2	4.1	3.9	4.1	5.8	4.1	3.4	2.5	3.1	2.6	4.2	5.0	3.8
WGRS-F	(CL)	---	---	---	---	---	---	---	1.3	1.6	1.7	1.7	1.3	1.4	1.5	2.0	2.1	1.8
WMUZ-F	(REL)	---	---	---	---	---	---	---	---	---	---	---	1.0	0.8	1.0	0.8	0.9	1.1

BASED ON AVERAGE OF SPRING AND FALL BOOKS

12+ GUME RATINGS

		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
WJR		34.3	28.2	27.9	27.9	23.1	29.1	27.4	24.5	25.6	24.1	24.6	21.6	21.0				
WWJ		17.6	14.5	16.4	18.0	16.4	14.7	14.8	16.2	15.3	15.1	14.9	18.0	17.8				
WXYT		12.8	9.2	10.9	11.9	11.4	10.5	9.5	8.3	8.9	7.3	8.4	8.1	7.8				
CKLW		22.7	17.7	16.0	11.8	9.8	6.1	11.0	10.1	9.6	9.0	6.6	8.1	7.2				
WCXI		---	8.5	9.0	8.2	6.3	5.6	4.6	3.4	3.3	5.3	4.3	3.4	3.7				
WRIF-F		17.4	18.7	16.0	22.8	19.0	17.2	16.4	16.0	14.1	13.6	13.3	11.3	12.9				
WLLZ-F		---	---	19.6	19.3	16.1	15.9	15.1	13.9	13.5	13.6	14.2	12.6	13.1				
WNIC-F		12.0	14.6	15.2	18.3	16.5	15.2	16.0	13.7	12.9	13.2	13.7	11.0	11.3				
WWWW-F		16.4	13.5	10.2	10.7	8.4	7.4	9.4	9.0	9.0	9.9	10.2	10.5	13.7				
WJLB-F		11.6	8.0	9.3	12.3	13.0	15.2	14.8	15.0	14.8	14.2	15.0	13.8	14.4				
WCSX-F		14.7	14.8	13.4	12.7	12.6	11.8	9.1	8.6	11.0	10.6	11.9	10.0	12.6				
WHYI-F		11.7	13.3	12.4	11.8	20.1	18.3	20.7	19.6	16.9	18.0	17.0	18.2	16.5				
WGPR-F		---	7.5	7.8	10.1	5.8	4.7	6.5	6.0	4.5	5.8	7.1	6.5	5.4				
WDFX-F		13.2	12.6	15.8	16.0	14.8	6.7	8.2	11.4	10.6	12.7	14.9	12.3	13.7				
WKQI-F		8.7	13.4	10.2	8.6	11.3	14.6	18.6	18.9	19.6	18.1	17.8	15.9	16.7				
WMXD-F		---	9.2	8.7	9.3	5.9	6.4	5.1	4.9	3.4	5.7	4.3	2.8	7.4				
WJCI-F		8.7	10.2	8.9	9.1	13.9	15.4	13.8	12.3	11.7	12.5	12.3	10.2	11.1				
WXCD-F		---	---	8.7	8.8	5.1	4.9	8.6	8.1	6.7	6.6	7.2	7.2	4.6				
WJZZ-F		---	7.1	---	7.3	6.1	6.6	6.5	6.7	6.5	7.0	7.3	9.2	10.7				
WOMC-F		9.3	10.1	8.1	7.6	9.7	11.8	11.6	11.8	10.1	7.8	9.7	10.7	12.3				
WLQV		---	---	---	1.2	1.2	---	1.6	---	---	---	---	---	---				
WCHB		---	6.3	---	5.2	3.1	3.8	3.7	3.1	2.6	3.0	3.4	2.2	2.4				
WQBH		---	---	---	---	2.8	2.8	3.4	2.9	2.5	3.1	3.7	3.2	3.2				
WHND		---	---	---	---	3.9	3.4	3.0	2.8	2.0	2.4	1.6	1.4	1.5				
WLTJ-F		11.2	13.9	13.1	9.7	13.5	12.7	6.6	7.3	7.6	6.7	11.1	12.9	11.2				
WGRS-F		---	---	---	---	4.4	5.6	4.1	3.7	3.8	4.3	5.2	6.2	6.0				
WMUZ-F		---	---	---	---	---	---	---	---	3.3	2.7	2.8	3.7	2.7				
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
APR (%)		17.9	16.5	16.8	17.1	17.1	17.5	17.2	18.7	18.7	19.4	19.4	18.9	18.0	18.5	18.7	18.8	18.7
FM Share (%)		42.05	49.22	50.62	54.18	55.53	61.49	67.19	66.76	71.23	67.85	67.35	68.92	68.8	69.3	70.2	72.5	71.6
Total Stations				30	29	31	29	28	31	30	30	31	28	32	34	33	35	34
Viable Stations										23	23	24	22	22	20.5	20.5	21	22
Diaries							1738	2370	2352	2609	2709	2456	2632	2561	2516	2474	2586	2540
% Not Listed														7.9	8.1	7.5	8.8	8.2

DETROIT

FORMAT SHARES (%)

	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
CHR/AOR	41	37	40	35	33	24	21	CHR AOR/CLS	9	12	15	15	16	15	15	9
MOR/AC	20	24	14	22	23	29	MDR/FS AC/OLDIES	9	12	11	11	12	12	11	10	9
COUNTRY	4	7	7	6	9	8	8	8	8	5	6	7	6	6	9	
BTFL/EZ/SAC	13	12	12	15	12	7	7	9	7	6	6	6	6	4	6	
NEWS/TALK	9	5	11	8	10	12	11	11	9	11	10	8	9	9	10	
BLACK/URBAN	11	12	14	12	11	15	18	19	15	13	12	12	12	13	14	
NOSTALGIA	--	--	--	--	--	2	2	1	6	5	4	5	3	3	3	
HISPANIC	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	
RELIG/GOSPEL	1	1	1	--	1	2	2	2	1	1	1	1	1	2	3	
CLASSICAL	1	1	1	1	2	1	2	2	1	1	1	2	2	2	2	
JAZZ/NAC	--	--	--	--	--	--	--	--	--	--	2	4	4	4	5	

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WJR	14.0	WJR 15.3	WJR 18.0	WJR 18.6	WJR 20.0	WJR 21.0	WJR 19.0	WJR 17.0
2. WWJ	8.0	WWJ/JOI 12.5	WWJ 9.3	WWJ 9.6	WJLB-F 10.2	WJLB-F 10.6	WJLB-F 11.0	WJLB-F 9.6
3. WNIC-F	7.7	WNIC-F 6.5	WCZY-F 7.9	WJLB-F 8.5	WWJ 9.0	WWJ 9.6	WWJ 10.0	WWJ 9.5
4. WRIF-F	6.2	WRIF-F 6.4	WJLB-F 7.4	WCZY-F 7.6	WLLZ-F 7.2	WNIC-F 8.6	WNIC-F 9.0	WKQI-F 9.3
5. WMJC-F	5.4	WJLB-F 6.0	WNIC-F 6.6	WOMC-F 6.0	WNIC-F 6.8	WLLZ-F 7.1	WKQI-F 8.2	CXI/WWW 8.4
6. WJOI-F	4.6	WCZY-F 5.8	WOMC-F 5.6	WNIC-F 5.5	WOMC-F 6.1	WOMC-F 6.6	WLLZ-F 7.3	WLLZ-F 7.5
7.		WMJC-F 5.0	WJOI-F 5.5	CXI/WWW 5.3	WHYT-F 6.0	CXI/WWW 6.5	WLLZ-F 7.1	WOMC-F 7.3
8.		WWWW-F 4.0	WLLZ-F 5.4	WLLZ-F 5.2	WCSX-F 5.5	WKQI-F 6.1	CXI/WWW 6.8	CXI/WWW 7.2
9.			WRIF-F 5.2	WJOI-F 5.0	WRIF-F 5.3	WCSX-F 6.0	WOMC-F 6.7	WNIC-F 7.0
10.			CXI/WWW 4.4	WRIF-F 4.5	CXI/WWW 5.2	WRIF-F 5.5	WCSX-F 6.4	WJLB-F 6.8

Highest Metro Share: WJR 16.9, \$78
 Highest Metro 1/4 Hr. Avg: WJR 910, \$75
 Highest TSA 1/4 Hr. Avg: WJR 1284, \$75
 Highest TSA Cume: WJR 19527, \$78
 Highest Metro Cume Rating: WJR 34.3, \$79

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	[----- Net Dollars -----]					[----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	34.88	40.57	46.52	47.43	52.71	60.7	61.7	66.2	74.9	82.0	91.3	96.0	105.0	113.3	118.4	117.3
Income (millions)	6.99	7.41	9.10	1.04	-1.66											
Nat Rev (millions)	8.44	8.83	14.85	14.19	16.19											
Rev per Cap (\$)	----	9.25	10.70	10.65	12.13	13.11	13.35	14.36	16.18	17.75	19.72	20.73	22.06	24.31	25.41	25.06
Inc per Cap (\$)	----	1.69	2.09	0.24	-0.38											
Rev as % of Retail Sales						.28	.27	.27	.30	.30	.32	.31	.31	.33	.33	.32
Market Grades						---	C	C/C	C+/B	B-/B-	C+/C+	B-/B	B-/B-	---	---	---
Manager's Market Grades						9.5	8.5	7.9	7.2	6.5	6.8	6.6	6.6	6.2		
FM Base Value						---	---	5.4	7.4	7.2	10.0	12.5	10.4	9.8		
Base Value Percentage						---	---	---	---	---	9.7	11.0	8.8	8.4		
Mean Share Points per Viable Station						3.9	4.0	3.6	3.9	3.9	4.1	4.5	4.3	4.1		

#1 STATIONS 12+ METRO SHARE

	% of Revenue Controlled by Top 25% of Viable Stations			
WJR All rating periods	55	52	50	49
	% of Share Points Controlled by Top 25% of Viable Stations			
	78	80	80	81
	% of Revenue Controlled by Top 25% of Viable Stations			
	42	36	36	37
	% of Share Points Controlled by Top 25% of Viable Stations			
	68	60	59	62

STATION NOTES

(Major call letter and format changes)

OKLW Gradual change from CHR to AC by 82; Changed to Nostalgia in 84
 WXYT Change from CHR to AC by 78; News/Talk in 78; WXYT until 84
 WWW-F AOR until 81
 WCXI WCAR until 79; News until 77
 WLQV WDEE until 79; WCZY until 81; WLQV until 85; Country until 79; MOR until 81; Religion until 84; WCZY until about 87; CHR until about 87
 WLLZ-F WBFG-F until 80
 WJOI-F WWJ-F until 82
 WCZX-F WHNE until 76; WMJC-F until 87; AC until 87
 WKQI-F BTFL until 81; AC until 84; WCZY-F until 89; WCZY-F until 89; Contemp until 89

DETROIT

STATION NOTES (continued)
(Major call letter and format changes)

WLTJ-F WDRQ until 85; Urban until 85
 WHYI-F WJR -F until 82; BTFL until 82
 WCXI-F WTKR-F until 82; AC until 82
 WXCO-F WLBS until 84; Urban until 84; WKSG-F until 91
 Oldies until 91
 WDFX-F WABX until 84; WCLS until 85; AOR until 84;
 AC until 85; WDTX-F until 88
 WMXD-F WNTM-F until 88; WVAE-f until 89; AC until 88;
 Jazz/NAC until 89
 WOMC-F Shifted to Oldies by 90

MAJOR STATION SALES

1971	WLTJ-F	Sold by Storer to Bartell	\$ 725,000
1972	WOMC-F	Sold to Metromedia	1,506,000
1973	WWWW-F	From McLendon to Starr	750,000
1973	WHND	Sold to Greater Media	2,300,000
1973	WMJC-F	Bought by Greater Media	650,000
1974	WNIC AF	Sold to State Mutual Life	3,130,000
1977	WCXI/WNTM-F	Sold to Golden West	4,000,000
1977	WNIC AF	From State Mutual Life to Marvin Josephson	3,850,000
1977	WPON		1,020,000
1978	WCZY-F	Sold to Combined Communications	3,000,000
1978	WCZY	From Globe to Combined Communications	NA
1979	WQRS-F	Sold to Outlet	2,000,000
1980	WLLZ-F	Sold to Doubleday	8,250,000
1982	WHTI-F	From Charter to Amaturo	5,000,000
1982	WDTX-F	From Century to Liggett	6,000,000
1984	WXYT	From ABC to Fritz	3,000,000
1985	WNIC AF	From Josephson to Price	19,000,000
1985	WDTX-F	From Liggett to Metropolis	5,540,000
1985	WQRS-F	From Outlet to Tanger	5,075,000
1985	WRIF-F	Sold by Cap Cities/ABC	14,000,000
1985	WLLZ-F	From Doubleday to Legacy	9,000,000
1985	WLTJ-F	From Amaturo to Keymarket	NA
1985	WWJ,WJOL-F	Sold by Detroit News	38,510,000
1986	WOMC-F	From Metromedia to Metropolitan	16,000,000 (e)
1986	WNTM-F	From Golden West to Fritz	7,700,000 (e)
1986	WCXI	From Golden West to Shamrock	2,600,000 (e)
1987	WMTG,WNIC-F	From Price to Fairfield	NA
1987	WCZY AF	From Gannett to Dorton	15,000,000
1987	WCZM AM	Sold to Sat. Music	2,750,000
1987	WKSG-F	From Inner City to Ragan Henry	6,750,000
1987	WRIF-F	Sold to Taft	17,000,000
1988	WOMC-F	From Metropolitan to Infinity	23,000,000
1988	WDFX-F	From Metropolis to Hoker	11,800,000
1988	WLTJ-F	From Keymarket to Viacom for WRVR in Memphis	
1988	WCZY-F	From Dorton to Brdcast. Partners	23,000,000 (e)
1988	WWJ/WJOL-F	From Federal to CBS	58,000,000
1989	WCHB (Inkster)		550,000
1989	WLLZ-F	From Sillerman to Westinghouse	32,000,000 (e)
1990	WKSG-F	Sold by US Radio	8,650,000
1990	WDFX-F	From Hoker to Sherman	10,900,000

EL PASO

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1.	KHEY-F 2.0	KAMZ-F 2.0	KHEY 1.8	KHEY AF 3.0	KHEY AF 3.1	KHEY AF 3.4	KHEY AF 3.2	KHEY AF 3.2
2.	KAMZ-F 1.5	KHEY 1.7	KEZB-F 1.7	KEZB AF 1.7	KLAQ-F 1.7	KLAQ-F 1.4	KLAQ-F 1.5	KLAQ-F 1.6
3.	KHEY 1.3	KHEY-F 1.4	KLAQ-F 1.6	KAMA 1.6	KBNA AF 1.7	KBNA AF 1.3	KBNA AF 1.3	KBNA AF 1.1
4.	KLAQ-F 1.0	KLAQ-F 1.3	KHEY-F 1.5	KLAQ-F 1.3	KAMA 1.4	KAMA 1.2	KPRR-F 1.2	KPRR-F 1.0
5.	KAMA 0.8	KAMA 1.2	KAMZ-F 1.4	KAMZ-F 1.2	KEZB-F 1.3	KPRR-F 1.2	KAMA 1.1	KAMA AF 0.9
6.		KEZB-F 0.7	KAMA 1.3	KBNA AF 0.9	KAMZ-F 1.2	KEZB-F 0.9	KOFX-F 0.8	KAMZ-F 0.8
7.		KTSM-F 0.7	KBNA AF 0.8	KTSM-F 0.7	KPRR-F 0.8	KAMZ-F 0.9	KEZB AF 0.75	KOFX-F 0.7
8.			KTSM-F 0.7			KOFX-F 0.6	KOFX-F 0.7	KEZB AF 0.55
9.						KLTO-F 0.5	KAMZ-F 0.7	KTSM-F 0.5
10.								KTSM 0.4

Highest Metro Share: KAMA AF 20.2, S77
 Highest Metro 1/4 Hr. Avg: KHEY-F 143, S91
 Highest TSA 1/4 Hr. Avg: KEZB-F 166, S86
 Highest TSA Cume: KEZB-F 2054, F86
 Highest Metro Cume Rating: KEZB-F 39.7, F86

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	3.32	3.79	3.82	4.89	5.38	7.5	8.7	9.4	10.0	11.0	11.8	11.5	12.6	13.2	13.0	11.7
Income (millions)	-0.10	-0.64	-0.54	-1.15	-1.49											
Nat Rev (millions)	1.35	1.21	1.61	1.90	2.20											
Rev per Cap (\$)	----	8.56	8.51	10.69	10.76	14.61	16.63	17.64	18.59	20.04	21.19	20.18	21.38	22.30	21.67	19.06
Inc per Cap (\$)	----	-1.45	-1.18	-2.52	-2.99											

	81	82	83	84	85	86	87	88	89	90	91
Rev as % of Retail Sales	.36	.39	.39	.43	.42	.44	.40	.39	.39	.36	.31
Market Grades	---	0	0-/D+	0-/D	0-/D	0-/D-	0-/D-	0-/D	0-/D	0-/D+	---
Manager's Market Grades	8.3	6.3	5.7	5.3	5.2	6.0	5.0	5.7	5.1		
FM Base Value	---	---	1.1	1.1	1.1	1.4	1.5	1.2	1.0		
Base Value Percentage	---	---	---	---	---	11.3	11.4	9.2	8.5		
Mean Share Points per Viable Station	5.6	6.5	5.9	6.0	6.4	7.2	7.3	7.4	7.3		

#1 STATIONS 12+ METRO SHARE

KAMA S75, F76, S77, S78, F77, F78, S79
 XROK S76
 KINT-F F79
 KHEY S80
 KLOZ-F F80
 KLAQ-F S81, F81, S82, F82, S83, F83, S85, F87
 KHEY-F S84, F90, S91, F91
 KAMZ-F F84
 KEZB-F F85, S86, F86, S87
 KPRR-F S88, F88, S89, F89, S90

	87	88	89	91
% of Revenue Controlled by Top 25% of Viable Stations	51	44	46	50
By Top 50%	81	77	71	72
% of Share Points Controlled by Top 25% of Viable Stations	38	41	42	45
By Top 50%	68	66	64	67

STATION NOTES

(Major call letter and format changes)

MAJOR STATION SALES

1973	KROD	Sold by Doubleday to Media Horizons	\$ NA	KAMZ-F	KAMA until 82; Reclassified as AC in 89
1974	KELP, KBNA-F		500,000	KHEY-F	KEZB-F until 81; BTFL until 81
1975	KEZB, KLOZ-F		355,000	KVIV	MOR until 79; off air in 84; KSFT until 85; KALY until about 87
1976	KROD, KLAQ-F	Sold by Media Horizons	450,000	KAMA-F	KSFT until 86; Contemp until 81; Black until 82; KLTO-F until 91; CHR until 86; AC until 91
1977	KDXX	Sold to Clear Channel	650,000	KROO	AC until 80; CHR until 82; Reclassified as Nostalgia in 90
1978	KALY, KLTO-F	From Sun World to Bcst. Associates	765,000	KEZB-F	KPAS until 81; ACR until 81; BTFL until 83; Reclassified as AC in 90
1978	KROD, KLAQ-F	Sold to Rex	930,000	KELP	Contemp/AC until 80; Black until 83
1979	KEZB, KLOZ-F	Sold to Henson	875,000	XROK	CHR until 79
1981	KELP		101,000	KBNA-F	KINT until 82; XYSR until 85; AC until 85
1982	KAMA, KAMZ-F	Sold to Thrash	2,790,000	KPRR-F	KLOZ-F until 87; Country until 87
1982	KBNA-F	Sold to Tom Hoyt	1,900,000	KOFX-F	KFIM-F until 87; AC until 90
1982	KDXX	From Clear Channel to Hoyt	650,000	KBNA	KDXX until 87
1983	KEZB-F		1,200,000		
1983	KALY, KLTO-F		NA		
1983	KEZB	Sold by Henson	350,000		
1984	KELP		590,000		
1984	KROD, KLAQ-F	Sold by Rex	2,525,000		
1984	KLOZ-F	From Henson to Sherman	1,500,000		
1984	KALY		795,000		
1985	KLTO-F	Sold to Jim Ray	1,750,000		
1985	KDXX, KBNA-F	From Greenfield to Tichenor	1,300,000		
1986	KLOZ-F	Sold by Sherman	1,250,000		
1986	KFIM-F		1,000,000		
1986	KAMA, KAMZ-F	Sold to Holder	7,000,000 (e)		
1987	KEZB AF		5,500,000		
1987	KALY		450,000		
1988	KAMA, KAMZ-F	From Thrash to Pinnacle	NA		
1988	KROD, KLAQ-F	From ABS to Devlin	5,000,000		
1989	KVIV		450,000		
1989	KHEY AF	Sold to Ragan Henry	8,400,000		

ERIE

HIGHEST BILLING STATIONS:

	1984	1985	1986	1987	1988	1989	1990	1991
1. WCCK-F	1.5	WCCK-F 1.8	WCCK-F 1.8	WCCK-F 1.5	WXKC-F 1.6	WXKC AF 1.8	WXKC AF 1.5	RJE/XKC 1.4
2. WJET	0.8	WJET 0.8	WXKC-F 1.0	WXKC-F 1.4	WCCK-F 1.4	WJET-F 1.5	WJET-F 1.4	WJET-F 1.3
3. WSEG-F	0.45	WLWU AF 0.55	WJET 0.8	WJET-F 0.9	WJET-F 1.2	WCCK-F 1.0	WRKT-F 0.87	WRKT-F 0.84
4. WEY2	0.4						WCCK-F 0.6	WMXE-F 0.6
5. WRJE	0.30						WXTA-F 0.4	WXTA-F 0.45
6. WLWU-F	0.45						WEY2 0.37	WEY2 0.35

Highest Metro Share: WCCK-F 26.4, S83
 Highest Metro 1/4 Hr. Avg: WCCK-F 100, S82
 Highest TSA 1/4 Hr. Avg: WCCK-F 128, S82
 Highest TSA Cume: WCCK-F 1583, S83
 Highest Metro Cume Rating: WCCK-F 48.9, S82

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	Net Dollars					Gross Dollars										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	2.06	2.45	2.63	2.53	3.11	3.6	3.8	4.0	4.3	4.9	5.0	5.2	5.5	5.9	6.1	5.8
Income (millions)	-0.07	0.06	-0.06	0.07	-0.20											
Nat Rev (millions)	0.43	0.42	0.44	0.31	0.55											
Rev per Cap (\$)	---	9.07	9.72	9.21	11.05	13.14	13.52	14.04	15.03	16.03	17.73	18.37	19.43	21.00	21.71	21.09
Inc per Cap (\$)	---	0.22	-0.22	0.24	-0.72											

	81	82	83	84	85	86	87	88	89	90	91
Rev as % of Retail Sales	.31	.31	.31	.31	.31	.31	.32	.32	.34	.34	.31
Market Grades	---	B	A-/C+	B+/B-	-/C	-/C+	-/C	-/B-	---	---	---
Manager's Market Grades	7.5	7.7	8.1	8.7	9.0	8.0	7.0	6.7	6.2		
FM Base Value	---	1.2	1.9	2.4	3.0	3.0	---	---	---		
Base Value Percentage	---	---	---	---	---	---	54.5	50.8	---	---	---
Mean Share Points per Viable Station	10.3	9.2	8.8	9.9	11.4	11.1	9.9	9.9	9.4		

#1 STATIONS 17+ METRO SHARE

WLWU-F S75, S77, S78
 WJET S76
 WCCK-F S79, S80, S81, S82, S84, S85, S86
 WJET-F S87 through S91
 WXKC-F S91

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	50	51	46	50
By Top 50%	--	--	71	76
% of Share Points Controlled by Top 25% of Viable Stations	46	50	44	44
By Top 50%	78	78	74	74

STATION NOTICES

(Major call letter and format changes)

WRJE WNYN until 78; News/Talk until 78; WLKK until 87; WHD2 until 89; E2 until 87
 WJET-F WMDI-F until 81; CHR until 81; WSEG-F until 87; ACR until 87
 WEY2 WWGO until 80; Country until 77; Soft Rock until 79; AC until 82; Switched frequency from 1450 to 1330 about 89
 WHYP Simulcast 75-R2
 WXKC WLWU until 85; BTFL until 84
 WLKK Gradual change from CHR to AC by 83; WJET until 87; WBLQ until 88; CHR until 87; Black until 88; Country until 90
 WMXE-F WCCK-F until 90; CHR until about 89

NOTE: The 1450 frequency ended up owned by Penn State about 89

MAJOR STATION SALES:

1983	WLKK/WXKC-F	From Goldman to Penn	\$1,500,000 (never completed)
1984	WRJE		490,000
1984	WLKK/WXKC-F		1,575,000
1985	WSEG-F (McKear)		850,000
1986	WRJE		355,000
1988	WLKK		283,000
1988	WRJE	(Auction)	230,000
1989	WLKK		283,000

EUGENE-SPRINGFIELD

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. KUGN	1.5	KUGN AF 2.5	KUGN AF 2.0	KUGN-F 1.4	NA	NA	KUGN AF 2.3	KUGN AF 2.0
2. KUGN-F	0.86	KPNW AF 1.2	KPNW AF 1.4	KUGN 1.0			KPNW AF 1.6	KPNW AF 1.4
3. KZEL-F	0.85	KZEL-F 0.8	KZEL-F 1.0	KPNW 0.7			KSND AF 1.1	KMGF-F 1.0
4. KPNW-F	0.8	KSND-F 0.7	KSND-F 0.8	KSND-F 0.65			KMGF-F 0.9	KSND-F 0.75
5. KSND-F	0.7		KDUK AF 0.65	KPNW-F 0.5				
6.				KZEL-F 0.5				
7.				KDUK-F 0.45				

Highest Metro Share: KUGN 22.4, S76
 Highest Metro 1/4 Hr. Avg: KZEL-F 71, S83
 Highest TSA 1/4 Hr. Avg: KZEL-F 83, S83
 Highest TSA Cume: KPNW 1097, S77
 Highest Metro Cume Rating: KUGN 43.1, F77

FINANCIAL DATA

	FCC Data (----- Net Dollars -----)					Duncan Estimates (----- Gross Dollars -----)										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	3.06	3.53	4.73	4.18	5.01	5.6	5.7	5.7	6.0	6.3	5.9	6.0	6.1	6.7	7.5	7.4
Income (millions)	-0.15	-0.14	-0.02	-0.74	-0.74											
Net Rev (millions)	0.77	0.78	1.39	1.32	1.53											
Rev per Cap (\$)	----	13.88	18.56	15.79	17.54	21.05	21.26	21.03	22.30	23.50	21.07	21.35	21.63	23.51	26.41	25.87
Inc per Cap (\$)	----	-0.56	-0.07	-2.77	-2.60											

Rev as % of Retail Sales	.47	.48	.44	.44	.43	.36	.34	.33	.33	.34	.32
Market Grades				C	D/D+	D/D	-/D	-/D	-/C-	-/B-	---
Manager's Market Grades	7.0	5.8	6.0	5.0	5.1	5.6	5.3	5.5	5.5		
FM Base Value	---	---	1.6	1.1	1.1	1.2	1.3	1.4	1.3		
Base Value Percentage	---	---	---	---	---	19.7	19.4	18.7	17.6		
Mean Share Points per Viable Station	7.1	7.9	7.8	7.5	7.7	8.1	8.0	8.5	8.1		

#1 STATIONS 12+ METRO SHARE

KUGN S75, S76, F76, F77, S78, F78, S80, F82
 KBDF S77
 KPNW-F S79, F79, S81
 KSND-F F81, S86, F86, F88
 KZEL-F S82, S83, F83, S84, F84, S85
 KUGN-F F85, S87, F87, S88, S89, F89, S90, F90, S91, F91

% of Revenue Controlled by Top 25% of Viable Stations

By Top 50%

% of Share Points Controlled by Top 25% of Viable Stations

By Top 50%

48	--	--	--
75	--	--	--
44	36	35	35
68	65	61	61

STATION NOTES

(Major call letter and format changes)

MAJOR STATION SALES

1971	KZAM		\$ 225,000
1971	KEED	Sold to Sterling	160,000
1973	KUGN	Sold to Op:re	500,000
1973	KQAK	Sold to Mattco	225,000
1975	KSND-F	Sold to Sterling	88,000
1975	KEED		200,000
1976	KORE		151,000
1977	KZAM		135,000
1978	KQAK	Sold by Mattco	700,000
1978	KUGN-F		325,000
1979	KEED	Sold to Community Pacific	1,131,000
1979	KORE		160,000
1983	KZAM	Sold by Empire	270,000
1983	KQAK		350,000
1983	KZEL-F		1,050,000
1984	KORE		177,500
1985	KEED/KSND-F	From Sterling to Comm Service	1,400,000
1985	KZEL-F	Sold to Pappas	2,273,000
1986	KBMC-F		950,000
1987	KRXX		185,000
1987	KUGN AF	Sold to Omni	4,035,000
1988	KZAM AF	Sold to Kefford	NA
1989	KUGN AF		4,200,000
1989	KUDK, KLCX-F	From Constant to Pacific Telecom	NA
1990	KZAM AF (Eugene)	Sold by Kefford	300,000
1991	KPNW AF	From Pacific Northwest to McCoy	2,500,000

KHNN KATR until 81; KQDQ until 86; Talk/BTFL until 78; Country until 79; MOR until 81; Host until 86; AOR until 90 or so; KZAM until about 90
 KDUK CHR until 80; KBDF until 83; KYKN until 85; Old/AC until 82; News/Talk until 84; KQAK until 87
 KSND-F BTFL until 77
 KUGN-F KFMY until 78; CHR until 80
 KEED KASH until 85; Oldies until 85
 KXXO KRXX until 87
 KLCX-F KDUK-F until 87; AC until 87
 KAVE-F KZAM-F until 90; AOR until about 88; Oldies until 90
 KMGF-F KBMC-F until 87; Religion until 87

EVANSVILLE

HIGHEST BILLING STATIONS:

	1984	1985	1986	1987	1988	1989	1990	1991
1. WIKY-F	2.3	WIKY-F 2.4	WIKY-F 2.5	WIKY-F 2.9	WIKY AF 2.5	WIKY AF 2.6	WIKY AF 2.4	WIKY AF 2.0
2. WSTO-F	1.4	WSTO-F 1.3	WSTO-F 1.8	WSTO-F 2.2	WSTO-F 1.9	WSTO-F 2.0	WSTO-F 2.1	WSTO-F 2.0
3. WKDQ-F	1.2	WYNG-F 1.1	WYNG-F 1.6	WYNG-F 1.7	WYNG-F 1.5	WKDQ-F 1.8	WKDQ-F 1.9	WYNG-F 1.9
4. WGBF	1.0	WKDQ-F 1.0	WKDQ-F 0.9	WKDQ-F 1.1	WKDQ-F 1.2	WYNG-F 1.7	WYNG-F 1.8	WKDQ-F 1.8
5. WYNG-F	0.9		WGBF AF 0.7		WBKR-F 1.2	WGBF AF 1.3		
6. WROZ	0.7				WGBF AF 0.7			

Highest Metro Share: WIKY AF 36.4, S77
 Highest Metro 1/4 Hr. Avg: WIKY-F 141, WS85
 Highest TSA 1/4 Hr. Avg: WSTO-F 257, S87
 Highest TSA Cume: WSTO-F 2458, S87
 Highest Metro Cume Rating: WSTO-F 44.7, S87

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	3.34	3.24	4.83	5.26	5.47	6.3	6.5	6.9	7.7	8.4	8.9	9.3	9.9	10.5	10.9	10.2
Income (millions)	0.29	0.11	0.50	0.53	0.18											
Nat Rev (millions)	0.28	0.29	0.47	0.47	0.61											
Rev per Cap (\$)	----	11.16	16.24	17.40	17.47	22.42	23.05	24.38	27.11	29.47	31.33	32.86	34.86	36.84	38.24	35.56
Inc per Cap (\$)	----	0.38	1.67	1.74	0.56											
Rev as % of Retail Sales						.54	.52	.52	.53	.53	.54	.53	.54	.55	.55	.49
Market Grades						---	C	C/B+	C+/A-	-/A-	-/A	-/A	-/A	-/A	-/A-	---
Manager's Market Grades						6.5	6.7	6.8	7.1	7.4	7.1	6.8	7.0	6.3		
FM Base Value						---	---	1.9	2.4	2.6	---	---	---	---	---	---
Base Value Percentage						---	---	---	---	---	---	---	---	---	---	---
Mean Share Points per Viable Station						6.5	8.5	8.9	9.6	11.4	15.4	13.9	12.2	10.0		

#1 STATIONS 12+ METRO SHARE

WGBF S79
 WSTO-F S87, S89, S90, F90
 WYNG-F S91
 WIKY-F All other periods

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	53	35	37	39
By Top 50%	82	60	67	76
% of Share Points Controlled by Top 25% of Viable Stations	67	40	37	39
By Top 50%	92	68	65	72

STATION NOTES

(Major call letter and format changes)

WWOK AC by 82; WGBF until 90; AC until 89; AOR until 90
 WSTO-F BTFL until 82
 WVHI WJPG until 80; WKKR until 83; MOR until 80; Country until 83
 WSON AC or Oldies until 84
 WGBF-F WHKC until 86; AC or Chr until about 88
 WYNG-F WVHI-F until 82; Religion until 82
 WIKY WROZ until 87; Country until 87

MAJOR STATION SALES

1975 WGBF	Sold to Bloomington	\$ 750,000
1979 WSON, WKDQ-F (84%)		1,344,000
1979 WGBF-F	Sold to Vern Nolte	250,000
1981 WRCZ	From Fuqua to South Central	1,000,000
1984 WVJS/WSTO-F (Owensboro)		3,000,000
1984 WSON/WKDQ-F (Henderson)	Sold to Ninninger	2,625,000
1985 WGBF, WSBF-F	Sold by Vern Nolte	1,250,000
1987 WGBF AF		750,000
1987 WYNG-F (never closed)		5,600,000
1989 WYNG-F	From Beasley to Pinnacle	6,000,000 (e)

FARGO

HIGHEST BILLING STATIONS:

	1984	1985	1986	1987	1988	1989	1990	1991
1. KFGO	1.9	KFGO 1.6	KFGO 1.6	KFGO 1.7	KFGO AF 1.6	KFGO 1.6	KFGO 1.6	KFGO 1.6
2. WDAY	0.9	WDAY 1.1	WDAY 0.9	WDAY 0.95	WDAY 1.0	WDAY-F 1.0	WDAY-F 1.1	KLTA-F 1.15
3. KQWB-F	0.8	KQWB-F 0.9	KQWB-F 0.9	KVQX AF 0.9	WDAY-F 0.95	KQWB-F 0.9	KQWB-F 1.0	WDAY-F 1.0
4. KVOX-F	0.8	KVOX-F 0.8	WDAY-F 0.7	WDAY-F 0.85	KVOX AF 0.92	WDAY 0.85	KLTA-F 0.9	KQWB-F 0.97
5. WDAY-F	0.6	WDAY-F 0.7	KVOX-F 0.7	KQWB-F 0.78	KLTA-F 0.9	KVQX AF 0.8	KVOX AF 0.8	WDAY 0.75
6. KQWB	0.6			KLTA-F 0.6	KQWB-F 0.7E	KLTA-F 0.75	WDAY 0.75	KVOX-F 0.74
7.							KFGO-F 0.4	KFGO-F 0.34

Highest Metro Share: KFGO 28.5, S78
 Highest Metro 1/4 Hr. Avg: KFGO 47, S93
 Highest TSA 1/4 Hr. Avg: KFGO 143, S83
 Highest TSA Cume: KFGO 1471, S79
 Highest Metro Cume Rating: KQWB-F 43.1, S82

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	2.90	3.21	3.69	4.26	4.87	5.4	5.7	6.0	6.6	6.3	6.1	6.2	6.3	6.7	6.9	6.8
Income (millions)	0.35	0.33	0.16	0.007	-0.05											
Nat Rev (millions)	0.47	0.50	0.62	0.73	0.86											
Rev per Cap (\$)	----	23.82	27.08	31.02	34.83	38.30	39.86	41.38	45.21	42.86	40.66	41.33	41.72	44.07	45.09	43.59
Inc per Cap (\$)	----	2.44	1.19	0.05	-0.33											
Rev as % of Retail Sales						.58	.57	.55	.58	.57	.58	.60	.57	.54	.52	.50
Market Grades						---	A-	C+/C	B+/C	-/C-	-/C-	-/C-	-/C-	-/C-	-/C+	----
Manager's Market Grades						7.5	7.7	6.2	6.5	5.5	5.5	5.7	5.1	4.9		
FM Base Value						---	---	1.4	1.4	1.2	1.4	1.4	1.2	1.1		
Base Value Percentage						---	---	---	---	---	---	22.2	20.9	17.4	15.2	
Mean Share Points per Viable Station								12.6	8.9	9.6	10.0	11.8	11.6	11.6	10.7	9.1

#1 STATIONS 12+ METRO SHARE

KQWB-F S82, S89, S90
 WDAY-F S87, S88, S91
 KFGO All other rating periods

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	42	38	39	44
By Top 50%	69	68	68	75
% of Share Points Controlled by Top 25% of Viable Stations	35	33	33	40
By Top 50%	62	61	60	74

STATION NOTES:

(Major call letter and format changes)

KVOX Gradual shift to AC by 82; began Nostalgia in 84; Country in 86
 WDAY-F BTf until 83
 KQWB Shift to AC by 84; AC until about 89
 KVOX-F KIDA until 78; MOR until 78; Contemp until 79
 KQWB-F KWIM until 76
 WDAY Reclassified as Full Service in 89
 KFGO-F E2 until 89

MAJOR STATION SALES

1974 KVOX AF		\$ 325,000
1978 KVOX AF	Sold to Forward	1,085,000
1984 KQWB AF	From Midwest to Brill	5,000,000
1986 KFGO-F	Sold to Comm. Properties	1,200,000
1988 KFGO AF	Sold by Comm. Properties	6,100,000
1989 KVOX AF		1,600,000
1991 KFGO AF	Sold to Otter Tail Power Co	NA

FAYETTEVILLE, NC

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WQSM-F	1.3	WQSM-F 1.8	WQSM-F 1.9	WQSM-F 1.8	WQSM-F 2.1	WKML-F 2.2	WKML-F 2.0	WKML-F 2.01
2. WFNC	0.8	WFNC 0.9	WDKS-F 0.9	WKML-F 1.3	WKML-F 1.7	WQSM-F 1.9	WQSM-F 1.8	WQSM-F 1.55
3. WIDU-F	0.6	WIDU-F 0.7	WFNC 0.8	WZFX-F 1.2	WZFX-F 1.5	WZFX-F 1.5	WZFX-F 1.4	WZFX-F 1.5
4. WFAI	0.46	WFLR 0.55	WKML-F 0.8	WDKS-F 0.7	WFNC 0.75	WFNC 0.7	WRCQ-F 0.9	WRCQ-F 0.75
5. WFLB	0.43	WFAI 0.5	WFLB 0.45	WFNC 0.7	WDKS-F 0.6	WDKS-F 0.4	WFNC 0.5	WFNC 0.57
6.			WFAI 0.4			WIDU 0.2		WMXF-F 0.5
7.						WFAI 0.2		

Highest Metro Share: WQSM-F 26.9, S78
 Highest Metro 1/4 Hr. Avg: WZFX-F 117, S90
 Highest 15A 1/4 Hr. Avg: WZFX-F 215, F91
 Highest 15A Cum: WQSM-F 1942, S81
 Highest Metro Cum Rating: WQSM-F 45.8, S81

FINANCIAL DATA

	FOJ Data [----- Net Dollars -----]					Duncan Estimates Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	1.88	2.07	2.48	2.60	2.88	3.2	3.5	4.0	4.5	5.0	5.7	6.2	6.9	7.4	7.1	7.2
Income (millions)	.005	0.14	0.24	0.31	0.15											
Net Rev (millions)	0.27	0.39	0.47	0.63	0.67											
Rev per Cap (\$)	---	8.72	10.48	10.58	11.40	12.80	13.67	15.33	17.11	18.87	21.59	23.40	25.75	26.39	25.72	25.99
Inc per Cap (\$)	---	0.58	1.03	1.26	0.58											
Rev as % of Retail Sales						.40	.40	.41	.40	.38	.39	.42	.43	.45	.41	.41
Market Grades						---	D	C/A	B+/A	-/A-	-/A	-/A	-/A	-/B	---	---
Manager's Market Grades							8.5	8.2	8.1	7.9	8.0	7.8	7.9	7.4	7.4	7.2
FM Base Value							---	---	1.0	1.3	1.7	---	---	---	---	---
Base Value Percentage							---	---	---	---	---	---	---	---	---	---
Mean Share Points per Viable Station							6.3	9.2	8.5	9.1	9.2	12.0	12.9	11.8	10.7	
#1 STATIONS: 12+ METRO SHARE																
WIDU-F S84																
WDKS-F S86																
WZFX-F S87, S88, S90, F90, S91, F91																
WKML-F S89																
WQSM-F All other rating periods																
% of Revenue Controlled by Top 25% of Viable Stations												50	--	44	44	
By Top 50%												82	--	76	76	
% of Share Points Controlled by Top 25% of Viable Stations												45	--	42	44	
By Top 50%												74	--	69	65	

STATION NOTES

(Major call letter and format changes)

WCIE WFBS until 84; Black until 84; WRZK until about 87; AOR until about 87
 WFLB AC by 83; AC until about 89
 WFAI Country until 85
 WQSM-F Reclassified as AC around 90
 WIDU Black until 88
 WFNC Country until 87; MOR until 90
 WMXF-F WSTS-F until 90; Religion until 90
 WRCQ-F WDKS-F until 89; Black until 89

MAJOR STATION SALES

1974	WFLB		\$ 910,000
1977	WFLB		850,000 (?)
1981	WFLB	Sold to Ted Gray	1,150,000
1984	WFLR	Sold by Gray	500,000
1985	WIDU-F (Dunn)		1,200,000
1986	WFLB	Sold to Resort	959,000
1989	WDKS-F (Dunn)	Sold by Landsman	2,000,000
1990	WFAI	Sold by Beasley	75,000

FLINT

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WWCK-F	2.0	WWCK-F 2.0	WCRZ-F 2.0	WCRZ-F 2.7	WCRZ-F 2.9	WCRZ-F 3.2	WCRZ-F 3.2	WCRZ-F 3.1
2. WTRX	1.2	WCRZ-F 1.8	WWCK-F 2.1	WDZZ-F 1.8	WDZZ-F 1.9	WDZZ-F 2.0	WWCK-F 2.1	WWCK-F 2.2
3. WDZZ-F	1.2	WDZZ-F 1.5	WDZZ-F 1.7	WWCK-F 1.7	WWCK-F 0.9	WWCK-F 1.8	WDZZ-F 1.9	WDZZ-F 1.7
4. WCRZ-F	0.8	WTRX 1.0	WTRX 1.1	WTRX 1.0	WKMF 0.7	WKMF 0.75	WKMF 0.7	WKMF 0.5
5. WFDF	0.6	WKMF 0.7	WKMF 0.7	WKMF 0.8	WTRX 0.8	WFDF 0.6	WFDF 0.7	WFDF 0.7
6.		WFDF 0.55		WFDF 0.5	WFDF 0.5			
7.				WTAC 0.3	WTAC 0.3			

Highest Metro Share: WIOG-F 22.3, S88
 Highest Metro 1/4 Hr. Avg: WWCK-F 129, S84
 Highest TSA 1/4 Hr. Avg: WIOG-F 270, S87
 Highest TSA Cume: WIOG-F 2659, S87
 Highest Metro Cume Rating: WIOG-F 36.3, F88

FINANCIAL DATA

	FCC Data [----- Net Dollars - -----]					Duncan Estimates [----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	4.40	4.72	6.26	6.40	5.94	6.0	6.2	6.6	7.2	7.7	9.2	9.5	9.9	10.3	10.5	10.1
Income (millions)	0.40	0.98	1.27	1.12	0.42											
Nat Rev (millions)	1.07	0.90	1.32	1.37	1.56											
Rev per Cap (\$)	----	9.15	11.92	12.10	11.34	13.67	14.16	15.07	16.40	17.54	20.86	21.54	22.50	23.73	24.31	23.60
Inc per Cap (\$)	----	1.90	2.41	2.14	0.80											

	81	82	83	84	85	86	87	88	89	90	91
Rev as % of Retail Sales	.26	.26	.28	.29	.30	.31	.30	.31	.31	.30	.28
Market Grades	---	D	C-/D	C-/D	C-/D	C-/C-	C-/C-	C-/C+	C+/C	---	---
Manager's Market Grades	7.4	7.2	6.6	6.4	6.1	6.2	6.4	6.7	6.7		
FM Base Value	---	---	---	---	---	---	---	---	---	---	---
Base Value Percentage	---	---	---	---	---	---	---	---	---	---	---
Mean Share Points per Viable Station	8.3	7.0	7.6	7.7	6.7	8.0	9.3	9.6	8.4		

#1 STATIONS 12+ METRO SHARE

WFDF S75, S76, S77
 WWCK-F S78, S79, F80, F81, S82, F83, S84
 WDZZ-F S80, F82, S83
 WGMZ-F S81
 WCRZ-F F84, S85, F85, S86, F86, S89, F89,
 S90, F90, S91, F91
 WIOG-F S87, F87, S88, F88

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	44	40	41	42
by Top 50%	72	60	76	69
% of Share Points Controlled by Top 25% of Viable Stations	52	42	37	41
by Top 50%	77	67	65	75

STATION NOTES

(Major call letter and format changes)

WCRZ-F WGMZ until 84; BTFL until 84
 WTAC CHR until 81; Country until 87; Oldies until about 87; Country again until 89
 WFLT WAMM until 81; Black until 81; Nostalgia until about 89
 WWCK-F AOR until 89
 WDZZ WTRX until 89; AC until 89
 WFDF FS until about 88

MAJOR STATION SALES

1981 WWCK-F	\$ 365,000
1973 WTRX Sold to Mid America	875,000
1974 WFDF	704,000 (?)
1975 WWCK-F Sold to Reams	639,000
1983 WDZZ-F (72%)	500,000
1984 WKMF, WCRZ-F Sold by Beck-Ross	NA
1984 WTRX Sold by Mid America	1,550,000
1985 WFDF	700,000
1986 WTAC	400,000
1986 WKMF, WCRZ-F Sold to Faircom	7,500,000
1988 WWCK AF Sold by Reams	2,400,000
1988 WFDF, WDZZ-F	6,500,000
1989 WTAC	325,000
1989 WTRX	225,000
1990 WFLT	225,000
1990 WFDF/WDZZ-F Sold to McVay	7,000,000

FORT WAYNE

HIGHEST BILLING STATIONS

	1981	1985	1986	1987	1988	1989	1990	1991
1. WOWO	3.1	WMEF-F 2.7	WMEF-F 3.0	WMEF-F 3.2	WMEF-F 3.4	WMEF-F 3.0	WMEF-F 2.9	WAJI-F 2.4
2. WMEF-F	1.7	WOWO 2.5	WOK 2.4	WOWO 2.6	WAJI-F 2.2	WAJI-F 2.0	WAJI-F 2.3	WMEF-F 2.0
3. WQHK	1.0	WQHK 0.9	WAJI-F 1.0	WAJI-F 1.1	WOWO 1.8	WOWO 1.6	WOWO 1.7	WOWO AF 1.5
4. WEZV-F	0.7	WAJI-F 0.8	WEZV AF 1.0	WEZR AF 1.2	WEZV AF 1.1	WBTU-F 1.4	WBTU-F 1.3	WBTU-F 1.2
5. WFMZ-F	0.65	WEZV AF 0.7	WQHK 0.85	WQHK 0.75	WBTU-F 0.9	WEZV AF 1.0	WBVR-F 1.2	WBVR-F 1.0
6. WXKE-F	0.62	WXKE-F 0.6	WXKE-F 0.7	WXKE-F 0.7	WXKE-F 0.9	WXKE-F 0.75	WXKE-F 0.9	WXKE-F 0.85
7.					WQHK 0.8	WBVR-F 0.7	WQHK 0.65	WJLT AF 0.7
8.						WCHK 0.6		WQHK 0.6
9.						WGL 0.3		

Highest Metro Share: WMEF-F 28.8, F88
 Highest Metro 1/4 Hr. Avg: WMEF-F 15.1, F86
 Highest TSA 1/4 Hr. Avg: WOWO 35%, F76
 Highest TSA Cume: WOWO 5654, F76
 Highest Metro Cume Rating: WOWO 62.5, F79

FINANCIAL DATA

	FOC Data					Duncan Estimates										
	Net Dollars					Gross Dollars										
	77	78	79	80		81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	4.82	5.68	6.32	6.42	6.83	7.2	7.3	7.4	7.7	8.1	9.7	10.9	11.2	11.7	11.9	11.1
Income (millions)	0.46	0.91	0.96	0.67	0.04											
Net Rev (millions)	0.96	1.08	1.33	1.14	1.48											
Rev per Cap (\$)	---	15.21	16.90	16.38	17.67	19.67	20.56	20.85	21.53	22.75	27.17	30.36	30.68	31.79	32.24	30.25
Inc per Cap (\$)	---	2.43	2.60	1.61	0.09											
Rev as % of Retail Sales						.42	.41	.41	.38	.40	.44	.47	.47	.42	.40	.38
Market Grades						---	C	C/D+	B-/C+	B/B	B-/B-	C+/B-	C/C+	---	---	---
Manager's Market Grades						7.5	7.2	6.7	7.0	6.8	7.1	6.9	6.8	6.8	6.4	
FM Base Value						---	---	---	2.3	3.6	4.0	4.5	4.5	---	---	---
Base Value Percentage						---	---	---	---	---	---	40.2	38.5	---	---	---
Mean Share Points per Viable Station						10.8	10.9	9.7	9.1	10.0	10.6	10.1	8.8	7.2		

#1 STATIONS 12+ METRO SHARE

WOWO All periods F75 - F83
 WMEF-F 875, 884 - 886, F86 - 890
 WAJI-F 800, 891, F81

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	55	50	50	50
By Top 50%	83	74	77	77
% of Share Points Controlled by Top 25% of Viable Stations	52	55	42	38
By Top 50%	74	76	68	62

STATION NOTES

(Major call letter and format changes)

WZRQ-F WKSX until 85; BTFL until 82; AC until 85
 WXKE-F MOR until 78
 WLYV WLYV until 82; WAFX until 85; Country until 80; Oldies until 82; WEZR until about 90; MOR until 88
 WAJI-F WPTH until 82; WFWQ until 85
 WGL MOR until 84 (?)
 WIOE-F CHR until 86
 WQHK WMEF until 79; CHR until 79
 WMEF-F WMEF until 79; BTFL until 79
 WJLT-F WCMX until 79; Black or Unknown until 79; WEZV-F until 90; EZ until 89; SAC until 91

MAJOR STATION SALES

1975	WEZR	Sold to Jack Nicklaus	\$ 778,000
1976	WFOV, WEZV-F		630,000
1979	WEZV-F	Sold to Fairfield	600,000
1980	WFOV	Sold to Bott	289,000
1982	WOWO	From Westinghouse to Price	6,000,000
1982	WXKE-F	Sold to Bob Taylor	1,000,000
1984	WZRQ-F (Columbia City)		489,000
1985	WIOE-F (Huntington)	Sold to Price Communications	250,000
1985	WZR	Sold to Fairfield	350,000
1986	WZRQ-F		750,000
1987	WAWK/WBTU-F (Kendalville)		1,875,000
1990	WAWK/WBTU-F (Kendalville)	Sold to Ron Kempff	4,000,000 (cancelled)
1991	WBVR-F	(cancelled)	2,775,000

FRESNO

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1.	NA	NA	NA	KMJ 2.2	KMJ 2.7	KMJ 3.1	KMJ 3.2	KMJ 4.4
2.				KFYE-F 1.6	KKDJ-F 1.9	KKDJ-F 2.1	KNAX-F 2.3	NAX/FRE 4.0
3.				KYNO-F 1.5	KYNO AF 1.6	KNAX-F 2.0	KKDJ-F 2.3	KFSC-F 1.9
4.				KFRE AF 1.5	KMGX-F 1.5	KYNO AF 1.9	KFSO-F 2.2	KJFX-F 1.8
5.				KKDJ-F 1.3	KNAX-F 1.5	KFSO-F 1.5	KBOS-F 1.9	KJOI-F 1.4
6.				KMGX-F 1.3	KFSO-F 1.4	KBOS-F 1.4	KFYE-F 1.4	KKDJ-F 1.4
7.				KCLQ-F 1.2	KOJY-F 1.2	KOJY-F 1.3	KJOI-F 1.3	
8.				KNAX-F 1.2	KBOS-F 1.2	KGST 1.2	KJFX-F 1.2	
9.					KCLQ-F 1.1	KFYE-F 1.2	KTHT-F 1.1	
10.						KMGX-F 1.1	KGST 1.0	

Highest Metro Share: KYNO 16.3, S77
 Highest Metro 1/4 Hr. Avg: KMJ 114, F90
 Highest TSA 1/4 Hr. Avg: KFYE-F 237, F81
 Highest TSA Cume: KFYE-F 2596, F81
 Highest Metro Cume Rating: KYNO 28.2, F78

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	5.96	6.94	8.25	7.07	8.82	11.3	12.2	13.5	14.9	16.6	16.2	16.4	18.0	18.5	20.0	19.2
Income (millions)	0.12	0.18	0.75	0.15	-0.01											
Nat Rev (millions)	1.55	1.64	2.78	2.52	3.45											
Rev per Cap (\$)	----	14.90	17.18	14.47	16.60	21.16	21.98	NA	NA	NA	25.59	25.39	27.31	27.41	29.28	27.79
Inc per Cap (\$)	----	0.40	1.55	0.31	0.02											

	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Rev as % of Retail Sales						.45	.47	.50	.53	.50	.49	.51	.45	.45	.45	.42
Market Grades									B	B-/C	B/B-	C/C-	D/C	D-/D	D/C	---
Manager's Market Grades						8.0	8.1	8.1	7.9	6.4	6.0	6.7	6.5	6.2		
FM Base Value						---	---	3.9	4.4	3.7	3.0	2.8	1.6	1.4		
Base Value Percentage						---	---	---	---	---	16.7	15.1	8.0	7.3		
Mean Share Points per Viable Station						5.3	5.1	4.7	4.6	4.8	5.4	5.3	4.9	4.7		

#1 STATIONS 12+ METRO SHARE

KYNO S75, S76, S77, F77
 KKNU-F F76, S79, F79, S80, F80, S81
 KFYE-F S78
 KIOY-F F78
 KYNO-F F81, S82
 KKDJ-F S83, F83, S84, F84
 KYNO-F S85, S86
 KOJY-F S89, F89, S90, F90, S91
 KMJ F85, F87(T), S88, F88, F91
 KMGX-F S87, F87(T)

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	41	43	53	59
By Top 50%	66	74	82	--
% of Share Points Controlled by Top 25% of Viable Stations	41	39	41	41
By Top 50%	69	66	64	64

STATION NOTES

(Major call letter and format changes)

MAJOR STATION SALES

1971 KKNU-F \$ 126,000
 1971 KFYE-F From Captial Cities 105,000
 1971 KMAK Sold by ASI 800,000
 1973 KKNU-F Sold to East West FM 202,000
 1975 KFRE-F 290,000
 1975 KFIG 450,000
 1976 KFIG-F Sold to Kadota 525,000
 1976 Sold to Sunbelt 2,716,000
 1980 KBOS-F (Tulare) 1,100,000
 1980 KFIG Sold to Davis/Weaver 1,500,000
 1980 KFIG-F From kadota to Davis/Weaver 1,500,000
 1981 KMGX-F (Hanford) Sold by Gary Wilson 2,000,000
 1982 KTED-F (Fowler) Sold by Atsinger 700,000
 1984 KYNO AF Sold to Brown 2,700,000
 1984 KKNU-F 2,650,000
 1984 KFYE-F From Sunbelt to Affiliated 6,700,000
 1985 KGST Sold to Sotus 1,764,000
 1985 KFRE, KFRE-F 4,500,000
 1986 KMGX-F (Hanford) Sold to ABS 4,220,000 (never completed)
 1986 KFYE-F From Affiliated to EZ 9,700,000
 1986 KMAK, KBOS-F Sold to Sheftel 6,000,000
 1986 KNGS, KLTK-F (Hanford) From Sunrise to Liggett 2,800,000
 1986 KMGX-F Sold to Olympic 2,888,000
 1987 KMJ, KNAX-F From McClatchy to Henry 7,500,000
 1987 KFYE-F From EZ to Guild 6,000,000
 1988 KEZL-F (Fowler) 2,200,000
 1988 KFYE-F From EZ to Henry 5,100,000
 1988 KNAX-F From Henry to First Sierra 4,000,000
 1988 KFRE-F Sold to Group III 2,500,000
 1988 KYOS, KMYT-F Sold to Hoyt 1,775,000
 1989 KEAP Sold to Americom (Quinn) 460,000
 1989 KKAM, KBOS-F (Tulare) Sold to Dwight Case 7,100,000(e) (cancelled)

KJFX-F KPHD until 76; Country until 76; KYNO-F until 90; CHR until 90
 KYNO CHR until 81; Oldies or Nost until 86
 KMJ MOR until 80
 KQPW-F BTFL until ?; KFRY until 86; KFRE-F until 88; KOQO-F until late 90; Country until 88; Hispanic until late 90
 KSKS-F Became AC around 82; KFYE-F until 91; AC until 91
 KTHT-F BTFL until 85; KKNU-F until 88
 KKAM Country until 85; KMAK until 88; News/Talk until 88; Black until 91
 KFRE MOR until 83
 KFIG KARM until 84; Country until 80; Oldies until 84
 KOJY KLTA until 83
 KRZR-F KIOY-F until 82; KMGX-F until 89; CHR until 89
 KJOI-F KOJY-F until 90

MAJOR STATION SALES cont'd

1990 KRZR-F (cancelled) 1,500,000
 1990 KEZL-F (Fowler) 50% sold to Atsinger 650,000
 1991 KFIG AF 2,117,000
 1991 KMMA-F (Hanford) Sold by Liggett 800,000
 1991 KEZL-F (Fowler) From Atsinger to Americom 1,000,000

GRAND RAPIDS

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WOOD	2.3	WOOD AF 4.3	WOOD AF 4.4	WCUZ AF 4.1	WLAV-F 3.7	WCUZ AF 3.8	WCUZ AF 4.0	WCUZ AF 3.6
2. WCUZ-F	1.9	WCUZ AF 3.7	WCUZ AF 4.1	WLAV-F 3.3	WCUZ AF 3.7	WLHT-F 3.7	WLHT-F 3.8	WLHT-F 3.5
3. WOOD-F	1.7	WLAV AF 2.7	WLAV AF 3.4	WLHT-F 3.1	WLHT-F 3.5	WLAV-F 3.4	WLAV AF 3.2	WODJ-F 3.1
4. WLAV-F	1.4	WGRD AF 1.6	WLHT-F 1.9	WOOD 2.5	WOOD 2.6	WOOD 2.5	WOOD-F 2.8	WOOD-F 2.3
5. WLHT-F	1.2	WLHT-F 1.5	WGRD AF 1.3	WOOD-F 2.4	WOOD-F 2.4	WOOD-F 2.5	WOOD 2.1	WKLQ-F 2.2
6. WGRD-F	1.1	WKLQ-F 1.0	WKLQ-F 0.9	WKLQ-F 2.0	WKLQ-F 2.1	WJFM-F 1.7	WGRD-F 2.0	WGRD AF 2.0
7.			WJFM-F 0.6	WGRD-F 1.1	WJFM-F 1.3	WKLQ-F 1.7	WODJ-F 1.8	WOOD 1.7
8.				WJFM-F 1.0	WGRD-F 1.2	WGRD-F 1.4	WKLQ-F 1.3	WJFM-F 1.3
9.							WJFM-F 1.2	WLAV AF 1.0
10.							WYXX-F 0.8	WYXX-F 0.6

Highest Metro Share: WOOD-F 20.1, F78
 Highest Metro 1/4 Hr. Avg: WOOD-F 142, F78
 Highest TSA 1/4 Hr. Avg: WOOD-F 247, F78
 Highest TSA Cume: WGRD-F 2578, S90
 Highest Metro Cume Rating: WGRD AF 42.6, F77

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	[----- Net Dollars -----]					[----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	6.24	7.42	8.68	9.54	10.55	12.1	13.0	14.0	15.4	17.0	19.4	22.2	23.6	23.8	24.4	22.1
Income (millions)	0.72	0.86	0.87	0.81	0.53											
Nat. Rev (millions)	0.78	0.84	1.53	1.51	1.88											
Rev per Cap (\$)	----	12.86	14.98	16.13	17.30	19.90	21.31	22.76	24.72	27.07	29.98	33.89	35.44	35.58	36.26	31.57
Inc per Cap (\$)	----	1.48	1.51	1.37	0.88											

	81	82	83	84	85	86	87	88	89	90	91
Rev as % of Retail Sales	.40	.41	.41	.43	.43	.46	.50	.50	.44	.42	.38
Market Grades	---	B	A-/B-	A-/A-	A/A	A/A-	A/A-	A/A-	A/B+	---	---
Manager's Market Grades		8.3	7.3	7.9	8.0	7.8	8.1	7.6	7.3	7.1	
FM Base Value	---	---	4.0	5.1	5.0	5.4	5.5	4.7	4.0		
Base Value Percentage	---	---	---	---	---	22.9	23.1	19.3	18.1		
Mean Share Points per Viable Station		7.2	6.4	6.2	6.0	6.5	7.1	6.4	6.5	6.2	

#1 STATIONS 12+ METRO SHARE

	87	88	90	91
WOOD S75, S76, F7E				
WOOD-F S77, F78, S79, F79, S80, F84, F86, S87(T), F88(T), S89, F91(T)	42	36	43	43
WGRD-F F77, S78, S85, F88(T), S90, S91				
WLAV-F F80, S81, F81, S82, F82, S83, S84, F85, S86, F87				
WCUZ-F F83, F89				
WKLQ-F S87(T), S88, F91(T)				
WODJ-F F90				
% of Revenue Controlled by Top 25% of Viable Stations				
By Top 50%	73	60	71	72
% of Share Points Controlled by Top 25% of Viable Stations	38	30	37	35
By Top 50%	68	57	62	64

STATION NOTES

(Major call letter and format changes)

WLAV WLAV until 80; Contemp until 80; News/Talk until 83; Oldies until about 89
 WLHT-F WZZM until 77; WZZR until 84; CHR until 84
 WCUZ-F WMLW until 78; WFFX until 80; Soft Rock until 78; ACR until 80
 WJFM-F AC until 84; CHR until 86; AC until 88; Oldies until about 90
 WGRD WKTH until about 89; Oldies until about 89
 WKLQ-F CHR until about 89

MAJOR STATION SALES

1970	WMAX		\$ 110,000
1971	WOOD AF	From Time-Life to Wood Inc.	2,100,000
1973	WCUZ	From Fetzer to Federated	515,000
1977	WCUZ-F	Sold to Federated	500,000
1977	WLHT-F	Sold to Jim Morse	450,000
1980	WLHT-F	From Jim Morse to Liggett	1,380,000
1981	WYGR (Wyoming)		233,000
1981	WMAX	Sold to Epperson-Atsinger	475,000
1983	WLAV, WLAV-F	Sold to Adams	6,250,000
1983	WKLQ-F (Holland)	Sold to Bloomington	1,500,000
1984	WOOD AF	Sold to Grace	9,000,000
1986	WOOD AF	From Grace to Surrey	19,250,000
1987	WOOD AF	Sold to Guild (cancelled)	18,250,000
1987	WOOD AF	Resold to United Artists	18,550,000
1988	WPLB AF (Greenville)	Sold to Goodrich	2,800,000
1991	WOOD AF	From United Artists to Bruce Holberg	9,500,000 (e)

GREEN BAY

HIGHEST BILLING STATIONS

	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>
1. WIXX-F	1.9	WIXX-F 2.0	WIXX-F 2.2	WIXX-F 2.3	WIXX-F 2.5	WIXX-F 2.6	WIXX-F 2.6	WIXX-F 2.3
2. WGEE	1.1	WGEE 1.2	WGEE 1.3	WGEE 1.1	WGEE 1.1	WGEE 1.0	WGEE 1.0	WGEE 1.1
3. WDUZ-F	0.9	WNFL 1.2	WNFL 1.2	WNFL 1.0	WNFL 0.9	WNFL 0.9	WNFL 0.9	WNFL 0.9
4. WNFL	0.9	WDUZ-F 0.9	WDUZ-F 0.9	WDUZ 0.8	WDUZ 0.8	WDUZ 0.9	WDUZ 0.8	WQLH-F 0.77
5. WDUZ	0.7	WDUZ 0.7	WDUZ 0.6	WDUZ-F 0.7	WDUZ-F 0.6	WDUZ-F 0.7	WQLH-F 0.7	WDUZ 0.75
6.				WJLW-F 0.4	WJLW-F 0.5	WJLW-F 0.6	WJLW-F 0.6	WJLW-F 0.6

Highest Metro Share: WIXX-F 29.0, S88
 Highest Metro 1/4 Hr. Avg: WIXX-F 71, S88
 Highest TSA 1/4 Hr. Avg: WIXX-F 199, S88
 Highest TSA Cume: WIXX-F 2639, S88
 Highest Metro Cume Rating: WIXX-F 50.4, S90

FINANCIAL DATA

	<u>FCC Data</u> [----- Net Dollars -----]					<u>Duncan Estimates</u> [----- Gross Dollars -----]										
	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>
Revenue (millions)	1.74	2.02	2.78	2.97	3.65	4.3	5.0	5.3	5.9	6.6	6.8	7.1	7.5	8.0	8.3	9.0
Income (millions)	0.02	0.13	0.21	0.11	0.31											
Nat Rev (millions)	0.35	0.46	0.63	0.49	0.72											
Rev per Cap (\$)	----	11.29	15.31	16.31	20.51	24.02	27.77	29.28	32.42	36.07	36.55	37.56	39.06	41.24	42.34	40.40
Inc per Cap (\$)	----	0.71	1.16	0.58	1.72											

Rev as % of Retail Sales	.54	.58	.57	.58	.60	.60	.57	.54	.50	.49	.44
Market Grades			---	A-	A/A	A-/B+	-/B+	-/B+	-/A-	-/A+	---
Manager's Market Grades			9.0	8.4	7.2	7.2	7.4	7.0	6.6	6.8	6.9
FM Base Value	---	---	---	---	---	---	---	---	---	---	---
Base Value Percentage	---	---	---	---	---	---	---	---	---	---	---
Mean Share Points per Viable Station			14.7	14.1	12.0	12.5	11.8	12.7	9.5	7.9	7.9

#1 STATIONS 12+ METRO SHARE

WDUZ S75, S77
 WGEE S76, S79, S80, S82, S83
 WIXX-F S78, S81, S84, S85, S86,
 and all periods 1987-1991

	<u>87</u>	<u>88</u>	<u>90</u>	<u>91</u>
% of Revenue Controlled by Top 25% of Viable Stations	41	41	40	41
By Top 50%	62	60	58	61
% of Share Points Controlled by Top 25% of Viable Stations	42	47	51	47
By Top 50%	69	70	75	72

STATION NOTES

(Major call letter and format changes)

WIXX-F WBAY-F until 76
 WGEE WBAY until 76
 WDUZ CHR until about 79
 WQLH-F WDUZ-F until 90; EZ until 90

WKFX, WAPL, WNAM -- See Appleton

MAJOR STATION SALES

1973	WNFL	Sold to Communications Properties	\$ 312,500
1975	WGEE, WIXX-F	Sold by Norbertine Fathers	1,000,000
1986	WNFL	From Comm. Properties to WIN Comm.	1,800,000

GREENSBORO-WINSTON SALEM

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WTQR-F	3.5	WTQR-F 4.2	WTQR-F 4.4	WTQR-F 4.1	WTQR-F 4.4	WTQR-F 4.3	WTQR-F 4.9	WTQR-F 4.6
2. WMAG-F	2.6	WMAG-F 3.2	WMAG-F 3.3	WMAG-F 2.8	WMAG-F 3.4	WMAG-F 3.6	WMAG 3.4	WKRR-F 3.1
3. WKZL-F	1.6	WSJS 1.8	WOJY-F 2.6	WOJY-F 2.1	WKRR-F 2.5	WKRR-F 2.7	WKRR-F 3.0	WMAG-F 3.0
4. WGLD-F	1.4	WKZL-F 1.7	WKZL-F 1.7	WKRR-F 2.0	WOJY-F 2.1	WSJS 1.8	WSJS 1.9	WSJS 1.7
5. WSJS	1.3	WOJY-F 1.6	WSJS 1.4	WSJS 1.7	WSJS 1.7	WKZL-F 1.6	WWBB-F 1.7	WWBB-F 1.7
6. WSEZ-F	1.2	WSEZ-F 1.3	WKSI-F 1.4	WKSI-F 1.5	WKSI-F 1.6	WMQX-F 1.5	WMQX-F 1.5	WJMH-F 1.3
7. WRQK-F	1.1	WQMG-F 1.2	WQMG-F 1.3	WKZL-F 1.2	WKZL-F 1.4	WQMG-F 1.2	WJMH-F 1.3	WMQX-F 1.2
8. WQMG-F	1.0	WRQK-F 1.0	WSEZ-F 1.1	WQMG-F 1.0	WQMG-F 1.2	WKSI-F 1.2	WQMG-F 1.1	WQMG-F 1.1
9.					WJMH-F 1.1	WJMH-F 1.2	WKZL-F 1.1	WMFR 0.9
10.						WMFR 1.1	WKSI-F 1.0	WKZL-F 0.85

Highest Metro Share: WTQR-F 19.7, F86
 Highest Metro 1/4 Hr. Avg: WTQR-F 262, F86
 Highest TSA 1/4 Hr. Avg: WTQR-F 462, S91
 Highest TSA Cume: WTQR-F 4556, S91
 Highest Metro Cume Rating: WTQR-F 32.3, F85

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	7.67	8.77	9.67	9.87	12.19	13.4	14.4	15.3	16.4	18.0	19.4	19.2	21.6	22.0	23.3	21.2
Income (millions)	0.72	1.09	1.13	0.70	-0.68											
Nat Rev (millions)	1.01	0.96	1.28	1.50	2.03											
Rev per Cap (\$)	----	11.13	12.17	12.42	14.42	15.67	16.36	17.27	18.39	20.00	21.04	20.71	23.15	23.40	24.73	22.18
Inc per Cap (\$)	----	1.39	1.42	0.88	-0.81											

Rev as % of Retail Sales	.34	.33	.32	.32	.32	.33	.31	.32	.31	.31	.28
Market Grades			---	---	A-	B+/B	B/B	C+/C	C/C+	C/B-	---
Manager's Market Grades			---	8.0	8.5	7.8	7.1	6.5	6.2	6.5	6.4
FM Base Value			---	---	---	5.5	5.5	5.3	5.3	4.6	2.0
Base Value Percentage			---	---	---	---	---	---	24.1	19.7	9.4
Mean Share Points per Viable Station			---	4.8	5.1	5.0	5.4	5.6	7.2	6.9	7.0

87 88 90 91

#1 STATIONS 12+ METRO SHARE

WTQR-F All rating periods since 1979

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	56	48	49	51
By Top 50%	85	73	70	73
% of Share Points Controlled by Top 25% of Viable Stations	46	41	41	39
By Top 50%	72	63	63	59

STATION NOTES

(Major call letter and format changes)

WBIG AC until 82; Jefferson-Pilot took WBIG silent in 86
 WMAG-F WMFR until 84; AC as of 84
 WMFR MOR until 84
 WWB-F WGLD until 85; BTFL until 85; WOJY-F until 89
 WKZL-F AOR until 84
 WMQX-F WSEZ-F until 87; CHR until 87; AC until 88
 WMQX-A WAIR until 87; Black until 87
 WMKG-F WKLM until 87; WWMY-F until 91

MAJOR STATION SALES

1972	WAAA, WKZL-F		\$ 483,000
1973	WKSI-F		315,000
1973	WTOB	Sold by Southern to Woods	1,250,000
1974	WHPE AF		approx. 500,000
1975	WGLD, WOJY-F	Sold to Mann Media	400,000
1976	WSMX	Sold by Epperson	565,000
1979	WKSI-F		3,475,000
1979	WAAA		1,040,000
1981	WKZL-F	Sold to Nationwide	5,000,000
1982	WMFR, WMAG-F	Sold to Voyager	2,300,000
1984	WPET, WKSI-F		7,600,000
1986	WAIR AF	Sold to Monte Lang	6,000,000
1987	WPEG, WKSI-F	Sold to Bahakel	5,600,000
1987	WMMY-F (Eden)	Sold by Colonial	2,500,000
1987	WSJS, WTQR-F	From Summit to New Market	NA
1987	WTOB	Sold by Salem	450,000
1989	WMQX AF	Sold to Ralph Guild	7,000,000
1989	WMMY-F (Eden)	Sold by Speed-O-Print	3,500,000
1991	WKZL-F	From Nationwide to Vic Rumore	1,600,000

GREENVILLE-NEW BERN-WASHINGTON

HIGHEST BILLING STATIONS

	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>
Highest Metro	WIKS-F	1.					
Share:	24.9, F87						
Highest Metro	WIKS-F						
1/4 Hr. Avg:	167, S87						
Highest TSA	WIKS-F						
1/4 Hr. Avg:	219, F87						
Highest TSA	WDLX-F						
Cume:	1989, F91						
Highest Metro	WIKS-F & WITN-F						
Cume Rating:	30.2, S83						

NOT AVAILABLE

FINANCIAL DATA

FCC Data					Duncan Estimates									
[----- Net Dollars -----]					[----- Gross Dollars -----]									
<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>

Revenue (millions)
Income (millions)
Nat Rev (millions)
Rev per Cap (\$)
Inc per Cap (\$)

FINANCIAL DATA NOT AVAILABLE FOR THIS MARKET

Rev as % of Retail Sales
Market Grades
Manager's Market Grades
FM Base Value
Base Value Percentage
Mean Share Points per
Viable Station

87 88 90

#1 STATIONS 12+ METRO SHARE

WITN-F S78
WQDW-F S79, S80, S81, S82, S83, S84, S85
WRNS-F S86, F86, S91
WIKS-F S87, F87, S88, F88, S89, F89, S90, F90

% of Revenue Controlled by
Top 25% of Viable Stations

By Top 50%

NOT AVAILABLE

% of Share Points Controlled by
Top 25% of Viable Stations

By Top 50%

STATION NOTES

(Major call letter and format changes)

WIKS-F WRBK until 80; CHR until 80; WAZZ until 87;
Country until 87
WRNS Contemp/AC until 82; Country until 84 (?); WFTC
until about 89; MOR until about 89
WDLX-F WITN until 85; Gradual shift from CHR to AC by 90
WSFL-F CHR until 87; AC until 91
WRQR-F AOR until about 88
WKOO-F WRCM-F until 89; Country until 89
WQDW-F WQDW until 88; WKCP until 90; Black until 88;
Country until 90
WQKT-F WZYC-F until 91; AOR until 91

MAJOR STATION SALES

1974	WBZQ		\$ 132,000
1980	WRNB, WAZZ-F	Sold by Ted Gray to Interstate	790,000
1986	WAZZ-F	Sold by Interstate	1,500,000
1986	WWMG, WSFL-F	Sold to Caravelle	2,225,000
1986	WISP, WQDW-F	Sold by Caravelle	1,600,000
1986	WAZZ-F		1,500,000
1986	WWMG/WSFL-F	Sold to Caravelle	2,225,000
1986	WISP/WQDW-F	Sold by Caravelle	1,600,000
1988	WIKS-F	Sold by Joyner	4,500,000
1989	WFTC/WRNS-F	From Beasley to Pinnacle	NA
1991	WSFL AF	Sold to Beasley partnership	500,000

GREENVILLE-SPARTANBURG, SC

12+ METRO SHARE

		SPG																
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
WFBC	(N/T)	11.3	12.5	11.6	8.6	6.2	4.9	3.9	4.1	2.4	4.0	3.1	2.5	1.4	1.7	2.3	2.2	2.0
WFBC-F	(AC)	16.8	12.8	17.8	13.7	14.7	12.1	10.2	10.10	10.3	12.8	11.0	17.7	12.2	10.5	7.3	6.4	5.2
WESC-F	(C)	2.2	2.7	3.4	4.6	8.0	12.1	12.5	13.2	12.1	12.2	13.6	14.6	15.5	12.4	10.6	12.2	14.1
WHYZ	(B)	9.6	7.7	7.4	4.1	6.3	8.6	7.6	12.6	8.6	6.3	8.9	6.6	8.1	4.0	2.2	1.7	1.4
WSPA	(FS)	6.1	6.5	5.2	8.2	4.7	4.4	5.3	3.5	2.5	2.8	2.8	1.9	2.0	2.4	2.2	1.5	1.4
WSPA-F	(SAC)	4.6	4.1	13.7	11.7	9.9	10.2	9.2	8.9	8.5	8.8	8.1	8.0	7.5	7.3	7.6	6.9	7.1
WASC	(B)	---	---	4.3	---	4.4	2.8	3.6	4.9	4.7	4.4	4.2	2.7	2.0	1.3	1.2	---	0.6
WORD	(N/T)	13.7	13.7	9.8	9.9	8.9	4.0	4.4	2.2	3.3	3.5	2.6	3.3	2.4	2.6	0.3	---	0.3
WESC	(C)	8.3	7.7	8.1	4.7	5.0	4.1	4.5	2.8	3.6	3.8	2.5	---	---	0.9	0.8	1.0	0.6
WSSL	(C)	8.6	10.2	7.0	9.8	6.2	5.6	4.2	1.3	1.5	0.5	0.2	1.1	---	*	0.3	---	*
WROQ-F	(AOR)	---	---	---	---	2.7	1.4	2.7	5.2	7.3	5.2	6.4	7.2	5.9	4.8	4.8	6.2	7.4
WKDY	(C)	2.2	---	---	---	1.0	2.2	1.3	1.7	0.7	1.0	0.3	0.4	0.3	0.3	0.5	---	---
WSSL-F	(C)	---	---	---	5.3	6.2	5.4	3.9	5.9	9.5	9.0	7.7	9.4	9.5	11.4	8.9	11.1	13.7
WMM-F	(SAC)	---	---	---	---	2.3	8.0	10.3	8.6	8.8	10.5	8.1	5.3	6.3	10.8	9.4	8.8	1.8
WMI-F	(AC)	---	---	---	---	---	---	---	---	---	---	---	---	3.4	4.3	10.4	11.9	11.2
WLWZ-F	(B)	---	---	---	---	---	---	---	---	---	---	---	1.4	1.1	6.7	7.0	5.7	5.5
WBBO-F	(CHR)	---	---	---	---	---	---	---	---	---	---	---	---	---	1.4	1.9	1.6	4.0
WMUU-F	(EZ)	---	---	---	---	---	---	---	---	---	---	---	1.6	1.6	1.6	1.2	1.4	2.0
WKSF-F	(CHR)	---	---	---	---	---	---	---	1.4	1.4	1.9	5.0	3.0	1.7	0.9	0.7	0.3	0.7
WCKZ-F	(B/CHR)	---	---	---	---	---	---	---	---	---	---	---	---	---	4.1	4.1	3.5	1.8

* WSSL simulcasted with WSSL-F
 BASED ON AVERAGE OF SPRING AND FALL BOOKS AS OF 1980

12+ CUME RATINGS

		79	80	81	82	83	84	85	86	87	88	89	90	91
WFBC		17.7	17.4	15.4	13.4	9.5	10.4	8.7	7.9	3.4	4.7	5.5	3.7	3.7
WFBC-F		28.6	24.5	25.1	23.8	25.7	29.9	24.4	32.1	25.9	21.7	21.0	12.6	14.7
WESC-F		14.7	16.9	21.4	23.7	24.3	25.6	23.6	21.8	26.0	22.1	20.8	23.1	27.7
WHYZ		---	---	---	11.3	10.6	9.0	10.9	9.1	10.1	6.2	2.7	3.5	3.2
WSPA		14.5	12.7	12.4	11.3	9.9	6.5	8.4	5.5	5.1	6.4	5.8	4.8	4.6
WSPA-F		18.3	19.3	16.9	17.4	18.6	16.2	18.7	14.3	14.4	12.8	14.7	13.4	14.6
WASC		---	---	---	5.0	5.5	6.1	5.1	4.7	3.6	3.7	2.7	---	2.4
WORD		20.3	13.1	13.5	9.5	9.4	10.4	6.9	8.1	6.7	5.4	1.0	---	1.7
WESC		11.8	11.9	10.0	11.8	11.4	8.6	5.9	4.7	---	4.3	3.1	2.1	2.1
WSSL		18.1	16.4	---	8.1	---	---	1.1	2.2	---	---	---	---	---
WROQ-F		---	---	7.6	11.7	18.1	17.4	18.3	19.2	19.4	10.7	10.3	13.1	14.8
WKDY		---	---	---	5.2	3.2	3.0	2.0	2.1	---	---	2.4	---	---
WSSL-F		16.0	10.2	11.0	9.2	20.3	19.2	15.9	19.7	18.0	19.9	19.6	20.9	24.3
WMM-F		5.6	15.2	21.0	20.5	20.3	23.3	25.1	21.7	19.8	22.3	18.5	22.9	8.4
WMI-F		---	---	---	---	---	---	---	---	---	14.0	19.8	24.6	26.8
WLWZ-F		---	---	---	---	---	---	---	---	3.8	10.5	11.5	9.9	10.8
WBBO-F		---	---	---	---	---	---	---	---	---	2.6	5.6	3.6	9.8
WMUU-F		---	---	---	---	---	---	---	---	3.9	3.4	4.1	4.3	5.3
WKSF-F		---	---	---	3.9	4.3	4.5	12.3	11.8	8.0	5.1	3.8	3.6	3.8
WCKZ-F		---	---	---	---	---	---	---	---	---	6.6	8.3	6.9	6.0

		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
APR (%)		15.7	16.8	16.5	17.1	15.7	15.8	15.7	17.3	17.9	17.9	18.2	17.0	16.1	18.1	17.3	17.4	17.4
FM Share (%)		31.82	27.47	38.95	41.88	51.05	55.73	57.31	56.31	67.06	69.93	68.87	74.71	79.3	84.1	88.5	89.1	90.3
Total Stations				18	19	24	22	23	25	26	26	23	21	22	24	26	25	28
Viable Stations										13	13	12	12	11.5	12.5	12	12	12.5
Diaries							598	962	880	880	1060	1148	1007	1014	907	932	1395	1134
% Not Listed														11.2	7.8	12.1	10.7	12.3

FORMAT SHARES (%)

		77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
CHR/AOR		37	38	38	36	36	29	32	CHR AOR/CLS	16	24	19	21	14	7	4	5
MOR/AC		18	24	18	16	14	8	MOR/FS AC/OLDIES	5	6	5	2	6	5	7	8	
COUNTRY		14	13	18	21	22	25	31	19	14	28	23	15	22	22	23	
BTFL/EZ/SAC		15	15	13	14	12	11	13	32	27	25	29	29	23	28	32	
NEWS/TALK		---	---	---	---	---	---	2	9	10	9	9	---	---	---	---	
BLACK/URBAN		12	8	11	13	11	18	13	---	---	---	---	---	3	2	2	
NOSTALGIA		---	---	---	---	2	4	1	---	---	---	---	---	---	---	---	
HISPANIC		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	
RELIG/GOSPEL		---	---	---	---	---	---	3	2	4	2	---	---	1	2	2	
CLASSICAL		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	
JAZZ/NAC		---	---	---	---	---	---	---	---	---	---	---	1	2	2	---	

HARRISBURG

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WHP	1.4	WNNK-F 1.9	WNNK-F 2.9	WNNK-F 4.1	WNNK-F 4.8	WNNK-F 5.7	WNNK AF 5.7	WNNK AF 4.7
2. WSFM-F	1.3	WRKZ-F 1.5	WRKZ-F 2.5	WRKZ-F 3.1	WRKZ-F 4.0	WRKZ-F 4.0	WRKZ-F 3.6	WRKZ-F 3.3
3. WTPA-F	1.1	WHP 1.3	WSFM-F 1.5	WHIT-F 1.4	WHP 1.3	WHP 1.3	WTPA-F 1.5	WTPA-F 2.5
4. WRKZ-F	1.0	WHP -F 1.0	WHP 1.3	WHP 1.2	WHP -F 1.2	WHP -F 1.2	WVKL-F 1.5	WVKL-F 2.5
5. WHP -F	0.9	WKBO 0.8	WHP -F 1.1	WHP -F 1.0	WIMX-F 1.2	WTPA-F 1.1	WHP 1.4	WHP 1.1
6. WKBO	0.8	WSFM-F 0.8	WKBO 0.8	WTPA-F 0.8	WTPA-F 1.0	WIMX-F 1.0		WIMX-F 0.8
7.				WKBO 0.7	WHYL AF 0.7			

Highest Metro Share: WNNK-F 21.7, S88
 Highest Metro 1/4 Hr. Avg: WNNK-F 177, S88
 Highest TSA 1/4 Hr. Avg: WRKZ-F 228, S84
 Highest TSA Cume: WNNK-F 2418, F88
 Highest Metro Cume Rating: WNNK-F 40.9, F88

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	3.35	4.07	4.77	5.16	5.57	6.4	6.8	7.5	8.1	8.8	10.6	11.9	12.9	14.4	14.6	14.1
Income (millions)	0.44	0.80	0.82	0.66	0.08											
Net Rev (millions)	0.88	0.93	1.04	1.06	1.38											
Rev per Cap (\$)	----	9.35	10.97	11.88	12.33	11.35	11.97	13.09	14.06	15.17	18.24	20.34	22.05	24.24	24.46	23.70
Inc per Cap (\$)	----	1.83	1.88	1.52	0.19											

	81	82	83	84	85	86	87	88	89	90	91
Rev as % of Retail Sales	.24	.23	.24	.23	.24	.25	.27	.29	.29	.27	.28
Market Grades				C	B-/B-	C+/A-	A-/A+	A-/A	A/B+	A-/B+	---
Manager's Market Grades	6.3	6.9	6.9	7.1	7.7	7.1	7.0	7.0	7.0	7.2	
FM Base Value	---	---	3.0	4.5	4.7	4.4	4.4	3.5	3.3		
Base Value Percentage	---	---	---	---	---	---	34.1	33.6	24.0	23.4	
Mean Share Points per Viable Station	7.6	7.4	7.2	6.8	6.7	7.6	7.5	6.4	6.4		

#1 STATIONS 12+ METRO SHARE

WNNK-F F82, S84, F84, S85, F85, S85
 and all periods 86 through 91
 WHP -F S83, F83
 WHP All other rating periods

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	59	61	59	62
By Top 50%	84	82	80	87
% of Share Points Controlled by Top 25% of Viable Stations	46	46	43	46
By Top 50%	67	69	68	71

STATION NOTES

(Major call letter and format changes)

WHYL AF Simulcast in 82; Stopped simulcast in 90;
 FM remained Country; AM programmed Nostalgia
 WKBO CHR gradually changing to AC by 82; AC and Oldies until about 89
 WIMX-F CHR until about 80; WSFM-F until 87; WHIT-F until 88
 WCMB Contemp until 78; MOR/AC until 81; Country until 84; AC changing to Oldies by 88
 WHGB WFEC until 84; Contemp until 84
 WNNK-F WTPA until 85; AOR until 84
 WTPA-F WQVE until 82; WKCD until 85; Contemp until 85
 WHP -F WHP -F until 90; WXBB-F until 91; EZ or SAC until 90; AC until 91

MAJOR STATION SALES

1971	WKBO	Sold by Steinman	\$ 500,000
1982	WNNK-F	From Newhouse to Foster	1,250,000
1984	WNNK-F	From Sky to Keymarket	3,600,000
1988	WHKS-F	Sold to Barnstable	4,000,000
1988	WRKZ-F	Sold by Eastern	NA
1989	WHYL AF (Carlisle)		1,700,000
1989	WHGB	From Scott to Keymarket	250,000
1989	WCMB, WIMX-F	Sold by McKenna	4,900,000
1991	WHP AF	From Commonwealth to Dame	3,250,000

HARTFORD

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WTIC	5.0	WTIC 6.0	WTIC 7.5	WTIC 9.0	WTIC 10.0	WTIC 9.2	WTIC 8.8	WTIC 7.9
2. WTIC-F	2.4	WTIC-F 3.7	WTIC-F 5.9	WTIC-F 7.2	WTIC-F 7.6	WTIC-F 8.3	WTIC-F 7.4	WTIC-F 4.7
3. WRCH-F	1.7	RCQ/RCH 3.4	RCQ/RCH 3.7	WDRC AF 4.0	WDRC AF 5.2	WDRC AF 6.0	WDRC AF 5.4	WDRC AF 4.6
4. WIOF-F	1.4	POP/IOF 2.7	POP/IOF 3.5	WRCH-F 3.0	WRCH AF 3.1	WIOF-F 3.1	WIOF-F 3.5	WHCN-F 4.0
5. WPOP	1.2	WDRC AF 2.5	WDRC AF 3.2	WKSS-F 2.6	WIOF-F 2.5	WHCN-F 3.0	WHCN-F 3.5	WWYZ-F 3.5
6. WDRC-F	1.2	WHCN-F 1.7	WHCN-F 2.1	WIOF-F 2.2	WHCN-F 2.2	WKSS-F 2.8	WKSS-F 2.7	WKSS-F 2.8
7. WHCN-F	1.1		WKSS-F 1.8	WHCN-F 1.8	WKSS-F 2.0	WRCH-F 2.0	WWYZ-F 2.5	WIOF-F 2.5
8.					WPOP 1.4	WCCC-F 1.5	WRCH-F 2.0	WRCH-F 2.3
9.					WCCC-F 1.0	WPOP 1.3	WCCC-F 1.4	WZMX-F 1.8
10.							WPOP 1.1	WCCC-F 1.5

Highest Metro Share: WTIC 30.3, F76
 Highest Metro 1/4 Hr. Avg: WTIC 345, F76
 Highest TSA 1/4 Hr. Avg: WTIC 679, S79
 Highest TSA Cume: WTIC 7690, F78
 Highest Metro Cume Rating: WTIC 53.0, S79

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	7.61	7.49	9.41	10.83	11.58	18.7	20.7	22.5	25.5	27.5	33.5	37.4	40.9	43.0	39.8	37.4
Income (millions)	0.31	0.10	0.35	0.25	1.03											
Nat Rev (millions)	2.66	2.45	2.94	3.53	4.25											
Rev per Cap (\$)	----	11.77	14.79	17.03	18.20	17.98	19.71	21.43	24.06	25.94	30.45	33.69	36.52	38.05	35.22	32.81
Inc per Cap (\$)	----	0.16	0.56	0.39	1.63											

Rev as % of Retail Sales	.33	.35	.35	.38	.41	.39	.43	.44	.46	.42	.39
Market Grades			---	C+	C+/D	C-/C-	C-/C-	B/C+	B-/C-	C/D-	---
Manager's Market Grades			7.1	7.7	8.4	8.6	8.6	8.5	7.9	7.1	6.2
FM Base Value			---	---	4.9	4.9	4.9	5.4	6.6	6.0	5.4
Base Value Percentage			---	---	---	---	---	---	17.9	15.1	14.4
Mean Share Points per Viable Station			5.9	6.1	6.2	6.4	6.4	7.0	6.7	6.2	6.2

#1 STATIONS 12+ METRO SHARE

WTIC All rating periods

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	58	61	51	43
By Top 50%	81	84	76	71
% of Share Points Controlled by Top 25% of Viable Stations	53	47	45	44
By Top 50%	77	73	72	67

STATION NOTES

(Major call letter and format changes)

WTIC-F Classical/BTFL until 77
 WNEZ Contemp until late 70's; AC until 82; WRCQ until 89
 WKSS-F BTFL until 84
 WDRC Contemp until about 82; AC until about 86; Oldies till 91
 WDRC-F Contemp until about 84; AC until about 86
 WWYZ-F AC until 88
 WZMX-F WLVH until 90; Hispanic until 89

MAJOR STATION SALES

1970 WCCC AF	\$ 325,000
1971 WKSS-F	427,000
1973 WPOP	Sold to Merv Griffin 2,750,000
1974 WTIC AF	Sold by Travelers Corp. 6,000,000
1974 WHCN-F	Sold to Beck-Ross 569,000
1977 WKSS-F	Sold to Insilco 1,700,000
1980 WKSS-F	From Insilco to Howard Tanger 2,200,000
1981 WKND	Sold to John Cattlett 500,000
1984 WKSS-F	3,400,000
1984 WMLB	425,000
1986 WLVH-F	Sold to Sage 4,500,000
1989 WLVH-F	From Sage to First City (cancelled) 7,600,000
1990 WLVH-F	From Sage to Pearlman 6,400,000

HONOLULU

12+ METRO SHARE

		SPG																
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
KSSK	(FS)	17.6	14.8	14.3	13.2	13.5	17.2	11.0	9.1	14.1	11.9	15.3	13.7	13.5	11.6	9.5	10.2	10.8
KSSK-F	(AC)	----	----	2.9	4.4	4.4	2.9	5.4	6.6	11.5	12.9	12.7	7.4	8.6	6.0	6.0	9.1	10.8
KLHT	(REL)	6.4	----	----	1.4	6.9	5.1	4.7	2.9	0.7	0.4	0.4	0.6	0.5	1.0	0.4	0.7	0.6
KPOI-F	(AOR)	6.4	7.0	3.9	4.2	2.2	4.9	11.4	7.6	9.1	10.4	8.6	8.6	7.7	6.6	5.7	4.9	4.4
KIKI	(O)	---	5.0	3.8	5.6	8.3	12.0	10.7	8.8	5.7	6.5	3.7	2.4	5.8	6.1	3.6	2.7	2.7
KCCN	(ETH)	3.5	6.5	6.5	5.1	4.5	5.4	4.7	6.6	5.2	4.7	4.8	4.0	4.5	3.7	5.8	3.9	2.6
KQMQ-F	(CHR)	8.2	5.4	3.6	2.9	4.0	2.7	2.6	8.4	7.9	10.0	11.1	10.8	14.2	15.1	13.0	10.9	7.4
KUMU	(EZ)	4.3	3.3	3.9	3.6	4.6	2.7	2.1	3.0	2.3	2.2	1.6	*	*	*	*	*	*
KUMU-F	(EZ)	5.3	5.6	4.3	5.8	7.1	7.5	5.0	8.2	7.5	6.5	8.1	11.0	11.5	10.5	11.9	10.3	8.9
KQMQ	(CHR)	14.9	14.3	19.0	11.0	7.2	8.5	9.7	7.0	6.3	4.2	4.7	3.5	*	*	*	*	*
KHVV	(N/T)	----	5.7	4.1	5.8	6.1	4.9	6.5	4.7	4.6	3.8	4.0	4.6	3.9	4.1	3.8	3.0	3.0
KIKI-F	(CHR)	----	----	----	----	2.0	1.2	1.2	5.2	4.8	3.6	2.4	9.2	6.5	9.0	10.4	9.6	10.5
KGU	(N/T)	----	4.1	6.3	7.4	5.1	3.2	3.5	3.2	2.3	4.0	3.3	3.7	4.7	3.6	2.7	3.0	4.5
KORL	(?)	7.4	10.3	10.9	12.9	7.7	6.1	3.4	3.2	3.4	3.3	3.8	0.9	1.0	---	---	---	---
KDEO	(C)	----	----	----	----	0.4	0.7	5.4	4.1	3.7	3.3	3.0	3.0	2.1	2.1	1.5	1.6	0.7
KRTR-F	(AC)	----	----	----	----	----	2.9	----	----	1.6	3.8	4.7	5.0	6.3	7.3	7.6	7.4	5.1
KCCN-F	(ETH)	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	4.5	11.2
KHFX-F	(CL AOR)	----	----	----	----	----	----	----	----	----	----	----	----	----	0.3	3.3	4.5	2.6
KDEO-F	(C)	----	----	----	----	----	----	----	----	----	----	----	----	----	----	2.4	1.7	2.3
KHHH-F	(J/NA)	----	----	----	----	----	----	----	----	----	----	----	----	----	1.3	3.5	1.6	1.8

* During these periods KQMQ/KQMQ-F simulcasted and KUMU/KUMU-F simulcasted
 BASED ON AVERAGE OF SPRING AND FALL BOOKS

12+ CUME RATINGS

		79	80	81	82	83	84	85	86	87	88	89	90	91
KSSK		30.2	38.8	29.4	27.1	22.4	22.9	28.9	27.0	26.9	23.0	21.3	21.4	21.8
KSSK-F		17.5	----	12.4	17.0	18.4	29.4	30.0	22.5	23.0	16.9	18.9	20.1	24.6
KLHT		16.2	----	11.3	8.9	4.3	1.2	1.7	1.8	1.3	2.6	2.2	2.3	1.0
KPOI-F		----	13.1	21.3	15.8	17.2	20.2	21.5	15.5	15.2	14.8	15.7	14.5	13.2
KIKI		14.6	24.5	28.5	27.2	25.7	22.0	14.3	8.6	13.8	14.7	11.4	7.4	7.9
KCCN		16.0	14.1	10.3	15.9	11.3	11.2	12.0	10.3	10.3	9.7	11.2	11.7	7.1
KQMQ-F		----	----	----	18.9	22.6	23.6	24.7	26.0	32.4	35.7	36.9	32.5	24.3
KUMU		----	----	----	8.8	7.9	6.4	4.0	5.8	----	----	----	----	----
KUMU-F		15.8	13.8	11.4	14.6	15.0	12.0	15.1	16.1	17.6	19.7	24.9	18.8	17.6
KQMQ		26.1	21.9	29.8	25.0	17.9	15.7	14.0	10.0	----	----	----	----	----
KHVV		18.8	15.0	19.9	14.6	15.8	11.9	12.2	13.4	11.5	11.5	11.8	8.8	10.5
KIKI-F		----	14.7	----	10.7	12.1	7.2	7.6	21.7	21.5	19.7	24.9	22.7	27.2
KGU		15.6	11.3	----	5.9	7.6	6.8	9.9	8.4	10.5	7.1	7.2	6.8	10.8
KORL		27.6	21.9	----	7.5	6.9	8.4	7.4	4.1	5.7	----	----	----	----
KDEO		----	----	12.1	9.5	9.1	8.1	6.1	7.2	6.0	6.0	4.3	6.7	2.7
KRTR-F		----	----	----	----	3.9	5.0	17.3	12.7	15.0	17.5	19.3	20.2	16.7
KCCN-F		----	----	----	----	----	----	----	----	----	----	----	4.7	22.0
KHFX-F		----	----	----	----	----	----	----	----	----	----	6.6	9.4	8.9
KDEO-F		----	----	----	----	----	----	----	----	----	----	4.1	----	5.6
KHHH-F		----	----	----	----	----	----	----	----	----	----	7.7	6.6	4.9

		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
APR (%)		15.6	15.8	16.0	15.3	15.3	17.4	17.2	17.9	16.7	16.9	17.3	16.1	17.3	17.2	18.8	17.4	17.4
FM Share (%)		21.38	19.67	18.03	20.89	24.17	26.65	26.10	37.45	44.04	47.27	49.23	49.76	50.5	53.2	62.0	65.2	68.5
Total Stations				21	19	21	20	22	22	24	22	21	22	22	25	23	26	25
Viable Stations										17	16	16	15	14	12	13	14	15
Diaries							712	893	1364	1018	1034	1159	1174	1117	1106	1089	1223	1187
% Not Listed														4.7	5.7	3.5	4.9	6.8

FORMAT SHARES (%)

		77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
CHR/AOR		40	47	42	44	41	40	33	CHR AOR/CLS	33	12	19	23	24	30	23	21
MOR/AC		25	20	17	27	24	11	MOR/FS AC/OLDIES	20	12	17	15	15	13	10	11	11
COUNTRY		2	2	--	--	5	4	4	4	3	4	2	3	4	3	3	3
BTFL/EZ/SAC		15	14	14	15	8	11	9	9	9	12	11	10	14	12	10	10
NEWS/TALK		8	6	6	5	8	9	8	9	9	12	11	10	14	12	10	10
BLACK/URBAN		--	--	--	--	--	--	2	--	--	--	--	--	--	--	--	--
NOSTALGIA		--	--	--	--	3	3	4	5	4	1	2	--	--	1	--	--
HISPANIC		--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
RELIG/GOSPEL		1	2	1	1	1	1	1	1	1	2	1	2	2	4	1	1
CLASSICAL		1	2	1	--	1	--	--	--	--	--	--	--	--	--	--	--
JAZZ/NAC		--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
ETHNIC		10	5	10	8	9	11	8	8	7	11	--	--	--	--	--	2

HONOLULU

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1.	NA	SSK/ULA 3.5	KSSK 4.1	KSSK 4.0	KSSK 4.1	KSSK 4.0	KSSK 4.2	KSSK 3.8
2.		KUA/QMQ 1.8	KUA/QMQ 1.9	KQMQ AF 2.2	KQMQ AF 2.7	KQMQ AF 3.1	KQMQ AF 3.4	KQMQ-F 2.7
3.		KPOI-F 1.6	KPOI-F 1.8	KPOI-F 1.8	KPOI-F 1.7	KUMU AF 2.0	KUMU AF 2.0	KSSK-F 1.8
4.		IKI/MAI 1.5	KULA-F 1.6	KMAI-F 1.5	KUMU-F 1.6	KIKI-F 1.6	KIKI-F 1.6	KIKI-F 1.8
5.		KUMU AF 1.2	KUMU AF 1.5	KUMU-F 1.4	KMAI-F 1.3	KPOI-F 1.6	KPOI-F 1.5	KCCN AF 1.6
6.			IKI/MAI 1.4	KXPW-F 1.0	KHVH 1.0	KRTR-F 1.3	KRTR-F 1.4	KUMU AF 1.4
7.				KHVH 0.9	KRTR-F 1.0	KHVH 1.0	KSSK-F 1.3	KPOI-F 1.3
8.				KRTR-F 0.8	KXPW-F 0.8	KXPW-F 1.0	KCCN AF 1.0	KRTR AF 1.2
9.						KCCN 0.9	KHVH 0.9	KGU 0.9
10.						KDEO AF 0.6	KHFX-F 0.8	KHFX-F 0.86

Highest Metro Share: KKUA 19.6, S77
 Highest Metro 1/4 Hr. Avg: KSSK 209, F82
 Highest TSA 1/4 Hr. Avg: NA
 Highest TSA Cume: KKUA 2919, F77
 Highest Metro Cume Rating: KKUA 44.3, F77

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	6.75	7.59	8.62	9.54	10.39	12.2	12.9	13.9	15.0	16.1	15.8	16.9	18.7	19.9	21.0	19.4
Income (millions)	-1.23	-1.30	-1.54	-1.30	-2.14											
Nat Rev (millions)	0.92	0.73	0.94	1.03	1.20											
Rev per Cap (\$)	----	10.28	11.65	13.06	13.21	15.60	16.23	17.25	18.31	19.42	19.03	20.21	22.16	23.30	23.25	22.88
Inc per Cap (\$)	----	-1.76	-2.08	-1.77	-2.73											

Rev as % of Retail Sales	.32	.32	.30	.28	.27	.27	.27	.28	.27	.25	.22
Market Grades			---	D	D-/C-	D-/C-	D-/D	D/C+	D-/C	D/C+	---
Manager's Market Grades	6.0	5.9	5.0	4.1	4.6	5.3	5.3	5.6	5.9		
FM Base Value	---	---	1.4	1.6	1.6	1.9	2.0	2.0	2.0		
Base Value Percentage	---	---	---	---	---	10.2	10.1	9.5	10.3		
Mean Share Points per Viable Station	5.3	5.9	5.9	5.8	6.4	7.9	7.4	6.7	6.2		

#1 STATIONS 12+ METRO SHARE

KKUA F76, S77, F77
 KORL S78
 KIKI S81
 KQMQ-F F82, S83, S87(T), F87, S88, F88, S89, F89, S90
 KULA-F S84
 KSSK-F F90, F91
 KIKI-F S91
 KSSK All other rating books

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	56	45	50	50
By Top 50%	80	66	73	77
% of Share Points Controlled by Top 25% of Viable Stations	49	41	40	44
By Top 50%	75	66	67	72

STATION NOTES

(Major call letter and format changes)

MAJOR STATION SALES

1970	KKUA		\$ 405,000
1971	KUMU-F		130,000
1973	KHVH		400,000
1975	KDEO, KULA-F	From Godlen Pacific to Withers	500,000
1976	KQMQ-F		490,000
1976	KIKI	Sold to Pacific FM	350,000
1976	KORL	Sold to O'Day	360,000
1978	KQMQ-F		150,000
1978	KLHT, KPOI-F	Sold to Sudbrink	655,000
1979	KGU	From Copley to Larry Wilson	650,000
1979	KKUA, KQMQ-F	Sold to LA Coke	2,200,000
1979	KULA-F	From Withers to Heftel	682,000
1980	KIKI, KMAI-F	From J Gabbert to John Parker	1,200,000
1980	KWAI		1,100,000
1981	KDEO		529,000
1982	KCCN		633,000
1982	KKUA, KQMQ-F	From Beatrice Foods to Kadota	1,350,000
1983	KWAI		1,200,000
1984	KORL		790,000
1985	KIFH	Donated by Sudbrink	NA
1985	KCCN	From Lee Optical to Glascock	696,000
1985	KPOI-F	Sold by Sudbrink	2,800,000
1985	KKUA, KQMQ-F	Sold by Kadota	1,900,000
1988	KIKI, KMAI-F	From Parker to Henry	3,350,000
1990	KSSK AF	From Heftel to Bedford	6,800,000
1991	KORL		375,000

KSSK KGMB until 80
 KPOI-F KHSS until 79; BTFL until 79; KDUK until 83
 KIKI CHR changing to AC by 85; AC until about 87
 KQMQ-F AOR until about 83; Brief swing with Disco in 84; CHR after 84
 KIKI-F KPIG until 80; KMAI-F until 89
 KGU MOR until 82
 KORL CHR until 80
 KQMQ Contemp until 82; KKUA until 87; AC until 87
 KSSK-F Contemp until about 83; KULA-F until 87;
 KXPW-F until 89
 KRTR-F KJYE until 82; KSHO until 84
 KLHT KPOI until 83; KIFH until 86

HOUSTON

12+ METRO_SHARE

		SPG																
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
KPRC	(T)	7.9	4.6	5.4	5.1	6.6	6.2	5.4	4.3	4.3	3.4	3.5	3.1	3.0	3.2	2.6	2.5	2.9
KTRH	(N/T)	7.1	7.2	7.3	7.9	6.5	4.7	5.9	5.1	4.3	4.0	5.1	5.3	5.9	6.0	5.4	4.9	4.9
KMJQ-F	(B)	---	---	7.8	12.0	9.9	8.0	10.5	8.5	6.7	9.3	9.6	8.9	8.5	9.3	8.6	7.9	5.6
KIKK	(C)	---	---	---	1.2	1.2	1.7	1.3	1.2	1.0	1.0	0.8	1.0	0.7	0.6	0.7	0.2	0.7
KIKK-F	(C)	---	5.8	7.7	4.3	6.0	9.6	6.8	7.7	7.4	7.0	6.8	7.1	8.2	7.5	6.8	8.1	6.8
KILT	(C)	9.4	6.9	6.8	6.1	4.2	3.5	2.4	2.7	2.5	1.8	1.4	1.1	1.0	0.7	0.8	0.7	0.6
KILT-F	(C)	---	4.6	5.5	4.1	3.5	3.8	7.7	6.5	6.5	4.5	4.6	5.9	6.6	5.7	7.8	7.4	9.2
KKZR	(AOR)	7.4	5.3	6.4	4.5	4.0	3.3	2.7	1.5	0.9	0.6	1.0	0.4	***	0.5	0.5	0.6	---
KRBE-F	(CHR)	7.7	6.3	7.9	9.3	5.6	5.5	5.9	5.4	4.5	3.7	4.6	5.9	6.6	7.2	4.5	3.6	3.9
KLTR-F	(AC)	---	3.4	3.4	3.1	5.1	7.2	5.8	6.8	4.5	4.8	6.0	3.5	2.8	3.6	5.2	4.2	3.0
KLOL-F	(AOR)	---	3.3	3.1	2.2	4.5	4.8	6.6	6.7	4.9	5.3	4.5	4.2	5.3	5.1	6.4	6.7	5.3
KBXX-F	(CHR)	---	---	---	1.7	2.0	2.7	4.9	6.3	5.6	4.3	5.0	6.3	5.1	4.1	2.9	2.7	4.9
KODA-F	(SAC)	4.3	3.1	3.5	3.4	3.4	4.8	5.5	4.5	7.1	7.9	6.8	6.6	5.6	5.7	5.8	4.2	5.6
KKBQ	(C)	4.3	2.9	3.0	3.1	2.7	2.8	1.8	3.3	2.3	1.6	0.9	0.5	**	**	**	**	**
KKBQ-F	(C)	---	9.0	8.4	9.0	7.8	6.1	5.2	3.5	6.5	10.0	8.4	7.2	6.8	7.1	6.4	4.7	2.8
KHMX-F	(AC)	---	3.4	2.4	3.5	3.9	3.8	2.4	3.8	6.5	6.4	5.0	3.6	3.1	3.3	2.9	4.8	5.8
KQUE-F	(BB)	3.2	4.1	3.3	3.9	4.3	2.7	3.2	3.1	4.6	4.0	4.7	4.4	4.1	3.4	3.5	3.3	3.6
KLDE-F	(O)	---	---	---	1.7	1.3	1.8	1.6	1.6	1.9	1.7	1.6	3.1	2.2	3.0	3.2	4.3	3.8
KXYZ	(SP)	3.2	4.3	---	1.7	0.9	0.9	0.4	1.7	1.3	1.6	1.1	1.4	1.0	1.2	1.5	1.7	1.2
KYOK	(B)	8.2	5.2	3.2	1.3	1.4	0.9	0.9	1.0	0.7	2.6	1.9	1.4	1.8	1.0	1.1	1.2	0.8
KEYH	(SP)	---	---	---	1.1	3.2	2.8	1.9	1.5	1.7	0.7	0.7	0.9	1.4	1.0	1.0	0.5	1.5
KLAT	(SP)	---	---	---	---	---	---	---	2.0	1.3	1.1	1.4	1.4	2.1	1.7	1.3	2.2	1.5
KZFX-F	(CL AOR)	---	---	---	---	---	---	---	---	---	---	---	2.5	4.4	3.7	3.4	3.3	3.1
KHYS-F	(B)	---	---	---	---	---	---	---	---	---	---	---	---	---	0.5	1.8	3.0	2.5
KQK-F	(SP)	---	---	---	---	---	---	---	---	---	---	---	0.6	0.7	0.8	0.9	1.6	1.8
KHCB-F	(REL)	---	---	---	---	---	---	---	---	---	---	---	1.0	1.1	1.0	1.3	1.0	1.1

* KKBQ simulcasted with KKBQ-F
 ** KKZR simulcasted with KRBE-F

BASED ON AVERAGE OF SPRING AND FALL BOOKS

12+ CUME RATINGS

		79	80	81	82	83	84	85	86	87	88	89	90	91
KPRC		15.3	17.1	13.2	12.0	10.1	9.1	9.5	9.3	8.1	7.9	7.0	7.8	10.0
KTRH		14.9	11.8	15.0	13.0	11.8	11.0	15.0	16.3	17.2	16.3	17.8	14.9	15.8
KMJQ-F		16.2	10.7	17.1	17.8	15.0	15.9	16.9	14.7	15.1	13.7	14.4	14.1	13.9
KIKK		---	5.0	---	3.4	4.1	3.1	2.1	2.5	1.2	1.3	1.7	1.4	1.9
KIKK-F		12.7	16.8	15.2	18.5	18.1	15.4	15.7	15.5	18.7	17.3	17.2	18.0	18.5
KILT		17.3	12.9	9.5	9.0	8.0	6.2	4.3	6.6	4.1	2.8	3.4	2.2	3.4
KILT-F		11.5	11.7	16.2	16.7	16.7	12.8	11.5	13.6	16.3	16.1	18.3	18.3	21.3
KKZR		8.8	8.1	10.2	7.1	5.1	3.5	3.1	2.1	---	1.0	1.8	1.6	---
KRBE-F		20.3	15.0	15.1	15.7	16.1	12.7	17.6	16.6	21.3	20.4	19.3	15.7	16.3
KLTR-F		9.9	16.7	12.4	14.3	12.5	9.3	17.2	13.9	11.8	10.5	12.2	12.8	10.0
KLOL-F		9.8	10.7	10.0	15.7	14.1	17.0	14.2	12.4	12.2	13.5	16.6	15.3	14.3
KBXX-F		---	7.3	9.7	15.0	13.4	11.7	12.8	12.9	11.6	9.1	10.2	10.7	9.4
KODA-F		6.8	11.9	12.2	12.5	15.9	16.3	13.6	13.9	12.5	11.9	13.1	11.5	15.8
KKBQ		10.8	9.5	7.2	5.8	9.5	7.3	5.1	2.7	1.9	---	---	---	---
KKBQ-F		16.0	15.5	12.2	9.2	16.5	25.4	22.0	21.7	19.2	19.5	21.5	17.7	16.0
KHMX-F		12.3	15.9	7.4	12.6	15.9	18.3	14.8	14.2	9.0	7.1	11.3	10.2	16.7
KQUE-F		6.4	6.1	---	5.9	8.9	7.9	9.2	8.5	7.5	6.6	7.5	7.4	8.2
KLDE-F		---	---	---	4.5	5.3	4.4	4.9	8.1	7.0	8.8	11.2	10.7	11.9
KXYZ		---	---	---	3.6	---	---	1.8	2.5	2.1	2.1	3.4	4.1	2.5
KYOK		---	---	---	3.8	3.8	6.6	5.5	4.7	5.3	2.5	3.4	3.1	3.3
KEYH		---	---	---	2.3	---	1.6	1.2	1.5	NA	1.8	1.2	1.2	1.7
KLAT		---	---	---	---	3.1	---	---	3.0	2.5	3.2	2.5	3.6	3.3
KZFX-F		---	---	---	---	---	---	---	---	9.4	9.8	10.1	10.4	10.8
KHYS-F		---	---	---	---	---	---	---	---	---	---	4.5	9.5	7.8
KQK-F		---	---	---	---	---	---	---	---	3.3	3.3	1.8	3.6	3.7
KHCB-F		---	---	---	---	---	---	---	---	2.9	2.9	3.1	3.4	3.3

		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
APR (%)		16.7	16.2	14.4	15.6	16.9	16.4	16.5	17.7	19.2	18.9	18.6	18.1	18.1	17.9	18.6	17.9	18.0
FM Share (%)		40.26	49.56	56.36	60.68	60.36	65.10	70.56	73.38	74.20	76.89	78.02	79.14	77.4	79.8	81.6	80.8	81.0
Total Stations				28	27	26	27	28	28	29	29	29	30	30	31	29	32	34
Viable Stations										23	23	21	21	20	17	16	17	18
Diaries							2116	2271	2048	2195	2034	2104	2348	2218	2081	2438	2485	2271
% Not Listed														8.5	8.2	11.1	11.0	11.4

HOUSTON

FORMAT SHARES (%)

	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
CHR/AOR	40	31	25	30	21	17	22	CHR	14	16	16	17	17	14	12
MOR/AC	6	9	8	3	9	11	MOR/FS	14	10	10	9	11	12	13	10
COUNTRY	17	13	11	16	23	22	AC/OLDIES	14	15	14	16	12	15	13	14
BTFL/EZ/SAC	14	13	13	12	12	9	19	15	15	17	19	18	18	18	21
NEWS/TALK	15	16	17	12	11	10	8	9	8	7	6	6	7	5	6
BLACK/URBAN	5	15	19	18	15	19	9	7	10	10	11	9	9	8	10
NOSTALGIA	--	--	--	--	--	4	14	14	14	11	14	12	14	15	13
HISPANIC	1	--	6	6	5	6	6	4	6	5	4	4	4	4	4
RELIG/GOSPEL	2	2	1	2	2	2	2	5	4	4	5	7	4	7	6
CLASSICAL	1	1	1	2	1	2	2	2	2	3	2	2	2	3	2
JAZZ/NAC	--	--	--	--	--	--	2	1	2	1	1	--	--	--	--

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. KIKK-F	13.5	KIKK AF 14.8	KKBQ AF 15.1	KIKK AF 12.0	KIKK AF 12.0	KIKK AF 12.9	KIKK AF 13.5	KILT AF 15.3
2. KKBQ-F	12.0	KKBQ AF 14.7	KIKK AF 14.1	KMJQ-F 11.0	KMJQ-F 10.5	KMJQ AF 12.0	KILT AF 13.5	KIKK AF 14.3
3. KFMK-F	10.5	KMJQ-F 12.4	KMJQ-F 11.7	KFMK-F 9.8	KILT-F 9.0	KILT AF 10.1	KMJQ AF 12.3	YOK/MJQ 11.2
4. KMJQ-F	7.2	KODA-F 10.1	KFMK-F 9.5	KKBQ-F 8.8	KTRH 8.7	KKBQ AF 10.1	KKBQ AF 11.9	KTRH 11.0
5. KSRR-F	7.0	KLTR-F 9.4	KODA-F 9.4	KTRH 8.7	KFMK-F 8.0	KTRH 9.9	KTRH 10.5	KLLOL-F 10.9
6. KRBE-F	6.2	KSRR-F 9.0	KLTR-F 8.7	KILT AF 7.0	KKBQ-F 8.0	KLLOL-F 8.7	KLLOL-F 9.6	KLDE-F 8.1
7. KTRH	6.1	KFMK-F 8.0	KILT AF 8.0	KODA-F 6.6	KRBE-F 7.6	KFMK-F 7.5	KLTR-F 8.2	KHMX-F 8.0
8. KXAS-F	5.9	KTRH 7.5	KTRH 7.8	KRBE AF 6.3	KODA-F 7.3	KLTR-F 7.0	KZFX-F 6.4	KODA-F 7.4
9. KODA-F	5.9	KRBE-F 6.5	KSSR-F 7.6	KLLOL-F 6.0	KLLOL-F 6.5	KODA-F 7.0	KODA-F 6.0	KZFX-F 6.4
10. KLLOL-F	5.7		KRBE AF 7.0	KZFX-F 5.0	KZFX-F 5.9	KZFX-F 6.3	KLDE-F 5.5	KLTR-F 6.0

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	[----- Net Dollars -----]					[----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	26.77	30.96	36.82	42.43	51.15	70.4	80.1	93.0	110.3	115.8	112.0	100.8	107.0	119.0	124.0	126.0
Income (millions)	5.72	7.04	9.91	10.85	11.17											
Nat Rev (millions)	5.40	5.87	9.99	11.36	15.56											
Rev per Cap (\$)	----	12.10	13.92	15.37	16.74	21.93	23.98	26.65	30.72	31.55	30.60	27.54	29.64	32.60	33.16	33.16
Inc per Cap (\$)	----	2.75	3.75	3.93	3.65											
Rev as % of Retail Sales						.42	.43	.46	.48	.50	.47	.41	.44	.47	.47	.45
Market Grades									A	A/B+	A-/B	A/B	A-/B	A-/A-	A/B+	---
Manager's Market Grades								9.0	9.2	9.0	7.8	7.9	7.6	8.3	8.2	8.3
FM Base Value								---	19.0	18.5	17.8	18.1	21.0	20.0	18.0	
Base Value Percentage								---	---	---	---	16.9	17.8	16.1	14.3	
Mean Share Points per Viable Station								4.1	4.0	4.4	4.3	4.6	5.5	5.5	5.2	4.9

#1 STATIONS 12+ METRO SHARE

KPRC	S75
KYND-F	S76, F76, S77
KRBE-F	F77
KRLY-F	S80
KODA-F	S83
KKBQ-F	F83, S84, S86
KIKK-F	F87, F90
KILT-F	S91, F91
KMJQ-F	All other rating periods

% of Revenue Controlled by Top 25% of Viable Stations

	87	88	90	91
By Top 25%	51	39	43	46
By Top 50%	82	68	72	74
% of Share Points Controlled by Top 25% of Viable Stations	39	35	38	36
By Top 50%	68	60	57	58

Highest Metro Share:	KMJQ-F 13.2, F85
Highest Metro 1/4 Hr. Avg:	KMJQ-F 562, F85
Highest TSA 1/4 Hr. Avg:	KMJQ-F 614, S84
Highest TSA Cume:	KMJQ-F 7247, S84
Highest Metro Cume Rating:	KMJQ-F 25.4, S84

STATION NOTES

(Major call letter and format changes)

KHMX-F	KAUM-F until 80; KSRR until 86; KKHT until 89; KNRJ until 89; AOR until 86; CHR until 87; AC until 89; CHR until 90
KILT AF	CHR until 81; Used KXAS calls briefly during 84
KKZR	KFNR until 83; Country until 82; KRBE & CHR until 88
KRBE-F	CHR until 82; AC until 84
KLTR-F	KRLY until 84; Black until 84
KXYZ	Contemp until about 79
KQUE-F	Reclassified as Nostalgia in 82
KKBQ	KULF until 82; AC until 82; CHR until mid 91
KKBQ-F	KYND until 82; BTFL until 82; CHR until mid 91
KBXX-F	KFMK-F until 91; AC until 89; Oldies until 91
KLDE-F	KLFE-F until 86; KJYY-F until 88; Classical until 86; SAC until 88
KZFX-F	KGOL & Religion until 86

HOUSTON

MAJOR STATION SALES

1970	KRBE-F	Sold to Alexander Tanger	\$ 500,000
1971	KLTR-F		460,000
1973	KIKK AF	To Sonderling	2,900,000
1975	KRBE-F	From GCC to Lake Huron	2,500,000
1976	KCOH		1,100,000
1979	KXYZ	From ABC to Slater	1,800,000
1979	KFMK-F	Sold to First Media	4,500,000
1979	KLAT		1,100,000
1980	KODA-F	Sold to Westinghouse	5,700,000
1982	KYOK	From Starr to Willie Davis	1,500,000
1983	KXYZ	Sold to Infinity	2,300,000
1984	KBQB AF	From Harte-Hanks to Gannett	35,000,000
1985	KLTR-F	From Gulf to Taft	31,000,000 (e)
1985	KGOL-F (Lake Jackson)	Sold to Frankhouser	8,750,000
1985	KSSR-F	From ABC/Cap Cities to Malrite	32,500,000
1985	KMJQ-F	From Amaturo to Keymarket	NA
1986	KGOL-F	From Frankhouser to Shamrock	13,000,000
1986	KLEF-F (Seabrook)		3,700,000
1986	KRBE AF	From Lake Huron to Susquehanna	25,000,000
1987	KLEF-F (Seabrook)		2,200,000 (e)
1987	KGOL (Humble)	Sold to SMN	2,100,000
1987	KILT AF	From LIN to Legacy	36,750,000
1987	KTEK	From Universal to Marsh	2,400,000
1987	KFMK-F	From First Media to Cook Inlet	38,000,000 (e) + Tax Cert.
1988	KMJQ-F	From Keymarket to Noble	65,000,000
1988	KNRJ-F	From Malrite to Emmis	24,000,000
1988	KYOK	From All Pro to Noble	2,500,000
1989	KJOJ-F (Conroe)	From Swaggert to Ragan Henry	9,000,000
1989	KTRH, KLDL-F	From Rusk to Jacor	60,000,000 (cancelled)
1989	KNRJ-F	From Emmis to Nationwide	30,000,000
1989	KILT AF	From Sillerman to Westinghouse	45,000,000
1989	KODA-F	From Command to Evergreen	28,000,000
1990	KIKR (Conroe)	Sold to US Radio	750,000

HUNTINGTON, WV

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WKEE-F	1.6	WKEE AF 1.6	WTCR AF 1.6	WTCR AF 1.8	WTCR AF 1.8	WTCR AF 2.2	WTCR AF 2.3	WTCR AF 2.7
2. WTCR-F	1.4	WTCR AF 1.4	WKEE AF 1.5	WKEE AF 1.6	WKEE AF 1.7	WKEE AF 1.8	WKEE AF 2.0	WKEE AF 1.9
3. WGNT	0.9	GNT/AMX 1.2	GNT/AMX 1.4	WAMX AF 0.9	WRVC AF 0.7	WRVC AF 0.8	WRVC AF 1.3	WRVC-F 1.1
4. WAMX-F	0.5						WEMM-F 0.6	WEMM-F 0.55
5. WHEZ	0.3							

Highest Metro Share: WTCR AF 35.7, F91
 Highest Metro 1/4 Hr. Avg: WTCR AF 138, S90
 Highest TSA 1/4 Hr. Avg: WKEE-F 193, S82
 Highest TSA Cume: WKEE-F 2216, F82
 Highest Metro Cume Rating: WTCR AF 51.1, F91

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	2.54	2.96	3.59	4.17	4.86	5.1	5.2	5.3	5.5	6.0	6.2	6.1	5.9	6.3	6.8	6.0
Income (millions)	1.10	0.40	0.61	0.69	0.54											
Nat Rev (millions)	0.95	0.26	0.93	1.03	0.72											
Rev per Cap (\$)	----	10.12	12.07	13.74	15.45	15.36	15.52	15.59	16.13	17.54	19.25	19.18	18.73	20.19	21.86	21.36
Inc per Cap (\$)	----	1.37	2.05	2.27	1.72											

Rev as % of Retail Sales	.41	.40	.39	.38	.37	.36	.33	.30	.31	.36	.34	
Market Grades				C	D+/D-	D-/D-	D-/D-	D-/D+	D-/D+	D-/D+	---	
Manager's Market Grades				5.4	5.7	5.9	5.4	5.7	5.8	5.9	5.5	5.7
FM Base Value				---	1.8	2.2	1.7	1.7	1.8	1.5	1.5	
Base Value Percentage				---	---	---	---	---	28.8	21.6	22.1	22.7
Mean Share Points per Viable Station				8.7	8.4	9.7	9.6	10.2	16.6	15.6	15.6	15.3

#1 STATIONS 12+ METRO SHARE

WGNT S85
 WAMX-F F84
 WTCR-F F85, S86, F86, All periods F87-F91
 WKEE-F S87 and All other rating periods

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	56	37	40	58
By Top 50%	--	64	72	89
% of Share Points Controlled by Top 25% of Viable Stations	64	45	46	48
By Top 50%	85	69	73	72

STATION NOTES

(Major call letter and format changes)

WKEE WKEE until 80; WHTN until 83; Contemp until 81; Country until 84
 WTKZ MOR until 83; Country until 85; WGNT until 87; WRVC and AC until 91
 WAMX until 88; MOR/FS until 87
 WMLV-F WITD until 85; Country until 85
 WRVC-F WAMX-F until 88; CHR/ADR until 87
 WAEZ-F EZ until 89; Jazz/NAC until 90

MAJOR STATION SALES

1970 WGNT	Sold by Cap Cities to Stoner	\$ 900,000
1971 WTCR/WTCR-F	Sold to Greater Media	NA
1979 WKEE, WKEE-F	From Reeves to Capitol (WRAL)	1,900,000
1979 WCMJ (Ashland)		250,000
1981 WTCR/WTCR-F	From Greater Media to CRB	2,500,000
1982 WAMX-F	Sold to Stoner	1,750,000
1985 WIRO, WMLV-F (Ironton)		520,000
1985 WKQI-F (Catlettsburg)		385,000
1987 WKEE AF	Sold by Capitol	3,100,000
1988 WRVC AF	Sold by Stoner	1,900,000
1990 WTCR AF	From CRB to Alpine	7,650,000 (cancelled)

HUNTSVILLE

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1.	NA	WBHP 1.2	WZYP-F 1.4	WZYP-F 1.8	WZYP-F 2.0	WDRM-F 2.4	WDRM-F 3.0	WDRM AF 3.3
2.		WZYP-F 1.0	WBHP 1.3	WBHP 1.5	WDRM-F 2.0	WZYP-F 2.0	WZYP-F 2.2	WZYP-F 2.0
3.		WEUP 0.6		WDRM-F 1.2	WBHP 1.2	WAHR-F 1.1	WAHR-F 1.0	WAHR-F 1.2
4.		WAHR-F 0.6		WAHR-F 1.0	WAHR-F 1.0	WBHP 1.0	WRSA-F 0.9	WRSA-F 0.8
5.				WRSA-F 0.6	WRSA-F 0.7	WRSA-F 0.8	WBHP 0.8	WBHP 0.7
6.					WTAK 0.5	WTAK 0.5	WTAK 0.5	WTAK 0.6
7.								WEUP 0.3

Highest Metro Share: WZYP-F 25.0, S85
 Highest Metro 1/4 Hr. Avg: WDRM-F 143, S91
 Highest TSA 1/4 Hr. Avg: WDRM-F 281, F90
 Highest TSA Cume: WDRM-F 2337, F90
 Highest Metro Cume Rating: WZYP-F 41.5, F88

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	2.45	2.70	2.99	3.48	3.78	4.4	4.9	5.5	6.2	6.8	7.4	8.0	8.6	9.2	9.9	9.8
Income (millions)	0.09	0.16	0.20	0.26	0.005											
Nat Rev (millions)	0.23	0.28	0.40	0.37	0.47											
Rev per Cap (\$)	----	9.25	10.11	11.49	12.08	15.77	17.07	18.46	20.46	22.22	22.83	23.66	24.93	26.21	27.81	28.08
Inc per Cap (\$)	----	0.55	0.68	0.85	0.02											

Rev as % of Retail Sales	.34	.35	.37	.40	.38	.37	.38	.37	.35	.35	.34
Market Grades	---	C	C/A-	B-/B+	-/A	B/A	A/A-	A/A	---		
Manager's Market Grades	---	---	7.0	7.0	7.4	7.6	7.8	8.1	7.3		
FM Base Value	---	---	---	---	---	---	---	---	---		
Base Value Percentage	---	---	---	---	---	---	---	---	---		
Mean Share Points per Viable Station			6.6	6.1	9.9	9.7	7.8	9.2	9.9	9.3	9.1

#1 STATIONS 12+ METRO SHARE

WZYP-F All periods from S81 to F88
 WDRM-F All periods S89 to F91

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	50	52	55	57
By Top 50%	80	78	76	78
% of Share Points Controlled by Top 25% of Viable Stations	51	49	50	50
By Top 50%	78	72	71	72

STATION NOTES

(Major call letter and format changes)

Major change in MSA in 1985. Two counties were deleted.

WAHR-F Contemp until 84
 WTAK WVOV until 82; Contemp until 80; MOR until 82; Black until about 86
 WAVU Country until 83; Station disappeared after 83
 WAAJ WAAY until about 89; CHR or AC until about 89
 WKGL WFIX until about 89; Nostalgia until about 89

MAJOR STATION SALES

1974	WTAK		\$ 630,000
1981	WTAK		700,000
1987	WFIX	Sold to Dave Smith	250,000
1987	WEUP		855,000
1989	WAAV		600,000

INDIANAPOLIS

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WIBC	7.5	WIBC 8.0	WIBC 8.4	WIBC 9.2	WIBC 9.3	WFBQ-F 9.0	WFBQ-F 10.2	WFBQ-F 10.0
2. WZPL-F	4.0	WFBQ-F 5.0	WFBQ-F 5.5	WFBQ-F 8.2	WFBQ-F 8.2	WIBC 8.3	WIBC 8.5	WIBC 8.2
3. WENS-F	3.3	WZPL-F 4.2	WFMS-F 4.4	WFMS-F 5.2	WFMS-F 5.6	WFMS-F 6.0	WFMS-F 5.8	WFMS-F 5.4
4. WFBQ-F	3.1	WENS-F 4.0	WENS-F 4.0	WENS-F 4.8	WENS-F 4.9	WKLR-F 5.1	WKLR-F 5.0	WZPL-F 4.5
5. WXTZ-F	2.6	WXTZ-F 3.4	WZPL-F 3.5	WZPL-F 3.7	WZPL-F 3.9	WENS-F 4.8	WZPL-F 4.7	WENS-F 4.4
6. WFMS-F	2.5	WFMS-F 3.1	WXTZ-F 2.8	WXTZ-F 2.9	WXTZ-F 3.1	WZPL-F 3.7	WZPL-F 3.7	WKLR-F 3.7
7. WIRE	2.3	WNAP-F 2.7	WEAG-F 2.5	WTLC-F 2.7	WKLR-F 3.0	WTLC-F 2.9	WTLC-F 3.2	WTPI-F 3.0
8. WNAP-F	2.1	WTLC-F 2.3	WTLC-F 2.4	WKLR-F 2.1	WTLC-F 2.8	WMJC-F 2.6	WTPI-F 2.3	WTLC-F 3.0
9. WTLC-F	2.0		WTPI-F 1.3	WTPI-F 1.5	WTPI-F 2.1	WTPI-F 2.4	WFXF-F 2.0	WFXF AF 2.3
10.			WNDE 1.2		WIRE 1.0	WXTZ 1.0	WTUX 0.7	WTUX 0.7

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	[----- Net Dollars -----]					[----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	13.61	16.21	18.42	19.81	21.62	25.0	27.0	29.3	33.0	38.0	40.0	43.8	46.5	48.2	50.3	47.0
Income (millions)	2.45	3.36	4.03	2.23	1.92											
Nat Rev (millions)	2.89	3.18	4.65	5.06	5.55											
Rev per Cap (\$)	---	14.17	15.99	17.00	18.37	21.19	22.88	25.08	27.73	31.67	32.79	35.61	37.50	38.56	39.92	37.01
Inc per Cap (\$)	---	2.94	3.50	1.92	1.63											

	81	82	83	84	85	86	87	88	89	90	91
Rev as % of Retail Sales	.42	.44	.45	.44	.44	.45	.49	.51	.46	.44	.43
Market Grades				B+/A-	B+/B+	B+/C+	B+/B	B+/B	B/C+	B/B	---
Manager's Market Grades			8.5	9.1	8.8	8.6	8.7	8.6	8.1	7.9	7.1
FM Base Value					6.5	8.0	8.0	9.0	9.7	7.9	7.4
Base Value Percentage								19.4	20.1	15.7	15.7
Mean Share Points per Viable Station			6.5	7.2	7.7	7.8		8.5	8.1	7.9	8.2

	87	88	90	91
Highest Metro WIBC	50	47	48	47
Share: 19.4, F78				
Highest Metro WIBC	76	72	74	73
1/4 Hr. Avg: 316, S86				
Highest TSA WFBQ-F	44	38	46	41
1/4 Hr. Avg: 479, S86				
Highest TSA WFBQ-F	72	64	72	67
Cume: 5399, F89				
Highest Metro WIBC				
Cume Rating: 34.7, F89				

#1 STATIONS 12+ METRO SHARE

WIRE	S75
WFBQ-F	S85
WFMS-F	F82
WIBC	All other rating periods
WFBQ-F	S87, F87(T), F88, S88, S89, S90
WFMS-F	F87 (T), F90

STATION NOTES

(Major call letter and format changes)

WZPL-F	- WSMJ until 79
WIKS-F	until 83
	Briefly tried Disco around 81-82
WENS-F	- WSVL-F until 81
WNDE	- CHR until 80-81
	AC until changing to Oldies in 82
	Talk in 1989
WFBQ-F	- CHR until 78
WTUX	- Contemp changing to AC until 81 when it went News/Talk
	WMLF in 82 and Nostalgia
	Became WTUX in 1986
WKLR-F	- CHR until 83
	Back to CHR in 84
	Became WEAG in 86 and AOR/CHR
	Became WKLR in 87
	Changed to Oldies in 88
WFXF	- Changed to AC in 85
	Back to Country in late 86, WIRE until 89,
	EZ in 89 and WXTZ
	WFXF in 91 and now simulcasted
WSYW	- WATI until 85
	EZ until 83
	Nostalgia until 85
	WGR until 89 and Gospel then to Classical
	Classical til 91 then to Rap; back to Classical in 91
WFXF-F	- WXTZ until 89
	EZ until 89
	WMJC until 90
	AC until 90
WHHH-F	- Signed on in 91 with CHR

MAJOR STATION SALES

1971 WXLW		\$ 489,000
1972 WXTZ-F	Sold by Rollins to Mid America	500,000
1973 WTLC-F	Sold to Frank Lloyd	369,000
1972 WNDE, WFBQ-F	Sold by Time Life to Rahall	3,050,000
1972 WFMS-F	Sold to Susquehanna	605,000
1974 WNTS	Sold to Sam Smulyan	488,000
1974 WXLW		715,000
1978 WZPL-F	From Paul Braden to Heftel	1,300,000
1981 WTUX	Sold to Communicom	1,300,000
1981 WTLC-F	Sold to BENI	3,732,000
1981 WTUX	Sold to Embrescia	1,300,000
1981 WENS-F (Shelbyville)	Sold to Emmis	1,200,000
1983 WIBC/WEAG-F	From Fairbanks to Blair	21,000,000(E)
1984 WTUX	From Embrescia to New Systems	875,000
1984 WGR	From Tarzian to Universal	300,000
1985 WNDE/WFBQ-F	From Gulf to Taft	10,600,000(E)
1985 WZPL-F	From Heftel to Yde, et.al.	11,000,000
1985 WFBM (Noblesville)		780,000
1986 WIRE/WXTZ-F	From Mid America to WIN	12,750,000(E)
1986 WTUX/WTLC-F	From New Systems to Schwartz	NA
1986 WZPL-F	From Yde to Booth	13,000,000
1986 WTPI-F		8,500,000
1987 WIBC/WKLR-F	From Blair to Scconnix	25,000,000
1988 WXTZ/WMJC-F	From WIN to ML	16,000,000(E)
1989 WTPI-F	From Somerset to Pinnacle	12,000,000
1990 WTUX/WTLC-F	From Panache to Bdcst Partners	13,100,000
	(cancelled)	
1991 WNDE/WFBQ-F	From Great American to Broadcast Alchemy	33,000,000(E)

JACKSON, MS

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WMSI-F	1.5	WMSI-F 2.3	WMSI-F 2.4	WMSI-F 2.6	WMSI-F 2.8	WMSI-F 3.3	WMSI-F 3.3	WMSI-F 3.6
2. WJMI-F	1.0	WTYX-F 1.5	WTYX-F 1.7	WTYX-F 1.7	WTYX-F 2.0	OAD/JMI 2.5	WJMI-F 2.2	JMI/OAD 2.2
3. WTYX-F	0.8	WKXI 1.0	WJMI-F 1.4	OKJ/JMI 1.6	OKJ/JMI 1.9	WTYX-F 1.8	WTYX-F 1.7	WTYX-F 1.7
4. WKXI	0.7	WJMI-F 1.0	WKXI 0.9	WKXI 0.6	WSLI AF 1.3	WSLI AF 1.4	WSTZ-F 1.0	WSTZ-F 1.0
5. WLIN-F	0.6	WJMI-F 0.7	WJMI-F 0.8				WOHT-F 0.8	WOHT-F 0.82
6. WYYN-F	0.5		WYYN-F 0.7					WJDX-F 0.8

Highest Metro Share: WJMI-F 20.2, S80
 Highest Metro 1/4 Hr. Avg: WMSI-F 109, F91
 Highest TSA 1/4 Hr. Avg: WMSI-F 232, S87
 Highest TSA Cume: WMSI-F 2408, S91
 Highest Metro Cume Rating: WJDX 37.1, S79

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	3.73	4.24	4.94	5.51	5.52	6.6	7.3	8.0	8.7	9.7	9.1	9.6	10.0	11.1	11.4	12.1
Income (millions)	0.13	0.15	0.46	0.58	0.05											
Nat Rev (millions)	0.40	0.55	0.63	0.76	0.81											
Rev per Cap (\$)	----	14.08	16.20	17.21	16.74	17.93	19.36	20.36	22.25	24.43	23.09	24.30	25.25	28.03	28.72	30.32
Inc per Cap (\$)	----	1.84	2.08	2.38	2.46											
Rev as % of Retail Sales						.40	.41	.40	.41	.40	.40	.42	.41	.40	.38	.40
Market Grades						---	C	C+/B	B-/B-	B-/C+	B/A-	A-/A	B+/B	---		
Manager's Market Grades						5.8	6.5	6.3	6.8	6.3	6.9	7.3	6.5	6.3		
FM Base Value						---	---	2.3	2.9	3.0	2.7	2.7	2.5	2.4		
Base Value Percentage						---	---	---	---	---	23.5	24.3	21.9	19.8		
Mean Share Points per Viable Station						7.8	7.6	7.9	7.7	8.0	10.4	9.4	9.0	7.7		

#1 STATIONS 12+ METRO SHARE

WSLI S75, S79
 WJDX S76, S77, S78
 WJMI-F All periods S80 - F89
 WKXI S83
 WMSI-F S90, F90, S91, F91

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	51	44	54	53
By Top 50%	--	68	77	75
% of Share Points Controlled by Top 25% of Viable Stations	45	37	42	44
By Top 50%	71	58	60	65

STATION NOTES

(Major call letter and format changes)

MAJOR STATION SALES

1973 WJMI-F		\$ 141,000	WMSI-F WZZQ-F until 82; Chr until 81
1978 WKXI		581,000	WKXI WRBC until 79; News until 78; MOR until about 80
1979 WZRZ		567,000	WTYX-F WKXI until 79; Black until about 79; CHR until 90
1981 WJDX, WMSI-F	Sold to Keymarket	4,437,000	WZRZ WWUN until 78; WYIG until 80; WCCL until 85; Contemp until 78; AC/Oldies until 86
1983 WSLI, WYYN-F	Sold to Osborn & Reynolds	2,750,000	WJDS Contemp until 85; WJDX until 90; MOR until 89
1983 WOAD		250,000	WOAD WJQS until 84; Country until 84
1984 WKKE		348,000	WSLI MOR until 85
1985 WJDX, WMSI-F	From Keymarket to Sterling Comm	NA	WJDX-F WJFX until 81; WXLV until 84; Country until 84; WYYN-F until 87; WSLI-F until 90
1986 WZRZ	Sold to Lewis	200,000	WOHT-F WLIN-F until 89; EZ until 89
1986 WOKJ, WJMI-F	From Roden to Holt	455,000	WOKJ Disappeared after 89
1986 WOAD		NA	WLIN-F WEQZ until 89; AOR until 89
1988 WOAD	Sold to Holt	450,000	WJMI-F WQMV until 87; WCKO until 89; CHR until 87; AOR until 89
1988 WOKJ	Sold by Holt	100,000	
1988 WOHT-F		2,400,000	
1989 WJDX, WTYX-F	From Sterling to Capstar	14,000,000 (e)	
1989 WKXI, WTYX-F	From Love to Opus	5,100,000 (e)	
1990 WSLI AF	From Osborn-Reynolds to Spur Austin	3,500,000	

JACKSONVILLE

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WIVY-F	2.7	WIVY-F 3.5	WIVY-F 3.7	WAPE-F 3.8	WAPE-F 4.3	WAPE-F 4.6	WAPE-F 4.6	WAPE-F 4.3
2. WFYV-F	2.2	WAIV-F 3.0	OKV/AIV 3.5	WAIV-F 3.6	WQIK AF 4.2	WQIK AF 4.3	WQIK-F 4.3	WQIK AF 4.1
3. WAIV-F	1.7	WQIK AF 2.7	WQIK AF 2.8	WQIK AF 3.4	WAIV-F 4.1	WFYV-F 3.2	WFYV-F 3.3	WFYV AF 3.1
4. WQIK-F	1.7	WFYV-F 2.6	WFYV-F 2.6	WIVY-F 2.9	WIVY-F 3.3	WAIV-F 3.1	WEJZ-F 2.8	WEJZ-F 2.7
5. WCRJ-F	1.5	WLCS-F 1.9	WAPE-F 1.9	WFYV-F 2.4	WFYV-F 2.8	WIVY-F 3.0	WKQL-F 2.5	WKQL-F 2.5
6. WKTZ-F	1.3	WCRJ-F 1.4	WLCS-F 1.8	WCRJ-F 1.2	WCRJ-F 1.4	WCRJ-F 1.5	WIVY-F 2.4	WIVY-F 2.3
7.		WJAX-F 1.0	WCRJ-F 1.5	WEJZ-F 0.7	WEJZ-F 0.8	WEJZ-F 1.4	WCRJ-F 1.7	WHJX-F 1.6
8.					WOKV 0.5	WOKV 0.6	WHJX-F 1.0	WOKV AF 1.5
9.						WPDQ-F 0.5	WOKV 0.6	WCRJ-F 1.3
10.						WIOI-F 0.4	WIOI-F 0.6	WAIA-F 0.5

FINANCIAL DATA

	FCC Data (----- Net Dollars -----)					Duncan Estimates (----- Gross Dollars -----)										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	4.97	6.19	7.67	7.31	6.96	8.8	9.9	11.6	14.0	16.7	19.0	19.2	22.5	23.5	24.5	24.2
Income (millions)	.004	-0.43	-0.57	-1.28	-1.49											
Nat Rev (millions)	1.42	1.65	2.09	1.79	2.35											
Rev per Cap (\$)	----	8.50	10.41	10.16	9.18	11.66	13.02	15.08	17.74	20.95	21.59	21.57	24.51	25.05	25.87	25.80
Inc per Cap (\$)	----	-0.59	-0.77	-1.78	-1.97											

	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Highest Metro Share:	20.5, F87															
Highest Metro 1/4 Hr. Avg:	248, F87															
Highest TSA 1/4 Hr. Avg:	325, F87															
Highest TSA Cume:	3219, F87															
Highest Metro Cume Rating:	34.1, F87															
Rev as % of Retail Sales						.24	.25	.28	.31	.33	.34	.32	.35	.34	.33	.32
Market Grades						---	C	B+/A-	A-/A	A-/A	A/A	A-/A	A-/A	A-/A	A-/A	---
Manager's Market Grades						6.5	6.8	7.3	7.7	7.7	8.3	7.5	7.0	6.9		
FM Base Value						---	---	5.1	6.0	6.3	7.0	7.0	5.0	3.9		
Base Value Percentage						---	---	---	---	---	31.1	30.0	24.1	16.1		
Mean Share Points per Viable Station						6.1	6.3	6.8	6.6	7.1	8.1	8.0	7.8	7.1		

#1 STATIONS 12+ METRO SHARE

	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
WKTZ-F S75, S76, F76, S77, F77																
F78, F79, S80, F83																
WIVY-F S78, S79, F80, S81, F84, S85, F85																
WQIK-F F81, S82, S91, F91																
WCRJ-F F82																
WFYV-F S83, S84																
WAPE-F S86 through F90																
% of Revenue Controlled by Top 25% of Viable Stations												53	47	45	46	
By Top 50%												87	83	74	76	
% of Share Points Controlled by Top 25% of Viable Stations												46	37	33	37	
By Top 50%												67	60	58	61	

STATION NOTES

(Major call letter and format changes)

MAJOR STATION SALES

1970 WJAX	Sold to Sis Kaplan	\$1,480,000	WQKL-F	WPDQ-F until 76; CHR until 76; WAIV-F & AC until 90;	
1971 WROS, WIVY-F		320,000	WOKV	WMBR until 77; WSNY until 80; WAIV until 81; Began News/Talk around 83	
1975 WOKV, WAIV-F	From Belk to Rousnaville	650,000	WROO-F	WJEE-F until 81; MOR or BTFL until 81; WCRJ-F until 91	
		+ WPDQ AM	WEJZ-F	WKTZ & BTFL until 85; WLCS-F & AC until 87	
1975 WPDQ	Frm Rousnaville to Belk to Mel Lin	750,000	WAPE-F	Rock/AOR until 81; WJAX-F until 86; Black until 86	
1975 WCGL	From Mel-Lin to Ed Winton	175,000	WPDQ	WAPE until 85; CHR until 81; Country until about 82;	
1976 WEXI, WIVY-F	Sold to Infinity	1,250,000		WJAX until & Religion until 87; WAPE & CHR until about 89	
1976 WEXI	Sold by Infinity	250,000	WZAZ	WERD until 84	
1979 WPDQ	Sold to BENI	1,360,000	WQIK	WVOJ until 83	
1979 WFYV-F	Sold to BENI	920,000	WRXJ	WKTZ until 84; Black until 86	
1979 WZAZ	Sold to Gilliam	488,000	WFYV	WPDQ & Black until 87; WRQL & Oldies until 88	
1979 WKTZ AF	Sold to Beck Ross	2,500,000	WOKV-F	WIOI-F & C1 AOR until 91	
1981 WJAX	From Sis to Eastman	1,835,000	WJBT-F	WPDQ-F until 89; WZAZ-F until 91	
1981 WOKV, WAIV-F	From Rousnaville to Affiliated	3,000,000			
1981 WCRJ AF	Sold to Abell	2,093,000	NOTE:	I missed quite a few call letter changes and format changes for AM stations in the years prior to 86	
1982 WQIK	From Gulf to Rowland	600,000			
1982 WZAZ	Sold to Gilliam	734,000			
1982 WFYV-F	From BENI to Metroplex	2,850,000			
1982 WRXJ (?)	Sold by Eastman	1,000,000			
1983 WRXJ, WAPE-F	Sold to Silver Star	3,100,000			
1984 WQIK AF	Sold to Jacor	5,000,000			
1984 WZAZ		350,000			
1984 WIVY-F	From Infinity to Gilmore	6,500,000	1988 WIVY-F	From Gilmore to Taylor	\$8,130,000
1985 WCRJ AF	From S & F to Justice	4,000,000	1988 WEJZ-F	From WIN to ML	8,000,000(e)
1985 WEXI		450,000	1989 WQIK AF	CANCELLED	16,000,000
1985 WROS	Sold to Good News	525,000	1989 WPDQ-F (Green Cove)		1,440,000
1985 WRXJ, WAPE-F	Sold to Statewide by Silver Star	5,200,000	1989 WAPE	From Evergren to Genesis(Maduri)	875,000
1985 WPDQ	From BENI to Metroplex	785,000	1989 WRXJ, WCRJ-F	From Hoker to Ragan Henry	8,600,000
1985 WBIX	Sold to Sudbrink	436,000		CANCELLED	
1985 WRXJ-AM	From Statewide to Kravis	750,000	1989 WCGL		510,000
	The old WRXJ donated to Jones College by Kravis		1989 WEJZ-F	From ML to Renda	7,000,000(e)
1986 WCRJ	Sold by Justice	380,000	1990 WQIK AF	From Jacor to Capstar	13,000,000
1986 WCRJ-F	From Justice to Hoker	6,000,000		CANCELLED	
1986 WOKV, WAIV-F	From Affiliated to EZ	10,100,000	1991 WCRJ-F	From Hoker to Paxson	3,500,000
1986 WZAZ		325,000	1991 WRXJ		425,000
1986 WZAZ		275,000	1991 WZAZ AF	Sold out of Bankruptcy	2,025,000
1987 WKOZ	Sold to Willis	1,000,000	1991 WRXJ	Sold to Paxson	435,000
1987 WRXJ	From Kravis to Hoker	1,000,000			
1987 WEJZ-F	From Kravis to WIN	6,500,000			

JOHNSTOWN, PA

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WJAC	0.7	NA	NA	NA	WKYE-F 0.8	NA	NA	NA
2. WKYE-F	0.6				WGLU-F 0.78			
3. WJNL-F	0.55				WBXQ-F 0.75			
4. WBXQ-F	0.53							
5. WJNL	0.45							
6. WGLU-F	0.41							

Highest Metro Share: WKYE-F 16.1, S87
 Highest Metro 1/4 Hr. Avg: WGLU-F 59, S90
 Highest TSA 1/4 Hr. Avg: WKYE-F 76, S85
 Highest TSA Cume: WKYE-F 919, S85
 Highest Metro Cume Rating: WJAC 33.0, S80

FINANCIAL DATA

	FCC Data					Duncan Estimates												
	[----- Net Dollars -----]					[----- Gross Dollars -----]												
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91		
Revenue (millions)	----	----	2.14	2.46	2.60	3.0	3.3	3.7	4.1	4.3	4.6	4.4	4.6	4.8	5.0	4.7		
Income (millions)	----	----	0.11	0.10	0.09													
Nat Rev (millions)	----	----	0.19	0.24	0.25													
Rev per Cap (\$)	----	----	8.02	8.99	9.85	11.28	12.45	13.96	15.53	16.29	17.76	17.18	18.04	18.97	19.84	19.74		
Inc per Cap (\$)	----	----	0.42	0.37	0.36													

Rev as % of Retail Sales	.33	.33	.37	.41	.41	.41	.40	.40	.39	.39	.34
Market Grades			---	0	0-/D-	0-/D	-/D-	-/D	-/D	-/D	---
Manager's Market Grades			7.0	7.0	6.9	6.1	6.3	6.3	5.6	5.3	5.3
FM Base Value			---	---	---	---	---	---	---	---	---
Base Value Percentage			---	---	---	---	---	---	---	---	---
Mean Share Points per Viable Station			6.7	6.9	8.3	5.8	5.9	8.5	8.7	9.0	5.5

#1 STATIONS 12+ METRO SHARE

WJAC S80, S81, S82, S83
 WKYE-F S84, S85, S86
 WKYE-F S87
 WGLU-F All periods S88 through F91

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	--	35	--	--
By Top 50%	--	--	--	--
% of Share Points Controlled by Top 25% of Viable Stations	45	37	40	55
By Top 50%	68	57	67	81

STATION NOTES

(Major call letter and format changes)

WKYE-F WJAC until 84; BTFL until 84
 WBEM WBR until 85
 WJAC Country until 87
 WNTJ WJNL until 90; WKQS until 91; MOR/Nost until about 90
 WKQS-F WJNL-F until 90
 WIYQ-F Country until about 87
 WGLU-F AOR until about 88
 WYSN-F WZFE-F until 88

MAJOR STATION SALES

1980 WGLU-F		\$ 115,000
1984 WCRO		210,000
1985 WGLU-F		400,000
1987 WGLU-F	Sold to Diggins	451,000
1987 WJNL AF		1,100,000
1988 WCRO		132,000
1989 WBEM (windber)		187,000
1990 WJNL AF		1,350,000
1990 WCRO		80,000

KALAMAZOO

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WKFR-F	1.6	WKFR-F 1.7	WKFR-F 1.9	WKFR-F 2.2	WKFR-F 2.4	WKFR-F 2.5	WKFR-F 2.2	WKFR-F 1.9
2. WNNW-F	1.2	HEZ/WNN 1.3	HEZ/WNN 1.5	WNNW-F 1.4	WNNW-F 1.6	WNNW-F 1.4	WNNW-F 1.5	WRKR-F 1.5
3. WKZO	1.0	QSN/QLR 1.3	QSN/QLR 1.4	WQLR-F 1.3	WQLR-F 1.4	WQLR-F 1.2	WQLR-F 1.3	WNNW-F 1.35
4. WQLR-F	1.0	WKZO 1.1	WKZO 1.1	WKZO 1.1	WKZO 1.0	WKZO 0.9	WRKR-F 1.2	WQLR-F 1.3
5. WKMI	0.8	WKMI 0.7	WKMI 0.6	WKMI 0.7	WKMI 0.9	WRKR-F 0.8	WKZO 1.1	WKZO 0.9
6.						WKMI 0.7	WKMI 0.5	WKMI 0.5

Highest Metro Share: WKFR-F 28.5, S88
 Highest Metro 1/4 Hr. Avg: WKZO 73, S75
 Highest TSA 1/4 Hr. Avg: WKFR-F 120, S89
 Highest TSA Cume: WKFR-F 1373, F89
 Highest Metro Cume Rating: WKFR-F 43.4, S88

FINANCIAL DATA

	FCC Data					Duncan Estimates											
	[----- Net Dollars -----]					[----- Gross Dollars -----]											
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
Revenue (millions)	2.33	2.61	3.11	3.05	2.93	3.6	4.1	4.6	5.3	6.0	6.6	7.1	7.7	8.2	8.5	8.2	
Income (millions)	0.42	0.49	0.35	0.03	0.27												
Nat Rev (millions)	0.39	0.30	0.52	0.44	0.42												
Rev per Cap (\$)	----	9.68	11.54	11.80	10.35	17.06	19.34	21.70	24.65	27.90	30.28	32.27	34.68	37.10	37.78	36.28	
Inc per Cap (\$)	----	1.80	1.30	0.11	0.94												
Rev as % of Retail Sales						.36	.37	.38	.40	.43	.42	.46	.47	.48	.47	.45	
Market Grades									A-	A/A	A/A	-/A	-/A	-/A-	-/A-	---	
Manager's Market Grades						8.0	8.6	7.6	7.7	7.9	7.7	7.2	7.4	7.6			
FM Base Value						---	---	2.9	3.6	3.8	3.9	3.9	3.6	3.3			
Base Value Percentage						---	---	---	---	---	---	50.6	47.6	42.3	40.2		
Mean Share Points per Viable Station						7.1	7.5	11.7	10.7	10.6	11.9	11.9	9.7	8.9			

#1 STATIONS 12+ METRO SHARE

WKZO S75, S77, F78, S79, S80, F80, F81, S82, S83
 WKMI S76, S78
 WNNW-F F85
 WQLR-F F82
 WKFR-F S81, F83, S84, F84, S85, S86 and All rating periods F86 - F91

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	39	42	37	37
By Top 50%	65	70	64	66
% of Share Points Controlled by Top 25% of Viable Stations	39	37	43	38
By Top 50%	65	62	70	68

STATION NOTES

(Major call letter and format changes)

WQSN WYYY until 82; WKLZ until 84; CHR until 81; AC until 83; News during 83; Country from 84 on
 WHEZ WBUK until 85; Country until 80; Oldies until 83; Off the air until 84; Nostalgia until about 88
 WKMI CHR evolving to AC by 83; AC until 91
 WQLR-F EZ until 90

MAJOR STATION SALES

1972 WQLR-F	Sold to Fairfield	\$ 150,000
1976 WHEZ		220,000
1979 WQSN		407,000
1985 WQSN	Sold to Fairfield	175,000
1985 WHEZ		100,000
1985 WKNR/WKFR-F (Battle Creek)	Sold to Hicks	3,250,000
1985 WKMI	Sold to Hicks	1,050,000
1989 WKMI, WKFR-F	Sold to Waldron (not closed)	11,000,000 + Tax Cert.

KANSAS CITY

12+ METRO SHARE

		SPG																
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
WOAF	(C)	6.5	5.9	9.2	9.6	10.4	11.7	13.7	11.4	10.8	9.6	10.9	9.9	13.6	12.0	12.9	11.4	11.5
KYYS-F	(AOR)	5.6	8.2	6.8	9.1	11.5	10.3	8.5	7.4	7.4	5.9	6.4	9.3	9.8	8.1	4.5	6.9	8.4
KMBZ	(N/T)	13.1	12.0	15.1	15.0	12.9	9.8	7.2	7.7	3.9	4.8	4.4	7.6	6.0	5.4	4.9	5.0	5.9
KCMO	(N/T)	9.6	9.4	10.2	9.6	9.4	7.5	8.5	6.3	7.6	7.9	7.3	6.2	6.3	7.6	6.7	5.9	4.8
KCMO-F	(O)	5.5	5.3	5.4	7.8	7.9	6.9	6.3	5.0	4.3	3.9	3.3	4.5	4.7	5.0	4.6	5.0	4.0
KBEQ-F	(CHR)	8.7	8.8	7.4	8.8	7.2	5.7	6.7	8.8	8.2	7.6	7.1	7.8	9.6	7.1	8.8	6.6	5.1
WHB	(O)	10.3	6.8	6.5	6.3	5.4	8.9	9.3	5.7	4.3	4.1	3.7	2.8	2.7	2.9	2.2	1.7	1.9
KPRT	(G)	---	---	---	1.0	1.9	1.5	1.8	2.8	1.9	1.8	0.9	0.7	1.2	1.7	1.2	1.3	1.3
KPRS-F	(B)	7.0	6.5	6.5	5.3	5.1	6.5	7.5	7.5	6.0	4.7	5.4	3.6	6.1	6.0	6.2	7.6	6.8
KUDL-F	(AC)	---	---	2.2	2.9	3.4	6.7	6.8	5.5	5.6	6.3	6.2	5.9	3.2	4.0	5.0	4.4	3.6
KFKF-F	(C)	4.0	5.4	4.2	3.6	3.6	3.4	4.6	5.3	6.1	6.5	5.6	7.7	6.8	8.5	8.5	8.5	10.9
KJLA	(OFF)	---	2.7	---	1.3	3.5	3.0	2.4	4.1	4.7	4.0	3.7	2.7	2.7	3.0	2.1	1.0	1.6
KLTH-F	(SAC)	NA	NA	NA	9.6	9.4	7.5	8.5	5.8	6.0	8.6	8.1	7.6	7.2	5.8	6.0	5.1	4.6
KMXV-F	(AC)	---	---	---	---	---	---	---	2.9	7.4	6.7	5.6	5.3	3.6	4.5	4.4	3.6	3.6
KRVK-F	(AC/AOR)	---	---	---	---	---	---	---	0.6	2.5	3.0	4.1	2.8	1.6	1.6	2.1	3.7	3.6
KCFX-F	(CL AOR)	---	---	---	---	---	---	---	---	---	1.4	2.4	5.0	4.2	4.6	3.8	4.8	4.5
KXXR-F	(CHR)	---	---	---	---	---	---	1.6	2.8	4.7	2.9	2.1	1.1	0.9	3.6	5.8	4.5	3.3
KXTR-F	(CL)	---	---	---	---	---	---	---	---	---	---	---	1.3	1.8	1.5	1.9	2.6	2.6
KNHN	(N/T)	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	0.4	1.2

BASED ON AVERAGE OF SPRING AND FALL BOOKS

12+ CUME RATINGS

		79	80	81	82	83	84	85	86	87	88	89	90	91
WDAF		20.4	24.4	23.5	25.9	22.4	17.2	21.0	17.6	23.5	21.5	24.1	21.5	21.8
KYYS-F		18.2	20.9	20.3	19.1	15.2	14.9	17.1	17.9	17.9	18.5	13.4	15.0	18.4
KMBZ		29.6	23.8	22.1	21.0	11.6	12.4	11.6	20.2	17.8	18.1	18.5	15.4	18.5
KCMO		19.6	18.1	17.4	15.9	23.4	18.7	19.6	12.7	12.9	13.6	14.7	14.9	13.2
KCMO-F		13.6	14.4	13.5	9.9	13.6	9.2	8.5	11.9	15.8	15.8	15.1	12.0	11.9
KBEQ-F		18.0	15.0	16.5	20.4	22.8	23.8	23.1	20.0	23.5	23.6	21.2	22.2	18.7
WHB		17.7	20.3	23.6	20.8	16.8	12.3	12.0	9.3	7.4	8.7	10.1	5.4	7.2
KPRT		---	---	---	4.1	3.9	3.7	3.2	2.0	2.3	3.3	3.0	3.2	2.8
KPRS-F		9.2	---	9.9	9.5	8.7	9.4	10.6	7.5	9.1	8.8	10.3	11.9	10.5
KUDL-F		8.2	---	16.5	18.0	16.0	17.5	15.1	16.2	10.1	9.1	12.1	14.6	13.5
KFKF-F		8.6	9.7	10.0	13.1	14.7	14.9	13.2	15.0	16.3	17.5	15.6	16.4	20.3
KJLA		10.7	10.8	---	8.2	8.2	9.5	8.1	5.2	6.5	6.5	4.8	4.7	---
KLTH-F		---	17.2	17.0	14.0	12.6	16.3	16.3	15.1	15.5	11.4	11.9	11.3	12.4
KMXV-F		---	---	---	1.3	16.5	12.4	14.2	13.2	11.4	11.6	10.4	10.0	10.6
KRVK-F		---	---	---	---	10.4	10.1	14.9	10.4	6.2	4.0	4.7	12.6	13.7
KCFX-F		---	---	---	---	---	6.9	7.2	11.4	11.5	12.7	11.7	10.1	12.7
KXXR-F		---	---	---	3.9	11.8	10.3	8.1	2.3	3.4	4.2	14.0	12.5	12.0
KXTR-F		---	---	---	---	---	---	---	---	5.6	3.9	5.1	5.8	7.0
KNHN		---	---	---	---	---	---	---	---	---	---	---	---	5.2

		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
--	--	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----

APR (%)		15.4	14.6	15.2	15.5	15.2	15.7	16.0	17.4	17.1	17.0	17.5	15.1	17.4	17.1	17.2	17.4	16.7
FM Share (%)		44.35	48.83	45.17	49.27	51.34	52.35	54.46	55.12	59.72	64.89	63.49	66.05	63.7	62.6	62.0	67.4	67.6
Total Stations				22	20	22	20	22	21	25	25	26	22	23	22	21	25	24
Viable Stations										17	17	16	16	16.5	16.5	17	16.5	16.5
Diaries							1546	1256	1435	1377	1343	1676	1423	1657	1359	1476	1746	1491
% Not Listed														5.1	6.8	5.6	6.3	7.8

FORMAT SHARES (%)

		77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
CHR/AOR		24	30	28	38	35	21	29	CHR	15	12	12	10	15	14	14	9
									AOR/CLS	10	12	15	16	15	17	15	20
MOR/AC		29	28	25	16	9	15	MOR/FS	5	---	1	---	---	7	7	6	---
								AC/OLDIES	12	18	17	17	12	13	12	17	14
COUNTRY		18	15	15	20	20	27	19		20	21	17	22	23	24	20	24
BTFL/EZ/SAC		17	17	18	16	9	15	11		10	9	8	8	6	6	5	5
NEWS/TALK		3	---	---	---	7	8	10		10	9	8	13	6	6	6	14
BLACK/URBAN		8	7	11	9	10	11	8		5	6	9	12	6	6	8	7
NOSTALGIA		---	---	---	---	---	4	5		5	4	2	3	3	2	2	---
HISPANIC		---	---	---	---	---	---	---		---	---	---	---	---	---	---	---
RELIG/GOSPEL		1	1	2	1	1	2	2		2	4	3	3	4	3	5	3
CLASSICAL		1	1	1	1	1	1	1		2	2	1	2	1	2	2	3
JAZZ/NAC		---	---	---	---	---	---	---		---	---	---	---	1	1	---	---

KANSAS CITY

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WDAF	4.6	WDAF 6.0	WDAF 6.0	WDAF 5.0	WDAF 5.3	WDAF 5.0	WDAF 5.2	KFKF-F 5.1
2. KCMO	3.7	WHB/UDL 5.2	MBZ/MBR 5.8	KYYS-F 4.3	KYYS-F 4.8	KFKF-F 4.6	KFKF-F 5.0	WDAF 4.9
3. KLSI-F	3.4	MBZ/MBR 4.5	WHB/UDL 5.6	KBEQ-F 4.1	KBEQ-F 4.5	WHB/UDL 4.3	WHB/UDL 4.3	KYYS-F 4.7
4. KBEQ-F	3.3	KLSI-F 3.7	KBEQ-F 3.7	KUDL-F 3.6	KFKF-F 4.4	KCMO 4.2	KBEQ-F 4.2	KCFX-F 3.4
5. KMBR-F	2.9	KBEQ-F 3.6	KYYS-F 3.6	KFKF-F 3.4	KCMO 4.1	KBEQ-F 4.1	KYYS-F 4.0	KMBZ 3.3
6. KUDL-F	2.7	KCMO 3.2	KCMO 3.4	KMBZ 3.2	WHB/UDL 4.0	KYYS-F 3.6	KCMO 3.6	KCMO 3.1
7. KYYS-F	2.1	KFKF-F 3.0	KFKF-F 3.4	KCMO 3.2	KMBZ 3.2	KLSI-F 3.0	KMBZ 2.8	WHB/UDL 2.9
8.			KLSI-F 3.0	KLSI-F 2.7	KLSI-F 2.8	KLSI-F 3.0	KLSI-F 2.7	KMBZ 2.8
9.				KMBR-F 2.2	KCFX-F 2.8	KXXR-F 2.3	KPRS-F 2.1	KMXV-F 2.5
10.				KCPW-F 1.7	KCPW-F 2.4	KCFX-F 2.2	KXXR-F 1.8	KRVK-F 1.9

Highest Metro Share: KMBZ 18.6, S78
 Highest Metro 1/4 Hr. Avg: WDAF 341, S89
 Highest TSA 1/4 Hr. Avg: WDAF 591, S81
 Highest TSA Cume: WDAF 7025, S81
 Highest Metro Cume Rating: KCMO 29.9, F78

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	13.44	12.96	17.57	19.05	20.56	26.7	28.9	31.3	34.1	37.1	38.4	38.0	43.0	42.1	42.9	40.8
Income (millions)	1.00	1.01	2.69	2.28	0.14											
Nat Rev (millions)	2.78	2.50	4.87	5.48	6.53											
Rev per Cap (\$)	----	9.88	13.54	14.28	15.40	18.54	19.93	21.44	23.20	25.07	25.10	24.68	27.39	26.48	26.81	25.50
Inc per Cap (\$)	----	0.77	2.07	1.71	0.11											

	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Rev as % of Retail Sales						.36	.36	.36	.35	.36	.36	.35	.38	.36	.34	.32
Market Grades								---	B	C+/D+	D+/D	D/D+	D/C	D-/D	O-/D	---
Manager's Market Grades						6.9	7.4	7.0	5.9	5.1	5.5	5.2	5.3	5.2	5.3	5.2
FM Base Value						---	---	5.0	4.7	5.0	5.3	5.8	5.0	3.4		
Base Value Percentage						---	---	---	---	---	---	12.3	13.8	11.7	8.3	
Mean Share Points per Viable Station								5.6	5.5	5.9	5.9	5.7	5.6	5.6	5.6	5.6

#1 STATIONS 12+ METRO SHARE

KMBZ S75, S76, F76, S77, F77, S78, F78, S79, S86
 KYYS-F F79
 KMBR-F S84
 WDAF S80, F80, S81, F81, S82, F82, S83, F83, F84, S85, F85, and All periods F86 through F91
 KFKF-F S91

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	44	45	45	45
By Top 50%	76	79	75	76
% of Share Points Controlled by Top 25% of Viable Stations	43	33	38	41
By Top 50%	71	66	63	64

STATION NOTES

(Major call letter and format changes)

MAJOR STATION SALES

1970	KBEA, KBEQ-F	\$ 750,000
1972	KBEA, KBEQ-F	Sold to Wodlinger 950,000
1975	KJLA	750,000
1976	KXTR-F	400,000
1977	KBEQ-F	From Wodlinger to Mariner 5,100,000
1978	KCNW	From Starr to Universal 336,000
1978	KJLA	850,000
1981	KFKF, KFKF-F	From Kay-Smith to Allbritton 2,700,000
1982	KLSI-F	From Swaggert to Sandusky Nwsp 3,100,000
1982	KCXL, KKCI-F	From Southwest to Golden East 2,350,000
1982	KCLO, KZCZ-F	From Anderson to Wodlinger 1,700,000 (Leavenworth)
1982	KBEQ-F	From Mariner to Capitol (Goodmon) 5,250,000
1983	KFKF AF	From Allbritton to Scornix 4,000,000
1984	KCMO, KBKC-F	From Fairbanks to Summit 11,200,000
1985	WHB	From Storz to Shamrock 3,500,000
1985	KKCI-F (Liberty)	Sold to Transcom 4,200,000
1987	KBEA, KXTR-F	Sold to Silver Star 5,750,000 (cancelled)
1987	KBEQ-F	From Capitol (Goodmon) to Noble 9,250,000
1987	KXXR-F	From TransColumbia to Olympic 4,000,000
1987	KCWV AF	Sold to Ragan Henry 8,700,000 + Tax Cert.
1987	KCNW	From Universal to Marsh 1,500,000
1989	KCCV	From Bott to Ragan Henry 700,000
1989	KCWV-F	Sold to Journal Co. 6,000,000
1989	KFKF	Sold by Scornix 500,000
1990	KLSI-F	From Sandusky to Apollo 8,250,000
1990	KJLA	(not closed) 200,000
1991	KJLA	75,000
1991	KXXR-F	From Olympia to Ardman 2,600,000
1991	KNHN	72,000

KMBZ MOR until 81; Country until 82; MOR until 84
 KJLA KAYQ until 79; Country until about 79; Contemp until 81
 KFKF-F KCKN-F until 80
 KCMO-F KCEZ until 84; KCMO until 85; BTFL until 83; Country until 85; KBKC-F until 86; KCPW-F until 89; Country until 86; CHR/Urban until 88; CHR until 89
 KKCI-F KKCI until 85; AOR until 85; Black until 86; KCMG until 86; AC beginning in late 85
 WHB AC until about 88
 KRVK-F KZCZ-F until 87; KCWV-F until 89; CHR until 86; Oldies until 87; Jazz/NAC until 89
 KXXR-F KKCI-F & AOR until 86; KLTY-F & SAC until 88
 KLTH-F KMBR-F until 91
 KMXV-F KLSI-F until 91

KNOXVILLE

HIGHEST BILLING STATIONS

	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>
1. WIVK-F	2.5	WIVK-F 3.7	WIVK AF 4.6	WIVK AF 4.6	WIVK AF 5.2	WIVK AF 5.5	WIVK AF 6.2	WIVK AF 7.0
2. WIMZ-F	1.5	WIMZ AF 2.8	WIMZ AF 2.8	WIMZ AF 3.0	WIMZ-F 3.2	WMYU-F 3.6	WMYU-F 3.5	WMYU-F 3.1
3. WOKI-F	1.2	WEZK-F 1.2	WMYU-F 1.6	WMYU-F 2.8	WMYU-F 3.0	WIMZ AF 3.0	WIMZ AF 1.9	WEZK-F 1.6
4. WEZK-F	1.1	WOKI-F 1.1	WEZK-F 1.2	WEZK-F 1.2	WEZK-F 1.2	WOKI-F 1.0	WEZK-F 1.5	WIMZ AF 1.5
5. WMYU-F	1.0	WMYU-F 1.0	WOKI-F 0.9		WOKI-F 0.7	WEZK-F 1.0	WOKI-F 1.1	WOKI-F 1.0
6.					WTNZ-F 0.3			

Highest Metro Share: WIVK AF 38.8, F90
 Highest Metro 1/4 Hr. Avg: WIVK AF 334, F89
 Highest TSA 1/4 Hr. Avg: WIVK AF 565, S87
 Highest TSA Cume: WIVK AF 4877, F90
 Highest Metro Cume Rating: WIVK AF 55.0, F90

FINANCIAL DATA

	<u>FCC Data</u>					<u>Duncan Estimates</u>										
	[----- Net Dollars -----]					[----- Gross Dollars -----]										
	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>
Revenue (millions)	4.50	4.98	6.28	6.04	7.41	8.4	8.8	9.4	9.9	11.0	11.9	12.7	13.7	14.3	14.6	13.8
Income (millions)	0.16	0.27	0.29	0.23	-0.10											
Nat Rev (millions)	0.83	1.16	1.15	1.27	1.47											
Rev per Cap (\$)	----	11.04	13.92	13.02	15.19	14.56	15.07	15.99	16.75	18.48	19.87	21.10	22.61	23.44	23.86	22.59
Inc per Cap (\$)	----	0.60	0.65	0.50	-0.21											
Rev as % of Retail Sales						.26	.23	.22	.23	.26	.27	.28	.29	.31	.30	.28
Market Grades								---	C+	B-/C+	B-/C+	B/B-	B/B	B-/B	B+/C+	---
Manager's Market Grades									7.5	7.7	7.5	7.6	7.3	7.5	7.3	6.5
FM Base Value									---	2.6	3.9	4.0	5.1	5.1	4.5	4.0
Base Value Percentage									---	---	---	---	---	37.2	35.7	30.8
Mean Share Points per Viable Station									6.5	7.5	9.1	9.3	10.9	14.4	18.0	16.4

#1 STATIONS 12+ METRO SHARE

		<u>87</u>	<u>88</u>	<u>90</u>	<u>91</u>
WRJZ	S77, S78(T)				
WEZK-F	S78(T), S79, S80				
WIVK-F	All other rating periods				
	% of Revenue Controlled by Top 25% of Viable Stations	58	52	52	62
	By Top 50%	87	85	77	85
	% of Share Points Controlled by Top 25% of Viable Stations	53	42	42	43
	By Top 50%	78	72	63	61

STATION NOTES

(Major call letter and format changes)

MAJOR STATION SALES

1971	WRJZ	From Nationwide to Hall	\$ 700,000	WIMZ	WBIR until 80; MOR until 81; WHEL & MOR until 82;
1975	WKGN	Sold to Mooney	600,000	WRJZ	WEET until 77; Contemp until 81; Country until 83; Oldies until 84
1976	WITA		290,000	WIMZ-F	WBIR-F until 80; Country until 79
1976	WRJZ	Sold to Basic Media	800,000	WNOX	Cotemp until 82; WNOX is now WUTK and is owned by the University of Tennessee. Its format is News
1978	WKGN		718,000	WEZK-F	E2 until about 90
1979	WBMK		150,000		
1979	WIMZ, WIMZ-F	From Multimedia to Stoner	NA		
1980	WITA		410,000		
1981	WKGN		300,000		
1982	WNOX	From Scripps-Howard to M Sanders	1,200,000		
1983	WITA		675,000		
1984	WKGN		475,000		
1984	WRJZ		905,000		
1984	WSEV, WMYU-F	(cancelled)	2,700,000		
1984	WNOX, WNKX-F	From Sanders to ELF	2,100,000		
1985	WSEV, WMYU-F	Sold to Republic	3,400,000		
1986	WNOX, WNKX-F	From ELF to REBS	3,000,000		
1986	WMYU-F	From Republic to Jacor	5,200,000		
1986	WBMK		215,000		
1986	WRJZ	Sold by Salem	300,000 plus liabilities		
1988	WBZW (Powell)		225,000		
1988	WTNZ-F (Clinton)		800,000		
1988	WNOK	From REBS to Dick	450,000		
1988	WIVK AM	Donated by Dick	-----		
1988	WKGN		150,000		
1989	WHYU-F	CANCELLED	12,000,000		
1989	WINZ (Clinton)		400,000		
1989	WHYU-F	From Jacor to Dalton	11,200,000 (cancelled)		
1989	WHRE		135,000		
1991	WKGN		50,000		
1991	WKNF-F (Oak Ridge)		950,000		

LAFAYETTE, LA

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. KTDY-F	1.9	KTDY-F 1.7	NA	KSMB-F 1.7	KSMB-F 1.7	KSMB-F 1.7	KSMB-F 1.7	KSMB-F 1.75
2. KSMB-F	1.0	KSMB-F 1.3		KTDY-F 0.9	KTDY-F 1.0	KTDY-F 0.9	KTDY-F 1.1	KTDY-F 1.2
3. KXKW	0.9	KXKW 1.0			KFXZ-F 0.5	KFXZ-F 0.6	KFXZ-F 0.7	KMDL-F 0.95
4. KPEL	0.8	KPEL 0.9					KDEA-F 0.6	KFXZ-F 0.65
5. KJCB	0.7	KDEA-F 0.6					KMDL-F 0.5	KDEA-F 0.64
6.		KJCB 0.6						

Highest Metro Share: KVOL 33.1, S75
 Highest Metro 1/4 Hr. Avg: KSMB-F 80, S87
 Highest TSA 1/4 Hr. Avg: KSMB-F 176, S88
 Highest TSA Cume: KSMB-F 1879, S88
 Highest Metro Cume Rating: KVOL 49.7, S80

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	Net Dollars					Gross Dollars										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	1.05	1.54	2.04	2.48	3.84	4.6	5.3	5.7	6.5	7.4	6.6	6.3	6.4	6.6	6.8	6.8
Income (millions)	0.14	0.29	0.33	0.42	0.65											
Nat Rev (millions)	0.24	0.33	0.37	0.62	0.84											
Rev per Cap (\$)	---	11.36	14.77	16.88	24.68	23.47	25.98	26.63	30.23	33.48	30.14	28.77	30.05	31.28	32.69	32.69
Inc per Cap (\$)	---	2.18	2.36	2.87	4.18											
Rev as % of Retail Sales						.52	.48	.47	.48	.49	.47	.44	.43	.45	.42	.41
Market Grades						---	B	B-/A+	C-/C+	-/C-	-/C-	-/C-	-/C-	-/B	---	---
Manager's Market Grades						7.5	8.7	8.4	6.9	7.3	6.1	6.2	6.8	6.8		
FM Base Value						---	---	---	---	---	---	---	---	---	---	---
Base Value Percentage						---	---	---	---	---	---	---	---	---	---	---
Mean Share Points per Viable Station						7.9	4.6	4.8	5.7	7.8	9.2	9.6	9.3	8.2		

#1 STATIONS 12+ METRO SHARE

KVOL S75, S76, S79, S80, S81
 KTDY-F S77, S78, S84
 KJCB S82, S83
 KSMB-F S85, S86
 KSMB-F All periods S87-F91

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	--	41	40	44
By Top 50%	--	--	58	69
% of Share Points Controlled by Top 25% of Viable Stations	58	47	44	40
By Top 50%	80	71	67	68

STATION NOTES

(Major call letter and format changes)

KTDY-F KPEL-F until 76; Reclassified as AC in 87
 KROF Simulcast with KASC until 81; CHR changing to AC by 82; Became Black around 84 until about 88
 KROF-F KROF-F until 81; CHR until 81; KASC-F until 87
 KPEL MOR until 84
 KACY KXKW & Country until 90; KINF & Talk until 91
 KZMZ-F Was KTIZ out of Alexandria. No longer shows in Lafayette
 KVOL KVOL until 87; KRKR until 89; AOR for awhile around 88

MAJOR STATION SALES

1974 KDEA-F	\$ 123,000
1976 KPEL, KTDY-F	1,025,000
1987 KXKW, KSMB-F	6,400,000
1988 KPEL, KTDY	3,500,000
1988 KRVR	150,000
1989 KNIR, KDEA-F (New Iberia)	2,450,000 (cancelled)
1989 KRKR	150,000
1990 KFXZ-F (Maurice) Sold to Vetter	1,200,000

LAKELAND

12+ METRO SHARE

		SPG																	
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
WPCV-F	(C)	6.4	7.5	8.0	8.5	8.6	8.6	12.8	12.9	13.7	12.8	13.4	12.4	11.7	13.8	14.1	16.4	19.2	
WEZY-F	(EZ)	12.5	13.4	15.4	11.8	12.4	12.8	9.6	9.9	13.5	11.2	13.2	12.2	13.8	11.9	13.8	9.6	10.5	
WWAB	(B)	7.1	7.8	3.0	4.9	3.2	3.9	1.2	7.9	5.1	5.9	5.9	2.9	3.3	---	0.9	0.6	0.6	
WGTO	(D)	4.1	2.0	3.3	10.4	8.9	9.4	12.8	7.2	5.1	5.0	4.0	2.9	0.6	---	---	0.6	0.5	
WDNN	(BB)	---	5.3	5.2	6.0	5.7	3.9	4.3	2.5	2.4	1.6	3.2	2.7	2.3	2.2	2.0	2.6	2.5	
WLKF	(T)	---	---	---	---	---	---	---	---	---	---	---	---	0.4	0.6	1.1	1.4	1.8	
WRBQ-F	(CHR)	8.8	9.5	11.5	14.8	12.1	6.5	8.2	10.6	8.8	9.4	8.4	10.5	11.5	9.7	7.0	3.5	2.1	
WFLZ-F	(CHR)	4.1	5.9	7.1	4.7	6.3	3.9	4.6	2.3	4.9	6.4	5.0	5.0	3.8	7.9	7.1	11.5	8.0	
WYNF-F	(AOR)	---	---	---	---	---	---	4.9	6.3	7.9	9.8	7.5	7.4	8.0	9.8	6.7	8.0	6.7	6.2
WQYK-F	(C)	---	---	---	---	0.6	2.3	1.2	3.8	3.5	2.3	2.7	1.2	0.8	2.6	3.6	4.3	3.3	
WSUN	(C)	3.7	5.6	5.8	2.7	2.0	2.3	2.9	2.9	2.4	0.5	2.1	0.4	0.8	2.0	0.7	0.6	0.7	
WMGF-F	(SAC)	---	---	3.0	2.2	8.3	7.0	1.2	1.6	2.2	2.5	2.3	0.4	0.4	0.4	0.5	0.6	0.7	
WXXL-F	(CHR)	---	---	---	---	---	---	---	---	1.6	5.2	6.9	6.4	9.0	7.1	4.8	1.9	1.8	
WJHM-F	(B)	---	---	---	---	---	---	---	---	---	---	---	---	---	4.0	3.2	2.6	2.1	

BASED ON AVERAGE OF SPRING AND FALL BOOKS AS OF 1990

12+ CUME RATINGS

		79	80	81	82	83	84	85	86	87	88	89	90	91
WPCV-F		17.5	13.4	20.9	25.1	25.2	22.7	22.8	21.6	21.5	19.5	25.0	22.5	28.0
WEZY-F		18.2	15.4	15.1	17.2	18.7	18.4	17.8	16.5	16.7	14.8	18.4	19.0	16.8
WWAB		---	---	---	8.7	---	8.1	7.7	5.5	3.7	---	4.5	---	3.6
WGTO		13.6	---	---	6.4	14.2	10.6	8.9	7.3	2.9	---	---	1.2	2.3
WONN		16.2	10.9	12.0	7.2	8.0	5.9	7.6	7.4	4.4	5.9	3.5	5.1	3.8
WLKF		---	---	---	---	---	---	---	---	2.5	2.5	3.2	3.8	3.6
WRBQ-F		27.1	20.5	20.3	22.0	22.8	23.9	22.0	23.0	20.6	19.0	21.1	13.4	11.6
WFLZ-F		12.1	9.2	9.7	7.2	7.9	8.7	11.0	11.5	7.9	11.2	14.7	22.9	22.2
WYNF-F		---	10.4	15.3	16.2	15.2	15.7	14.0	15.9	13.9	12.3	14.5	14.0	13.6
WQYK-F		---	---	6.0	9.1	8.9	6.2	---	5.4	4.7	5.1	6.8	5.8	7.3
WSUN		9.3	6.9	9.2	7.8	8.2	5.2	4.6	3.3	2.6	4.0	2.2	2.1	2.2
WMGF-F		11.4	10.8	---	3.5	6.7	---	5.7	2.1	2.3	2.0	1.8	---	3.1
WXXL-F		---	---	---	---	5.7	11.7	11.2	14.2	18.9	17.4	15.0	6.9	7.6
WJHM-F		---	---	---	---	---	---	---	---	---	6.0	8.8	6.1	7.0

		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
APR (%)		14.6	16.7	16.3	15.7	14.9	16.4	15.3	15.8	17.6	18.9	15.8	16.9	15.4	15.5	16.8	16.4	16.4
FM Share (%)		43.98	47.32	58.04	55.35	64.10	68.44	59.65	64.48	74.83	78.85	77.31	85.48	85.8	88.7	93.7	90.8	89.0
Total Stations				24	23	22	18	22	28	23	21	20	24	25	22	25	29	34
Viable Stations										7	7	7	6	5	3	2.5	2.5	3
Diaries							505	560	828	597	620	737	725	733	713	688	891	764
% Not Listed														16.1	15.6	17.5	16.8	16.4

FORMAT SHARES (%)

		77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
CHR/AOR		27	30	23	33	21	29	27	CHR AOR/CLS	21	21	23	30	25	18	10	18
MOR/AC		14	13	8	7	10	2	MOR/FS AC/OLDIES	4	1	---	1	---	---	---	---	---
COUNTRY		24	29	27	29	37	32		37	27	28	23	20	25	24	24	28
BTFLEZ/SAC		31	22	26	26	21	17		16	15	17	16	18	16	19	13	15
NEWS/TALK		---	---	---	---	---	---	---	---	---	---	---	---	1	1	2	3
BLACK/URBAN		4	6	14	5	10	13		9	9	9	4	4	5	5	5	4
NOSTALGIA		---	---	---	---	---	5		4	2	6	4	4	4	2	3	4
HISPANIC		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
RELIG/GOSPEL		---	---	---	---	1	1	---	---	---	---	---	---	---	---	---	---
CLASSICAL		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
JAZZ/NAC		---	---	---	---	---	---	---	---	---	---	---	---	---	3	2	2

LAKELAND

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1.	NA	WVFM-F 1.6	WPCV-F 1.9	WPCV-F 2.2	WPCV-F 2.4	WPCV-F 2.9	WPCV-F 2.9	WPCV-F 3.0
2.		WPCV-F 1.5	WVFM-F 1.8	WVFM-F 1.9	WEZY-F 2.0	WEZY-F 1.8	WEZY-F 1.6	WEZY-F 1.5
3.		WGTO 0.6						

Highest Metro Share: WPCV-F 21.2, F91
 Highest Metro 1/4 Hr. Avg: WPCV-F 116, F91
 Highest TSA 1/4 Hr. Avg: WPCV-F 131, F91
 Highest TSA Cume: WPCV-F 1280, F91
 Highest Metro Cume Rating: WPCV-F 31.6, F91

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	1.60	1.61	2.84	3.05	3.30	3.9	4.4	4.8	5.3	5.5	5.7	5.9	6.5	6.8	6.8	6.3
Income (millions)	-0.29	-0.39	-0.43	-0.53	-0.48											
Nat Rev (millions)	0.31	0.31	0.52	0.50	0.46											
Rev per Cap (\$)	----	5.49	10.11	9.78	9.76	12.38	12.98	13.68	14.84	15.10	15.24	15.09	16.17	16.58	16.27	15.10
Inc per Cap (\$)	----	-1.33	-1.52	-1.71	-1.42											

Rev as % of Retail Sales	.26	.28	.28	.28	.26	.28	.27	.27	.27	.25	.22
Market Grades	---	D	D-/D+	D/D+	D/C-	D/C	D/C	D/C	C-/C+	---	---
Manager's Market Grades	6.0	5.5	5.4	4.9	4.8	4.8	4.8	5.8	5.4		
FM Base Value	---	---	---	---	---	---	---	---	---		
Base Value Percentage	---	---	---	---	---	---	---	---	---		
Mean Share Points per Viable Station	5.4	4.4	4.9	4.3	5.2	10.3	12.9	12.3	11.8		

#1 STATIONS 12+ METRO SHARE

WVFM-F S75, S76, S77, S79, S87	% of Revenue Controlled by Top 25% of Viable Stations	46	--	--	--
WRBQ-F S78	By Top 50%	--	--	--	--
WGTO S81(T)	% of Share Points Controlled by Top 25% of Viable Stations	50	--	--	--
WPCV-F S81(T), S82, S83, S84, S85, S86 and all periods S88-F91	By Top 50%	78	--	--	--

STATION NOTES

(Major call letter and format changes)

WONN MOR until about 80
 WEZY-F WVFM-F until 88
 Other stations -- See Tampa or Orlando

MAJOR STATION SALES

1971	WONN	Sold to Joe Garagiola	\$ 627,600
1973	WWAB		230,000
1973	WPCV-F (Winter Haven)	Sold to Joe Garagiola	225,000
1977	WONN, WPCV-F	Sold by Joe Garagiola	1,100,000
1979	WLKF		690,000
1981	WONN, WPCV-F	Sold to Hall	2,000,000
1983	WVFM-F	Sold to Root	3,100,000
1984	WLKF	From Kelly to Root	470,000
1984	WSIR		466,000
1986	WGTO	Sold by Hubbard	1,535,000
1987	WSIR (Winter Haven)		250,000
1988	WGTO (Cypress Gardens)		1,500,000
1990	WSIR		230,000

LANCASTER

HIGHEST BILLING STATIONS

	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>
1. WLAN-F	1.3	WLAN-F 1.4	WLAN-F 1.5	WLAN-F 1.6	WLAN-F 2.0	WLAN-F 2.2	WLAN-F 2.3	WIOV-F 2.0
2. WIOV-F	1.1	WNCE-F 1.1	WNCE-F 1.2	WNCE-F 1.4	WNCE-F 1.6	WNCE-F 1.8	WNCE-F 1.9	WNCE-F 1.8
3. WNCE-F	1.0	WIOV-F 1.0	WIOV-F 1.1	WDAC-F 1.2	WDAC-F 1.3	WDAC-F 1.5	WIOV-F 1.7	WLAN-F 1.7
4.		WDAC-F 0.8	WDAC-F 1.0	WIOV-F 1.1	WIOV-F 1.2	WIOV-F 1.5	WDAC-F 1.5	WDAC-F 1.5

Highest Metro Share: WNCE-F 16.4, F85
 Highest Metro 1/4 Hr. Avg: WNCE-F 92, F85
 Highest TSA 1/4 Hr. Avg: WRKZ-F 181, F84
 Highest TSA Cume: WQXA-F 1959, F83
 Highest Metro Cume Rating: WLAN-F 32.8, S82

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	1.50	1.58	2.61	2.66	3.16	3.5	4.8	4.2	4.6	4.9	5.3	5.8	6.3	6.7	6.9	6.9
Income (millions)	0.14	0.12	0.19	0.28	-0.29											
Nat Rev (millions)	0.38	0.32	0.54	0.82	0.89											
Rev per Cap (\$)	----	4.50	7.36	7.50	8.56	9.62	10.24	11.14	12.01	12.66	13.62	14.68	15.48	16.10	16.43	15.14
Inc per Cap (\$)	----	0.35	0.54	0.80	-0.78											

Rev as % of Retail Sales	.22	.22	.23	.22	.22	.22	.22	.22	.22	.20	.19	.19				
Market Grades				C+	C/C	C+/C+	B-/B+	B/A-	B-/B+	B+/B+	---	---				
Manager's Market Grades	8.0	7.0	7.2	7.8	8.4	7.4	8.1	7.0	7.3							
FM Base Value	---	---	1.8	3.5	3.7	3.9	3.9	3.4	2.9							
Base Value Percentage	---	---	---	---	---	61.9	58.2	49.3	43.9							
Mean Share Points per Viable Station	6.1	6.0	5.7	6.5	8.6	9.2	9.7	9.4	7.7							

#1 STATIONS 12+ METRO SHARE

		<u>87</u>	<u>88</u>	<u>90</u>	<u>91</u>
WIOV-F S75, S76(T), S77, S78, S79, S83, S84, S91	% of Revenue Controlled by Top 25% of Viable Stations	33	40	36	42
WARM-F S76(T), F91	By Top 50%	62	67	64	66
WNCE-F S76(T), S80, F82, F83, S85, F85, S86, F86, S87, S88, S90, F90	% of Share Points Controlled by Top 25% of Viable Stations	39	34	36	42
WLAN-F F80, S81, F81, S82, F87, F88, S89, F89	By Top 50%	68	62	63	69
WRKZ-F F84					

STATION NOTES

(Major call letter and format changes)

WNCE-F WGAL-F until 81
 WLPA WGAL until 77; WDDL until 79; MOR until 82; Nostalgia until about 89
 WLAN-F BTFL until 79
 WLAN Contemp evolving to AC by 82 and MOR by 85; MOR until 87; Nost/Jazz until about 89
 Other stations -- see Harrisburg or York

MAJOR STATION SALES

1976 WLPA, WNCE-F	From Steinman to Hall	\$ 850,000
1979 WDAC-F		696,000
1984 WGSA, WIOV-F	Sold to Brill	2,000,000
1984 WGSA	Sold by Brill	250,000

LANSING

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WVIC-F	1.9	WVIC-F 2.4	WVIC-F 3.1	WVIC-F 3.2	WVIC-F 3.0	WVIC-F 3.1	WITL-F 3.4	WITL AF 3.1
2. WITL-F	1.9	WITL AF 2.0	WITL-F 2.1	WITL-F 2.3	WITL-F 2.3	WITL-F 2.6	WVIC-F 3.1	WVIC AF 2.5
3. WFMK-F	1.5	WFMK-F 1.8	WFMK-F 2.0	WFMK-F 2.0	WFMK-F 1.4	WFMK-F 1.7	WFMK-F 2.2	WFMK-F 1.7
4. WJXQ-F	1.1	WJXQ-F 1.0	WIBM-F 1.3	WIBM-F 1.1	WIBM-F 1.2	WIBM-F 1.1	WIBM-F 0.9	WJXQ-F 0.9
5. WILS-F	0.8	WIBM-F 1.0	WMMQ-F 1.0	WMMQ-F 0.9	WJIM AF 0.9	WJIM-F 0.8	WJIM-F 0.7	WIBM-F 0.87
6.		WJIM AF 0.9	WJIM AF 0.9	WJIM AF 0.8		WMMQ-F 0.6	WMMQ-F 0.6	WJIM AF 0.82
7.			WJXQ-F 0.8	WILS AF 0.6		WJXQ-F 0.6	WMMQ-F 0.5	WMMQ-F 0.5
8.								WGOR-F 0.4
9.								WLYY-F 0.3

Highest Metro Share: WVIC AF 27.1, S87
 Highest Metro 1/4 Hr. Avg: WVIC AF 161, S87
 Highest TSA 1/4 Hr. Avg: WVIC AF 201, S87
 Highest TSA Cume: WVIC AF 2209, S87
 Highest Metro Cume Rating: WVIC AF 48.0, S87

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	[----- Net Dollars -----]					[----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	3.00	2.65	4.89	5.13	4.48	6.2	7.0	8.4	9.4	10.5	12.5	12.0	11.5	12.1	13.0	11.4
Income (millions)	0.50	0.55	0.90	0.97	0.64											
Nat Rev (millions)	0.61	0.56	0.83	0.79	0.82											
Rev per Cap (\$)	----	NM	10.62	10.99	9.43	14.97	16.75	19.95	22.11	24.65	29.07	27.59	26.26	27.82	29.82	26.09
Inc per Cap (\$)	----	NA	1.95	2.07	1.36											
Rev as % of Retail Sales						.41	.42	.48	.48	.46	.45	.42	.38	.37	.37	.33
Market Grades						---	C-	A-/B	B/A+	A/B-	B/C	B/B-	B/A-	---	---	---
Manager's Market Grades						7.1	7.7	7.1	7.4	7.0	6.5	6.7	7.0	5.8		
FM Base Value						---	---	1.7	2.6	2.7	2.7	2.8	2.7	2.1		
Base Value Percentage						---	---	---	---	---	23.5	23.1	20.8	18.4		
Mean Share Points per Viable Station						5.9	7.0	7.6	7.0	8.4	7.8	8.1	8.1	7.1		

#1 STATIONS 12+ METRO SHARE

WFMK-F F79, S80, F81, F82, S83
 WILS-F S80
 WITL-F S81, S89, F90, S91, F91
 WJXQ-F S82
 WVIC-F S75, S76, S77, S78, F78, S79, F86, S87, F87, S88, F88, F89, S90
 And all other periods

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	53	52	57	56
By Top 50%	78	76	76	80
% of Share Points Controlled by Top 25% of Viable Stations	50	48	47	51
By Top 50%	68	73	69	74

STATION NOTES

(Major call letter and format changes)

WVIC WVIC until 81; CHR until 80; Black until 81; Simulcast with WVIC-F until 80; WVGO until 84; Nostalgia until 84; Briefly WAAP and WVIV during late 80's
 WLYY-F AOR until 84; WILS-F until 89; WKKP-F until 91
 WMMQ-F AC until 85
 WILS AC until about 87
 WJIM MOR until 87; EZ until about 89
 WXXM-F WLNZ-F until 89; AOR until 88; WGOR-F until 91
 WQHH AF WXLA until 91; added FM and simulcasted in 91

MAJOR STATION SALES

1970 WFMK-F	Sold to Liggett	\$ 170,000
1974 WVIC, WVIC-F	Sold to Jim Morse	450,000
1981 WVIC, WVIC-F		2,000,000
1983 WILS AF	Sold to Sentry	1,400,000
1984 WKHM/WJXQ-F (Jackson)		2,965,000
1985 WXXM/WIBM-F (Jackson)	From Casciani to Van Wagner	3,150,000
1985 WJIM AF		1,800,000
1985 WJXQ-F	Sold to Jack Allix	3,200,000
1986 WILS, WKKP-F	From Sentry to North Star	1,620,000 (e)
1987 WIBM AF (Jackson)	Sold to CR	4,075,000
1987 WLNZ-F		1,500,000 (50%-EST)
1987 WJIM AF	Sold to Leicinger	3,500,000
1988 WITL AF	Sold by Midwest Family	10,220,000
1989 WLNZ-F (St. Johns)		690,000

LAS VEGAS

12+ METRO SHARE

		SPG																
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
KLUC-F	(CHR)	7.0	9.6	13.6	10.4	8.8	11.2	10.7	13.2	10.8	12.2	11.3	10.4	11.3	9.9	10.2	10.1	8.6
KENO	(O)	18.3	16.7	12.2	13.4	8.4	4.8	3.6	2.4	2.9	3.9	3.0	1.6	1.8	2.0	0.9	0.7	0.8
KOMP-F	(AOR)	2.7	----	2.6	8.5	6.6	3.3	8.4	10.9	12.0	9.9	10.5	7.2	7.8	4.9	5.0	5.9	7.1
KORK	(BB)	9.1	6.4	7.0	5.9	6.7	4.9	2.9	3.1	5.8	5.8	5.2	4.9	5.3	4.8	4.5	2.8	2.8
KYRK-F	(CHR)	13.3	13.0	12.6	11.3	10.9	10.4	8.9	7.1	5.3	2.5	2.3	5.3	7.2	7.2	5.2	5.4	3.6
KFMS	(C)	8.8	6.3	4.6	2.3	7.0	10.3	8.4	7.6	4.7	4.4	2.4		*	*	*	*	*
KFMS-F	(C)	6.5	11.3	10.6	6.3	6.1	8.1	3.8	6.6	8.1	9.2	9.0	9.7	8.8	11.2	11.7	11.7	9.7
KXTZ-F	(EZ)	----	2.8	6.6	3.8	9.2	7.9	8.6	6.9	9.7	10.6	13.5	12.7	10.5	10.7	8.9	9.0	6.6
KEYV-F	(J/NAC)	----	----	----	----	----	2.8	6.6	6.3	4.3	3.5	4.6	1.9	2.8	2.1	3.3	3.0	2.2
KLAV	(?)	----	3.0	----	1.2	5.0	5.5	4.4	6.0	3.9	2.3	1.5	0.2	----	0.4	0.2	----	----
KMTW	(AOR)	15.0	8.3	11.4	9.5	6.3	5.0	4.8	5.5	4.5	3.5	2.2	1.8	0.4	1.5	1.2	1.2	0.8
KLUC	(CHR)	----	----	----	5.9	7.3	7.3	5.7	4.9	3.2	2.6	1.9	1.1	1.0	0.7	0.7	***	***
KDWN	(N/T)	2.4	8.4	6.0	5.2	6.3	6.3	5.5	5.4	5.3	4.4	4.2	3.8	3.5	2.5	2.8	2.3	3.2
KDOL	(SP)	4.7	4.0	----	3.0	0.5	1.3	2.0	1.8	0.7	0.7	0.7	----	0.3	----	0.7	1.4	0.4
KNUU	(N/T)	----	----	----	4.0	4.7	3.9	2.9	2.4	3.1	2.0	2.5	2.1	2.3	2.2	2.3	2.1	2.0
KKLZ-F	(CL AOR)	----	----	----	----	----	----	----	----	----	3.1	2.4	7.8	4.2	7.6	5.3	5.3	6.9
KMZQ-F	(AC)	----	----	----	----	----	----	----	----	2.4	3.6	6.4	9.2	8.1	5.8	4.0	4.7	6.0
KWNR-F	(C)	----	----	----	----	----	----	----	----	----	----	2.3	2.5	3.3	2.8	2.7	2.8	4.3
KRRI-F	(O)	----	----	----	----	----	----	----	----	1.6	0.6	1.5	3.3	1.9	2.1	0.7	1.8	1.7
KJUL-F	(BB)	----	----	----	----	----	----	----	----	----	----	----	----	----	----	1.2	1.3	3.4
KMMK-F	(AC/AOR)	----	----	----	----	----	----	----	----	----	----	----	----	----	----	1.7	2.7	4.2
KRLV-F	(SAC)	----	----	----	----	----	----	----	----	----	----	----	----	1.7	3.7	4.4	2.9	4.5
KUDA-F	(O)	----	----	----	----	----	----	----	----	----	----	----	----	----	0.7	4.7	4.5	4.5

* KFMS simulcasted with KFMS-F through 86 to 91

*** KLUC AF simulcasted

BASED ON AVERAGE OF SPRING AND FALL BOOKS

12+ CUME RATINGS

		79	80	81	82	83	84	85	86	87	88	89	90	91
KLUC-F		25.1	20.3	22.7	26.5	27.9	27.1	27.8	25.0	25.5	27.1	22.3	26.2	24.9
KENO		25.5	16.3	14.9	9.4	9.2	11.1	8.9	5.1	5.5	7.6	4.1	2.3	1.0
KOMP-F		16.1	----	15.2	19.4	19.4	20.9	16.9	18.9	13.1	11.0	13.1	14.1	
KORK		16.4	16.9	----	9.1	11.8	9.2	11.8	9.9	6.1	8.3	7.1	6.4	5.7
KYRK-F		19.6	16.5	16.0	14.2	11.3	10.6	7.6	14.2	15.9	22.8	16.5	16.6	15.7
KFMS		16.6	15.8	18.1	16.5	12.5	11.1	7.9	----	----	----	----	1.3	2.0
KFMS-F		17.2	13.9	----	13.5	14.1	13.6	16.7	20.4	14.5	16.7	17.8	19.7	17.6
KXTZ-F		----	16.6	15.6	12.0	18.6	15.2	20.1	19.2	16.9	16.3	14.6	14.0	12.3
KEYV-F		----	----	13.4	13.7	11.8	9.7	18.1	8.9	7.0	4.9	7.5	8.5	6.8
KLAV		----	12.4	13.4	17.4	13.4	9.7	3.8	1.8	----	1.5	1.5	----	----
KMTW		15.3	----	----	14.0	10.0	7.9	5.9	5.8	3.4	5.6	2.3	3.2	1.9
KLUC		18.4	20.3	16.2	15.1	15.1	9.4	8.4	6.0	2.8	2.9	2.9	----	----
KDWN		15.3	10.5	13.5	10.6	14.3	11.9	10.2	9.4	9.6	7.3	8.0	6.2	9.4
KDOL		----	----	----	4.9	3.1	1.7	1.2	----	1.3	----	1.3	2.2	2.0
KNUU		----	----	----	5.7	----	6.4	6.8	6.9	6.9	7.3	7.3	7.7	7.2
KKLZ-F		----	----	----	----	----	9.7	11.0	16.1	8.9	14.1	12.4	13.3	13.6
KMZQ-F		----	----	----	----	----	6.9	14.9	15.7	17.4	13.8	10.5	12.8	11.8
KWNR-F		----	----	----	----	----	----	5.7	9.2	8.6	8.4	7.9	9.9	
KRRI-F		----	----	----	----	3.1	2.2	2.0	7.0	5.7	6.5	4.4	4.9	6.3
KJUL-F		----	----	----	----	----	----	----	----	----	----	2.6	4.3	6.0
KMMK-F		----	----	----	----	----	----	----	----	----	----	4.8	7.5	8.6
KRLV-F		----	----	----	----	----	----	----	----	----	6.7	10.6	9.1	11.1
KUDA-F		----	----	----	----	----	----	----	----	----	----	11.9	10.8	14.5

		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
APR (%)		14.2	15.6	14.7	15.2	15.6	15.2	16.9	17.2	17.7	17.8	17.1	17.4	16.4	17.7	16.3	17.6	17.4
FM Share (%)		30.26	38.85	41.93	48.40	43.68	44.70	49.32	55.0	62.59	64.18	72.13	78.60	82.5	80.1	82.3	84.0	85.0
Total Stations				14	14	14	15	15	15	16	19	18	18	18	20	23	23	25
Viable Stations										14	16	15	16	16	15	15	16	17
Diaries							616	689	1057	604	796	1045	826	875	920	1002	1050	938
% Not Listed														18.8	15.4	16.0	17.7	15.0

LAS VEGAS

FORMAT SHARES (%)

	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
CHR/AOR	52	47	39	33	35	34	32	CHR AOR/CLS	22	19	12	21	22	18	21	14
MOR/AC	16	14	15	25	16	20	MOR/FS AC/OLDIES	6	--	--	--	--	--	--	--	--
COUNTRY	11	15	16	16	19	23	23	21	13	17	23	20	25	23	27	
BTFL/EZ/SAC	18	19	21	21	19	16	18	15	17	16	15	13	10	11	9	
NEWS/TALK	--	3	5	5	3	4	5	7	8	7	5	6	8	6	8	
BLACK/URBAN	4	2	4	--	7	3	--	--	5	2	2	1	--	--	--	
NOSTALGIA	--	--	--	--	--	--	5	7	6	6	6	4	4	4	6	
HISPANIC	--	--	--	--	--	--	--	--	--	--	--	--	--	--	1	
RELIG/GOSPEL	--	--	--	--	--	--	--	1	1	--	1	--	1	2	--	
CLASSICAL	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	
JAZZ/NAC	--	--	--	--	--	--	--	--	--	--	--	2	4	4	3	

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. KLUC-F	2.5	KLUC AF 2.6	KLUC AF 2.8	KLUC AF 2.5	KFMS AF 2.6	KFMS AF 3.0	KFMS AF 3.5	KFMS AF 3.4
2. KOMP-F	1.5	END/OMP 2.0	KFMS AF 2.2	KFMS AF 2.4	KLUC-F 2.5	KLUC AF 2.6	KLUC AF 3.1	KLUC AF 2.8
3.			END/OMP 2.0	KMZQ-F 2.0	KMZQ-F 2.0	KXTZ-F 1.8	KOMP-F 2.3	KMZQ-F 2.2
4.			KMZQ-F 1.6	KDHP-F 1.6	KXTZ-F 1.5	KOMP-F 1.6	KKLZ-F 1.9	KOMP-F 2.1
5.			KXTZ-F 1.4	KXTZ-F 1.3	KOMP-F 1.4	KKLZ-F 1.6	KXTZ-F 1.8	KKLZ-F 2.0
6.				KYRK-F 1.0	KKLZ-F 1.3	KMZQ-F 1.2	KMZQ-F 1.6	KUDA-F 1.7
7.				KKLZ-F 0.8	KYRK-F 1.3	KYRK-F 1.1	KUDA-F 1.4	KRLV-F 1.25
8.							KYRK-F 1.2	KXTZ-F 1.15
9.							KEYV-F 1.1	KWNR-F 0.9
10.							KRLV-F 0.9	KEYV-F 0.8

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	5.00	5.35	7.14	7.57	8.23	10.4	11.5	13.0	14.3	15.7	16.8	17.6	19.2	20.1	22.7	22.0
Income (millions)	0.56	0.24	0.79	0.68	0.33											
Nat Rev (millions)	0.51	0.62	1.34	2.20	2.04											
Rev per Cap (\$)	----	14.03	18.67	18.90	NA	20.81	21.19	22.00	22.70	23.58	24.07	24.75	25.94	26.45	29.37	27.64
Inc per Cap (\$)	----	0.63	2.06	1.70	NA											
Rev as % of Retail Sales						.36	.37	.39	.37	.37	.38	.38	.40	.40	.39	.36
Market Grades									B	B/B	B+/B+	B+/B	B/A-	B+/B	A-/A	---
Manager's Market Grades						7.5	7.6	7.0	7.0	7.3	7.6	7.5	8.4	7.7		
FM Base Value						---	---	2.8	2.5	2.7	2.7	3.0	3.6	3.3		
Base Value Percentage						---	---	---	---	---	---	14.1	14.9	15.9	15.0	
Mean Share Points per Viable Station						6.3	5.1	5.7	5.3	5.4	5.6	5.6	5.2	5.0		

#1 STATIONS 12+ METRO SHARE

KENO	S75, F76, S78, F78
KORK-F	S76, F77, S79, F79, S80
KLUC-F	S77, F80, S81, F81, S82, F83, S84, F87, S90
KOMP-F	S83, F83
KXTZ-F	F84, S85, F85, S86, F86, S87, S88
KFMS-F	F88, S89, F89, F90, S91, F91

% of Revenue Controlled by Top 25% of Viable Stations	47	43	48	50
By Top 50%	68	68	74	77
% of Share Points Controlled by Top 25% of Viable Stations	44	46	46	38
By Top 50%	73	73	69	65

STATION NOTES

(Major call letter and format changes)

KOMP-F	KVEG-F until 76; KTRI-F until 77; KENO-F until 82
KFMS	KBMI until 78; News until 77; Contemp until 78; KVEG until 86
KLUC	KLUC until 78; CHR changing to AC by 82; KMJJ until 87; KRSR until 89; AC/Oldies until 87; AOR until 89
KNUU	KVEG until 78; Contemp until 78
KLAV	KLAV until 84; MOR until 79; Disco until 80; Contemp until 84; KEZD until about 87; EZ until about 87
KFMS-F	Rock or AOR until 80
KENO	CHR changing to AC by 82; AC until 87
KDOL	KVOV until 84; ? prior to 82; Black until 84; KREL and Religion until 90
KORK	MOR until 82
KYRK-F	KORK until 83; KEER until 84; BTFL until 83; ?? until 85
KKLZ-F	KITT and CHR until 85
KEYV-F	KUDO-F until 86; AC until about 87
KMTW	KRAM until 87; Country until 87; Black until about 89
KWNR-F	KYYX-F and Country until 86; KLSQ-F until 88; Oldies until 89; AC until 90
KJUL-F	Soft AC until 91
KMMK-F	KLTV-F until 91; AC until 91

Highest Metro Share:	KENO 19.1, F76
Highest Metro 1/4 Hr. Avg:	KFMS AF 147, F90
Highest TSA 1/4 Hr. Avg:	KFMS AF 164, F90
Highest TSA Cume:	KLUC AF 1609, S91
Highest Metro Cume Rating:	KLUC-F 33.4, F77

LAS VEGAS

MAJOR STATION SALES

1970	KMJJ, KLUC-F	Sold to Western Cities	\$ 625,000
1971	KEZO		450,000
1971	KFMS, KOMP-F		417,000
1973	KREL		200,000
1974	KFMS-F	Sold to Broadcast Associates	561,000
1976	KREL		400,000
1977	KOMP-F	Sold to Lotus	549,000
1977	KRAM		1,000,000
1984	KXTZ-F		1,800,000
1984	KMZQ-F (Henderson)		1,350,000
1984	KMMJ/KLUC-F	From Western Cities to Nationwide	7,000,000
1985	KMZQ-F		1,500,000
1985	KYYX-F	Sold to Sterling	1,500,000
1985	KRAM, KKLZ-F	Sold to Medina	2,500,000
1986	KUDO-F		2,300,000
1986	KORK, KYRK-F	From Donrey to Anchor	3,250,000
1987	KREL (Henderson)		500,000
1987	KEZD		600,000
1987	KNUU	Sold to Trenner	1,200,000 (e)
1988	KWNR-F	From SR0 to Southwest	2,750,000
1988	KLVV-F (Pahrump)	Sold to EZ	2,000,000
1988	KMZQ-F	From Olympia to Commonwealth	6,700,000
1989	KEYV-F	never closed	4,400,000
1989	KVEG		325,000
1989	KRLV-F		4,100,000
1989	KUDA-F (Pahrump)	From EZ to Amaericom (Quinn)	4,000,000
1990	KJUL-F	Sold to Waldron	4,200,000
1990	KLAV		1,300,000
1990	KREL (Henderson)		600,000
1990	KVEG		431,000
1991	KMMK-F	Sold by Intermart	2,000,000
1991	KVEG		225,000
1991	KJUL-F	From Bankruptcy to Amer. Broadcast Systems	3,200,000

LEXINGTON

HIGHEST BILLING STATIONS

	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>
1. WVLK-F	2.1	WVLK-F 2.1	WVLK-F 2.3	WVLK-F 2.4	WVLK-F 2.4	WVLK-F 2.7	WVLK-F 2.8	WKQQ-F 3.1
2. WLAP-F	1.3	WVLK 1.9	WVLK 2.0	WVLK 2.2	WKQQ-F 2.3	WLAP-F 2.6	WKQQ-F 2.5	WVLK-F 2.8
3. WVLK	1.3	WLAP-F 1.4	WKQQ-F 1.8	WKQQ-F 2.0	WLAP-F 2.3	WKQQ-F 2.5	WLAP-F 2.4	WLAP-F 2.7
4. WKQQ-F	1.1	WKQQ-F 1.4	WLAP-F 1.7	WLAP-F 1.8	WVLK 1.9	WVLK 1.7	WVLK 1.6	WVLK 1.4
5. WFMI-F	0.8	WFMI-F 0.8	WFMI-F 0.9	WFMI-F 1.0	WFMI-F 0.8	WCOZ-F 0.7	WTKT-F 0.8	WCOZ-F 0.76
6.		WLAP 0.7	WLAP 0.6			WCKU-F 0.45	WCOZ-F 0.6	WCKU-F 0.75
7.						WLFX-F 0.4	WCKU-F 0.5	WTKT AF 0.62
8.						WLAP 0.4	WLAP 0.46	WLAP 0.45
9.							WLFX-F 0.35	WJMM-F 0.33
10.							WJMM-F 0.3	WLFX-F 0.2

Highest Metro Share: WVLK 24.9, 275
 Highest Metro 1/4 Hr. Avg: WVLK-F 94, S87
 Highest TSA 1/4 Hr. Avg: WVLK-F 245, F89
 Highest TSA Cume: WVLK-F 2644, F89
 Highest Metro Cume Rating: WVLK 43.2, F78

FINANCIAL DATA

	<u>FCC Data</u> [----- Net Dollars -----]					<u>Duncan Estimates</u> [----- Gross Dollars -----]										
	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>
Revenue (millions)	3.41	3.98	5.01	5.14	5.90	7.0	7.5	8.0	8.8	9.5	10.0	10.7	11.3	12.1	12.5	12.9
Income (millions)	0.39	0.67	1.00	1.03	0.90											
Nat Rev (millions)	0.62	0.25	0.47	0.64	0.91											
Rev per Cap (\$)	----	13.21	16.64	16.94	18.21	22.22	23.15	24.32	26.75	28.70	30.03	31.84	32.84	34.57	35.61	36.54
Inc per Cap (\$)	----	2.21	3.32	3.38	2.77											

Rev as % of Retail Sales	.44	.42	.42	.44	.43	.45	.44	.42	.42	.42	.42	.42	.42	.40
Market Grades	---	A-	A+/B+	A/B	A+/B+	A/B	A+/B+	A/B	A/A+	A/A+	---	---	---	---
Manager's Market Grades	8.5	8.5	8.0	7.7	7.7	6.9	7.9	7.3	7.5					
FM Base Value	---	---	3.7	4.0	4.2	4.3	4.4	4.0	4.0					
Base Value Percentage	---	---	---	---	---	---	38.1	36.4	30.8	31.0				
Mean Share Points per Viable Station	8.8	8.0	8.0	7.6	8.1	9.1	9.6	9.5	8.8					

#1 STATIONS 12+ METRO SHARE

WVLK S75, S77, F78, S80, F86
 and All periods F87 - S91
 WLAP S76, S78
 WKQQ-F S79, F79, F81
 WLAP-F F80, S81, S82, F82, S83, S87
 WVLK-F F83, S84, F84, S85, F85, S86, F91

	<u>87</u>	<u>88</u>	<u>90</u>	<u>91</u>
% of Revenue Controlled by Top 25% of Viable Stations	56	50	45	54
By Top 50%	90	87	75	82
% of Share Points Controlled by Top 25% of Viable Stations	45	40	43	43
By Top 50%	73	67	73	73

STATION NOTES

(Major call letter and format changes)

WLAP Changed from Contemp to MOR/AC by 82; MOR/AC until about 89
 WLXG WBLG until 79; WTKC and Country until 86; Oldies until 90
 WLFX-F WKDJ until 81; Became CHR in 83; WFMI-F and CHR until about 89
 WCOZ-F WBGR-F until 81; MOR until 81; WNCW until 85
 WWKY-F MOR until about 83
 WVLK-F BTFL until 82
 WTKT-F WAXU and Country until 85; WBBE until about 89; WRMA-F until 87; WMGB-F and AC until 89
 WAXU WBBE until about 89; Nostalgia until about 89

MAJOR STATION SALES

1973 WJMM-F	Sold to Mortenson	\$ 60,000
1974 WLXG		226,000
1976 WILP, WCOZ-F (Paris)		250,000
1979 WLXG		800,000
1981 WILP, WCOZ-F	Sold to Fairfield	275,000
1983 WLAP AF		3,750,000 (e)
1984 WCOZ-F	From Fairfield to Martin	700,000
1985 WLXG		881,000
1986 WBBE, WRMA-F (Georgetown)	Sold to Audubon	1,300,000
1986 WLAP AF	Sold to Jeff Trumper	7,900,000 (e)
1988 WHRS, WLFX-F (Winchester)	Sold to Premier	3,300,000
1989 WBBE, WMGB-F (Georgetown)	Sold by Audubon	1,830,000
1989 WNLV, WCKU-F (Nicholasville)		1,050,000

LINCOLN

12+ METRO SHARE

		SPG																
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
KFOR	(FS)	17.4	----	17.5	18.2	17.6	14.9	14.9	12.5	11.8	8.9	12.9	8.3	10.1	12.8	11.4	13.2	12.0
KFRX-F	(CHR)	2.6	----	5.5	5.8	6.5	7.0	7.2	12.5	9.1	16.5	19.5	17.4	14.7	11.7	12.7	10.2	7.4
KFMQ	(AOR)	14.8	----	14.5	13.5	9.8	11.2	4.4	5.9	6.6	7.2	6.6	6.2	4.9	0.7	1.2	0.4	***
KFMQ-F	(AOR)	15.2	----	16.0	14.6	20.0	11.6	16.9	11.8	10.5	12.0	12.9	13.4	15.3	9.6	10.8	7.6	9.4
KLIN	(FS/T)	9.3	----	5.5	3.6	6.1	7.4	7.2	5.9	7.3	7.9	5.9	5.4	5.2	3.9	3.1	4.6	4.9
KEZG-F	(SAC)	7.0	----	8.5	8.8	12.2	9.1	14.1	12.5	9.4	12.0	7.3	11.6	9.4	6.4	4.3	8.0	6.5
KHAT	(BB)	5.6	----	6.5	5.8	5.7	9.9	2.8	4.7	4.5	1.4	0.3	1.1	**	**	**	1.7	2.7
KMXA-F	(AC)	----	----	----	----	1.2	5.4	7.2	7.8	11.5	5.2	8.0	9.1	7.5	8.5	5.2	4.9	1.4
KZKX-F	(C)	----	----	----	----	----	----	2.0	3.9	6.3	5.2	7.0	7.6	4.9	6.7	9.3	8.8	12.5
KLDZ-F	(O)	----	----	----	----	----	----	----	2.7	3.8	3.4	2.1	1.1	11.4	10.3	9.3	4.6	6.2
KTGL-F	(CL AOR)	----	----	----	----	----	----	----	----	----	----	----	----	----	11.3	6.8	8.7	8.1
KKNB-F	(CHR)	----	----	----	----	----	----	----	----	----	----	----	----	----	----	3.4	4.6	4.6
KFAB	(FS)	8.9	----	10.0	4.7	6.5	5.8	7.6	5.5	6.6	4.5	4.2	2.5	3.9	4.3	3.4	3.2	3.5
WOW	(C)	5.9	----	5.0	6.9	3.7	5.8	3.6	2.0	2.1	0.3	----	1.1	----	1.1	----	1.1	1.2
KGOR-F	(O)	2.6	----	4.5	5.8	2.4	2.0	1.6	1.2	0.7	2.1	1.0	0.4	0.7	1.4	0.3	0.2	0.2
KEZO-F	(AOR)	----	----	----	----	0.8	2.9	2.4	3.5	1.7	2.1	4.5	4.3	4.2	2.5	2.8	2.1	2.2

BASED ON AVERAGE OF SPRING AND FALL BOOKS AS OF 1990
MARKET WAS NOT SURVEYED IN 1976

12+ CUME RATINGS

		79	80	81	82	83	84	85	86	87	88	89	90	91
KFOR		37.5	30.7	32.9	27.9	25.3	25.1	26.7	23.7	24.1	25.0	25.6	26.0	22.2
KFRX-F		16.9	16.6	23.2	30.2	27.5	34.1	37.1	33.1	33.0	26.4	29.2	29.3	25.9
KFMQ		30.0	23.3	17.7	19.6	17.1	16.1	15.0	16.4	11.3	2.8	3.6	----	----
KFMQ-F		30.1	24.0	25.0	24.6	25.0	22.0	25.6	25.9	28.7	21.4	20.9	19.5	22.5
KLIN		19.8	19.3	18.4	18.2	20.7	18.5	12.1	19.0	13.2	11.8	12.4	13.9	12.7
KEZG-F		17.3	15.1	23.5	19.6	20.4	21.4	13.9	19.6	15.4	17.9	10.4	13.3	15.7
KHAT		12.3	14.3	----	8.0	----	5.8	3.7	3.1	----	----	----	----	4.2
KMXA-F		----	----	17.2	16.5	21.3	14.1	17.5	15.4	15.8	13.3	15.6	13.4	7.4
KZKX-F		----	----	----	8.8	13.9	9.8	12.5	11.8	7.7	12.1	16.0	16.7	22.3
KLDZ-F		----	----	----	----	8.1	11.3	6.3	4.3	25.0	20.4	20.6	11.0	16.9
KTGL-F		----	----	----	----	----	----	----	----	----	19.7	17.3	21.2	19.4
KKNB-F		----	----	----	----	----	----	----	----	----	----	12.4	15.0	14.9
KFAB		19.1	19.2	18.9	16.7	19.0	15.6	13.5	12.2	10.8	13.8	11.9	10.5	12.1
WOW		18.6	22.6	16.7	15.8	13.5	5.7	----	6.8	----	5.3	----	3.8	6.4
KGOR-F		9.0	9.0	----	7.7	6.0	6.3	5.5	5.6	7.1	4.9	3.1	----	----
KEZO-F		----	----	9.3	9.3	9.9	8.0	10.3	14.4	14.4	9.6	11.7	9.4	9.6

		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
APR (%)		18.4	----	12.9	17.1	15.5	15.3	15.2	15.4	17.0	17.0	16.6	15.8	17.5	15.9	18.3	16.6	16.9
FM Share (%)		33.77	----	38.66	42.64	46.72	41.22	56.54	60.42	57.10	65.40	67.67	72.91	73.7	72.9	76.8	75.6	70.9
Total Stations				13	14	14	14	17	17	17	16	14	18	14	16	20	17	20
Viable Stations										9	10	9	9	9	9.5	10	10	11
Diaries							568	538	630	505	538	634	592	635	571	586	677	581
% Not Listed														7.2	8.5	12.0	11.5	14.9

FORMAT SHARES (%)

		77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
CHR/AOR		41	44	48	49	42	40	24	CHR AOR/CLS	19	21	20	17	14	15	21	13
MOR/AC		34	28	33	30	36	34	MOR/FS AC/OLDIES	28	24	25	18	21	23	20	22	22
COUNTRY		9	9	6	11	7	13	18	11	8	10	5	9	11	12	17	
BTFL/EZ/SAC		16	16	13	10	15	13	10	13	8	13	10	7	7	6	7	
NEWS/TALK		--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
BLACK/URBAN		--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
NOSTALGIA		--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	4
HISPANIC		--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
RELIG/GOSPEL		--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
CLASSICAL		--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
JAZZ/NAC		--	--	--	--	--	--	--	--	--	--	--	--	1	--	--	--

LINCOLN

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. KFOR	1.1	KFOR 1.2	KFOR 1.6	KFOR 1.7	KFOR 1.7	KFOR 2.0	KFOR 2.0	KFOR 2.1
2. KFRX-F	1.0	KFRX-F 1.1	KFRX-F 1.2	KFRX-F 1.1	KFRX-F 1.1	KFRX-F 1.2	KFRX-F 1.4	KZKX-F 1.2
3. KFMQ-F	0.9	KLIN-F 0.8	KFMQ-F 1.0	KFMQ-F 1.1	KFMQ-F 1.1	KFMQ-F 1.1	KFMQ-F 1.2	KFMQ AF 1.1
4. KLIN-F	0.8	KFMQ-F 0.8	KLIN-F 0.7	KHAT AF 0.7	KLDZ-F 0.9	KLOZ-F 0.9	KTGL-F 0.9	KTGL-F 1.0
5. KLMS	0.8	KLIN 0.7	KHAT-F 0.7	KLIN-F 0.6	KHAT AF 0.6	KZKX-F 0.8	KZKX-F 0.9	KLIN 0.95
6. KLIN	0.7	KLMS 0.7	KLMS 0.6	KZKX-F 0.5	KLIN 0.5	KTGL-F 0.8	KEZG-F 0.6	KFRX-F 0.93
7. KHAT-F	0.5	KHAT-F 0.6	KLIN 0.5	KLOZ-F 0.4	KLIN 0.5	KHAT-F 0.5	KLOZ-F 0.6	KEZG-F 0.6
8.					KTGL-F 0.5	KLIN 0.3		KLOZ-F 0.5
9.					KLIN-F 0.4	KEZG-F 0.3		

Highest Metro Share: KFMQ-F 20.0, S79
 Highest Metro 1/4 Hr. Avg: KFRX-F 56, S85
 Highest TSA 1/4 Hr. Avg: KFRX-F 80, S84
 Highest TSA Cume: KFAB 938, S84
 Highest Metro Cume Rating: KFOR 37.5, S79

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	3.24	3.87	4.50	4.27	5.28	5.8	6.1	6.1	6.3	6.5	6.7	7.0	7.6	8.0	8.4	8.8
Income (millions)	0.25	0.41	0.66	0.47	0.46											
Nat Rev (millions)	0.59	0.25	0.45	0.32	0.55											
Rev per Cap (\$)	----	20.70	23.76	22.68	26.91	29.90	30.65	30.20	30.73	31.40	32.06	33.49	36.02	37.70	39.07	40.55
Inc per Cap (\$)	----	2.19	3.49	2.51	2.33											

Rev as % of Retail Sales	.63	.61	.53	.61	.59	.58	.57	.59	.54	.53	.55	
Market Grades			---	B-	B/B-	C/B	-/B-	-/B	-/B-	-/A	---	
Manager's Market Grades			8.6	7.2	7.0	7.2	6.6	6.8	6.8	6.8	6.9	
FM Base Value			---	---	---	2.2	2.3	2.3	2.3	2.0	1.8	
Base Value Percentage									30.3	28.8	23.5	20.4
Mean Share Points per Viable Station				8.9	7.9	9.1	8.9	9.2	8.6	7.8	7.8	5.9

#1 STATIONS 12+ METRO SHARE

KFOR S75, S77, S78, S80, S82(T), S83, S88, F90, F91(T)
 KFMQ-F S79, S81, S87
 KFRX-F S82(T), S84, S85, S86, S89, S90
 KLIN-F S82(T)
 KZKX-F S91, F91(T)

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	44	43	47	47
By Top 50%	71	71	75	82
% of Share Points Controlled by Top 25% of Viable Stations	40	35	39	40
By Top 50%	68	65	69	68

STATION NOTES

(Major call letter and format changes)

KFRX-F KFOR-F until 79; BTFL until 82; CHR until 81
 KFMQ CHR shifting to AC by 82; AC/Oldies until 88; Jazz/NAC until 89; KLMS and Oldies until 90
 KZKX-F KSRO-F until 84
 KHAT Country until 87; AC until about 90
 KEZG-F KLIN-F until 89; EZ until 89
 KMXA-F KHAT-F until 90
 KLOZ-F KJUS-F and AC until 87

MAJOR STATION SALES

1971 KLIN AF	\$ 800,000
1973 KFRX-F	Sold to Stuart 175,000
1974 KLMS	Sold to Woodward 900,000
1979 KJUS-F	100,000
1979 KFMQ-F	Sold to Woodward 1,800,000
1983 KJUS-F	Sold to Sam Sherwood 500,000
1984 KHAT AF	(never completed) 1,388,000
1985 KXXS (?)	Sold to Celltech 665,000
1985 KFOR, KFRX-F	From Stuart to OKM ?
1986 KHAT AF	Sold to TM 1,025,000
1987 KJUS-F	100,000 + debts
1987 KFOR/KFRX-F	From DKM to Summit 7,500,000 (e)
1988 KHAT AF	From TM to Marathon NA
1988 KLMS, KFMQ-F	From Woodward to Midwest 2,800,000
1988 KLOZ-F	Sold to Ron Kempff 2,400,000
1989 KFOR, KFRX-F	From Summit to Arrow 6,000,000
1989 KZKX-F	From Music Radio to Sherman/Osborn 1,845,000
1989 KFOR, KFRX-F	From Arrow to May 6,600,000
1990 KHAT AF	From Marathon to Tate 1,325,000
1991 KLOZ-F	1,100,000

LITTLE ROCK

HIGHEST BILLING STATIONS

	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>
1. KSSN-F	2.8	KSSN-F 3.1	KSSN-F 3.2	KSSN-F 3.0	KSSN-F 3.7	KSSN-F 4.1	KSSN-F 4.3	KSSN-F 4.2
2. KKYK-F	2.3	KKYK-F 2.6	KKYK-F 2.2	KKYK-F 1.9	KKYK-F 2.1	KKYK-F 2.2	KKYK-F 1.8	KMJX-F 1.9
3. KARN	1.3	KMJX-F 1.5	KARN 1.3	KARN 1.3	KARN 1.3	KARN 1.4	KMJX-F 1.6	KOLL-F 1.2
4. KMJX-F	1.1	KARN 1.2	KMJX-F 1.2	KZOU-F 1.3	KEZQ-F 1.3	KEZQ-F 1.4	KEZQ-F 1.4	KEZQ-F 1.17
5. KEZQ-F	0.9	KEZQ-F 1.2	KEZQ-F 1.2	KEZQ-F 1.2	KZOU-F 1.3	KHLT-F 1.4	KOLL-F 1.3	KHLT-F 1.12
6.		KLAZ AF 1.0	KZOU AF 1.2	KMJX-F 1.1	KHLT-F 1.1	KZOU-F 1.2	KARN 1.3	KIPR-F 0.92
7.			KHLT-F 0.9	KHLT-F 0.8	KMJX-F 1.0	KMJX-F 1.1	KIPR-F 1.0	KARN 0.8
8.						KIPR-F 0.8	KHLT-F 0.9	KKYK-F 0.7
9.								KURB AF 0.7

Highest Metro Share: KSSN-F 24.7, F91
 Highest Metro 1/4 Hr. Avg: KSSN-F 178, F90
 Highest TSA 1/4 Hr. Avg: KSSN-F 344, S91
 Highest TSA Cume: KSSN-F 3489, F90
 Highest Metro Cume Rating: KSSN-F 40.0, S91

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	NA	6.1	6.4	6.4	7.3	9.0	9.7	10.6	12.4	13.3	12.7	12.0	13.2	13.9	14.8	13.5
Income (millions)	NA	0.4	0.02	-0.20	-0.50											
Nat Rev (millions)	NA	0.8	1.3	1.6	2.1											
Rev per Cap (\$)	NA	16.13	16.99	16.58	18.07	18.32	19.60	21.24	24.70	26.09	24.95	23.30	25.29	26.73	28.68	26.06
Inc per Cap (\$)	NA	1.02	0.06	-0.59	-1.28											
Rev as % of Retail Sales						.47	.44	.41	.45	.43	.40	.37	.38	.36	.35	.31
Market Grades						---	C+	C+/D+	D+/D+	D/D-	D/C-	D/D+	C-/C	---	---	---
Manager's Market Grades						7.3	7.0	7.3	7.2	6.3	6.4	6.3	6.1	6.2		
FM Base Value						---	---	3.0	3.0	3.0	3.2	3.3	2.0	1.8		
Base Value Percentage						---	---	---	---	---	24.2	23.7	13.5	13.3		
Mean Share Points per Viable Station						6.8	6.9	7.2	7.6	7.6	8.7	8.7	8.8	8.5		

#1 STATIONS 12+ METRO SHARE

KLPQ-F S75
 KLAZ-F S76, S77, S78, S79
 KOKY F79
 KSSN S80, F80, S81, F81, S82, S83, F84, F85, S86
 KKYK-F F82, F83, S84, S85
 KSSN-F All periods F86 - F91

% of Revenue Controlled by Top 25% of Viable Stations

By Top 50%

% of Share Points Controlled by Top 25% of Viable Stations

By Top 50%

87 88 90 91

52	50	47	50
82	75	70	73
44	41	37	40
68	67	60	63

STATION NOTES

(Major call letter and format changes)

MAJOR STATION SALES

1975 KAUL		\$ 150,000	KSSN-F KMYO until 79
1975 KAAV	From LIN to Multimedia		KITA KOKY until 79; Black until 78
1975 KZOU-F	Sold to Ron Curtis	388,000	KURB-F KLAZ and CHR/Black until 86; KZOU-F and CHR until 91
1976 KOKY	From Mann to Ron Curtis	300,000	KEZQ-F KGMR and Country until 79
1976 KHLT-F	From Mann to Multimedia	850,000	KURB KALO until 78; KLAZ until 79; KOKY until 83;
1976 KSSN-F		325,000	KLAZ until 86; KOKY and Black until 88; KZOU until 91;
1978 KEZQ-F	Sold to Security	818,000	Oldies until around 90
1978 KOKY		390,000	KAAV Gradual change from Contemp to AC by 82; Became Religion in 85
1979 KSSN-F	Sold to Firstcom	782,000	KHLT-F BTFL until 79; AOR until 80; KEZQ until 79; KLPQ
1981 KLRA	Sold to Signal	2,300,000	until 85; Contemp until 82; Country until 85
1982 KIEL, KEZQ-F	From Security to Understein	1,500,000	KLRG KXLR and Country until 83; KBOX and MOR until 86;
1983 KAAV, KHLT-F	From Multimedia to Signal(cncld)	4,250,000	KEZQ and EZ until 90
1983 KBOX		500,000	KBIS KLRA and Country until 88; KHLT and MOR/Talk until 89
1984 KITA		675,000	KMZX-F KWT-D-F until 90
1984 KIEL		250,000	KOLL-F KZLR-F until 89
1985 KAAV, KHLT-F	From Multimedia to Sudbrink	3,750,000	
1985 KHLT-F	From Sudbrink to Signal	2,750,000	
1985 KSSN-F	From Firstcom to New Barnstable	6,250,000 (e)	
1985 KOKY, KZOU-F	Sold to Oppenheimer	3,375,000	
1986 KOKY, KZOU-F	From Oppenheimer to Encore	NA	
1987 KAAV	From Sudbrink to Beasley	2,650,000	
1988 KSSN-F	From Barnstable to So. Skies	10,000,000	
1988 KKYK-F	Sold to Shepard	6,500,000	
1989 KWT-D-F (Lonoke)	Sold to Willis	445,000	
1990 KMJX-F (Conway)		3,150,000	
1990 KEZQ-AM	Sold to Willis	250,000	
1990 KEZQ-F		3,250,000	
1990 KZOU AF	From Encore to Buck	1,650,000	

LOS ANGELES

12+ METRO SHARE

		SPG	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
		75																	
KABC	(T)	8.5	7.5	6.8	7.6	7.5	7.0	8.3	6.2	6.4	6.8	6.2	6.2	5.4	5.8	4.9	4.3	4.7	
KLOS-F	(AOR)	4.1	3.8	3.2	2.6	2.4	2.6	4.2	3.8	3.9	3.8	4.2	2.9	3.4	4.0	4.0	4.4	4.5	
KBIG-F	(AC)	6.3	6.2	6.6	6.3	5.8	5.4	5.3	5.1	5.6	4.6	4.6	4.1	3.9	3.4	4.2	3.4	3.7	
KLAC	(C)	---	3.0	3.0	3.3	3.6	4.0	2.8	2.3	1.8	1.8	1.5	1.4	1.4	1.3	1.2	1.1	0.9	
KTWV-F	(J/NA)	---	2.7	2.8	4.3	5.8	4.3	4.6	3.9	3.5	3.3	2.9	1.9	2.4	2.5	2.8	3.1	2.5	
KNX	(N)	4.9	4.6	4.4	4.4	4.1	4.5	3.5	3.6	3.4	3.4	3.1	3.4	3.1	3.2	3.4	3.0	2.8	
KCBS-F	(O)	---	3.5	3.4	2.9	2.5	3.0	2.7	2.4	1.4	2.7	2.6	1.6	1.1	1.3	1.9	1.9	1.7	
KFI	(T)	3.5	3.0	3.0	2.7	2.7	3.1	2.4	2.4	1.9	1.5	1.6	1.5	1.3	1.4	1.8	1.7	2.5	
KOST-F	(AC)	---	2.7	2.3	2.9	2.6	2.6	2.6	2.4	2.7	3.6	3.6	4.2	4.4	5.0	5.9	5.9	6.1	
KFWB	(N)	3.6	4.0	3.7	4.4	3.9	4.6	4.1	3.9	3.5	3.1	3.6	3.6	3.6	2.9	2.8	3.1	2.8	
KXEZ-F	(SAC)	4.6	4.9	4.9	5.1	4.5	4.6	3.8	3.7	4.3	4.9	4.5	5.1	4.6	4.4	3.3	3.2	3.0	
KKHJ	(SP)	5.5	5.4	3.9	3.2	2.3	1.8	1.9	1.4	0.7	0.7	0.7	0.8	1.5	1.0	0.6	1.7	1.8	
KRTH-F	(O)	---	2.1	3.0	2.8	3.6	3.4	3.1	2.9	2.8	2.7	2.9	3.8	3.8	3.5	2.9	1.9	3.8	
KMPC	(S/T)	4.3	3.9	3.7	3.3	3.3	2.7	2.3	2.6	2.8	3.0	3.5	2.9	2.7	2.3	2.3	2.9	2.7	
KRLA	(O)	---	3.1	2.5	2.5	3.6	4.0	3.3	1.8	1.8	1.8	2.2	1.2	1.3	1.3	1.0	1.0	1.1	
KIIS-F	(CHR)	---	1.4	2.8	2.1	2.5	3.3	2.6	4.2	7.1	9.4	8.5	6.3	7.3	6.0	5.2	5.5	4.8	
KIIS	(CHR)	---	---	---	1.0	0.8	0.2	0.5	2.3	2.9	2.2	0.7	*	*	0.4	---	*	*	
KQLZ-F	(AOR)	---	2.5	2.2	1.8	1.7	2.5	2.6	3.5	2.7	2.2	2.0	3.3	2.9	2.6	4.1	3.0	2.2	
KTNQ	(SP)	---	---	2.1	2.3	2.0	1.7	2.2	2.1	2.0	2.1	2.0	3.0	3.1	3.5	2.6	2.3	2.9	
KDAY	(B)	4.3	3.2	2.6	2.3	2.5	2.0	1.4	1.3	1.2	1.7	2.1	1.2	1.7	1.4	1.1	0.8	---	
KGfJ	(B/O)	---	---	---	0.6	0.9	0.9	1.9	2.0	1.3	0.7	0.7	0.5	0.6	0.7	1.0	1.0	0.7	
KJLH-F	(B)	---	---	---	---	---	---	---	1.3	1.9	2.2	2.2	1.6	1.9	2.0	2.3	1.3	1.3	
KLSX-F	(CL AOR)	---	---	---	1.3	1.6	2.6	3.0	3.2	2.2	1.8	2.1	2.2	3.5	2.5	2.0	2.4	2.8	
KZLA-F	(C)	---	---	1.8	1.6	1.8	1.6	2.1	2.1	2.0	2.1	2.4	2.2	2.0	2.4	2.1	2.6	2.0	
KLIT-F	(SAC)	---	---	1.1	2.6	2.9	1.9	1.9	1.7	2.0	1.5	1.6	1.4	0.7	0.6	1.0	0.9	1.2	
KROQ-F	(AOR)	---	---	---	---	0.9	1.7	2.1	3.8	3.5	2.3	3.5	3.9	3.9	3.3	2.4	3.2	3.2	
KSKQ	(SP)	---	2.0	---	0.7	0.7	0.2	0.3	0.4	0.3	0.4	1.4	1.0	0.7	1.3	1.2	1.1	0.6	
KWKW	(SP)	---	1.0	1.4	1.4	1.2	1.0	1.8	1.5	1.9	1.6	1.5	1.7	1.3	1.6	2.9	3.3	3.6	
XTRA	(N/T)	---	---	---	1.1	1.1	1.0	2.0	1.7	1.2	0.7	---	---	---	---	---	---	0.4	
KKBT-F	(B)	---	---	---	1.6	1.2	1.1	0.9	0.9	1.2	1.0	1.3	1.2	1.4	1.5	1.0	3.3	4.0	
KPWR-F	(CHR)	---	---	---	1.3	1.2	1.4	NA	1.3	1.8	2.1	2.1	6.3	7.3	7.3	6.7	4.8	3.9	
KLVE-F	(SP)	---	---	---	1.7	1.5	0.7	1.1	1.4	1.3	1.9	1.5	2.9	2.8	3.0	2.5	3.4	3.4	
KALI	(SP)	---	---	---	1.0	0.8	1.8	1.8	1.6	1.8	1.6	1.0	1.0	0.9	1.0	1.0	1.6	1.5	
KKGO-F	(CL)	---	---	---	---	---	---	---	1.3	1.4	1.3	1.4	1.3	1.1	1.0	1.3	1.3	1.4	
KSKQ-F	(SP)	---	---	---	---	---	---	---	---	---	---	---	0.6	0.6	1.0	0.9	0.7	0.9	
KNAC-F	(AOR)	---	---	---	---	---	---	---	---	---	---	---	1.2	1.3	1.4	0.9	0.9	0.9	
KACE-F	(J)	---	---	---	---	---	---	---	---	---	---	---	1.1	1.1	1.2	1.6	1.0	0.8	
KMAX-F	(REL/E)	---	---	---	---	---	---	---	---	---	---	---	---	0.3	0.3	0.5	0.4	0.3	

BASED ON AVERAGE OF SPRING AND FALL BOOKS

12+ CUME RATINGS

		79	80	81	82	83	84	85	86	87	88	89	90	91
KABC		18.6	14.2	19.2	15.6	18.2	16.3	14.9	15.4	12.7	13.3	12.7	10.5	11.2
KLOS-F		8.4	8.2	11.9	11.7	12.8	11.7	10.2	10.7	8.7	10.9	10.3	11.8	11.8
KBIG-F		11.7	11.1	13.0	11.2	12.7	9.8	10.3	9.7	10.2	8.8	10.8	9.4	11.3
KLAC		6.9	10.4	8.5	6.7	7.1	6.4	5.5	4.8	5.2	5.8	5.1	4.4	4.6
KTWV-F		11.7	12.4	13.7	11.1	11.0	10.8	10.8	8.0	7.5	6.7	8.5	8.5	8.5
KNX		14.3	14.9	12.5	11.7	11.6	10.1	11.6	11.2	10.9	11.1	13.0	10.4	11.3
KCBS-F		6.4	7.9	7.5	6.8	5.7	10.1	10.0	7.6	4.0	5.5	6.9	6.8	6.8
KFI		8.8	10.4	10.6	8.6	8.0	6.1	5.5	5.9	4.9	5.2	6.1	5.1	6.6
KOST-F		6.1	7.1	6.6	6.4	8.6	9.3	10.6	12.0	12.8	12.9	16.4	16.5	16.8
KFWB		15.6	15.2	15.3	14.3	13.9	11.6	12.6	13.5	12.1	11.6	12.6	13.3	13.8
KXEZ-F		10.4	9.9	8.8	8.7	10.0	9.3	9.0	9.9	9.4	9.6	9.5	7.3	8.2
KKHJ		9.0	8.9	6.7	5.5	3.9	2.8	3.8	2.8	5.0	3.6	3.2	3.2	5.1
KRTH-F		11.1	10.5	9.9	10.8	10.7	9.7	9.2	11.4	11.4	11.9	10.2	8.2	12.9
KMPC		12.0	9.2	8.8	9.1	9.6	7.9	9.4	7.9	8.0	6.7	7.4	6.6	6.8
KRLA		9.0	9.7	10.0	7.7	6.8	5.4	7.4	5.2	4.4	4.3	4.2	3.9	3.9
KIIS-F		6.9	10.7	10.1	12.8	17.3	23.1	23.9	20.1	21.6	20.0	19.7	19.4	17.8
KIIS		---	---	---	5.5	5.6	5.4	3.7	2.5	---	---	---	---	---
KQLZ-F		6.7	7.0	9.6	10.9	10.6	11.1	8.0	8.1	8.2	7.0	12.6	9.7	7.5
KTNQ		9.4	---	---	3.7	---	4.1	4.2	5.3	5.0	6.2	5.0	5.9	5.9
KDAY		---	---	---	4.6	3.9	4.8	5.9	3.5	4.9	4.2	4.1	3.6	---
KGfJ		---	---	---	5.3	4.7	2.8	3.6	1.9	2.1	1.8	1.9	2.3	2.3
KJLH-F		---	---	---	---	---	6.1	5.7	5.9	5.6	5.4	5.9	5.5	4.9
KLSX-F		---	6.4	8.7	11.2	7.7	6.3	7.0	4.7	8.6	8.8	7.4	8.1	9.2
KZLA-F		---	---	---	4.8	5.7	6.1	5.9	5.0	4.8	4.6	5.4	5.8	4.6
KLIT-F		7.4	6.4	---	7.2	6.9	5.3	5.1	4.5	3.3	2.9	2.7	4.3	4.2
KROQ-F		---	---	---	7.9	11.3	6.5	8.5	10.0	10.8	9.8	7.3	7.9	8.5
KSKQ		---	---	---	1.6	1.4	1.2	2.8	2.6	1.8	2.6	2.3	2.8	2.5
KWKW		---	---	---	2.6	---	---	---	2.9	3.1	3.4	3.8	5.8	7.0
XTRA		3.0	2.7	6.8	5.8	6.1	4.6	---	---	---	---	---	---	---
KKBT-F		---	---	---	4.2	4.5	3.8	4.0	4.4	4.3	5.1	5.0	6.7	9.2
KPWR-F		---	---	7.7	6.3	5.2	7.7	7.0	16.1	17.1	18.6	18.1	15.7	12.7
KLVE-F		---	---	---	3.0	4.0	---	4.1	5.8	5.8	5.8	4.7	7.1	6.6
KALI		---	---	---	3.1	---	---	3.2	2.5	2.6	2.7	2.1	3.4	3.6
KKGO-F		---	---	---	---	4.1	3.7	3.8	4.1	3.2	3.8	3.7	4.5	5.0
KSKQ-F		---	---	---	---	---	---	---	---	2.8	2.3	2.5	2.2	2.9
KNAC-F		---	---	---	---	---	---	---	---	2.4	3.3	3.2	2.7	2.6
KACE-F		---	---	---	---	---	---	---	---	3.2	3.1	3.8	2.7	2.7
KMAX-F		---	---	---	---	---	---	---	---	1.6	1.2	1.1	0.5	1.4

LOS ANGELES

	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
APR (%)	17.6	16.1	16.4	16.1	17.2	16.3	17.2	17.8	18.3	18.4	18.3	18.5	17.9	18.6	18.4	17.9	17.8
FM Share (%)	37.91	41.54	46.60	45.93	48.88	51.63	54.50	56.91	58.50	60.74	62.38	65.53	67.8	65.2	67.0	67.6	66.3
Total Stations			46	44	44	47	49	49	46	43	47	43	45	46	46	43	43
Viable Stations									35	34	34	34	32	28	28	28	30
Diaries						3954	3925	3838	3530	3836	4520	3762	4114	4200	4293	4077	4222
% Not Listed													7.8	8.0	8.8	10.5	11.3

FORMAT SHARES (%)

	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
CHR/AOR	32	34	33	30	31	27	26	CHR AOR/CLS	18	17	9	17	14	19	16	10
MOR/AC	9	9	6	9	4	14	MOR/FS AC/OLDIES	--	2	--	--	--	--	--	--	--
COUNTRY	5	4	4	5	7	7	5	5	4	4	4	4	4	4	4	3
BTFL/EZ/SAC	22	17	15	16	14	12	13	10	11	10	5	5	4	4	4	4
NEWS/TALK	17	19	18	17	20	18	15	15	15	16	13	13	15	14	16	16
BLACK/URBAN	7	8	13	13	13	10	9	9	10	12	6	7	6	8	8	8
NOSTALGIA	--	--	--	1	1	3	6	6	4	3	3	3	3	3	3	3
HISPANIC	5	4	7	5	6	7	7	8	8	11	10	14	11	14	16	16
RELIG/GOSPEL	--	2	--	2	2	1	2	1	2	1	2	2	1	2	2	2
CLASSICAL	2	3	2	1	2	1	2	1	1	2	1	2	2	2	2	2
JAZZ/NAC	--	--	--	--	--	--	--	--	--	--	--	6	3	4	4	3

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. KIIS-F	29.1	KIIS-F 34.0	KIIS-F 32.0	KIIS-F 29.0	KABC 33.0	KABC 35.0	KABC 39.5	KABC 35.0
2. KABC	20.7	KABC 26.0	KABC 26.0	KABC 24.0	KIIS-F 29.0	KIIS-F 31.7	KOST-F 33.0	KOST-F 33.0
3. KFVB	14.5	KFVB 16.5	KOST-F 17.4	KPWR-F 19.0	KPWR-F 24.5	KOST-F 28.8	KIIS-F 30.0	KLOS-F 29.5
4. KNX	13.9	KNX 15.8	KMPC 15.9	KOST-F 18.0	KOST-F 23.0	KPWR-F 28.7	KPWR-F 26.0	KIIS AF 25.0
5. KLOS-F	11.8	KMPC 14.1	KFVB 14.9	KRTH-F 18.0	KRTH-F 21.3	KRTH-F 22.4	KLOS-F 25.8	KFVB 23.0
6. KMET-F	11.7	KLOS-F 13.1	KNX 14.5	KMPC 15.6	KNX 18.8	KLOS-F 22.0	KNX 24.5	KNX 21.0
7. KMPC	11.0	KOST-F 11.5	KLOS-F 14.1	KNX 15.4	KLSX-F 17.9	KNX 21.5	KBIG-F 21.0	KBIG-F 20.0
8. KFI	10.9	KRTH-F 11.0	KRTH-F 13.7	KLSX-F 15.0	KLOS-F 17.3	KLSX-F 18.9	KFVB 19.3	KPWR-F 19.4
9. KRTH-F	10.1	KBIG-F 10.8	KJOI-F 11.2	KRQF-F 13.2	KFVB 15.5	KBIG-F 17.9	TNQ/LVE 19.0	KRTH-F 18.4
10. KOST-F	9.6	KROQ-F 10.8	KROQ-F 11.0	KFVB 12.9	KBIG-F 14.3	KFVB 16.4	KRTH-F 18.0	TNQ/LVE 18.0

Highest Metro Share: KIIS-F 9.7, S84
 Highest Metro 1/4 Hr. Avg: KIIS-F 1463, S84
 Highest TSA 1/4 Hr. Avg: KIIS-F 1704, S84
 Highest TSA Cume: KIIS-F 23319, F84
 Highest Metro Cume Rating: KIIS-F 24.3, F85

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	82.7	97.3	112.1	116.7	147.2	174.2	190.7	205.6	224.7	247.2	264.5	293.6	340.0	385.0	417.0	402.0
Income (millions)	16.5	19.2	29.8	28.3	38.6											
Nat Rev (millions)	29.4	30.0	47.3	52.0	66.8											
Rev per Cap (\$)	----	14.12	16.04	16.46	19.45	18.01	19.36	20.68	21.20	22.89	24.27	26.45	30.09	33.77	35.94	34.30
Inc per Cap (\$)	----	2.79	4.27	3.99	5.10											
Rev as % of Retail Sales						.34	.34	.33	.34	.35	.35	.38	.41	.42	.43	.43
Market Grades						---	A	A+/A+	A+/A+	A+/A+	A+/A+	A+/A+	A+/A+	A+/A+	A+/A+	---
Manager's Market Grades						9.6	9.6	9.4	9.1	9.3	9.7	9.8	9.8	9.3	8.9	
FM Base Value						---	---	26.5	28.0	30.0	46.0	52.0	50.0	48.0		
Base Value Percentage						---	---	---	---	---	---	13.8	13.5	12.0	11.9	
Mean Share Points per Viable Station						2.6	2.6	2.7	2.7	2.9	3.3	3.2	3.2	3.0		

#1 STATIONS 12+ METRO SHARE

KIIS-F F83, S84, F84, S85, F85, S86, S87
 KBIG-F F77, F79
 KPWR-F F86, F87, S88, F88, S89, F89
 KOST-F S90, F90, S91, F91
 KABC All other rating periods

% of Revenue Controlled by Top 25% of Viable Stations

By Top 50%

% of Share Points Controlled by Top 25% of Viable Stations

By Top 50%

87 88 90 91

52	50	48	49
80	78	77	80
46	39	36	38
73	64	60	60

LOS ANGELES

STATION NOTES

(Major call letter and format changes)

KGFJ KKT until 77
 KIIS KIIS until 81; Contemp until 79; Religion until 81; Nostalgia until 84 and KPRZ until 84
 KZLA-F KPOL-F until 78; BTFL until 79; Soft AOR until 80
 KSKQ KPOL until 79; Changed to Country about 80; KZLA and Country until 84
 KKHJ CHR until 80; Country until 82; CHR until 85; KHJ until 85; KRTH and Oldies until 90
 KMPC MOR until 80; Talk until 82; Changed to Nost in 82; Nostalgia until 91
 KCBS-F KNX until 83; KKHR until 86; AC until 83; CHR until 86; SAC until 87; KNX-F and Soft AOR until 89; KODJ-F until 91
 KOST-F BTFL until 83
 KRLA Contemp until 82
 KQLZ-F CHR until 85; KIQQ-F and AC/SAC until 89; CHR/Hybrid until 91
 KLSX-F KHTZ until 85; KBZT-F and AC until 86
 KPWR-F KWST and AOR until 82; KMGG and AC until 86
 KBIG-F EZ until 87;
 KTWV-F KMET-F and AOR until 87
 KFI AC until 88
 KXEZ-F KJOI-F until 90
 KLIT-F KUTE-F and Urban/AC until 87; KMPC-F and Soft AOR until 89; KEOG-F until late 89
 KKGQ-F Jazz until 89
 KKBT-F KFAC-F and Classical until 89; CHR until 90

MAJOR STATION SALES

1971	KIIS-F	From Robert Short to Pacific & Southern	\$ 850,000
1972	KUTE-F		1,000,000
1973	KFI	Sold to Cox	15,100,000
1973	KROQ-F		1,350,000
1975	KIIS	Sold to Combined Communications	5,200,000
1975	KLVE-F	Sold by Pacific Southwest Airlines	2,000,000
1976	KOST-F	From McLendon to Cox	2,200,000
1976	KJOI-F	From Able to LA Coke	3,900,000
1978	KIQQ-F	From Drake-Chenault to Outlet	4,500,000
1979	KGFJ, KUTE-F	From Tracy to Inner City	5,376,000
1979	KJLH-F	Sold to Stevie Wonder	2,200,000
1979	KTNQ	Sold by Storer	8,000,000
1979	KBZT-F	From Storer to Greater Media	4,000,000
1980	KBRT	Sold by Bonneville	4,300,000
1981	KNAC-F (Long Beach)		2,000,000
1983	KRLA (40%)		4,680,000
1983	KPWR-F	From Century to Emmis	12,500,000
1984	KRLA	Sold to Greater Media	9,500,000
1984	KLAC	From Metromedia to Cap Cities	11,000,000
1984	KSKQ	Sold by Cap Cities	5,000,000
1984	KJOI-F	Sold to Noble	18,500,000
1985	KTNQ/KLVE-F	Sold to H & W	40,000,000
1985	KLAC/KZLA-F	From Cap Cities to Malrite	43,000,000
1985	KUTE-F	From Inner City to Golden West	20,000,000
1985	KJOI-F	From Noble to Legacy	44,000,000
1986	KMET-F	From Metromedia to Metropolitan	60,000,000 (e)
1986	KROQ-F	Sold to Infinity	45,000,000
1986	KFAC AF		34,000,000
1986	KGFJ	Sold by Inner City	4,500,000
1986	KGER (Long Beach)	Sold to Salem	3,600,000
1987	KWIZ AF (Santa Ana)		6,250,000
1987	KSKQ-F (Long Beach)	Sold to Spanish Broadcast	15,000,000
1988	KTWV-F	From Metropolitan to Sillerman	69,000,000 (e)
1988	KRTH AF	From RKO to Beasley	86,600,000
1988	KMAX-F (Arcadia)	Sold by Universal	16,000,000 (e)
1988	KQLZ-F	From Outlet to Westwood One	56,000,000
1989	KFAC-F	Sold to Evergreen	55,000,000
1989	KALI	From United to TA Shaw	10,000,000 (e) cancelled
1989	KORG, KEZY-F (Anaheim)	From Sullivan to ML/WIN	15,125,000
1989	KRTH	From Beasley to Lieberman	23,000,000 + Tax Cert.
1989	KJOI-F	From Command to Viacom	86,000,000 (e)
1989	KTWV-F	From Sillerman to Westinghouse	89,000,000 (e)
1990	KDAY	Sold by Heritage	7,200,000
1991	KWIZ-F (Anaheim)	From Siberman to Douglas	8,750,000

LOUISVILLE

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WHAS	3.9	WHAS 4.2	WHAS 4.5	WHAS 6.0	WHAS 6.0	WHAS 5.8	WHAS 6.9	WHAS 7.0
2. WAMZ-F	1.9	WAMZ-F 2.7	WAMZ-F 3.0	WAMZ-F 4.0	WAMZ-F 3.8	WAMZ-F 4.0	WAMZ-F 5.0	WAMZ-F 5.4
3. WQMF-F	1.5	WQMF-F 2.1	WRKA-F 2.6	WRKA-F 2.4	WQMF-F 2.7	WQMF-F 2.8	WDJX-F 3.1	WQMF-F 2.8
4. WKJJ-F	1.3	WLRS-F 1.5	WQMF-F 2.5	WVEZ-F 2.3	WVEZ-F 2.5	WDJX-F 2.6	WVEZ-F 3.0	WVEZ-F 2.8
5. WRKA-F	1.1	WRKA-F 1.4	WLRS-F 1.6	WQMF-F 2.0	WRKA-F 2.4	WVEZ-F 2.5	WQMF-F 2.8	WDJX AF 2.1
6. WLOU	1.0	WDJX-F 1.3	WVEZ AF 1.5	WDJX-F 1.4	WDJX-F 1.7	WRKA-F 2.0	WRKA-F 1.9	WRKA-F 1.7
7.			WDJX-F 1.4	WAVG 0.9	WLRS-F 1.1	WLRS-F 1.2	WLRS-F 1.4	WGZB-F 0.8
8.			WAVG 1.1	WLRS-F 0.8	WAVG 0.7	WLOU 0.9	WLOU 0.8	WLRS-F 0.6
9.			WLOU 0.9		WLOU 0.7	WAVG 0.5		WZKS-F 0.5
10.					WJYL-F 0.5	WLSY-F 0.4		WLOU 0.45

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	8.8	10.1	11.2	12.0	11.6	14.0	14.3	15.1	16.3	17.9	20.6	21.5	23.1	23.8	27.0	25.5
Income (millions)	0.4	0.7	0.9	0.4	-1.1											
Nat Rev (millions)	2.0	1.9	2.7	2.9	2.8											
Rev per Cap (\$)	---	11.34	12.66	13.45	12.69	14.57	14.82	15.62	16.82	18.43	21.33	22.26	23.86	24.59	28.33	26.73
Inc per Cap (\$)	---	0.74	1.07	0.42	-1.25											

Rev as % of Retail Sales	.34	.32	.30	.31	.32	.35	.34	.33	.33	.36	.34
Market Grades	---	D+	C-/C	C/B+	C/B	C/B	C/B	C+/B	B-/A-	---	---
Manager's Market Grades	4.5	5.3	5.7	6.7	6.2	6.8	6.5	6.8	6.5	6.8	6.5
FM Base Value	---	---	2.4	4.3	4.3	4.9	5.0	4.6	4.2		
Base Value Percentage	---	---	---	---	---	21.1	21.2	17.0	16.5		
Mean Share Points per Viable Station	5.6	6.0	6.7	7.3	7.5	9.3	8.3	7.1	6.9		

#1 STATIONS 12+ METRO SHARE

WRKA-F S82	% of Revenue Controlled by Top 25% of Viable Stations	57	--	57	61
WAKY S75	By Top 50%	83	--	85	83
WAVG S76, S77, S78, S79	% of Share Points Controlled by Top 25% of Viable Stations	43	41	35	50
WVEZ-F F79, S80, F81	By Top 50%	70	64	74	75
WAMZ-F F82, F83, F84, S85, S88, F88, S89					
F89(T), F90, S91, F91					
WHAS F85, S86, F86, S87, F87, F89(T), S90					
WLOU S83, S84					

STATION NOTES

(Major call letter and format changes)

Highest Metro Share:	WAMZ-F 22.9, F91	WKY	Contemp until 79 evolving to AC and Oldies in 82; Oldies until 87; EZ until later in 87; WAKY and Country until 88; WVEZ and AC until 89
Highest Metro 1/4 Hr. Avg:	WAMX-F 272, F90	WDJX-F	WCSN and BTFL until 79; Contemp until 83; WKJJ and AC until 85
Highest TSA 1/4 Hr. Avg:	WAMZ-F 381, F90	WLRS-F	AOR until 84; CHR until 88; CHR/AOR until about 90
Highest TSA Cume:	WHAS 4609, S86	WLSY-F	AC until 83; Black until 88; WJYL- until 89; SAC/AC until 91
Highest Metro Cume Rating:	WHAS 33.5, S86	WLLV	WINN and Country until 84 (Nost during 81)
		WAVG	WAVE until 81; MOR/FS until 88
		WQMF-F	WQHI and Contemp until 81
		WDJX-A	WKLO until 79; WKJJ and Contemp until 80; Country until 87; WCII and Oldies until 88
		WRKA-F	AC until 90
		WZKS-F	WXLN-F and Religion until 90

MAJOR STATION SALES

1970 WRKA-F		\$ 151,500	
1973 WRKA-F		275,000	
1972 WLOU	From Rounsaville to Summers	850,000	
1973 WQMF-F		NA	
1975 WAKY	From LIN to Metromedia		
1976 WRKA-F	Sold to Summers	300,000	
1979 WLLV	Sold to Bluegrass	1,000,000	
1979 WRKA-F	From Summers to Capitol (Johnson)	1,000,000	
1979 WVEZ-F	From Stoner to Multimedia	1,500,000	plus WHEL and
1981 WQMF-F	Sold to Frank Wood	2,175,000	WIMZ in Knoxville
1981 WAVE	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 WLLV		775,000	
1983 WAKY, WVEZ-F	From Multimedia to Capitol (Johnson)	3,600,000	(cancelled)
1983 WAKY, WRKA-F	Sold by Capitol (cancelled)	2,500,000	
1983 WJYL-F	Sold to Sheridan (cancelled)	630,000	
1984 WLLV		300,000	
1984 WJYL-F	Sold to Interurban	630,000	
1985 WAKY/WVEZ-F	From Multimedia to Federal	3,150,000	1988 WAVG, WLRS-F From Horton to Radio One \$4,500,000
1986 WQMF-F	From Wood to John Otting	5,000,000	1988 WDJX AF From Great Trails to Stoner 5,500,000
1986 WHAS, WAMZ-F	From Bingham to Clear Channel	20,100,000	1988 WVEZ AF From Federal to Griffin NA
1986 WDJX AF	From Great Trails to Williams	NA	1989 WVEZ AF From Griffin to Wilkes Schwartz 6,500,000
1987 WLSY-F	Sold to Media Capital	1,700,000	1989 WFIA, WXLN-F 2,100,000
			1991 WAVG 425,000

STATION SALES (cont'd.)

LUBBOCK

HIGHEST BILLING STATIONS

	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>
1. KLLL-F	1.0	KLLL-F 1.5	END/LLL 1.9	KRLB AF 1.8	KRLB AF 2.4	KLLL AF 2.0	NA	KLLL AF 2.1
2. KFYO	0.7	KRLB-F 1.1	KRLB AF 1.5	END/LLL 1.7	KLLL AF 1.7	KRLB AF 1.6		KFMX-F 0.9
3. KSEL-F	0.7	KFYO 0.8	FYO/ZII 1.1	KFMX-F 0.7	KFMX-F 0.7	KFMX AF 0.8		KZII-F 0.8
4. KFMX-F	0.6	KFMX-F 0.8	KFMX-F 0.7	KFYO 0.6	KFYO 0.6	KTEZ-F 0.7		
5. KRLB-F	0.6	KSEL-F 0.7		KTEZ-F 0.5	KZII-F 0.5	KZII-F 0.6		
6.					KTEZ-F 0.5			

Highest Metro Share: KRLB-F 32.3, S87
 Highest Metro 1/4 Hr. Avg: KRLB-F 95, S87
 Highest TSA 1/4 Hr. Avg: KLLL-F 149, F91
 Highest TSA Cume: KLLL-F 1403, F91
 Highest Metro Cume Rating: KRLB-F 50.2, S87

FINANCIAL DATA

	<u>FCC Data</u> [----- Net Dollars -----]					<u>Duncan Estimates</u> [----- Gross Dollars -----]										
	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>
Revenue (millions)	2.85	3.85	4.33	4.38	4.13	4.6	5.0	5.4	5.7	6.0	6.6	5.8	6.1	6.5	6.8	6.5
Income (millions)	0.10	0.36	0.31	-0.13	-0.21											
Nat Rev (millions)	0.37	0.42	0.64	0.65	0.68											
Rev per Cap (\$)	----	18.05	20.91	19.89	18.94	21.00	22.32	23.58	25.33	26.32	29.86	26.13	27.33	28.89	30.36	28.89
Inc per Cap (\$)	----	1.68	1.52	-0.59	-0.97											
Rev as % of Retail Sales						.35	.36	.32	.38	.39	.42	.37	.38	.36	.34	.32
Market Grades						---	C	D+/C-	C+/C+	-/C	-/C	-/C	-/C	-/C	-/C	---
Manager's Market Grades							5.7	5.4	4.7	6.1	6.5	6.7	6.3	6.4	6.2	
FM Base Value						---	---	---	1.0	1.5	1.3	1.3	1.3	1.0	1.0	
Base Value Percentage						---	---	---	---	---	---	---	21.3	20.0	14.7	15.4
Mean Share Points per Viable Station							7.9	7.2	7.7	8.5	8.9	12.4	10.9	10.5	8.9	

#1 STATIONS 12+ METRO SHARE

KSEL S75, S78
 KEND S77
 KTEZ-F S79
 KSEL-F S80
 KLLL-F S76, S81, F81, S82, F82, F83, S84, and All periods F88 - F91
 KFMX-F S83
 KRLB-F F84, S85, F85, S86, F86, S87, F87, S88

	<u>87</u>	<u>88</u>	<u>90</u>	<u>91</u>
% of Revenue Controlled by Top 25% of Viable Stations	56	71	--	52
By Top 50%	79	92	--	--
% of Share Points Controlled by Top 25% of Viable Stations	60	55	45	46
By Top 50%	82	82	67	71

STATION NOTES

(Major call letter and format changes)

KTLK KLLL and Country until 82; Talk until 85
 KKIK F Contemp until 83; KSEL until 87; AC until 89; Country until 91
 KFMX KLBK and CHR until 81; KKAM until 83; KBBL and Nost until 84; CHR or AOR until about 89
 KFYO-F KRUX until 84
 KJBX Nost until about 83; KRLB and CHR until 87
 KRLB-F KWGO until about 81; Contemp until 78; Spanish until 81; AC until 84
 KLLL News until 77; KEND until 88
 KFYO MOR until 80
 KZII-F Classic or AOR until 88
 KXTQ Contemp until 83; KSEL and MOR until 87

MAJOR STATION SALES

1975 KSEL AF	To Harris	\$ 943,000
1975 KEND		438,000
1977 KRLB-F		60,000
1978 KTLK, KLLL-F	Sold to Thrash	1,490,000
1979 KFYO	Sold to Seaton	1,300,000
1980 KFMX, KFMX-F	Sold to Southern Minnesota	1,750,000
1981 KRLB-F		380,000
1982 KEND	Sold to Thrash	1,015,000
1983 KTEZ-F	Sold to Lotus	1,050,000
1984 KZII-F	From Rex to Seaton	844,000
1985 KRLB AF		1,450,000
1985 KSEL AF	From Harris to Moran	1,350,000
1986 KEND, KLLL-F	Sold to Holder	3,500,000 (e)
1987 KRLB AF	Sold to Ken Dowe	3,675,000
1987 KFNX AF		1,250,000
1987 KSEL, KKIK-F	Sold by Harris	1,300,000
1988 KEND, KLLL-F	From Thrash to Pinnacle	NA
1990 KXTQ/KKIK-F	From Bakcor to Wagon Train	750,000

MACON

HIGHEST BILLING STATIONS

	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>
1. WMAZ-F	1.5	WAYS-F 1.5	WAYS-F 1.7	WAYS-F 2.1	WAYS-F 2.4	WDEN-F 2.6	WDEN-F 3.0	WDEN AF 2.7
2. WDEN-F	1.0	WDEN-F 1.2	WDEN-F 1.3	WDEN-F 1.7	WDEN-F 2.1	WAYS-F 2.5	WAYS-F 2.4	WAYS-F 1.6
3. WMAZ	0.6	DDO/PEZ 1.0	DDO/PEZ 1.1	WPEZ-F 0.9	WPEZ-F 0.8	WPEZ-F 0.9	WPEZ-F 1.0	WPEZ-F 1.2
4. WPEZ-F	0.5	WMAZ 0.6	WMAZ 0.65	WPGA-F 0.6	WPGA-F 0.6	WPGA-F 0.6	WPGA-F 0.6	WQBZ-F 0.75
5. WPGA-F	0.47	WPGA-F 0.58	WPGA-F 0.58	WMAZ 0.6	WMAZ 0.6	IBB/FXM 0.6	IBB/FXM 0.6	WPGA-F 0.62
6.				WIBB 0.4	IBB/FXM 0.5	WMAZ 0.4	WMAZ 0.4	
7.							WQBZ-F 0.3	

Highest Metro Share: WAYS-F 27.6, S87
 Highest Metro 1/4 Hr. Avg: WAYS-F 108, S87
 Highest TSA 1/4 Hr. Avg: WDEN-F 174, S89
 Highest TSA Cume: WMAZ-F 1869, S83
 Highest Metro Cume Rating: WAYS-F 46.2, S87

FINANCIAL DATA

	<u>FCC Data</u> [----- Net Dollars -----]					<u>Duncan Estimates</u> [----- Gross Dollars -----]										
	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>
Revenue (millions)	NM	NM	3.0	2.8	3.4	4.0	4.7	5.1	5.7	6.1	6.6	7.1	7.6	8.2	8.8	8.1
Income (millions)	NM	NM	0.22	0.24	0.04											
Nat Rev (millions)	0.43	0.38	0.64	0.49	0.78											
Rev per Cap (\$)	NM	NM	12.10	10.89	13.20	15.50	17.80	18.68	20.65	21.94	23.32	24.65	26.21	27.80	29.62	28.32
Inc per Cap (\$)	NM	NM	0.89	0.90	0.15											

Rev as % of Retail Sales	.36	.39	.36	.38	.38	.38	.38	.39	.41	.42	.37
Market Grades	---	8-	A-/B	A-/B	-/A-	-/A+	-/A+	-/A+	-/A+	-/A+	---
Manager's Market Grades	5.5	5.7	6.4	6.2	7.1	7.6	8.3	8.3	8.2		
FM Base Value	---	---	2.6	3.3	3.6	3.8	3.9	3.3	3.0		
Base Value Percentage	---	---	---	---	---	50.0	47.6	37.5	37.0		
Mean Share Points per Viable Station	9.5	10.2	9.8	9.5	10.6	10.7	10.8	10.5	10.1		

#1 STATIONS 12+ METRO SHARE

WMAZ S75, S78						
WIBB S76						
WDDO S77						
WDEN-F All periods S88 - F91						
WMAZ-F/WAYS-F All other rating periods						
	<u>% of Revenue Controlled by</u>	<u>Top 25% of Viable Stations</u>	55	61	61	54
	<u>By Top 50%</u>		78	80	80	79
	<u>% of Share Points Controlled by</u>	<u>Top 25% of Viable Stations</u>	48	43	45	37
	<u>By Top 50%</u>		72	66	67	64

STATION NOTES

(Major call letter and format changes)

WAYS-F WMAZ until 85
 WPEZ-F WCRY until 81; BTFL until 82
 WDDO WCRY until 77
 WPGA-F MOR until approx 80
 WMAZ MOR/FS until 90; Nostalgia until 91
 WNEX Contemp until about 87
 WQBZ-F CHR until about 88
 WRCC-F WRBN until 88; WPPR-F until 90; Format changes unknown

MAJOR STATION SALES

1972 WPTC,WDEN-F	\$ 325,000
1973 WBML	632,000
1977 WBML	350,000
1979 WBML	315,000
1980 WPTC/WDEN-F	1,027,000
1987 WDEN AF	6,000,000
1987 WIBB	Sold to Davis 350,000
1989 WIBB,WFXM-F	From Davis to Woodfin 1,650,000
1990 WQBZ-F (Ft.Valley)	Sold to Steven Taylor 3,000,000
1991 WKKO/WKXK-F	Sold to Woodfin 693,000

MADISON

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WTSO	1.9	WTSO 2.0	WIBA 2.1	WZEE-F 2.1	WZEE-F 2.3	WZEE-F 2.8	WIBA-F 2.6	WIBA-F 2.5
2. WIBA	1.7	WIBA 1.9	WTSO 1.9	WIBA 2.0	WMGN-F 2.2	WIBA-F 2.5	WZEE-F 2.3	WOLX-F 1.9
3. WZEE-F	1.3	WMGN-F 1.6	WZEE-F 1.7	WIBA-F 1.9	WIBA-F 2.1	WMGN-F 2.5	WMGN-F 2.0	WMGN-F 1.9
4. WMGN-F	1.3	WZEE-F 1.4	WMGN-F 1.6	WTSO 1.8	WIBA 2.0	WIBA 2.0	WOLX-F 1.8	WIBA 1.65
5. WIBA-F	1.2	WIBA-F 1.2	WIBA-F 1.5	WMGN-F 1.7	WTSO 1.8	WTSO 1.6	WIBA 1.7	WZEE-F 1.6
6.		WQM/HIT 1.0	WQM/HIT 1.0	WWQM-F 0.7	HIT/WQM 0.8	WMAD-F 0.7	WTSO 1.6	WWQM AF 1.2
7.					WMAD-F 0.7	WWQM-F 0.7	WTFX-F 1.0	WTSO 1.1
8.					WTDY 0.4		WWQM-F 0.7	WJJO-F 0.65
9.							WMAD AF 0.6	WMAD AF 0.57
10.							WTOY 0.4	WTDY 0.52

Highest Metro Share: WZEE-F 18.8, F88
 Highest Metro 1/4 Hr. Avg: WZEE-F 89, S89
 Highest TSA 1/4 Hr. Avg: WZEE-F 189, F88
 Highest TSA Cume: WZEE-F 2311, F88
 Highest Metro Cume Rating: WZEE-F 40.4, F88

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	[----- Net Dollars -----]					[----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	3.46	4.72	5.71	5.91	6.27	7.5	8.2	8.9	9.5	10.6	11.2	11.8	13.7	14.6	15.3	14.7
Income (millions)	0.70	1.22	1.34	1.22	0.86											
Nat Rev (millions)	0.60	0.66	0.98	0.78	1.06											
Rev per Cap (\$)	----	14.94	17.83	18.41	19.10	22.87	24.62	26.65	28.36	31.45	31.46	32.87	37.63	39.78	41.35	39.41
Inc per Cap (\$)	----	3.87	4.12	3.74	2.63											
Rev as % of Retail Sales						.47	.48	.47	.44	.44	.45	.44	.44	.47	.46	.43
Market Grades						---	A	A/A	A+/B+	A+/A-	A/A	A+/A+	A+/A+	A+/A+	---	---
Manager's Market Grades						---	8.0	8.0	8.0	8.3	8.3	8.2	8.2	8.2	8.1	8.1
FM Base Value						---	---	---	3.9	5.0	5.1	5.2	5.4	4.7	4.2	4.2
Base Value Percentage						---	---	---	---	---	---	---	41.3	38.8	30.7	28.6
Mean Share Points per Viable Station									6.3	6.2	7.1	7.1	7.4	8.0	7.5	6.9

#1 STATIONS 12+ METRO SHARE

WIBA S75, F81
 WTSO S76, S77, S79, S80, S81
 F82, S83, F83, F84
 WZEE-F S78, S84, S85, F85, S86, F86 through F89
 WIBA-F S82, S90, F90, S91, F91

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	45	44	42	42
By Top 50%	83	83	74	70
% of Share Points Controlled by Top 25% of Viable Stations	43	41	37	41
By Top 50%	72	63	63	67

STATION NOTES

(Major call letter and format changes)

WTDY WISM until 85; Contemp until 85; FS gradually converting to N/T
 WMGN-F WISM until 84; Contemp evolving to AC by 82
 WHIT WWQM until 82; Contemp until 80; Country until 83; Oldies until 89
 WMAD WERU until 85; Nostalgia until 89
 WMAD-F AOR until 84
 WWQM-F WMAO-F until 78; Country until 78; CHR until 81
 WOLX-F WLVE and BTFL until 83; WNL1 and AC until 85;
 WILV-F and EZ until 89
 WJJO-F WTFX-F and CHR until 91

MAJOR STATION SALES

1974	WZEE-F	Sold to MidContinent	\$ 275,000
1978	WIBA AF	From Capital Times to Des Moines Register	2,150,000
1981	WMAD-F		1,275,000
1985	WMAD AF		2,400,000
1985	WIBA AF	Sold to Price Communications	5,800,000
1985	WILV-F (Baraboo)		1,900,000
1987	WIBA AF	From Price to Leicinger	10,800,000
1989	WMLW-F (Watertown)	Sold to Joyner	1,600,000
1991	WMAD AF	Turned over to Bank	3,200,000 in leans

MANCHESTER, NH

12+ METRO SHARE

		SPG																
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
WZID-F	(SAC)	10.5	8.4	13.7	9.7	8.7	10.1	11.1	14.8	15.5	13.3	14.5	15.0	10.9	17.2	13.3	18.2	15.7
WGIR	(N/T)	19.8	18.9	10.0	15.9	16.8	10.6	12.4	9.1	7.0	6.6	6.6	6.1	7.1	8.0	6.1	5.9	5.3
WGIR-F	(AOR)	---	---	4.2	3.4	4.0	5.0	4.0	14.0	18.1	15.9	11.0	12.1	13.8	9.9	12.3	9.0	8.7
WKBR	(FS)	15.8	15.7	14.7	11.1	11.0	9.0	10.2	9.1	5.2	4.0	3.1	3.6	3.8	0.8	1.0	0.7	0.4
WFEA	(AC)	11.1	8.9	11.1	10.6	11.0	14.1	11.6	8.2	7.7	4.9	4.4	5.3	2.9	5.3	3.0	3.7	4.4
WJYY-F	(AC)	---	---	---	---	---	---	---	---	---	---	---	---	2.9	2.3	1.5	1.2	1.2
WHOB-F	(CHR)	---	---	---	---	---	---	---	---	---	---	---	---	---	5.7	7.4	5.7	4.8
WOKQ-F	(C)	---	---	---	1.4	4.0	3.0	5.8	2.5	4.8	3.1	5.3	5.7	5.4	4.2	5.2	5.0	6.5
WCGY-F	(AOR)	4.1	5.2	6.3	5.8	6.9	3.5	1.3	0.8	1.8	2.2	2.2	2.4	0.8	2.3	1.8	2.9	2.1
WBZ	(T)	2.9	3.7	5.3	4.3	3.5	3.0	3.1	4.1	3.0	4.0	2.6	1.6	1.7	1.9	1.7	1.6	1.7
WRKO	(T)	6.4	6.3	6.8	1.9	3.5	1.5	1.3	1.2	1.8	0.9	2.6	2.8	2.5	2.7	2.3	1.6	2.9
WCDJ-F	(J/NAC)	5.3	2.1	1.6	3.9	1.7	1.0	4.0	---	0.7	0.9	0.4	0.8	0.4	0.4	1.7	1.4	1.6
WSSH-F	(SAC)	2.3	4.7	5.3	1.9	2.3	5.0	2.7	3.7	6.3	7.5	6.1	10.1	9.2	5.7	5.1	5.9	4.6
WVBF-F	(AC)	2.3	2.1	1.6	4.3	2.9	5.5	3.1	2.9	1.1	---	0.4	0.4	---	---	0.3	0.3	0.5
WZOU-F	(CHR)	---	3.2	3.2	5.3	5.8	3.5	7.6	7.0	3.0	1.8	6.1	2.8	7.1	4.6	2.5	3.3	4.8
WBCN-F	(AOR)	---	---	---	---	2.9	2.5	2.7	2.9	4.1	4.4	4.8	4.5	5.0	4.6	3.8	2.3	3.1
WBMX-F	(AC)	3.5	3.7	2.6	3.9	2.9	3.5	3.1	1.2	1.1	2.7	2.6	2.4	2.9	1.1	1.5	1.2	1.2
WAAF-F	(AOR)	---	---	---	---	---	---	---	2.1	1.8	1.8	4.4	---	2.1	3.4	1.7	2.6	3.4
WOODS-F	(O)	---	---	---	---	---	---	---	1.2	4.4	7.1	3.5	2.8	0.8	4.6	3.9	2.8	2.9

BASED ON AVERAGE OF SPRING AND FALL BOOKS AS OF 1989

12+ CUME RATINGS

		79	80	81	82	83	84	85	86	87	88	89	90	91
WZID-F		19.2	18.1	22.8	19.4	24.5	20.7	22.4	22.9	20.1	22.3	22.9	32.0	29.8
WGIR		34.6	28.3	30.3	32.1	24.4	20.5	19.1	18.7	19.4	18.3	18.2	17.4	15.3
WGIR-F		14.8	16.3	15.7	35.1	40.2	34.7	30.2	31.0	28.6	28.3	30.2	29.3	26.3
WKBR		25.5	24.6	25.7	22.9	21.5	12.4	7.5	10.3	8.2	6.4	3.7	8.0	2.3
WFEA		32.7	29.0	29.3	24.8	22.8	15.7	14.4	12.2	9.8	13.1	9.4	8.3	6.1
WJYY-F		---	---	---	---	---	---	---	---	7.3	5.9	5.6	4.1	3.7
WHOB-F		---	---	---	---	---	---	---	---	---	14.9	18.2	16.7	16.8
WOKQ-F		---	8.9	11.3	9.2	14.0	11.0	11.4	11.6	12.9	9.6	9.7	12.2	15.4
WCGY-F		17.1	12.0	---	4.1	6.1	4.7	4.7	6.1	4.4	6.5	8.7	11.3	9.1
WBZ		12.1	15.8	15.0	12.7	12.4	12.4	9.1	7.0	5.8	5.0	7.4	8.7	4.0
WRKO		13.7	11.3	---	5.4	6.3	5.6	4.8	9.6	9.7	5.8	6.2	6.2	7.6
WCDJ-F		---	---	---	---	5.6	4.4	4.9	4.5	3.4	2.5	4.0	5.9	4.3
WSSH-F		7.0	11.7	---	9.7	14.0	16.3	14.6	21.4	21.4	13.7	16.7	18.4	16.7
WVBF-F		---	---	9.2	6.3	3.9	---	1.6	3.3	---	---	2.6	3.1	1.7
WZOU-F		10.3	---	18.8	19.7	12.0	6.4	14.0	11.6	17.1	16.8	13.4	13.0	19.4
WBCN-F		---	---	---	7.3	8.9	---	10.2	11.5	11.1	7.8	11.3	10.0	8.4
WBMX-F		---	---	9.3	7.3	9.4	10.6	9.6	10.7	12.0	6.8	5.8	6.9	4.3
WAAF-F		---	---	---	---	6.4	5.9	8.4	5.9	8.9	6.7	6.6	8.4	13.3
WOODS-F		---	---	---	---	13.6	17.6	12.4	11.6	4.3	13.6	14.1	9.6	10.2

		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
APR (%)		15.3	16.2	15.9	16.8	14.0	15.0	16.3	17.3	18.7	16.2	16.4	17.2	16.2	16.9	19.2	18.0	17.9
FM Share (%)		47.83	46.20	49.44	52.55	49.68	58.82	58.17	61.47	70.54	76.26	79.72	78.32	80.1	79.8	80.6	83.8	84.4
Total Stations				20	21	19	24	22	26	23	25	26	26	25	24	28	28	31
Viable Stations										6	5	5	5	5	5.5	5	5	5.5
Diaries							519	565	534	711	731	629	592	624	561	580	594	587
% Not Listed														7.5	7.3	15.2	15.4	10.6

FORMAT SHARES (%)

		77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
CHR/AOR		57	43	45	50	40	42	35	CHR	10	13	11	11	12	16	11	15
									AOR/CLS	26	22	20	24	23	20	25	21
MOR/AC		16	33	34	24	32	36	MOR/FS	16	17	3	2	2	2	3	3	---
								AC/OLDIES	20	26	24	27	27	25	26	23	24
COUNTRY		1	3	5	3	6	3	5	4	7	8	7	6	4	4	8	8
BTFL/EZ/SAC		24	20	15	21	20	17	18	17	18	18	13	20	18	26	17	17
NEWS/TALK		---	1	---	1	---	2	2	---	1	10	10	11	12	12	9	13
BLACK/URBAN		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
NOSTALGIA		---	---	---	---	---	---	3	---	3	4	4	1	---	---	---	---
HISPANIC		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
RELIG/GOSPEL		---	---	---	---	---	---	---	---	---	1	---	---	---	1	---	1
CLASSICAL		---	---	---	---	---	---	---	---	---	---	---	1	---	---	---	---
JAZZ/NAC		---	---	---	---	---	---	---	---	---	---	---	1	---	---	---	3

MANCHESTER, NH

HIGHEST BILLING STATIONS

	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>
1. WGIR-F	1.5	WGIR-F 1.9	WGIR-F 2.4	NA	WGIR-F 3.0	WGIR-F 3.0	WGIR-F 2.6	WGIR-F 2.2
2. WZIO-F	1.3	WZIO-F 1.7	WZIO-F 2.2		WZIO-F 2.1	WGIR 1.8	WZIO-F 1.7	WZIO-F 2.0
3. WGIR	0.9	WGIR 1.4	WGIR 1.5		WGIR 1.7	WZIO-F 1.8	WGIR 1.6	WGIR 1.0
4. WFEA	0.8	WFEA 0.8	WFEA 0.7		WJYY-F 1.1	WJYY-F 1.0	WFEA 0.7	
5. WKBR	0.7	WKBR 0.6	WKBR 0.5		WFEA 0.5	WFEA 0.7	WKBR 0.3	
6.						WKBR 0.4		

Highest Metro Share: WGIR AF 19.8, S75
 Highest Metro 1/4 Hr. Avg: WZIO-F 54, F90
 Highest TSA 1/4 Hr. Avg: WZIO-F 106, S88
 Highest TSA Cume: WGIR-F 1297, S83
 Highest Metro Cume Rating: WGIR-F 40.2, S83

FINANCIAL DATA

	<u>FCC Data</u> [----- Net Dollars -----]					<u>Duncan Estimates</u> [----- Gross Dollars -----]										
	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>
Revenue (millions)	1.36	1.89	2.54	2.45	3.30	4.0	4.5	5.0	5.9	6.7	6.5	7.0	8.0	7.7	7.2	6.6
Income (millions)	0.07	0.003	0.07	-0.08	-0.18											
Nat Rev (millions)	0.25	0.37	0.44	0.49	0.67											
Rev per Cap (\$)	----	12.25	16.14	15.21	20.08	18.52	20.55	22.42	26.46	29.78	26.32	28.11	31.86	30.55	27.80	25.2
Inc per Cap (\$)	----	0.02	0.43	-0.47	-1.11											

Rev as % of Retail Sales	.33	.35	.32	.35	.30	.32	.32	.33	.31	.27	.24
Market Grades			---	B-	A+/A	A+/A+	-/A+	-/A	-/A	-/B+	---
Manager's Market Grades	7.0	5.8	5.8	7.7	7.6	8.4	7.4	6.4	6.4		
FM Base Value	---	---	---	---	---	---	---	---	---		
Base Value Percentage	---	---	---	---	---	---	---	---	---		
Mean Share Points per Viable Station	8.5	7.7	7.1	7.6	6.8	6.7	8.2	7.9	6.6		

#1 STATIONS 12+ METRO SHARE

WGIR S75, S76, S78, S79, S81
 WKBR S81
 WFEA S80
 WZIO-F S82, S85, S86, S88, F89, S90, F90, S91, F91
 WGIR-F S83, S84, S87, S89

	<u>87</u>	<u>88</u>	<u>90</u>	<u>91</u>
% of Revenue Controlled by Top 25% of Viable Stations	--	48	42	46
By Top 50%	--	80	71	91
% of Share Points Controlled by Top 25% of Viable Stations	48	57	51	60
By Top 50%	83	89	78	84

STATION NOTES

(Major call letter and format changes)

WGIR AF Simulcast in 75-76
 WKBR Changed from CHR to AC by 82; AC until 83; Nostalgia until about 89
 WGIR-F Soft Rock until 80
 WFEA Contemp to AC by 83

MAJOR STATION SALES

1976 WFEA	Sold to Ocean Coast	\$ 500,000
1979 WKBR		1,931,000
1984 WZIO-F	Sold to Sunshine	2,750,000
1986 WFEA	Sold by Ocean Coast to Sunshine	1,450,000
1987 WKBR		1,400,000
1988 WJYY-F (Concord)	Sold to Empire	3,750,000
1990 WFEA/WZIO-F	From Sunshine to Sage	4,700,000 (e)
1991 WKBR		160,000

MCALLEN-BROWNSVILLE

HIGHEST BILLING STATIONS

	<u>1984</u>	<u>1985</u>	<u>1988</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>
1. KGBT	1.8	KGBT 1.9	KGBT 2.0	KGBT 1.8	KGBT 1.9	KGBT 2.0	KGBT 2.2	KTEX-F 2.2
2. KBFM-F	1.3	KBFM-F 1.3	KBFM-F 1.2	KBFM-F 1.2	KBFM-F 1.4	KBFM-F 1.6	KTXF-F 2.0	KGBT 1.9
3. KIWW-F	1.0	KELT-F 1.1	KELT-F 1.2	KELT-F 1.1	KTXF-F 1.3	KTXF-F 1.5	KBFM-F 1.8	KBFM-F 1.6
4. KRGV	0.9	KTXF-F 1.0	KTXF-F 1.0	KTXF-F 1.0	KELT-F 1.1	KIWW-F 1.2	KIWW-F 1.2	KIWW-F 1.3
5. KTXF-F	0.8	KIWW-F 0.9	KIWW-F 1.0	KIWW-F 0.9	KIWW-F 1.1	KELT-F 1.2	KELT-F 1.2	KELT-F 1.1
6. KELT-F	0.6	KRGV 0.8			RIX/RGE 1.0	KRIX-F 0.7	KQXX-F 0.9	KVLY-F 0.85
7.		KVLY-F 0.7			IRT/QXX 0.7	KQXX-F 0.7	KVLY-F 0.8	KQXX-F 0.8
8.					KVLY-F 0.6	KVLY-F 0.7	KRIX-F 0.6	KBOR AF 0.63
9.							KBOR A/F0.5	KRGY-F 0.5
10.								KURV 0.45

Highest Metro Share: KGBT 38.7, S79
 Highest Metro 1/4 Hr. Avg: KGBT 228, F81
 Highest TSA 1/4 Hr. Avg: KGBT 242, F81
 Highest TSA Cume: KBFM-F 2039, S89
 Highest Metro Cume Rating: KGBT 45.8, S79

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]											
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
Revenue (millions)	1.97	2.09	2.08	4.33	5.56	7.0	7.8	8.5	10.0	10.6	10.4	10.5	11.2	12.1	12.8	12.0	
Income (millions)	-.08	-.18	-.11	.15	-.20												
Nat Rev (millions)	.26	.18	.27	1.17	1.51												
Rev per Cap (\$)	---	8.18	8.54	10.17	10.68	14.93	14.72	14.88	17.18	17.94	16.99	16.80	17.50	18.59	19.32	18.13	
Inc per Cap (\$)	---	-.72	-.46	.36	-.36												
Rev as % of Retail Sales						.33	.35	.34	.36	.37	.36	.35	.36	.39	.39	.35	
Market Grades						D+	D-/D+	D/D+	D/D	D+/D+	D-/C	C-/C	C/C-	---	---	---	
Manager's Market Grades							7.5	7.2	6.6	7.1	6.7	7.1	7.1	6.5	6.5	6.7	
FM Base Value									1.6	1.3	1.4	1.4	1.5	1.3	1.3	1.3	
Base Value Percentage									---	---	---	---	12.5	12.4	10.2	10.6	
Mean Share Points per Viable Station							6.3	6.5	6.6	6.9	6.6	6.6	8.2	8.2	8.1	7.6	

#1 STATIONS 12+ METRO SHARE

KGBT All rating periods until F88
 KBFM-F F88, S89, F89, S90
 KTEX-F F90, S91, F91

	87	88	90	91
% of Revenue Controlled by top 25% of Viable Stations	44	38	40	46
By Top 50%	--	67	65	74
% of Share Points Controlled by Top 25% of Viable Stations	47	51	49	50
By Top 50%	72	63	74	72

STATION NOTES

(Major call letter and format changes)

KURV ? until about 1983
 KELT-F Country until 1984
 KRIX-F CHR until 1982
 KBOR Contemp until 1984
 KTXF-F KDUV-F until 1983, BTFL until 1983
 KVLY-F KESI until 1980
 KIWW KMBS until 1978
 KTEX-F KTFX until 1990
 KRGE KRGV until 1987, CHR until about 1989 and Oldies until 1990
 KRIO Oldies until about 1987 then non-commercial
 KVLY-F EZ until 1989
 KBOR Nostalgia until 1986
 KRGY-F KRIX-F until 1990, AOR until 1990

MAJOR STATION SALES

1970	KIRT	\$	225,000
1975	KIRO		900,000
1977	KIWW-F		200,000
1977	KBOR		325,000
1978	KBFM-F		375,000
1979	KBLY-F	Sold to Tippie	478,000
1982	KRIX-F		800,000
1983	KTXF-F		1,019,000
1985	KBOR		325,000
1986	KTXF-F	(never completed)	1,650,000
1986	DRIO	Donated by Tippie	
1986	KBFM-F	From Oppenheimer to Encore	N/A
1986	KRIX-F		900,000
1987	KRGV		300,000
1987	KTXF-F	From Kamin to Tate	2,350,000
1988	KELT-F	Sold by Tichenor	1,500,000
1988	KIWW-F	Sold to Tichenor	1,600,000
1989	KBFM-F	From Encore to Waldron	N/A (cancelled)
1990	KRGE/KRIX-F	Sold by First City	1,100,000
1990	KURV (Edinburg)	58.6% sold	200,000
1990	KRGE		300,000 + tax cert.
1991	KBFM-F	From Encore to Giordano	3,500,000

MEMPHIS

HIGHEST BILLING STATIONS

	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>
1. WMC-F	3.4	WMC-F 4.3	WMC-F 4.5	WMC-F 4.2	WGKX-F 5.0	WGKX-F 5.6	WGKX-F 5.9	WGKX-F 5.7
2. WRVR-F	2.6	WRVR-F 4.2	WRVR-F 3.6	WRVR-F 4.2	WMC-F 4.8	WRVR-F 4.9	WRVR A/F 4.6	DIA/HRK 4.5
3. WMC	2.4	DIA/HRK 3.8	WHRK-F 3.3	DIA/HRK 4.1	WRVR-F 4.8	WMC-F 4.5	WMC-F 4.6	WMC -F 3.8
4. WGKX-F	2.1	WMC 2.9	WGKX-F 3.1	WGKX-F 4.0	DIA/HRK 4.0	DIA/HRK 4.1	DIA/HRK 4.3	WEGR-F 3.3
5. WZXR-F	2.1	WGKX-F 2.7	EGR/REC 2.0	WEGR-F 2.0	WEGR-F 2.0	WEGR-F 2.5	WEGR-F 3.3	WRVR AF 3.3
6. WHRK-F	1.5	WZXR-F 2.0	WMC 1.4	KRNB-F 1.6	KRNB-F 1.7	KRNB-F 1.1	WEZI-F 1.3	KPYR-F 1.3
7.			KRNB-F 1.1	WHBQ 1.2	WMC 1.0	WREC 1.0	WREC 0.8	KJMS-F 1.1
8.			WDIA 1.0	WMC 1.0	WEZI-F 1.0	WEZI-F 1.0	WLDK 0.7	WEZI AF 0.9
9.			EZI/LVS 0.8	WEZI-F 0.8	WREC 0.9	KMPZ-F 0.7	KPYR-F 0.7	WMC 0.75
10.			WHBQ 0.8		WHBQ 0.6	WMC 0.6	KHUL-F 0.6	WREC 0.7

FINANCIAL DATA

	<u>FCC Data</u>					<u>Duncan Estimates</u>										
	[----- Net Dollars -----]					[----- Gross Dollars -----]										
	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>
Revenue (millions)	8.61	10.32	11.82	13.33	13.09	16.2	17.1	18.3	19.1	20.6	22.9	24.1	26.8	29.0	29.0	27.0
Income (millions)	1.04	1.17	1.05	1.36	.01											
Nat Rev (millions)	2.64	2.59	3.35	3.93	4.70											
Rev per Cap (\$)	---	11.66	13.20	14.86	14.09	17.74	18.59	19.76	20.60	22.17	23.80	24.82	27.32	29.41	29.26	27.19
Inc per Cap (\$)	---	1.32	1.17	1.52	.11											
Rev as % of Retail Sales						.36	.36	.37	.35	.36	.37	.39	.41	.43	.41	.38
Market Grades									B-	C-/C	C+/C+	B/B+	B/A-	B/A	B/B+	---
Manager's Market Grades								6.7	7.0	6.7	7.3	7.6	7.7	7.9	7.5	7.4
FM Base Value									---	4.8	5.6	5.7	6.0	6.0	5.5	5.0
Base Value Percentage									---	---	---	---	23.3	22.1	19.0	18.5
Mean Share Points per Viable Station								6.7	6.9	7.4	7.8	7.0	7.1	7.5	7.7	7.1
													<u>87</u>	<u>88</u>	<u>90</u>	<u>91</u>

#1 STATIONS 12+ METRO SHARE

WMPS S75
 WDIA S76, F76, F77
 WHBQ S77
 WMC S78, F78 (T), F79
 KRNB-F F82
 WZXR-F S83
 WMC-F S84, F84, S88
 WHRK-F F84, S85, F85, S86, F86, S87, F88,
 S89, F89, S90, F90, S91
 WGKX-F F91

% of Revenue Controlled by
 Top 25% of Viable Stations

By Top 50%

% of Share Points Controlled by
 Top 25% of Viable Stations

By Top 50%

87 88 90 91

57 60 52 45

82 84 83 74

39 41 36 36

64 65 64 64

STATION NOTES

(Major call letter and format changes)

WHRK-F WMPC-F until 77, Classical (?) until 77
 WRVR-F WQUD-F until ?
 WHBQ CHR changing to AC, Oldies until 86, News/Talk until
 WEGR-F WZXR until 86, BTFL until 76, Country until 77
 WREC MOR until 82
 KJMS-F KWAM until 82, KRNB-F until 89, KHUL-F until 91
 WEZI WLVS until 85, Country until 83
 WGKX-F WEZI until 83, BTFL until 83
 WODZ WMPS until 83, WKDJ until 85, WRVR until about 89
 Country until 83, Black until 85, AC until 88
 KPVR-F KWLN-F until 88, KMPZ-F until 91, AOR until 88, CHR
 until 91

MAJOR STATION SALES

1972	WGKX-F	Sold by RKO to Southern	\$ 450,000
1974	WREC, WEGR-F	From Cowles to Summit	3,100,000
1977	WLOK	From Starr to Gilliam	725,000
1977	WMQM		550,000
1983	WGKX-F	From Harte-Hanks to Firstcom	3,200,000
1984	WRVR, WHRK-F	From Plough to DKM	4,000,000 (E)
1985	WRVR	From Adams to Viacom	1,500,000
1985	WDIA	From BENI to Adams	2,500,000
1985	WGKX-F	From Firstcom to New Barnstable	7,250,000 (E)
1986	WMSO (Collierville)	Sold to Bott	600,000
1987	WREC, WEGR-F	From Summit to New Market	NA
1987	WLVS, WEZI-F (Germantown)		3,000,000
1988	WDIA, WHRK-F	From Adams to Ragan Henry	13,000,000 + Tax cert.
1988	KMPZ-F (Osceola)	Sold to Dittman	5,200,000
1988	WRVR A/F	Traded to Keymarket for WLTJ-F in Detroit	
1988	WHBQ	Sold by RKO	750,000
1989	WKSS	Sold to Willis	780,000
1989	KMPZ-F (Isceola)	From Dittman to Diamond	6,000,000
1990	WMQM		420,000

MIAMI - FT. LAUDERDALE

		12+ METRO SHARE																
		SPG																
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
WLYF-F	(E2)	4.8	6.3	4.3	4.2	5.0	2.8	3.0	6.4	7.8	7.7	7.8	8.4	8.6	7.9	8.2	7.5	8.1
WRHC	(SP)	---	0.8	2.3	3.3	5.8	10.1	11.8	5.1	3.6	3.0	3.0	1.8	1.1	0.8	0.8	0.2	0.3
WHYI-F	(AC)	6.2	6.4	6.6	7.5	5.8	7.0	5.7	6.4	7.7	8.9	6.2	4.5	4.2	4.0	4.2	3.8	3.5
WINZ	(N/T)	---	4.3	4.8	4.4	4.5	4.5	4.1	4.7	3.4	3.5	3.5	3.6	5.1	3.5	3.1	3.0	2.8
WZTA-F	(CL.AOR)	---	2.9	3.6	3.2	3.3	2.7	6.7	5.1	6.4	7.1	4.4	2.6	1.6	2.0	1.7	2.6	3.2
WMRZ	(BB)	---	---	---	1.2	2.1	4.3	5.4	5.1	4.2	3.4	3.6	4.0	3.7	3.7	2.7	2.4	2.6
WQBA	(SP)	14.5	15.1	15.2	11.9	9.9	6.7	7.0	5.4	6.5	6.0	5.7	5.6	5.3	4.3	4.2	3.9	3.5
WQBA-F	(SP)	---	---	---	---	3.0	3.1	2.4	2.0	3.2	2.4	2.3	2.3	2.2	2.2	2.7	1.8	2.0
WHQT-F	(U/CHR)	---	4.8	3.4	6.6	4.3	5.0	3.5	4.5	2.8	2.1	3.9	4.7	3.0	3.8	8.5	5.6	5.2
WSHE-F	(AOR)	3.6	---	---	1.3	1.6	2.1	2.9	4.0	3.2	3.4	6.0	5.0	2.0	2.1	2.5	3.1	3.3
WEDR-F	(B)	---	3.6	3.9	3.9	5.0	4.9	5.9	4.3	3.9	4.2	3.9	4.0	4.7	4.9	2.1	5.6	5.3
WAXY-F	(AC/D)	---	---	---	1.3	2.3	2.3	2.2	3.4	3.3	3.6	3.5	3.6	3.9	3.3	3.3	2.6	1.8
WFLC-F	(AC)	---	---	---	2.0	2.6	3.0	1.9	3.2	3.3	3.5	2.5	2.3	3.0	3.3	2.8	3.2	3.8
WCMQ	(SP)	5.5	3.2	6.5	6.7	6.1	2.8	4.5	2.0	1.5	1.4	2.6	1.7	1.5	1.4	1.5	0.7	1.1
WCMQ-F	(SP)	5.7	4.5	6.3	4.3	6.7	4.4	5.9	4.4	3.8	3.2	3.0	3.9	5.1	4.0	3.8	3.2	2.3
WIOD	(N/T)	6.0	3.8	3.2	3.5	3.5	3.0	3.1	3.0	4.1	3.5	3.4	3.9	3.6	4.0	5.0	4.4	4.9
WQAM	(C)	5.4	5.0	3.5	3.7	1.9	3.4	2.4	1.7	1.7	1.4	1.2	1.1	0.4	0.9	0.8	0.6	0.7
WAQI	(SP)	---	3.8	---	1.8	1.9	1.6	1.9	1.1	1.1	1.3	1.8	3.4	3.4	3.6	3.7	5.5	4.8
WSUA	(SP)	3.8	---	---	2.7	2.3	2.4	3.1	0.8	1.8	1.5	1.4	1.2	0.9	1.0	0.8	---	---
WVCG	(V)	5.7	4.1	3.4	3.6	3.3	2.3	2.5	1.0	0.8	---	0.4	0.5	0.7	0.4	0.2	---	0.2
WOCN	(SP)	---	---	2.0	3.2	2.3	3.1	1.5	1.6	1.4	2.5	2.3	0.9	0.9	0.6	0.4	0.2	---
WTMI-F	(CL)	---	---	---	2.6	1.8	2.6	1.7	1.6	1.7	2.2	2.4	2.3	2.9	2.9	2.6	2.4	2.7
WJQY-F	(SAC)	---	---	---	2.0	0.3	0.7	1.2	3.1	3.8	4.4	4.1	4.4	4.3	4.0	3.9	3.8	3.1
WLVE-F	(J/NAC)	---	---	---	1.8	2.7	3.7	2.3	2.7	2.8	2.6	3.1	2.3	3.3	3.0	2.5	2.5	2.6
WMXJ-F	(O)	---	---	---	0.7	0.6	0.9	1.0	2.0	1.5	1.8	1.6	2.4	2.7	4.1	5.0	3.5	2.9
WKAT	(SP)	---	3.0	4.2	3.2	2.7	1.7	1.5	0.8	1.0	1.7	1.4	1.8	1.2	0.4	0.2	0.5	0.3
WKIS-F	(C)	---	---	---	0.9	1.7	1.2	0.9	2.8	3.4	2.7	3.3	3.5	2.9	3.4	3.7	4.0	4.0
WPOW-F	(CHR)	---	---	---	---	---	---	---	---	---	---	2.0	3.0	5.6	4.5	5.1	5.1	5.7
WXDJ-F	(SP)	---	---	---	---	---	---	---	---	---	---	---	---	2.1	1.9	2.1	3.5	3.0
WFTL	(T)	---	---	---	---	---	---	---	---	---	---	---	1.7	1.4	1.6	1.0	0.8	1.1
WMBM	(G)	---	---	---	---	---	---	---	---	---	---	---	---	0.9	1.1	1.3	1.1	0.9

BASED ON AVERAGE OF SPRING AND FALL BOOKS

		12+ CUME RATINGS																
		79	80	81	82	83	84	85	86	87	88	89	90	91				
WLYF-F		11.7	6.8	8.1	14.6	14.9	14.9	16.3	15.3	15.2	15.0	16.2	14.5	16.2				
WRHC		---	---	---	5.5	5.5	4.8	4.3	4.1	3.4	2.5	2.9	1.3	---				
WHYI-F		20.0	17.7	17.8	20.2	23.6	25.1	22.3	18.1	15.6	14.8	14.6	13.9	12.3				
WINZ		13.5	11.4	11.4	16.6	13.4	11.6	10.6	10.4	12.3	8.4	9.6	10.1	8.6				
WZTA-F		---	7.8	18.6	18.1	20.9	23.0	19.1	12.4	7.0	7.5	5.7	5.9	9.3				
WMRZ		3.6	9.9	9.1	11.7	10.5	9.3	9.4	9.1	9.0	8.5	7.0	6.7	5.7				
WQBA		13.1	10.9	11.1	7.4	10.0	10.7	8.2	8.2	7.7	7.1	7.9	6.3	5.5				
WQBA-F		---	---	---	5.7	7.0	8.4	6.4	5.7	5.6	6.1	6.7	5.4	5.7				
WHQT-F		10.4	8.7	---	10.4	8.8	6.7	10.9	10.8	11.4	10.2	16.2	14.6	12.7				
WSHE-F		---	6.2	6.4	10.9	10.1	8.7	12.8	11.5	9.5	7.6	8.9	8.0	9.9				
WEDR-F		---	---	---	7.4	7.7	6.2	7.9	7.8	8.1	8.6	4.7	8.4	10.5				
WAXY-F		8.3	8.0	7.3	11.0	11.6	11.1	11.7	11.9	12.0	10.7	11.1	10.9	8.3				
WFLC-F		6.6	7.5	6.5	9.7	10.5	11.6	9.3	7.7	8.3	9.2	10.6	8.9	13.0				
WCMQ		---	---	---	3.2	2.7	2.4	3.4	3.1	2.4	2.8	3.9	2.1	2.7				
WCMQ-F		---	---	---	5.6	6.9	6.3	4.9	6.8	7.9	7.7	9.0	8.3	6.5				
WIOD		6.9	11.2	8.1	11.0	11.4	9.3	10.4	9.9	10.0	9.7	10.9	9.9	9.7				
WQAM		9.5	10.9	9.5	5.9	5.6	4.7	2.8	3.2	2.4	3.3	2.9	3.1	3.3				
WAQI		8.0	5.9	7.9	5.7	6.7	6.4	7.3	6.1	6.3	5.8	5.8	8.6	7.5				
WSUA		---	---	---	2.5	4.2	3.9	3.2	3.2	2.9	2.5	2.9	---	---				
WVCG		---	---	---	3.9	5.2	---	1.0	1.4	2.3	2.5	1.5	---	---				
WOCN		---	---	---	3.7	---	3.8	4.8	2.2	2.3	2.2	1.4	---	---				
WTMI-F		---	---	---	4.5	4.7	4.9	6.5	6.6	7.5	6.9	7.2	7.9	7.8				
WJQY-F		10.3	---	---	6.5	7.7	7.3	9.6	9.1	10.8	10.1	9.4	10.2	8.4				
WLVE-F		7.4	9.3	7.5	7.1	9.8	9.3	10.8	7.7	10.4	9.2	7.9	9.2	6.9				
WMXJ-F		---	---	4.0	8.7	7.1	8.4	4.9	6.7	6.7	11.0	12.6	10.3	10.0				
WKAT		---	---	---	3.3	3.4	4.3	3.8	5.6	4.1	1.5	---	1.3	---				
WKIS-F		4.3	3.8	2.8	8.0	8.1	7.2	7.2	8.6	6.9	8.7	9.3	9.1	9.4				
WPOW-F		---	---	---	---	---	---	---	9.7	14.1	11.8	13.5	13.6	13.6				
WXDJ-F		---	---	---	---	---	---	---	---	---	4.7	5.4	6.8	6.7				
WFTL		---	---	---	---	---	---	---	---	3.4	3.1	2.7	1.5	3.0				
WMBM		---	---	---	---	---	---	---	---	2.4	2.2	2.7	2.6	1.7				

		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
APR (%)		17.9	16.8	17.7	18.3	18.7	16.7	18.7	20.2	20.3	20.0	19.9	19.8	20.6	19.5	20.4	19.7	19.2
FM Share (%)		38.43	44.34	44.33	49.41	51.86	52.80	48.41	57.60	51.29	61.34	62.32	64.59	64.6	68.5	70.7	71.3	73.2
Total Stations				29	28	28	29	28	33	33	33	35	34	36	40	36	37	40
Viable Stations										29	29	29	28	26	22.5	22.5	23	23
Diaries							1434	1407	2579	2783	2731	2510	2595	2994	2615	2908	2513	2853
% Not Listed														6.8	6.8	6.5	7.6	8.5

MIAMI-FT. LAUDERDALE

FORMAT SHARES (%)

	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
CHR/AOR	33	28	23	25	22	21	19	CHR AOR/CLS	17	15	11	8	10	10	10	9
MOR/AC	9	8	6	8	8	16	MOR/FS AC/OLDIES	5	2	--	6	9	8	8	8	
COUNTRY	3	3	3	4	3	4	5	5	4	4	4	4	4	5	4	
BTFL/EZ/SAC	12	16	15	14	12	12	12	9	9	10	10	11	11	9	12	
NEWS/TALK	9	6	14	10	11	10	13	12	13	12	15	12	12	10	10	
BLACK/URBAN	6	6	9	7	6	8	6	5	9	11	12	11	11	14	13	
NOSTALGIA	--	--	--	--	2	4	2	5	3	4	4	2	1	--	3	
HISPANIC	25	30	28	31	36	22	23	22	21	22	21	19	20	23	21	
RELIG/GOSPEL	1	--	--	--	--	1	1	--	2	2	2	2	2	2	1	
CLASSICAL	2	2	2	2	2	2	2	2	3	2	4	3	2	3	3	
JAZZ/NAC	--	--	--	--	--	--	--	--	--	--	--	2	2	1	3	

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991							
1. WQBA A/F	8.5	WHYI-F	8.7	WSHE-F	8.2	WQBA A/F	8.1	WQBA A/F	9.0	WMXJ-F	10.3	WHQT-F	10.0	WIOD	7.5
2. WHYI-F	8.4	WQBA A/F	8.5	WHYI-F	7.7	WHYI-F	7.0	WMXJ-F	8.0	WQBA	8.5	WMXJ-F	9.2	WMXJ-F	7.0
3. WIOD	5.0	WSHE-F	6.0	WQBA	6.5	WJQY-F	6.8	WJQY-F	7.5	WLVE-F	7.3	WQBA	8.0	WFLC-F	6.9
4. WAXY-F	4.8	WIOD	5.5	WAXY-F	5.9	WAXY-F	6.2	WLVE-F	7.1	WHQT-F	7.0	WJQY-F	7.2	WCMQ AF	5.6
5. WINZ-F	4.7	WINZ-F	5.1	WJQY-F	5.4	WLYF-F	5.1	WHYI-F	6.0	WJQY-F	6.2	WHYI-F	6.2	WJQY-F	5.5
6. WAIA-F	4.5	WAXY-F	5.0	WLYF-F	4.8	WIOD	4.8	WAXY-F	5.9	WHYI-F	6.0	WLVE-F	6.1	WHQT-F	5.3
7. WINZ	4.4	WLYF-F	5.0	WIOD	4.7	WSHE-F	4.7	WLYF-F	5.3	WPOW-F	5.7	WIOD	6.0	WHYI-F	5.2
8. WLYF-F	4.2	WINZ	4.4	WHQT-F	4.4	WINZ	4.6	WIOD	5.1	WAXY-F	5.7	WLYF-F	5.9	WPOW-F	5.1
9.		WAIA-F	4.0	WINZ	4.2	WLVE-F	4.5	WPOW-F	4.4	WIOD	5.6	WPOW-F	5.7	WKIS-F	5.0
10.		WLVE-F	3.9	WINZ-F	3.8	WHQT-F	4.4	WCMQ A/F	4.4	WLVE-F	5.5	WKIS-F	5.6	WLYF-F	5.0

Highest Metro Share: WQBA 17.7, S77
 Highest Metro 1/4 Hr. Avg: WHQT-F 487, S89
 Highest TSA 1/4 Hr. Avg: WHYI-F 612, F84
 Highest TSA Cume: WHYI-F 8423, F84
 Highest Metro Cume Rating: WHYI-F 27.5, F84

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	[----- Net Dollars -----]					[----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	18.6	20.96	22.89	24.67	46.69	59.6	65.8	71.6	77.9	83.5	90.1	96.6	103.5	112.4	106.0	97.0
Income (millions)	-0.28	.66	.64	.09	.24											
Nat Rev (millions)	5.19	4.84	6.53	7.45	12.74											
Rev per Cap (\$)	---	13.85	15.18	16.70	16.84	23.46	23.75	24.78	26.86	28.31	30.54	32.20	33.82	35.80	32.72	29.39
Inc per Cap (\$)	---	.44	.42	.06	.09											

Rev as % of Retail Sales	.37	.41	.42	.39	.41	.42	.42	.42	.43	.39	.34
Market Grades	B	B/B+	B+/A-	A/A	A-/A	A-/A+	B/B	---			
Manager's Market Grades	9.0	8.9	8.4	8.3	8.5	8.4	8.2	8.0	7.3		
FM Base Value			11.0	13.0	13.4	14.4	15.6	13.9	11.7		
Base Value Percentage			---	---	---	13.9	13.9	13.1	12.1		
Mean Share Points per Viable Station	3.1	3.2	3.2	3.4	3.5	4.0	4.1	3.9	3.8		

#1 STATIONS 12+ METRO SHARE

WHYI-F F82, S83, F83
 WLYF-F S84, F84, S85, F85, S86, F86
 through F88, F90, S91, F91
 WHQT-F S89, F89, S90

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	40	40	43	38
By Top 50%	69	67	73	70
% of Share Points Controlled by Top 25% of Viable Stations	40	31	38	37
By Top 50%	66	55	62	61

MIAMI-FT. LAUDERDALE

STATION NOTES
(Major call letter and format changes)

WKIS-F	WKQS-F until 88, BTFL until 81
WVCG	BTFL until 81, Oldies until about 83, From religion to a variety of formats
WQAM	CHR until 80
WZTA-F	WINZ until 87, Soft Rock until 77, AOR until 81, CHR until 87, Changed from AOR to Classic AOR in 88
WSUA	WWOK until 80, Country until 81, Spanish until 82, Black until 83, WHTT until 83
WHQT-F	WYOR until 83, WEZI until 85, BTFL until 83, AC until 85
WIOD	MOR until 82
WAQI	WGBS until 85, MOR until 82, Talk until 85
WJQY-F	WWJF until 84
WLVE-F	WWWL until 83, evolved from AC to Jazz/NAC by 90
WMJX-F	WCKO until 85, AOR until 85, CHR in 85, then AC, AC until 86
WFTL	Nostalgia until 89
WNRZ	WNWS until 89, News/Talk until 89
WFLC-F	WAIA-F until 86, WGTR-F until 90, AC until 86, AOR until 90
WPOW-F	WCJX-F until 86
WKAT	Nost. until 87, Oldies until 88, Ethnic/Barter until about 90
WXDJ-F	Jazz/NAC until 90
WHYI-F	Reclassified as AC in 1991

MAJOR STATION SALES

1970	WLYF-F	Sold to Sudbrink	\$ 300,000
1971	WMJX-F	Sold by Storer to Bartell	500,000
1971	WTMI-F	Sold to SJR	175,000
1973	WAXY-F	Sold to RKO	465,000
1973	WHYI-F	Sold to Heftel	1,000,000
1973	WINZ	Sold to Guy Gannett	2,570,000
1973	WINZ-F	From Ed Winton to Guy Gannett	1,400,000
1973	WRHC	Sold to Sudbrink	725,000
1974	WCMQ-F		345,000
1975	WNWS	From Rounsaville to Sudbrink	1,300,000
1976	WOCN	Sold by Winton	900,000
1978	WHYI-F	From Heftel to Metroplex	3,800,000 (approx)
1978	WLYF-F	From Sudbrink to Storer	5,830,000
1978	WRBD, WMXJ-F		1,900,000
1979	WVCG, WHQT-F	Sold to Insilco	4,850,000
1979	WTMI-F	From SGR to Tanger	960,000
1979	WSUA	From Mission to Metroplex	1,740,000
1979	WQBA-F	From Mission to Susquehanna	2,000,000
1979	WKAT		1,000,000
1979	WAQI, WLYF-F	From Storer to Jefferson-Pil.	12,500,000
1979	WSRF, WSHE-F	From Van Patrick to TK	5,000,000
1982	WSUA	From Metroplex to Levin	2,200,000
1983	WHQT-F	From Insilco to EZ	3,600,000
1983	WVCG	From Insilco to Statewide	1,500,000
1983	WJQY-F		4,350,000
1983	WFTL		1,520,000
1984	WTMI-F		2,150,000
1984	WNWS	From Sudbrink to Rockoff	5,900,000
1984	WOCN		2,190,000
1984	WLVE-F	Sold to Gilmore	10,500,000
1984	WRBD, WMXJ-F	Sold to Sconnix	7,050,000
1985	WQAM	From Storz to Sunshine Wire.	2,850,000
1985	WLQY	Sold by Sunshine Wireless	1,500,000
1985	WNWS	Sold to Jefferson-Pilot	4,000,000
1985	WAQI	Sold to Jefferson-Pilot	3,400,000
1985	WPOW-F	Sold to Beasley	10,600,000
1986	WRBD		1,800,000
1986	WTHM-F (Goulds)		2,400,000
1986	WCMQ A/F	From Dolgoff to Alarcon	15,000,000
1986	WKAT		2,000,000
1987	WXDJ-F (Homestead)	Sold to Family Group	8,100,000
1987	WJQY-F	From Amaturto to TAK	34,000,000
1988	WLQY (Hollywood)		1,900,000
1988	WAXY-F	From RKO to Evergreen	24,000,000 (Cancelled)
1989	WAXY-F	From RKO to Ackerly	21,000,000
1989	WQBA A/F	From Susquehanna to WADO/Tichenor	28,000,000
1989	WOCN		Liabilities
1989	WSUA		NA
1989	WAQI A/F	Sold to Viva/Heftel	7,400,000 +
1990	WXDJ-F (Homestead)		14,500,000
1991	WINZ, WZ1A-F	From Guy Gannett to Paxson	10,000,000 (E)

MINNEAPOLIS - ST. PAUL

12+ METRO SHARE

		SPG	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
WCCO	(FS)	31.7	29.3	28.4	27.3	26.4	23.5	21.6	20.3	20.8	20.3	20.5	17.6	17.9	16.8	17.4	15.8	16.8	
WLTE-F	(SAC)	---	5.9	5.6	7.0	5.4	4.4	4.1	4.1	4.6	3.8	3.8	3.3	4.3	6.4	7.2	8.4	8.6	
WDGY	(C)	7.4	7.8	8.8	9.3	4.3	3.4	2.2	1.8	1.5	1.2	1.0	1.9	2.1	1.9	0.8	0.7	0.6	
KDWB-F	(CHR)	---	---	---	---	2.9	4.3	6.5	5.5	5.4	5.2	6.3	6.6	6.0	5.8	7.1	7.1	8.9	
KSTP	(N/T)	6.5	6.0	5.7	4.5	3.8	3.9	3.4	3.6	4.0	3.6	3.4	4.1	2.7	3.0	2.8	3.1	3.4	
KSTP-F	(AC)	3.1	4.3	4.6	4.6	8.3	9.8	13.6	12.3	10.6	10.6	10.2	9.3	8.4	9.1	7.9	5.7	7.0	
KFAN	(S/T)	3.1	4.0	3.9	4.4	6.2	6.2	6.8	7.0	4.6	3.9	3.3	2.4	1.9	1.5	1.4	0.8	0.9	
KQRS A/F	(AOR)	---	4.8	6.9	7.8	9.0	7.5	6.6	5.2	5.4	6.4	8.1	10.5	9.1	10.1	8.9	10.2	10.4	
WLOL-F	(CHR)	---	1.5	2.3	1.5	1.9	5.4	4.3	9.9	9.5	9.9	9.0	7.4	9.0	7.8	6.6	5.8	---	
KLBB	(BB)	2.7	2.1	---	1.5	0.8	0.7	0.4	1.2	1.6	1.5	1.6	2.1	1.3	1.7	2.2	2.1	2.3	
KEEY-F	(C)	6.3	5.6	5.3	6.9	5.6	5.2	5.1	4.5	6.6	6.2	5.7	6.5	6.1	6.5	7.1	9.3	10.3	
KMZZ	(AOR)	---	---	1.9	1.9	1.9	1.6	1.3	1.0	---	0.4	0.5	0.4	0.2	0.9	1.3	0.3	1.0	
KLXK-F	(CL.AOR)	5.7	6.3	5.2	4.8	5.4	4.7	4.5	3.9	7.3	7.2	7.0	5.7	6.2	5.7	3.4	5.3	3.6	
KJJO-F	(AOR)	---	2.2	2.7	2.3	1.5	1.4	1.5	1.9	1.8	2.5	2.8	3.5	6.3	4.5	3.1	1.9	1.9	
KJJO	(BUS.N)	3.8	2.3	2.4	2.4	1.0	1.2	1.0	0.9	0.4	---	0.4	0.2	0.2	---	0.5	---	---	
KTCZ-F	(AOR)	2.9	---	---	1.5	1.3	1.7	2.2	1.1	0.7	2.8	3.5	3.7	4.2	4.3	4.4	3.5	3.9	
WWTC	(?)	---	---	---	1.8	1.6	3.7	2.9	2.2	1.3	---	0.3	---	0.3	---	---	---	---	
KQQL-F	(D)	---	---	---	---	---	---	---	1.7	1.5	0.8	2.1	2.1	2.2	1.5	4.2	5.0	4.3	

BASED ON AVERAGE OF SPRING AND FALL BOOKS

12+ CUME RATINGS

		79	80	81	82	83	84	85	86	87	88	89	90	91
WCCO		56.0	46.6	41.2	38.9	40.4	37.7	41.6	36.2	32.6	35.3	38.1	35.0	33.9
WLTE-F		18.9	13.8	13.6	15.0	11.9	11.3	11.3	10.0	13.2	17.9	18.3	19.5	20.9
WDGY		26.0	15.8	15.0	12.0	10.1	7.1	5.3	6.2	6.9	6.7	4.5	4.4	3.3
KDWB-F		---	12.6	17.3	17.1	16.9	19.3	21.7	21.3	20.3	17.1	20.8	24.6	26.9
KSTP		14.9	21.3	16.2	10.8	12.5	13.0	9.1	10.6	7.7	9.0	8.9	8.2	13.7
KSTP-F		14.8	22.7	26.3	27.4	26.4	24.4	23.5	21.6	20.1	19.5	17.7	15.5	17.6
KFAN		14.6	17.9	16.8	16.5	13.1	10.6	10.5	7.8	6.6	5.7	5.7	3.7	3.7
KQRS A/F		16.3	20.7	18.3	17.4	19.2	16.9	18.2	21.7	20.6	23.0	22.2	23.8	27.1
WLOL-F		8.0	12.6	16.8	23.8	25.5	27.7	25.7	23.3	25.2	24.3	24.5	22.4	---
KLBB		---	---	---	2.2	---	---	3.3	4.9	2.5	3.5	5.3	5.2	4.9
KEEY-F		13.9	12.5	13.5	9.9	15.7	13.2	13.1	14.6	13.3	14.1	12.8	16.3	20.9
KMZZ		8.8	---	---	4.3	3.5	---	1.9	1.7	NA	2.0	3.5	---	2.4
KLXK-F		15.3	11.2	12.1	8.8	15.0	15.0	13.9	10.9	14.2	10.9	15.7	14.6	17.6
KJJO-F		5.4	---	---	6.6	5.1	6.7	6.5	11.6	13.5	12.2	9.7	6.2	6.6
KJJO		---	---	---	4.0	2.3	---	---	1.5	1.0	---	1.7	---	---
KTCZ-F		---	---	---	3.5	2.7	5.8	9.7	8.6	10.5	10.7	12.5	10.4	9.6
WWTC		---	10.0	9.4	7.0	5.4	4.6	1.7	---	NA	---	---	---	---
KQQL-F		---	---	---	4.8	5.8	4.1	6.3	6.5	7.4	6.1	12.8	14.3	12.5

		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
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APR (%)	17.7	16.3	15.8	15.9	15.9	17.0	16.4	17.5	17.7	NA	17.8	17.2	16.9	17.1	18.1	17.6	17.5
FM Share (%)	31.80	35.85	37.66	43.41	42.36	46.96	54.25	55.03	59.51	61.27	63.69	66.42	70.9	69.6	68.8	72.0	70.3

Total Stations			21	20	21	23	21	21	22	20	19	18	18	20	19	22	
Viable Stations									18	17	15	15	15	14	14	14	13.5

Diaries						1442	1870	1631	1969	1814	1803	1946	2127	1801	1723	2039	1907
% Not Listed													12.8	11.0	13.5	13.1	13.2

FORMAT SHARES (%)

		77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
CHR/AOR		35	40	39	37	40	26	31	CHR AOR/CLS	20	19	18	19	16	16	15	12
MOR/AC		37	35	39	39	32	48			10	13	21	21	19	19	18	25
								MOR/FS AC/OLDIES	25	21	26	21	19	19	19	19	17
COUNTRY									13	23	20	17	19	21	28	29	24
BTFL/EZ/SAC		10	7	10	10	12	14	15	8	11	9	11	9	9	9	11	12
		16	16	13	10	13	8	8	8	8	6	7	6	4	---	---	
NEWS/TALK		1	2	---	---	---	---	4		4	3	4	3	3	3	4	5
BLACK/URBAN		---	---	---	---	---	---	---		1	1	---	---	---	---	---	---
NOSTALGIA		1	---	---	3	3	1	---		3	2	3	2	2	3	4	5
HISPANIC		---	---	---	---	---	---	---		---	---	---	---	---	---	---	---
RELIG/GOSPEL		---	---	---	---	---	---	---		---	---	---	---	---	---	---	---
CLASSICAL		---	---	---	---	---	---	---		---	---	---	---	---	---	---	---
JAZZ/NAC		---	---	---	---	---	---	---		---	---	---	---	1	1	1	---

MINNEAPOLIS - ST. PAUL

HIGHEST BILLING STATIONS

	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>
1. WCCO	15.0	WCCO 16.2	WCCO 17.4	WCCO 19.0	WCCO 20.0	WCCO 21.5	WCCO 22.0	WCCO 19.8
2. KSTP-F	7.6	KSTP-F 8.6	KSTP-F 9.5	KSTP-F 9.5	KSTP-F 9.0	KQRS-F 8.8	KQRS-F 9.6	KEEY-F 10.0
3. WLOL-F	5.0	WLOL-F 6.1	KEEY-F 5.6	KQRS-F 7.0	KQRS-F 8.0	KSTP-F 8.3	WLTE-F 7.5	KQRS AF 9.6
4. KEEY-F	3.4	KEEY-F 5.4	WLOL-F 5.5	DGY/EEY 6.4	WLOL-F 6.7	DGY/EEY 6.5	KSTP-T 7.2	WLTE-F 7.7
5. KDWB-F	2.8	KDWB A/F 3.3	KQRS-F 4.8	WLOL 6.0	DGY/EEY 6.5	WLTE-F 6.0	KEEY-F 7.0	KSTP-F 6.6
6. KQRS-F	2.6	KQRS A/F 3.1	KDWB A/F 4.7	KDWB A/F 4.5	WLTE-F 4.5	KLXX A/F 5.2	KDWB-F 4.7	KDWB-F 6.1
7.		AYL/MFY 3.0	AYL/MFY 2.9	WAYL A/F 2.8	KDWB A/F 4.3	WLOL-F 4.5	KQQL-F 3.9	KQQL-F 3.6
8.			WLTE-F 2.1	KTCZ A/F 2.5	KTCZ A/F 2.6	KDWB A/F 4.3	KLXX A/F 3.5	KLXX-F 3.1
9.			KJJO A/F 1.7	WLTE-F 2.4	WAYL A/F 2.3	KTCZ A/F 3.0	WLOL-F 3.4	KTCZ AF 3.1
10.			KSTP 1.6	KSTP 1.5	KJJO A/F 2.2	KQQL-F 2.4	KTCZ A/F 2.7	KSTP 2.2

FINANCIAL DATA

	<u>FCC Data</u> [----- Net Dollars -----]					<u>Duncan Estimates</u> [----- Gross Dollars -----]										
	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>
Revenue (millions)	20.85	21.61	27.31	30.89	34.31	42.6	45.1	48.8	54.9	58.3	58.8	63.5	69.4	75.0	77.0	74.0
Income (millions)	4.52	5.44	7.90	8.45	8.24											
Net Rev (millions)	5.13	5.29	6.04	6.54	7.27											
Rev per Cap (\$)	---	10.55	13.36	14.83	16.08	20.29	21.17	22.18	24.51	25.91	25.56	27.14	29.24	31.25	30.80	29.24
Inc per Cap (\$)	---	2.65	3.86	4.06	3.86											

Rev as % of Retail Sales	.36	.37	.36	.37	.36	.35	.36	.36	.37	.37	.35		
Market Grades					A-	A-/B-	B-/C+	B/B+	B+/B+	B/B	B+/B+	---	
Manager's Market Grades					7.0	7.4	7.4	7.1	7.0	7.3	7.4	7.7	7.8
FM Base Value					---	8.4	8.1	8.3	9.0	9.4	11.5	12.0	
Base Value Percentage					---	---	---	---	13.2	12.7	14.9	16.2	
Mean Share Points per Viable Station					5.0	5.3	6.0	5.8	5.8	6.4	6.2	6.1	6.4

87 88 90 91

#1 STATIONS 12+ METRO SHARE

WCCO - All ratings periods

% of Revenue Controlled by Top 25% of Viable Stations

59 59 56 57

By Top 50%

85 86 80 84

% of Share Points Controlled by Top 25% of Viable Stations

45 44 49 46

By Top 50%

69 72 76 76

Highest Metro Share: WCCO 31.7, \$75
 Highest Metro 1/4 Hr. Avg: WCCO 818, \$75
 Highest TSA 1/4 Hr. Avg: WCCO 1191, \$79
 Highest TSA Cume: WCCO 14005, \$79
 Highest Metro Cume Rating: WCCO 56.0, \$79

STATION NOTES

(Major call letter and format changes)

KQRS A/F Simulcasted all rating periods
 KDWB-F Simulcasted with AM: 76-78, AOR until 83
 WDGY CHR until 86; Oldies and KDWB until 91
 WLTE-F Contemp until 83
 KSTP Contemp until 78, AC until 83
 KFAN Contemp until 78, WDGY until 91, Country until 89
 Talk until 91
 KJJO KRSI until 86, Nostalgia until 83, Country until 85,
 Black and Oldies for a short time in 87-88
 WLOL-F Soft Rock until 81, Sold to Minn. Public Radio and
 disappeared from Arbitrons
 KMZZ KYOO until 77, WAYL until 82, KKSS until 84, KMFY
 until 87, MOR/Nost. until 87, E2 until 90
 KLBB KEEY until 82, MOR until 81
 WWTC MOR until 83, Oldies until 85, Black until 85, Talk
 during 85
 KEEY-F BTFL until 82
 KTCZ-F KTCR until 84, Country until 84
 KMGW-F KTWN until 84, KGBB until late 84, Jazz until 83
 KLXX-F WAYL-F until 88, E2 until 88, Oldies evolving to
 Classic AOR by 89 or so
 KQQL-F KMGW or KMGK until 88, AC until 88

MAJOR STATION SALES

1972 KDWB Sold to Doubleday \$ 3,250,000
 1976 KDWB-F From Fairchild to Doubleday 850,000
 1976 KMFY From Fairchild to Entercom 660,000
 1978 WWTC Sold to Buckley 600,000
 1978 WLOL A/F From Midcontinent to Liggett 1,550,000
 1980 WLOL (WRRD) Sold by Liggett to Minnesota Public Radio 975,000
 1982 WLOL-F From Liggett to Emmis 6,000,000
 1983 KMGK-F Sold to Sunbelt 3,800,000
 1983 KTCJ, KTCZ-F Sold to Parker 3,400,000
 1984 WDGY From Storz to Malrite 3,500,000
 1984 KLBB Sold by Malrite 500,000
 1985 KDWB A/F From Doubleday to Legacy 9,000,000

MAJOR STATION SALES CONT.

1986 KQRS A/F From McKenna to Cap. Cities \$:0,500,000
 1987 KUXL From Universal to Marsh 1,600,000E
 1988 KQQL-F From Sunbelt to Trumper 8,750,000
 1989 KDWB A/F From Legacy to Midcontinent 17,700,000
 1990 WWTC 700,000E
 1990 WLOL-F From Emmis to Minn. Pub. Radio 12,000,000
 1991 KNOW Sold by MN Pub. Radio 1,300,000
 1991 WCCO/WLTE-F Sold to CBS 50,000,000E

MOBILE

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WKSJ-F	2.5	WKSJ-F 3.4	WKSJ-F 3.8	WKSJ-F 4.0	WKSJ-F 3.8	WKSJ-F 3.8	WKSJ A/F 3.2	WKSJ AF 2.8
2. WABB-F	1.5	WABB A/F 2.1	WABB A/F 2.4	WABB A/F 2.5	WABB-F 2.5	WABB-F 2.3	WBLX A/F 2.1	WBLX AF 1.9
3. WBLX-F	1.1	WBLX-F 1.6	WIZD-F 1.9	WIZD-F 1.8	WLBX-F 1.8	WBLX A/F 1.9	WABB-F 1.8	WABB-F 1.4
4. WKRG-F	0.7	WKRG A/F 0.9	WLBX-F 1.5	WBLX-F 1.5				WAVH-F 0.8
5. WDLT-F	0.5	WIZD-F 0.9						
6.		WDLT-F 0.7						

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	3.49	3.85	4.87	4.96	5.62	6.8	7.5	8.2	9.0	9.8	10.4	10.9	11.4	11.1	11.0	10.2
Income (millions)	.22	.16	-.28	-.13	.13											
Nat Rev (millions)	.92	.79	1.24	.84	1.40											
Rev per Cap (\$)	---	9.12	11.21	11.06	12.40	14.85	16.27	17.60	19.19	20.63	22.03	22.80	23.36	22.60	22.92	21.12
Inc per Cap (\$)	6.2	4.0	---	---	2.3											
Rev as % of Retail Sales						.38	.39	.39	.38	.36	.39	.39	.38	.36	.33	.30
Market Grades									C+	B/B+	B/B	B-/B	C/C	D+/C	D+/C-	---
Manager's Market Grades									7.5	7.8	7.0	6.4	7.0	6.2	6.5	6.3
FM Base Value									---	1.4	2.5	2.7	2.8	2.9	2.7	2.3
Base Value Percentage									---	---	---	---	24.6	26.1	24.5	22.5
Mean Share Points per Viable Station									7.2	7.1	7.1	7.2	7.6	7.8	7.5	8.3

#1 STATIONS 12+ METRO SHARE

WABB S75, S77
WBLX-F S76, F82, S90, F90, F91
WABB-F F79, S85
WKRG-F S78, F78, S79, S80
WKSJ-F F80, S81, F81, S83, F83, S84, F84, F85, S86, all periods F86 through F89
S91

% of Revenue Controlled by Top 25% of Viable Stations

By Top 50%

% of Share Points Controlled by Top 25% of Viable Stations

By Top 50%

87 88 90 91

71 66 60 53

-- -- -- --

57 45 48 44

76 66 68 63

STATION NOTES

(Major call letter and format changes)

Highest Metro Share: WKSJ-F 24.0, S83
Highest Metro 1/4 Hr. Avg: WKSJ-F 180, F85
Highest TSA 1/4 Hr. Avg: WBLX-F 237, S90
Highest TSA Cume: WABB-F 2473, S87
Highest Metro Cume Rating: WKSJ-F 39.7, F85

WABB Contemp until 81, Nostalgia until about 82, Oldies until 86, Black until 88
WKSJ WKSJ until 82, WLFF until 83, Country until 82 (?) Nostalgia until 82, Country until 82, Religion until 87
WKRG MOR until 85
WMML WUNI until 84, Country until about 87, Black until 90 off air beginning in 90
WBHY WMOB until 82, MOR until 82, WWAX until 85, Oldies/AC until 86
WDLT-F WJQY-F until 84, BTFL until 84, Country until 85
WAVH-F WLPR-F until 87, E7 until 87, AC until 88
WGCX-F WIZD-F until 88, AC until 88
WBLX WMOO until 88, WLIT until late 88

MAJOR STATION SALES

1970	WLPR-F		\$ 96,000
1970	WKSJ, WKSJ-F	To Capitol (Johnson)	237,000
1971	WMOB		100,000
1973	WABB A/F		600,000
1975	WBHY		288,000
1976	WMML	Sold to Kirk	760,000
1977	WGOK		200,000
1979	WBHY + 41% OF WLPR-F		675,000
1983	WMLL	From Kirk to Tillis	500,000
1983	WDLT-F (Chicasaw)	Sold to Muniz	923,000
1984	WMOB		350,000
1984	WBHY + 42% OF WLPR-F		1,600,000
1984	WZEW-F	Sold to Oppenheimer	675,000
1985	WLPR-F		1,364,000
1986	WDLT-F (Chicasaw)	From Muniz to Bowab	1,200,000
1986	WLPR-F	Sold to TM	2,550,000
1987	WMML		300,000
1988	WAVH-F	From TM to Marathon	NA
1988	WBCX-F	Sold by Keymarket	4,500,000
1988	WMOO, WBLX-F	From Beasley to P. Major	10,000,000 CANCELLED
1989	WZEW-F (Fairhope)		750,000
1991	WDLT-F		879,000

MODESTO

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. KOSO-F	1.3	NA	KOSO-F 1.5	KOSO-F 1.4	KOSO-F 1.6	KHOP-F 2.0	KHOP-F 2.2	KHOP-F 2.0
2. KHOP-F	0.9		KMIX-F 1.2	KHOP-F 1.3	KDJK-F 1.5	KDJK-F 1.6	KMIX-F 1.5	KMIX AF 1.6
3. KBEE-F	0.9		KBEE A/F 1.2	KMIX-F 1.3	KHOP-F 1.5	KOSO-F 1.5	KDJK-F 1.5	KBEE-F 1.3
4. KMIX-F	0.7		KDJK-F 1.1	KDJK-F 1.1	KBEE-F 1.3	KBEE-F 1.4	KBEE-F 1.4	KOSO-F 1.3
5. KFIV-F	0.7		KHOP-F 1.0	KFIV A/F 0.9	KMIX-F 1.3	KMIX-F 1.4	KOSO-F 1.3	KJSN-F 1.1
6.			KTRB 0.7	KBEE-F 0.9			KJSN-F 1.0	KDJK-F 1.1
7.				KTRB 0.6			KVFX-F 0.6	KVFX-F 0.7
8.				KLOC 0.5			KLOC 0.5	KTRB 0.4
9.				KUBB-F 0.5				KLOC 0.3
10.								KUBB-F 0.3

Highest Metro Share: KFIV 20.3, S77
 Highest Metro 1/4 Hr. Avg: KHOP-F 69, S90
 Highest TSA 1/4 Hr. Avg: KBEE-F 176, F90
 Highest TSA Cume: KHOP-F 211, S90
 Highest Metro Cume Rating: KOSO-F 28.8, S84

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	2.14	2.56	3.20	2.87	3.2	4.3	5.3	5.8	6.7	7.5	8.1	8.9	9.3	9.9	10.7	10.2
Income (millions)	-.001	.17	.10	-.08	-.11											
Nat Rev (millions)	.66	.76	1.19	.84	NA											
Rev per Cap (\$)	---	10.47	12.52	10.58	NA	15.69	18.66	19.80	22.33	24.27	24.92	26.89	27.19	26.47	27.86	25.82
Inc per Cap (\$)	---	.71	.41	-.30	-.41											
Rev as % of Retail Sales						.38	.38	.39	.42	.44	.45	.46	.46	.43	.43	.39
Market Grades									A-	B+/A-	B+/B+	B+/A	B+/B	A-/A	A/A	----
Manager's Market Grades								8.0	8.6	8.2	8.2	8.6	8.1	8.5	8.6	9.0
FM Base Value										2.9	3.8	3.8	3.9	3.9	3.6	3.4
Base Value Percentage													41.9	38.2	33.3	33.3
Mean Share Points per Viable Station								6.9	6.6	7.2	6.5	5.6	7.1	7.4	7.7	6.3

#1 STATIONS 12+ METRO SHARE

KFIV-F S75, S76, S77, S78, S79 (T)
 KTRB S79 (T)
 KBEE-F S80, S81, F81, F82, S83, F84, F85, S86
 F86, S87, F87, F88
 KOSO-F S82, F83, S84
 KDJK-F S85, S88
 KHOP-F S89, F89, S90, S91
 KMIX-F F90, F91

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	37	40	40	43
By Top 50%	64	75	70	75
% of Share Points Controlled by Top 25% of Viable Stations	44	36	35	38
By Top 50%	78	65	56	63

STATION NOTES

(Major call letter and format changes)

KASH KITA until 78, Spanish until 78, KFIV until 89, CHR/AC until 89
 KOOK KBEE until 83, Contemp. until 78, MOR, AC until 85, KHVY until 88, Classical until 88
 KMIX-F Contemp. until about 80
 KJSN-F KZUN until 85, KFIV-F until 89, Contemp. until 84, Country until 85, CHR until 89
 KMIX KCEY until 86, Country until 83, KYES until 87, Oldies until 87
 KABX-F KMYI-F until 89, EZ until 89
 KVFX-F KSJQ-F until 89, KIZS-F until late 89, CHR or CHR/Urban until 89

MAJOR STATION SALES

1974	KTRB, KHOP-F		\$ 675,000
1978	KOSO-F (Patterson)		325,000
1979	KYES, KMIX-F (Turlock)	Sold to Behan	1,375,000
1979	KOSO-F		450,000
1982	KFIV A/F	Sold to Community Pacific	NA
1982	KHYV, KBEE-F	From McClatchy to John Price	NA
1983	KYES, KMIX-F	Sold by Behan	1,800,000
1985	KYES, KMIX-F		3,375,000
1986	KHOP-F	Sold to Fuller-Jeffrey	6,000,000
1987	KSJQ-F		1,400,000
1991	KOOK/KBEE-F	From John Price to Citadel	3,900,000 (E)

MONTGOMERY

HIGHEST BILLING STATIONS

	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>
1.	NA.	NA	WLWI A/F 2.5	WLWI A/F 2.6	WLWI A/F 2.7	WLWI-F 2.8	WLWI-F 2.8	WLWI-F 2.8
2.			WHHY A/F 1.8	WHHY A/F 1.7	WHHY A/F 1.6	WHHY A/F 1.7	WHHY A/F 1.8	WHHY AF 1.7
3.			WBAM-F 1.2	WBAM-F 1.2	WSYA-F 1.0	WSYA-F 1.4	WSYA-F 1.2	WSYA-F 1.2
4.			WREZ-F 0.8	WQIM-F 0.8	WBAM-F 1.0	WBAM-F 0.8	WZHT-F 0.8	WZHT-F 1.0
5.			WQIM-F 0.7		WQIM-F 0.7		WBAM 0.7	WBAM-F 0.67
6.							WXFX-F 0.5	WXFX-F 0.67
7.								WXVI 0.4
8.								WACV 0.25
9.								WLWI 0.12

Highest Metro Share: WHHY 29.1, S77
 Highest Metro 1/4 Hr. Avg: WZHT-F 111, S90
 Highest TSA 1/4 Hr. Avg: WZHT-F 215, S90
 Highest TSA Cume: WHHY-F 1689, S85
 Highest Metro Cume Rating: WHHY-F 41.8, S84

FINANCIAL DATA

	<u>FCC Data</u> [----- Net Dollars -----]					<u>Duncan Estimates</u> [----- Gross Dollars -----]										
	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>
Revenue (millions)	2.28	2.71	3.86	4.25	4.26	5.0	5.4	5.9	6.4	7.0	7.5	8.0	8.5	9.0	9.4	9.1
Income (millions)	.02	.90	-.05	-.20	-.06											
Nat Rev (millions)	.24	.37	.45	.62	.84											
Rev per Cap (\$)	---	10.45	14.67	15.65	15.22	18.31	19.22	20.56	21.99	23.80	26.00	27.68	29.21	30.72	31.86	30.64
Inc per Cap (\$)	---	.36	-.19	-.75	-.20											

	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>
Rev as % of Retail Sales	.42	.41	.42	.46	.45	.47	.46	.46	.43	.43	.40
Market Grades				B	B+/B+	A-/A-	-/A	-/A-	-/A+	-/A+	---
Manager's Market Grades			7.0	---	6.2	6.3	6.4	6.5	7.3	6.9	7.1
FM Base Value			---	---	---	---	2.0	2.1	2.3	2.1	2.1
Base Value Percentage			---	---	---	---	24.7	25.6	22.3	23.1	
Mean Share Points per Viable Station	8.2	8.4	8.5	8.1	9.8	10.5	12.2	11.7	11.0		

#1 STATIONS 12+ METRO SHARE

WHHY S75, S76, S77, S78, S80, S81
 WHHY-F S79
 WLWI-F S82, S83, S84, S85, S86, S87,
 S88, F88, S89, S91, F91
 WZHT-F F89, S90, F90

	<u>87</u>	<u>88</u>	<u>90</u>	<u>91</u>
% of Revenue Controlled by Top 25% of Viable Stations	52	51	47	50
By Top 50%	77	74	68	76
% of Share Points Controlled by Top 25% of Viable Stations	44	38	46	46
By Top 50%	71	62	69	71

STATION NOTES

(Major call letter and format changes)

WHHY Contemp evolving to AC by 82, CHR again by 88
 WACV WCOV until 85, brief try at Nostalgia in 87
 WSYA WRMA until 78, ? until 78, WLSQ until about 88, AOR until 87, EZ until about 88
 WBAM-F WFMI-F until 79, BTFL until 78, CHR until 89
 WSYA-F WMGZ until 77, Country until 77, WREZ until 88, EZ until 88
 WLWI-F WKLH until 78, MOR or Contemp until 78, Oldies until 87 Country until about 89
 WXFX-F WQIM-F until 89, Black until 89
 WZHT-F WRJM-F until 88, WMGF-F until later in 88, AC until 88

MAJOR STATION SALES

1973	WCOV-F		\$ 150,000
1975	WREZ-F		279,000
1975	WXVI	Sold to Brothers	300,000
1977	WLSQ, WREZ-F		655,000
1978	WLWI-F		500,000
1980	WXVI		400,000
1984	WACV		125,000
1985	WBAM	Sold to Colonial	500,000
1985	WACV	Sold to Good News	200,000
1985	WACV	From Good News to Woods	200,000 (E)
1985	WXVI	From Attaway to Founders	600,000 (E)
1987	WLSQ, WSYA-F		2,100,000
1988	WQIM-F (Prattville)	From Downs to Cent. Life	3,000,000
1989	WXVI		300,000

NASHVILLE

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WSM	2.8	WSM A/F 6.0	WSM A/F 6.5	WSM A/F 6.5	WSM A/F 6.2	WSM A/F 6.7	WSIX-F 5.7	WSIX-F 5.7
2. WSM-F	2.2	WLAC A/F 4.3	WLAC A/F 5.3	WLAC-F 4.8	WKDF-F 5.1	WKDF-F 5.2	WSM A/F 5.3	WSM AF 5.2
3. WKDF-F	2.0	WKDF A/F 3.4	WKDF A/F 4.1	WKDF-F 4.7	WLAC-F 4.2	WSIX A/F 5.1	WLAC-F 4.6	WKDF-F 4.1
4. WLAC-F	1.9	WSIX A/F 3.1	WSIX A/F 2.2	WSIX A/F 2.5	WSIX-F 4.1	WLAC-F 4.1	WKDF-F 4.4	WYHY-F 4.0
5. WWKX-F	1.9	WZEE-F 2.3	WYHY-F 1.9	WYHY-F 2.4	WYHY-F 3.4	WYHY-F 4.0	WYHY-F 4.0	WLAC-F 3.9
6. WZEE-F	1.8		WZEE-F 1.6	WZEE-F 2.0	WLAC 2.3	WLAC 2.2	WZEE-F 2.0	WZEE-F 2.5
7. WSIX-F	1.7		WQK-F 1.4	WLAC 1.7	WGFX-F 1.9	WGFX-F 1.9	WGFX-F 1.7	VOL/QQK 1.8
8.				WWKX-F 1.6	WZEE-F 1.7	WZEE-F 1.8	VOL/QQK 1.5	WGFX-F 1.7
9.				WQK-F 1.5	WQK-F 1.6	WQK-F 1.8	WLAC 1.2	WRMX-F 1.7
10.				WTMG-F 1.3	WRMX-F 1.2	WRMX-F 1.4	WRMX-F 1.0	WLAC 1.4

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	Net Dollars					Gross Dollars										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	9.49	10.18	12.17	13.27	14.63	17.6	18.9	20.6	22.3	24.1	28.0	30.4	33.0	35.7	33.0	33.0
Income (millions)	.50	.17	-.53	-.50	-1.14											
Nat Rev (millions)	2.37	2.31	3.04	3.77	4.73											
Rev per Cap (\$)	---	13.11	15.36	16.56	16.71	20.68	21.60	23.17	24.77	26.45	29.44	31.28	33.50	36.13	33.20	33.00
Inc per Cap (\$)	---	.22	-.67	-.62	-1.30											
Rev as % of Retail Sales						.42	.43	.41	.43	.43	.46	.48	.49	.46	.42	.40
Market Grades						B-	A+/A	A+/A+	A+/A+	A+/A+	A+/A+	A+/A+	A+/A+	A+/A+	A/A-	---
Manager's Market Grades						7.6	7.4	7.2	7.6	8.2	8.3	7.5	7.1	6.5		
FM Base Value									5.0	6.3	7.0	7.3	7.6	7.1	6.5	
Base Value Percentage						---	---	---	---	---	22.1	21.5	21.5	19.7		
Mean Share Points per Viable Station						5.8	5.8	6.3	6.0	7.4	7.7	7.5	7.0	7.2		

#1 STATIONS 12+ METRO SHARE

WSM	S75
WSIX-F	S76, F89, S90, F90, S91
WLAC	F76, S77, S78, F78
WVOL	F77, S80
WZEE-F	S79, F79, F80
WWKX-F	F81
WKDF-F	S81, S82, F82, S83, S84, F86, S87, F87
WSM-F	F83, F84, F95, S86, F91
WLAC-F	S85
WYHY-F	S88, F88, S89

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	47	42	49	45
By Top 50%	70	70	80	77
% of Share Points Controlled by Top 25% of Viable Stations	36	34	41	36
By Top 50%	65	61	70	63

STATION NOTES

(Major call letter and format changes)

WLAC-F	WLAC until 78, WKQB until 81, WJYN until 83, BTLF until 78, OR until 81
WSM-F	AC until 83
WLAC-F	Contemp. until 81
WSM	Partly MOR until 79
WKDF-F	WKDA-F until 77
WQK-F	WBYQ until 81, WMAK until 84, Contemp. until 82
WGFX-F	WHIN-F until around 78, WWKX until 87, CHR until 87
WKDA	Contemp. until about 83
WSIX	MOR until 82, Country until 88, MOR until about 90
WNQM	WMAK until about 83, Contemp. until about 83
WRMX-F	WZKS until 85, CHR until 85, WTMG-F until 88, Soft AC until 88, Became pure Oldies by about 89
WYHY-F	WUSW until 82, Country until 82
WRLT-F	WLRQ-F until 87, WWRB until 88, AC until 87, AOR until 88, back to AOR (?) in 90

MAJOR STATION SALES

1970	WKRQ	From Calvin Young to Martin Field	\$ 900,000
1976	WKDA, WKDF-F	Sold to Dick	1,200,000
1977	WQK-F	Sold to Mooney	approx. 400,000
1977	WLAC, WLAC-F	Sold to Billboard	2,400,000
1977	WLRQ	Sold to Mack Sanders	750,000
1979	WWGM		266,000
1980	WVOL	Sold to 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	WHQM	Sold by Mooney	700,000
1984	WWKX-F		6,500,000
1984	WYHY-F		3,300,000 (E)
1984	WLRQ A/F (Franklin)	From Sanders to ELF	3,200,000 (E)
1985	WYHY-F	From Sungroup to Republic	4,100,000 (E)
1985	WTMG-F (Murfreesboro)	Sold to Transcom	3,800,000
1985	WLAC A/F	From Sudbrink to Price Comm.	20,000,000
1985	WLRQ A/F	From ELF to REBS	4,500,000
1986	WWKX-F (Gallatin)	Sold to Capitol (Johnson)	6,600,000
1986	WYHY-F	From Republic to Jacor	7,300,000
1986	WSIX A/F	From Sky to Reams	8,125,000
1986	WWGM		406,000
1987	WSIX A/F	Sold to Hicks	8,500,000
1987	WTMG-F (Murfreesboro)		5,000,000
1991	WGFX-F	Sold by Capitol (Johnson)	3,500,000

MAJOR STATION SALES CONT.

1987	WLAC A/F	From Price	\$ NA
1987	WTMG-F	Sold to Signature	6,500,000
1987	WVOL/WQK-F	Sold to Pinnacle	6,000,000
1988	WWRB A/F (Franklin)	From REBS to GMX	975,000
1989	WSIX A/F	From Hicks To Capst.	16,000,000
1990	WYHY-F	From Jacor to Legacy	11,000,000(E)
1990	WSIX AM	Sold by Capstar	600,000
1991	WGFX-F	Sold by Capitol (Jsn)	3,500,000

NASSAU - SUFFOLK

12+ METRO SHARE

		SPG	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
WBLI-F	(CHR)	---	4.3	5.0	6.1	4.2	4.7	4.9	5.8	6.1	5.7	5.9	5.5	5.0	4.7	5.6	4.6	4.9	
WHLI	(BB)	---	1.1	2.0	1.2	1.5	3.8	3.3	3.9	3.4	3.6	3.0	3.2	4.1	3.2	3.5	2.4	3.4	
WBAB-F	(AOR)	---	1.1	1.1	1.5	1.5	2.3	2.6	3.4	3.3	3.6	5.0	4.2	5.7	5.2	5.3	4.4	4.3	
WYNY-F	(C)	3.9	2.6	2.9	2.5	2.1	2.5	2.7	3.4	4.5	2.6	2.0	2.5	3.2	2.7	3.0	3.6	3.4	
WALK A/F	(AC)	---	1.7	1.9	3.6	3.3	2.6	2.8	3.3	4.2	5.0	5.0	5.8	5.4	6.2	7.1	7.1	6.7	
WKJY-F	(AC)	---	1.5	2.0	1.2	1.8	1.7	2.0	1.6	2.1	1.8	1.7	2.0	1.8	3.1	3.0	3.2	2.7	
WGSM	(BB)	---	2.5	1.9	2.6	2.0	1.4	1.7	1.5	1.8	1.7	2.6	2.3	2.3	2.0	1.8	2.3	2.2	
WCTO-F	(EZ)	4.0	4.0	4.3	3.3	3.2	3.1	2.8	1.9	1.7	2.8	2.1	2.1	2.5	2.4	2.5	2.4	2.6	
WDRE-F	(ADR)	---	1.0	2.3	2.5	3.4	1.8	1.8	1.6	2.1	1.6	1.6	2.2	2.5	1.7	1.6	1.8	2.2	
WGGB	(T)	---	1.5	1.2	1.3	1.4	1.1	0.7	0.9	0.7	0.8	1.1	0.6	---	0.4	0.3	0.1	---	
WRCN-F	(ADR)	---	---	0.7	1.2	1.9	1.1	1.2	0.8	0.8	1.0	0.9	0.9	0.7	0.6	0.8	1.0	1.3	

BASED ON AVERAGE OF SPRING AND FALL BOOKS

12+ CUME RATINGS

	79	80	81	82	83	84	85	86	87	88	89	90	91
WBLI-F	11.7	11.4	12.6	12.8	15.3	14.2	13.2	13.5	13.3	12.9	13.5	13.0	14.9
WHLI	4.3	6.4	5.4	6.0	6.1	6.1	6.1	5.2	4.4	4.2	4.4	4.3	4.6
WBAB-F	4.4	6.9	10.4	12.1	11.3	9.9	15.3	12.1	13.5	15.2	14.4	11.7	13.9
WYNY-F	7.1	6.8	6.7	6.8	15.0	12.1	11.2	9.4	9.3	11.2	8.2	8.3	7.4
WALK A/F	5.7	5.9	6.4	6.3	8.4	10.2	10.1	11.6	10.5	15.2	15.7	13.7	16.0
WKJY-F	---	4.3	3.6	4.1	4.5	2.9	3.5	4.4	5.2	6.3	7.2	8.3	7.4
WGSM	4.3	---	3.2	4.5	3.9	2.8	3.6	2.8	3.8	2.7	2.6	3.4	3.6
WCTO-F	8.5	6.4	5.8	5.4	5.1	4.5	4.8	3.6	5.1	4.0	6.2	5.4	5.5
WDRE-F	8.3	7.6	7.6	6.1	6.9	5.2	6.6	4.8	6.4	5.4	5.4	5.6	7.1
WGGB	5.2	3.7	---	3.3	3.3	2.8	4.1	2.9	1.8	2.2	1.3	---	---
WRCN-F	5.1	3.6	3.2	3.0	3.1	2.6	4.0	4.1	2.2	2.4	3.1	2.5	3.1

	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
APR (%)	17.9	17.3	17.4	16.3	17.6	17.2	17.8	18.0	17.9	18.5	19.4	18.6	18.1	18.2	18.2	18.8	19.0
FM Share (%)	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Total Stations			---	---	---	---	---	---	---	---	---	---	42	43	42	40	40
Viable Stations			---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Diaries						1686	1235	1353	1229	1232	1217	1401	1739	1831	1674	1851	1759
% Not Listed			---	---	---	---	---	---	---	---	---	---	---	---	---	---	---

FORMAT SHARES (%)

	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
CHR/AOR															
MOR/AC															
COUNTRY															
BTFL/EZ/SAC															
NEWS/TALK															
BLACK/URBAN															
NOSTALGIA															
HISPANIC															
RELIG/GOSPEL															
CLASSICAL															
JAZZ/NAC															

FORMAT SHARES NOT AVAILABLE

NASSAU - SUFFOLK

HIGHEST BILLING STATIONS

		1984	1985	1986	1987	1988	1989	1990	1991
Highest Metro	WALK A/F	1. NA	NA	NA	NA	WALK A/F 7.7	WALK A/F 8.0	WALK A/F 8.5	WALK AF 7.5
Share:	8.1, S89	2.				WBAB A/F 5.7	WBAB A/F 6.6	WBAB-F 6.9	WBLI-F 6.4
Highest Metro	WALK A/F	3.				WBLI-F 5.4	WBIL-F 5.5	WBLI-F 6.5	WBAB-F 6.2
1/4 Hr. Avg:	332, S89	4.				WKJY-F 2.2	WKJY-F 3.5	WKJY-F 3.8	WKJY-F 3.2
Highest TSA	WALK A/F	5.				WCTO-F 1.6	WCTO-F 1.7	WDRE-F 3.0	WDRE-F 2.8
1/4 Hr. Avg:	332, S89	6.				WHLI 1.5	WGSM 1.2	WCTO-F 1.8	WCTO-F 1.6
Highest TSA	WALK A/F	7.				WGSM 1.5	WHLI 1.2	WHLI 1.2	WHLI 1.0
Cume:	3605, S91	8.					WRCN-F 1.1	WGSM 1.1	WRCN-F 1.0
Highest Metro	WALK A/F	9.						WRCN-F 1.1	WGSM 0.95
Cume Rating:	16.0, S91	10.						WLNG A/F 1.0	WHFM-F 0.6

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	Net Dollars					Gross Dollars										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	9.64	8.42	9.77	12.84	15.46						24.8	28.7	30.6	32.2	34.0	32.1
Income (millions)	.67	1.08	1.20	1.30	1.44											
Nat Rev (millions)					5.08											
Rev per Cap (\$)											9.40	10.79	11.46	12.38	12.97	12.21
Inc per Cap (\$)						ALL OTHER FINANCIAL DATA NOT AVAILABLE										

Rev as % of Retail Sales						.13	.13	.13	.13	.12	.11
Market Grades								C-/D	C-/D	C/C	---
Manager's Market Grades								7.4	7.3	7.2	6.0
FM Base Value								---	---	---	---
Base Value Percentage								---	---	---	---
Mean Share Points per Viable Station								---	---	---	---

87 88 90 91

#1 STATIONS 12+ METRO SHARE

WALK-F F84, F85, F86, all periods F87 through F91
 WBLI-F S87 and all periods prior to 1984

% of Revenue Controlled by Top 25% of Viable Stations

By Top 50%

% of Share Points Controlled by Top 25% of Viable Stations

By Top 50%

STATION NOTES

(Major call letter and format changes)

WALK A/F Simulcasted all rating periods, EZ/MOR to AC by 84
 WKJY-F WIOK-F until 80
 WHLI Contemp. until 80
 WDRE-F WLIR-F until 87
 WGBB WGBB until 88, WBAB until about 90, MOR until 37, ACR until about 90

MAJOR STATION SALES

1978	WGLI (Babylon)	From Beck-Ross to Israel	\$ 575,000
1979	WBAB-F (Babylon)	Sold to Franz Allina	950,000
1979	WKJY-F, WHLI (Hempstead)	Sold to Robert Williams	1,418,000
1981	WFYA (Patchogue)		620,000
1981	WALK A/F (Patchogue)	From Horizons to American	3,805,000
1981	WGBB	From Susquehanna to Franz Allina	1,005,000
1982	WLNA, WHUD-F (Peekskill)		4,200,000
1984	WHLI, WKJY-F	From Williams to New Barnstable	5,275,000
1985	WSBH-F	Sold to Faircom	2,150,000
1986	WGBB, WBAB-F	Sold to Noble	13,000,000
1986	WGSM, WCTO-F	From Greater Media to Williams	9,000,000
1989	WGLI		350,000
1989	WRHD, WRCN-F		4,900,000
1989	WBAB A/F	Sold by Noble	26,000,000
1990	WWHB-F	Sold to WBAB (CANCELLED)	1,850,000

NEW HAVEN

12+ METRO SHARE

		SPG																
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
WELI	(FS)	19.7	22.0	18.4	19.2	19.2	19.3	16.5	14.7	14.3	13.8	11.9	9.5	10.7	10.0	10.1	8.8	8.0
WAVZ	(BB)	10.3	9.6	8.7	8.9	6.1	6.3	6.7	7.4	7.0	7.3	5.8	5.8	5.3	4.6	4.4	5.1	3.1
WNHC	(B)	3.0	3.0	1.9	1.7	1.3	1.9	6.0	7.1	5.6	4.9	5.2	4.3	3.7	4.5	3.2	3.2	3.1
WKCI-F	(CHR)	7.9	8.2	9.1	9.0	8.0	10.9	10.1	9.1	10.0	12.1	11.4	12.9	11.5	12.3	14.0	11.5	9.6
WPLR-F	(AOR)	6.2	7.9	8.7	7.6	8.4	8.6	6.4	6.6	6.8	6.4	6.6	6.5	9.4	7.7	8.0	7.6	8.9
WYBC-F	(V)	---	---	---	---	---	---	---	---	---	---	---	0.7	0.5	0.3	1.6	2.6	2.8
WEZN-F	(SAC)	---	2.8	3.0	2.7	4.7	5.8	5.2	5.7	7.4	5.8	6.6	4.8	6.2	6.7	5.8	6.7	6.4
WFAN	(S/T)	3.9	2.6	5.0	4.4	5.3	6.0	6.9	3.3	4.5	3.6	3.0	2.6	2.3	1.8	2.8	3.8	3.5
WCBS	(N)	6.0	4.3	4.9	3.1	3.1	4.5	4.8	4.8	3.9	4.2	3.3	4.0	2.9	2.5	2.8	2.6	3.2
WTIC	(FS)	3.8	3.2	2.7	2.8	3.6	2.0	2.1	2.1	2.0	2.8	2.8	3.0	3.9	2.1	1.1	1.0	1.3
WKSS-F	(CHR)	4.9	5.5	5.0	4.3	5.2	2.7	4.4	3.8	2.7	2.8	3.8	4.6	6.2	4.2	3.3	4.6	5.2
WDRC-F	(O)	6.4	6.6	4.0	2.6	4.2	2.4	3.4	2.8	3.1	4.1	2.6	3.9	5.9	4.7	5.5	4.3	5.6
WHCN-F	(AOR)	---	---	---	0.7	1.9	2.9	4.4	4.3	3.9	3.8	2.4	4.0	2.6	3.0	1.7	1.9	2.7
WWYZ-F	(C)	---	2.6	6.0	5.5	5.1	4.5	3.6	4.5	3.6	2.5	3.2	2.9	2.3	2.5	3.8	5.4	5.3
WRCH-F	(SAC)	---	---	---	---	---	---	---	1.9	2.8	2.2	3.2	3.3	4.1	4.2	3.0	1.9	1.6
WIOF-F	(AC)	---	---	---	---	---	---	---	1.0	1.7	2.6	2.9	3.9	3.7	3.1	2.9	2.9	2.1
WEBE-F	(AC)	---	---	---	---	---	---	---	---	---	---	---	1.1	1.3	3.1	3.1	3.5	2.8

BASED ON AVERAGE OF SPRING AND FALL BOOKS

12+ CUME RATINGS

		79	80	81	82	83	84	85	86	87	88	89	90	91
WELI		31.3	38.9	34.2	32.7	33.6	30.7	22.6	24.8	22.7	21.6	20.1	17.8	18.6
WAVZ		22.6	---	---	14.8	14.6	14.3	12.4	10.1	12.3	8.0	9.0	8.6	8.1
WNHC		---	---	---	11.7	11.0	11.1	---	8.9	6.1	9.6	8.0	8.0	7.8
WKCI-F		14.1	22.5	22.7	23.3	25.5	28.6	29.8	31.6	29.6	30.2	32.9	27.7	27.9
WPLR-F		19.9	16.1	14.3	17.4	18.6	18.9	18.5	19.4	18.7	19.7	18.4	20.0	17.4
WYBC-F		---	---	---	---	---	---	---	---	---	---	5.8	7.0	8.5
WEZN-F		8.8	10.8	11.4	12.4	13.4	13.1	13.2	11.1	14.9	13.5	16.2	16.0	15.9
WFAN		14.6	21.8	21.8	15.1	12.7	13.5	13.5	8.9	6.4	7.0	7.6	8.8	10.4
WCBS		10.8	17.1	17.7	16.5	15.1	14.3	11.0	13.0	9.7	10.2	11.0	8.1	10.5
WTIC		9.6	7.3	9.5	8.1	5.1	6.4	---	7.6	7.6	5.3	4.4	5.2	3.7
WKSS-F		8.8	8.7	---	7.4	8.4	6.0	11.3	12.5	16.4	10.8	13.2	14.1	17.8
WDRC-F		14.6	9.6	10.2	10.3	13.8	16.1	12.0	10.0	16.5	10.5	13.8	11.2	14.2
WHCN-F		---	---	9.9	12.5	11.0	11.1	15.2	10.5	6.9	9.0	6.4	6.9	8.0
WWYZ-F		---	11.1	10.2	11.1	---	9.6	8.9	8.6	7.9	3.3	8.9	10.2	12.1
WRCH-F		---	---	---	---	6.8	4.7	7.4	7.3	9.0	8.1	6.5	8.5	6.3
WIOF-F		---	---	---	---	4.9	6.8	9.9	10.8	9.8	7.9	7.5	9.3	9.1
WEBE-F		---	---	---	---	---	---	---	---	---	7.2	8.4	9.9	10.9

		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
APR (%)		15.8	16.5	15.6	15.5	17.0	15.9	16.3	18.1	17.5	17.7	18.4	18.4	17.2	15.8	17.4	17.7	17.7
FM Share (%)		37.04	44.13	46.80	42.55	46.01	49.53	48.26	49.25	53.44	51.49	63.29	59.56	64.5	65.4	65.3	66.8	70.0
Total Stations				26	26	29	28	22	28	26	34	28	30	25	29	29	30	28
Viable Stations										6	6	6	5	5	5	5	5	5.5
Diaries							785	657	987	793	826	852	921	882	802	816	864	782
% Not Listed														10.3	14.4	14.2	12.6	14.9

FORMAT SHARES (%)

		77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
CHR/AOR		37	42	46	44	42	32	22	CHR	21	20	21	20	22	21	21	19
									AOR/CLS	13	17	15	13	15	10	12	13
MOR/AC		29	26	27	26	23	28	MOR/FS	18	20	16	17	15	14	15	13	12
								AC/OLDIES	17	5	15	16	20	14	23	21	25
COUNTRY		3	2	3	1	1	4	3	3	1	2	1	---	5	6	6	6
BTFL/EZ/SAC		23	21	14	12	11	12	13	11	12	8	14	14	6	3	1	1
NEWS/TALK		8	6	7	10	8	8	7	7	4	8	6	7	9	8	10	10
BLACK/URBAN		1	2	1	2	10	10	13	8	9	7	5	6	6	6	5	5
NOSTALGIA		---	---	---	5	5	7	8	9	6	6	6	5	6	6	4	4
HISPANIC		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
RELIG/GOSPEL		---	---	---	---	---	---	---	---	---	---	---	---	2	1	2	1
CLASSICAL		---	---	---	---	---	---	1	---	---	---	---	---	---	---	---	---
JAZZ/NAC		---	---	---	---	---	---	---	---	---	---	---	---	1	1	3	---

NEW ORLEANS

12+ METRO SHARE

		SPG																
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
WTIX	(T)	9.9	6.1	7.6	9.1	7.8	7.7	6.4	5.8	3.7	3.4	3.0	2.9	2.6	1.0	1.4	0.9	0.7
WSMB	(T)	10.2	10.4	8.2	8.7	7.3	6.1	3.9	3.2	4.1	3.4	4.2	3.0	2.8	3.1	1.5	1.3	0.9
WWL	(N/T)	8.0	6.6	5.7	5.7	5.9	4.7	4.4	4.7	4.5	5.2	5.9	6.4	4.7	7.5	5.6	6.8	9.7
WLMG-F	(AC)	---	---	---	3.3	3.7	3.1	5.8	5.6	6.0	5.6	4.9	4.7	3.8	6.4	5.2	5.8	5.6
WEZB-F	(CHR)	---	5.2	---	3.4	3.6	10.5	10.9	8.6	10.9	11.4	11.5	10.0	9.8	11.0	11.6	10.2	8.4
WQUE	(B)	---	7.2	6.6	5.5	5.6	5.4	4.1	3.8	2.1	0.8	0.4	1.6	*	*	*	*	*
WQUE-F	(B)	---	4.5	7.7	8.0	7.2	4.8	5.7	4.6	4.4	6.6	7.5	7.2	15.4	15.1	10.2	9.9	10.5
WNOE	(C)	7.5	6.9	7.3	5.6	5.6	2.7	2.4	2.8	3.6	3.1	2.8	2.2	1.6	1.2	1.0	0.9	1.2
WNOE-F	(C)	4.9	6.7	5.5	6.0	4.8	7.1	7.6	7.2	5.5	5.8	4.5	5.3	4.8	4.1	3.3	6.5	8.4
WYLD	(REL)	6.8	4.7	5.6	4.6	4.6	3.3	1.8	3.7	2.6	2.1	3.1	2.5	1.0	3.0	1.8	2.0	2.4
WYLD-F	(B)	---	---	3.2	3.3	3.7	6.9	6.2	9.7	13.7	15.9	15.8	13.9	10.6	8.2	12.2	13.1	10.0
WMXZ-F	(AC)	8.7	8.5	7.2	7.2	11.6	8.3	7.6	6.5	7.0	7.0	6.1	7.1	9.7	4.4	2.8	3.0	3.7
WLTS-F	(AC)	4.9	5.1	2.9	4.1	3.7	4.5	9.5	11.4	8.0	6.3	6.1	6.9	6.6	5.9	6.2	5.5	5.1
WRNO-F	(AOR)	---	5.5	6.0	6.3	5.9	5.7	7.7	8.3	7.7	6.5	6.2	5.4	5.3	4.1	4.3	3.6	2.9
WBOK	(G)	5.0	---	---	3.8	2.6	2.9	1.8	3.1	4.5	5.5	5.8	4.6	5.3	3.7	4.8	3.4	3.5
WSHO	(REL)	4.7	---	4.7	5.2	4.6	4.7	2.6	1.6	1.1	0.6	1.0	0.7	0.4	---	---	0.2	0.2
WBYU	(BB/EZ)	---	---	---	---	---	---	---	1.7	2.2	1.6	1.9	2.2	2.1	3.2	5.0	3.7	3.4
WYAT	(BB)	---	---	---	---	---	---	2.3	3.7	2.3	1.3	1.3	1.3	1.4	1.6	1.5	1.0	0.8
WCKW-F	(CL.AOR)	---	---	---	---	---	---	---	---	---	---	---	2.5	3.0	4.3	3.7	4.5	3.8
KQLD-F	(O)	---	---	---	---	---	---	---	---	---	---	---	---	0.3	1.6	3.2	4.1	3.4
KHOM-F	(O)	---	---	---	---	---	---	---	---	---	---	---	---	---	1.4	2.5	2.0	1.2
KMEZ-F	(B/AC)	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	0.8	2.5

*WQUE A/F simulcasted

BASED ON AVERAGE OF SPRING AND FALL BOOKS

12+ CUME RATINGS

		79	80	81	82	83	84	85	86	87	88	89	90	91
WTIX		23.7	23.5	17.4	17.0	16.2	11.2	10.6	8.2	9.1	6.4	5.0	4.6	3.1
WSMB		12.0	12.2	---	9.2	8.4	6.9	6.9	5.5	5.6	5.7	4.6	4.2	3.3
WWL		14.6	13.9	12.0	16.1	14.9	14.8	15.3	15.3	14.3	15.5	14.0	16.0	19.1
WLMG-F		8.5	---	13.3	11.7	15.9	14.3	11.8	12.2	12.8	14.5	12.9	14.7	15.6
WEZB-F		---	18.3	21.0	23.4	26.4	30.7	30.5	27.2	26.0	26.3	28.5	27.7	26.0
WQUE		12.6	12.3	8.3	10.3	9.8	---	3.4	3.3	2.6	---	---	---	---
WQUE-F		18.1	14.0	14.8	15.5	17.0	21.9	24.4	19.9	28.7	29.0	25.8	24.8	21.1
WNOE		18.0	13.0	8.4	9.1	8.3	7.9	7.7	5.1	5.2	3.5	3.4	3.3	3.5
WNOE-F		14.0	13.6	15.0	14.6	13.1	13.3	11.0	11.1	10.9	11.4	8.1	12.5	14.9
WYLD		10.3	---	---	9.9	10.7	7.3	9.0	9.0	4.8	6.4	6.9	4.8	4.5
WYLD-F		---	12.9	10.2	13.6	20.2	22.6	22.3	21.7	19.5	16.8	19.2	21.5	21.5
WMXZ-F		17.3	17.3	13.3	13.0	14.5	13.8	13.2	14.4	15.1	12.7	7.7	10.8	13.3
WLTS-F		8.1	8.4	12.9	21.7	20.7	13.6	12.9	14.5	16.4	16.3	16.6	12.7	13.4
WRNO-F		14.4	12.2	14.3	17.8	18.4	17.7	15.8	15.0	15.0	13.6	13.0	12.1	7.9
WBOK		---	---	---	9.8	12.5	9.5	10.0	8.3	10.7	5.4	6.8	6.6	6.8
WSHO		---	---	---	2.9	2.5	---	2.1	2.0	1.4	---	---	1.4	1.0
WBYU		---	---	---	---	5.5	4.2	4.5	4.8	4.8	5.4	8.9	6.6	6.7
WYAT		---	---	---	---	5.2	4.6	2.7	3.1	3.7	3.5	4.6	2.8	2.7
WCKW-F		---	---	---	---	---	---	---	---	5.5	9.8	10.1	10.5	11.4
KQLD-F		---	---	---	---	---	---	---	---	---	2.7	4.5	9.9	11.4
KHOM-F		---	---	---	---	---	---	---	---	---	---	7.1	6.5	6.0
KMEZ-F		---	---	---	---	---	---	---	---	---	---	---	1.9	4.1

		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
APR (%)		15.6	14.9	14.3	14.0	12.6	14.2	15.5	19.6	19.0	18.1	17.7	18.7	16.9	17.2	18.6	18.2	17.3
FM Share (%)		32.49	40.05	42.24	41.04	47.47	49.68	62.90	62.05	67.94	68.98	68.30	68.74	72.9	73.8	70.7	74.7	74.3
Total Stations				20	20	19	20	20	19	19	18	19	20	22	23	26	25	26
Viable Stations										17	17	17	17	16	13	14	15	16
Diaries							2137	1321	1491	1557	1770	1607	1610	1640	1475	1587	1460	1680
% Not Listed														6.5	7.8	9.1	8.2	9.3

NEW ORLEANS

FDRMAT SHARES (%)

	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
CHR/AOR	36	38	38	38	41	31	19	CHR AOR/CLS	20	23	17	10	13	14	12	10
MOR/AC	17	17	13	13	10	19	MOR/FS AC/OLDIES	16	6	--	--	--	--	--	--	--
COUNTRY	11	11	11	7	9	10			7	15	17	16	16	19	22	24
BTFL/EZ/SAC	16	13	16	12	15	6			9	8	9	8	6	8	7	11
NEWS/TALK	--	--	--	6	3	5	3		9	8	10	7	12	10	9	11
BLACK/URBAN	20	19	19	21	15	24	30		31	28	26	31	29	24	25	24
NOSTALGIA	--	2	3	2	6	5	3		2	2	2	3	2	6	6	5
HISPANIC	--	--	--	--	--	--	--		--	--	--	--	--	1	1	1
RELIG/GOSPEL	1	1	--	1	1	1	1		1	1	1	8	6	7	8	6
CLASSICAL	--	--	--	--	--	--	--		--	--	--	--	--	--	--	--
JAZZ/NAC	--	--	--	--	--	--	--		--	--	--	--	--	--	1	2

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WEZB-F	4.1	WEZB-F 5.8	WEZB-F 5.0	WEZB-F 4.6	WQUE A/F 4.7	WEZB-F 5.1	WWL 5.7	WWL 6.2
2. WYLD-F	3.4	WQUE A/F 3.8	WYLD A/F 3.3	WQUE A/F 3.1	WEZB-F 4.5	WQUE A/F 3.9	WEZB-F 5.4	WEZB-F 4.5
3. WQUE-F	2.3	WYLD A/F 3.7	WWL 2.9	WWL 2.9	WWL 3.5	WLTS A/F 3.4	WYLD A/F 3.2	WQUE AF 3.3
4. WWL	2.2	WWL 2.9	WQUE A/F 2.6	WYLD A/F 2.6	WLTS A/F 2.4	WWL 3.3	WQUE A/F 3.1	WYLD-F 2.9
5. WNOE-F	1.7	WLTS-F 2.8	WLTS-F 2.5	WLTS A/F 2.4	WYLD A/F 2.4	WYLD A/F 2.6	WLTS-F 2.6	WNOE AF 2.5
6. WBYU-F	1.6	WNOE A/F 2.5	WNOE A/F 2.2	WNOE A/F 2.0	WRNO-F 2.0	WLMG-F 2.2	WLMG-F 2.3	WLMG-F 2.2
7. WRNO-F	1.6	WAJY-F 2.0	WAJY-F 1.8	WRNO-F 1.7	WLMG-F 1.9	WRNO-F 2.1	WRNO-F 1.7	WLTS-F 2.1
8. WAJY-F	1.5	WRNO-F 1.8	WRNO-F 1.7	WAJY-F 1.6	WNOE A/F 1.6	WNOE A/F 1.4	WROE A/F 1.6	WCKW-F 1.7
9.		WBYU-F 1.3	WBYU-F 1.1	WBYU-F 1.3	WBYU-F 1.5	WCKW-F 1.0	KQLD-F 1.6	KQLD-F 1.6
10.		WTIX 1.1	WTIX 0.8			WBYU 0.8	WCKW-F 1.0	WRNO-F 1.1

Highest Metro Share: WYLD-F 16.8, S85
 Highest Metro 1/4 Hr. Avg: WYLD-F 329, F84
 Highest TSA 1/4 Hr. Avg: WYLD-F 384, F84
 Highest TSA Cume: WEZB-F 4276, F84
 Highest Metro Cume Rating: WEZB-F 30.7, F84
 WQUE AF 30.7, F87

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	Net Dollars					Gross Dollars										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	9.75	11.86	14.06	15.29	17.33	21.6	23.5	26.0	30.8	32.0	27.9	25.5	26.9	29.1	31.1	30.2
Income (millions)	.43	1.45	1.98	1.47	.36											
Nat Rev (millions)	2.51	2.59	3.39	3.86	4.58											
Rev per Cap (\$)	---	10.47	12.21	13.22	14.35	18.15	19.42	19.55	22.99	23.53	20.67	19.32	20.38	22.21	24.88	24.16
Inc per Cap (\$)	---	1.28	1.72	1.27	.30											

Rev as % of Retail Sales	.37	.37	.37	.40	.39	.34	.29	.30	.32	.32	.30	
Market Grades				D+	D/C	D-/D-	D-/D	D-/D	D-/D	D-/D	D-/D	---
Manager's Market Grades				8.0	7.2	6.6	5.6	5.7	5.6	5.3	5.9	5.5
FM Base Value				---	4.9	5.2	5.1	5.0	4.8	4.0	3.8	
Base Value Percentage				---	---	---	---	18.6	16.9	12.9	12.6	
Mean Share Points per Viable Station				5.5	5.5	5.4	5.3	5.8	7.0	6.4	6.0	5.6

#1 STATIONS 12+ METRO SHARE

WSMB S75, S76, F76, S77, S78
 WTIX F77, F78
 WBYU-F S79, F79
 WEZB-F S80, F80, S81, F81, S89
 WAIL-F S82
 WYLD-F F82, S83, F83, S84, F84, S85, F85
 F86, F89, S90, F90, S91
 WQUE-F S87, F87, S88, F88
 WWL F91

% of Revenue Controlled by Top 25% of Viable Stations

By Top 50%

% of Share Points Controlled by Top 25% of Viable Stations

By Top 50%

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	49	47	53	56
By Top 50%	77	72	80	84
% of Share Points Controlled by Top 25% of Viable Stations	50	40	42	43
By Top 50%	75	63	64	69

NEW ORLEANS

STATION NOTES

(Major call letter and format changes)

WTIX Contemp. changing to AC by 82, AC/Oldies until 88
WSMB MOR until 83
WWL Variety until 83
WNOE Contemp. until 81
WNOE-F Contemp. until 81
WSHO Country until 81, Nostalgia until 82
WYLD Reclassified from Black to Gospel in 88
WYLD-F Contemp. until 82
WLTS-F WXEL until 80, WAIL until 84, Urban until 84
WEZB-F BTFL until 80
WQUE WGSO until 83, WQUE until 86, AC/News until 79, News
Talk until 83, CHR until 86, WMKJ until 87
WQUE-F From CHR to AC by 82, AC until 84
WLMG-F WAJY-F until 87
WMXZ-F WBYU-F until 88, WQXY-F until 90, EZ until 88, Country
until 90
WBYU WWIW until 88
KQLO-F KHAA until 89, Religion until 89
WYAT Oldies until 89
KMEZ-F KNOK-F until 91; Jazz/NAC until 91

MAJOR STATION SALES

1970	WBYU-F	To Texas Star (Now Swanson)	\$ 133,000
1971	WEZB-F	To EZ	300,000
1971	WYAT		350,000
1972	WYLD-F		281,000
1972	WMKJ, WQUE-F	Sold to Covenant (Insilco)	1,500,000
1973	WLTS-F	Sold to Security	355,000
1975	WYLD		970,000
1975	WYLD-F		335,000
1977	WWIW		260,000
1979	WWIW		550,000
1979	WSHO	Sold to Swanson	1,500,000
1980	WYLD A/F		2,250,000
1982	WYAT, WLTS-F	From Security to Muniz	2,316,000
1982	WSHO	Sold by Swanson	920,000
1983	WBOK	Sold by Shamrock (Disney)	450,000
1984	WTIX	From Storz to Price	2,900,000
1984	WMKJ, WQUE-F	From Insilco to Clear Channel	6,800,000 (E)
1985	WBYU-F	From Swanson to Stoner	7,000,000
1987	WSMB		850,000
1988	WTIX	Sold by Price	1,300,000
1988	KHAA-F (Port Sulphur)	From Salem to Beasley	3,400,000
1989	WWL, WLMG-F	Sold to Keymarket	13,100,000
1989	WNOE A/F	Sold to Keymarket	7,250,000
1991	WTIX	From Givens to Buck	800,000

NEW YORK

12+ METRO SHARE

		SPG																		
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91		
WOR	(T)	6.8	7.8	7.1	6.8	6.8	5.7	6.1	5.6	5.2	4.7	5.4	4.6	4.5	4.7	4.2	3.9	4.0		
WRKS-F	(B)	---	3.1	2.9	3.0	2.1	1.5	3.6	5.2	4.7	5.2	5.5	5.7	4.5	4.4	4.1	5.4	5.2		
WABC	(T)	6.6	8.5	8.3	7.6	5.3	4.1	3.9	2.6	2.6	2.5	2.7	2.8	2.7	3.4	3.0	3.0	3.0		
WPLJ-F	(CHR)	3.5	3.9	4.1	3.7	3.4	3.8	4.5	4.4	3.8	4.4	5.6	5.5	4.8	3.9	3.1	2.4	2.5		
WFAN	(S/T)	---	1.9	2.7	2.8	3.0	4.4	4.6	3.9	3.1	3.0	2.8	1.9	1.4	2.2	2.6	3.0	3.0		
WHTZ-F	(CHR)	---	---	---	---	---	---	---	0.9	3.6	6.6	5.8	6.4	5.9	5.8	5.2	4.7	3.5		
WYNY-F	(C)	---	---	---	1.1	2.1	2.8	4.0	4.9	4.1	2.5	2.2	1.9	2.2	2.7	2.4	2.6	3.0		
WINS	(N)	4.5	5.0	5.1	5.3	4.5	4.9	5.0	4.8	4.7	4.7	4.4	4.6	4.8	4.2	4.7	4.4	4.2		
WNSR-F	(AC)	5.4	4.9	3.6	5.0	4.7	4.5	4.7	4.3	4.3	3.5	3.1	2.2	2.7	3.0	3.5	3.6	4.2		
WCBS	(N)	5.9	5.2	5.5	5.5	5.2	5.2	4.5	4.7	4.1	3.8	4.0	3.6	3.3	3.4	3.3	3.6	3.2		
WCBS-F	(O)	3.6	3.2	3.4	3.1	3.0	2.9	2.5	2.8	2.9	3.3	3.1	3.8	3.7	4.3	4.6	4.8	5.1		
WNEW	(BB)	3.4	3.0	3.1	2.6	2.7	2.9	3.4	3.3	2.9	3.1	2.9	2.5	1.9	1.8	2.1	2.1	2.0		
WNEW-F	(AOR)	---	2.0	2.2	1.9	2.8	2.6	2.6	2.5	2.2	3.5	4.2	3.9	3.4	3.4	4.0	3.6	3.5		
WBSL-F	(B)	---	5.3	6.6	5.5	6.8	7.6	6.7	5.4	4.3	3.2	4.0	4.5	4.4	3.8	3.4	3.9	4.1		
WXRK-F	(CL.AOR)	---	---	1.2	6.4	7.2	7.5	6.3	5.2	4.2	3.1	1.6	3.1	3.1	3.5	3.3	3.5	3.6		
WPAT	(EZ)	3.6	3.0	3.3	2.7	2.5	2.5	2.4	2.4	1.8	1.6	1.4	1.5	*	*	*	1.1	*		
WPAT-F	(EZ)	---	2.8	3.0	2.6	3.5	3.7	3.7	3.6	3.6	3.3	3.5	4.4	6.2	5.2	4.6	4.4	3.8		
WEVD	(E/V)	---	3.3	3.4	3.1	2.9	2.6	2.3	2.4	2.2	2.7	2.7	2.6	2.0	0.4	0.2	0.2	---		
WMCA	(REL)	4.3	3.3	3.2	2.9	3.1	2.7	2.2	2.0	1.8	1.5	1.0	0.8	0.9	0.8	0.4	---	0.2		
WZRC	(AOR)	---	1.5	2.1	2.5	2.0	1.7	2.1	2.2	1.3	1.0	0.5	0.6	0.7	1.0	0.5	0.2	---		
WADO	(SP)	---	3.0	2.7	1.8	2.4	1.9	2.1	2.3	2.7	2.4	1.7	1.6	2.0	2.0	1.5	1.7	1.9		
WNCN-F	(CL)	---	---	---	0.8	0.9	0.8	1.0	1.2	1.2	1.0	1.2	1.4	1.5	1.3	1.4	1.5	1.4		
WQXR-F	(CL)	---	2.3	1.8	1.7	1.5	1.6	1.3	1.6	1.8	1.2	1.7	1.7	1.4	1.5	1.3	1.7	1.6		
WQCD-F	(J)	---	---	---	1.1	1.2	1.6	1.5	1.7	3.5	2.0	2.0	2.0	1.4	1.5	2.4	2.2	2.2		
WQHT-F	(CHR)	---	---	1.2	2.0	1.8	1.8	1.6	2.3	3.0	2.4	1.7	2.4	4.1	4.1	4.0	4.1	4.4		
WLTW-F	(AC)	---	---	---	1.3	1.1	1.1	1.3	1.8	2.0	2.7	3.8	4.2	4.4	4.6	5.0	4.6	5.3		
WSKQ	(SP)	---	---	---	---	---	---	0.5	0.5	0.8	2.0	2.0	1.3	1.2	1.6	2.0	1.1	1.4	1.2	
WSKQ-F	(SP)	---	---	---	---	---	---	---	---	---	---	---	---	---	---	2.0	1.9	2.2		
WLIB	(B/T)	---	---	---	---	---	---	---	---	---	---	---	0.7	1.2	1.6	1.4	1.7	1.4		
WKDM	(SP)	---	---	---	---	---	---	---	---	---	---	---	1.1	1.2	1.3	0.6	0.9	0.9		
WALK-F	(AC)	---	---	---	---	---	---	---	---	---	---	---	1.0	0.9	1.1	1.1	1.1	1.1		

*WPAT A/F were simulcasted.

BASED ON AVERAGE OF SPRING AND FALL BOOKS

12+ CUME RATINGS

	79	80	81	82	83	84	85	86	87	88	89	90	91
WOR	15.8	13.3	13.9	13.8	12.6	11.4	11.2	10.7	10.9	11.0	9.1	9.7	9.7
WRKS-F	9.8	7.0	6.2	14.2	12.9	12.4	12.1	13.3	10.8	9.3	10.3	11.4	11.9
WABC	21.3	18.2	18.2	14.1	12.2	11.3	10.9	11.2	10.9	10.9	9.6	8.5	9.0
WPLJ-F	11.3	10.7	11.5	12.3	13.6	16.3	17.4	19.7	17.8	15.2	13.8	12.6	11.7
WFAN	13.1	16.4	16.8	15.7	14.1	12.1	10.5	7.9	6.7	7.7	10.1	10.1	10.3
WHTZ-F	---	---	---	2.8	3.2	20.7	17.6	20.1	17.2	17.6	17.7	16.2	14.1
WYNY-F	5.4	7.0	12.1	14.1	14.1	11.4	9.3	9.2	6.6	7.4	7.1	6.6	7.3
WINS	18.8	18.2	17.2	17.5	19.1	17.7	17.0	18.4	19.6	17.9	19.5	18.1	18.0
WNSR-F	9.5	9.2	9.0	8.1	10.0	8.2	7.4	6.5	7.9	10.1	11.0	10.9	11.8
WCBS	17.6	16.7	16.1	17.0	16.9	14.0	13.7	15.0	13.0	12.4	12.0	13.7	14.8
WCBS-F	9.8	9.6	8.0	10.2	10.8	10.5	10.2	10.8	11.3	11.8	14.4	12.7	14.5
WNEW	9.2	7.5	9.3	7.2	7.0	7.4	6.7	6.2	5.0	3.8	5.2	5.8	5.6
WNEW-F	7.5	6.8	8.0	8.0	7.1	8.6	11.3	10.2	10.2	10.4	11.2	11.0	10.3
WBSL-F	12.1	15.1	14.1	12.7	13.0	9.6	9.2	11.0	11.5	9.8	9.4	9.7	10.3
WXRK-F	16.4	14.7	15.6	16.5	14.3	12.8	9.6	9.0	9.8	11.1	10.7	11.5	11.4
WPAT	7.4	7.0	7.6	6.3	6.8	5.1	4.7	4.7	4.5	---	---	---	---
WPAT-F	7.8	8.9	8.6	9.4	10.4	9.5	8.2	9.8	9.7	12.5	12.8	11.6	11.6
WEVD	8.9	7.5	7.0	7.3	8.8	9.0	9.5	9.5	9.0	1.6	---	1.4	---
WMCA	8.4	7.6	7.9	7.6	5.9	4.5	3.3	3.5	3.0	3.3	3.3	---	---
WZRC	---	---	---	3.0	---	---	1.5	1.3	1.0	1.4	1.3	0.6	---
WADO	---	---	---	3.5	3.4	3.8	---	3.0	1.0	1.4	1.3	0.6	---
WNCN-F	---	---	---	3.4	4.0	3.5	3.6	4.0	4.6	4.4	4.6	5.3	5.5
WQXR-F	5.2	---	4.8	5.0	5.8	4.5	4.6	5.5	4.9	4.7	4.5	5.4	5.3
WQCD-F	---	6.0	8.3	6.9	11.8	10.4	6.7	6.5	5.3	5.0	7.3	6.3	6.9
WQHT-F	5.1	5.0	---	4.6	10.3	10.1	9.0	7.5	9.8	11.0	10.6	10.2	10.8
WLTW-F	---	---	---	5.8	6.1	7.1	8.1	11.0	11.0	11.9	13.2	12.1	13.2
WSKQ	---	---	---	---	---	---	1.6	2.3	2.7	3.0	1.8	2.4	2.6
WSKQ-F	---	---	---	---	---	---	---	---	---	---	3.4	3.9	3.9
WLIB	---	---	---	---	---	---	---	---	3.1	3.3	2.7	3.4	2.5
WKDM	---	---	---	---	---	---	---	---	2.0	1.5	1.4	1.9	2.3
WALK-F	---	---	---	---	---	---	---	---	2.0	2.7	2.8	2.4	2.8

NEW YORK

	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
APR (%)	18.1	17.3	17.0	17.3	18.1	18.0	18.4	19.8	19.5	19.9	19.6	19.6	19.6	18.9	19.6	19.6	19.2
FM Share (%)	40.29	43.34	43.25	46.72	51.22	52.51	53.46	55.17	59.17	58.73	60.90	63.15	63.7	64.7	70.8	66.8	67.6
Total Stations			45	41	43	48	43	47	45	43	52	41	50	47	46	43	46
Viabile Stations									29	29	28	28	27	26	25	25	25
Diaries						6904	5154	5975	5705	5935	7054	5838	6260	6227	6251	6859	6663
% Not Listed													8.1	9.0	11.3	10.3	10.5

FORMAT SHARES (%)

	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
CHR/AOR	29	30	30	29	24	17	20	17	18	17	16	16	16	13	12
MOR/AC	8	7	4	4	9	10	2	8	7	10	10	10	11	11	9
COUNTRY	4	3	3	3	4	5	9	12	16	19	17	17	19	16	19
BTFL/EZ/SAC	17	16	15	16	15	13	5	3	4	3	3	3	3	3	4
NEWS/TALK	23	23	22	20	19	20	14	11	11	7	9	9	6	7	6
BLACK/URBAN	9	12	18	20	17	20	21	18	18	18	18	18	20	20	21
NOSTALGIA	--	--	--	4	5	4	4	4	4	4	3	3	3	3	3
HISPANIC	5	4	5	4	4	5	4	7	4	5	6	6	6	6	7
RELIG/GOSPEL	--	--	--	--	--	--	1	1	1	2	2	2	2	2	2
CLASSICAL	2	3	2	3	3	3	3	2	3	3	3	3	3	4	3
JAZZ/NAC	--	--	--	--	--	--	--	--	--	--	--	--	3	3	3

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WCBS	17.5 WINS	21.5 WINS	21.0 WINS	23.0 WINS	22.5 WINS	25.0 WINS	26.7 WINS	30.0 WINS
2. WOR	15.7 WCBS	19.2 WPLJ-F	18.3 WHTZ-F	19.0 WHTZ-F	20.5 WLTW-F	24.0 WCBS-F	25.5 WFAN	26.6 WFAN
3. WINS	15.2 WHTZ-F	18.1 WOR	16.0 WOR	18.0 WLTW-F	19.3 WCBS-F	23.5 WLTW-F	25.0 WLTW-F	26.0 WLTW-F
4. WNBC	13.2 WOR	18.0 WHTZ-F	15.2 WLTW-F	17.7 WCBS	18.0 WHTZ-F	21.0 WFAN	23.0 WCBS-F	24.7 WCBS-F
5. WHTZ-F	12.4 WNBC	14.7 WCBS	14.7 WPLJ-F	17.7 WCBS-F	17.9 WCBS	20.2 WCBS	22.0 WCBS	21.4 WCBS
6. WYNY-F	11.3 WPLJ-F	14.0 WPAT A/F	14.0 WCBS	16.3 WOR	17.4 WNEW-F	18.5 WHTZ-F	20.7 WNSR-F	20.3 WNSR-F
7. WRKS-F	10.8 WCBS-F	13.3 WCBS-F	12.7 WCBS-F	16.0 WNEW-F	16.1 WXRK-F	18.0 WXRK-F	20.0 WNEW-F	20.2 WNEW-F
8. WPLJ-F	10.8 WRKS-F	13.0 WRKS-F	12.6 WNEW-F	14.3 WUPR-F	15.0 WFAN	17.0 WNEW-F	19.6 WXRK-F	19.0 WXRK-F
9. WCBS-F	10.6 WNEW-F	13.0 WNEW-F	12.5 WRKS-F	13.5 WXRK-F	14.4 WOR	16.5 WNSR-F	19.5 WOR	17.2 WOR
10. WRFM-F	7.3 WLBS-F	12.2 WLBS-F	12.1 WBLBS-F	13.3 WBLBS-F	13.6 WABC	15.8 WOR	18.0 WHTZ-F	15.0 WHTZ-F

Highest Metro Share: WKTU-F 11.3, F78
 Highest Metro 1/4 Hr. Avg: WKTU-F 2784, F78
 Highest TSA 1/4 Hr. Avg: WKTU-F 2802, F78
 Highest TSA Cume: WABC 48809, S76
 Highest Metro Cume Rating: WABC 27.8, F77

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	[----- Net Dollars -----]					[----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	88.1	96.6	112.8	114.2	131.4	161.1	174.1	189.2	207.0	226.5	249.0	275.0	294.2	315.7	335.6	334.0
Income (millions)	14.1	16.3	22.2	13.6	19.4											
Nat Rev (millions)	33.5	23.9	36.6	33.4	34.0											
Rev per Cap (\$)	--	10.21	12.16	12.55	14.63	10.81	11.76	12.70	13.80	15.10	16.27	17.97	19.10	20.50	21.79	21.63
Inc per Cap (\$)	--	1.72	2.40	1.49	2.16											
Rev as % of Retail Sales						.26	.25	.24	.26	.26	.27	.28	.27	.29	.31	.30
Market Grades									B+	B+/B	A-/B+	A/A	A/A-	A/A-	A/A	---
Manager's Market Grades									7.0	7.3	7.3	7.1	7.2	6.8	7.3	7.8
FM Base Value									20.0	24.0	27.0	40.0	45.0	41.0	40.0	
Base Value Percentage									---	---	---	13.6	14.3	12.2	12.0	
Mean Share Points per Viable Station									3.1	3.1	3.2	3.2	3.4	3.5	3.6	3.5

#1 STATIONS 12+ METRO SHARE

WOR S75, F81
 WABC S76, F76, S77, F77, F78
 WKTU-F F78, S79, F80, S82
 WBLBS-F F79, S80, S81, F82, S83
 WHTZ-F F83, S84, F84, S85, S86, F86, S87, S88, F88, S89
 WPLJ-F F85
 WPAT AF F87, F89, S90
 WRKS-F F90
 WCBS-F S91
 WLTW-F F91

% of Revenue Controlled by Top 25% of Viable Stations

By Top 50%

% of Share Points Controlled by Top 25% of Viable Stations

By Top 50%

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	45	42	44	46
By Top 50%	77	73	76	77
% of Share Points Controlled by Top 25% of Viable Stations	39	34	32	34
By Top 50%	66	60	59	60

NEW YORK

STATION NOTES

(Major call letter and format changes)

WRKS-F	WXLO-F until 81, Various forms of Contemp. until about 79
WQHT-F	WTFM until 82, AC/Soft until 82, WAPP until 86, AOR until 84, CHR until 86
WQCD-F	Contemp. changing to AC by 83, WPIX-F until 88, AC until 88
WPLJ-F	AOR until 83, WPLJ-F until 87, WWPR-F until 88, then back to WPLJ
WFAN	Contemp. to AC by 83, WNBC until 88, AC until 88
WABC	CHR until 82
WLTW-F	WRVR until 80, Jazz until 80, WKHK until 84, Country until 84
WXRK-F	Soft Rock until 78, WKTU until 85, Urban/Disco until 84, CHR until 85
WNSR-F	WRFM until 86, BTFL until 86,
WSKQ	WVNJ until 83
WHTZ-F	WVNJ-F until 83
WZRC	WJIT until 90, Hispanic until 90
WEVD	WHN until 87, WFAN until 88, Country until 87, Sports/Talk until 88
WYNY-F	AC until 87

NOTE: WYNY-F call letters are carried through in the ratings tables. In this particular case, the ratings do not follow the frequency.

MAJOR STATION SALES

1972	WLIB	Sold to Inner City	\$ 1,700,000
1973	WBNB-F	Sold to Starr	2,090,000
1974	WBLS-F	Sold to Inner City	1,350,000
1975	WJIT, WXRK-F	Sold to SJR	4,000,000
1976	WNCN-F	From Starr to GAF	2,200,000
1978	WWDJ (Hackensack)	From Combined Commu.to Communico	4,000,000
1978	WHTZ-F (Newark)		3,540,000
1978	WADO	Sold by Charter	6,500,000
1980	WVRL	From Viacom to NBN	1,500,000
1981	WEVD	Sold to Epperson	1,100,000
1981	WJIT, WXRK-F	From SJR to Infinity (See Group Sales)	
1982	WQHT-F	Sold to Doubleday	8,700,000
1982	WVRL	From Viacom to NBN	1,500,000
1983	WHTZ-F	Sold to Malrite	8,500,000
1983	WSKQ		3,200,000
1984	WHN	From Mutual to Doubleday	13,000,000
1985	WPAT A/F	From Cap Cities to Park	49,000,000
1986	WHN	From Doubleday to Emmis	15,000,000
1986	WQHT-F	From Doubleday to Emmis	21,000,000
1986	WADO	Sold to Tichenor	20,000,000
1986	WNEW	From Metromedia to Metropolitan	18,000,000
1986	WNEW-F	From Metromedia to Metropolitan	52,000,000
1986	WNCA	From Straus to Federal	10,300,000
1987	WADO	Resold for	15,000,000
1988	WNBC	From NBC to Emmis	26,000,000 (E)
1988	WYNY-F	From NBC to Emmis	39,000,000 (E)
1988	WYNY-F (103.5)	From Emmis to Westwood One	41,000,000 (E)
1988	1050-AM	From Emmis to SBS	23,000,000 + Tax. Cert.
1988	WNEW	From Metropolitan to Sillerman	22,000,000
1988	WNEW	50% from Sillerman to West.One	11,000,000
1988	WNEW-F	From Metropolitan to Sillerman	80,000,000 (E)
1988	WSKQ-F	Sold to SBS	20,000,000 (E) + 1050-AM
1988	WRKS-F	From RKO to Summit	50,000,000
1988	WOR	From RKO to Buckley	24,000,000
1989	WNJR (Newark)		4,100,000
1989	WNYM	Sold by Salem	13,000,000
1989	WKDM	From United to TA/Shaw	8,000,000 (Cancelled)
1989	WNEW (50%)	From Westwood One to Command	15,300,000 (Cancelled)
1989	WNEW-F	From Sillerman to Westinghouse	84,000,000 (E)
1991	WNJR	Sold to Douglas	6,700,000
1991	WFAN	From Emmis to Infinity	70,000,000

NORFOLK

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WCMS-F	2.8	WCMS-F 3.5	WNOR-F 3.9	WNOR-F 4.8	WNOR-F 4.8	WNOR-F 4.9	WNOR-F 4.6	WNOR-F 4.1
2. WNOR-F	2.2	WNOR-F 3.4	WCMS-F 3.6	WCMS-F 3.8	WCMS-F 4.4	WCMS-F 4.5	WCMS-F 4.3	WWDE-F 4.0
3. WFOG-F	2.2	WLTJ-F 2.9	WWDE-F 3.3	WWDE-F 3.4	WWDE-F 4.3	WWDE-F 4.0	WWDE-F 4.0	WCMS AF 3.4
4. WLTJ-F	2.2	WFOG-F 2.9	WLTJ-F 3.1	WLTJ-F 2.6	WLTJ-F 3.2	WNVZ-F 3.4	WAFX-F 3.6	BSK/OWI 3.2
5. WTAR	1.8	WWDE-F 2.5	WFOG-F 2.8	WNVZ-F 2.5	WNVZ-F 3.0	WOWI-F 3.1	WNVZ-F 3.0	WAFX-F 3.1
6. WNVZ-F	1.8	WNVZ-F 2.1	WNVZ-F 2.3	WFOG-F 2.5	WFOG-F 2.8	WLTJ-F 2.9	WFOG-F 2.8	WNVZ-F 2.8
7.		WTAR 2.0	WOWI-F 2.0	WOWI-F 2.1	WOWI-F 2.4	WFOG-F 2.8	BSK/OWI 2.7	WLTJ-F 2.3
8.			WTAR 1.9	WTAR 1.7	WGH A/F 2.1	WAFX-F 2.0	TAR/LTY 2.5	WFOG-F 2.2
9.			WMYK-F 1.7	WMYK-F 1.7	WMYK-F 1.8	WJQI-F 1.6	WJQI-F 2.2	WJQI-F 1.8
10.			WGH A/F 1.6	WGH A/F 1.6	WTAR 1.5	WMYK-F 1.5	WMYK-F 1.6	WMYK-F 1.4

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	[----- Net Dollars -----]					[----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	7.70	8.85	11.07	11.21	12.92	17.1	19.4	21.5	24.0	26.5	29.2	30.4	32.2	32.6	31.7	30.6
Income (millions)	.32	.61	1.21	-.19	-.77											
Nat Rev (millions)	1.83	2.06	2.88	3.17	3.21											
Rev per Cap (\$)	---	7.67	9.06	9.50	10.87	14.25	16.03	17.48	19.05	20.87	22.29	22.69	23.50	23.62	22.32	21.25
Inc per Cap (\$)	---	.53	1.05	-.16	-.65											
Rev as % of Retail Sales						.32	.34	.35	.37	.37	.37	.35	.35	.33	.30	.28
Market Grades						C	D+/C	C/C+	C/C	C/C-	C/C-	C/C-	C/C-	C/D	---	---
Manager's Market Grades						7.0	7.7	7.8	7.8	8.2	7.7	7.5	6.6	6.3		
FM Base Value						---	3.0	4.4	4.4	4.7	4.9	4.3	4.1			
Base Value Percentage						---	---	---	---	14.6	15.0	13.6	13.4			
Mean Share Points per Viable Station						4.3	4.3	4.6	4.8	5.6	5.9	6.0	5.7	5.3		

#1 STATIONS 12+ METRO SHARE

WRAP	S75, F76 (T)
WCMS-F	S76, F79, F81, S82, F82, F83
WNOR-F	all periods F86, F88, S90
WOWI-F	S78, F80, F90, S91, F91
WFOG-F	F78, S80, S83, S84, F84, S85, F89
WTAR	S77, F77, S79
WMYK-F	S81
WAFX-F	S89

% of Revenue Controlled by

	87	88	90	91
Top 25% of Viable Stations	48	51	52	51
By Top 50%	77	82	82	85
% of Share Points Controlled by				
Top 25% of Viable Stations	38	36	38	36
By Top 50%	66	64	66	65

STATION NOTES

(Major call letter and format changes)

WLTJ-F	WTAR until 76, WKEZ-F until 81, BTFL until 81, AC changing to Oldies by 89
WNIS	WKLX until ?, WHNE until 79, Format unknown until 79
WNOR	Contemp. until 81, Black until 84
WGH	Contemp. changing to AC by 82, WGH until 83, WNSY until 83, Oldies until 84, Country until 86
WGH-F	WGH until 83, WNSY until 85, Classical until 83, AC until 85, WRSR-F until 86, CHR until 90
WKOC-F	AOR until 84; WMYK-F and Black until 91
WNVZ-F	WQRK until 82
WWDE-F	Contemp. changing to AC by 83
WTAR	MOR or Nostalgia until 91
WMXN-F	WXRI-F until 89, WZCL-F until 90, Religion until 89, Oldies until 90
WJQI-F	WNRN-F until 87, EZ until 87
WAFX-F	WTID-F until 87, WSKX-F until 89, Country until 89
WBSK	WRAP until 89
WTZR-F	WOFM-F until 90

NOTE: WNIS and WRAP swapped frequencies in 1987. WNIS went to 850 and WRAP went to 1350

MAJOR STATION SALES CONT.

MAJOR STATION SALES

1970	WNOR A/F	\$ 160,000	1986	WNVZ-F	From S&F to Capitol (J.) \$ NA
1970	WNIS	645,000	1986	WKEZ-F (Yorktown)	Sold to Eure 2,000,000
1971	WPCE	315,000	1986	WPEX (Hampton)	485,000
1974	WLPM, WFOG-F	1,400,000	1986	WCPK, WNRN-F	Sold to Coleman 4,150,000
1975	WOWI-F	765,000	1987	WRAP	Sold to Sinclair 750,000
1975	WTJZ, WNVZ-F	700,000	1987	WNIS	Sold by Sinclair 575,000
1977	WNIS	350,000	1987	WZAM	Sold by Bennis 550,000
1979	WLPM, WFOG-F	2,400,000	1988	WMYK-F	From Bennis to Lucci 6,000,000
1981	WNOR A/F	2,600,000	1989	WXRI-F	From CBN to WIN/ML 5,000,000
1982	WTJZ, WNVZ-F	3,000,000			
1983	WGH, WRSR-F	3,200,000	1989	WRAP	Sold to Ragan Henry 400,000
1984	WTID-F (Suffolk)	1,995,000	1989	WOWI-F	From Willis to Ragan H. 8,300,000
1984	WTJZ, WNVZ-F	3,500,000	1989	WNVZ-F	From Capitol (G) to Wilkes-S. 7,500,000
1985	WLPM, WFOG-F	9,250,000	1989	WFOG-F	From JAG to Sun. Wirel. 8,000,000
1985	WGH, WRSR-F	3,200,000	1989	WMYK-F (Eliza City)	From Lucci to Paco -Jon 7,500,000
1985	WTID-F	3,600,000	1989	WOFM-F (Moycock)	3,075,000
1986	WLPM	600,000	1990	WAFX-F	From Downs to Radio Ven. 10,000,000
1986	WTID-F	4,150,000	1990	WGH A/F	From Susquehanna to P-J 6,500,000+tax.ca
1986	WNOR A/F	10,000,000	1990	WLPM (Suffolk)	300,000
1986	WWDE-F	1,500,000	1991	WWDE-F	From Edens to Force II 8,000,000(E)
			1991	WTZR-F (Moycock)	Sold to Willis 1,230,000

OKLAHOMA CITY

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. KTOK	3.3	KXXY-F 4.7	KXXY-F 3.6	KXXY-F 3.8	KXXY-F 4.4	KXXY-F 4.4	KXXY-F 5.3	KXXY AF 5.4
2. KXXY-F	2.6	KTOK 3.4	KZBS-F 3.1	KZBS-F 3.0	KTOK 2.6	KTOK 2.7	KATT-F 2.6	KTOK 2.3
3. KZBS-F	2.4	KZBS-F 2.9	KATT-F 2.6	KATT-F 2.6	KATT-F 2.6	KATT-F 2.6	KTOK 2.5	KATT-F 2.5
4. KATT-F	2.4	KATT-F 2.9	KTOK 2.4	KTOK 2.6	KJYO-F 2.3	KJYO-F 2.5	KMGL-F 1.8	KRXO-F 2.1
5. KEBC-F	2.3	KJYO-F 2.3	KJYO-F 2.1	KJYO-F 2.1	KRXO-F 1.8	KKNG-F 1.7	KJYO-F 1.7	KMGL-F 1.9
6. KJYO-F	2.1	KEBC-F 2.2	KLTE-F 1.8	KKNG-F 1.5	KLTE-F 1.7	KLTE-F 1.6	KKNG-F 1.6	KJYO-F 1.8
7. KKNG-F	2.0	KKNG-F 1.8	KKNG-F 1.5	KLTE-F 1.4	KKNG-F 1.5	KRXO-F 1.4	KRXO-F 1.5	KOQL-F 1.4
8.		KOFM-F 1.7	KEBC-F 1.5	KEBC-F 1.2	KMGL-F 1.3	KEBC-F 1.3	KLTE-F 1.4	KKNG-F 1.3
9.			OMA/IMY 1.4	OMA/IMY 1.0	KEBC-F 1.2	KMGL-F 1.3	KOMA 1.2	KEBC-F 1.0
10.				WKY 0.8	KZBS-F 1.0	KZBS-F 1.2	KZBS-F 1.2	KOMA 0.9

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	7.86	9.03	11.38	12.10	15.02	17.1	19.6	22.0	24.6	26.9	21.4	20.7	22.4	23.2	23.4	23.3
Income (millions)	.44	-.01	.66	-.82	-1.69											
Nat Rev (millions)	1.70	2.09	2.48	2.69	2.52											
Rev per Cap (\$)	---	11.59	14.56	15.04	17.54	18.71	20.28	22.77	25.31	27.45	21.62	20.93	22.76	24.17	24.32	24.15
Inc per Cap (\$)	---	---	.85	-1.05	-1.97											
Rev as % of Retail Sales						.31	.33	.34	.35	.32	.28	.28	.30	.31	.32	.31
Market Grades									C	B-/A	C/B	D/C	C-/C+	C-/C+	D+/B-	---
Manager's Market Grades									5.8	5.9	5.8	5.2	4.6	5.2	5.4	4.3
FM Base Value											3.1	3.0	3.1	3.0	2.6	2.5
Base Value Percentage													13.4	12.8	11.1	10.7
Mean Share Points per Viable Station									6.0	6.1	6.7	6.6	7.1	7.2	7.0	7.7
													.87	.88	.90	.91

#1 STATIONS 12+ METRO SHARE

KTOK	S75, S76, F76, S77, F77, F78, S79, F80, S84
KATT-F	S78, F82, S83, F83, S86, F86, S87
KKNG-F	S80, F84, F85
KEBC-F	S81, F81, S82
KZBS-F	S85
KJYO-F	F87 (T)
KXXY-F	all periods F87 - F91

% of Revenue Controlled by Top 25% of Viable Stations

	47	48	44	45
By Top 50%	77	72	66	71

% of Share Points Controlled by Top 25% of Viable Stations

	44	42	36	40
By Top 50%	72	66	61	66

STATION NOTES

(Major call letter and format changes)

Highest Metro Share:	KTOK 18.4, F78
Highest Metro 1/4 Hr. Avg:	KXXY AF 242, S91
Highest TSA 1/4 Hr. Avg:	KXXY-F 318, S91
Highest TSA Cume:	WKY 4839, S76
Highest Metro Cume Rating:	WKY 37.3, F78

KJYO-F	KAFG until 77, KZUE until 81, Contemp. until 81, AC until 83
KTOK	MOR until about 80
KOMA	Contemp. until about 80, Country until 85, Nostalgia until 88
WKY	CHR changing to AC by 82, Began Country in 84, Country until 90
KVIS-F	KFJL until about 77, KTLS until 80, KLNK until 83, Black until about 79 (?), CHR until 83, AC until about 88; KZBS-F until 91
KOMJ-F	KOFM until 86, CHR until 86
KOQL-F	KFNB until 79, BTFL until 79, KLTE-F until 91, AC becoming Oldies by 90
KTNT-F	KWHP until 80, Contemp. until about 79, KKLR-F until 87, AC until about 90
KATT-F	KJAK until 77, Country until 77
KXXY-F	AOR until 82
KRXO-F	KAEZ until 85, Black until 85, KIMY-F until 87, AC until 87
KXXY	KOCY until 82, KXXY until 85, KNCC until late 85, MOR until 77, Country until 81, News until 83, Country in 83-84, News in 85
KNTL-F	KJIL-F until 90
KPRW	Changed from Black to Business News in 90

MAJOR STATION SALES

1970	KPRW, KATT-F		\$ 750,000
1972	KKNG-F	Sold to Swanson	188,000
1973	KTOK	Sold to Insilco	2,450,000
1973	KJYO-F	Sold to Insilco	350,000
1976	KQCV	Sold to Bott	284,000
1978	KPRW, KATT-F	Sold to John Tyler	866,000
1979	KXXY, KXXY-F	Sold to Summit	1,900,000
1979	KLTE-F		970,000
1980	KZBS-F	Sold by Sunbelt	1,350,000
1982	KPRW, KATT-F	From J. Tyler to Surrey	3,650,000
1982	KZBS-F	Sold by Sunbelt	3,456,000
1984	KLTE-F	Sold to Wheeler	3,000,000
1984	KOMA	From Storz to Price Comm.	2,900,000
1984	KTOK, KJYO-F	From Insilco to Clear Chan.	12,800,000 (E)
1985	KIMY-F	Sold to Price Comm.	3,300,000
1986	KEBC-F	Sold to Van Wagner	4,000,000
1987	KYYX A/F	From Summit to New Market	NA
1987	KKNG-F	From Swanson to NewCity	NA

MAJOR STATION SALES CONT.

1988	KHGL-F	From Guy Gannett to Renda	3,050,000
1988	KEBC-F	From Van Wagner to Indep	3,900,000
1988	KOMA, KRXO-F	From Price to Diamond	4,650,000
1988	KLTE-F	From M Wheeler to Entercom	4,150,000
1988	KKNG-F	From NewCity to Wilkes-Sch	3,400,000
1989	KJIL-F (Bethany)	From Swaggert to CBN	1,000,000
1991	KZBS-F (Cancelled)		3,100,000

NOTE: Some of these sales may not have consummated.

OMAHA

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. KFAB	4.4	KFAB 5.7	KFAB 5.8	KFAB 5.0	KFAB 4.8	KFAB 4.2	WOW A/F 3.6	WOW AF 3.8
2. KQKQ-F	2.3	WOW A/F 3.1	WOW A/F 3.0	WOW A/F 3.0	WOW A/F 3.2	WOW A/F 3.4	KEZO-F 3.4	KFAB 3.3
3. KGOR-F	1.5	KQKQ-F 2.6	KEZO-F 2.2	KEZO AF 2.5	KEZO AF 2.7	KEZO AF 3.1	KFAB 3.4	KEZO AF 3.2
4. KEZO-F	1.4	KEZO-F 2.0	KQKQ-F 2.1	KQKQ-F 2.0	KQKQ-F 1.9	KQKQ-F 3.1	KQKQ-F 3.1	KQKQ-F 2.9
5. WOW	1.4	KGOR-F 1.8	KESY-F 1.5	KGOR-F 1.6	KGOR-F 1.7	KGOR-F 1.6	KEFM-F 2.1	KEFM-F 2.2
6. WOW-F	1.0	KESY-F 1.5	KGOR-F 1.3	KEFM-F 1.3	KEFM-F 1.7	KEFM-F 1.6	KGDR-F 1.9	KGDR-F 2.0
7.				KESY-F 1.2	KESY AF 1.2	KESY AF 1.4	KESY AF 1.4	KESY AF 1.3
8.						OIL/OMJ 0.9	KKAR 0.6	KKVU 0.7
9.						KKAR 0.5		KKAR 0.65
10.								KKKT-F 0.6

Highest Metro Share: KFAB 34.1, F79
 Highest Metro 1/4 Hr. Avg: KFAB 243, F78
 Highest TSA 1/4 Hr. Avg: WOW 561, F76
 Highest TSA Cume: WOW 7118, F76
 Highest Metro Cume Rating: KFAB 59.2, F79

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	5.15	5.41	7.65	8.48	8.14	10.7	11.6	12.5	13.7	15.0	16.7	16.7	18.2	19.0	20.1	21.0
Income (millions)	1.18	1.02	1.11	.56	1.00											
Nat Rev (millions)	1.84	1.96	2.12	1.81	2.23											
Rev per Cap (\$)	---	9.18	13.06	14.36	14.16	18.01	19.43	20.83	22.50	24.35	27.06	26.89	29.21	30.59	32.37	33.65
Inc per Cap (\$)	---	1.73	1.89	.96	1.73											
Rev as % of Retail Sales						.37	.37	.37	.38	.40	.42	.40	.41	.42	.43	.43
Market Grades									C+	B-/B-	B/B	B-/B-	B-/B-	C+/B+	B-/B	---
Manager's Market Grades									8.3	7.6	7.3	7.0	6.6	7.0	7.3	7.1
FM Base Value									---	---	2.8	4.0	4.1	4.5	4.5	3.7
Base Value Percentage									---	---	---	---	---	24.1	22.7	18.4
Mean Share Points per Viable Station									8.1	8.3	8.3	9.2	8.9	9.6	9.2	8.4
													87	88	90	91

#1 STATIONS 12+ METRO SHARE

KFAB All rating periods until S88; F88, F89, F90, F91
 KEZO-F S88, S90
 KQKQ-F S89
 WOW-F S91

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	49	46	43	43
By Top 50%	73	68	73	74
% of Share Points Controlled by Top 25% of Viable Stations	46	40	41	39
By Top 50%	71	67	72	69

STATION NOTES

(Major call letter and format changes)

WOW Rock changing to AC by 82, Country beginning in 83
 KEZO-F BTFL until 78
 KESY-F K000-F until 79, Country until about 78
 KOIL Contemp. changing to AC by 82
 KESY K000 until 79, KESY until 80, K000 until 84, KROM until 86, Country until 79, BTFL(?) until 81, Nost. until 86
 KGOR-F Contemp. until 89
 WOW-F KYNN-F until 83
 KXKT-F KOMJ-F until 90, AC until 90
 KEZO KLNG until 77, News until 77, KYNN until 85
 KKCO-F KKVU-F until 91

MAJOR STATION SALES

1970 KEDS	Sold to Harrison Fuerst (Welcome Radio)	\$ 400,000
1973 KESY, KESY-F	Sold to Mack Sanders	532,000
1977 KEDS	From Welcom Radio to Great Empires	700,000
1978 KESY, KESY-F	Sold by Mack Sanders	1,200,000
1979 KCRO	Sold to Smulyans	435,000
1979 WOW-F	Sold to Great Empire	1,050,000
1982 KESY, KESY-F		3,000,000
1983 KEDS	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
1984 KESY-F		2,200,000
1984 KESY		650,000
1986 KESY A/F	Sold to Sun Group	6,250,000
1986 KFAB/ KGOR-F	From May to Henry	22,000,000
1987 KLNG		320,000 (E)
1987 KOIL		900,000
1988 KEZO A/F	From Albimar to Narragansett	8,500,000
1989 KLNG		250,000
1989 KDIL, KOMJ-F	Sold to Ovation (CANCELLED)	5,700,000

ORLANDO

12+ METRO SHARE

		SPG																
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
WKXA-F	(C)	11.9	12.6	10.0	13.4	12.3	11.8	9.5	10.5	10.5	11.5	9.1	9.6	12.5	11.0	9.9	9.6	11.0
WDBO	(FS)	16.9	13.0	10.9	8.9	8.9	9.1	7.9	5.6	5.7	7.3	7.4	6.3	6.8	5.7	6.9	7.1	
WHDQ	(C)	9.1	8.9	8.2	7.4	7.1	7.6	9.8	8.2	5.9	4.1	2.1	0.5	0.2	---	0.5	0.7	0.3
WHTQ-F	(AOR)	8.4	6.5	8.7	9.2	8.9	9.2	9.2	7.9	6.4	4.5	3.4	4.2	3.7	5.1	7.4	6.1	5.5
WDIZ-F	(AOR)	---	4.4	4.1	6.8	6.8	6.8	11.7	11.1	7.5	9.4	8.8	8.0	6.0	6.5	5.4	5.5	5.0
WOMX-F	(CHR/AC)	7.1	13.9	13.8	13.7	9.0	12.0	9.4	10.2	11.6	9.4	8.1	8.6	10.2	7.2	6.1	7.3	5.7
WXXL-F	(CHR)	---	0.7	4.1	3.6	6.7	7.0	7.0	6.4	4.6	9.7	10.5	9.4	6.7	5.2	4.2	3.9	4.8
WVNZ	(N/T)	5.2	5.7	8.6	7.1	6.3	7.4	6.1	5.9	4.3	5.6	5.1	3.7	4.3	3.8	4.7	3.7	2.8
WVGF-F	(SAC)	5.5	4.2	4.7	3.8	7.3	4.8	6.5	5.0	8.9	11.7	10.9	5.6	6.0	4.6	4.5	3.3	4.2
WOMX	(CHR/AC)	11.4	8.4	7.4	5.8	4.7	4.0	2.8	2.2	6.6	0.3	0.7	*	*	*	--	*	*
WBZS	(BUS.N)	3.9	2.9	5.2	5.4	5.4	4.2	4.1	5.8	5.8	5.2	4.3	3.9	4.4	1.5	---	0.2	---
WXTO	(SP)	3.6	6.2	4.4	3.2	1.5	1.5	1.0	3.4	3.3	1.6	2.4	1.6	0.4	3.1	1.3	---	0.3
WLOQ-F	(J)	---	---	---	---	---	---	3.0	2.6	2.8	2.8	2.5	1.9	3.1	1.9	3.7	3.4	3.2
WZTU-F	(AC)	---	---	---	---	---	---	---	---	---	---	8.1	9.7	10.0	7.9	7.6	5.5	3.7
WSTF-F	(AC)	---	---	---	---	---	---	---	---	---	---	8.7	8.6	7.8	8.4	9.2	7.5	5.6
WOCL-F	(O)	---	---	---	---	---	---	---	---	---	0.3	0.3	2.6	4.1	7.8	5.8	6.4	5.8
WJHM-F	(B)	---	---	---	---	---	---	---	---	---	---	---	2.7	1.3	6.2	8.8	8.6	7.0
WMMO-F	(AC)	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	7.2	6.7
WWLV-F	(EZ)	---	---	---	---	---	---	---	---	---	---	---	0.6	---	1.7	2.5	2.3	2.8

BASED ON AVERAGE OF SPRING AND FALL BOOKS

12+ CUME RATINGS

		79	80	81	82	83	84	85	86	87	88	89	90	91
WKXA-F		26.1	19.3	17.4	20.2	21.3	17.4	19.9	20.2	19.6	18.5	16.4	18.4	19.5
WDBO		21.6	20.8	17.0	15.4	13.2	14.5	18.9	16.6	14.0	15.8	12.5	12.8	15.0
WHDQ		---	14.2	20.7	17.8	12.6	9.1	6.6	3.1	---	---	1.4	1.7	1.8
WHTQ-F		17.7	16.4	15.0	19.6	15.0	10.6	12.2	11.8	9.3	9.8	15.4	14.8	12.6
WDIZ-F		16.6	16.9	19.1	20.4	15.0	16.7	19.1	15.3	13.7	15.3	15.3	13.2	14.9
WOMX-F		26.5	19.6	22.0	29.6	30.9	28.0	27.5	23.2	29.1	22.1	21.9	23.5	18.9
WXXL-F		12.7	15.4	12.7	21.0	13.1	25.8	28.6	22.7	24.1	15.4	13.8	15.8	15.7
WVNZ		16.3	20.5	15.0	15.4	10.8	11.9	14.0	9.4	9.0	9.1	9.4	8.3	6.7
WVGF-F		12.1	12.5	10.2	10.7	19.8	19.9	22.3	15.7	13.5	10.9	12.7	11.3	10.6
WOMX		19.5	14.9	---	11.8	11.2	9.5	3.2	3.1	---	---	---	---	---
WBZS		---	---	---	9.9	10.3	10.8	9.4	7.1	8.6	5.7	---	1.0	---
WXTO		---	---	---	7.6	7.1	6.5	8.4	4.7	2.7	4.6	3.3	---	1.5
WLOQ-F		---	---	---	---	7.9	7.9	7.2	4.4	6.6	5.4	9.4	9.2	9.7
WZTU-F		---	---	---	---	---	---	6.3	17.2	20.1	15.6	13.6	13.5	10.2
WSTF-F		---	---	---	---	---	---	---	20.4	16.8	19.6	17.3	19.9	16.1
WOCL-F		---	---	---	---	---	---	---	7.0	11.6	15.9	15.9	17.5	15.1
WJHM-F		---	---	---	---	---	---	---	---	7.6	12.0	14.7	16.5	15.5
WMMO-F		---	---	---	---	---	---	---	---	---	---	---	---	13.3
WWLV-F		---	---	---	---	---	---	---	---	2.1	5.2	5.2	6.9	7.5

		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
--	--	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----

APR (%)		15.9	15.4	16.1	15.2	15.5	14.0	15.2	19.1	19.5	17.5	18.1	18.5	17.6	16.6	17.1	16.2	17.4
FM Share (%)		42.53	48.30	47.02	56.40	57.87	61.04	60.17	62.88	63.42	68.69	73.39	78.51	81.0	78.0	83.4	85.6	84.1
Total Stations				20	19	22	20	20	25	24	22	22	23	22	22	22	24	28
Viable Stations										15	13	13	14	14	13	13	13	14
Diaries							670	861	NA	780	963	1020	1141	1246	1081	991	1211	1289
% Not Listed														7.4	6.6	8.3	8.5	9.3

FORMAT SHARES (%)

		77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
CHR/AOR		35	37	35	29	25	30	23	CHR AOR/CLS	24	22	19	22	12	12	14	13
MOR/AC		20	17	16	28	16	17	6	MOR/FS AC/OLDIES	6	8	8	8	9	7	7	7
COUNTRY		11	12	12	11	19	23	17		14	18	22	18	23	20	22	26
BTFL/EZ/SAC		19	26	25	24	25	12	1		19	22	17	15	11	12	13	13
NEWS/TALK		---	---	---	---	7	7	4		5	6	4	5	4	6	5	3
BLACK/URBAN		12	9	9	6	6	9	10		9	7	7	5	4	6	5	3
NOSTALGIA		---	---	---	---	---	---	8		6	---	---	---	2	---	---	---
HISPANIC		---	---	---	---	---	---	---		---	---	---	1	---	1	1	2
RELIG/GOSPEL		1	---	2	1	2	2	1		2	2	1	1	5	3	1	3
CLASSICAL		---	---	---	---	---	---	---		---	---	---	---	---	---	---	---
JAZZ/NAC		---	---	---	---	---	---	---		---	---	---	3	2	4	4	4

ORLANDO

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WWKA-F	3.2	WJYO-F 5.5	WWKA-F 4.7	WWKA-F 5.1	WWKA-F 6.6	WWKA-F 6.8	WWKA-F 6.6	WWKA-F 6.0
2. WBJW-F	3.1	WWKA-F 4.1	WDIZ-F 4.5	WBJW-F 4.8	WBJW-F 4.6	WSTF-F 5.1	WSTF-F 6.0	WOCL-F 5.3
3. WJYO-F	3.0	WBJW-F 3.7	WJYO-F 4.2	WSTF-F 3.4	WSTF-F 4.5	WOCL-F 4.5	WOCL-F 5.6	WSTF-F 4.7
4. WDIZ-F	2.5	WDIZ-F 3.6	WBJW-F 3.8	WDIZ-F 3.4	WDIZ-F 4.1	WDIZ-F 4.3	WHTQ-F 4.1	WJHM-F 4.0
5. WHLY-F	2.4	WHLY-F 2.9	WHLY-F 3.7	WJYO-F 3.3	WJYO-F 3.2	WOMX-F 3.5	WJHM-F 4.0	WMMO-F 3.6
6.		WHOO-F 1.9	WSTF-F 3.2	WHLY-F 2.9	WOCL-F 3.0	WJYO-F 3.3	WOMX-F 3.7	WDIZ-F 3.6
7.		WCBO 2.6	WSSP-F 2.6	WSSP-F 2.9	WDBO 2.8	WHTQ-F 3.3	WDIZ-F 3.2	WHTQ-F 3.0
8.		WPIS 1.4	WDBO 2.1	WDBO 2.5	WSSP-F 2.8	WJHM-F 3.1	WMGF-F 2.9	WOMX AF 2.9
9.			WHOO-F 2.0	WOCL-F 1.8	WHTQ-F 2.4	WSSP-F 2.8	WSSP-F 2.3	WDBO 2.3
10.			WKIS 1.6	WHTQ-F 1.7	WCAT-F 2.3	WDBO 2.1	WDBO 2.0	WMGF-F 1.7

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	6.39	7.15	8.49	8.48	9.87	13.9	17.1	21.2	25.1	31.2	35.5	37.3	40.6	44.4	46.2	44.1
Income (millions)	-.59	.004	.85	.60	.43											
Nat Rev (millions)	1.24	1.20	1.89	1.81	2.36											
Rev per Cap (\$)	---	11.54	13.78	13.52	13.31	18.53	21.24	25.63	29.99	36.32	38.38	38.89	41.05	42.69	42.50	38.68
Inc per Cap (\$)	---	.01	1.38	.96	.58											

	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Rev as % of Retail Sales						.36	.36	.41	.44	.49	.54	.52	.50	.45	.46	.42
Market Grades									A	A+/A+	A+/A+	A+/A+	A+/A+	A+/A+	A+/A+	---
Manager's Market Grades								8.3	8.7	9.1	9.2	9.0	9.0	9.1	8.7	8.2
FM Base Value									---	9.0	12.5	13.0	13.7	13.7	13.0	10.0
Base Value Percentage									---	---	---	---	33.7	31.2	28.3	22.7
Mean Share Points per Viable Station								5.8	6.9	6.5	6.4	6.5	7.0	6.8	6.4	6.0

#1 STATIONS 12+ METRO SHARE

WDBO	S75, S76
WBJW-F	F76, S77, S78, (T) F78, F80, F82, S83, F83, F86
WDBO-F	S78 (T), S79, F79, S80, S82
WHOO	S81
WDIZ-F	F81, S84
WWKA-F	F84, a:l periods S87 - F91
WJYO-F	S85
WSSP-F	F85
WHLY-F	S86

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	40	41	42	41
By Top 50%	68	68	68	68
% of Share Points Controlled by Top 25% of Viable Stations	41	34	35	33
By Top 50%	66	58	63	59

STATION NOTES

(Major call letter and format changes)

Highest Metro Share:	WDBO 16.6, S75
Highest Metro 1/4 Hr. Avg:	WWKA-F 174, F88
Highest TSA 1/4 Hr. Avg:	WWKA-F 382, F88
Highest TSA Cume:	WBJW AF 4397, S87
Highest Metro Cume Rating:	WBJW AF 31.9, F82

WMGF-F	WORJ-F until 81, AOR until 81, WJYO-F until 90
WHOO	WHOO until 85, Country until 85, WMMA until 87, AC/MOR until 87
WHTQ-F	Rock until 79, WHOO-F until 87, Country until 87
WDIZ-F	Rock until 79, Rock changing to AOR
WNNZ	Became primarily Talk about 81, WKIS until 88
WOMX	Contemp becoming AC by 82, WLOF until 83, WCOT until 84, Nostalgia until 84, WBJW until 89, Simulcasts with WOMX-F
WWKA-F	WDBO until 82, BTFL until 82,
WOMX-F	WBJW-F until 89, Pure CHR until 89
WXXL-F	WHLY-F until 87, WCAT-F until 88, WHLY-F until 89
WBZS	WORL until about 89, Black until about 89
WXTO	WOKB until 88, WXXO until about 90, Black until 88, Gospel until about 90
WJHM-F	WORZ until 88, Classic AOR until 88
WZTU-F	EZ/SAC until 91, WSSP-F until 91
WOCL-F	Country until 86, AC changing to Oldies by 87

MAJOR STATION SALES

1971	WKIS	Sold by Storer to Susquehanna	\$ 1,475,000
1971	WDIZ-F	Sold by Storer to Shamrock	120,000
1971	WAJL	Sold to Rounsaville	1,075,000
1972	WBJW, WLOQ-F	Sold by J. Rutledge to Home Security	2,600,000
1973	WBJW-F	Sold to Rounsaville	500,000
1977	WBJW	From Home Security to Rounsaville	NA
1977	WLOQ-F	Sold by Home Security Life	NA
1979	WOKB		600,000
1979	WHLY-F	Sold to General Communicorp	1,410,000
1982	WDBO, WWKA-A	From Outlet to Katz	9,500,000
1982	WBJW, WBJW-F	From Rounsaville to Nationwide	7,000,000
1983	WHLY-F	Sold to Southern Starr	NA
1984	WORL, WJYO-F	From Sudbrink to Metroplex	7,000,000
1986	WDBO	From Katz to New City	2,800,000 E
1986	WWKA-F	From Katz to New City	10,000,000 E
1986	WOKB (Winter Haven)		850,000

MAJOR STATION SALES CONT.

1987	WJHM-F (Day)	From Duffy to Beas-Reed	\$ 9,250,000
1987	WKIS	Swapped to WPLP in Tampa	
1987	WMMA, WHTQ-F	From Bluegrass to TK	13,500,000
1987	WORL	Sold by Metroplex	1,650,000
1987	WAJL	Sold to Metroplex	1,100,000
1987	WORL	Sold to Beasley	1,935,000
1989	WHLY-F	From South. Starr to Taylor	12,000,000 + WHT-F (2.6)
1991	WMMO-F	Sold to Granum	8,150,000
1991	WNNZ, WZTU-F	From G. Gannett to Paxon	8,300,000 E

OXNARD - VENTURA

12+ METRO SHARE

	SPG	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
KCAQ-F (CHR)	---	---	---	---	---	---	---	---	4.2	7.0	11.0	9.4	6.8	6.7	8.5	11.1	8.8	6.7
KBBY-F (AC)	---	---	---	---	---	---	---	---	6.6	4.7	4.2	6.7	7.2	5.7	5.4	4.9	5.0	4.4
KKUR-F (AC)	---	---	---	---	---	---	---	---	1.6	1.6	6.4	6.5	4.5	6.7	5.2	1.1	2.0	2.1
KOXR (SP)	---	---	---	---	---	---	---	---	5.0	6.7	5.5	6.5	4.2	6.7	7.0	4.1	3.6	2.6
KHAY-F (C)	---	---	---	---	---	---	---	---	6.0	6.9	6.0	5.9	7.3	5.7	5.9	7.6	8.0	8.1
KRUZ-F (EZ)	---	---	---	---	---	---	---	---	---	4.0	3.3	5.3	5.2	5.1	3.3	4.2	2.9	5.1
KTRO (SP)	---	---	---	---	---	---	---	---	---	2.6	1.3	5.1	4.4	5.7	3.0	4.4	5.8	5.6
KVEN (N/T)	---	---	---	---	---	---	---	---	---	---	1.8	2.9	3.8	3.7	3.7	2.8	3.1	2.2
KOGO (BB)	---	---	---	---	---	---	---	---	---	---	2.2	1.8	1.9	---	---	1.1	0.2	1.1
KXBS-F (O)	---	---	---	---	---	---	---	---	---	---	2.9	1.8	---	2.2	2.4	---	2.3	1.5
KDAR-F (REL)	---	---	---	---	---	---	---	---	---	---	2.2	1.4	2.8	1.4	2.4	1.6	2.3	0.8
KELF-F (SP)	---	---	---	---	---	---	---	---	---	---	---	---	---	2.4	4.8	2.9	3.0	3.0
KLOS-F (AOR)	---	---	---	---	---	---	---	---	---	2.3	3.3	4.5	4.2	4.5	6.5	4.1	6.1	5.4
KTWV-F (J/NAC)	---	---	---	---	---	---	---	---	---	---	---	---	---	1.6	1.8	1.9	1.7	2.2
KBIG-F (AC)	---	---	---	---	---	---	---	---	3.6	4.6	4.0	3.5	3.8	2.7	3.3	3.4	3.7	3.2
KFI (T)	---	---	---	---	---	---	---	---	---	---	---	2.0	0.7	1.2	0.7	0.5	0.8	1.8
KIIS-F (CHR)	---	---	---	---	---	---	---	---	3.0	3.5	5.1	2.1	3.1	2.7	3.3	4.6	2.5	1.4
KCBS-F (O)	---	---	---	---	---	---	---	---	---	---	---	---	---	1.2	1.3	3.4	2.1	1.6
KNX (N)	---	---	---	---	---	---	---	---	3.2	3.5	3.8	2.2	3.5	2.9	2.8	3.2	2.6	3.9
KRTH-F (O)	---	---	---	---	---	---	---	---	---	---	---	---	---	5.7	3.0	3.4	0.9	2.8

ONE RATING BOOK PER YEAR. CONDENSED MARKET UNTIL 1984

BASED ON AVERAGE OF SPRING AND FALL BOOKS AS OF 1990

12+ CUME RATINGS

	79	80	81	82	83	84	85	86	87	88	89	90	91
KCAQ-F	---	---	---	---	---	22.7	23.9	18.4	18.6	22.6	24.7	23.8	19.5
KBBY-F	---	---	---	---	---	13.6	15.3	16.3	14.6	13.7	10.2	11.8	7.4
KKUR-F	---	---	---	---	---	9.2	10.8	11.1	12.8	12.3	4.2	7.5	6.9
KOXR	---	---	---	---	---	9.5	9.8	9.2	9.0	8.4	7.2	8.4	6.9
KHAY-F	---	---	---	---	---	13.0	12.3	14.6	13.0	11.8	16.8	15.2	16.7
KRUZ-F	---	---	---	---	---	6.4	10.0	9.1	8.6	7.4	10.2	7.1	10.9
KTRO	---	---	---	---	---	4.6	---	9.2	8.6	6.9	7.4	9.6	11.7
KVEN	---	---	---	---	---	5.2	8.5	9.4	9.9	11.4	7.8	9.5	7.2
KOGO	---	---	---	---	---	6.0	3.7	5.1	---	---	1.8	---	3.5
KXBS-F	---	---	---	---	---	8.6	6.4	---	5.6	6.3	5.5	6.4	4.9
KDAR-F	---	---	---	---	---	6.4	5.7	4.3	5.3	4.7	5.3	5.7	3.0
KELF-F	---	---	---	---	---	---	---	---	6.7	9.7	7.9	8.3	7.0
KLOS-F	---	---	---	---	---	10.8	10.0	11.4	11.5	12.7	10.4	13.0	14.4
KTWV-F	---	---	---	---	---	---	---	---	6.6	5.5	5.8	6.6	5.5
KBIG-F	---	---	---	---	---	---	---	9.3	7.6	6.5	9.6	7.0	8.5
KFI	---	---	---	---	---	7.7	7.5	4.2	5.6	4.0	2.7	4.3	5.6
KIIS-F	---	---	---	---	---	10.6	11.0	8.4	9.5	10.1	15.0	10.3	9.0
KCBS-F	---	---	---	---	---	---	---	---	6.1	1.3	8.9	7.7	4.3
KNX	---	---	---	---	---	10.6	8.6	11.5	11.0	9.1	13.6	12.5	14.1
KRTH-F	---	---	---	---	---	---	---	---	13.1	8.9	12.1	6.7	9.3

75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91

APR (%)									14.7	16.2	18.2	15.9	16.6	17.3	16.2	17.4
FM Share (%)									71.46	69.73	71.37	71.5	73.7	77.1	75.1	72.5
Total Stations									35	36	37	31	31	35	33	36
Viable Stations										12	11	10	8	8	8.5	9.5
Diaries									875	936	744	1024	683	758	830	733
% Not Listed																

FORMAT SHARES (%)

	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
CHR/AOR								CHR	27	19	13	11	14	23	12
								AOR/CLS	13	11	12	11	13	12	16
MOR/AC								MOR/FS							
								AC/OLDIES	9	18	18	21	20	20	19
COUNTRY									10	7	8	6	7	10	10
BTFL/EZ/SAC									8	10	11	7	5	6	7
NEWS/TALK									8	6	12	10	11	9	12
BLACK/URBAN									9	8	6	9	7	--	4
NOSTALGIA									3	4	4	2	3	3	3
HISPANIC									7	13	12	15	12	11	15
RELIG/GOSPEL									2	3	3	2	3	2	1
CLASSICAL									1	1	--	--	1	1	1
JAZZ/NAC									--	--	--	4	2	3	2

OXNARD - VENTURA

HIGHEST BILLING STATIONS

	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>
1.	NA	KCAQ-F 1.2	KCAQ-F 1.4	NA	KHAY-F 1.4	KHAY-F 1.7	KHAY-F 1.9	NA
2.		KHAY-F 1.0	KHAY-F 1.3		KBBY-F 1.3	KCAQ-F 1.6	KCAQ-F 1.7	
3.		KVEN 0.7	KBBY-F 0.9		KCAQ-F 1.3	KBBY-F 1.5	KBBY-F 1.6	
4.		KBBY-F 0.7	KVEN 0.8		KVEN 1.1	KVEN 1.3	KTRO 1.3	
5.		KOXR 0.6	KOXR 0.6		KTRO 0.8	KTRO 1.1	KVEN 1.2	
6.		KTRO 0.5	KTRO 0.6		KOXR 0.8	KOXR 1.0	KOXR 1.1	
7.			KMYX-F 0.4				KZTR-F 0.5	

Highest Metro Share: KCAQ-F 11.1, S89
 Highest Metro 1/4 Hr. Avg: KCAQ-F 63, S89
 Highest tSA 1/4 Hr. Avg: KLOS-F 131, F90
 Highest TSA Cume: KLOS-F 1273, F90
 Highest Metro Cume Rating: KCAQ-F 24.7, S89

FINANCIAL DATA

	<u>FCC Data</u> [----- Net Dollars -----]					<u>Duncan Estimates</u> [----- Gross Dollars -----]											
	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	
Revenue (millions)										5.0	6.0	6.4	7.0	8.1	9.3	10.1	9.4
Income (millions)																	
Nat Rev (millions)																	
Rev per Cap (\$)										8.38	9.84	10.26	11.08	12.56	13.81	14.78	13.53
Inc per Cap (\$)																	
Rev as % of Retail Sales										.16	.17	.18	.19	.18	.19	.19	.17
Market Grades										A/A+	A/A-	A/A-	A+/A	A+/A	A+/A+	---	---
Manager's Market Grades										8.5	8.3	8.5	8.8	8.7	8.7	7.8	---
FM Base Value																	
Base Value Percentage																	
Mean Share Points per Viable Station										4.1	3.7	4.3	6.1	5.4	5.4	4.0	---

#1 STATIONS 12+ METRO SHARE

KHAY-F S86, F90, S91, F91
 KCAQ-F S84, S85, S87 (T), S88, S89, S90
 KOXR S87 (T)
 KMYX-F S87 (T)

% of Revenue Controlled by Top 25% of Viable Stations

By Top 50%

% of Share Points Controlled by Top 25% of Viable Stations

By Top 50%

87 88 90 91

-- 33 38 --
 -- 63 67 --
 39 32 41 45
 72 55 65 71

STATION NOTES

(Major call letter and format changes)

KKUR-F KOVA until 84, KMYX-F until 89
 KAAP KKBZ until 84
 KOGO KBBQ until 85, Country until 85
 KTRO KACY until 85, AC until 85
 KXBS-F KKBZ-F until about 87, KIEZ-F until about 88, KXPT-F until 90, format changes during period unknown
 KELF-F KZTR-F until 91; Classic AOR until 91

MAJOR STATION SALES

1986	KOGO, KBBY-F	\$3,000,000
1986	KTRO, KCAQ-F (70%)	5,000,000
1988	KTRO, KCAQ-F (70%)	4,500,000
1988	KXPT-F (Santa Paula)	1,500,000
1989	KZTR A/F (Camarillo) Sold to Adams	5,200,000
1989	KMYX-F (Ojai) Sold to Eric/Chander	1,800,000
1989	KOGO, KBBY-F Sold to George Duncan	2,000,000
1991	KAXX Sold to Douglas	910,000
1991	KAGR-F Sold to Douglas	1,060,000 (E)
1991	KXBS-F (Santa Paula) Sold out of receivership	775,000

PENSACOLA

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WOWW-F	1.2	WOWW-F 2.1	WOWW-F 2.0	WOWW-F 1.7	WOWW-F 2.0	WOWW-F 1.8	WOWW-F 1.6	WOWW-F 1.5
2. WJLQ-F	1.1	WJLQ-F 1.4	WXBM-F 1.1	WXBM-F 1.0	WTKX-F 1.2	WTKX-F 1.3	WXBM-F 1.2	WTKX-F 1.05
3. WMEZ-F	0.7	WMEZ-F 1.0	WJLQ-F 1.0	WTKX-F 1.0	WJLQ-F 1.1	WJLQ-F 1.1	WMEZ-F 1.1	WXBM-F 1.0
4. WCOA	0.6	WCOA 0.8	WIZD-F 1.0	WMEZ-F 0.9	WXBM-F 1.0	WMEZ-F 1.0	WAVH-F 1.0	WHEZ-F 0.8
5. WTKX-F	0.6	WTKX-F 0.7	WMEZ-F 0.9	WJLQ-F 0.8	WMEZ-F 1.0	WXBM-F 0.9	WJLQ-F 0.8	WJLQ-F 0.75
6. WBOP	0.5	WXBM-F 0.5	WCOA 0.9	WCOA 0.7	WCOA 0.7	WCOA 0.8	WCOA 0.7	WCOA 0.6
7.			WTKX-F 0.7	WBOP 0.4	WGCV-F 0.7		WTKX-F 0.7	
8.					WBOP 0.3			

Highest Metro Share: WCOA 17.6, S75
 Highest Metro 1/4 Hr. Avg: WIZD-F 76, S86
 Highest TSA 1/4 Hr. Avg: WOWW-F 115, F90
 Highest TSA Cume: WIZD-F 1183, S86
 Highest Metro Cume Rating: WJLQ-F 32.9, S79

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	2.90	3.45	3.54	3.59	4.35	5.0	5.4	5.7	6.4	7.1	8.2	7.4	7.6	7.9	8.0	7.5
Income (millions)	.32	.34	.48	-.04	-.58											
Nat Rev (millions)	.20	.16	.33	.39	.50											
Rev per Cap (\$)	---	11.95	12.63	11.59	14.49	16.51	17.59	18.33	20.00	21.78	22.94	21.14	21.41	22.00	22.04	21.24
Inc per Cap (\$)	---	1.18	1.69	-.13	-1.92											

Rev as % of Retail Sales	.36	.36	.36	.38	.37	.44	.37	.36	.32	.31	.30
Market Grades				8	B-/B+	B/A	C/B-	C+/D+	D+/C-	D/D+	---
Manager's Market Grades				7.6	8.2	7.9	8.3	7.7	7.7	6.6	5.8
FM Base Value						2.3	3.0	3.1	3.0	3.0	2.1
Base Value Percentage						---	---	---	39.5	38.0	26.3
Mean Share Points per Viable Station						7.1	7.6	7.6	5.8	7.5	8.6

#1 STATIONS 12+ METRO SHARE

WCOA S75
 WJLQ-F S76, S77, S78, S79
 WBOP S80, S83
 WOWW-F S81, S83, F87, S88, S89, F90, F91
 WTKX-F S82
 WIZD-F S86
 WBLX-F S87, F88, S90, S91
 WMEZ-F F89

% of Revenue Controlled by Top 25% of Viable Stations

By Top 50% 34 41 31 35

% of Share Points Controlled by Top 25% of Viable Stations

By Top 50% 38 35 36 37

STATION NOTES

(Major call letter and format changes)

WTKX-F WBOP-F until 79, Black until 79
 WCOA MOR until 82, Reclassified as FS in 87
 WOWW-F WAJB until 80, AC until 80
 WSWL Country until about 83, WPFA until 90
 WTKX WNVY until 86, WBOP until 89, Black until 90
 WBSR Contemp becoming AC by 83
 WRNE WCHZ until 87, WFXP until about 90
 OTHER STATIONS: SEE MOBILE

MAJOR STATION SALES

1971	WPFA		\$ 398,000
1974	WCOA, WJLQ-F	Sold to Summit	1,900,000
1979	WBSR	Sold by Mooney	990,000
1980	WOWW-F		1,400,000
1981	WPFA		350,000
1983	WBSR		600,000
1984	WXBM-F (Milton)		2,500,000
1984	WBOP		250,000
1985	WBOP		250,000
1985	WBSR	Sold to WMEZ-F	330,000
1986	WCHZ		325,000
1986	WBOP, WTKX-F	From Roden to Holt	NA
1986	WCOA, WJLQ-F	Sold by Summit	5,500,000
1987	WBOP, WTKX-F	From Roden to Holt	NA
1989	WOWW-F	From Colonial to Sungroup	5,000,000
1990	WCOA/WJLQ-F	From Daytona to Ed Muniz	2,230,000
1991	WHYM		84,000

PEORIA

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WKZW-F	1.3	WKZW-F 1.3	WKZW-F 1.2	WKZW-F 1.2	WKZW-F 1.3	WWCT-F 1.5	WKZW-F 1.5	WWCT-F 1.4
2. WMBD	1.1	WMBD 1.1	WMBD 1.0	WWCT-F 1.1	WWCT-F 1.1	WKZW-F 1.4	WWCT-F 1.5	WMBD 1.3
3. WXCL	0.9	WIRL 0.9	WIRL 0.8	WMBD 1.1	WMBD 1.0	WMBD 1.1	WMBD 1.2	WKZW-F 1.2
4. WSWT-F	0.8	WXCL 0.8	WWCT-F 0.8	WSWT-F 0.8	WSWT-F 0.8	WSWT-F 1.0	WSWT-F 1.0	WSWT-F 0.92
5. WIRL	0.7	WSWT-F 0.7	WSWT-F 0.7	WIRL 0.8	WIRL 0.6	WIRL 0.8	WXCL A/F 0.8	WXCL AF 0.9
6.		WWCT-F 0.7	WXCL 0.7	WXCL 0.7	WXCL 0.4	WXCL 0.6	WGLO-F 0.7	WGLO-F 0.7
7.			WGLO-F 0.5	WKQA-F 0.5	WKQA-F 0.4	WKQA-F 0.4	WIRL 0.6	WIRL 0.4
8.			WKQA-F 0.4	WGLO-F 0.3	WGLO-F 0.3	WGLO A/F 0.4	WBZM-F 0.3	WTAZ-F 0.3
9.						WTAZ-F 0.3	WTAZ-F 0.3	WQEZ-F 0.2

Highest Metro Share: WKZW-F 19.9, S88
 Highest Metro 1/4 Hr. Avg: WKZW-F 93, S84
 Highest TSA 1/4 Hr. Avg: WWCT-F 135, F86
 Highest TSA Cume: WKZW-F 1840, F86
 Highest Metro Cume Rating: WKZW-F 36.8, S85

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	[----- Net Dollars -----]					[----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	3.43	3.81	4.48	4.79	5.25	6.4	6.6	6.7	7.0	6.7	6.7	6.9	7.2	7.8	8.2	7.7
Income (millions)	.27	.31	.30	.10	.09											
Nat Rev (millions)	.81	.94	1.18	1.19	1.51											
Rev per Cap (\$)	---	10.43	12.28	13.11	14.24	17.39	17.88	18.06	18.91	18.11	18.82	19.44	20.63	22.94	23.70	22.85
Inc per Cap (\$)	---	2.57	3.23	3.26	4.10											
Rev as % of Retail Sales						.41	.40	.38	.37	.35	.35	.33	.32	.33	.33	.30
Market Grades						C	C-/D-	D-/D-	D-/D-	D-/D-	D-/D-	D-/D-	D+/D	C-/D	---	---
Manager's Market Grades								5.7	6.1	6.0	6.0	5.7	5.8	6.1	6.3	6.5
FM Base Value						---	---	1.9	1.7	1.6	1.6	1.7	1.5	1.5	1.4	---
Base Value Percentage						---	---	---	---	---	---	22.2	21.5	18.3	18.2	---
Mean Share Points per Viable Station								7.5	7.5	8.3	9.1	9.5	9.4	8.4	8.3	8.5

#1 STATIONS 12+ METRO SHARE

WSWT-F	S75, S78, F80, S81, F81, F86, F87, S89, S91 (T)
WIRL	S76
WMBD	S77
WKZW-F	S79, F79, S80, S82, F82, S83, F83, S84, F84, S85, S87, S88, F89, S90, S91 (T), F91
WWCT-F	F85, S86

% of Revenue Controlled by Top 25% of Viable Stations

	87	88	90	91
By Top 25%	38	36	44	42
By Top 50%	68	65	73	73
<u>% of Share Points Controlled by Top 25% of Viable Stations</u>				
By Top 25%	43	45	43	43
By Top 50%	79	74	74	74

STATION NOTES

(Major call letter and format changes)

WIRL Gradual shift from CHR to AC by 82, AC until 90
 WKZW-F WMBD-F until 78,
 WXCL-F WZRO-F until 80, Country until 80, Contemp until 83,
 WKQA-F until 89, AC until 89
 WGLO-F WSIV until 79, BTFL until 85,
 WQEZ-F WTXR-F until 87, WBZM-F until 90, Country until 87,
 Nostalgia until 88, Oldies until 90

MAJOR STATION SALES

1972 WSWT-F	Sold to Mid America	\$ 325,000
1980 WXCL, WKQA-F	Sold to Manship	1,750,000
1985 WVEL, WGLO-F	Sold to Cromwell	675,000
1986 WIRL, WSWT-F	From Mid America to WIN	3,400,000 (E)
1986 WXCL, WKQA-F	From Manship to Kelly	1,400,000
1987 WBZM-F (Chillicothe)		500,000
1987 WIRL, WSWT-F	Sold by WIN	2,300,000 (E)

PHILADELPHIA

12+ METRO SHARE

		SPG																
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
KYW	(N)	9.8	9.8	9.4	9.2	11.1	11.5	10.8	8.8	7.9	7.1	6.8	6.9	7.4	6.7	6.9	7.3	8.2
WMGK-F	(AC)	---	4.4	3.7	3.2	3.2	7.4	7.9	7.8	6.2	5.6	5.3	4.5	4.9	4.4	3.9	4.5	4.4
WPEN	(BB/FS)	---	2.6	2.7	2.5	1.9	3.3	4.1	4.3	5.4	4.7	4.9	4.5	4.6	5.7	5.5	5.4	5.0
WOGL	(O)	10.6	7.1	4.9	5.0	4.7	4.3	3.2	4.6	4.7	5.0	4.0	3.8	3.2	3.7	3.5	2.2	0.8
WOGL-F	(O)	2.8	2.1	4.0	3.2	3.4	3.2	4.7	6.2	5.4	5.9	5.0	4.2	3.9	2.7	3.7	4.7	4.5
WEGX-F	(CHR)	10.4	8.7	7.0	7.3	7.1	5.9	5.4	2.9	2.0	2.6	2.5	4.6	3.9	7.5	5.8	4.3	4.4
WEAZ-F	(SAC)	5.7	6.1	5.7	5.0	5.7	5.5	5.9	6.5	7.5	7.9	7.2	8.0	7.4	5.9	6.1	6.0	5.4
WIP	(S/T)	10.8	9.8	9.0	8.6	6.6	6.6	5.7	5.1	3.8	3.5	3.6	3.0	2.0	2.1	2.2	2.8	3.0
WMMR-F	(AOR)	3.1	2.2	2.7	2.2	6.5	5.3	5.7	4.8	4.7	5.7	9.3	10.0	8.5	7.8	7.2	7.9	6.5
WEAZ	(EZ)	8.0	7.6	5.4	4.7	4.5	3.9	2.4	3.0	2.4	1.9	1.9	2.3	1.2	0.8	0.5	0.3	0.5
WUSL-F	(B)	---	1.7	3.9	3.5	3.6	3.5	3.0	3.7	6.2	6.5	7.2	7.1	7.6	7.9	6.4	6.8	7.0
WDAS-F	(B)	---	3.4	4.4	6.4	7.1	5.4	6.1	6.2	6.2	5.4	4.8	4.2	4.5	3.3	3.7	3.9	3.4
WDAS	(G)	---	2.0	---	2.1	2.0	1.9	1.6	1.7	1.9	1.4	1.2	1.3	1.2	1.1	1.3	0.9	1.0
WIOQ-F	(CHR)	---	---	2.0	3.6	2.2	3.2	4.0	4.3	4.8	4.1	3.6	2.6	2.4	2.5	5.1	5.0	4.7
WXTU-F	(C)	---	3.7	3.9	3.7	3.2	2.6	3.5	1.6	0.5	3.2	3.3	3.9	3.4	4.2	4.4	4.5	4.5
WYSP-F	(CL.AOR)	3.4	4.6	5.2	4.2	4.2	4.2	3.4	4.3	4.1	3.5	3.0	4.0	4.4	4.9	4.9	6.1	6.2
WYXR-F	(AC)	---	---	1.6	3.0	2.5	3.0	2.5	2.6	3.0	3.3	4.1	4.5	3.9	3.7	3.0	3.3	4.0
WHAT	(B)	---	---	---	1.8	1.2	1.1	1.3	1.9	1.4	1.7	1.2	1.0	1.0	0.8	0.6	0.6	1.2
WWDB-F	(T)	---	3.0	2.5	3.8	3.5	4.0	4.9	4.7	4.9	4.5	3.8	4.7	4.8	4.5	3.8	4.0	4.8
WFLN-F	(CL)	---	2.2	2.5	2.4	2.1	2.3	1.8	2.0	1.9	1.7	1.7	1.8	1.9	2.1	2.5	2.7	3.1
WZZD	(REL)	2.9	3.3	2.8	2.4	2.3	1.0	0.4	0.5	0.6	0.7	0.6	0.5	0.6	0.4	0.2	0.4	0.3
WKSZ-F	(AC)	---	---	---	---	---	---	---	0.4	3.1	2.8	3.3	3.9	5.6	5.2	4.6	3.9	2.8

BASED ON AVERAGE OF SPRING AND FALL BOOKS

12+ CUME RATINGS

		79	80	81	82	83	84	85	86	87	88	89	90	91
KYW		32.9	33.3	35.0	31.1	27.8	28.7	26.3	26.7	25.6	26.8	27.0	26.1	33.9
WMGK-F		8.7	13.7	20.0	18.7	18.8	16.5	14.7	14.0	14.7	12.9	14.0	12.5	12.9
WPEN		8.3	7.4	9.5	10.3	13.1	10.2	9.5	9.6	9.9	10.6	10.6	10.2	9.6
WOGL		15.2	13.6	11.7	17.7	16.0	17.8	15.1	15.5	13.7	13.7	12.8	12.1	6.2
WOGL-F		11.2	9.6	9.9	22.0	20.8	21.4	19.2	17.8	16.9	10.3	10.7	13.3	15.8
WEGX-F		15.4	12.2	12.4	10.4	5.9	10.9	8.6	7.5	10.9	18.6	20.6	18.2	18.1
WEAZ-F		15.0	13.0	13.7	12.8	16.8	16.4	16.1	16.9	15.9	14.6	17.0	15.3	15.5
WIP		16.4	16.1	14.6	14.1	11.5	8.1	10.0	7.7	7.8	4.7	8.3	7.4	7.7
WMMR-F		14.5	14.5	14.6	16.0	14.9	15.5	18.7	22.7	20.8	19.5	19.2	20.6	17.3
WEAZ		14.5	12.6	12.0	8.9	8.7	7.3	7.4	7.1	6.0	3.4	1.7	1.5	2.0
WUSL-F		---	7.3	6.1	7.9	13.7	14.9	16.1	15.6	15.3	14.7	14.3	12.8	14.0
WDAS-F		11.2	10.7	11.9	13.6	11.3	13.0	12.2	10.9	10.4	9.2	9.3	10.1	10.3
WDAS		---	6.7	---	6.7	5.9	5.3	---	4.2	4.4	4.2	3.6	3.5	3.9
WIOQ-F		8.0	8.8	9.9	12.7	13.1	12.0	10.7	10.7	10.7	9.0	15.9	17.6	17.5
WXTU-F		11.1	9.0	11.9	7.6	3.3	5.1	6.1	7.6	7.9	9.1	10.6	10.6	10.1
WYSP-F		11.6	11.9	10.8	13.5	13.6	13.3	11.6	12.8	14.2	14.6	15.3	17.5	18.0
WYXR-F		---	7.8	6.8	9.4	10.7	10.1	11.2	11.5	11.5	10.3	10.8	10.7	15.5
WHAT		---	---	---	6.0	4.9	5.6	4.2	3.0	2.6	2.6	1.5	2.7	2.4
WWDB-F		---	7.6	8.1	10.9	9.5	9.0	7.6	9.3	9.8	8.7	9.8	8.1	10.6
WFLN-F		---	5.5	5.5	6.6	6.2	5.9	5.0	5.9	5.6	6.1	7.4	7.7	8.7
WZZD		7.9	6.2	---	1.8	2.3	2.2	1.8	1.5	1.9	1.2	1.6	1.3	1.5
WKSZ-F		---	---	---	---	7.0	7.2	7.6	10.2	14.6	13.9	12.0	11.6	9.9

		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
APR (%)		16.2	17.2	17.3	16.4	17.2	17.4	16.8	20.0	19.6	20.3	19.7	19.5	19.7	19.1	19.4	19.5	19.1
FM Share (%)		47.36	46.58	53.87	53.74	59.67	60.13	64.42	64.50	65.54	69.43	72.43	72.86	75.2	74.9	76.6	77.2	77.1
Total Stations				29	27	30	28	29	28	33	30	26	27	29	28	29	30	30
Viable Stations										23	22	21	20	20	19.5	19	18	17.5
Diaries							1968	2579	2752	2575	2855	2667	2789	2802	2697	2942	2428	2615
% Not Listed														8.4	9.3	10.6	9.3	10.6

PHILADELPHIA

FORMAT SHARES (%)

	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91		
CHR/AOR	39	41	34	25	28	24	25	CHR	10	10	7	9	8	14	12	11	
MOR/AC	13	10	13	23	15	19	MOR/FS	5	AOR/CLS	15	17	19	17	14	13	16	14
COUNTRY	2	3	4	--	1	6	AC/OLOIES	12		4	4	4	3	--	--	--	--
BTFL/EZ/SAC	19	19	18	13	14	10			3	4	4	4	5	5	6	5	5
NEWS/TALK	20	21	21	21	22	20			9	10	10	9	8	8	8	7	7
BLACK/URBAN	4	4	7	13	14	13	19		20	16	18	16	18	19	16	17	17
NOSTALGIA	--	--	--	3	4	5	17		17	17	14	15	14	13	12	13	13
HISPANIC	--	--	--	--	--	--	7		5	5	5	6	8	7	6	5	5
RELIG/GOSPEL	1	--	--	--	--	1	1		1	1	1	1	1	1	2	2	2
CLASSICAL	3	3	3	3	2	2	2		2	2	2	2	2	3	4	4	4
JAZZ/NAC	--	--	--	--	--	--	--		--	--	--	--	--	--	--	--	--

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. KYW	10.6	KYW 12.0	KYW 13.0	WMMR-F 14.6	WMMR-F 14.9	WMMR-F 16.0	KYW 17.0	KYW 16.5
2. WMGK-F	8.4	WMGK-F 8.9	WMMR-F 11.7	KYW 13.4	KYW 14.0	KYW 15.5	WMMR-F 16.6	WMMR-F 14.5
3. WIOQ-F	6.7	WMMR-F 8.8	WMGK-F 10.1	WMGK-F 10.0	WUSL-F 9.7	WUSL-F 10.0	WYSP-F 11.8	WYSP-F 12.7
4. WEAZ-F	6.6	WCAU 8.6	WEAZ-F 8.6	WEAZ-F 9.0	WKSZ-F 8.4	WEAZ-F 9.2	WUSL-F 10.6	WUSL-F 11.0
5. WCAU	6.3	WEAZ-F 7.6	WSNI-F 7.1	WSNI-F 8.0	WMGK-F 8.3	WKSZ-F 9.0	WEAZ-F 9.5	WOGL AF 10.0
6.		FIL/USL 7.0	WCAU 7.0	WUSL-F 7.1	WEAZ-F 7.5	WYSP-F 8.7	WEGX-F 7.5	WEAZ AF 8.8
7.		WIOQ-F 6.7	WUSL-F 6.1	WKSZ-F 7.0	WYSP-F 7.3	WMGK-F 8.5	WKSZ-F 7.4	WMGK-F 7.4
8.		WPEN 6.4	WPEN 6.0	WYSP-F 6.7	WEGX-F 7.0	WEGX-F 7.2	WOGL-F 7.2	WPEN 6.3
9.			WCAU-F 5.5	WCAU 6.3	WSNI-F 7.0	WSNI-F 6.3	WMGK-F 7.2	WKSZ-F 6.2
10.			WIOQ-F 5.4	WPEN 5.8	WCAU 6.4	WPEN 6.0	WXTU-F 6.6	WXTU-F 6.1

Highest Metro Share: KYW 12.3, S81
 Highest Metro 1/4 Hr. Avg: WMMR-F 854, S86
 Highest TSA 1/4 Hr. Avg: WMMR-F 1142, S86
 Highest TSA Cume: KYW 16304, S80
 Highest Metro Cume Rating: KYW 35.0, S81

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	Net Dollars					Gross Dollars										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	35.21	40.88	44.02	45.35	53.21	67.2	73.1	80.0	86.3	95.5	107.0	117.0	122.0	133.3	142.0	132.1
Income (millions)	4.33	5.79	5.67	4.69	6.13											
Nat Rev (millions)	12.21	12.38	15.99	16.14	19.18											
Rev per Cap (\$)	--	8.52	9.21	9.55	11.32	14.30	15.45	16.88	18.09	19.98	22.29	24.22	25.05	27.26	28.98	26.85
Inc per Cap (\$)	12.3	14.2	12.9	10.3	11.5											

Rev as % of Retail Sales	.33	.33	.32	.33	.34	.34	.36	.34	.36	.36	.38	.38
Market Grades				C+	C+/B	C+/B+	C+/B+	B-/B	B-/B	B/A-	---	---
Manager's Market Grades			6.6	6.5	6.4	6.8	6.8	5.9	6.4	7.3	6.0	
FM Base Value					6.0	10.0	12.0	16.5	16.9	16.4	15.0	
Base Value Percentage					---	---	---	13.5	12.9	11.5	11.4	
Mean Share Points per Viable Station					3.9	4.0	4.2	4.4	4.5	4.6	4.8	4.9

#1 STATIONS 12+ METRO SHARE

WIP	S75, S76, F77, F78	% of Revenue Controlled by Top 25% of Viable Stations	48	45	43	44
KYW	F76, S77, S78, S79, F79, S80, F80, S81, F81, S82, S83, S84, S89, F90, S91, F91	By Top 50%	77	70	67	70
WEAZ-F	F83, F84	% of Share Points Controlled by Top 25% of Viable Stations	42	40	34	35
WMMR-F	S85, F85, S86, F86, S87, F87, F89, S90	By Top 50%	68	67	60	61
WUSL-F	S88					
WEGX-F	F88					

PHILADELPHIA

STATION NOTES

(Major call letter and format changes)

WZZD WIBG until 77, Contemp. changing to AC until 81
WUSL-F WPBS until 77, BFL until about 79, AC until late 81,
Country until 82
WEAZ-F WDVR until 86
WPEN Oldies/AC until about 79
WEAZ Contemp. changing to AC until 81, Country until 83,
WFIL until 89, Oldies until 89
WSNI-F Country 77-79
WXTU-F Contemp. until about 83, WIFI until about 83
WEGX-F WWSH until 84, WZGO until 86, BFL until 82, WTRK-F
until 87
WOGL WCAU until 90, News/Talk until 90
WOGL-F WCAU-F until 87, CHR until 87
WIP MOR evolving to Talk by 88, Became Sports Talk in 88
WYSP-F Regular AOR until 86
WIOQ-F AOR until 87, Oldies until 89
WYXR-F WSNI-F until 91

MAJOR STATION SALES

1970	WXTU-F	Sold to GCC	\$ 790,000
1970	WTRK-F	From Abe Voron to United Artists	950,000
1971	WFIL	From Capital Cities to LIN	11,500,000
1971	WUSL-F	From Capital Cities to J. Richer	1,000,000
1971	WYSP-F	From Storer to SJR	700,000
1974	WMGK-F, WPEN	Sold to Greater Media	4,300,000
1976	WZZD	From Buckley to Fairbanks	2,950,000
1976	WUSL-F	From Phila Bulletin to LIN	1,400,000
1977	WTRK-F	From United Artists to Cox	4,250,000
1979	WIOQ-F	Sold to Outlet	6,425,000
1981	WZZD	From Fairbanks to Communicom	4,025,000
1981	WYSP-F	From SJR to Infinity	NA
1983	WXTU-F	From GCC to Beasley	6,000,000
1983	WWDB-F	Sold to Pyramid (Cancelled)	7,350,000
1984	WHAT		750,000
1984	WPGR, WSNI-F	From Associated to Pyramid	12,300,000 (E)
1985	WFLN-A		875,000
1985	WHAT		625,000
1985	WWDB-F	Sold to New Systems	6,000,000
1986	WIP	From Metromedia to Metropolitan	6,000,000
1986	WMMR-F	From Metromedia to Metropolitan	52,000,000
1986	WTEL	Sold to Beasley	2,400,000
1986	WWDB-F	From New System to Schwartz	NA
1987	WFLN-F	Sold to Tanger	15,000,000
1987	WEGX-F	From Cox to Malrite	14,000,000
1987	WUSL-F	From LIN to Tak	32,000,000
1987	WFIL	From LIN to WEAZ	4,500,000
1987	WIP	Sold by Metropolitan	6,000,000
1988	WMMR-F	From Metropolitan to Sillerman	62,000,000 (E)
1988	WDOV	Sold to Willis	525,000
1988	WIOQ-F	From Outlet to EZ	19,150,000
1989	WHAT		1,650,000
1989	WFIL (NOW WEAZ)	Sold to Salem	6,500,000
1989	WMMR-F	From Sillerman to Westinghouse	73,000,000 (E)
1991	WPGR	Sold by Pyramid	800,000

PHOENIX

12+ METRO_SHARE

		SPG																
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
KNIX-F	(C)	4.7	7.9	5.6	5.0	8.6	9.2	7.6	7.2	7.5	7.2	9.7	11.2	15.3	13.5	11.8	10.0	11.1
KOY	(BB)	8.6	7.8	8.5	7.9	7.5	8.3	6.0	5.3	5.0	4.6	4.2	3.2	1.5	1.3	3.2	2.6	3.7
KOY-F	(CHR)	6.7	11.0	9.8	10.7	10.9	7.7	6.8	7.6	7.0	8.0	6.5	4.3	2.8	4.3	3.8	4.4	4.6
KTAR	(N/T)	6.4	6.3	6.2	7.0	8.1	7.4	8.7	9.5	8.1	9.8	9.3	8.9	6.7	9.4	7.9	8.7	8.2
KKLT-F	(SAC)	4.8	5.8	4.0	3.9	4.3	2.9	3.2	4.7	6.7	5.7	5.5	4.8	4.0	5.3	5.7	5.7	5.6
KDKB-F	(AOR)	---	6.4	5.4	8.2	5.9	6.3	7.5	7.2	7.6	5.8	3.7	3.2	3.4	3.7	3.5	3.8	3.3
KUPD-F	(AOR)	---	9.6	10.4	6.1	5.2	4.7	4.8	5.7	6.6	6.3	9.4	7.4	6.6	7.1	7.0	6.6	7.0
KUKQ	(AOR)	---	---	---	2.8	2.9	2.2	3.8	4.5	4.1	2.6	2.5	2.5	---	---	1.1	1.4	1.5
KPSN-F	(O)	7.5	8.3	8.9	6.5	7.6	7.8	8.4	7.3	6.5	5.9	6.3	9.9	12.5	9.6	6.6	5.5	3.2
KFYI	(N/T)	6.0	6.7	5.4	4.2	3.8	3.7	2.3	2.5	2.7	1.5	0.8	2.0	2.7	3.8	3.5	3.1	4.4
KKFR-F	(CHR)	---	---	0.7	2.6	3.7	0.8	2.0	3.4	4.4	2.8	1.5	2.5	3.1	2.9	4.2	4.2	3.9
KVRY-F	(AC)	---	---	---	1.4	2.5	3.4	6.1	4.3	3.9	5.8	6.9	11.3	11.5	9.3	7.8	3.5	3.3
KSLX-F	(CL,AOR)	---	---	---	4.1	4.4	6.7	5.7	3.4	5.2	4.9	4.4	3.7	4.2	3.9	3.9	4.1	4.6
KOOL-F	(O)	---	4.2	4.1	3.2	4.5	4.4	4.2	3.3	4.1	4.4	4.9	3.6	3.3	4.4	3.8	3.6	2.9
KOOL	(O)	7.1	6.4	5.4	4.9	4.0	2.3	2.4	1.5	1.6	1.1	1.8	0.7	2.2	2.5	1.8	1.8	1.8
KLFF	(BB)	---	---	---	2.6	2.4	1.8	2.8	2.7	2.9	2.8	2.8	2.7	2.1	1.9	2.5	2.0	1.1
KMXX	(AC)	9.3	4.4	5.0	2.3	1.1	0.6	0.6	1.2	0.8	1.1	0.5	---	---	---	---	---	---
KVVA	(SP)	6.0	---	2.0	4.6	2.1	1.6	1.8	2.0	0.7	1.1	1.1	1.4	1.7	0.6	0.6	1.2	0.6
KESZ-F	(AC)	---	---	---	---	---	---	---	1.1	1.2	3.7	4.0	3.0	2.6	3.0	2.8	4.3	3.1
KMXX-F	(AC)	---	---	---	---	---	---	---	2.0	1.9	2.6	2.4	3.8	4.1	3.1	2.2	3.7	3.0
KVVA-F	(SP)	---	---	---	---	---	---	---	2.0	1.9	2.6	2.4	1.4	0.5	---	0.3	0.4	---
KMLE-F	(C)	---	---	---	---	---	---	---	---	---	---	---	0.2	0.4	0.6	3.5	4.5	7.0
KGRX-F	(AOR)	---	---	---	---	---	---	---	---	---	---	---	0.3	1.2	1.1	0.5	1.1	1.9
KONC-F	(CL)	---	---	---	---	---	---	---	---	---	---	---	0.9	1.3	0.9	1.2	1.5	2.4

BASED ON AVERAGE OF SPRING AND FALL BOOKS

12+ CUME RATINGS

	79	80	81	82	83	84	85	86	87	88	89	90	91
KNIX-F	10.3	20.2	17.6	18.2	16.7	15.0	16.0	21.2	24.0	24.3	22.0	20.4	23.4
KOY	19.4	19.9	18.7	16.1	14.2	14.0	11.2	10.1	6.5	5.2	8.1	7.7	9.0
KOY-F	20.2	13.9	14.8	17.9	14.1	16.1	13.4	12.5	8.5	13.3	15.8	16.6	15.7
KTAR	25.7	19.6	19.2	17.8	21.4	19.9	19.5	19.0	18.4	21.1	18.7	20.5	20.3
KKLT-F	11.5	6.6	8.3	14.1	17.1	17.4	16.5	13.6	12.2	12.6	14.3	13.5	14.6
KDKB-F	16.3	11.9	13.9	19.8	23.6	19.7	13.5	12.4	11.2	12.6	12.0	11.2	11.2
KUPD-F	19.1	11.4	14.2	15.9	19.9	14.9	17.6	16.7	16.6	15.3	15.3	14.4	16.3
KUKQ	10.3	6.4	8.5	6.4	6.4	6.1	5.9	5.5	NA	---	1.9	4.0	3.4
KPSN-F	15.2	13.7	17.6	16.9	15.8	12.7	11.6	15.0	18.8	18.0	14.7	12.2	9.6
KFYI	8.4	11.3	6.5	7.0	7.7	6.2	5.3	5.1	6.3	9.9	7.1	7.3	9.5
KKFR-F	7.6	---	---	7.0	9.1	10.1	7.7	7.9	10.8	10.8	11.1	13.0	15.0
KVRY-F	---	9.4	16.8	14.1	13.0	19.6	20.2	23.3	26.7	23.8	22.9	14.6	14.6
KSLX-F	15.7	16.3	16.7	14.3	15.8	18.7	17.8	7.8	10.1	10.7	11.4	11.0	13.7
KOOL-F	10.1	10.2	10.3	10.3	13.7	13.3	10.4	11.5	10.8	10.2	10.3	13.0	9.5
KOOL	11.3	7.9	8.0	5.4	5.0	4.2	---	3.8	4.5	3.9	5.7	5.3	4.3
KLFF	10.6	7.6	---	6.2	6.4	5.7	---	5.1	3.6	3.4	4.3	4.1	4.3
KMXX	---	---	---	2.3	2.2	2.3	1.8	1.7	---	---	---	---	---
KVVA	---	---	---	1.9	1.9	2.3	1.2	2.0	3.0	1.7	2.3	3.1	1.5
KESZ-F	---	---	---	---	2.0	10.0	13.6	11.4	9.7	7.6	8.1	9.3	9.7
KMXX-F	---	---	---	---	4.3	9.8	6.7	5.8	7.8	10.4	7.8	9.7	10.6
KVVA-F	---	---	---	---	4.4	---	5.7	4.9	2.8	---	1.0	1.6	---
KMLE-F	---	---	---	---	---	---	---	---	2.7	2.3	7.0	9.6	13.9
KGRX-F	---	---	---	---	---	---	---	---	4.0	2.8	3.0	3.1	4.6
KONC-F	---	---	---	---	---	---	---	---	2.8	2.0	2.6	4.1	5.2

	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
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APR (%)	16.2	16.0	15.0	16.0	16.5	16.7	17.6	17.5	18.7	18.6	17.9	17.6	18.6	17.2	19.4	17.0	16.30
FM Share (%)	36.75	48.80	45.29	51.52	59.96	56.32	58.67	63.68	68.07	68.89	71.44	71.42	75.5	75.0	73.2	71.5	74.5
Total Stations			27	27	28	26	28	29	30	27	28	29	30	25	29	30	30
Viable Stations									22	22	20	20	19.5	18	19	19	19.5
Diaries						1585	1297	1401	1538	1385	1558	1486	1678	1353	1449	1735	1758
% Not Listed													5.0	7.5	6.9	6.6	7.6

PHOENIX

FORMAT SHARES (%)

	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
CHR/AOR	39	38	38	36	31	31	30	CHR	12	15	13	16	13	16	13	10
MOR/AC	15	14	12	12	11	11	MOR/FS	5	6	4	4	2	2	--	--	--
							AC/OLDIES	12	14	16	17	19	22	18	21	22
COUNTRY	11	10	9	18	16	16	15	15	15	12	14	14	17	16	19	
BTFL/EZ/SAC	21	19	21	18	18	19	15	15	14	14	12	10	7	6	6	
NEWS/TALK	6	7	10	9	10	9	8	10	10	11	10	16	12	12	12	
BLACK/URBAN	--	1	4	--	2	4	4	3	2	3	--	--	--	--	--	
NOSTALGIA	--	--	--	1	4	4	3	2	4	2	2	5	6	8		
HISPANIC	6	7	3	4	4	3	3	2	2	2	4	--	4	5	1	
RELIG/GOSPEL	1	3	--	1	2	1	2	2	2	2	2	1	1	1	--	
CLASSICAL	1	1	2	2	2	2	2	2	2	--	1	1	1	2	3	
JAZZ/NAC	--	--	--	--	--	--	--	--	--	--	1	1	1	2	3	

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991							
1. KTAR	6.4	KTAR	7.2	KNIX-F	8.8	KNIX-F	10.7	KNIX-F	11.3	KNIX-F	12.3	KNIX-F	11.0	KNIX AF	10.9
2. KNIX-F	4.3	KNIX-F	6.1	KTAR	7.8	KTAR	8.7	KTAR	8.0	KTAR	10.0	KTAR	10.0	KTAR	9.0
3. KKLT-F	3.5	KKLT-F	4.9	KOY A/F	5.6	KZZP-F	7.2	KZZP-F	7.1	KOOL A/F	6.8	KOOL A/F	6.0	KUPD-F	5.9
4. KZZP-F	3.4	KOY	4.8	KKLT-F	5.0	KMEO-F	4.7	KOOL A/F	5.7	KZZP-F	6.5	KKLT-F	5.9	KMLE-F	4.9
5. KOY	3.3	KUPD-F	4.4	KOOL A/F	4.8	KOOL A/F	4.6	KUPD-F	4.8	KKLT-F	4.5	KUPD-F	4.4	KOOL AF	4.4
6. KDKB-F	3.2	KQYF-F	3.4	KZZP-F	4.4	KUPD-F	4.3	KMEO	4.2	KUPD-F	4.4	KSLX-F	3.9	KSLX AF	4.2
7.		KZZP-F	3.1	KUPD-F	4.3	KSLX-F	3.9	KAMJ-F	3.6	KMEO-F	4.3	KMLE-F	3.6	KKLT-F	4.1
8.		KDKB-F	3.0	KMEO-F	2.9	KKLT-F	3.8	KKLT-F	3.1	KSLX-F	4.1	KDKB-F	3.4	KPSN AF	3.8
9.		KLZI-F	2.8	KLZI-F	2.8	KLZI-F	3.6	KOY A/F	3.1	KOY A/F	3.5	KZZP-F	3.3	KESZ-F	3.4
10.		KOOL-F	2.7	KDKB-F	2.7	KOY A/F	3.4	KDKB-F	3.0	KDKB-F	3.1	KMEO-F	3.2	KDKB-F	3.3

Highest Metro Share: KNIX AF 17.4, F87
 Highest Metro 1/4 Hr. Avg: KNIX AF 462, F87
 Highest TSA 1/4 Hr. Avg: KNIX AF 534, F87
 Highest TSA Cume: KNIX AF 5501, F91
 Highest Metro Cume Rating: KNIX AF 28.9, F87

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	[----- Net Dollars -----]					[----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	11.67	13.88	15.85	20.43	24.51	32.4	37.4	42.8	51.9	55.2	60.1	65.5	68.5	72.6	72.3	70.5
Income (millions)	.15	1.02	1.10	1.60	.44											
Nat Rev (millions)	3.64	4.35	6.03	6.78	8.27											
Rev per Cap (\$)	--	10.59	12.11	15.21	15.32	21.04	23.38	25.48	29.83	30.84	31.30	32.91	33.25	34.40	33.32	32.05
Inc per Cap (\$)	---	.78	.84	1.19	.28											

Rev as % of Retail Sales	.41	.42	.42	.48	.46	.47	.47	.44	.46	.43	.40
Market Grades	A	B+/A-	B/A	B+/B	B+/A-	B+/A-	B-/B	---			
Manager's Market Grades	9.7	9.6	9.3	8.8	8.8	8.2	8.2	7.7	7.5		
FM Base Value			9.8	10.8	11.9	12.2	11.5	10.0	9.3		
Base Value Percentage			---	---	---	17.8	15.8	13.8	13.2		
Mean Share Points per Viable Station	4.3	4.1	4.6	4.7	4.9	5.3	5.0	4.9	4.7		

#1 STATIONS 12+ METRO SHARE

KFLR S75
 KQYT-F S76, F77, S78, F78, S79, F79
 KUPD-F F76, S77, F85 (T)
 KNIX-F S80, F80, F85 (T) All periods F86, S91, F91
 KTAR S81, S82, F82, F83, S84, F84, S85
 KDKB-F F81, S83
 KZZP-F S86

% of Revenue Controlled by Top 25% of Viable Stations

By Top 50%

% of Share Points Controlled by Top 25% of Viable Stations

By Top 50%

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	54	50	51	49
By Top 50%	83	74	75	75
% of Share Points Controlled by Top 25% of Viable Stations	76	71	59	39
By Top 50%	79	74	74	63

PHOENIX

STATION NOTES
(Major call letter and format changes)

KUPD-F CHR to AOR by 82
 KKLT-F KBBC until 82, Contemp to AC by 82; SAC by 85
 KUKQ KUPD until 78, KKKQ until 81, Black until 87, Country until 89
 KZZP-F KBUZ until 77, KIOG until 80, KIOG until 80
 KSLX-F KDOT until 80, KOPA until 86, CHR until 86
 KOOL KOOB until 79, KARZ until 83, AC to Nost. by 84, Nost. until about 86
 KLFF KRUX until 81, News until 76, Contemp. until about 80
 KMXX KRIZ until 76, CHR until about 78, KFLR until 86, KMYL until 87, KAMJ until 90
 KKFR-F KXTC until 81, Urban until 80, KKJJ until 85, AC until about 86
 KVVA KIFN until 82
 KVVA-F KSTM-F until 87, AOR until 87
 KFYI KJJJ until 85, Country until 85
 KMXX-F KHFP until 85, KONC until 86, Classical until 86, KAMJ-F until 90
 KOY MOR/FS until 89
 KOY-F KQYT-F until 86
 KPSN-F KMEO until 91, EZ or SAC until 91; AC until 92
 KVRV-F KZZP-F until 90, CHR until 90
 KEZK-F KLZI-F until 88
 KMEL-F Religion until 88

MAJOR STATION SALES

1971	KFLR	Sold to Doubleday	\$ 1,000,000
1971	KNTS, KDKB-F	Sold to Eric Havenstein	195,000
1973	KQYT-F	To Harte Hanks	1,213,000
1972	KMEO A/F		400,000
1972	KRUX (?)	Sold to Lotus	800,000 (approx)
1972	KPHO (?)	Sold by Meredith	1,651,000
1972	KPHX		217,000
1974	KPHX		175,000
1975	KUKQ, KUPD-F		393,000
1976	KMEO A/F	Sold by Media Horizons	1,500,000
1976	KZZP, KZZP-F	Sold by Number One	1,200,000
1977	KFYI	Sold to ITC	1,550,000
1978	KOPA A/F	From Sun World to First Media	1,000,000
1978	KKFR-F	Sold to ITC	950,000
1978	KFLR	From Doubleday to Fam. Life	700,000
1978	KNTS, KDKB-F	Sold to Sandusky Newspapers	4,000,000
1979	KTAR, KKLT-F	From Gannett to Pulitzer	2,000,000 (KSD in St. Louis)
1979	KVVA	Sold by Tichenor	575,000
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	KFYI, KKFR-F	From ITC to Wolpin	6,250,000
1982	KOOL	From Stauffer to Chauncey	2,000,000
1983	KLZI-F	Sold to Transcom	3,980,000
1984	KNTS	Sold by Sandusky	2,000,000
1984	KSUN (?)		470,000
1984	KOY, KQYT-F	From Harte-Hanks to Edens	12,000,000 (E)
1984	KZZP A/F	From West. Cities to Nation.	10,800,000 (E)
1985	KMEO A/F	From Scripps-How. To Westing.	11,500,000
1986	KLFR	From Fam. Life to Affiliated	650,000
1986	KFLR, KAMJ-F	From Alliliated to EZ	12,300,000
1986	KSUN, KLZI-F	From Transcom to Duffy	15,000,000
1986	KOOL A/F	Sold to Adams	15,000,000
1987	KLFF, KONC-F (Sun City)		6,500,000
1988	KSLX A/F	From First Media to Cook Inl.	15,000,000 (E) + Tax. Cert.
1988	KGRX-F (Globe)	Sold to Daytona	2,250,000
1988	KMLE-F (Chandler)	From Ostrander-Wilson to Shamrock	8,000,000
1988	KGRX-F		3,250,000
1989	KLFF, KONC-F (Glendale)		2,300,000
1989	KZZP	Sold by Nationwide	975,000
1990	KGRX-F (Globe)	Sold by First City	2,000,000
1990	KESZ-F	Sold By Duffy	10,400,000
1990	KGRX-F	Never Closed	
1991	KVVA A/F		6,000,000 (E)
1991	KPSN A/F	From Westinghouse to Bonnev.	12,000,000
1991	KGRX-F (Globe)		750,000
1991	KFNN		399,000
1991	KOPA, KSLX-F	From Cook Inlet to Gr. Amer.	11,400,000

PITTSBURGH

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. KDKA	10.1	KDKA 12.0	KDKA 11.0	KDKA 9.7	KDKA 9.0	KDKA 8.7	KDKA 9.0	KDKA 8.2
2. WTAE	4.1	WTAE 3.9	WBZZ-F 5.8	WBZZ-F 6.5	WBZZ-F 7.5	WBZZ-F 7.9	WBZZ-F 7.3	WWSW AF 7.5
3. WBZZ-F	3.4	WBZZ-F 3.8	WDVE-F 4.7	WDVE-F 4.8	WWSW-F 5.4	WWSW-F 6.2	WWSW-F 7.0	WDVE-F 7.1
4. WHTX-F	2.9	WDVE-F 3.4	WHTX-F 4.0	WHTX-F 4.1	WDVE-F 4.7	WDVE-F 5.1	WDVE-F 6.0	WBZZ-F 5.8
5. WWSW-F	2.8	WHTX-F 3.1	WWSW-F 4.0	WWSW-F 4.0	WHTX-F 4.0	WHTX-F 3.3	WHTX-F 3.6	WTAE 3.5
6. WDVE-F	2.8	WWSW-F 2.5	WTAE 3.1	WTAE 3.3	WTAE 3.1	WSHH-F 3.2	WTAE 3.6	WLTJ-F 3.2
7.		WSHH-F 2.7	WSHH-F 3.0	WSHH-F 3.0	WSHH-F 3.0	WTAE 2.6	WSHH-F 3.3	WSHH-F 2.8
8.		WAHO-F 2.2	WAMO-F 2.1	WAMO-F 2.3	WAMYG-F 2.5	WLTJ-F 3.0	WVTY-F 3.0	WVTY-F 2.3
9.			WTKN 1.8	WDSY-F 2.2	WLTJ-F 2.5	WHYG-F 2.5	WHYG-F 2.5	WPIT AF 2.0
10.			WDSY-F 1.7	WAMYG-F 2.0		WDSY-F 2.4	WDSY-F 2.0	

Highest Metro Share: KDKA 27.0, S77
 Highest Metro 1/4 Hr. Avg: KDKA 906, S76
 Highest TSA 1/4 Hr. Avg: KDKA 1151, S76
 Highest TSA Cume: KDKA 14765, S77
 Highest Metro Cume Rating: KDKA 52.9, S79

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	[----- Net Dollars -----]					[----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	20.14	21.46	24.31	25.51	27.49	33.8	36.1	38.3	39.1	42.0	45.4	46.2	48.0	51.0	54.4	52.0
Income (millions)	2.22	2.04	1.79	.89	.11											
Nat Rev (millions)	6.39	6.76	8.53	8.76	9.75											
Rev per Cap (\$)	---	9.42	10.69	11.29	12.26	14.76	16.12	17.56	17.94	19.35	21.62	22.21	23.19	24.64	26.41	25.49
Inc per Cap (\$)	---	.89	.79	.39	.05											
Rev as % of Retail Sales						.33	.35	.36	.35	.37	.37	.37	.36	.38	.38	.36
Market Grades						0	D/D	D-/D	D/D+	D-/D	D-/D	D-/D	D-/D	D-/D	D-/D	---
Manager's Market Grades								5.2	5.3	5.1	5.8	5.5	5.1	5.6	6.4	5.9
FM Base Value								---	4.8	5.5	5.5	5.6	5.6	5.5	5.5	5.1
Base Value Percentage								---	---	---	---	11.7	11.0	10.1	9.8	
Mean Share Points per Viable Station								4.4	4.5	4.9	5.3	5.2	5.9	6.1	6.1	6.0

#1 STATIONS 12+ METRO SHARE

KDKA All Rating periods except F91
 WDVE-F F91

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	57	54	51	52
By Top 50%	82	83	77	76
% of Share Points Controlled by Top 25% of Viable Stations	45	41	41	42
By Top 50%	67	63	66	63

STATION NOTES

(Major call letter and format changes)

WRRK-F	WLOA until 78, WFFM until 82, WHYW until 86, AC until 87, Classic Rock until 91; WMYG-F until 91
WVTY-F	WTAE until 77, WXKX until 83, CHR until about 85; WHTX until 91
WWSW	WWSW until 82, MOR until 82, WTKN until 87, Talk until 87
WAMO	WAMO until 77, WYJZ until about 81
WLTJ-F	KDKA-F until 79, ? format until 79, WPNT until 86
WBZZ-F	WJOI-F until 81, BTFL until 81
WWSW-F	WPEZ-F until 80, Contemp. until 80, AC until 87
WJAZ	WKTQ until 81, Contemp. until 81
WDSY-F	WEEP-F until 78, Simulcast with WEEP until 78
WTAE	MOR/AC until 87
WEEP	Country until 86
WORD-F	WYOD-F until 89, WNRJ-F until 90, AOR until 87, CHR until 90; WEZE and EZ until 91
WMXP-F	WXXP until 88, AOR until 88, AC until 90

MAJOR STATION SALES

1973	WJAS, WSHH-F	From NBC to Heftel	\$ 1,800,000
1974	KQV, WDVE-F	From ABC to Taft	3,500,000
1977	WJAS	From Heftel to Nationwide	1,240,000
1977	WSHH-F	From Heftel to Nationwide	2,000,000
1977	WBZZ-F	Sold to EZ	1,000,000
1977	WEEP, WDSY-F	From Myron Jones to Entercom	925,000
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
1984	WPIT A/F	From Associated to Pyramid	7,200,000 (E)
1985	WJAS	Sold by BENI (never completed)	700,000
1985	WBVP, WWKS-F (Beaver Falls)		1,800,000
1987	WKPA, WNRJ-F (New Kensington)	Sold to Salem	4,000,000
1990	WBVP, WWKS-F (Beaver Falls)		2,900,000
1991	WWCS	Sold by Universal	750,000
1991	WDVE-F	From Great American to Broadcast Alchemy	21,000,000(E)

PORTLAND, ME

12+ METRO SHARE

		SPG																
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
WPOR-F	(C)	17.4	16.3	17.0	5.5	10.1	6.7	15.7	13.5	10.5	15.5	16.1	13.7	15.5	14.3	15.4	15.1	13.0
WPOR	(C)	---	---	---	6.6	8.2	8.3	3.8	3.6	2.8	3.7	0.9	0.4	*	*	*	*	*
WCSO-F	(AC)	13.6	12.4	15.1	17.3	11.9	10.3	9.1	12.7	9.0	7.4	7.0	4.2	1.9	6.3	4.7	4.6	3.2
WGAN	(FS)	15.7	14.6	15.8	19.2	17.5	11.9	13.3	10.5	9.3	10.5	7.3	6.3	4.0	5.1	4.6	5.9	8.1
WBLM-F	(AOR)	3.8	8.4	4.2	5.2	3.7	10.3	9.8	12.7	13.6	13.2	14.6	11.6	11.7	15.6	11.3	14.0	13.7
WTHT-F	(CHR)	12.3	12.4	10.8	11.1	8.6	13.4	8.7	10.5	6.8	5.1	7.3	7.7	11.9	5.6	5.2	4.4	5.7
WYNZ	(O)	8.5	7.1	8.9	4.4	2.6	3.6	10.1	6.5	10.8	8.4	7.6	6.3	8.8	7.8	6.1	*	*
WYNZ-F	(O)	---	1.8	2.7	0.7	6.3	8.7	6.6	3.3	6.5	4.4	5.4	8.1	4.6	5.0	3.8	4.6	5.4
WMGX-F	(CL.AOR)	---	---	4.6	4.1	7.8	7.1	3.8	6.2	6.5	5.4	5.1	7.7	8.7	7.1	10.6	9.8	8.7
WHOM-F		6.4	5.8	4.6	6.3	4.5	4.7	2.4	1.1	1.5	2.0	5.7	6.3	6.4	4.2	4.6	4.1	5.9
WLOB	(REL)	11.0	7.5	6.2	---	0.4	3.6	1.0	1.1	1.2	0.7	0.6	1.4	0.4	0.5	0.3	1.2	0.4
WKRH-F	(?)	---	---	4.6	4.1	6.7	4.0	3.8	1.8	2.8	5.7	2.8	2.8	2.8	1.8	1.4	---	1.4
WKZS-F	(AC)	---	---	---	---	---	---	---	---	2.2	3.0	3.8	6.3	4.9	5.8	4.6	6.1	4.7
WCLZ-F	(J/NAC)	---	---	---	---	---	---	---	2.2	3.4	4.7	2.8	2.8	1.9	2.3	3.2	2.8	2.5
WXGL-F	(O)	---	---	---	---	---	---	---	---	---	---	---	---	1.3	1.3	1.1	1.9	1.3
WPKM-F	(CL)	---	---	---	---	---	---	---	---	---	---	---	---	---	---	2.2	1.9	3.0
WLAM	(BB)	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	4.1	3.7
WBZ	(N/T)	2.1	3.1	2.7	5.5	2.2	2.8	2.8	3.3	2.8	1.0	1.6	2.1	3.3	1.5	1.1	0.9	1.2

*WPOR A/F and/or WYNZ A/F are simulcasted

NOTE: WBLM and WTHT swapped frequencies in 1989. The shares for these stations followed the call letters - not the frequency

BASED ON AVERAGE OF SPRING AND FALL BOOKS OF 1987

12+ CUME RATINGS

		79	80	81	82	83	84	85	86	87	88	89	90	91
WPOR-F		16.0	16.9	21.5	21.8	21.4	23.8	23.8	23.2	27.1	24.3	23.2	26.0	26.7
WPOR		16.1	---	---	12.7	8.0	11.6	5.2	4.6	---	---	---	---	---
WCSO-F		25.2	21.5	19.6	25.0	24.8	18.1	19.5	10.7	9.7	14.1	17.7	15.5	13.1
WGAN		38.8	32.3	35.0	32.8	25.3	22.3	22.7	15.0	14.4	15.5	12.9	12.9	19.3
WBLM-F		11.5	16.9	19.2	24.6	24.9	24.3	27.5	22.9	21.2	26.3	23.1	30.4	26.4
WTHT-F		20.7	25.8	20.1	21.2	20.9	13.7	18.4	19.2	21.3	16.4	20.0	12.8	18.7
WYNZ		---	15.9	22.5	15.0	19.2	15.3	14.6	12.0	12.9	13.8	12.5	---	---
WYNZ-F		---	---	21.0	10.3	16.5	14.6	16.5	16.9	13.7	12.1	11.7	12.2	15.4
WMGX-F		---	---	---	14.1	15.3	14.7	13.6	14.4	16.6	18.8	21.4	21.3	20.8
WHOM-F		11.0	10.0	8.0	5.8	5.4	5.3	11.1	11.3	11.6	6.8	10.8	13.9	14.4
WLOB		---	---	---	3.5	5.6	1.9	3.1	2.8	1.9	2.9	2.2	2.9	---
WKRH-F		13.5	12.3	9.8	10.6	11.3	16.4	14.6	9.3	11.6	8.6	8.6	---	2.1
WKZS-F		---	---	---	---	5.1	9.4	13.7	15.2	11.1	15.4	12.9	16.4	16.7
WCLZ-F		---	---	---	---	8.0	9.9	8.7	5.3	6.0	4.7	7.9	9.9	7.0
WXGL-F		---	---	---	---	---	---	---	---	3.4	5.0	6.0	5.2	5.3
WPKM-F		---	---	---	---	---	---	---	---	3.2	3.1	6.9	7.5	6.7
WLAM		---	---	---	---	---	---	---	---	---	---	---	7.8	7.3
WBZ		8.7	7.2	13.3	7.4	7.4	6.9	6.4	5.6	6.3	5.1	4.5	4.2	6.0

		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
APR (%)		15.2	13.8	15.5	16.0	15.7	14.8	15.9	15.1	17.3	15.9	16.9	15.0	15.5	15.7	17.0	15.9	16.5
FM Share (%)		44.67	49.30	51.02	54.23	61.07	68.60	63.64	70.31	66.77	71.94	79.51	80.54	78.3	80.7	83.6	84.5	78.8
Total Stations				15	19	19	18	18	19	20	18	18	18	22	21	21	21	20
Viable Stations										12	13	13	13	13	11	11	12	13
Diaries							556	523	650	560	533	545	567	620	519	584	624	594
% Not Listed														8.4	9.5	17.5	16.1	13.5

FORMAT SHARES (%)

		77	78	79	80	81	82	83	84	85	86	87	88	89	90	91		
CHR/AOR		35	33	37	43	32	36		33	CHR AOR/CLS	14	19	20	16	16	17	13	11
MOR/AC		20	32	24	19	21	21	MOR/FS AC/OLDIES	13	12	10	9	8	7	6	8	10	27
COUNTRY		19	16	23	19	22	21		11	21	19	21	24	24	26	22	17	
BTFL/EZ/SAC		16	18	13	19	12	13		11	14	21	19	16	18	16	20	19	15
NEWS/TALK		9	--	1	--	1	1		2	--	1	--	--	--	--	1	--	2
BLACK/URBAN		--	--	--	--	--	--		--	--	--	--	--	--	--	--	--	--
NOSTALGIA		--	--	--	--	11	7		11	9	8	7	9	10	8	5	5	
HISPANIC		--	--	--	--	--	--		--	--	--	--	--	--	--	--	--	--
RELIG/GOSPEL		--	--	--	--	--	--		--	--	--	--	--	--	1	1	--	--
CLASSICAL		1	1	1	1	--	1		1	--	1	--	--	1	2	2	2	2
JAZZ/NAC		--	--	--	--	--	--		--	--	--	--	--	--	--	4	4	4

PORTLAND, OR

12+ METRO SHARE

		SPG																
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
KGON-F	(AOR)	---	3.4	5.2	5.2	8.1	9.1	10.3	11.2	4.8	4.4	6.3	6.9	6.1	4.8	6.2	4.5	4.1
KFX	(AOR)	6.4	3.4	3.9	4.3	3.5	4.3	4.1	4.5	3.2	2.9	1.7	2.1	0.6	0.8	0.4	0.3	0.2
KEX	(FS)	7.8	9.7	7.7	6.8	7.3	8.3	7.8	5.8	5.7	4.9	7.2	6.0	6.2	5.9	7.9	8.7	9.0
KGW	(AOR)	9.8	13.2	12.7	13.4	12.5	10.1	9.1	6.5	7.3	6.4	8.2	6.1	4.5	2.6	1.8	2.6	*
KXL	(N/T)	6.5	8.0	6.5	6.0	6.3	5.0	4.0	3.8	3.4	4.0	6.8	6.3	7.2	6.6	6.3	5.6	5.8
KXL-F	(SAC)	---	5.0	4.0	5.4	5.0	7.4	6.2	5.6	5.4	8.4	7.9	8.3	6.8	6.3	5.8	4.5	3.4
KINK-F	(AOR)	---	4.3	3.7	3.9	4.9	4.5	6.9	6.7	6.1	6.4	6.4	6.7	6.5	6.8	6.2	6.1	9.8
KUPL	(C)	---	---	2.5	4.5	2.4	3.1	3.2	3.7	5.1	1.0	0.6	1.1	0.9	1.0	1.2	1.2	1.0
KUPL-F	(C)	5.9	7.3	5.9	4.7	7.0	6.9	7.1	7.2	7.9	3.7	4.4	4.8	6.2	5.5	6.7	9.1	8.3
KKSN-F	(O)	6.2	7.0	8.5	4.0	5.5	2.3	4.1	6.1	6.9	4.3	3.3	3.9	2.5	4.1	4.1	6.0	5.7
KWJJ	(C)	6.5	7.2	8.5	8.3	6.4	5.4	5.4	4.7	4.3	4.5	2.7	3.3	1.9	1.4	1.4	1.9	1.0
KWJJ-F	(C)	---	2.5	3.9	3.8	3.5	2.5	2.7	3.4	5.7	3.5	2.1	4.3	3.5	2.5	2.8	2.8	3.5
KUFO-F	(AOR)	---	---	---	3.2	2.8	2.7	4.1	4.2	7.4	4.5	2.3	2.8	4.2	3.4	2.0	5.1	6.4
KBBT	(AOR)	4.5	4.2	6.4	6.5	3.9	5.2	4.0	3.2	2.1	5.9	4.7	4.1	4.0	3.8	1.0	1.2	0.8
KKSN	(BB)	5.9	4.2	---	---	---	1.3	1.1	1.6	3.0	3.0	1.8	1.1	0.6	0.7	2.6	3.6	3.6
KKEY	(V)	---	3.0	3.1	3.7	4.4	3.5	3.3	2.6	1.7	2.6	1.6	1.0	1.5	0.9	0.8	---	---
KMXI-F	(AC)	---	---	1.2	2.7	4.2	5.3	3.2	2.9	6.4	8.5	6.2	4.5	4.6	4.8	4.0	1.5	2.1
KKRZ-F	(CHR)	---	---	---	0.7	1.5	2.1	3.0	2.7	2.2	5.1	9.4	7.4	8.5	8.7	9.8	8.5	8.6
KKCW-F	(AC)	---	---	---	---	---	---	---	---	---	5.0	5.3	5.7	5.6	7.2	8.3	7.3	6.8
KXYQ-F	(CHR)	---	---	---	---	---	---	---	---	---	---	---	1.7	5.0	6.5	6.4	4.0	3.1
KPDQ-F	(REL)	---	---	---	---	---	---	---	---	---	---	---	1.8	1.5	2.0	1.6	1.6	1.5

* KGW simulcasted with KINK-F
 BASED ON AVERAGE OF SPRING AND FALL BOOKS

12+ CUME RATINGS

	79	80	81	82	83	84	85	86	87	88	89	90	91
KGON-F	11.1	14.8	17.7	22.0	11.4	12.4	15.5	15.1	14.6	13.0	12.1	12.0	12.5
KFX	11.7	11.6	12.3	12.7	12.2	5.8	6.8	6.3	---	3.7	2.7	2.1	1.4
KEX	17.0	18.5	17.4	17.0	15.4	12.2	19.8	15.2	14.5	13.2	15.7	24.9	30.7
KGW	34.2	30.9	26.0	24.2	24.7	20.7	23.9	21.0	13.5	12.1	7.7	8.0	7.9
KXL	12.8	10.5	11.3	9.3	8.6	9.8	11.5	13.3	14.7	13.2	14.4	13.6	11.6
KXL-F	9.8	14.1	13.5	9.7	10.9	13.7	11.6	13.1	12.4	9.5	10.7	10.2	8.3
KINK-F	11.0	9.1	11.7	13.1	15.0	12.5	12.2	12.4	12.6	13.1	15.2	14.2	15.6
KUPL	---	---	---	9.8	---	3.7	2.6	3.5	2.9	1.5	2.7	3.8	2.9
KUPL-F	12.7	13.0	16.3	13.9	14.5	8.3	7.6	11.1	11.2	10.6	10.3	14.8	15.6
KKSN-F	---	---	---	5.5	7.8	---	---	3.8	9.5	10.6	9.8	13.7	14.4
KWJJ	15.8	15.2	13.7	13.5	11.2	11.8	8.7	8.6	5.6	5.6	5.0	5.2	3.6
KWJJ-F	9.5	---	---	6.9	8.6	8.2	5.1	8.8	7.6	7.6	7.1	7.6	8.4
KUFO-F	---	8.5	12.2	12.9	15.5	11.3	7.2	8.9	8.2	8.3	5.0	12.1	14.4
KBBT	16.4	11.0	11.0	10.0	7.3	7.8	8.0	8.3	7.5	6.5	3.0	3.2	1.9
KKSN	---	---	---	5.5	7.8	---	---	3.8	NA	2.8	5.7	8.6	6.2
KKEY	---	---	---	3.3	3.1	---	2.4	1.5	2.7	1.9	2.1	---	---
KMXI-F	---	12.2	9.9	6.8	13.4	20.1	16.6	14.6	12.4	10.8	9.0	7.4	7.3
KKRZ-F	---	---	---	6.4	8.2	10.6	19.7	19.3	21.2	20.9	22.2	22.2	23.3
KKCW-F	---	---	---	---	---	11.1	10.1	11.6	13.7	14.8	18.9	17.9	13.4
KXYQ-F	---	---	---	---	---	---	---	---	9.8	13.3	15.3	14.7	12.5
KPDQ-F	---	---	---	---	---	---	---	---	5.3	5.0	4.6	4.9	4.4

	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
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APR (%)	16.2	15.3	14.8	14.7	14.2	15.3	15.5	16.3	15.6	15.3	16.0	16.2	15.6	15.2	15.7	15.9	15.8
FM Share (%)	32.72	34.79	36.56	36.78	44.68	46.62	49.48	55.85	59.31	61.24	57.82	62.60	66.7	68.1	71.0	69.3	72.3
Total Stations			23	26	24	26	25	26	24	27	25	24	25	29	26	27	24
Viable Stations									19	20	19	18	17	15.5	15.3	15.5	15
Diaries						1325	1291	1352	1337	1354	1340	1533	1519	1490	1527	1631	1512
% Not Listed													8.1	7.5	11.3	11.0	12.9

FORMAT SHARES (%)

	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
CHR/AOR	39	45	45	40	40	41	38	CHR AOR/CLS	15	19	15	19	16	17	15	14
MOR/AC	26	16	14	13	12	13	MOR/FS AC/OLDIES	7	4	9	6	7	8	8	10	12
COUNTRY	10	10	12	14	14	14	12	16	11	15	13	14	15	16	16	16
BTFL/EZ/SAC	12	20	19	22	18	13	13	9	9	10	8	5	6	6	3	3
NEWS/TALK	8	7	8	9	13	11	10	7	7	8	8	8	8	9	9	9
BLACK/URBAN	---	---	---	---	---	---	---	---	---	---	---	---	---	1	1	---
NOSTALGIA	1	---	---	---	---	4	5	8	5	5	5	5	3	5	4	4
HISPANIC	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
RELIG/GOSPEL	3	3	1	2	2	2	2	2	3	3	3	3	3	2	4	3
CLASSICAL	3	---	---	---	---	---	3	2	5	4	3	3	1	---	---	---
JAZZ/NAC	---	---	---	---	---	---	---	---	---	---	---	---	2	---	---	---

PORTLAND, OR

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991							
1. KGW	4.4	KGW	4.9	KGW	4.8	KINK-F	4.7	KINK-F	5.8	KKCW-F	6.4	KKCW-F	7.0	KKCW-F	7.0
2. KXL-F	2.4	KXL A/F	4.0	KINK-F	3.5	KKCW-F	4.1	KKCW-F	4.6	KINK-F	5.7	KEX	5.6	KEX	5.9
3. KWJJ	1.9	KEX	3.5	KEX	3.4	KGON-F	4.0	KKRZ-F	4.5	KKRZ-F	4.9	KKRZ-F	5.5	KINK-F	5.8
4. KINK-F	1.8	KINK-F	3.0	KKRZ-F	3.2	KEX	4.0	KEX	4.4	KEX	4.4	KINK-F	5.3	KUPL AF	5.1
5. KCNR-F	1.7	KKRZ-F	2.5	KXL	2.8	KKRZ-F	3.6	KGON-F	4.0	KGON-F	4.1	KUPL-F	5.0	KKRZ-F	4.6
6.		KKCW-F	2.0	KGON-F	2.7	KGW	3.1	KXL	3.6	KXL	3.7	KGON-F	3.7	KKSN AF	4.2
7.		KMJK-F	1.9	KKCW-F	2.4	KXL	3.0	KUPL-F	3.1	KUPL-F	3.1	KXL	3.7	KXL	3.6
8.		KWJJ A/F	1.9	KUPL-F	2.3	KUPL-F	2.7	KGW	2.7	KMJK-F	2.6	KKSN A/F	3.4	KUFO-F	2.9
9.				KWJJ-F	2.3	KXL-F	2.3	KMJK-F	2.5	KKSN A/F	2.5	KXYQ-F	2.4	KGON-F	2.4
10.				KXL-F	2.0	KWJJ-F	1.8	KXYQ-F	2.4	KXYQ-F	2.3	KXL-F	2.3	KXL -F	2.0

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	[----- Net Dollars -----]					[----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	11.53	13.22	17.03	16.10	21.90	25.9	27.5	29.2	30.2	32.8	35.5	38.9	43.8	46.0	48.4	48.3
Income (millions)	1.36	.91	1.70	1.73	.47											
Net Rev (millions)	3.92	4.39	6.45	6.56	8.49											
Rev per Cap (\$)	---	11.72	14.86	13.81	17.08	20.89	21.48	21.95	22.37	24.12	25.91	27.99	31.29	32.39	32.48	32.20
Inc per Cap (\$)	---	.81	1.48	1.49	.37											
Rev as % of Retail Sales						.41	.40	.38	.39	.38	.40	.43	.44	.42	.40	.38
Market Grades						B-	D+/C-	C-/D+	C/C+	C-/C+	C/D+	C-/C+	C/D+	C-/C+	--	--
Manager's Market Grades						6.8	6.4	6.5	6.3	6.9	7.6	7.5	7.6	7.6	7.6	7.6
FM Base Value						5.4	5.9	5.9	5.9	6.0	5.6	5.5				
Base Value Percentage						---	---	---	13.5	13.2	11.6	11.4				
Mean Share Points per Viable Station						4.8	4.6	4.9	5.1	5.3	5.9	5.7	5.7	5.7	5.8	
													.87	.88	.90	.91

#1 STATIONS 12+ METRO SHARE

KGW	S75, S76, F76, S77, F77, S78, F78, S79, F79, S80, S85
KGON-F	F80, S81, F81, S82, F82
KRCK-F	S83
KUPL-F	F83, S90, F90
KMJK-F	S84
KXL-F	F84, S86, F86
KKRZ-F	S85, S87, F87, S88, F88, S89, F89
KUPL-F	S90, F90
KINK-F	F91

% of Revenue Controlled by

Top 25% of Viable Stations	46	43	47	47
By Top 50%	79	74	78	78

% of Share Points Controlled by

Top 25% of Viable Stations	34	34	38	40
By Top 50%	61	61	63	66

STATION NOTES

(Major call letter and format changes)

KGW	Contemp. to AC by 83, AC until 89, Talk until 91
KUPL	BTFL until 81, Nostalgia until 84
KUPL-F	BTFL until 84
KWJJ-F	BTFL until 80, KJIB until 85
KUFO-F	KYTE-F until 88, Contemp. to AC until 83, AOR beginning in 83, KRCK until 85, KKCW-F until 89, Classical until 88, Jazz/NAC until 89
KBBT	KOIN until 78, MOR until 77, Contemp. until about 84, KYTE until 90, KESI until 91, Nostalgia until 89, Classical until 90, EZ until 91
KKRZ-F	KQFM until 83, AOR/Rock until about 81, Oldies until 83
KXL	BTFL/MOR until 81
KEX	AC until about 80
KKSN	KISN until about 79, Contemp. to AC/MOR by 82, Begins Classical in 83, Classical until 87
KKSN-F	KPAM until 80, KCNR until 85, Contemp. to AC by 83, KKLI-F until 88, AC until 88
KFX	KYXI until 83, News/Talk until 83, KSGO until 89, Oldies until 89
KMXI-F	AC until 82, KMJK-F until 91, CHR until 87, Classic AOR until 90

MAJOR STATION SALES

		\$	NA
1971	KSGO		NA
1971	KYTE A/F	To NewHouse	NA
1973	KWJJ	Sold to Park	2,500,000
1973	KSGO	Sold to McCoy	1,500,000
1973	KUPL A/F		1,050,000
1973	KGON-F	From Cascade to McCoy	400,000
1974	KWJJ-F	Sold to Park	250,000
1977	KTYE A/F	From Newhouse to Gaylord	1,500,000
1978	KVAN (Vancouver)	Sold to Capps	730,000
1979	KMJK-F	Sold to Harte-Hanks	1,300,000
1979	KSGO, KGON-F	From McCoy to Des Moines Reg.	NA
1979	KVAN	Sold to Patten	968,000
1981	KCNR, KCNR-F	Sold to Bob Duffy	3,500,000
1982	KYTE A/F	From Gaylord to Henry	4,500,000
1983	KMGK-F	Sold by Harte-Hanks	2,500,000
1983	KEX, KQFM-F	From Golden West to Taft	8,000,000
1985	KKCW-F	Sold to Fairwest	5,000,000
1985	KSGO, KGON-F	Sold to Ackerly	6,000,000

MAJOR STATION SALES CONT.

1985	KCNR-F	Sold by Duffy	\$ 7,000,000
1985	KMJK (Lake Oswego)	Sold to Ives	1,600,000
1985	KCNR-F	Sold by Duffy (cancelled)	600,000
1986	KRDR (Gresham)	Sold by Comm. Pacific	600,000
1986	KPDQ A/F	Sold to Salem	6,500,000
1986	KCNR-A		425,000
1987	KMJK-F	From Ives to Capps	3,900,000
1987	KKCW-F (Beaverton)	Sold to Trumper	7,500,000
1988	KAAR (Vancouver)		475,000
1988	KKSN A/F	Sold to Heritage	5,900,000
1988	KKUL		225,000
1989	KVAN, KMJK-F	Sold to Fairmont	7,600,000
1991	KLVS	From Tamarack to Crawford	450,000

PORTSMOUTH - DOVER, NH

12+ METRO SHARE

		SPG																
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
WOKQ-F	(C)	---	---	---	---	---	---	---	---	---	14.2	11.7	16.0	13.0	12.0	9.2	12.8	12.0
WHEB-F	(AOR)	---	---	---	---	---	---	---	---	---	4.9	10.1	9.1	8.1	8.9	8.7	8.4	8.7
WERZ-F	(CHR)	---	---	---	---	---	---	---	---	---	11.3	8.2	6.5	5.6	4.9	6.1	6.8	7.5
WTSN	(FS)	---	---	---	---	---	---	---	---	---	3.0	4.9	2.6	4.5	2.7	3.3	3.2	3.5
WHEB	(OFF)	---	---	---	---	---	---	---	---	---	1.2	3.5	2.0	---	---	*	---	---
WHEM-F	(AC)	---	---	---	---	---	---	---	---	---	1.0	1.4	0.6	2.6	3.3	2.1	2.3	2.2
WZNN	(BB)	---	---	---	---	---	---	---	---	---	1.8	1.0	0.8	0.6	2.1	2.1	0.8	0.5
WCQL-F	(O)	---	---	---	---	---	---	---	---	---	---	---	---	0.5	2.0	2.2	2.9	3.2
WLYT-F	(AC)	---	---	---	---	---	---	---	---	---	---	---	---	2.7	2.3	1.8	1.8	2.0
WCDQ-F	(CL.AOR)	---	---	---	---	---	---	---	---	---	---	---	---	0.8	1.1	1.4	1.1	1.2
WMYF	(BB)	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	1.7	2.5
WBZ	(T)	---	---	---	---	---	---	---	---	---	7.3	6.0	5.5	6.5	4.2	5.0	3.1	3.0
WSSH-F	(AC)	---	---	---	---	---	---	---	---	---	5.3	5.3	9.9	6.9	5.6	6.7	7.4	5.0
WBCN-F	(AOR)	---	---	---	---	---	---	---	---	---	3.8	5.1	5.3	4.5	3.9	2.9	3.3	2.5
WHOM-F	(SAC)	---	---	---	---	---	---	---	---	---	3.8	3.7	4.0	3.5	3.5	3.4	3.6	3.0
WRKO	(N/T)	---	---	---	---	---	---	---	---	---	---	---	---	4.1	4.3	4.0	4.0	4.3
WZID-F	(EZ)	---	---	---	---	---	---	---	---	---	2.6	3.7	2.6	3.5	3.5	2.8	1.8	2.5
WGIR-F	(AOR)	---	---	---	---	---	---	---	---	---	4.3	3.3	2.2	2.6	2.9	2.7	2.3	2.3

BASED ON AVERAGE OF SPRING AND FALL BOOKS AS OF 1987

12+ CUME RATINGS

		79	80	81	82	83	84	85	86	87	88	89	90	91
WOKQ-F		---	---	---	---	---	24.1	24.5	26.3	22.9	24.1	21.1	26.3	21.7
WHEB-F		---	---	---	---	---	17.7	18.2	20.3	22.6	19.3	18.7	18.7	19.0
WERZ-F		---	---	---	---	---	23.6	20.9	17.9	18.1	14.8	15.6	16.8	18.9
WTSN		---	---	---	---	---	9.9	11.0	8.6	9.6	10.2	9.6	8.4	9.5
WHEB		---	---	---	---	---	4.4	---	2.6	---	---	---	---	---
WHEM-F		---	---	---	---	---	2.8	3.0	4.4	6.4	9.9	7.6	6.4	7.0
WZNN		---	---	---	---	---	5.7	4.1	2.9	4.3	4.7	5.3	2.9	3.4
WCQL-F		---	---	---	---	---	---	---	---	---	1.3	3.4	8.0	9.4
WLYT-F		---	---	---	---	---	---	---	---	10.2	8.3	8.9	6.8	7.2
WCDQ-F		---	---	---	---	---	---	---	---	---	3.8	4.3	3.0	3.8
WMYF		---	---	---	---	---	---	---	---	---	---	---	---	3.0
WBZ		---	---	---	---	---	18.4	15.9	13.4	13.1	11.3	11.4	11.4	8.9
WSSH-F		---	---	---	---	---	12.4	13.2	20.5	16.2	13.8	17.6	15.9	13.7
WBCN-F		---	---	---	---	---	9.9	10.7	12.0	10.9	9.5	10.7	8.6	10.5
WHOM-F		---	---	---	---	---	7.8	9.0	8.6	7.7	9.1	8.2	9.4	7.0
WRKO		---	---	---	---	---	---	---	---	8.7	9.1	10.2	8.7	9.7
WZID-F		---	---	---	---	---	6.5	3.7	6.4	5.6	9.5	8.7	6.9	4.8
WGIR-F		---	---	---	---	---	10.4	8.6	7.6	9.6	6.2	11.1	9.8	9.6

		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
APR (%)		---	---	---	---	---	---	---	---	---	17.7	16.9	16.8	17.4	15.9	18.3	17.6	17.8
FM Share (%)		---	---	---	---	---	---	---	---	---	80.22	74.77	81.31	80.0	83.3	79.6	86.8	82.6
Total Stations		---	---	---	---	---	---	---	---	---	30	30	33	31	31	32	34	40
Viable Stations		---	---	---	---	---	---	---	---	---	---	8	8	7	6	6	6	6.5
Diaries		---	---	---	---	---	---	---	---	---	767	891	807	825	786	844	758	813
% Not Listed		---	---	---	---	---	---	---	---	---	---	---	---	10.5	9.2	14.9	14.3	12.4

FORMAT SHARES (%)

		77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
CHR/AOR		---	---	---	---	---	---	---	CHR	18	16	14	14	18	17	15	13
MOR/AC		---	---	---	---	---	---	---	AOR/CLS	15	22	20	24	24	20	26	26
COUNTRY		---	---	---	---	---	---	---	MOR/FS	11	13	12	12	8	9	8	7
BTFL/EZ/SAC		---	---	---	---	---	---	---	AC/OLDIES	22	21	21	18	19	23	23	19
NEWS/TALK		---	---	---	---	---	---	---	---	17	14	20	16	15	14	15	14
BLACK/URBAN		---	---	---	---	---	---	---	---	10	9	9	9	7	8	7	7
NOSTALGIA		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
HISPANIC		---	---	---	---	---	---	---	---	4	4	5	6	7	8	5	11
RELIG/GOSPEL		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
CLASSICAL		---	---	---	---	---	---	---	---	---	---	---	---	1	1	1	1
JAZZ/NAC		---	---	---	---	---	---	---	---	---	---	2	---	---	---	---	1

PORTSMOUTH - DOVER, NH

HIGHEST BILLING STATIONS

	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>
1.	NA	WOKQ-F 2.1	WOKQ-F 2.4	WOKQ-F 2.9	WOKQ-F 3.2	WOKQ-F 3.2	WOKQ-F 2.9	WOKQ-F 2.5
2.		WERZ-F 1.3	WHEB-F 1.8	WHEB-F 2.0	WHEB-F 2.7	WHEB-F 3.0	WHEB-F 2.5	WHEB-F 1.6
3.		WHEE-F 1.2	WERZ-F 1.5	WERZ-F 1.5	WERZ-F 1.6	WERZ-F 1.7	WERZ-F 1.6	WERZ-F 1.4
4.		WTSN 0.7	WTSN 0.8	WTSN 0.8	WTSN 0.7			WCQL-F 0.5
5.					WKOS A/F 0.5			

Highest Metro Share: WOKQ-F 16.0, S86
 Highest Metro 1/4 Hr. Avg: WOKQ-F 79, S86
 Highest TSA 1/4 Hr. Avg: WOKQ-F 111, F90
 Highest TSA Cume: WOKQ-F 1132, F90
 Highest Metro Cume Rating: WOKQ-F 26.3, S86

FINANCIAL DATA

	<u>FCC Data</u> (----- Net Dollars -----)					<u>Ouncan Estimates</u> (----- Gross Dollars -----)										
	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>
Revenue (millions)	---	---	---	---	---	---	---	---	6.5	7.4	8.2	9.0	9.8	9.4	8.8	7.8
Income (millions)	---	---	---	---	---	---	---	---								
Nat Rev (millions)	---	---	---	---	---	---	---	---								
Rev per Cap (\$)	---	---	---	---	---	---	---	---	21.45	24.10	25.23	26.87	28.41	26.63	24.65	21.67
Inc per Cap (\$)	---	---	---	---	---	---	---	---								

Rev as % of Retail Sales						.31	.31	.32	.31	.31	.26	.23	.21
Market Grades						A/A+	A/A+	A+/A+	A+/A+	A-/A+	A-/A-	--	--
Manager's Market Grades						9.5	9.4	9.4	9.5	8.5	7.5	7.5	7.5
FM Base Value							3.4	4.5					
Base Value Percentage													
Mean Share Points per Viable Station						4.6	4.1	4.7	6.7	5.4	6.4	6.0	

#1 STATIONS 12+ METRO SHARE

WHEB-F F89
 WOKQ-F All other rating periods

% of Revenue Controlled by Top 25% of Viable Stations	49	46	47	45
By Top 50%	77	77	80	72
% of Share Points Controlled by Top 25% of Viable Stations	49	43	42	43
By Top 50%	60	66	72	71

STATION NOTES

(Major call letter and format changes)

WWEM-F WCYT-F until 88, WKOS-F until 90
 WZNN WWNH until 87, WKOS until 90, Country until about 90
 WCDQ-F WQMI-F until 89
 WHEB Now off air. I believe the license has been turned in

MAJOR STATION SALES

1985	WBBX		\$ 450,000
1986	WMYF, WERZ-F	From Porter to Justice	5,000,000
1987	WKOS A/F		1,400,000
1987	WAVI	Sold to Windward	325,000
1989	WQMI A/F (York, ME)	Sold to Sunshine	1,000,000
1990	WKDX A/F (Portsmouth)		1,800,000

PROVIDENCE

12+ METRO SHARE

		SPG																
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
WBWB-F	(O)	16.0	19.6	17.0	10.7	11.3	11.8	11.0	11.7	12.2	11.6	12.6	11.0	11.2	10.7	8.7	6.3	5.4
WALE	(T)	---	---	---	3.4	2.5	3.5	4.9	3.9	4.3	3.0	1.8	0.8	0.7	1.1	0.6	1.5	1.2
WPRO	(T)	10.8	11.3	10.7	11.1	8.8	7.1	8.5	7.3	6.3	5.6	7.2	5.3	5.2	4.0	5.9	5.8	5.6
WPRO-F	(CHR)	8.0	8.7	6.1	7.4	8.5	7.7	9.6	9.3	9.4	9.8	10.5	10.8	13.5	14.8	11.4	10.2	8.1
WLKW	(EZ)	4.7	6.2	4.2	5.7	5.2	5.6	4.8	5.3	3.4	3.4	2.1	3.6	2.2	2.3	1.0	1.7	2.6
WWLI-F	(SAC)	2.5	4.5	5.9	6.5	7.2	8.6	6.0	5.5	3.8	3.1	5.2	6.6	6.1	5.5	6.9	7.7	6.5
WHJJ	(N/T)	5.7	6.5	5.7	4.8	4.9	3.7	3.8	4.1	5.2	6.1	6.7	7.7	6.5	5.8	5.7	5.5	6.3
WHJY-F	(AOR)	8.2	6.4	6.3	5.3	5.8	5.4	6.3	9.7	7.9	9.9	9.5	9.0	9.8	8.2	8.5	7.5	7.9
WHIM	(C)	---	---	---	4.1	3.3	3.3	3.0	3.6	3.3	1.9	1.5	1.2	1.9	2.4	2.7	2.5	1.7
WSNE-F	(AC)	---	---	---	0.7	0.5	0.7	3.4	3.9	4.1	5.4	3.6	2.9	4.7	5.8	5.3	5.3	6.2
WBRU-F	(AOR)	---	2.9	2.2	2.2	2.5	2.0	1.3	2.0	2.9	3.3	3.6	3.6	3.5	2.5	3.0	2.3	2.6
WBSM	(N/T)	---	---	3.2	2.3	3.0	3.5	2.6	3.5	2.3	2.5	2.4	1.7	2.2	1.4	1.8	1.7	1.5
WRCP	(E)	9.0	7.4	4.3	1.9	1.2	0.2	0.7	0.4	---	---	---	---	---	---	0.2	---	0.3
WICE	(O)	7.6	4.7	2.6	1.3	1.6	2.6	1.5	1.0	1.8	1.2	0.6	1.3	1.3	1.3	0.5	0.3	---
WCTK-F	(C)	---	---	---	---	---	---	2.1	2.2	4.0	3.2	3.1	2.5	2.5	2.4	2.6	3.8	3.2
WVRX-F	(CL.AOR)	---	---	---	---	---	---	---	---	0.5	3.2	3.4	3.4	1.7	2.2	2.5	3.3	4.3
WWKX-F	(CHR)	---	---	---	---	---	---	---	---	---	---	---	---	---	1.1	3.9	3.5	3.1
WPLM-F	(BB)	---	---	---	---	---	---	---	---	---	---	---	1.0	1.0	1.5	1.7	4.0	3.8
WFHN-F	(CHR)	---	---	---	---	---	---	---	---	---	---	---	---	---	---	1.6	2.7	2.4

BASED ON AVERAGE OF SPRING AND FALL BOOKS

12+ CUME RATINGS

		79	80	81	82	83	84	85	86	87	88	89	90	91
WBWB-F		18.6	23.0	20.7	21.2	25.2	20.2	23.2	18.9	20.6	19.6	16.8	17.1	14.5
WALE		---	---	---	8.0	---	5.5	4.7	2.6	1.9	1.9	2.2	2.6	3.4
WPRO		31.2	23.7	27.4	26.2	21.4	20.0	20.3	18.2	16.1	14.7	15.6	14.9	16.7
WPRO-F		24.1	23.1	30.2	30.6	31.2	27.9	29.8	27.4	32.2	36.4	31.2	29.2	27.6
WLKW		17.3	16.8	17.8	13.1	10.7	10.5	8.8	7.0	5.3	5.1	1.8	3.6	5.9
WWLI-F		23.1	26.1	22.5	21.6	14.3	10.2	12.2	15.2	14.1	12.2	13.9	15.0	17.6
WHJJ		21.1	17.9	16.0	14.7	11.0	12.5	13.7	12.2	14.1	12.3	12.0	11.6	13.9
WHJY-F		11.9	11.9	9.8	21.3	23.3	19.4	21.0	21.5	23.1	18.6	19.3	19.0	17.8
WHIM		---	---	---	5.9	5.5	3.9	---	2.4	4.0	3.5	4.5	5.1	4.3
WSNE-F		---	---	---	10.4	13.5	14.7	12.9	10.7	11.8	15.5	13.0	14.7	15.3
WBRU-F		---	---	---	5.4	12.8	10.1	9.8	12.4	13.0	10.3	9.1	8.0	9.8
WBSM		---	---	---	5.7	---	---	---	2.6	4.0	2.1	3.3	2.8	2.3
WRCP		---	---	---	1.0	---	---	---	---	---	---	0.8	---	0.8
WICE		---	---	---	4.5	4.8	4.7	2.6	3.9	4.0	3.0	3.3	1.9	---
WCTK-F		---	---	---	7.4	9.1	6.3	8.0	7.9	6.5	6.8	6.8	8.8	6.2
WVRX-F		---	---	---	---	1.5	7.3	9.3	12.0	5.3	7.6	6.5	9.1	12.4
WWKX-F		---	---	---	---	---	---	---	---	---	1.2	8.8	10.4	10.8
WPLM-F		---	---	---	---	---	---	---	---	2.8	4.1	3.7	8.2	8.3
WFHN-F		---	---	---	---	---	---	---	---	---	---	3.0	4.6	4.7

		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
APR (%)		18.8	17.7	17.6	18.2	17.9	18.4	18.7	19.6	19.1	19.7	19.4	19.4	17.2	18.6	19.5	18.6	18.5
FM Share (%)		41.01	45.61	44.16	47.83	50.79	58.0	55.89	58.82	62.48	62.92	66.02	70.83	68.9	74.5	75.6	76.1	71.6
Total Stations				44	38	42	42	39	41	36	38	38	39	41	39	43	40	44
Viable Stations										17	14	14	13	13	12	13	13	13.5
Diaries							1504	1607	1734	1267	1562	1509	1461	1495	1510	1453	1396	1462
% Not Listed														8.1	8.1	9.1	9.0	9.5

FORMAT SHARES (%)

		77	78	79	80	81	82	83	84	85	86	87	88	89	90	91		
CHR/AOR		42	40	40	36	37	39	39	CHR	19	20	20	19	21	18	16	17	
MOR/AC		20	23	20	24	29	27	MOR/FS	AOR/CLS	16	16	18	18	17	19	18	20	
COUNTRY		5	5	6	5	3	4	AC/OLDIES		6	4	4	11	9	3	3	---	
BTFLEZ/SAC		21	23	23	22	17	13			20	22	23	18	20	19	25	25	
NEWS/TALK		8	9	8	7	7	11			4	4	3	3	4	4	3	8	5
BLACK/URBAN		---	---	2	3	---	---			16	14	12	11	10	17	14	21	
NOSTALGIA		---	---	1	1	6	5			---	---	---	---	---	5	5	1	
HISPANIC		---	---	---	---	---	---			7	6	5	4	4	3	4	5	
RELIG/GOSPEL		1	---	1	---	1	1			---	---	---	1	---	1	---	---	
CLASSICAL		---	---	1	1	1	1			---	1	---	1	1	2	1	1	
JAZZ/MAC		---	---	---	---	---	---			---	---	---	1	1	1	1	1	

PROVIDENCE

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1.	WPRO-F 2.6	WPRO-F 3.8	WPRO-F 4.5	WPRO-F 4.6	WPRO-F 5.4	WPRO-F 5.4	WPRO-F 4.7	WHJY-F 4.2
2.	WLKW-F 2.0	WPRO 3.1	WHJY-F 3.3	WHJY-F 4.0	WJHY-F 4.5	WHJY-F 4.0	WHJY-F 4.0	WSNE-F 3.8
3.	WHJY-F 2.0	WHJY-F 3.0	WLKW-F 3.2	WPRO 3.0	WPRO 4.0	WWLI-F 3.4	WWLI-F 3.9	WPRO-F 3.6
4.		WLKW-F 2.8	WPRO 3.1	WWLI-F 3.0	WWLI-F 3.4	WSNE-F 3.0	WSNE-F 3.6	WWBB-F 3.1
5.		WSNE-F 2.3	WWLI-F 2.6	WLKW-F 2.5	WLKW-S 3.2	WPRO 3.0	WBBB-F 3.1	WWLI-F 2.9
6.				WHJJ-F 2.3	WSNE-F 2.9	WLKW-F 2.9	WPRO 3.0	WHJJ 2.2
7.				WSNE-F 2.0	WHJJ 2.7	WHJJ 2.4	WHJJ 2.6	WPRO 2.1

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	7.17	7.53	8.66	8.97	9.75	12.4	13.7	15.0	17.7	19.5	21.1	23.6	28.0	26.2	27.2	24.0
Income (millions)	.26	.21	.41	-.12	.47											
Nat Rev (millions)	2.21	2.06	2.94	3.44	3.83											
Rev per Cap (\$)	---	8.94	10.17	9.95	10.69	14.27	15.71	17.16	20.14	22.13	23.58	26.10	30.80	28.57	29.62	25.95
Inc per Cap (\$)	---	.25	.48	-.13	.52											
Rev as % of Retail Sales						.33	.33	.38	.38	.38	.38	.39	.44	.39	.41	.36
Market Grades									D+/C-	D/D	D/D	C-/D+	C/D+	D+/D-	D/D-	---
Manager's Market Grades									6.0	5.0	6.3	6.3	6.2	7.2	6.0	5.9
FM Base Value									---	4.4	4.9	5.0	6.0	6.0	5.0	3.6
Base Value Percentage									---	---	---	---	21.4	22.9	18.4	15.0
Mean Share Points per Viable Station									4.5	5.5	5.6	5.6	5.9	6.7	5.9	5.4

#1 STATIONS 12+ METRO SHARE

WPRO	S78
WPRO-F	S81, S84, S86, S87 through F90, F91
WHJY-F	S91
WLKW-F	All other rating periods

% of Revenue Controlled by Top 25% of Viable Stations

By Top 50%

% of Share Points Controlled by Top 25% of Viable Stations

By Top 50%

87 88 90 91

54 46 50 53

88 78 87 89

47 38 36 34

72 61 61 62

Highest Metro Share:	WLKW-F+ 20.8, F76
Highest Metro 1/4 Hr. Avg:	WPRO-F 391, S88
Highest TSA 1/4 Hr. Avg:	WPRO-F 413, S88
Highest TSA Cume:	WPRO-F 4959, S88
Highest Metro Cume Rating:	WPRO-F 36.4, S88

STATION NOTES

(Major call letter and format changes)

WLKW	News/Talk until 85, WEAN until 86, WMAZ until 90
WPRO	Contemp. changing to AC by 1982, FS until 88
WSNE-F	WRLM until 81
WHJJ	WJAR until 80, MOR until 82
WBRU-F	Contemp. until 82
WHJY-F	WHIM until 78, BTFL until 81, simulcast 75-77
WWLI-F	WPJB until 85, Contemp. until 83
WICE	WNGG until 85, Contemp. changing to AC about 79, MOR until about 82
WRCP	WICE until ??, AC/MOR until 79, Country until 80
WWBB-F	WLKW-F until 89, EZ until 89
WALE	BTFL until 80, Simulcast 75-77, WLKW until 90, EZ until about 90
WCTK-F	WMYS-F until 89, AC until 89
WWRX-F	WERI-F until 87, CHR until 87

MAJOR STATION SALES

1971	WHJJ, WHJY-F	From Culligan to John Franks	\$ 450,000
1973	WLKW A/F	From GCC to McCormick	1,000,000
1973	WRCP	Sold by Susquehanna	1,000,000
1978	WRCP		940,000
1982	WKLW A/F	From McCormick to JAG	4,900,000
1983	WHJJ, WHJY-F	From Franks to Federal	8,850,000
1983	WSNE-F (Tauton)	Sold by Outlet	3,600,000
1985	WMAZ, WWLI-F	From Prov. Journal to Eastern	5,000,000
1985	WICE		1,000,000
1986	WSNE-F	From Wilks-Schwartz to Beck-Ross	7,500,000
1986	WRIB		379,000
1986	WRCP		1,350,000
1987	WLKW-F	From JAG to Wilks-Schwartz	NA
1988	WHJJ, WHJY-F	From Federal to Griffin	NA
1988	WMAZ, WWLI-F	Sold by Eastern	NA
1989	WEAN		1,050,000
1989	WICE (Pawtucket)		700,000 (E)\
1989	WHON (Woonsocket)		600,000
1990	WHKX-F (Woonsocket)		2,400,000

PUEBLO

HIGHEST BILLING STATIONS

		1984	1985	1986	1987	1988	1989	1990	1991
Highest Metro	KDZA	1. KCCY-F	0.7 KCCY-F	1.0 NA	KCCY-F	0.8 KCCY-F	0.9 NA	NA	NA
Share:	24.3, S78	2. KIDN	0.4 KCSJ	0.6 KCSJ	0.6 KKMJ-F	0.6 KCSJ	0.5		
Highest Metro	KCCY-F	3. KCSJ	.35 KZLO-F	0.5					
1/4 Hr. Avg:	39, S85	4. KDZA	.28 KIDN	0.4					
Highest TSA	KKCS-F	5. KZLO-F	.28 KKMJ-F	0.3					
1/4 Hr. Avg:	107, S91	6. KFEL	0.2						
Highest TSA	KKCS-F	7.							
Cume:	1172, S91	8.							
Highest Metro	KDZA	9.							
Cume Rating:	40.3, S79	10.							

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	1.37	1.38	1.35	1.31	1.92	2.4	2.6	2.9	3.2	3.5	3.5	3.4	3.5	3.6	3.4	3.2
Income (millions)	-.34	-.31	-.33	-.40	-.52											
Nat Rev (millions)	.13	.26	.25	.17	.23											
Rev per Cap (\$)	---	10.79	10.99	10.14	14.95	19.20	20.63	22.83	25.60	28.00	28.00	26.56	27.13	27.91	26.36	26.02
Inc per Cap (\$)	---	-2.41	-2.68	-3.10	-4.47											
Rev as % of Retail Sales						.40	.43	.48	.51	.51	.54	.51	.49	.49	.45	.40
Market Grades								D	D+/D-	D+/D-	-/D-	-/D-	-/D-	-/D-	-/D-	---
Manager's Market Grades								6.5	6.2	6.5	6.3	6.3	6.7	6.2	5.9	5.3
FM Base Value										1.4	1.5	1.6	---	---	---	---
Base Value Percentage										---	---	---	---	---	---	---
Mean Share Points per Viable Station								6.0	6.1	5.3	5.7	6.0	8.2	7.4	6.4	7.7

#1 STATIONS 12+ METRO SHARE

		87	88	90	91
KDZA	S77, S78, S79, S80				
KIDN	S81				
KCCY-F	S82, S83, S84, S85, S86, S88 through S91				
KKMG-F	S87				
	% of Revenue Controlled by Top 25% of Viable Stations	---	34	---	---
	By Top 50%	---	---	---	---
	% of Share Points Controlled by Top 25% of Viable Stations		52	42	---
	By Top 50%		88	69	---

STATION NOTES

(Major call letter and format changes)

KCCY-F	KDJQ until 79, Contemp. until 79
KRMX	KAPI until 82
KKMG-F	KVMN until 79, KPLV until 81, BTFL until about 78 Contemp. until 81, KRQY until 83, AC until 83 (?)
KDZA	CHR to AC by 83
KCSJ	MOR until about 83
KVUU-F	KPUB until 79, Country until 79, BTFL until about 83, KYNR until about 83
KATM-F	KZLO-F until 87
KGHF	KIDN until about 88, KRYT until 90
KRUU	KAYK until about 89

SEE COLORADO SPRINGS FOR MORE INFORMATION CONCERNING STATIONS

MAJOR STATION SALES

1975	KDZA, KZLO-F	\$ 410,000
1976	KIDN	285,000
1978	KKMG-F	225,000
1978	KCSJ	250,000
1979	KCCY-F	Sold to Fuller-Jeffrey 250,000
1979	KFEL	200,000
1979	KIDN	Sold to Scribner 780,000
1980	KKMG-F	415,000
1982	KPUB (?)	215,000
1982	KIDN	NA
1983	KCSJ	700,000
1985	KUSN-F	262,000
1985	KCCY-F	Sold by Fuller-Jeffrey 2,100,000
1985	KDZA, KZLO-F	Sold to Surrey 2,000,000
1985	KAYK	195,000
1987	KCSJ A/F	1,100,000
1990	KCSJ/KGRQ-F	Sold to Sunbrook 1,100,000
1990	KRMX	237,000

RALEIGH

12+ METRO SHARE

		SPG																	
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
WRAL-F	(AC)	6.6	9.5	12.6	11.8	12.5	12.9	15.0	13.2	9.4	10.3	11.5	10.7	8.8	6.7	7.7	7.3	7.6	
WPTF	(FS)	21.2	19.4	19.2	16.5	14.9	14.5	13.1	13.1	13.7	7.2	8.6	8.9	9.0	7.2	7.5	6.7	8.1	
WQDR-F	(C)	10.4	8.8	8.0	9.0	9.6	10.2	8.1	8.1	8.8	7.8	4.9	6.3	8.6	8.1	6.7	7.0	6.3	
WKIX	(BB)	8.8	9.0	9.7	9.0	8.0	7.0	4.8	7.0	4.3	4.3	1.6	2.6	2.1	1.2	0.9	0.9	1.8	
WYLT-F	(SAC)	10.2	10.3	8.6	9.0	9.4	8.0	10.9	8.5	7.7	4.9	4.6	5.7	6.1	4.4	4.4	4.5	5.2	
WDNC	(BB)	7.3	7.9	6.9	4.6	3.6	3.4	2.5	3.2	2.5	5.2	3.4	3.7	3.0	2.3	2.4	1.8	1.7	
WDCG-F	(CHR)	---	2.1	2.0	4.0	7.1	4.0	2.8	7.3	11.5	12.1	6.8	6.9	7.1	8.8	7.7	7.8	6.4	
WSRC	(B)	5.7	5.9	4.5	6.9	3.6	7.0	5.9	3.1	2.1	2.7	0.8	0.7	1.5	1.1	1.0	0.3	0.5	
WLLE	(B)	5.2	4.8	5.2	5.9	6.8	8.3	4.8	6.2	4.2	3.4	4.3	2.7	2.7	2.0	2.2	2.1	2.8	
WTIK	(REL)	3.1	2.9	1.9	3.9	3.0	3.1	2.7	1.6	2.2	1.5	0.9	1.1	1.1	0.4	0.4	---	0.2	
WDUR	(G)	---	---	0.5	0.5	3.8	6.5	6.8	5.6	5.0	4.6	3.2	2.4	4.0	3.2	2.5	1.5	0.2	
WFXC-F	(B)	---	---	---	---	---	---	---	---	1.0	3.9	9.7	10.0	4.6	6.3	6.2	5.2	4.6	
WRDU-F	(CL. AOR)	---	---	---	---	---	---	---	---	---	6.7	7.3	6.1	7.2	10.5	9.2	9.7	8.3	
WZZU-F	(AOR)	---	---	---	---	---	---	---	---	---	3.8	5.1	6.0	4.8	3.0	3.7	2.9	3.3	
WQOK-F	(B)	---	---	---	---	---	---	---	---	---	---	---	---	7.4	7.4	7.4	9.9	8.9	
WTRG-F	(O)	---	---	---	---	---	---	---	---	---	---	---	6.2	4.1	3.8	5.6	5.7	5.2	
WNND-F	(J/NAC)	---	---	---	---	---	---	---	---	---	---	---	---	0.5	1.1	2.6	2.7	2.0	

BASED ON AVERAGE OF SPRING AND FALL BOOKS

12+ CUME RATINGS

		79	80	81	82	83	84	85	86	87	88	89	90	91
WRAL-F		27.0	26.5	32.5	34.5	27.1	24.0	27.9	23.2	20.6	16.7	18.9	18.7	20.5
WPTF		30.7	32.5	28.4	25.3	26.4	21.0	17.4	17.6	16.4	14.5	16.4	14.6	15.2
WQDR-F		19.4	19.5	18.7	22.1	20.2	20.7	12.2	13.1	14.1	13.8	12.6	13.6	12.9
WKIX		25.6	21.1	20.3	17.7	13.8	11.4	6.2	4.8	8.3	4.8	4.8	2.6	3.2
WYLT-F		22.2	18.1	18.1	16.3	21.3	18.1	12.0	13.8	11.4	10.1	10.9	11.9	13.4
WDNC		12.1	12.3	8.3	11.0	8.6	11.2	9.3	8.1	7.3	6.0	6.1	5.4	6.2
WDCG-F		18.4	14.2	8.9	17.0	24.4	29.4	22.0	19.8	19.9	23.1	21.2	21.4	20.0
WSRC		---	11.1	9.0	8.6	5.2	7.6	2.1	2.8	1.4	2.9	2.5	---	1.8
WLLE		11.7	---	11.0	12.2	9.0	7.1	8.7	5.6	4.9	4.9	4.6	4.2	5.7
WTIK		7.5	---	---	5.4	---	3.2	2.6	2.3	---	1.3	1.8	---	---
WDUR		---	10.3	10.6	9.4	10.5	10.3	6.8	6.2	5.8	5.6	5.4	4.1	---
WFXC-F		---	---	---	---	---	2.2	14.7	16.3	15.6	13.3	15.0	10.9	11.2
WRDU-F		---	---	---	---	---	---	14.1	14.9	16.1	19.6	20.1	20.0	18.8
WZZU-F		---	---	---	---	---	---	15.1	18.4	14.7	12.5	11.5	11.6	9.9
WQOK-F		---	---	---	---	---	---	---	---	---	11.5	14.3	14.3	16.3
WTRG-F		---	---	---	---	---	---	---	---	11.3	13.8	15.5	13.4	14.6
WNND-F		---	---	---	---	---	---	---	---	---	2.0	4.6	6.2	5.8

		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
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APR (%)		15.7	14.2	14.5	14.9	14.5	16.0	16.2	17.6	18.7	17.3	18.7	17.1	15.6	15.5	16.4	15.3	15.9
FM Share (%)		33.20	38.32	33.70	40.18	44.55	42.93	46.33	46.94	57.41	59.77	62.91	71.50	70.4	75.9	75.2	83.0	76.6
Total Stations				17	16	15	17	20	18	16	18	25	23	20	25	27	23	30
Viable Stations										13	14	14	13	13	12	12	12	13
Diaries							756	982	844	722	912	912	1003	917	1141	1069	1038	1100
% Not Listed														17.7	14.4	16.9	19.2	18.9

FORMAT SHARES (%)

		77	78	79	80	81	82	83	84	85	86	87	88	89	90	91		
CHR/AOR		47	48	47	41	34	35		39	CHR AOR/CLS	17	14	18	16	14	13	14	9
MOR/AC		22	20	20	22	16	19	MOR/FS AC/OLDIES	19	13	7	10	11	14	13	14	15	15
COUNTRY		9	9	6	6	13	14		13	18	20	20	26	19	24	23	22	22
BTFL/EZ/SAC		9	9	10	11	12	10		3	12	13	14	12	13	10	12	10	10
										3	1	1	--	1	--	1	--	--
NEWS/TALK		--	--	--	--	--	--		--	--	--	--	--	--	--	--	--	--
BLACK/URBAN		12	14	16	19	24	20		16	20	32	22	21	25	22	18	20	20
NOSTALGIA		--	--	--	--	--	--		--	7	4	5	3	3	2	3	5	5
HISPANIC		--	--	--	--	--	--		--	--	--	--	--	--	--	--	--	--
RELIG/GOSPEL		1	--	1	1	1	1		--	1	1	--	1	2	3	3	5	5
CLASSICAL		--	--	--	--	1	1		--	--	--	--	--	--	--	--	--	--
JAZZ/NAC		--	--	--	--	--	--		--	--	--	--	--	--	2	4	3	3

RALEIGH

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WRAL-F	3.6	WRAL-F 4.2	WRAL-F 4.7	WRAL-F 5.0	WRAL-F 4.7	WRDU-F 4.6	WRDU-F 5.1	WRDU-F 5.2
2. WDCG-F	2.8	WPTF 2.8	WPTF 3.0	WRDU-F 3.0	WRDU-F 4.0	WRAL-F 4.4	WRAL-F 3.8	WRAL-F 3.6
3. WPTF	2.4	WRDL-F 2.3	WRDU-F 2.9	WPTF 3.0	WPTF 3.4	WQDR-F 3.4	WQDR-F 3.2	WQDR-F 3.4
4. WQDR-F	1.9	WDCG-F 2.0	WQDR-F 2.2	WDCG-F 2.6	WQDR-F 3.0	WPTF 3.2	WPTF 2.6	WPTF 2.5
5. WYYD-F	1.6	WQDR-F 1.9	WDCG-F 2.1	WQDR-F 2.5	WDCG-F 3.0	WDCG-F 2.5	WDCG-F 2.3	WTRG-F 2.3
6.		WZZU-F 1.4	WZZU-F 1.6	WTRG-F 2.4	WTRG-F 2.5	WTRG-F 1.8	WTRG-F 2.2	WQOK-F 2.3
7.		WYLT-F 1.3	WYLT-F 1.5	WYLT-F 2.1	WYLT-F 1.8	WYLT-F 1.5	WQOK-F 2.0	WDCG-F 2.0
8.				WFXC-F 1.7	WFXC-F 1.5	WQOK-F 1.3	WYLT-F 1.7	WYLT-F 1.6
9.				WZZU-F 1.6	WQOK-F 1.3	WFXC-F 1.1	WZZU-F 1.1	WZZU-F 1.0
10.					WZZU-F 1.3	WZZU-F 1.0	WNND-F 0.8	WNND-F 0.9

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	6.61	7.40	8.33	7.88	11.29	13.8	15.0	16.4	18.0	20.1	22.9	25.0	27.2	25.4	26.9	26.3
Income (millions)	.84	.81	.87	.54	1.22											
Nat Rev (millions)	1.08	1.21	1.94	1.96	2.82											
Rev per Cap (\$)	---	15.02	16.68	15.47	20.61	24.91	25.00	26.84	29.17	32.11	35.03	37.43	39.53	36.33	35.87	34.61
Inc per Cap (\$)	---	1.65	1.75	1.06	2.23											

Rev as % of Retail Sales	.45	.44	.44	.43	.42	.44	.46	.47	.46	.49	.48
Market Grades				A	A-/A	A/A	A+/A	A+/A	A/A	A+/A+	---
Manager's Market Grades				8.6	8.6	8.9	8.5	8.4	8.5	8.0	7.7
FM Base Value	---	---	---	---	4.7	6.3	6.5	7.4	7.1	6.6	6.4
Base Value Percentage	---	---	---	---	---	---	---	27.2	28.0	24.5	24.3
Mean Share Points per Viable Station					5.5	5.3	5.6	6.0	5.9	6.8	6.7

#1 STATIONS 12+ METRO SHARE

WPTF-F	S75, S76, F76, S77, F77, F78, S79, F79, S80, F80, F81, F82, S83, F83, F85, F86, F87
WRAL-F	S81, S82, F84, S85, F86, F87
WDCG-F	S84
WFXC-F	S86
WRDU-F	S88, F88, S89, F89, S90, S91
WQOK-F	F90, F91

% of Revenue Controlled by Top 25% of Viable Stations

By Top 50% 87 88 90 91

% of Share Points Controlled by Top 25% of Viable Stations

By Top 50% 87 88 90 91

STATION NOTES

(Major call letter and format changes)

Highest Metro Share:	WPTF 21.2, S75	
Highest Metro 1/4 Hr. Avg:	WPTF 127, F84	WKIX
Highest TSA 1/4 Hr. Avg:	WRAL-F 436, F81	Contemp. until 81, Country until 86, Oldies until about 90
Highest TSA Cume:	WRAL-F 5502, S82	WDCG-F
Highest Metro Cume Rating:	WPTF 35.3, F78	From Contemp. to AC by 82
		WRAL-F
		From Contemp. to AC by 82
		WQDR-F
		AOR until 85
		WYLT-F
		WYYD until 85, BTFL until 85
		WDNC
		MOR until 83
		WTKI
		Country until about 89
		WZZU-F
		CHR until about 89

MAJOR STATION SALES

1974	WYNA	\$ 292,000
1976	WOUR	Sold by Woods 600,000
1978	WKIX, WYLT-F	From Southern to Mann Media 3,200,000
1979	WYNA	300,000
1984	WFXC-F	710,000
1985	WOUR, WFXC-F	2,800,000
1986	WPJL	600,000
1986	WKIX, WYLT-F	From Mann to Metroplex 10,500,000
1987	WOUR, WFXC-F	6,500,000
1987	WSRC	Sold to Willis 450,000
1987	WSES	320,000
1988	WKT-X (Tarboro)	Sold to Osborn 3,800,000
1989	WKIX, WYLT-F	From Metroplex to Universal 7,700,000
1989	WQOK-F (S. Boston)	From Joyner to Ragan Henry 7,400,000
1990	WTRG-F	From Capitol (Johnson) to Joyner 9,000,000 (E)
1991	WPTF, WQDR-F	Sold by Durham Life 9,000,000 (E)

RENO

HIGHEST BILLING STATIONS

		1984	1985	1986	1987	1988	1989	1990	1991
Highest Metro	KCBN	1. KOZZ-F	1.4 ONE/OZZ	1.8 ONE/OZZ	2.0 NA	NA	NA	NA	KWNZ-F 1.4
Share:	20.2, S75	2. KRNO-F	1.2 CBN/RNO	1.5 CBN/RNO					KOZZ-F 1.2
Highest Metro	KWNZ-F	3. KONE	0.7 ROW/NEV	0.9 KOH/SXY	1.0				KOH 1.1
1/4 Hr. Avg:	65, S91	4. KOH	0.7 KHTX-F	0.8 ROW/NEV	0.9				KRNO-F 1.05
Highest TSA	KOZZ-F	5. KOLO	0.7 KOLO	0.7 KWNZ-F	0.8				KODS-F 1.0
1/4 Hr. Avg:	91, F83	6. KSRN-F	0.6	KHTZ-F	0.7				KBUL-F 0.6
Highest TSA	KWNZ-F	7. KHTX-F	0.6						
Cume:	1053, F90	8. KROW	0.5						
Highest Metro	KOZZ-F	9.							
Cume Rating:	30.1, F82	10.							

FINANCIAL DATA

	FCC Data					Duncan Estimates											
	[----- Net Dollars -----]					[----- Gross Dollars -----]											
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
Revenue (millions)	2.04	2.44	3.19	4.52	4.34	5.6	6.7	7.8	9.1	9.9	8.7	9.2	10.2	10.0	9.6	8.7	
Income (millions)	-.24	.13	.58	.53	.18												
Nat Rev (millions)	.29	.34	.61	.93	1.07												
Rev per Cap (\$)	---	14.85	18.47	22.10	21.05	27.72	32.37	36.62	37.12	38.50	36.25	37.10	40.32	39.22	36.92	32.83	
Inc per Cap (\$)	---	.82	3.37	2.59	.87												
Rev as % of Retail Sales						.32	.35	.37	.42	.46	.38	.40	.43	.41	.37	.31	
Market Grades						A	A+/A+	A+/A+	-/A	-/A	-/B-	-/B-	-/B-	-/B-	-/B-	---	
Manager's Market Grades						8.0	8.4	8.7	8.2	8.3	6.9	5.0	5.1	4.8			
FM Base Value								2.2	2.0	2.0	2.0	1.7	1.5	1.2			
Base Value Percentage						---	---	---	---	---	---	19.6	18.0	15.8	13.3		
Mean Share Points per Viable Station						7.5	6.4	6.0	6.2	6.1	6.9	5.9	6.2	5.9			

#1 STATIONS 12+ METRO SHARE

KCBN	S75, S76, S77, S78
KSRN-F	S79
KRNO-F	S80, S83, S90 (T)
KOZZ-F	S81, S82, F82, F83, S84, F84, S85
	F86, S88, S90 (T)
KNEV-F	S87
KWNZ-F	F87, S89, F89, S90 (T), F90, S91, F91

% of Revenue Controlled by Top 25% of Viable Stations

By Top 50%

% of Share Points Controlled by Top 25% of Viable Stations

By Top 50%

87 88 90 91

--	--	--	52
--	--	--	--
36	36	41	46
63	62	74	72

STATION NOTES

(Major call letter and format changes)

KOZZ-F	KGLR-F until 79
KOH	All news until 78, News mixed with MOR until 81
KWNZ-F	KKBC until 84, Contemp. until 81, Country until 84
KRNO-F	Contemp. until 81, AC by 82
KROW	KCRL until 82, Classical/BTFL until 82, AC until 84
KCBN	CHR until about 85, Oldies or AC until 91, Changed calls to KRNO for awhile in 89-90
KQLO	MOR until 84, KOLO until 87, Country until about 90
KRCV	Country until 82, KBET until about 87, MOR until about 87
KPLY	KROI until 84, KORY until about 85, MOR until 90, Oldies until 90
KIIQ-F	KSRN-F until 87, MOR/Nostalgia until 87
KODS-F	KHTZ-F until 88, CHR until 88
KBUL-F	KNSS-F until 87
KKMR-F	KROI-F until 90, AC until about 88, Jazz/MAC until 90
KONE	Brief change to Nostalgia in 89-90
KZAK-F	KLKT-F until 90
KTHX-F	KSXY-F until 90, AC until 90

MAJOR STATION SALES

1971	KCBN		\$ 149,000
1975	KOZZ-F		160,000
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, KWNZ-F (Carson City)	Sold to Woodward	2,050,000
1982	KOH, KNEV-F	From McClatchy to J. Price	NA
1982	KOH	Sold by John Price	950,000
1984	KPTL, KWNZ-F	From Woodward to Constant	2,100,000
1985	KSRN A/F	Sold to Olympic	2,110,000
1986	KNSS-F	Sold to TM	2,500,000
1987	KOLO	From Donrey to Constant	800,000
1987	KBET	Sold to Trenner	800,000 (E)
1988	KBUL-F	From TM to Marathon	NA
1988	KIIQ, KHIT	Sold by Olympia to Kagan	2,500,000
1989	KQLO, KWNZ-F	From Constant to Pacific Tele.	NA
1989	KNIS-F (Carson City)		1,500,000

MAJOR STATION SALES CONT.

1990	KRNO A/F	Sold by Roth	\$2,300,000 (E)
1990	KBUL-F (Car. City)	From Marathon to Johns (cancelled)	2,000,000
1990	KOH/KTHX-F		2,000,000
1990	KZAK-F (Incline Village)		1,333,333
1991	KHIT, KIIQ-F	From P. Kagan to Radio Assoc.	1,000,000
1991	KBUL-F	Sold to Citadel	1,300,000

RICHMOND

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WRVA	4.0	WRVA 4.8	WRVA 4.8	WRVA 5.3	WRVA 5.5	WRVA 6.0	WRVA 5.2	WRVA 4.4
2. WRVQ-F	2.9	WEZS-F 3.7	WEZS-F 4.8	WRVQ-F 4.4	WRVQ-F 4.8	WRVQ-F 5.3	WRVQ-F 5.0	WRXL-F 4.4
3. WESZ-F	2.7	WRVQ-F 3.4	WRVQ-F 4.0	WEZS-F 3.8	WRXL-F 4.3	WRXL-F 4.9	WRXL-F 4.6	WRVQ-F 4.3
4. WRXL-F	2.2	WRXL-F 2.8	WRXL-F 2.9	WRXL-F 3.6	WMXB-F 3.0	WMXB-F 4.4	WMXB-F 3.5	WKHK-F 3.3
5. WTVR A/F	1.7	WPLZ-F 2.0	WPLZ-F 2.5	WPLZ-F 2.9	WPLZ-F 2.6	WPLZ-F 2.2	WKHK-F 2.5	WMXB-F 3.1
6. WPLZ-F	1.5	WTVR A/F 1.8	WTVR A/F 1.9	WTVR A/F 1.8	WTVR A/F 1.5	WKHK-F 1.6	WCDX-F 2.2	WCDX-F 2.5
7.		WRNL 1.2		WQSF-F 0.9	WCDX-F 1.3	WCDX-F 1.5	WPLZ-F 2.0	WPLZ-F 1.92
8.				WRNL 0.8	WKHK-F 0.9	WVMX-F 1.2	WTVR A/F 1.5	WTVR AF 1.9
9.					WQSF-F 0.9	WTVR A/F 1.1	WVGO-F 1.3	WVGO-F 1.1
10.								WDCK-F 0.7

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	7.52	7.95	8.66	NM	10.39	13.3	14.7	16.3	18.0	20.0	22.1	24.2	25.8	29.2	28.3	29.0
Income (millions)	1.13	1.26	1.19	NM	.79											
Nat Rev (millions)	1.62	1.51	2.40	NM	2.81											
Rev per Cap (\$)	---	13.18	14.10	NM	16.07	17.36	18.92	20.69	22.50	24.75	27.02	29.19	30.24	34.15	32.87	33.00
Inc per Cap (\$)	---	2.09	1.94	NM	1.22											
Rev as % of Retail Sales						.37	.36	.36	.39	.38	.39	.40	.39	.41	.39	.40
Market Grades						B	B/B+	B+/A-	A-/A	B+/A	A/A+	A/A+	A/A-	---	---	---
Manager's Market Grades						6.0	6.7	7.0	7.0	7.5	7.3	8.0	7.4	7.4	7.4	7.4
FM Base Value						---	5.4	5.5	5.9	6.4	6.7	5.8	5.2			
Base Value Percentage						---	---	---	---	25.1	23.3	20.5	18.9			
Mean Share Points per Viable Station						5.7	6.2	6.4	6.5	7.1	8.7	8.9	8.7	7.6		

#1 STATIONS 12+ METRO SHARE

WRVQ-F	S84, F84, S85, S88, F88, F89, S90
WRXL-F	F90
WRVA	All other rating periods

% of Revenue Controlled by Top 25% of Viable Stations

By Top 25%	61	51	44	54
By Top 50%	91	80	74	78

% of Share Points Controlled by Top 25% of Viable Stations

By Top 25%	46	36	36	36
By Top 50%	73	64	66	66

Highest Metro Share:	WRVA 24.8, S77
Highest Metro 1/4 Hr. Avg:	WRVQ-F 200, S85
Highest TSA 1/4 Hr. Avg:	WRVA 265, S79
Highest TSA Cume:	WRVA 3116, S81
Highest Metro Cume Rating:	WRVA 43.5, F77

STATION NOTES

(Major call letter and format changes)

WLEE	Contemp. changing to AC by 80, Nostalgia as of 82, went silent in 88 (1480)
WEZS-F	BTFL until 82
WTVR	Country until 88, Nostalgia until 83 (??)
WTVR-F	BTFL until 82, Country until 88
WRJY	WEET until 82, Country until about 84, News until 81, AC until 81
WRNL	News until 78, AC until 78, Country until 87
WFTH	Cotemp. until about 80, WGOE until 82, MOR until 82 Black/Gospel until 86
WCLM	WENZ until about 87, Format changes unknown
WLEE	WRJY until 87, WANI until about 89, EZ until about 88
WCDX-F	WZZR-F until 87, CHR until 87
WVGO-F	WRFK-F until 88, WVMX-F until 89, Fine Arts until 88, AC until 91
WDCK-F	WQSF-F until 91, SAC/EZ until 91

MAJOR STATION SALES

1970 WKIE		\$ 200,000
1971 WRNL, WRXL-F	From Media General to Rust	1,000,000
1972 WFTH		200,000
1977 WKIE		300,000
1977 WPVA, WKHK-F (Petersburg)		550,000
1981 WRNL, WRXL-F	From Rust to Capitol (WRAL)	4,000,000
1983 WLEE	From Nationwide to Gilcom	950,000
1984 WANT	Sold to Sinclair	900,000
1984 WXGI		250,000
1984 WRVA, WRVQ-F	From Harte-Hanks to Edens	14,700,000 (E)
1985 WANT	From Sinclair to Robinson	900,000
1985 WMGB, WQSF-F (Williamsburg)	Sold to Understein	2,000,000
1985 WRJY		400,000
1986 WSSV, WPLZ-F	From Eure to Mahone	6,500,000
1986 WRFK-F	Sold to Lucci	4,100,000
1987 WENZ		345,000
1987 WANT		700,000
1987 WMXB-F	From EZ to Eastern (never completed)	16,000,000
1987 WMXB-F	From EZ to Ragan Henry	13,000,000 + tax cert.
1988 WVMX-F	Sold to Daytona	6,500,000
1988 WPVA, WKHK-F (Colonial Hts)	From Brill to ABS	7,000,000

MAJOR STATION SALES CONT.

1989 WQSF-F (Williamsburg)	Sold to Keymarket	\$ 3,000,000
1989 WMXB-F	From Ragan Hen. to Rad. Vent.	18,700,000
1989 WFTH	Sold by Willis	450,000
1989 WDJK	Sold by Willis	450,000
1989 WPVA (Col. Hts)	Sold by ABS	130,000
1990 WANT		1,000,000
1990 WVGO-F	From 1st Cty. to Coleman (Cancelled)	5,500,000
1991 WRVA, WRVQ-F	From Edens to Force II (cancelled)	20,000,000
1991 WVGO-F	From Daytona to Benchmark	4,000,000

RIVERSIDE - SAN BERNARDINO

12+ METRO SHARE

		SPG																
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
KCKC	(C)	---	---	---	---	---	4.0	3.0	2.9	3.4	2.5	2.0	2.8	2.9	3.3	3.1	2.0	2.6
KOLA-F	(O)	---	---	---	---	---	3.5	3.9	3.7	2.8	2.3	3.1	2.0	2.5	2.5	1.3	0.9	1.3
KGGI-F	(CHR)	---	---	---	---	---	5.9	3.3	3.7	4.2	5.3	7.9	6.9	7.2	7.0	8.6	7.9	9.2
KHTX-F	(O)	---	---	---	---	---	5.3	6.1	5.3	6.4	6.3	7.7	7.5	7.5	8.1	7.6	6.4	4.6
KCAL-F	(AOR)	---	---	---	---	---	2.8	2.8	2.7	3.1	2.4	1.4	2.4	4.1	4.6	2.9	3.5	3.2
KRSO	(BB)	---	---	---	---	---	3.2	2.8	2.0	1.7	1.8	3.3	4.1	2.3	2.4	1.4	1.0	1.5
KMEN	(S/T)	---	---	---	---	---	1.1	1.7	2.7	1.4	1.0	0.8	1.2	0.8	1.1	0.7	0.6	0.4
KFRG-F	(C)	---	---	---	---	---	0.6	0.8	2.6	2.8	2.9	2.1	3.1	3.1	1.7	2.5	7.8	9.4
KCAL	(SP)	---	---	---	---	---	---	---	---	---	---	---	1.7	1.3	1.1	1.2	1.6	1.5
KABC	(T)	---	---	---	---	---	2.7	3.5	2.9	3.5	3.1	1.7	1.9	2.0	1.3	1.1	1.4	1.4
KRTH-F	(O)	---	---	---	---	---	3.5	4.3	2.3	3.2	2.8	4.0	4.9	6.1	5.6	4.3	3.3	3.9
KFI	(T)	---	---	---	---	---	7.9	5.7	6.4	5.7	4.5	4.4	4.2	3.8	3.3	3.7	5.2	5.6
KTWV-F	(J/NAC)	---	---	---	---	---	6.8	3.7	4.4	4.3	3.3	3.0	2.0	2.3	1.5	1.6	2.1	1.7
KBIG-F	(AC)	---	---	---	---	---	4.7	5.7	4.3	3.9	4.8	4.6	3.4	2.5	2.4	2.1	1.7	1.8
KNX	(N)	---	---	---	---	---	3.9	4.0	3.3	3.3	3.7	3.5	2.9	2.5	3.4	2.9	2.5	2.8
KOST-F	(AC)	---	---	---	---	---	3.6	3.6	2.9	2.3	3.5	3.1	3.6	3.5	3.8	4.4	5.5	5.1
KLAC	(C)	---	---	---	---	---	4.8	3.2	2.1	2.8	1.4	1.3	1.1	1.6	0.8	1.1	0.8	0.6
KIIS-F	(CHR)	---	---	---	---	---	1.8	2.5	4.1	6.6	9.1	7.3	5.7	5.9	5.7	3.0	3.5	2.8
KLOS-F	(AOR)	---	---	---	---	---	---	---	2.5	3.8	3.3	3.8	4.5	4.1	4.2	4.8	5.2	5.6
KKBT-F	(B)	---	---	---	---	---	---	---	---	---	---	---	1.4	0.8	0.7	0.4	1.8	2.4

BASED ON AVERAGE OF SPRING AND FALL BOOKS

12+ CUME RATINGS

		79	80	81	82	83	84	85	86	87	88	89	90	91
KCKC		---	7.9	---	7.1	---	---	4.0	5.1	5.7	6.2	6.2	3.2	4.2
KOLA-F		---	9.3	11.0	11.7	10.4	10.1	9.8	7.7	9.7	12.0	8.2	3.4	5.5
KGGI-F		---	13.4	10.7	10.9	11.3	13.9	17.6	17.0	18.6	17.6	18.1	20.9	22.9
KHTX-F		---	12.0	11.1	10.1	10.0	10.6	11.9	12.3	12.9	15.1	13.9	11.8	9.7
KCAL-F		---	---	---	6.6	7.5	7.2	5.3	6.0	7.0	9.8	8.7	9.3	7.9
KRSO		---	11.0	11.2	8.9	6.6	6.7	7.2	6.3	5.4	5.0	4.7	3.3	3.5
KMEN		---	---	---	5.5	4.9	4.3	3.9	5.2	2.7	4.1	3.4	2.0	2.4
KFRG-F		---	---	---	---	9.3	6.0	6.5	6.5	6.8	6.4	5.6	13.1	20.2
KCAL		---	---	---	---	---	---	---	---	2.3	1.7	2.8	2.9	2.1
KABC		---	---	8.9	7.9	7.8	7.6	4.7	5.8	3.8	3.4	5.8	4.4	3.5
KRTH-F		---	---	9.5	9.5	9.2	7.9	10.3	12.4	15.2	13.1	13.4	9.6	12.3
KFI		---	23.9	18.5	18.5	17.3	16.5	15.2	14.4	10.5	8.2	10.6	11.0	11.3
KTWV-F		---	11.8	10.2	11.1	10.4	9.5	8.1	7.4	6.5	4.5	4.4	6.4	4.4
KBIG-F		---	10.8	14.5	9.6	10.7	11.3	10.0	8.7	7.4	6.8	6.8	6.5	5.9
KNX		---	12.2	10.9	8.9	10.3	9.8	11.3	8.9	7.6	9.4	11.2	9.4	9.1
KOST-F		---	8.0	---	7.7	7.1	7.9	8.0	9.8	10.6	10.1	12.5	13.8	13.1
KLAC		---	---	---	5.5	7.3	4.2	2.9	3.3	3.3	2.7	4.6	3.2	3.2
KIIS-F		---	---	---	10.3	13.6	18.8	19.5	14.1	16.2	16.1	13.2	12.6	10.8
KLOS-F		---	---	---	7.8	10.2	10.1	9.6	9.1	8.6	11.1	10.6	11.4	12.6
KKBT-F		---	---	---	---	---	---	---	---	3.0	1.8	2.7	4.7	7.0

		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
APR (%)		--	--	--	--	--	17.1	16.4	18.0	18.3	19.4	16.6	17.8	17.5	17.1	18.7	18.9	17.6
FM Share (%)		--	--	--	--	--	56.96	55.00	58.85	60.31	62.04	68.48	68.55	76.3	75.0	74.7	78.0	73.9
Total Stations				--	--	--	33	39	45	43	43	42	38	44	44	45	45	42
Viabile Stations										14	14	14	11	10.5	9	10	9	10
Oiaries							783	1120	1667	1108	1119	1349	1490	1543	1216	1317	1333	1396
% Not Listed														10.8	11.8	12.3	11.4	13.1

FORMAT SHARES (%)

		77	78	79	80	81	82	83	84	85	86	87	88	89	90	91		
CHR/AOR		--	--	--	46	33	29		31	CHR	20	22	16	18	17	23	19	15
										AOR/CLS	13	15	14	16	17	12	13	15
MOR/AC		--	--	--	6	11	20	MOR/FS	1		1	1	--	--	--	1	--	
								AC/OLDIES	20		19	20	24	24	22	18	23	19
COUNTRY		--	--	--	11	15	12		13		10	8	9	11	12	8	7	15
BTFL/EZ/SAC		--	--	--	22	22	18		16		12	14	15	9	10	13	10	7
NEWS/TALK		--	--	--	10	11	10		10		10	7	6	7	10	13	12	12
BLACK/URBAN		--	--	--	3	5	3		3		4	1	3	3	2	1	3	4
NOSTALGIA		--	--	--	--	--	3		3		4	6	6	3	4	2	3	5
HISPANIC		--	--	--	2	1	2		3		4	5	3	4	2	6	4	4
RELIG/GOSPEL		--	--	--	--	2	2		1		1	1	1	1	1	1	1	1
CLASSICAL		--	--	--	--	1	1		1		1	1	1	1	--	1	--	1
JAZZ/NAC		--	--	--	--	--	--		--		--	--	--	2	2	2	5	2

RIVERSIDE - SAN BERNARDINO

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1.	NA	MEN/GGI 2.7	KGGI-F 2.6	KGGI-F 3.0	KGGI-F 3.4	KGGI-F 3.8	KGGI-F 4.1	KFRG-F 4.5
2.		KXM/DUO 1.8	KDUO-F 1.5	KDUO-F 2.1	KDUO-F 2.6	KDUO-F 2.8	KDUO-F 3.1	KGGI-F 3.3
3.		KCAL A/F 1.2	KCAL 0.9		KCAL-F 1.9	KCAL-F 2.4	KFRG-F 2.9	KCAL-F 2.7
4.		KNTF-F 0.8	KCAL-F 0.9				KCAL-F 2.7	KDUO-F 1.9
5.			KMEN 0.8					KOLA-F 1.1
6.			KFXM 0.7					KRSO 0.9
7.			KCKC 0.6					KCKC 0.6
8.			KNTF-F 0.6					

Highest Metro Share: KFRG-F 11.5, F91
 Highest Metro 1/4 Hr. Avg: KFRG-F 244, F91
 Highest TSA 1/4 Hr. Avg: KFRG-F 296, F91
 Highest TSA Cume: KGGI-F 3725, F91
 Highest Metro Cume Rating: KFI 23.9, S80

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	--	--	7.95	9.36	NM	NA	NA	NA	NA	NA	12.5	14.1	16.0	17.9	19.3	18.0
Income (millions)	--	--	.002	.22	NM											
Nat Rev (millions)	--	--	1.77	1.73	NM											
Rev per Cap (\$)	--	--	5.60	6.58	NM	NA	NA	NA	NA	NA	5.79	6.00	6.48	6.63	7.15	6.43
Inc per Cap (\$)	--	--	.02	.16	NM											

	87	88	89	90	91							
Rev as % of Retail Sales	---	---	---	.11	.11	.12	.13	.12	.12	.12	.11	
Market Grades				D	D-/C+	D-/C	D+/C	D/C	D/B-	D/B-	---	
Manager's Market Grades				6.7	5.8	6.2	5.6	6.7	7.7	7.6	8.0	7.5
FM Base Value				3.6	3.9	4.2	---	---	---	---	---	
Base Value Percentage												
Mean Share Points per Viable Station				2.0	1.8	1.9	2.7	2.9	4.4	3.9	4.2	3.9

#1 STATIONS 12+ METRO SHARE

KFI S80, S82, F32
 KMET-F F8D
 KBIG-F S81
 KDUO-F F81, S83, F35, S86, F86 through S89
 KIIS-F F83, S84, F34
 KGGI-F S85, F89, S90, S91
 KFRG-F F90, F91

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	--	41	41	51
By Top 50%	--	--	70	75
% of Share Points Controlled by Top 25% of Viable Stations	46	44	46	51
By Top 50%	68	76	73	72

STATION NOTES

(Major call letter and format changes)

KRSO Contemp. until about 85, KFXM until 88
 KMEN AC until about 84, Oldies until 90; Black until 91
 KOLA-F AOR until 87, AC or Contemp. until 89
 KFRG-F KQLH-F until 89, AC until 89
 KHTX-F KDUO-F and EZ until 91

MAJOR STATION SALES

1970	KDIG	Sold by Doubleday	\$ 750,000
1973	KMEN		525,000
1976	KNTF-F, KSOM		595,000
1978	KPRO	Sold by Dick Clark	780,000
1979	KGGI-F		575,000
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
1984	KMEN, KGGI-F		5,000,000
1984	KFXM, KDUO-F	Sold to Henry	5,000,000
1986	KPRO		710,000
1986	KDIG, KBON-F		2,300,000
1986	KCAL-F	Sold to Tim Sullivan	4,000,000
1987	KMEN, KGGI-F	Sold to American	13,000,000
1987	KNTF-F		3,000,000
1989	KMNY (Pomona)		7,500,000
1989	KQLH-F	Sold to Keymarket	7,700,000
1989	KCKC, KBON-F		5,000,000

ROANOKE -- LYNCHBURG

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1.	NA	NA	WXLK-F 3.3	WXLK-F 3.5	WXLK-F 3.6	WXLK-F 3.5	WXLK-F 3.3	WXLK-F 2.9
2.			WPVR-F 1.0	WSLQ-F 1.2	WSLQ-F 1.4	WYYD-F 1.4	WYYD-F 1.9	WYYD-F 2.0
3.				WPVR-F 1.1	WPVR-F 1.2	WPVR-F 1.2	WROV-F 1.7	WROV-F 1.7
4.					WYYD-F 1.1	WSLQ-F 1.1	WSLQ-F 1.3	WSLQ-F 1.2
5.					WSLC 0.8	WROV-F 1.0	WPVR-F 1.2	WPVR-F 1.1
6.						WSCL 0.8		

Highest Metro Share: WXLK-F 34.9, S85
 Highest Metro 1/4 Hr. Avg: WXLK-F 137, S87
 Highest TSA 1/4 Hr. Avg: WXLK-F 328, F82
 Highest TSA Cume: WXLK-F 3659, F87
 Highest Metro Cume Rating: WXLK-F 51.9, S85

FINANCIAL DATA

	FCC Data					Duncan Estimates											
	[----- Net Dollars -----]					[----- Gross Dollars -----]											
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
Revenue (millions)	2.66	2.68	3.24	4.00	3.95	4.7	5.1	5.5	5.9	6.3	10.5	11.3	12.0	12.8	13.4	12.7	
Income (millions)	.58	.44	.56	.72	.48												
Nat Rev (millions)	.66	.54	.73	.83	.90												
Rev per Cap (\$)	---	12.48	15.26	18.55	17.26	21.76	23.18	24.66	26.34	28.00	28.91	31.04	32.88	34.97	36.51	34.50	
Inc per Cap (\$)	---	2.04	2.63	3.34	20.9												
Rev as % of Retail Sales						.41	.42	.44	.45	.43	.45	.43	.43	.43	.42		
Market Grades											B-/C+	C/C+	B/B-	B-/B-	B/B-		
Manager's Market Grades											8.0	7.9	7.7	7.3	7.1		
FM Base Value											4.0	4.0	4.2	4.0	3.7		
Base Value Percentage											---	---	---	---	---		
Mean Share Points per Viable Station											6.1	6.2	7.2	6.7	7.1		

NOTE: Base values are for Roanoke only.
 Revenue figures prior to 86 are for Roanoke only
 87 88 90 91

#1 STATIONS 12+ METRC SHARE

WSLC S75, S77, S7F, S80
 WROV S76, S79
 WXLK-F S81, S82 and all after
 WRVR-F F81

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	56	52	52	50
By Top 50%	--	73	--	--
% of Share Points Controlled by Top 25% of Viable Stations	60	53	49	48
By Top 50%	78	73	73	74

STATION NOTES

(Major call letter and format changes)

WSLQ-F AOR until 83
 WROV Contemp. changing to AC by 82, AC until 89
 WXLK-F WLRG-F until 80, BFL until 80
 WLYK-F WKZZ-F until 91

MAJOR STATION SALES

1972	WXLK-F		\$ 125,000
1976	WSLC, WSLQ-F	Sold by Bass to Mel Wheeler	NA
1977	WFIR	From Beaverkettle to Jim Gibbons	840,000
1979	WTOY		180,000
1985	WSAY (Salem)	Sold to Willis	325,000
1986	WTOY		200,000
1987	WSAY	Sold by Willis	375,000
1988	WLLL, WGOL-F (Lynchburg)	Sold to George Douglas	1,450,000
1988	WROV	Sold to Joyner	250,000
1991	WLLL, WGOL-F	Sold for Liabilities	
1991	WKZZ-F	From Bahakel to Coleman	450,000

ROCHESTER

12+ METRO SHARE

		SPG																
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
WHAM	(FS)	20.7	18.5	16.2	13.0	14.7	11.5	8.6	9.6	8.6	9.2	7.8	8.1	8.0	9.6	8.2	9.2	13.4
WKLX-F	(O)	6.4	7.1	4.4	5.7	6.2	5.3	4.4	5.5	4.3	2.4	3.9	6.3	5.3	4.2	6.7	5.8	6.4
WRMM	(SAC)	9.5	5.2	5.2	5.2	3.5	5.1	5.5	6.4	5.1	4.4	3.4	4.1	2.5	3.2	3.3	---	0.2
WRMM-F	(SAC)	19.2	19.0	16.7	17.0	19.7	15.1	17.4	13.6	14.0	12.7	11.3	9.4	6.9	7.0	6.2	6.4	6.7
WBBF	(BB)	9.7	9.1	11.8	10.9	6.9	7.9	5.6	4.8	5.3	5.0	4.6	2.1	1.3	0.9	0.7	2.2	3.9
WBEE-F	(C)	---	---	3.4	7.4	11.7	7.4	8.2	7.7	6.3	8.2	7.3	6.1	7.9	10.5	9.6	10.0	11.4
WCMF-F	(AOR)	3.8	4.4	6.0	2.7	3.1	5.8	6.8	10.4	10.0	10.2	11.5	13.3	14.3	16.6	16.6	15.3	16.4
WVOR-F	(AC)	---	2.2	2.9	5.5	8.7	8.3	8.4	9.8	11.0	14.1	12.5	12.8	10.7	9.4	9.6	9.4	7.8
WKQG	(?)	3.8	3.9	2.6	3.3	4.3	4.3	4.7	5.3	2.9	1.2	0.9	*	*	*	*	1.4	0.4
WPXY-F	(CHR)	4.7	4.7	5.1	4.2	2.1	4.9	4.8	4.9	7.5	8.1	12.3	11.1	13.8	13.0	11.4	11.5	10.0
WDKX-F	(B)	---	2.8	1.0	3.4	1.9	3.9	4.7	2.8	3.7	2.4	4.3	4.3	4.8	4.3	5.2	4.7	4.9
WRQI-F	(CL AOR)	---	---	---	---	---	---	---	1.7	5.1	6.0	5.7	6.9	7.5	6.2	5.7	4.9	2.7

*WKQG and WPXY-F are simulcasted.

BASED ON AVERAGE OF SPRING AND FALL BOOKS

12+ CUME RATINGS

		79	80	81	82	83	84	85	86	87	88	89	90	91
WHAM		37.1	34.3	26.7	26.8	26.8	21.9	16.5	19.7	20.1	21.4	20.4	19.0	25.3
WKLX-F		18.5	16.8	14.4	16.2	17.6	10.8	7.9	11.7	14.7	13.9	18.6	17.8	16.9
WRMM		---	10.9	14.0	15.0	10.6	11.2	9.3	7.0	6.5	7.3	7.5	1.8	---
WRMM-F		29.9	26.9	29.3	25.2	26.5	23.4	21.7	22.3	18.3	16.0	17.6	18.8	21.1
WBBF		26.4	24.6	23.8	16.6	14.2	11.9	10.9	6.8	4.4	5.0	3.8	6.0	7.5
WBEE-F		20.9	15.8	18.1	20.0	19.5	22.2	24.0	19.2	15.0	16.4	16.4	18.4	20.1
WCMF-F		8.9	12.0	14.7	22.1	23.0	22.0	20.1	26.6	26.0	27.1	28.8	27.3	30.1
WVOR-F		16.0	14.9	19.6	20.7	22.0	26.3	28.6	30.7	23.4	24.0	23.9	25.2	23.0
WKQG		12.6	10.9	---	11.8	8.0	6.6	3.9	3.6	---	---	---	4.2	2.0
WPXY-F		9.7	13.8	12.2	10.4	21.0	24.0	27.8	27.6	28.0	30.3	28.8	29.3	26.2
WDKX-F		---	---	---	5.9	8.2	6.6	8.3	8.7	8.9	7.5	10.5	9.9	8.0
WRQI-F		---	---	---	1.7	6.9	11.7	9.7	10.8	12.7	13.6	11.4	10.5	7.8

		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
APR (%)		15.0	15.5	15.8	15.6	15.2	15.5	16.4	15.8	16.6	18.5	17.5	15.7	16.5	16.8	17.7	16.3	16.2
FM Share (%)		41.21	47.70	49.47	53.28	58.89	62.09	62.90	65.90	70.44	76.52	80.25	83.61	84.5	82.4	84.5	85.7	80.5
Total Stations				26	22	22	22	24	19	21	19	20	16	20	17	16	15	18
Viable Stations										15	13	11	11	11	10	10	10	10
Diaries						937	1087	1168	1139	1503	1299	1261	1218	1207	1084	1444	1293	
% Not Listed													15.1	12.0	13.6	14.2	13.1	

FORMAT SHARES (%)

		77	78	79	80	81	82	83	84	85	86	87	88	89	90	91		
CHR/AOR		38	40	44	40	33	31	32	CHR AOR/CLS	23	25	20	17	15	14	17	12	
MOR/AC		24	21	20	27	29	30	MOR/FS AC/OLDIES	16	11	8	10	9	10	9	10	13	
COUNTRY		7	8	6	7	8	11		9	7	9	10	9	13	13	13	15	
BTF/EZ/SAC		25	25	22	16	20	15		15	15	13	--	8	7	8	6	3	
NEWS/TALK		3	4	5	5	--	--	2		5	6	--	--	--	--	--	--	
BLACK/URBAN		2	1	3	5	5	4	5		3	3	5	7	5	5	6	5	
NOSTALGIA		--	--	--	--	4	7	9		8	6	9	--	4	4	2	5	
HISPANIC																		
RELIG/GOSPEL		1	1	--	1	--	1	1		1	1	1	1	1	1	--	1	
CLASSICAL																		
JAZZ/NAC															1	1	1	--

ROCHESTER

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WVOR	3.8	WVOR-F 4.7	WVOR-F 5.7	WVOR-F 5.2	WVOR-F 5.3	WCMF-F 5.4	WCMF-F 5.5	WCMF-F 5.3
2. WCMF-F	2.4	WCMF-F 2.5	WCMF-F 3.1	WCMF-F 3.9	WCMF-F 4.4	WVOR-F 4.8	WVOR-F 4.8	WVOR-F 3.7
3. WEZO-F	2.2	WEZO-F 2.4	WPXY A/F 2.6	WPXY A/F 3.2	WPXY A/F 3.8	WPXY-F 3.2	WPXY-F 3.4	WHAM 3.1
4. WHAM	2.0	WPXY-F 2.3	NYR/EZO 2.4	WHAM 2.2	WHAM 2.6	WHAM 2.6	WHAM 3.0	WPXY AF 2.9
5. WPXY-F	1.8	WHAM 1.9	WHAM 2.1	WKLX-F 2.1	WBEE-F 2.3	WBEE-F 2.5	WBEE-F 2.6	WBEE-F 2.7
6.		WMJQ-F 1.7	WMJQ-F 1.8	WEZO-F 2.1	WRMM-F 2.0	WKLX-F 2.0	WKLX-F 2.3	WRMM AF 2.2
7.			WDXK-F 1.0	WBEE-F 1.2	WKLX-F 1.9	WRMM-F 1.8	WRMM A/F 2.0	WKLX-F 1.9
8.			WKLX-F 0.9	WZSH-F 1.0	WZSH-F 1.1	WZSH-F 1.2	WZSH-F 1.2	WDXK-F 0.9
9.			WBBF 0.8	WDXK-F 0.9	WDXK-F 1.0	WDCX-F 1.1	WDXK-F 0.9	WZSH-F 0.7
10.			WYLF-F 0.7	WBBF 0.6			WBBF 0.3	WBBF 0.2

Highest Metro Share: WEZO-F 22.6, F79
 Highest Metro 1/4 Hr. Avg: WEZO-F 272, F79
 Highest TSA 1/4 Hr. Avg: WCMF-F 289, S89
 Highest TSA Cume: WHAM 3599, S76
 Highest Metro Cume Rating: WHAM 38.1, F79

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	7.29	8.22	9.06	9.71	11.21	13.8	14.7	15.7	17.4	19.2	21.3	23.0	24.5	25.1	26.1	23.8
Income (millions)	1.17	1.31	1.67	1.32	.79											
Nat Rev (millions)	1.72	1.70	2.36	2.19	2.85											
Rev per Cap (\$)	---	8.43	9.33	9.98	11.53	14.00	14.86	15.76	17.43	19.22	21.45	23.09	24.65	25.20	26.10	23.80
Inc per Cap (\$)	---	1.35	1.73	1.36	.81											

Rev as % of Retail Sales	.21	.30	.32	.33	.35	.36	.37	.37	.33	.34	.30
Market Grades											
Manager's Market Grades											
FM Base Value											
Base Value Percentage											
Mean Share Points per Viable Station											

#1 STATIONS 12+ METRO SHARE

WCMF-F	S86, S87	S88 through F91
WVOR-F	S84, F84	S85, F86
WPXY-F	F85, F87	
WHAM	S75, S76	S77 (T), S80
WEZO-F	F76, S77 (T), F77, S78, F78, S79	F79, F80, S81, F81, S82, F82, S83
	F84	

% of Revenue Controlled by Top 25% of Viable Stations

By Top 50%

% of Share Points Controlled by Top 25% of Viable Stations

By Top 50%

87 88 90 91

50	47	46	44
77	75	74	74
42	40	40	41
69	68	68	70

STATION NOTES

(Major call letter and format changes)

WPXY-F	BTFL until 79, AC until 83
WKQG	WROC until 79, AC until 77, News until 81, WPXN until 83, Nostalgia until 83, WPXY until 91, CHR until 90
WBBF	Contemp. changing to AC by 82, AC until 83, Oldies until 88, Country until 90, News/Talk until 85
WKLX-F	WHFM until 85, Contemp. until 85, WZKC-F until 86, Country until 86, Classic AOR until 87
WBEE-F	AOR until 83, WMJQ-F until 87, CHR until 87
WRMM-F	WEZO-F until 88, EZ until 86
WRQI-F	WYLF-F until 86, Nostalgia until about 87; WZSH-F and EZ until 91
WRMM	WNYR until 88, Country until 87, Nostalgia until about 90

MAJOR STATION SALES

1971	WHEC	Sold by Gannett	\$1,500,000
1979	WCMF-F	Sold to Scornix	1,300,000
1983	WCMF-F	From Scornix to Stoner	5,100,000
1984	WNYR, WEZO-F	From Malrite to Grace	7,360,000
1984	WPXY A/F	From Associated to Pyramid	5,900,000 (E)
1985	WHAM, WZKC-F	From Rust to Lincoln	7,300,000
1985	WZKC-F	From Lincoln to Josephson	2,050,000
1985	WYLF-F		2,100,000
1986	WZKC-F	From Saga to First Valley	3,700,000
1986	WNYR, WEZO-F	From Grace to Israel	9,000,000
1986	WBBF, WMJQ-F	From LIN to Heritage	7,300,000
1988	WEZO, WRMM-F	From Dorton to Atlantic Vent.	7,300,000
1990	WPXY A/F	From Pyramid to Rich	8,000,000

ROCKFORD

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WROK	0.7	WROK 2.1	WROK 2.0	WROK 2.0	WROK 2.2	WZOK-F 2.1	WZOK-F 2.4	WZOK-F 2.3
2. WZOK-F	1.4	WZOK-F 1.4	WZOK-F 1.6	WZOK-F 2.0	WZOK-F 2.1	WROK 1.8	WKMQ-F 2.0	WROK 2.0
3.		WKMQ/KKN 0.8			WKMQ-F 1.0	WKMQ-F 1.7	WROK 1.9	WKMQ-F 1.3
4.		WYBR 0.7			WYBR-F 0.6	WYBR-F 0.5	WRWC-F 0.6	WRWC-F 0.8
5.		WRWC-F 0.6			WRWC-F 0.5	WRWC-F 0.5	WXRX-F 0.6	WXRX-F 0.7
6.					WKKN 0.4	WKKN 0.4	WKKN 0.3	WKKN 0.2

Highest Metro Share: WROK 25.1, S78
 Highest Metro 1/4 Hr. Avg: WZOK-F 85, S90
 Highest TSA 1/4 Hr. Avg: WZOK-F 159, S86
 Highest TSA Cume: WZOK-F 1900, S86
 Highest Metro Cume Rating: WROK 56.1, S79

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	Net Dollars					Gross Dollars										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	2.10	3.30	3.66	4.43	4.45	4.8	4.9	5.2	5.6	6.1	6.5	6.9	7.3	7.9	8.2	7.9
Income (millions)	-.05	.20	.19	.54	.28											
Net Rev (millions)	.23	.28	.42	.50	.64											
Rev per Cap (\$)	---	12.35	13.73	16.46	15.84	17.81	18.77	19.22	19.86	21.63	22.89	24.30	25.70	27.62	28.67	27.72
Inc per Cap (\$)	---	.77	.70	2.00	.99											

	NA	NA	NA	.37	.38	.38	.37	.36	.39	.39	.36
Rev as % of Retail Sales	NA	NA	NA	.37	.38	.38	.37	.36	.39	.39	.36
Market Grades	---	C-	C+/C-	C-/C-	-/B-	-/B-	-/B+	-/A-	---	---	---
Manager's Market Grades	7.0	7.1	6.6	6.8	7.0	7.2	7.8	7.3	6.2		
FM Base Value	---	---	---	---	---	---	---	---	---	---	---
Base Value Percentage	---	---	---	---	---	---	---	---	---	---	---
Mean Share Points per Viable Station	8.4	8.2	8.0	7.7	8.8	11.6	10.4	9.7	7.7		

#1 STATIONS 12+ METRO SHARE

WZOK-F All ratings periods since 1986 - S91
 WROK All ratings periods up to 86
 WXRX-F F91

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	51	44	48	54
By Top 50%	---	71	81	81
% of Share Points Controlled by Top 25% of Viable Stations	58	43	43	47
By Top 50%	85	73	73	79

STATION NOTES

(Major call letter and format changes)

WROK Contemp. changing to AC by 82
 WXRX-F MOR until 79, WYBR-F until 86, Contemp until 86
 WZOK-F BTFL until 78
 WRWC-F BTFL until 85
 WKMQ-F AOR until 85; WYFE until about 86; AC until 87
 WRRR until 82, MOR until 82, WXTA until 87, WYBR until 88, Nostalgia until 87, AOR until 88

Other Stations -- See Chicago

MAJOR STATION SALES

1971 WXTA	Sold by Mid America	\$ 275,000
1972 WYFE-F	Sold to Midwest Family	125,000
1976 WXTA	Sold to Miller	500,000
1980 WXTA	From Miller to Sentry	875,000
1980 WQFL-F		590,000
1982 WYBR-F	Sold to Sentry	1,110,000
1986 WXTA, WYBR-F	From Sentry to North Star	1,200,000 (E)
1989 WRRR, WXRX-F	Sold by Comm. Partners	1,350,000

SACRAMENTO

12+ METRO SHARE

		SPG																
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
KRAK	(C)	7.2	7.8	8.0	8.3	6.6	7.7	8.3	5.2	6.5	5.3	4.2	4.7	3.6	3.8	3.6	3.0	2.3
KRAK-F	(C)	11.4	10.4	13.9	11.7	10.2	9.0	7.3	5.7	7.5	3.3	4.1	7.4	7.5	6.3	8.2	8.6	10.6
KCTC	(EZ/BB)	11.8	9.6	7.1	7.8	7.2	6.4	5.7	4.4	4.6	4.3	3.0	2.1	1.8	1.4	1.5	2.0	2.9
KYMX-F	(SAC)	7.2	7.2	6.8	6.7	5.1	5.0	4.7	6.6	6.6	8.8	8.7	8.8	10.3	7.9	7.7	4.8	4.7
KNCI-F	(AC)	---	4.7	4.1	2.7	8.1	13.4	12.6	11.1	7.4	7.9	8.7	6.7	6.8	6.3	6.5	4.9	2.9
KXOA	(BUS.N)	5.1	4.8	---	1.8	1.1	1.3	1.6	4.6	3.6	4.0	4.4	3.4	2.7	2.8	0.6	1.0	1.0
KXOA-F	(AC)	8.1	5.1	6.7	7.8	6.7	5.5	6.0	10.1	8.3	8.1	8.4	7.8	7.8	6.4	7.5	7.6	5.7
KFBK	(N/T)	---	4.8	4.9	5.2	5.3	4.8	3.8	4.3	4.2	5.6	6.2	6.6	8.3	8.3	8.9	9.1	11.6
KGBY-F	(AC)	---	---	---	1.5	1.6	3.2	2.9	4.4	6.6	6.1	3.9	2.9	3.0	3.2	3.8	4.2	3.6
KSAC	(S/T)	7.7	6.6	6.1	7.3	5.2	3.2	1.4	1.2	0.8	0.7	1.1	0.6	0.4	0.8	1.4	0.7	0.2
KSEG-F	(CL AOR)	---	3.1	5.7	5.4	4.9	3.0	3.8	4.2	4.7	3.2	2.2	3.2	5.9	5.5	3.2	3.2	4.2
KSMJ	(O)	5.2	4.8	4.8	4.4	4.7	3.2	2.6	1.6	1.5	1.4	0.6	1.7	1.6	1.5	0.8	0.7	1.1
KWOD-F	(CHR)	---	---	---	2.6	3.0	3.4	3.1	2.9	5.1	4.0	7.4	5.6	6.9	4.4	3.2	3.0	3.6
KSFM-F	(CHR)	5.0	5.7	3.9	4.5	3.5	5.7	7.9	5.0	5.9	8.4	10.5	10.1	6.2	5.7	7.3	7.4	7.2
KHYL-F	(O)	---	---	1.2	1.9	4.3	5.0	4.2	3.2	3.2	4.1	3.9	2.8	2.3	4.6	4.9	4.6	4.1
KRXQ-F	(AOR)	---	---	---	---	---	1.5	3.5	3.2	3.5	3.2	2.4	2.9	3.8	5.8	6.4	7.6	6.5
KQPT-F	(J/MAC)	---	---	---	---	---	---	---	---	---	---	---	0.6	0.6	4.9	4.0	3.8	3.4
KRCX	(SP)	---	---	---	---	---	---	---	---	---	---	---	1.2	1.7	1.8	1.3	1.6	2.5

BASED ON AVERAGE OF SPRING AND FALL BOOKS

12+ CUME RATINGS

		79	80	81	82	83	84	85	86	87	88	89	90	91
KRAK		14.2	15.4	16.4	14.3	14.6	12.8	10.5	9.0	8.4	7.7	8.0	6.2	6.0
KRAK-F		19.0	20.4	12.0	11.5	16.5	7.8	9.1	14.7	14.5	14.2	14.2	18.6	18.1
KCTC		18.3	17.3	14.0	14.3	13.0	12.2	9.6	7.6	5.2	5.2	5.4	5.8	6.9
KYMX-F		11.3	---	---	11.0	14.9	18.5	18.0	16.7	18.3	16.0	13.8	12.1	13.9
KNCI-F		14.8	20.2	22.7	25.5	19.8	18.9	18.6	16.9	15.2	15.7	14.6	13.5	12.3
KXOA		---	---	---	8.7	7.7	7.6	7.7	5.9	6.7	5.9	2.8	2.1	3.7
KXOA-F		16.3	14.8	13.6	21.9	18.5	19.0	19.5	16.5	20.0	15.8	17.0	19.2	14.2
KFBK		13.5	13.1	12.4	12.2	13.3	13.6	12.8	13.7	18.5	17.6	18.4	19.3	22.4
KGBY-F		---	---	---	7.7	12.3	11.9	10.0	8.1	9.5	9.6	10.6	11.9	9.9
KSAC		21.7	17.6	---	5.9	4.1	2.7	4.4	2.0	---	2.9	2.9	1.8	1.4
KSEG-F		21.7	---	13.1	11.0	15.8	15.3	6.6	7.2	15.6	15.1	12.6	14.2	9.8
KSMJ		---	---	---	6.5	6.1	4.3	2.7	3.1	1.8	3.6	2.2	3.5	3.1
KWOD-F		---	---	---	9.9	15.8	12.0	18.5	18.4	19.3	15.5	12.7	12.0	12.0
KSFM-F		---	17.1	19.2	17.1	16.2	21.3	35.6	26.3	19.1	18.4	20.7	19.1	18.3
KHYL-F		---	12.1	---	9.9	10.7	11.7	11.3	10.3	9.2	10.6	13.1	12.3	12.3
KRXQ-F		---	---	---	---	9.7	10.1	11.9	7.2	9.8	11.9	13.7	14.5	13.7
KQPT-F		---	---	---	---	---	---	---	---	---	5.7	11.4	9.7	9.0
KRCX		---	---	---	---	---	---	---	---	1.7	2.0	1.9	1.9	2.6

		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
APR (%)		16.9	14.7	16.3	15.2	15.2	16.1	16.1	16.1	17.7	18.7	18.0	18.1	16.7	16.9	16.8	16.1	16.7
FM Share (%)		44.37	40.83	49.03	50.47	53.42	61.02	52.56	64.00	64.16	64.39	70.06	70.33	69.7	67.7	70.9	70.8	68.4
Total Stations				25	22	25	23	26	26	25	28	26	24	23	28	25	27	32
Viable Stations										17	16	16	15	14.5	15.5	14.5	14	15
Diaries							988	1129	1052	1302	1108	1389	1340	1408	1315	1228	1531	1531
% Not Listed														12.8	10.4	12.8	12.5	12.9

FORMAT SHARES (%)

		77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
CHR/AOR		35	35	44	48	40	31										
								32	CHR	18	22	24	23	19	17	15	12
									AOR/CLS	14	12	11	11	15	13	16	18
MOR/AC		26	28	22	11	15	24			10	3	2	2	2	2	2	--
										14	18	17	16	20	22	21	19
										14	19	14	15	16	10	13	14
COUNTRY		10	7	7	8	10	8			9	10	12	12	10	9	8	5
BTFL/EZ/SAC		16	16	11	20	18	13										
NEWS/TALK		9	8	9	8	8	12			13	10	9	12	11	14	14	16
BLACK/URBAN		--	2	2	1	4	4			--	--	--	--	--	--	--	--
NOSTALGIA		--	--	--	--	--	6			6	4	9	7	5	4	2	5
HISPANIC		--	1	1	3	2	--			--	--	1	2	2	2	2	4
RELIG/GOSPEL		3	1	2	1	2	2			2	3	3	2	1	3	1	2
CLASSICAL		2	2	2	--	--	--			--	--	--	--	--	1	1	1
JAZZ/NAC		--	--	--	--	--	--			--	--	--	--	--	3	5	4

SACRAMENTO

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. KXOA-F	4.4	KXOA-F 6.0	KXOA-F 6.2	KRAK A/F 8.0	KRAK A/F 9.3	KRAK A/F 9.6	KRAK A/F 9.8	KRAK AF 10.4
2. KRAK	3.6	KRAK 4.1	KRAK A/F 5.3	KXOA-F 6.8	KXOA-F 6.7	KFBK 7.0	KFBK 8.5	KFBK 9.6
3. KZAP-F	3.0	KZAP-F 3.0	KSFM-F 4.8	KFBK 5.4	KFBK 5.8	KXOA-F 6.8	KXOA-F 7.3	KXOA-F 6.7
4. KSFM-F	2.9	KSFM-F 3.3	KFBK 4.7	KZAP-F 4.5	KZAP-F 5.0	KZAP-F 4.5	KZAP-F 4.8	KRXQ-F 4.5
5. KFBK	2.8	KCTC-F 3.2	KZAP-F 4.3	KSFM-F 4.4	KSFM-F 4.2	KSFM-F 4.2	KSFM-F 4.5	KSFM AF 4.0
6. KAER-F	2.5	KFBK 3.0	KCTC-F 3.6	KCTC-F 3.2	KCTC-F 3.4	KQPT-F 2.0	KRXQ-F 3.9	KHYL-F 3.7
7. KCTC-F	2.4		KWOD-F 2.1	KWOD-F 2.4	KWOD-F 2.4	KCTC-F 3.3	KHYL-F 3.6	KZAP-F 3.3
8.			KXOA 1.5	KROY-F 2.1	KRXQ-F 2.3	KRXQ-F 3.2	KQPT-F 3.4	KYMX-F 2.2
9.			KGMR 1.3	KRXQ-F 1.8	KROY-F 2.0	KHYL-F 2.4	KAER-F 2.8	KGBY-F 2.15
10.				KAER-F 1.5	KHYL-F 1.8	KAER-F 2.1	KYMX-F 2.4	KSEG-F 2.1

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	[----- Net Dollars -----]					[----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	8.63	9.61	9.23	14.03	16.16	23.3	25.2	27.3	32.2	37.0	39.7	42.9	47.8	53.0	56.0	55.0
Income (millions)	1.31	1.40	1.29	1.32	.90											
Nat Rev (millions)	2.84	2.70	3.91	6.90	8.40											
Rev per Cap (\$)	---	10.42	9.72	14.42	15.43	20.09	21.18	22.38	25.97	29.13	20.54	31.78	34.14	35.70	36.84	35.26
Inc per Cap (\$)	---	1.52	1.35	1.36	.76											
Rev as % of Retail Sales						.42	.41	.40	.45	.46	.46	.47	.50	.49	.47	.46
Market Grades									A	A-/A-	A/A-	A-/A-	A/B+	A/B+	A/A-	---
Manager's Market Grades										9.3	9.4	9.0	9.2	9.4	9.6	9.1
FM Base Value										9.0	10.0	10.0	10.3	10.8	10.3	9.6
Base Value Percentage										---	---	---	21.8	20.6	18.4	17.4
Mean Share Points per Viable Station										4.9	5.1	5.2	5.4	5.7	5.5	5.4
													.87	.88	.90	.91

#1 STATIONS 12+ METRO SHARE

KGMR	S75
KEWT-F	S76, F76, S77, F77, S78, F78, S79, F79, S83
KZAP-F	S80, F80, S81, F81, S82
KXOA-F	F82, F83, F86
KCTC-F	S84, F84, S87, F87, S88
KSFM-F	S85, F85, S86
KFBK	F88, S88, S90, S91, F91
KRAK-F	F89, F90

% of Revenue Controlled by Top 25% of Viable Stations

By Top 50%

% of Share Points Controlled by Top 25% of Viable Stations

By Top 50%

46	54	50	55
77	82	76	71
38	35	37	40
67	61	64	62

STATION NOTES

(Major call letter and format changes)

Highest Metro Share:	KEWT-F 15.1, S78
Highest Metro 1/4 Hr. Avg:	KFBK 251, F91
Highest TSA 1/4 Hr. Avg:	KFBK 322, F91
Highest TSA Cume:	KRAK-F 4004, F91
Highest Metro Cume Rating:	KXOA-F 26.4, F82

KCTC	KCRA until 78, MOR/Talk beginning about 79, Nostaliga until 86, KGMR until 90, Oldies until 89
KXOA	KHDE until 78, Contemp. until 79, Nostalgia until 89
KYMX-F	MOR until about 78, KCTC-F until 89, E2 until 89
KSEG-F	KROI until 79, KROY until 84, KSAC until 85, Contemp until 84, AC until 85, KROY-F until 90, CHR until 90
KRAK-F	KWET until 84, KSKK until 85, BTFL until 84
KSMJ	KGMS until 85, MOR until 85, AC until 86
KRXQ-F	KPOP until 86, CHR until 86, KDJQ-F until 87
KGBY-F	Classical until about 79, KAER-F until 91, Country until 86
KSAC	MOR until about 87; Classical until 91
KHYL-F	AC until about 88
KQPT-F	KEBR-F until 88, Religion until 88
KNCI-F	KZAP-F and AOR until 92

MAJOR STATION SALES

1971	KXOA	Approx. \$ 800,000
1971	KSFM-F	Sold to Pacific SW Airlines 183,000
1973	KZAP-F	200,000
1975	KROY-F	From Pacific SW Airl. to ASI 700,000
1978	KGMR, KCTC-F	From Kelley to Tribune Co. 5,600,000
1978	KSAC	From ASI to Johnson 1,650,000
1978	KROY-F	From ASI to Johnson 1,100,000
1978	KZAP-F	Sold to Western Cities 1,400,000
1978	KRAK, KRAK-F	From Hercules to Affiliated NA
1983	KRCX, KDJQ-F	Sold to Fuller-Jeffrey 3,500,000
1984	KSMJ, KSFM-F	Sold to Duffy 10,000,000
1984	KZAP-F	From West.Cit. to Nationwide 9,600,000
1985	KROY-F	Sold to Commonwealth 9,000,000 (E)
1986	KRAK A/F	From Affiliated to EZ 15,200,000
1986	KAHI/KHYL-F (Auburn)	Sold to Parker 8,000,000
1987	KFBK, KAER-F	From McClatchy to Westingh. 20,000,000
1987	KQPT-F	Sold to Duchossois 8,240,000 + \$2.5 mil were religious contribution
1987	KSMJ, KSFM-F	From Duffy to Genesis 16,500,000 (E)
1988	KROY-F	From Commonwealth to Great Amer. 11,800,000 + \$1.2 mil. for tower site

SAGINAW - BAY CITY - MIDLAND

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WHNN-F	1.3	WHNN-F 1.7	WHNN-F 1.8	NA	WIOG-F 3.5	WIOG-F 3.7	WIOG-F 3.0	WIOG-F 2.3
2. WKCQ-F	1.3	WIOG-F 1.4	WIOG-F 1.6		WSGW 1.6	WHNN-F 1.8	WKCQ-F 2.0	WHNN-F 2.2
3. WGER-F	1.1	WKCQ-F 1.2	WKCQ-F 1.5		WKCQ-F 1.5	WKCQ-F 1.7	WHNN-F 1.7	WKCQ-F 1.7
4. WSGW	1.0	WSGW 1.1	WSGW 1.2		WHNN-F 1.5	WSGW 1.6	WSGW 1.5	WSGW 1.5
5. WIOG-F	0.8	WGER-F 1.0	WGER-F 1.0		WGER-F 0.6	WKQZ-F 0.6	WKQZ-F 0.9	WKQZ-F 1.0
6.			WSAM 0.5			WGER-F 0.6	WGER-F 0.7	WGER-F 0.8
7.			WWWS-F 0.4			WTLZ-F 0.5	WTLZ-F 0.6	WTLZ-F 0.6
8.			WKQZ-F 0.3					

Highest Metro Share: WIOG-F 33.8, S87
 Highest Metro 1/4 Hr. Avg: WIOG-F 198, S87
 Highest TSA 1/4 Hr. Avg: WIOG-F 433, S87
 Highest TSA Cume: WIOG-F 4373, F88
 Highest Metro Cume Rating: WIOG-F 51.8, S87

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	Net Dollars					Gross Dollars										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	1.60	1.27	2.33	2.09	2.20	6.3	6.4	6.7	7.3	8.0	8.6	9.1	9.6	10.0	11.4	10.4
Income (millions)	-.06	-.12	.13	.07	.21											
Nat Rev (millions)	.17	.19	.35	.26	.29											
Rev per Cap (\$)	---	5.56	9.74	9.09	9.60	15.29	15.49	16.14	17.55	19.23	21.50	22.75	24.06	25.00	28.57	26.13
Inc per Cap (\$)	---	-.55	.56	.32	.90											

	87	88	90	91
Rev as % of Retail Sales	.37	.36	.32	.32
Market Grades	C	D+/D	D/D	D+/C-
Manager's Market Grades	6.0	6.8	6.8	6.8
FM Base Value	---	---	3.0	3.3
Base Value Percentage	---	---	---	---
Mean Share Points per Viable Station	9.0	8.0	6.9	7.6

#1 STATIONS 12+ METRO SHARE

WGER-F S75, S79
 WHNN-F S76
 WSGW S77, S78, S81, S82, S84, F91
 WKCQ-F S80, S83
 WIOG-F F84, S85, F85, S86, all periods F86 - S91

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	--	43	40	43
By Top 50%	--	74	69	74
% of Share Points Controlled by Top 25% of Viable Stations	57	50	41	35
By Top 50%	81	64	63	64

STATION NOTES

(Major call letter and format changes)

WSAM Contemp changing to AC/Oldies by 82
 WIOG-F BTFL until 78, AOR until 80
 WHNN-F Contemp. until 80, AOR until 81, CHR until about 84, AC until 91
 WTLZ-F WWWS-F until 88

NOTE: WIOG-F and WGER-F swapped frequencies in 1986. WIOG took over 102.5 (Class C) and WGER went to 106.3 (Class A). The shares and Cume Ratings above followed the calls and not the frequency.

Other Stations -- See Detroit or Flint

MAJOR STATION SALES

1973 WBCM, WHNN-F	Sold to Liggett	\$ 516,000
1974 WWWS-F		150,000
1977 WWWS-F		210,000
1978 WKNX	Sold by Lake Huron	600,000
1985 WKQZ-F (Midland)		340,000
1986 WGER-F	Sold to Booth	4,600,000
1986 WIOG-F	From Booth to Fitzgerald	2,550,000
1987 WBCM (Bay City)		125,000
1988 WTLZ-F		650,000
1988 WXXO		105,000
1990 WKQZ-F (Midland)	Sold to Windward	2,000,000

ST. LOUIS

12+ METRO SHARE

		SPG																
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
KMOX	(T)	25.2	26.3	25.0	23.6	25.5	22.5	22.7	22.3	20.8	20.4	21.2	20.2	22.6	21.1	20.0	18.0	17.9
KLOU-F	(O)	---	2.4	3.6	4.2	3.4	3.6	2.9	5.2	9.5	6.4	4.4	4.5	5.9	5.3	4.8	3.9	4.0
WRTH	(BB)	5.8	6.5	5.0	5.7	3.8	3.4	2.7	2.5	1.3	1.7	0.9	0.7	1.0	0.9	0.6	1.1	2.1
WIL-F	(C)	---	2.8	4.3	5.5	5.0	7.2	5.8	6.6	6.3	6.3	6.5	4.7	3.8	6.0	5.6	6.2	6.1
KEZK-F	(EZ)	3.6	4.2	5.1	6.5	7.2	6.8	6.3	5.8	7.6	5.8	6.0	7.0	7.0	7.2	8.8	6.7	4.7
KUSA	(C)	11.5	8.0	7.5	6.4	3.1	2.4	4.5	3.8	4.0	3.9	4.0	3.6	2.3	1.6	2.2	1.6	1.5
KSD-F	(CL AOR)	5.1	4.3	3.8	2.4	1.2	3.4	4.9	5.8	5.6	5.3	5.3	4.3	4.0	6.1	5.6	5.8	5.9
KGLD	(O)	---	---	---	---	---	1.8	2.2	1.1	---	1.5	1.5	1.3	1.6	1.5	0.7	0.5	0.2
WKQB-F	(CHR)	---	---	---	0.6	7.8	6.3	7.2	6.1	6.3	5.1	4.2	3.0	3.5	3.4	6.4	6.0	5.1
KYKY-F	(AC)	6.1	8.4	8.2	7.5	4.9	5.7	4.7	4.1	3.0	3.5	3.3	4.8	3.6	4.6	5.1	6.2	6.0
KMJM-F	(B)	---	1.7	3.5	4.1	3.3	4.3	6.4	5.8	6.9	6.9	6.0	6.0	7.7	6.5	6.4	7.0	7.2
KXOK	(B)	5.3	5.9	4.4	5.4	5.9	5.0	4.1	3.1	1.9	2.2	1.5	1.7	0.7	0.9	0.8	0.7	1.3
KEZK	(EZ)	5.2	4.1	4.2	4.3	3.9	5.0	3.9	3.9	4.6	4.3	4.0	2.9	2.8	1.1	0.3	---	1.1
KATZ	(B)	---	4.7	3.4	2.7	2.7	2.0	1.4	2.3	1.8	1.9	1.7	1.7	1.9	2.0	2.1	1.9	1.7
KATZ-F	(B)	---	---	---	---	0.5	1.0	1.8	3.1	2.1	1.6	1.4	1.5	1.3	1.0	1.5	1.9	1.2
KSHE-F	(AOR)	4.3	5.2	6.7	7.7	7.2	6.4	7.2	5.1	6.3	9.6	12.7	11.9	10.7	9.7	9.1	8.0	8.6
KRJV-F	(SAC)	4.1	3.4	3.0	3.0	1.7	2.0	2.2	2.3	2.2	1.8	2.0	1.3	2.4	3.6	2.5	1.9	1.4
WFXB-F	(AC)	---	---	---	---	---	---	---	0.5	0.6	0.7	1.1	3.3	2.6	2.0	1.1	1.6	1.9
KHTK-F	(CHR)	---	---	---	---	---	---	---	0.7	1.1	1.5	1.0	2.8	2.0	0.8	0.9	2.5	2.4
WKKX-F	(C)	---	---	---	---	---	---	---	---	---	---	1.0	1.7	1.8	2.3	2.7	2.9	2.6
WEW	(BB)	---	---	---	---	---	---	---	---	---	---	---	1.0	0.8	0.8	1.2	1.7	2.2
KFUO-F	(CL)	---	---	---	---	---	---	---	---	---	---	---	1.3	1.1	1.2	1.4	2.0	2.0
KFXB-F	(AC)	---	---	---	---	---	---	---	---	---	---	---	---	---	1.5	1.1	0.8	1.2

BASED ON AVERAGE OF SPRING AND FALL BOOKS

12+ CUME RATINGS

		79	80	81	82	83	84	85	86	87	88	89	90	91
KMOX		45.9	43.2	40.5	38.6	41.6	39.8	38.3	41.8	40.9	43.9	39.9	37.1	35.9
KLOU-F		10.8	11.8	11.0	12.9	28.0	22.2	18.4	14.5	18.5	18.2	16.1	12.0	16.3
WRTH		11.5	10.4	9.5	7.1	4.4	6.4	4.1	2.9	2.7	3.5	3.4	3.3	4.2
WIL-F		11.4	13.6	13.6	16.6	14.2	15.0	14.0	10.7	9.9	12.9	12.9	13.7	13.5
KEZK-F		13.1	14.9	12.2	13.2	15.9	14.4	14.5	13.8	15.2	14.4	15.9	13.0	12.5
KUSA		15.6	15.0	12.6	13.3	11.2	10.9	9.8	8.2	8.6	4.7	5.6	5.8	3.6
KSD-F		---	---	11.3	14.1	14.9	14.5	13.1	10.4	11.9	14.5	15.0	14.6	16.5
KGLD		22.1	9.0	10.7	7.2	---	5.3	5.5	5.7	4.3	6.7	3.5	2.7	1.7
WKQB-F		---	18.7	13.4	17.3	15.8	16.7	16.9	12.6	14.3	11.6	17.9	18.9	17.8
KYKY-F		18.1	17.2	15.7	14.0	9.9	10.9	10.4	12.8	11.9	11.8	14.5	18.3	15.8
KMJM-F		8.1	7.2	13.3	14.3	13.0	12.0	12.3	10.7	11.1	11.2	10.3	11.8	12.0
KXOK		17.1	16.0	13.8	12.7	9.0	5.4	---	6.1	4.4	2.9	4.4	3.1	3.1
KEZK		12.2	13.1	12.1	9.5	10.9	10.2	8.8	6.9	6.9	5.1	1.7	---	3.3
KATZ		8.4	5.2	---	7.3	5.9	5.7	5.1	5.4	4.8	4.9	4.6	4.4	4.8
KATZ-F		---	---	---	6.0	6.0	---	5.1	5.4	4.9	4.6	5.7	5.9	4.9
KSHE-F		14.7	15.0	15.6	13.4	14.2	15.6	22.6	22.9	22.8	19.7	21.3	19.9	19.2
KRJV-F		8.9	9.2	8.5	10.5	7.5	8.1	7.7	6.8	5.5	10.2	7.2	7.0	5.9
WFXB-F		---	---	---	---	2.3	3.0	3.8	7.3	6.2	6.4	3.4	6.5	7.9
KHTK-F		---	---	---	---	3.0	3.8	3.1	5.6	5.3	3.6	2.7	8.9	8.8
WKKX-F		---	---	---	---	---	---	---	4.9	4.8	6.5	6.5	7.0	6.1
WEW		---	---	---	---	---	---	---	N/A	1.5	2.1	3.8	3.7	
KFUO-F		---	---	---	---	---	---	---	3.3	4.1	5.1	5.8	6.4	
KFXB-F		---	---	---	---	---	---	---	---	4.7	7.5	4.6	6.4	

		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
--	--	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----

APR (%)		17.8	15.6	16.3	16.2	16.3	16.5	17.2	18.4	19.2	17.6	19.1	17.5	18.2	17.9	18.4	18.6	17.6
FM Share (%)		31.09	34.25	40.00	42.41	40.63	47.71	50.02	53.19	59.04	58.76	60.32	60.62	61.1	61.3	65.2	68.2	65.1

Total Stations				26	21	25	25	25	28	27	26	27	26	28	26	30	30	30
Viabile Stations									18	18	19	20	21	18	18	17	18	

Diaries						1484	1727	2076	1872	1850	1841	2011	1970	1887	1945	2174	1892
% Not Listed													5.4	6.1	6.5	7.6	6.1

FORMAT SHARES (%)

		77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
CHR/AOR		23	32	35	33	28	21	25	CHR AOR/CLS	15	13	8	11	9	7	11	8
MOR/AC		13	9	5	5	10	14	MOR/FS AC/OLDIES	---	8	14	16	15	18	17	15	15
COUNTRY		13	11	10	10	12	15	12	14	12	14	10	12	12	11	10	10
BTFL/EZ/SAC		14	12	12	14	11	7	7	6	6	7	7	6	9	6	6	6
NEWS/TALK		26	28	28	26	25	22	22	23	23	25	25	27	25	22	20	20
BLACK/URBAN		10	8	9	11	11	14	13	12	11	11	13	10	11	12	11	11
NOSTALGIA		---	---	---	---	1	5	6	6	5	4	4	3	2	2	4	4
HISPANIC		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
RELIG/GOSPEL		1	---	---	1	---	2	2	3	2	2	2	2	2	2	3	3
CLASSICAL		---	---	---	---	---	---	1	1	1	1	1	1	1	2	2	2
JAZZ/NAC		---	---	---	---	---	---	---	---	---	---	---	---	1	1	---	1

ST. LOUIS

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. KMOX	14.1	KMOX 16.0	KMOX 18.0	KMOX 18.4	KMOX 20.5	KMOX 21.7	KMOX 22.0	KMOX 19.0
2. KHTR-F	4.1	KSHE-F 6.3	KSHE-F 6.7	KSHE-F 7.6	KSHE-F 7.7	KSHE-F 8.3	KSHE-F 7.4	KSHE-F 7.4
3. KSD-F	3.9	KSD/USA 5.5	KSD-F 4.7	KYKY-F 5.5	KYKY-F 5.6	KYKY-F 6.4	KYKY-F 7.0	KYKY-F 7.2
4. WIL-F	3.7	RTH/EZK 4.6	KYKY-F 4.7	KMJM-F 4.3	KSD-F 4.8	KSD-F 5.0	KSD-F 5.8	KSD -F 5.9
5. KSHE-F	3.5	WIL A/F 3.5	KMJM-F 4.5	KSD-F 3.8	KMJM-F 4.5	KMJM-F 5.0	KMJM-F 5.2	KMJM-F 5.0
6. KEZK-F	3.0	KYKY-F 3.3	WIL A/F 3.7	KEZK-F 3.7	WIL A/F 3.6	WIL A/F 4.4	WIL A/F 4.7	WIL AF 4.6
7. KWK-F	2.9	KMJM-F 3.0	KEZK-F 3.4	KHTR-F 2.8	KEZK-F 3.6	KLOU-F 4.2	KEZK-F 4.4	KLOU-F 3.4
8.		KHTR-F 2.6	KHTR-F 2.8	WIL A/F 2.5	KHTR-F 2.8	KEZK-F 4.0	WKBQ-F 4.0	KEZK-F 3.3
9.		KWK-F 2.4	KUSA 2.4	KWK-F 2.1	WKBQ-F 2.8	WKBQ-F 3.5	KLOU-F 3.7	WKBQ-F 2.9
10.				KUSA 1.8	KRJY-F 1.9	KUSA 1.8	KRJY-F 1.7	WKKX-F 1.7

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	23.16	26.36	29.28	29.07	32.92	40.0	42.5	44.1	46.0	49.5	61.0	60.0	65.4	69.0	71.8	65.3
Income (millions)	3.11	4.49	5.94	4.65	.60											
Nat Rev (millions)	6.90	7.76	9.78	9.52	10.24											
Rev per Cap (\$)	---	11.26	12.79	12.35	13.97	16.95	17.86	18.45	19.17	20.63	24.90	24.39	26.37	27.82	26.19	26.44
Inc per Cap (\$)	---	1.92	2.60	1.98	.25											

Rev as % of Retail Sales
Market Grades
Manager's Market Grades
FM Base Value
Base Value Percentage
Mean Share Points per
Viable Station

.38	.39	.37	.37	.38	.38	.37	.38	.40	.39	.34
			D	C/C-	D+/C-	C-/C-	D+/C	C-/C	D+/C	---
		7.6	6.5	6.3	6.6	6.2	6.2	6.6	6.2	6.3
				4.7	4.9	5.2	6.7	7.0	6.6	6.0
					---	---	10.2	10.1	9.2	9.2
		5.4	5.2	5.0	4.7	4.5	5.4	5.2	5.5	5.2

#1 STATIONS 12+ METRO SHARE

KMOX - All Rating Periods

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	67	62	61	64
By Top 50%	89	84	87	89
% of Share Points Controlled by Top 25% of Viable Stations	56	48	47	45
By Top 50%	77	73	72	70

Highest Metro Share: KMOX 26.5, S79
 Highest Metro 1/4 Hr. Avg: KMOX 906, S88
 Highest TSA 1/4 Hr. A/g: KMOX 1065, S88
 Highest TSA Cume: KMOX 10894, S79
 Highest Metro Cume Rating: KMOX 45.9, S79

STATION NOTES

(Major call letter and format changes)

KSD-F KCFM until 1980, BTFL until 1980, Contemp until 1981, AC until late 1987
 KMJM-F KKSS until 1981
 KUSA MOR until 1979, News until 1981, KSD until 1984
 KEZK WRTH until 1988, WKLL until about 1990
 KXOK Contemp changing to AC by 1982, Talk until 1987, Contemp until 1988, Talk until late 1990
 KLOU-F KMOX-F until 1983, AC until 1983, KHTR-F until 1988, CHR until 1988, SAC until 1988, Jazz/NAC until 1989
 KYKY-F KSLQ until 1982, Contemp. until 1982
 KGLD KWK until 1984, Contemp until 1984
 WKBQ- KWK-F until 1988, WGNN until 1979, WWKK until 1981, AOR until 1984
 KATZ-F WZEN-F until 1986
 KRHY-F KADI-F until 1987
 WFXB-F WMRV-F until 1989, WSNL-F until 1991, Jazz/NAC until 1986, AOR until 1989
 KFXB-F KSTZ-F until 1991

MAJOR STATION SALES

1970 KMJM-F		\$ 207,000
1972 KYKY-F	Sold to Bartell	650,000
1973 KEZK-F	Sold to Heftel	1,100,000
1977 WRTH	Sold by AVCO to King	NA
1978 KEZK-F	From Helftel to Metroplex	2,300,000 approx.
1979 KWK-F	Sold to Doubleday	2,000,000
1979 KSD-F	Sold to Gannett	2,000,000 + KTAR, KKLT-F
1979 KIRL (St.Charles)	Sold by Contemporary Media	642,000 in Phoenix
1981 KATZ, WZEN-F	Sold by Antiy (NBN)	2,654,000
1982 KSIIV	Sold to Bott	900,000
1982 WRTH	From King to Adams	1,800,000
1982 KEZK-F	From Metroplex to Adams	5,000,000

MAJOR STATIONS SALES CONT.

1983 KSHE-F	From Century to Emmis	\$7,500,000
1983 KGLD,		
KWK-F	From Doubleday to Robin.	4,500,000
1984 KYKY-F	From Surrey to EZ	4,000,000
1984 WESL	Sold to Willis	700,000
1985 KXOK	Sold to Storz	2,000,000
1986 KMJM-F	From Amaturto to Keymarket	NA
1986 KGLD		
WKBQ-F	Sold to Chase	6,900,000
1986 WIL A/F	From LIN to Heritage	9,400,000
1986 KLTH-F (Florissant)		3,500,000
1988 KMJM-F	From Keymarket to Noble	16,000,000
1989 WKLL, WEZK-F	CANCELLED	14,700,000
1989 KSTZ-F (St. Genevieve)	CANCELLED	6,500,000
1990 KSTZ-F (St. Genevieve)		4,000,000
1991 WKKX-F		1,856,000

SALINAS - MONTEREY - SANTA CRUZ

12+ METRO SHARE

		SPG																
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
KZXR	(AOR)	14.5	11.8	6.4	5.4	3.3	2.9	1.5	1.2	1.5	2.7	4.0	1.8	2.2	1.0	1.2	0.3	---
KDON-F	(CHR)	4.4	3.3	9.6	13.8	16.9	9.9	14.4	8.8	8.4	10.0	11.3	10.2	6.9	8.8	9.2	11.2	11.8
KXDC	(J/NAC)	---	4.6	6.1	2.5	6.1	9.9	9.0	7.8	5.5	1.8	1.5	0.4	*	0.4	*	*	*
KXDC-F	(H/NAC)	5.6	2.0	2.3	5.1	3.5	4.8	3.0	2.8	3.0	1.8	1.8	0.9	1.1	2.6	1.9	2.3	1.4
KTOM-F	(C)	8.0	8.3	11.3	5.4	7.7	7.7	6.2	8.3	4.5	4.4	3.3	3.8	4.7	3.8	5.7	6.3	9.0
KWAV-F	(AC)	---	4.3	6.7	6.5	4.7	6.5	4.8	5.9	7.3	8.5	7.1	7.9	5.0	4.9	4.7	4.7	4.7
KTOM	(C)	5.9	6.3	10.1	11.3	8.7	4.7	6.5	6.5	8.2	6.3	3.6	3.5	2.6	1.7	*	*	*
KCTY	(SP)	6.5	1.7	5.2	4.5	5.9	7.6	5.3	5.2	7.1	3.8	3.7	4.0	3.8	4.5	3.4	1.9	4.3
KMBY-F	(AOR)	---	---	---	---	2.5	1.8	4.2	3.1	1.8	3.2	3.6	5.0	5.1	4.6	5.4	4.6	3.4
KRAY-F	(SP)	---	---	---	---	3.0	0.9	2.2	1.9	2.3	4.1	3.3	3.3	2.2	2.1	2.4	2.2	2.0
KNRY	(O)	5.0	8.0	3.8	3.7	0.8	0.7	0.5	1.3	2.1	1.7	2.2	0.9	0.6	---	---	0.4	---
KTGE	(SP)	---	---	---	---	---	---	---	---	---	---	3.0	0.5	1.9	1.7	2.2	1.6	3.0
KBOQ-F	(CL)	---	---	---	---	---	---	---	3.0	2.9	2.9	3.2	4.1	3.8	2.8	3.1	4.7	2.9
KLFA-F	(SP)	---	---	---	---	---	---	---	1.9	2.9	4.0	1.9	2.3	1.9	2.1	3.0	1.5	1.9
KOCN-F	(AC)	---	---	---	---	---	---	---	---	---	---	---	1.4	4.0	4.3	4.0	2.9	3.1
KHIP-F	(O)	---	---	---	---	---	---	---	---	---	---	---	0.8	2.0	2.2	1.5	2.2	2.4
KGO	(T)	6.5	9.8	5.8	6.5	9.9	10.7	8.1	7.6	7.3	6.2	7.4	7.7	7.4	7.6	6.9	7.0	8.7
KCBS	(N/T)	5.3	9.2	3.8	3.1	3.0	3.7	4.8	2.9	3.0	3.0	3.6	3.3	2.8	3.7	2.9	2.8	2.4
KBAY-F	(EZ)	---	---	---	---	---	---	3.3	3.0	3.9	6.6	5.6	6.2	7.1	4.4	4.7	3.9	4.7
KUFX-F	(CL.AOR)	---	---	---	---	---	---	---	2.5	7.2	8.8	9.8	9.4	9.2	7.1	5.5	3.9	5.1
KDBQ-F	(AC)	---	---	---	---	---	---	---	---	---	---	---	1.6	2.4	2.3	2.6	3.8	2.5

*KXDC simulcasted with KXDC-F, KTOM simulcasted with KTOM-F

BASED ON AVERAGE OF SPRING AND FALL BOOKS

12+ CUME RATINGS

		79	80	81	82	83	84	85	86	87	88	89	90	91
KZXR		18.0	---	---	7.3	6.4	8.1	10.2	4.7	5.0	5.7	1.9	2.0	---
KDON-F		32.3	21.0	34.8	22.4	26.6	27.0	29.3	27.9	21.1	20.8	28.0	24.8	22.4
KXDC		16.2	28.4	30.6	22.9	23.3	10.9	7.7	5.5	2.7	---	---	---	---
KXDC-F		---	8.2	---	8.4	7.4	6.7	6.3	3.4	2.0	4.9	4.9	5.3	3.3
KTOM-F		15.8	13.2	12.3	14.2	12.2	10.0	7.2	9.7	8.9	8.9	16.2	13.0	15.9
KWAV-F		13.0	13.9	15.2	16.4	18.9	22.2	19.7	22.7	15.9	13.1	14.9	12.3	14.0
KTOM		17.1	10.9	---	13.6	15.3	10.7	8.5	7.7	8.7	4.6	---	---	---
KCTY		---	---	---	7.6	---	---	5.5	5.4	6.6	6.6	7.5	3.5	5.1
KMBY-F		---	---	---	10.0	5.9	---	6.1	9.9	10.6	11.4	12.1	12.6	10.7
KRAY-F		---	---	---	4.6	4.0	---	---	6.6	5.2	4.1	3.9	4.5	---
KNRY		---	---	---	3.1	5.4	5.5	5.1	4.9	2.0	---	---	---	---
KTGE		---	---	---	---	---	---	2.9	1.6	1.7	4.3	3.8	3.4	4.8
KBOQ-F		---	---	---	---	---	6.1	8.3	10.1	6.7	6.6	7.6	9.3	8.2
KLFA-F		---	---	---	---	3.4	2.7	---	3.8	2.2	2.7	4.7	1.6	3.9
KOCN-F		---	---	---	---	---	---	---	---	6.7	9.3	8.4	9.3	7.9
KHIP-F		---	---	---	---	---	---	---	---	6.9	6.2	6.6	7.1	7.3
KGO		19.2	19.1	15.6	16.0	15.9	13.7	14.7	13.2	15.5	16.5	16.2	14.9	17.5
KCBS		6.9	11.0	11.2	9.8	8.6	9.3	9.2	6.3	9.2	10.6	8.0	8.4	7.6
KBAY-F		---	---	---	6.6	8.0	11.1	9.4	11.3	13.4	10.0	10.2	8.7	8.4
KUFX-F		---	---	---	7.6	16.6	25.7	25.7	27.1	26.2	18.7	20.9	14.1	14.2
KDBQ-F		---	---	---	---	---	---	---	---	7.5	8.9	9.0	6.8	7.9

		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
APR (%)		17.1	16.3	15.4	14.6	16.8	16.1	16.4	16.6	18.1	18.3	17.1	17.2	18.2	17.2	17.6	17.6	16.7
FM Share (%)		32.71	28.09	43.85	48.07	54.00	51.99	58.96	56.36	55.64	63.13	66.93	72.49	68.1	62.9	73.0	73.0	68.6
Total Stations				21	23	20	21	27	30	28	25	26	26	32	35	34	37	33
Viable Stations										13	12	12	12	13	12.5	12	11	12
Diaries							439	779	711	729	692	701	712	1121	931	939	884	949
% Not Listed														11.7	11.4	6.3	15.9	18.1

FORMAT SHARES (%)

		77	78	79	80	81	82	83	84	85	86	87	88	89	90	91		
CHR/AOR		29	35	32	34	44	38		31	CHR AOR/CLS	22	30	28	21	20	19	21	15
MOR/AC		15	13	10	9	9	9	MOR/FS AC/OLDIES	2		8	5	7	8	9	11	10	14
COUNTRY		14	16	16	11	12	11		11		4	2	4	3	4	3	3	3
BTFL/EZ/SAC		23	18	20	24	12	12		16		13	10	13	14	9	9	16	16
NEWS/TALK		10	11	15	14	12	11		11		12	12	9	13	15	11	11	15
BLACK/URBAN		3	2	3	2	3	4		1		1	1	1	---	---	---	---	---
NOSTALGIA		---	---	---	---	---	---		1		5	5	2	4	2	2	2	1
HISPANIC		6	5	3	7	8	8		13		13	18	11	9	18	12	9	12
RELIG/GOSPEL		---	---	---	---	---	---		---		---	1	---	3	1	1	1	1
CLASSICAL		---	---	1	---	---	1	3		4	2	4	5	5	3	3	5	5
JAZZ/MAC		---	---	---	---	---	---	---		---	---	---	---	3	3	3	3	3

SALINAS - MONTEREY - SANTA CRUZ

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. KWAV-F	1.4	KDON A/F 1.7	KWAV-F 1.7	KWAV-F 1.8	KWAV-F 1.7	KWAV-F 1.8	KDON-F 1.9	KDON AF 2.0
2. KDON-F	1.4	KWAV-F 1.5	KDON A/F 1.6	KTOM A/F 1.7	KTOM A/F 1.6	KTOM A/F 1.7	KTOM A/F 1.6	KTOM-F 1.5
3. KTOM A/F	1.3	KTOM A/F 1.3	KTOM-F 1.2	KDON-F 1.3	KDON-F 1.3	KDON-F 1.4	KWAV-F 1.6	KWAV-F 1.4
4.		KBOQ-F 0.7	KMBY-F 0.9	KMBY-F 1.2	KLRS-F 1.1	KMBY-F 1.4	KMBY-F 1.3	KMBY-F 1.1
5.		FAY/CTY 0.6	KBOQ-F 0.8	CTY/RAY 0.9	KMBY-F 1.1	KLRS-F 1.0	KOCN-F 1.1	CTY/RAY 0.9
6.		KMBY-F 0.6	CTY/RAY 0.7	KLRS-F 0.9	KOCN-F 1.0	KOCN-F 1.0	CTY/RAY 0.9	KHIP-F 0.67
7.			KTOM 0.5	KBOQ-F 0.8	CTY/RAY 0.9	CTY/RAY 0.9	KBOQ-F 0.7	KBOQ-F 0.65
8.					KBOQ-F 0.7	KBOQ-F 0.7	KHIP-F 0.6	KOCN-F 0.6
9.								TGE/LFA 0.6
10.								KXDC AF 0.4

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	2.47	2.54	3.28	3.59	5.15	5.5	6.1	7.0	7.8	8.7	10.1	11.0	11.5	12.4	12.6	11.9
Income (millions)	-.13	-.05	-.16	-.24	-.41											
Nat Rev (millions)	.46	.43	.93	1.06	2.11											
Rev per Cap (\$)	---	9.11	11.73	12.88	17.30	17.80	19.24	21.74	24.00	26.05	18.00	19.03	19.62	20.88	21.14	19.67
Inc per Cap (\$)	---	-.19	-.58	-.86	-1.38											
Rev as % of Retail Sales						.24	.26	.29	.30	.31	.32	.33	.33	.31	.29	.26
Market Grades									A- B/A-	A-/A	B+/A	C/D+	C-/C	C+/D+	---	---
Manager's Market Grades								8.0	8.2	7.7	8.2	7.9	7.3	7.7	7.2	5.8
FM Base Value									---	---	3.3	3.4	3.4	3.5	3.3	3.0
Base Value Percentage									---	---	---	---	29.6	28.2	26.2	25.2
Mean Share Points per Viable Station								4.0	4.1	4.4	4.0	3.8	4.4	4.3	5.4	4.4

#1 STATIONS 12+ METRO SHARE

KDON S75, S76
 KWYT-F S77
 KDON-F S78, S79, F79, S80, F81, S82, F82, F84
 S85, F85, F86, S88, F88, S89, F89 (T)
 S90, F90, S91, F91
 KGO F80, F89 (T)
 KTOM S83
 KWSS-F F83, S86, S87, F87
 KWAV-F S84

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	40	41	41	41
By Top 50%	86	70	64	61
% of Share Points Controlled by Top 25% of Viable Stations	33	35	40	56
By Top 50%	58	59	61	77

STATION NOTES

(Major call letter and format changes)

Highest Metro Share: KDON-F 17.8, F79
 Highest Metro 1/4 Hr. Avg: KDON-F 104, S90
 Highest TSA 1/4 Hr. Avg: KDON-F 112, S90
 Highest TSA Cume: KWSS-F 1434, S86
 Highest Metro Cume Rating: KDON-F 34.8, S81

KMBY-F KOKQ until 81, AC until 83 (?)
 KWAV-F BTFL until 80, Contemp. until about 83
 KXDC MOR until 79, KIDD until 87, AC or Contemp. until Simulcasted with KXDC-F after that
 KNRY KMBY until 79, KESE until 82, Contemp. until about 83
 KRAY-F Contemp. until 83
 KDON-F KSBW until 77, KBEZ until 77
 KZXR Contemp. until 80, Country until about 83, Nostalgia until 88, KDON until 88, Hispanic until 89
 KTOM-F KWYT until 84, BTFL until 84
 KXDC-F KLRB until 83, Contemp. until 83, AOR until 85, KwST-F until 87, Country until 87, EZ until 90
 KHIP-F Religion until 87, Classic AOR until about 89
 KTGE KXES until early 87

NOTE: Santa Cruz county was added to the Metro in 1987. Share comparisons with earlier years are not necessarily valid.

MAJOR STATION SALES

1972 KIDO	Sold to walton	\$ 553,000
1973 KTOM		400,000
1973 KDON		450,000
1975 KWAV-F		450,000
1975 KCTY, KRAY-F		605,000
1977 KwST-F		370,000
1977 KMBY-F		225,000
1977 KTOM-F		400,000
1980 KWAV-F	Sold to Buckley	700,000
1981 KRML		500,000
1981 KMBY-F		500,000
1981 KESE		650,000
1981 KwST-F	Bought by Walton	550,000
1982 KTOM, KTOM-F	Sold to Community Pacific	NA
1982 KDON A/F	Sold to Grace	3,300,000
1985 KBOQ-F	Sold to Compass	2,100,000
1985 KMBY-F		1,100,000
1986 KXES		400,000
1986 KDON A/F	From Grace to Henry	5,000,000
1987 KXDC A/F	From Walton to Woods	1,600,000
1987 KBOQ-F		2,980,000
1987 KNZS, KMBY-F	(never closed)	4,200,000

MAJOR STATION SALES CONT.

1988 KMFO, KMBY-F	Sold to Frankhouser	\$2,850,000
1988 KXDC A/F	Sold by Woods	2,650,000
1989 KNZS, KMBY-F	From Frankhouser to Adams	3,600,000
1990 KTOM A/F	From Comm. Pac. to Magic	6,250,000
1990 KNRY		400,000
1990 KSCO	Sold by Fuller-Jeffrey	600,000
1991 KXDC A/F		1,100,000
1991 KNRY		425,000

SALT LAKE CITY

12+ METRO SHARE

		SPG	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
KSL	(FS)		9.0	9.4	10.4	10.3	9.9	9.8	10.8	11.1	11.4	8.9	8.8	10.4	8.6	7.1	7.3	8.2	6.9
KSFI-F	(EZ)		9.0	7.5	8.7	7.6	7.7	7.5	9.1	10.5	11.4	10.7	10.5	10.0	9.9	9.0	9.3	8.2	7.8
KUTR	(AC)		12.1	12.1	11.0	9.1	7.7	7.0	5.7	3.2	3.0	3.3	3.7	1.8	1.5	1.2	1.5	1.3	0.9
KCPX-F	(AC)		---	4.3	4.2	7.7	8.0	7.4	6.7	7.0	4.9	6.8	7.9	7.0	7.4	8.3	6.1	4.6	3.5
KISN	(CHR)		11.0	10.0	8.1	9.1	8.3	7.3	7.2	5.0	4.3	5.0	2.7	2.4	1.4	1.1	1.2	1.3	1.3
KISN-F	(CHR)		4.4	5.1	4.7	5.0	3.8	3.2	4.2	4.2	5.0	3.7	3.9	4.7	8.3	9.3	7.1	5.4	4.4
KKDS	(CR)		4.7	3.7	4.1	2.8	3.0	2.3	2.1	3.7	2.6	2.3	1.1	1.0	1.3	1.3	0.8	0.5	---
KRSP-F	(AOR)		4.6	10.5	8.0	6.1	5.3	4.9	4.9	6.4	9.1	8.0	9.7	7.5	3.6	7.6	3.7	3.6	3.2
KALL	(FS)		5.2	6.4	6.1	5.7	7.4	6.1	7.0	4.4	4.9	4.9	4.2	3.5	3.5	2.9	2.7	2.8	2.5
KSOP	(C)		---	---	2.0	4.3	2.5	1.6	2.0	2.0	2.0	1.5	1.3	*	*	*	*	*	*
KSOP-F	(C)		5.0	10.9	6.9	5.0	4.6	6.3	6.5	8.6	6.3	4.9	3.5	6.4	6.2	5.2	7.2	5.6	7.6
KZOL-F	(O)		---	---	---	1.2	2.1	1.8	4.0	4.2	2.9	2.6	1.5	1.8	2.6	1.2	1.8	1.3	0.6
KZQQ	(SP)		---	4.3	4.2	4.8	3.5	4.0	4.0	2.6	2.5	1.1	0.9	0.3	---	---	---	---	---
KBER-F	(AOR)		---	---	---	0.5	1.3	4.0	3.9	4.3	2.9	2.9	2.4	2.3	1.8	2.1	5.4	4.1	7.2
KMGR-F	(SAC)		---	---	---	---	---	---	---	1.0	0.4	1.7	2.6	3.0	4.0	3.4	3.5	2.3	---
KALL-F	(O)		---	---	---	---	---	---	2.8	3.4	5.7	6.0	6.2	3.7	4.7	3.4	3.2	2.4	2.0
KKAT-F	(C)		---	---	---	---	---	---	---	0.8	3.8	3.7	7.8	9.0	9.3	10.0	8.1	12.4	---
KBZN-F	(J/MAC)		---	---	---	---	---	---	---	2.7	4.5	3.1	3.1	2.4	1.4	1.0	2.0	0.9	1.8
KLZX-F	(CL. AOR)		---	---	---	---	---	---	---	0.7	0.5	2.6	3.9	2.1	1.6	2.9	5.6	8.1	6.4
KZHT-F	(CHR)		---	---	---	---	---	---	---	3.2	2.6	2.0	2.2	1.0	0.8	2.9	2.5	3.4	2.6
KCNR	(N)		---	---	---	---	---	---	---	1.2	0.6	0.4	0.6	2.4	1.5	1.2	---	0.3	1.0
KDYL	(BB)		---	---	---	---	---	---	---	2.3	1.4	1.4	1.3	2.3	1.5	1.0	2.4	2.7	2.3
KBCK-F	(C)		---	---	---	---	---	---	---	0.9	1.5	1.8	1.9	2.3	---	0.7	0.3	1.8	2.5
KTKK	(T)		---	---	---	---	---	---	---	---	---	---	---	1.9	1.9	3.1	1.5	2.6	2.0
KJQN-F	(AOR)		---	---	---	---	---	---	---	---	---	---	---	0.6	0.3	2.3	2.1	4.1	3.4
KUTQ-F	(CHR)		---	---	---	---	---	---	---	---	---	---	---	---	---	0.3	1.9	2.0	3.2
KRPN-F	(O)		---	---	---	---	---	---	---	---	---	---	---	0.8	1.9	1.5	0.9	1.0	0.8

BASED ON AVERAGE OF SPRING AND FALL BOOKS

12+ CUME RATINGS

		79	80	81	82	83	84	85	86	87	88	89	90	91
KSL		26.2	23.4	28.0	24.4	28.9	23.4	23.4	25.8	20.7	20.0	22.0	20.3	17.9
KSFI-F		14.7	14.0	21.4	22.8	21.9	19.4	20.8	21.2	19.3	16.7	18.8	16.8	19.6
KUTR		25.8	20.6	19.8	13.3	11.2	10.3	9.6	7.4	5.3	3.4	2.1	4.7	3.4
KCPX-F		15.7	16.7	13.3	15.8	15.5	19.1	21.0	19.5	17.5	22.9	23.0	17.1	11.4
KISN		20.8	16.0	15.8	12.1	10.1	10.7	9.9	6.8	5.9	4.3	6.1	6.8	6.9
KISN-F		8.7	---	12.5	13.4	13.7	10.7	12.4	14.4	21.8	26.1	23.4	18.6	14.8
KKDS		10.6	12.5	---	14.2	12.0	11.3	5.2	4.7	3.7	3.7	4.3	2.3	---
KRSP-F		14.7	16.0	14.0	15.5	21.6	20.0	17.7	18.6	20.3	19.9	15.4	12.8	10.6
KALL		9.5	11.4	---	10.9	13.8	13.1	12.5	10.0	8.9	7.5	7.8	7.5	9.0
KSOP		---	---	---	6.8	7.1	4.1	4.0	3.6	---	---	---	---	---
KSOP-F		12.8	10.4	13.4	12.3	12.1	11.1	8.8	10.5	15.1	12.7	18.1	15.9	16.2
KZOL-F		---	---	11.5	15.7	10.5	11.6	9.1	6.9	10.8	5.9	8.7	5.6	4.7
KZQQ		8.9	12.0	8.9	7.0	---	4.5	0.9	1.6	---	2.7	---	---	---
KBER-F		---	10.8	13.1	9.6	11.5	13.2	9.2	7.3	7.5	5.6	5.1	11.4	14.3
KMGR-F		---	---	---	---	---	---	---	---	---	---	---	---	---
KALL-F		---	---	---	10.9	13.1	13.2	15.0	12.1	10.7	8.9	10.2	7.7	7.6
KKAT-F		---	---	---	---	---	8.7	8.5	13.1	14.9	17.6	18.9	19.8	24.7
KBZN-F		---	---	---	---	9.8	8.2	---	6.6	5.8	4.7	7.5	2.9	4.6
KLZX-F		---	---	---	---	3.5	4.2	12.7	8.8	6.5	6.6	7.5	14.9	13.3
KZHT-F		---	---	---	---	10.5	7.5	8.8	5.2	2.6	2.4	8.0	9.1	9.5
KCNR		---	---	---	---	2.3	1.9	1.4	6.0	4.1	4.7	5.9	0.7	4.8
KDYL		---	---	---	---	6.6	5.5	7.3	5.9	2.8	2.5	3.8	4.7	4.4
KBCK-F		---	---	---	---	2.3	3.4	4.8	7.3	---	1.2	1.1	4.2	4.4
KTKK		---	---	---	---	---	---	---	---	4.3	4.6	3.2	5.0	4.3
KJQN-F		---	---	---	---	---	---	---	---	2.8	3.1	6.3	10.0	10.5
KUTQ-F		---	---	---	---	---	---	---	---	---	---	5.0	8.1	11.3
KRPN-F		---	---	---	---	---	---	---	---	6.6	3.2	2.9	2.6	3.4

		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
APR (%)		17.0	15.1	14.4	14.8	14.4	15.1	15.2	15.1	16.5	16.9	16.9	16.8	15.3	15.5	16.4	16.3	16.3
FM Share (%)		34.88	38.58	41.96	42.09	43.15	48.05	49.29	60.10	60.67	64.49	67.77	64.23	75.3	77.3	78.7	77.6	81.2
Total Stations				20	22	25	23	27	25	26	31	30	30	28	32	31	32	29
Viable Stations										20	22	21	22	22.5	17	19	20	21
Diaries							874	1162	1273	987	1048	1047	1094	1437	1313	1346	1361	1405
% Not Listed														6.5	6.3	7.3	8.9	7.5

SALT LAKE CITY

FORMAT SHARES (%)

	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
CHR/AOR	31	36	38	40	38	36	38	CHR AOR/CLS	21	22	14	21	23	18	18	12
MOR/AC	25	18	18	19	19	22	MOR/FS AC/OLDIES	14	15	8	13	8	9	7	7	9
COUNTRY	16	16	14	17	20	17	16	14	14	17	15	17	19	18	26	
BTFL/EZ/SAC	23	24	24	17	18	18	16	12	12	12	9	9	9	10	10	
NEWS/TALK	4	5	6	6	3	2	5	4	4	2	2	3	2	2	3	
BLACK/URBAN				1	2	2	1	5	4	6	1	2	3	3	3	
NOSTALGIA																
HISPANIC																
RELIG/GOSPEL	--	--	--	--	1	1	--	1	2	--	--	1	2	1	--	
CLASSICAL	1	1	1	--	--	1	1	2	--	--	--	--	--	--	--	
JAZZ/NAC							--	--	--	--	2	3	2	1	2	

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. KSL	3.9	K3L 4.7	KSL 5.1	KSL 5.2	KSL 4.5	KSL 4.5	KKAT-F 4.2	KKAT-F 4.3
2. KSFI-F	2.3	K3FI-F 2.7	KSFI-F 3.0	KSFI-F 2.8	KKAT-F 3.5	KKAT-F 4.1	KSL 4.0	KSL 3.8
3. KLCY-F	2.1	K_CY-F 2.6	KCPX A/F 2.6	KRSP-F 2.5	KRSP A/F 2.9	KISN A/F 3.1	KISN-F 3.4	KLZX-F 3.2
4. KALL	1.5	KCPX A/F 2.5	KLCY-F 2.2	KKAT-F 2.4	KISN-F 2.8	KCPX A/F 3.0	KLZX A/F 3.1	KISN AF 3.0
5. KRSP-F	1.4	KALL 2.0	KALL 2.0		KSFI-F 2.7	KSFI-F 2.9	KSFI-F 3.0	KSFI-F 3.0
6. KCPX-F	1.3	KRSP A/F 1.9	KRSP-F 2.0		KCPX-F 2.5	KRSP-F 2.8	ALL/LCY 2.8	KSO- AF 2.5
7.			KKAT-F 1.8			ALL/LCY 2.4	KSOP A/F 2.5	
8.			KISN-F 1.7				KCPX A/F 2.3	
9.			KSOP-F 1.6					

Highest Metro Share: KCPX 13.4, S76
 Highest Metro 1/4 Hr. Avg: KKAT-F 228, S91
 Highest TSA 1/4 Hr. Avg: KKAT-F 257, S91
 Highest TSA Cume: KSL 4005, F83
 Highest Metro Cume Rating: KSL 30.3, F82

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	Net Dollars					Gross Dollars										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	7.80	9.25	12.11	13.66	15.50	19.0	20.1	21.8	24.4	27.5	27.5	25.7	28.2	30.5	31.9	31.0
Income (millions)	.94	.88	1.85	1.67	.94											
Net Rev (millions)	1.71	2.00	2.46	3.08	4.07											
Rev per Cap (\$)	---	11.28	14.43	15.80	15.85	20.38	20.39	21.58	23.69	25.94	26.19	24.24	26.36	28.50	29.54	28.44
Inc per Cap (\$)	---	1.08	2.20	1.93	.96											
Rev as % of Retail Sales						.46	.45	.46	.49	.53	.51	.45	.44	.46	.43	.41
Market Grades									B-	B/A	C+/B	D/B	D-/D	D-/D+	D-/D+	---
Manager's Market Grades									7.6	8.0	7.5	6.5	5.8	5.8	5.8	5.4
FM Base Value									2.9	3.5	2.8	2.3	2.1	2.1	2.1	2.2
Base Value Percentage													8.2	6.9	6.6	6.5
Mean Share Points per Viable Station									4.6	4.2	4.4	4.2	4.2	5.5	4.9	4.4

#1 STATIONS 12+ METRO SHARE

KCPX S75, S76, F77, S78
 KLUB F76, S79
 KSL S77, F78, F79, S80, (T), F80, S81, F81
 F82, S83, S86, F90
 KCPX-F S80 (T),
 KSFI-F S82, F83, S84, F84, S85, F85, F86, F87,
 F88, F89
 KRSP-F S87
 KISN-F S88
 KKAT-F S89, S90, S91, F91

% of Revenue Controlled by Top 25% of Viable Stations

By Top 50%

% of Share Points Controlled by Top 25% of Viable Stations

By Top 50%

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	54	51	55	58
By Top 50%	--	--	--	--
% of Share Points Controlled by Top 25% of Viable Stations	--	39	41	48
By Top 50%	--	63	66	70

SALT LAKE CITY

STATION NOTES
(Major call letter and format changes)

KSFI-F KSL until 78
 KISN-F KLUB until 78, BTFL until 81, AC until 84
 KALL BTFL until about 77, AC to FS during late 80's
 KZOL-F KFMC until about 77, KAYK until 81, BTFL until 83
 KFMY-F until 88
 KISN BTFL until 83, KLUB until 89
 KUTR KCPX until 83, Contemp until 83, KBUG until 87,
 KCPX until 88, KEMX until 89, Oldies until about 89
 KCPX-F CHR until 90
 KKDS KRSP until 90, Oldies until 90
 KBER-F KDAB-F until 89, Jazz/NAC until 89
 KZQQ-F KRPN until about 87, Basically disappeared since
 then
 KBZN-F KZAN-F until 88, KKGB-F until 89, KKWY-F until 90
 Country until 88, AOR until 90
 KLZX-F KLTQ-F until 88, AC until 88
 KZHT-F KLRZ-F until 86, KBNG-F until 87, KTOU-F until 89
 KBCK-F KCGL-F until 90, AOR until 86, Religion until 90
 KCNR KUTR until 89, KLZX until 90, AC until 89,
 Religion until 89, AOR until about 90
 KALL-F KLCY-F and AC until 91

MAJOR STATION SALES

1970	KLO (Ogden)	Sold by Heftel	\$ 300,000
1976	KFMY-F (Provo)	Sold to First Media	615,000
1979	KUTR, KLTQ-F		600,000
1982	KBUG, KCPX-F	From Columbia Pix to John Price	2,950,000
1984	KUTR, KLTQ-F	Sold to Sunrise	2,085,000
1985	KMGR-F (Orem)	Sold to Transcom	1,500,000
1985	KOAB-F (Ogden)	Sold to Albimar	2,200,000
1985	KLUB, KISN-F		4,750,000 (E)
1985	KKAT-F	Sold to Brown	2,900,000
1985	KLRZ-F (Provo)		1,600,000
1986	KMGR (Murray)	Sold to Transcom	500,000
1987	KZOL-F (Provo)	From First Media to Cook Inlet	2,000,000
1988	KMGR A/F (Orem)	From Transcom to Bingham	1,922,000
1988	KKWY-F		1,825,000
1988	KLZX-F	From Sunrise Citadel	1,400,000
1988	KTOU-F (Provo)		940,000
1989	KJQN A/F (Ogden)		825,000
1989	KRPN-F (Roy)	Sold to Benneville	1,250,000
1989	KOAB-F (Salt Lake City)		1,850,000
1989	KBER-F (Spanish Fork)		1,000,000
1990	KMGR A/F		3,500,000
1990	KFMY, KZOL-F (Provo)	Sold by Cook Inlet	2,750,000
1990	KKAT-F	From Brown to Apollo	12,000,000

SAN ANTONIO

12+ METRO SHARE

		SPG																	
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
KTSA	(FS/N/T)	20.5	18.8	16.2	13.7	9.8	9.9	9.8	6.9	6.2	5.5	3.7	3.1	3.2	2.6	3.8	3.8	2.9	
KTFM-F	(CHR)	---	4.0	8.5	7.1	7.4	7.9	9.6	8.2	7.7	8.9	9.5	9.7	8.8	6.9	6.9	8.1	9.2	
KISS-F	(AOR)	---	---	---	2.7	4.5	4.6	7.0	11.7	6.0	6.7	6.9	8.1	8.5	5.8	4.8	3.6	0.8	
KKYX	(C)	9.2	7.4	7.6	7.9	6.8	6.5	7.3	6.2	5.8	6.8	4.8	3.4	3.5	3.4	5.0	4.3	4.3	
WOAI	(N/T)	4.0	4.7	6.7	4.8	6.6	5.5	5.9	5.3	6.2	4.8	5.2	4.5	5.3	5.5	5.9	5.5	5.0	
KAJA-F	(C)	---	---	2.3	3.1	2.9	3.6	4.0	6.8	7.3	6.8	5.6	5.9	5.9	5.0	5.3	7.0	6.1	
KCOR	(SP)	12.8	14.8	12.0	11.9	8.7	8.0	8.7	5.8	7.2	5.8	6.0	6.3	7.4	7.7	5.2	5.3	4.8	
KQXT-F	(SAC)	8.3	10.5	7.5	9.0	7.4	8.0	8.4	6.4	9.1	8.5	9.2	8.0	7.6	8.1	4.6	4.4	5.9	
KONO	(O)	4.0	5.0	2.4	3.7	5.3	5.7	4.8	4.5	4.3	2.9	4.3	4.3	3.3	3.6	2.8	3.0	*	
KSRR-F	(AC)	---	---	2.5	3.6	6.9	5.6	5.0	4.8	4.0	5.0	4.0	5.3	7.7	8.1	6.7	4.1	3.4	
KZVE	(SP)	---	6.2	2.5	3.3	3.1	2.7	3.3	2.1	1.1	1.7	1.7	---	0.6	0.7	2.2	1.9	1.1	
KXTN-F	(SP)	3.1	---	4.5	5.2	5.1	6.0	4.2	4.4	4.5	5.2	4.4	5.7	3.5	3.3	2.7	2.2	7.5	
KCHL	(G)	3.2	1.3	4.0	2.4	2.9	2.2	1.6	1.6	2.0	2.5	2.2	1.9	0.3	0.6	1.2	1.0	0.9	
KEDA	(SP)	4.3	4.6	3.3	4.5	4.4	4.4	3.7	3.6	2.3	2.6	3.8	3.7	3.1	2.2	2.2	2.0	1.1	
KZEP-F	(CL.AOR)	---	---	---	0.9	2.2	3.0	0.9	2.0	8.1	7.0	3.2	2.9	3.3	4.2	3.4	5.0	4.6	
KISS	(O)	4.7	---	---	1.9	2.9	4.0	2.6	3.5	0.4	0.9	1.8	1.7	1.1	0.4	0.2	0.4	0.2	
KZEP	(AOR)	---	3.4	3.4	2.7	1.9	2.2	1.6	1.2	1.8	0.7	0.7	2.2	2.0	1.1	0.7	0.2	---	
KCYF-F	(C)	---	---	2.5	4.8	4.1	2.7	2.5	5.0	5.4	5.8	3.9	2.7	3.4	9.0	9.4	11.8	10.3	
KSAQ-F	(AOR)	---	---	---	---	---	---	---	1.8	1.4	2.4	3.3	3.6	3.4	3.1	4.0	4.2	5.1	
KSMG-F	(AC)	---	---	---	---	---	---	---	0.8	0.4	0.5	5.0	4.0	3.8	4.5	5.5	4.6	4.1	
KMMX-F	(SAC)	---	---	---	---	---	---	---	1.1	1.5	0.9	2.1	3.0	3.8	4.2	5.3	3.8	2.7	
KONO-F	(O)	---	---	---	---	---	---	---	---	---	---	---	---	---	0.7	1.4	1.7	3.6	
KSAH	(SP)	---	---	---	---	---	---	---	---	---	---	---	---	0.4	2.2	0.9	1.2	1.4	1.8
KSLR	(REL)	---	---	---	---	---	---	---	---	---	---	---	---	1.2	1.0	1.2	1.4	1.2	1.2
KSJL	(AOR)	---	---	---	---	---	---	---	---	---	---	---	---	1.7	---	0.4	1.0	2.7	0.6

* KONO AF simulcasted
 BASED ON AVERAGE OF SPRING AND FALL BOOKS

12+ CUME RATINGS

		79	80	81	82	83	84	85	86	87	88	89	90	91
KTSA		32.7	26.6	28.9	22.1	24.4	18.2	15.6	10.7	9.7	8.1	9.5	6.8	7.8
KTFM-F		20.8	18.4	19.9	19.7	19.1	24.5	24.8	23.6	24.1	22.3	21.3	18.9	23.4
KISS-F		8.0	9.1	9.1	19.0	18.8	15.0	16.6	15.9	17.4	15.8	16.0	13.2	5.8
KKYX		12.7	15.7	15.1	15.1	17.0	14.4	11.3	8.1	7.7	8.2	8.6	10.4	9.6
WOAI		15.6	14.8	14.7	12.6	14.6	12.6	12.8	11.4	13.0	13.1	14.1	13.3	16.2
KAJA-F		---	---	---	11.4	16.6	14.3	14.4	13.7	13.7	13.6	13.8	15.1	13.5
KCOR		11.7	10.9	11.4	8.6	10.8	10.6	8.0	10.8	7.6	9.4	7.6	8.0	8.9
KQXT-F		14.9	16.3	14.1	13.2	17.8	15.8	17.3	15.6	15.3	15.7	13.1	9.5	12.3
KONO		15.0	12.5	15.2	11.7	12.7	10.0	10.1	13.4	10.5	10.2	8.6	9.9	---
KSRR-F		14.5	17.3	16.7	13.2	15.4	17.4	15.1	15.5	16.6	19.3	19.2	14.9	13.1
KZVE		---	---	8.5	4.0	4.7	4.0	3.4	---	2.6	2.6	5.2	3.7	2.7
KXTN-F		10.1	12.6	---	9.5	12.2	9.9	11.5	12.4	9.8	10.7	5.3	6.0	12.1
KCHL		---	---	---	2.7	3.6	---	3.4	3.1	1.4	1.6	2.4	1.9	2.0
KEDA		---	---	---	7.1	5.0	6.8	---	7.6	7.5	5.7	3.7	4.5	3.0
KZEP-F		---	---	---	3.3	17.5	17.1	14.3	8.0	9.4	9.1	10.4	10.1	10.9
KISS		6.6	7.9	10.4	8.2	2.6	4.0	---	4.4	4.6	2.0	---	1.4	1.1
KZEP		---	---	---	3.4	3.8	2.1	0.3	5.2	3.8	4.5	2.3	---	---
KCYF-F		14.2	10.2	10.1	12.7	15.2	14.3	13.4	9.4	8.3	15.2	20.2	22.3	22.1
KSAQ-F		---	---	---	---	4.8	7.7	10.2	11.6	13.0	12.4	13.1	13.0	13.2
KSMG-F		---	---	---	---	1.0	1.5	12.4	13.1	11.9	10.3	17.3	14.9	12.1
KMMX-F		---	---	---	---	4.1	3.9	5.5	8.6	7.8	12.8	13.9	9.7	8.1
KONO-F		---	---	---	---	---	---	---	---	---	1.9	5.1	6.2	11.9
KSAH		---	---	---	---	---	---	---	---	2.1	1.4	2.2	2.8	3.7
KSLR		---	---	---	---	---	---	---	---	4.2	3.7	3.7	4.3	3.1
KSJL		---	---	---	---	---	---	---	---	---	---	3.4	2.6	2.3

		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
APR (%)		17.9	17.6	17.3	17.3	18.0	16.6	15.5	17.1	18.9	18.1	19.3	19.1	19.3	19.1	18.7	18.7	16.6
FM Share (%)		26.74	28.14	33.58	38.80	44.44	45.11	42.97	51.98	58.59	60.00	60.01	61.16	63.8	67.9	62.3	64.8	67.8

Total Stations		25	23	25	25	25	25	25	26	26	25	26	28	30	27	28	31
Viable Stations									20	21	20	20	20	17	16	16.5	18
Diaries						1410	1240	1375	1226	1339	1255	1362	1426	1224	1484	1329	1331
% Not Listed													5.2	4.5	6.2	7.0	7.7

SAN ANTONIO

FORMAT SHARES (%)

	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
CHR/AOR	34	33	42	38	39	38	27	18	17	21	22	19	18	18	10
MOR/AC	8	6	1	5	5	6	MOR/FS AC/OLDIES	15	11	12	13	11	9	10	12
COUNTRY	14	17	17	19	20	20	17	16	25	19	15	14	17	16	18
BTFL/EZ/SAC	12	13	12	9	9	7	21	22	18	16	16	21	21	24	24
NEWS/TALK	6	5	6	6	6	6	11	9	9	9	8	9	5	4	5
BLACK/URBAN	5	3	4	5	2	2	8	5	5	6	6	5	7	5	7
NOSTALGIA	--	--	--	--	--	4	3	3	2	2	--	2	2	--	--
HISPANIC	20	19	18	17	17	15	1	2	1	2	2	--	--	--	--
RELIG/GOSPEL	1	2	--	--	--	1	4	1	2	1	1	2	2	1	3
CLASSICAL	1	1	--	1	1	3	--	--	--	--	--	--	--	--	--
JAZZ/NAC														1	--

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991					
1. WOAI	4.2	WOAI	5.2	WOAI	4.5	WOAI	4.2	KYX/CYY	5.5	KYX/CYY	7.0	KYX/CYY	7.2
2. KTFM-F	3.6	KTFM-F	4.2	KTFM-F	4.0	KAJA-F	3.8	KYX/CYY	3.6	WOAI	5.1	WOAI	5.4
3. KKYX	3.2	KLLS-F	3.0	KAJA-F	3.1	KTFM-F	3.7	KTFM-F	3.1	KSMG-F	3.4	KCOR	3.5
4. KAJA-F	2.7	KKYX	2.8	KCOR	3.0	KCOR	2.8	KCOR	3.0	KCOR	3.2	KSMG-F	3.3
5. KLLS-F	2.3	KAJA-F	2.8	KQXT-F	2.8	KISS-F	2.7	KITY-F	2.8	KTFM-F	3.0	KTFM-F	3.0
6. KTSA	2.2	KQXT-F	2.6	KISS-F	2.7	KITY-F	2.5	KISS-F	2.7	KAJA-F	2.7	KAJA-F	2.5
7. KXZL-F	2.1	KCOR	2.5	KSMG-F	2.5	KSMG-F	2.3	KMMX-F	2.3	KMMX-F	2.5	KMMX-F	2.4
8. KQXT-F	2.1	KISS-F	2.3	KBUC A/F	2.2	KMMX-F	2.2	KQXT-F	2.2	KITY-F	2.3	KZEP AF	2.2
9. KISS-F	2.0	KTSA	1.8	KITY-F	2.2	KQXT-F	2.0	KAJA-F	2.2	KISS-F	2.1	ONO,SRR	2.2
10. KXZL-F	1.8	KKYX	2.0	KBUC A/F	1.8	KSMG-F	2.1	XTN,ZVE	2.1	XTN,ZVE	2.1	XTN,ZVE	2.1

Highest Metro Share: KTSA 20.5, S75
 Highest Metro 1/4 Hr. Avg: KTSA 264, S76
 Highest TSA 1/4 Hr. Avg: KTSA 481, S77
 Highest TSA Cume: KTSA 6355, S77
 Highest Metro Cume Rating: KTSA 37.2, F77

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	[----- Net Dollars -----]					[----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	10.49	12.57	15.39	17.39	17.39	24.3	28.7	32.6	38.0	44.8	39.8	36.0	36.1	38.5	40.0	39.0
Income (millions)	1.39	1.97	3.46	2.80	3.18											
Nat Rev (millions)	2.72	3.21	4.66	5.40	5.46											
Rev per Cap (\$)	---	12.38	15.09	16.38	15.93	22.50	26.09	27.86	31.93	36.72	31.84	28.34	28.31	29.17	30.30	29.10
Inc per Cap (\$)	---	3.16	3.39	2.63	2.88											
Rev as % of Retail Sales						.49	.52	.55	.59	.64	.57	.50	.48	.46	.43	.40
Market Grades						A	A-/A	B+/C-	C/C-	C-/D	C-/C-	C/C+	---			
Manager's Market Grades						9.7	9.1	8.5	8.1	7.5	7.3	7.1	6.6	6.5		
FM Base Value						---	7.4	7.3	7.3	7.4	7.5	7.0	6.2			
Base Value Percentage						---	---	---	---	20.1	19.5	17.5	15.9			
Mean Share Points per Viable Station						4.8	4.6	4.8	4.8	4.7	5.6	5.9	5.6	5.1		

#1 STATIONS 12+ METRO SHARE

KTSA S75, S76, F76, S77, F77, S78, F78
 S79, F79, S80, F80, S81
 KTFM-F F81, F83, S84, S85, S86, F86, S87
 KISS-F S82, F82,
 KQXT-F S83, F84, F85
 KCOR F87
 KITY-F S88
 KCYY-F All periods F88 - F91

% of Revenue Controlled by Top 25% of Viable Stations

By Top 50%

% of Share Points Controlled by Top 25% of Viable Stations

By Top 50%

87 88 90 91

47	40	41	50
77	68	68	77
44	42	33	39
69	62	55	65

SAN ANTONIO

STATION NOTES

(Major call letter and format changes)

KTSA	Contemp to AC by about 83, AC to FS/Talk/Nostalgia by 89
WOAI	MOR until 76
KAJA-F	KEEZ until 77, Contemp until 77, WOAI-F until 81, BTFL until 80, AC until 81
KZEP-F	KEXL until about 77, Contemp until about 77, KVAR until 83, Spanish until 83
KCYF-F	KZZY until 81, Contemp until 81, KLLS-F until 87, AC until 87
KISS	KITE until 76, BTFL/MOR until about 78, Country until 82, KCCW until 83, KLLS until 85, AC until 85, KRNN until 87, KRIA until 90, News until 87, Hispanic until 89
KZEP	KULA until 83, KVAR until 84, KXET until 89, KRNS until 90, Hispanic until 89, News/Talk until 90
KSAQ-F	KMFM until 82, KSLR until 84, Began AC in 84, CHR until 90
KSMG-F	KWED until 84
KISS-F	AOR until 90; Oldies until 92
KONO	AC to Oldies by 87
KSRR-F	KITY-F until 90, CHR until 90
KZVE	KBUC until 88, KXTN until 91, Country until 88
KCHL	KAPE until 87, Briefly KMMX-A, Black until 87, Oldies Black or Jazz during 88-90
KMMX-F	KESI-F until 87, Soft AOR until 87
KONO-F	KFAN-F until 91

MAJOR STATION SALES

1974	KLLS-F		\$ 600,000
1975	WOAI	From AVCO to Clear Channel	1,500,000
1975	KAJA-F	Sold to Clear Channel	349,000
1975	KCOR, KQXT-F	Sold to Tichenor	2,400,000
1977	KLLS-F	Sold to SBI	625,000
1978	KSAQ-F	Sold to Epperson-Atsinger	318,000
1978	KRNN	From Doubleday to SBI	750,000
1978	KZEP-F	From Doubleday to Lotus	750,000
1980	KSLR, KISS-F	Sold to Capitol (WRAL)	4,650,000
1982	KAPE, KESI-F		3,000,000
1982	KXET	From Epperson to Lotus	875,000
1983	KSAQ-F		4,100,000
1984	KQXT-F	From Tichenor to Westinghouse	7,000,000
1984	KSMG-F (Sequin)	Sold to American Media	4,200,000
1984	KLLS-F	From SBI to Swanson	8,000,000
1985	KONO, KITY-F	Sold to Ouffy	11,000,000
1986	KBUC A/F	Sold to KT	11,800,000
1986	KISS-F	From Capitol to Noble	13,350,000
1986	KRNN	Sold to Noble	2,000,000
1987	KISS-F	From Capitol WRAL to Adams	11,000,000
1987	KKYX, KCYF-F	From Swanson to New City	NA
1987	KRNN	Sold to Omni	1,000,000
1987	KONO, KITY-F	From Duffy to Genesis	14,000,000 (E)
1987	KSLR	Sold by Salem	1,500,000
1987	KCHL, KMMX-F	Sold to J. Hiatt	9,270,000
1988	KSMG-F	From American to Rusk	8,000,000
1989	KRIA	Sold to Adams	750,000
1989	KSMG-F	From Rusk to Jacor	10,000,000 (Cancelled)
1990	KFHM		650,000

SAN DIEGO

12+ METRO SHARE

		SPG																
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
KGB-F	(AOR)	5.8	7.4	6.6	6.0	5.1	6.2	7.5	8.1	6.4	8.3	8.3	6.7	7.1	8.0	7.9	6.6	5.8
KPOP	(BB)	5.1	5.0	4.5	2.8	2.2	4.4	2.7	1.3	2.3	3.7	4.0	3.3	3.4	4.6	3.5	3.4	4.1
KJQY-F	(SAC)	---	---	2.8	4.3	6.9	8.9	8.5	9.1	8.7	8.2	8.6	8.8	8.6	6.5	6.6	5.2	5.7
KFMB	(FS)	5.2	5.5	3.8	4.0	5.9	5.6	4.8	6.0	6.4	7.6	7.8	6.9	5.9	6.2	5.5	5.4	5.3
KFMB-F	(AC)	---	6.2	7.1	6.0	4.7	4.7	4.2	3.4	5.2	4.8	6.9	7.0	7.2	6.2	4.9	4.8	4.9
KKLQ	(CHR)	10.1	6.4	7.1	5.3	2.7	3.3	3.0	3.9	2.1	1.9	1.2	0.6	*	*	*	*	*
KKLQ-F	(CHR)	5.3	3.3	4.0	5.6	4.9	5.7	4.8	4.8	3.8	3.2	3.8	1.9	6.3	9.3	8.9	8.5	6.3
KSDO	(N/T)	4.7	4.4	5.3	5.4	4.8	5.1	5.7	4.6	4.3	4.6	5.8	6.7	6.5	6.8	5.5	6.2	4.9
KSDO-F	(CL.AOR)	4.5	6.1	5.4	4.8	4.9	4.3	3.4	2.9	3.6	6.1	5.1	5.7	2.5	1.8	1.8	2.6	3.6
KCBQ	(O)	10.0	8.9	5.6	5.1	2.7	2.3	3.7	2.7	2.5	2.2	1.4	1.5	*	*	0.9	1.5	1.4
KCBQ-F	(O)	---	---	---	---	3.3	2.9	1.4	2.6	2.2	2.3	2.4	2.6	3.4	3.3	2.3	3.4	2.5
KSON	(C)	4.5	3.7	4.5	3.3	3.4	3.1	2.6	2.6	2.0	1.2	0.9	1.2	1.3	1.0	*	*	*
KSON-F	(C)	---	---	1.5	2.2	2.3	2.1	2.7	3.0	2.6	2.7	3.7	4.1	5.8	4.8	6.4	7.5	8.2
XTRA	(S/T)	6.1	6.9	5.8	4.9	4.6	4.1	3.4	3.5	3.5	2.8	2.8	2.8	2.1	1.2	1.2	1.3	1.6
XTRA-F	(AOR)	---	---	---	2.5	4.6	5.0	5.0	4.2	5.4	4.5	5.3	6.5	5.7	5.2	4.7	5.3	5.4
KFSO-F	(CL)	---	3.1	3.3	3.0	3.1	3.0	3.9	3.9	3.9	2.6	3.1	2.7	2.6	2.4	3.3	3.0	3.5
KYXY-F	(AC)	---	4.5	3.5	2.6	3.5	4.0	2.5	4.0	4.6	3.6	2.4	2.9	3.3	3.4	4.0	3.8	4.7
KCEO	(BUS.N)	---	---	---	---	0.4	0.4	2.9	3.9	2.8	1.7	1.5	0.2	0.6	0.4	0.3	0.5	0.5
XHRM-F	(B)	---	---	---	1.0	0.8	0.4	3.6	4.9	3.4	4.8	4.3	4.8	4.4	3.0	3.3	1.0	1.3
KIFM-F	(J)	---	---	4.2	4.7	4.3	4.0	3.1	2.9	2.6	3.2	3.4	3.6	3.0	3.2	3.4	3.8	3.7
KRMX-F	(AC)	---	---	---	3.9	3.3	2.5	3.3	3.3	4.2	2.7	2.2	3.3	2.3	2.4	3.4	2.4	1.8
XHTZ-F	(CHR)	---	---	---	---	---	---	---	---	---	1.6	2.2	1.1	1.0	1.7	1.3	2.5	3.2
KIOZ-F	(AOR)	---	---	---	---	---	---	---	---	---	---	---	1.5	2.0	1.8	2.0	2.6	2.4

*KKLQ A/F are simulcasted, KSON A/F are simulcasted, KCBQ A/F are simulcasted

BASED ON AVERAGE OF SPRING AND FALL BOOKS

12+ CUME RATINGS

		79	80	81	82	83	84	85	86	87	88	89	90	91				
KGB-F		12.0	12.3	15.4	19.9	15.8	14.9	16.2	13.9	14.7	15.8	16.0	15.6	16.0				
KPOP		11.0	14.3	12.7	6.6	4.8	6.9	7.2	7.3	7.7	8.5	6.9	6.7	7.8				
KJQY-F		12.0	13.1	15.3	15.5	16.3	13.9	15.4	15.1	15.3	13.7	13.3	9.5	12.6				
KFMB		23.5	18.8	18.1	19.9	21.1	21.9	23.3	21.1	17.0	15.5	17.8	16.5	16.1				
KFMB-F		18.8	15.4	14.5	13.2	18.1	14.5	19.0	20.7	20.6	19.2	18.7	15.8	16.1				
KKLQ		9.2	11.1	8.8	12.2	9.1	7.8	4.6	3.1	3.2	3.4	---	---	---				
KKLQ-F		11.6	13.6	13.3	12.5	14.4	7.9	9.4	7.6	8.9	18.3	22.3	21.8	19.3				
KSDO		13.3	13.9	14.2	12.6	10.2	10.6	12.4	13.7	13.0	14.9	12.9	11.2	10.8				
KSDO-F		11.0	7.8	7.4	8.1	9.8	17.7	16.7	14.7	12.8	5.5	6.9	8.2	10.7				
KCBQ		13.0	10.9	10.2	7.6	8.0	5.8	5.1	5.2	---	---	---	3.6	4.6				
KCBQ-F		9.4	7.6	---	6.2	7.3	---	4.7	6.5	9.5	10.4	11.8	10.3	8.3				
KSON		---	8.1	7.6	7.5	6.0	4.4	4.1	4.7	4.0	3.1	---	---	---				
KSON-F		---	---	6.2	7.8	7.5	6.9	4.7	10.0	11.3	10.1	14.4	15.7	16.2				
XTRA		12.5	11.0	15.7	14.6	15.6	13.4	8.2	8.2	5.5	5.9	4.5	5.2	5.0				
XTRA-F		---	10.3	13.5	17.0	15.6	12.1	14.1	14.3	15.4	15.0	14.3	14.1	13.6				
KFSO-F		---	---	7.2	9.6	7.1	5.5	6.3	6.7	6.3	5.1	6.9	7.3	7.2				
KYXY-F		---	7.6	6.1	10.6	12.4	8.0	7.2	9.1	9.3	9.2	10.2	10.4	11.7				
KCEO		---	---	---	4.6	---	---	---	1.4	2.0	1.5	1.9	2.1	1.9				
XHRM-F		---	---	---	7.2	6.3	11.1	9.3	9.7	10.7	7.2	8.5	6.2	5.7				
KIFM-F		9.8	9.2	7.3	7.5	8.4	7.3	9.3	7.9	9.2	8.1	10.7	9.1	9.7				
KRMX-F		---	7.2	6.1	8.8	10.6	9.0	8.8	8.3	6.9	6.3	9.3	9.4	7.0				
XHTZ-F		---	---	---	---	---	5.6	6.5	5.0	3.3	5.6	7.4	7.7	9.4				
KIOZ-F		---	---	---	---	---	---	---	---	4.7	5.9	5.1	5.4	5.8				
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
APR (%)		16.3	15.9	16.1	16.2	17.3	16.0	16.2	17.9	17.9	17.3	17.8	16.4	17.2	16.3	17.6	17.5	16.3
FM Share (%)		33.31	42.70	73.48	49.19	56.65	57.05	61.59	64.63	64.86	66.06	68.04	68.07	70.7	69.9	75.0	72.3	70.6
Total Stations				31	30	29	31	35	30	32	31	32	29	35	36	37	38	37
Viable Stations										20	20	21	21	19	17.5	18	18	17
Diaries							1664	1411	1488	1569	1560	1951	2072	2242	1906	18932	1852	1994
% Not Listed														7.7	8.3	8.9	8.7	9.7

SAN DIEGO

FORMAT SHARES (%)

	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
CHR/AOR	37	49	45	41	41	27	33	CHR AOR/CLS	14	15	13	16	10	11	11	9
MOR/AC	20	12	12	18	15	27	MOR/FS AC/OLDIES	11	15	17	17	15	18	18	22	21
COUNTRY	7	7	7	7	10	12	10	8	10	10	8	8	8	7	7	
BTFL/EZ/SAC	23	19	20	18	16	11	9	16	20	19	17	22	18	19	17	
NEWS/TALK	9	10	9	9	9	9	9	9	7	11	8	6	8	9	10	
BLACK/URBAN	--	--	5	3	1	4	3	9	8	10	10	10	14	10	11	
NOSTALGIA	--	--	--	--	4	3	5	6	4	5	5	4	4	1	2	
HISPANIC	--	--	--	--	--	--	1	10	6	4	4	5	1	4	6	
RELIG/GOSPEL	1	1	--	--	1	2	1	--	--	--	2	1	2	2	4	
CLASSICAL	3	2	3	3	4	5	3	2	1	1	1	1	1	--	--	
JAZZ/NAC	--	--	--	--	--	--	--	3	4	3	2	2	3	3	3	
								--	--	--	3	6	6	4	4	

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. NA	KFMB	9.0	KFMB	10.5	KFMB	10.0	KFMB	10.0
2.	KGB-F	6.6	KGB-F	7.6	KGB-F	7.5	KKLQ-F	9.7
3.	KFMB-F	6.5	KFMB-F	7.0	KFMB-F	7.4	KFMB-F	7.0
4.	KSDO A/F	6.3	KSDO	5.5	KSDO	6.1	KKLQ-F	6.7
5.	KJQY-F	4.4	KJQY-F	4.8	XTRA-F	5.4	XTRA A/F	7.5
6.	KCBQ A/F	4.0	XTRA-F	4.5	KSON A/F	5.0	KSDO	7.0
7.	KLZZ A/F	4.5	KSON A/F	3.7	KJQY-F	3.9	KFMB-F	6.0
8.			KSDO-F	3.5	KIFM-F	3.6	KCBQ A/F	5.2
9.			KLZZ A/F	3.4	KCBQ A/F	3.5	KYXY-F	4.3
10.			KWLT-F	2.9	KYXY-F	2.9	KIFM-F	4.2

Highest Metro Share: KOGO 10.1, S77
 Highest Metro 1/4 Hr. Avg: KKLQ-F 335, S90
 Highest tSA 1/4 Hr. Avg: KKLQ-F 335, S90
 Highest tSA Cume: KKLQ-F 4454, S90
 Highest Metro Cume Rating: KFMB 23.5, s79

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	[----- Net Dollars -----]					[----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	14.57	15.89	21.37	22.81	25.64	35.6	40.8	45.1	51.7	57.4	61.0	66.9	78.0	86.5	93.0	86.0
Income (millions)	.72	1.68	3.14	2.19	-2.21											
Nat Rev (millions)	4.95	4.61	8.35	7.61	9.58											
Rev per Cap (\$)	---	9.40	12.31	13.65	13.17	18.75	20.92	22.11	24.74	26.70	24.47	28.96	32.77	34.74	36.61	32.95
Inc per Cap (\$)	---	.99	1.81	1.21	-1.14											

Rev as % of Retail Sales	.39	.39	.41	.44	.40	.40	.41	.44	.46	.47	.43			
Market Grades				A-	A/A	A/A-	A/A	A/A+	A+/A	A+/A+	---			
Manager's Market Grades				8.3	8.2	8.7	8.2	8.0	8.6	8.5	8.5	7.9		
FM Base Value						8.9	11.0	11.3	12.6	14.0	14.4	11.4		
Base Value Percentage						---	---	---	16.2	16.6	15.5	13.3		
Mean Share Points per Viable Station						3.6	4.3	3.9	3.3	3.8	4.8	4.8	4.8	5.1

#1 STATIONS 12+ METRO SHARE

KOGO S75, S77, S78
 KCBQ S76, F76
 KFMB-F F77
 KSDO F78
 KFMB S79, S85, S86
 KJQY-F F79, S80, F80, S81, F82, S83, F83, S84, F85, F86, S87
 KGB-F F81, S82, F84, S88, S89
 KKLQ-F F87, F88, F89, S90, F90
 KSON-F S91, F91

% of Revenue Controlled by Top 25% of Viable Stations

By Top 50%

% of Share Points Controlled by Top 25% of Viable Stations

By Top 50%

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	53	44	45	42
By Top 50%	81	76	77	72
% of Share Points Controlled by Top 25% of Viable Stations	43	36	38	34
By Top 50%	71	63	63	59

SAN DIEGO

STATION NOTES
(Major call letter and format changes)

KJQY-F KOZN until 79
KPOP KGB until 82, CHR until 82, KCNN until 83, News until 83, KPQP until 86
KCBQ-F KITT until 81, Urban or Rock until 81, Country until 86
XTRA BTFL until 80, CHR until 85, Oldies until 88, Began Sports Talk in 91
KSDO-F BTFL until 81, KEZL until 82, AC until 82, CHR until 87, Jazz/NAC until 90, KSDO-F until 87, KSWV-F until 90
KYXY-F BTFL until 79
KIFM-F AC until about 84
KRMX-F KBZT until 85, AOR until 84, KWLTV-F until 88, KKYY-F until 91
KKLQ-F KPRI until 84, AOR until 84, KLZZ until 87, AC until 87
KKLQ KOGO until 85, MOR until 83, News/Talk until 85, KLZZ until 87, AC until 87
KCEO KVSD until about 90, Nostalgia until about 90
KIOZ-F KGMG and Classic AOR until 91

MAJOR STATION SALES

1971	KLZZ	From Time-Life to Retlaw	\$ 2,900,000
1974	KFSD-F	Sold by Time-Life to Lotus	275,000
1975	KJQY-F		750,000
1975	KSDO-F	From Pacific Southwest to Combined Comm.	1,576,000
1975	KCBQ-F		408,000
1976	KSDO	Sold to Combined Communications	1,576,000
1977	KMJC		700,000
1978	KYXY-F		1,250,000
1978	KWLT-F		1,465,000
1979	KLZZ	From Retlaw to SBI	7,000,000
1980	KJQY-F	From Heftel to Westinghouse	6,400,000
1981	KCBQ-F	From Mel Wheeler to Charter	5,250,000
1982	KWLT-F	Sold to Alta	6,300,000
1983	KCBQ A/F	From Charter to Infinity	8,500,000
1984	KSON A/F	Sold to Jefferson-Pilot	7,700,000
1985	KMLO (Vista)		2,000,000
1985	KWLT-F	From Alta to Sandusky	10,500,000
1986	KCBQ A/F	From Infinity to Eric Chandler	12,200,000
1986	KLZZ A/F	From SBI to Edens	14,000,000
1987	KOWN AF (Escondido)		3,000,000
1989	KJQY-F	From Westinghouse to Sillerman	15,000,000
1989	KCBQ AF	From Eric/Chandler to Adams	23,000,000
1989	KJQY-F	From Sillerman to Westwood One	19,000,000 (cancelled)
1990	KJQY-F	From Command to Legacy	20,000,000
1990	KMJC (El Cajon)	Sold to Family Stations	2,400,000
1991	KRMX-F	From Sandusky to Anaheim	10,100,000

SAN FRANCISCO

12+ METRO SHARE

		SPG																	
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
KGO	(N/T)	9.1	8.2	8.5	8.0	9.1	9.2	8.9	8.5	8.7	8.9	8.6	7.5	7.9	8.4	7.6	7.3	8.1	
KKSF-F	(J/NAC)	---	2.9	3.2	3.6	3.0	3.2	2.1	1.0	1.2	2.1	2.1	2.3	2.8	2.6	2.5	2.4	2.5	
KFRC	(BB)	6.7	7.3	6.5	7.7	5.4	4.8	5.1	4.0	3.6	3.1	1.8	2.2	3.5	3.1	3.6	5.0	4.3	
KSFO	(O)	7.4	6.3	5.6	5.1	3.7	3.2	4.0	3.0	3.1	2.7	2.0	1.9	1.9	2.3	2.2	2.5	2.0	
KCBS	(N/T)	8.4	7.6	6.8	6.3	5.6	6.3	5.8	5.8	6.0	4.8	5.7	6.8	5.3	5.2	5.4	4.5	5.2	
KRQR-F	(AOR)	---	---	---	0.8	0.9	1.4	1.3	3.0	2.2	2.5	2.3	2.6	2.2	2.9	3.0	2.4	2.3	
KNBR	(T/FS)	3.4	4.1	4.0	2.9	4.2	3.9	3.8	3.2	2.7	3.5	2.9	3.7	4.0	2.9	3.6	3.6	3.6	
KFRC-F	(O)	---	---	---	1.6	3.6	3.3	3.3	2.9	3.0	3.5	3.6	3.6	2.8	2.5	2.8	2.7	2.0	
KMEL-F	(CHR)	---	---	2.1	2.4	2.2	2.9	4.4	3.5	2.0	1.8	2.9	3.4	4.4	5.7	5.3	5.3	5.7	
KSOL-F	(B)	---	1.3	3.1	3.3	4.0	4.7	5.7	4.3	3.9	4.6	4.5	4.3	4.8	3.3	2.8	2.9	3.3	
KIOI-F	(AC)	---	3.6	2.8	4.0	3.5	2.7	3.0	2.9	3.2	2.8	3.4	2.5	2.4	3.8	3.3	3.3	3.3	
KFOG-F	(AOR)	4.1	5.6	4.4	4.2	3.8	4.1	2.7	2.1	1.4	2.4	2.5	2.7	2.2	1.8	2.0	2.4	1.8	
KABL	(SAC)	3.9	4.5	4.0	3.9	3.2	2.9	2.5	2.5	2.7	2.7	2.6	*	*	*	*	*	*	
KABL-F	(SAC)	---	2.6	2.7	2.4	2.8	2.9	3.2	2.5	3.3	3.0	3.6	5.7	4.8	5.5	4.6	2.6	2.8	
KNEW	(C)	3.6	3.3	3.1	2.3	2.6	3.0	3.0	2.9	2.8	2.6	2.6	1.9	1.6	1.2	1.5	1.3	1.2	
KSAN-F	(C)	3.5	2.6	2.4	1.9	1.8	1.8	2.1	2.7	3.9	2.5	3.6	3.0	2.9	2.6	3.0	3.1	3.0	
KOIT-F	(AC)	---	1.7	3.7	3.1	3.4	2.3	2.2	3.0	2.7	2.9	2.7	2.6	3.7	4.4	4.9	4.7	3.7	
KDIA	(B)	---	2.6	2.6	3.1	3.3	2.4	1.8	3.0	2.3	2.6	0.7	0.9	1.3	0.9	1.2	1.8	1.0	
KBLX A/F	(J/AC)	---	---	---	1.2	1.0	2.2	2.6	2.7	2.7	2.4	2.9	2.8	2.7	2.5	2.1	2.1	2.2	
KOIT	(AC)	---	---	2.2	2.3	1.7	1.5	1.5	2.0	1.5	0.5	0.5	0.4	*	*	*	*	*	
KYA-F	(O)	---	---	---	1.7	2.2	1.5	1.4	1.7	1.0	1.4	1.2	1.7	1.6	1.4	1.4	1.6	1.3	
KKHI A/F	(CL)	---	---	1.9	1.9	1.6	1.6	1.8	1.8	1.7	2.1	1.7	1.9	1.6	2.4	2.0	2.1	2.0	
KITS-F	(AOR)	---	---	---	---	---	---	---	0.6	2.1	2.2	2.4	2.2	2.7	2.9	2.3	2.3	2.9	
KDBK F/F	(AC)	---	---	---	---	---	---	---	1.5	1.9	1.6	1.4	1.3	1.4	1.0	0.7	1.3	1.4	
KJAZ-F	(J)	---	---	---	---	---	---	---	0.9	1.0	1.3	1.1	1.0	1.3	0.9	0.9	1.1	1.1	
KDFC A/F	(CL)	---	---	1.8	2.2	1.6	1.6	2.0	1.6	2.1	1.6	1.5	1.7	2.0	2.7	2.5	2.8	2.5	
KBRG-F	(SP)	---	---	---	---	---	---	---	---	---	---	---	---	0.8	1.0	1.4	1.2	1.3	1.6
KIQI	(SP)	---	---	---	---	---	---	---	---	---	---	---	---	0.6	1.0	1.1	1.1	1.2	0.9
KBAY-F	(EZ)	2.9	2.9	2.3	1.9	1.8	1.8	2.1	1.9	2.1	1.6	1.5	2.2	1.6	2.0	2.0	2.1	2.2	
KUFY-F	(CL.AOR)	---	---	---	---	---	---	---	0.8	1.1	1.9	1.9	1.6	1.4	1.1	1.1	0.7	1.1	
KLOK	(SP)	---	2.6	2.5	2.1	1.8	1.7	1.8	1.7	1.3	1.2	1.2	0.8	0.8	0.5	0.9	0.4	0.6	
KOME-F	(AOR)	---	---	---	0.8	2.0	2.2	2.3	1.7	1.2	1.9	1.5	1.7	1.4	1.5	2.0	1.6	1.7	
KSJO-F	(AOR)	---	---	---	1.0	1.3	1.0	1.2	2.9	1.7	1.3	1.0	1.2	0.9	1.4	1.1	1.4	1.7	
KHQT-F	(CHR)	---	---	---	---	---	---	---	---	---	---	---	0.9	1.0	1.4	1.2	1.4	1.7	
KARA-F	(AC)	---	---	---	---	---	---	---	---	---	---	---	0.8	1.1	0.9	1.2	1.0	1.1	

*KOIT A/F are simulcasted; KABL A/F are simulcasted.
 BASED ON AVERAGE OF SPRING AND FALL BOOKS

12+ CUME RATINGS

		79	80	81	82	83	84	85	86	87	88	89	90	91
KGO		18.2	17.7	18.2	18.1	18.5	18.3	18.0	17.1	17.2	17.3	17.1	15.3	17.6
KKSF-F		9.7	9.7	9.5	5.5	5.3	6.4	7.2	8.7	9.2	5.7	7.2	6.5	6.8
KFRC		19.4	16.2	18.8	16.0	17.2	13.8	9.7	6.9	8.5	8.4	9.3	10.7	10.0
KSFO		9.6	9.0	13.9	10.7	9.4	8.9	7.3	6.8	12.9	8.8	9.5	9.4	8.8
KCBS		15.9	16.7	16.3	15.1	16.2	12.6	15.0	16.6	16.1	15.4	15.2	13.5	16.9
KRQR-F		---	6.3	---	10.2	7.7	7.3	5.8	5.1	6.2	8.7	8.6	8.5	8.2
KNBR		16.8	13.6	14.2	11.8	12.2	12.0	10.8	13.3	14.9	11.4	12.0	13.0	12.7
KFRC-F		8.2	9.9	10.6	9.3	11.3	10.6	11.1	11.1	10.1	9.2	10.2	9.2	8.4
KMEL-F		---	7.3	10.7	11.4	9.4	6.7	11.0	10.9	12.4	14.6	15.4	13.9	15.5
KSOL-F		8.1	9.0	8.8	10.0	7.4	11.4	10.3	10.6	10.9	10.1	8.9	8.5	11.1
KIOI-F		11.2	9.3	9.7	10.0	10.6	10.9	10.6	9.8	9.7	11.4	11.2	10.6	10.4
KFOG-F		9.5	10.5	6.8	7.8	4.2	4.8	6.8	7.2	6.4	5.8	7.2	7.8	7.3
KABL		10.7	8.6	7.6	7.4	8.6	6.7	6.1	4.6	---	---	---	---	---
KABL-F		7.5	7.8	8.1	7.2	8.7	7.1	7.8	8.2	10.3	10.7	9.9	8.0	7.8
KNEW		7.2	7.7	8.6	8.0	6.9	6.0	6.4	5.2	4.3	3.8	4.0	3.0	3.4
KSAN-F		---	6.6	6.6	6.7	9.4	7.9	7.9	7.0	7.6	7.8	8.7	7.0	7.4
KOIT-F		8.7	---	6.3	6.6	7.1	6.9	6.6	8.3	10.3	11.6	13.3	12.7	10.8
KDIA		8.1	8.2	---	7.6	7.2	---	---	2.9	3.0	2.7	3.1	3.5	2.7
KBLX A/F		---	---	6.3	7.8	6.4	6.4	6.7	6.9	7.7	6.4	6.4	5.4	7.1
KOIT		9.4	8.3	---	6.2	5.6	2.6	2.8	1.8	---	---	---	---	---
KYA-F		8.5	7.9	---	6.0	3.6	3.9	3.0	5.0	NA	5.6	5.9	5.3	4.5
KKHI A/F		---	---	---	5.3	5.9	5.4	5.8	5.2	5.0	5.4	5.6	6.5	6.5
KITS-F		---	---	---	0.5	6.6	9.7	9.8	8.7	7.4	6.4	7.2	5.0	7.6
KDBK F/F		---	---	---	---	4.8	4.8	5.5	2.8	2.9	2.8	3.4	2.4	5.4
KJAZ-F		---	---	---	---	---	2.9	3.0	3.2	3.2	3.1	2.3	3.1	3.3
KDFC A/F		---	---	5.9	5.0	---	4.0	4.9	4.6	6.6	6.4	7.3	7.4	7.9
KBRG-F		---	---	---	---	---	---	---	---	1.4	1.1	1.8	2.4	2.1
KIQI		---	---	---	---	---	---	---	---	1.6	2.0	2.0	3.0	2.1
KBAY-F		5.1	---	---	4.3	5.0	5.3	4.8	4.6	4.2	4.6	4.8	4.3	5.3
KUFY-F		---	---	---	---	3.2	5.2	5.3	6.3	4.4	4.2	4.0	3.5	3.9
KLOK		6.6	5.5	---	5.7	5.5	---	4.6	3.9	3.1	2.4	1.9	2.2	1.7
KOME-F		---	---	6.3	6.1	5.6	5.4	4.8	4.9	5.6	4.7	5.2	4.7	5.2
KSJO-F		---	---	---	6.8	6.7	4.5	3.6	3.8	3.9	4.1	4.2	4.8	5.0
KHQT-F		---	---	---	---	---	---	---	---	2.3	3.8	4.2	4.2	5.1
KARA-F		---	---	---	---	---	---	---	---	3.1	2.9	3.9	2.5	3.3

SAN FRANCISCO

	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
APR (%)	16.4	16.1	15.4	16.8	16.4	16.5	17.1	17.6	17.8	17.9	17.2	17.1	16.7	17.4	17.2	17.3	16.8
FM Share (%)	32.93	37.59	42.11	42.07	48.22	51.16	53.71	53.42	52.66	56.57	61.38	60.42	60.3	63.7	64.7	62.4	65.0
Total Stations			44	45	47	45	47	47	47	48	52	49	54	51	51	50	54
Viable Stations									27	27	27	26	26	24	24	24	24
Diaries						4190	3443	3987	3298	3678	4303	3934	3875	3994	3909	3959	4219
% Not Listed													9.8	9.8	9.5	11.4	12.5

FORMAT SHARES (%)

	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
CHR/AOR	30	34	28	28	26	28	21	CHR	14	11	14	14	17	13	14	9
MOR/AC	16	14	15	17	17	14	MOR/FS	4	4	5	7	7	5	4	5	--
COUNTRY	6	4	5	5	8	8	AC/OLDIES	14	11	16	14	14	17	20	19	19
BTFL/EZ/SAC	19	17	17	16	13	13		10	8	8	7	7	6	7	5	7
NEWS/TALK	16	15	16	16	16	15		13	15	10	10	9	7	5	5	5
BLACK/URBAN	7	8	12	11	12	13		16	15	16	16	15	13	12	18	
NOSTALGIA	1	1	2	2	1	3		10	13	10	9	9	7	4	6	5
HISPANIC	--	2	2	1	2	2		5	5	3	4	4	4	5	6	5
RELIG/GOSPEL	1	1	1	1	1	1		4	1	2	2	4	2	3	5	3
CLASSICAL	4	4	3	3	4	4		1	1	1	1	1	1	1	1	1
JAZZ/NAC	--	--	--	--	--	--		4	4	4	4	4	5	5	6	6
								--	--	--	--	2	4	6	6	6

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. KGO	15.0	KGO 17.5	KGO 19.0	KGO 20.0	KGO 19.5	KGO 21.5	KGO 25.0	KGO 23.0
2. KCBS	11.4	KCBS 13.3	KCBS 14.2	KCBS 13.5	KCBS 14.5	KCBS 15.0	KCBS 15.7	KCBS 14.6
3. KNBR	10.6	KNBR 11.2	KNBR 12.1	KNBR 11.5	KNBR 13.8	KNBR 13.0	KNBR 13.0	KNBR 12.8
4. KSAN-F	8.4	KYUU-F 11.1	KYUU-F 10.1	NEW/SAN 10.8	NEW/SAN 12.0	KIOI-F 12.1	KIOI-F 12.7	KMEL-F 12.7
5. KYUU-F	8.3	KSAN-F 8.6	KSAN-F 8.7	KYUU-F 9.1	KMEL-F 8.8	NEW/SAN 12.0	KOIT AF 12.4	KIOI-F 12.4
6. KFRC	6.6	KIOI-F 8.4	KIOI-F 7.6	SFO/KYA 8.7	SFO/KYA 8.5	KMEL-F 11.0	NEW/SAN 12.3	NEW/SAN 12.0
7. KIOI-F	6.2	KABL AF 8.0	KBLX-F 7.4	KBLX AF 7.6	KOIT-F 8.1	KOIT AF 10.0	KMEL-F 11.6	KOIT AF 11.2
8.		KSOL-F 7.0	SFO/KYA 7.3	KABL AF 6.7	KIOI-F 7.5	SFO/KYA 8.6	SFO/KYA 10.0	SFO/KYA 7.7
9.		KFRC 6.0	KABL AF 6.7	KSOL-F 6.2	KSOL-F 7.2	KRQR-F 6.6	KKSF-F 7.5	KITS-F 7.2
10.		KBLX-F 5.6	KSOL-F 6.6	KMEL-F 6.0	KABL AF 6.6	KKSF-F 6.5	KRQR-F 6.7	KSF -F 6.9

Highest Metro Share: KGO 9.4, S81
 Highest Metro 1/4 Hr. Avg: KGO 732, F84
 Highest TSA 1/4 Hr. Avg: KGO 907, S84
 Highest TSA Cume: KGO 14225, S76
 Highest Metro Cume Rating: KFRC 22.8, F78

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	Net Dollars					Gross Dollars										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	41.81	50.35	59.16	65.35	71.01	93.6	102.5	115.3	132.1	142.0	144.1	146.0	164.2	173.2	183.6	170.7
Income (millions)	2.09	4.66	6.98	3.69	.78											
Nat Rev (millions)	18.03	17.79	24.17	25.31	28.16											
Rev per Cap (\$)	---	15.90	18.52	20.40	21.63	24.25	26.28	28.97	30.50	32.27	32.09	31.94	35.39	36.85	38.57	35.20
Inc per Cap (\$)	---	1.47	2.19	1.15	.24											
Rev as % of Retail Sales						.41	.43	.44	.47	.46	.43	.42	.44	.46	.47	.42
Market Grades							B+	B/B+	C+/C+	C+/A-	C/A	C/B	B-/A-	---		
Manager's Market Grades							7.6	7.6	6.7	6.9	7.2	6.3	6.8	7.5	6.2	
FM Base Value							---	7.0	8.1	10.0	11.0	16.0	16.0	15.0		
Base Value Percentage							---	---	---	---	---	6.5	9.2	8.7	8.8	
Mean Share Points per Viable Station							3.3	3.3	3.3	3.3	3.4	3.7	3.7	3.7	3.7	3.6

#1 STATIONS 12+ METRO SHARE

KFRC S76, S78
 KCBS F76
 KGO All other rating periods

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	52	45	50	51
By Top 50%	71	69	76	76
% of Share Points Controlled by Top 25% of Viable Stations	38	36	34	35
By Top 50%	60	59	54	56

SAN FRANCISCO

STATION NOTES
(Major call letter and format changes)

KKSF-F KSFJ until 82, Rock or AOR until 82, KGO-F until 84, News/Talk until 84 (?), KLOK-F until 87, Contemp until 87
 KRQR-F KCBS-F until 82, Oldies/Contemp until 82
 KSFO MOR until 83, MOR/Nostalgia until 86
 KMEL-F KFRC until 77, AOR until 84
 KFOG-F BTFL until 83
 KOIT-F BTFL until 85
 KDIA KDIA until 84, KFYI until 85, Black until 83, News Talk until 84
 KYA-F AOR until 80, KYA-F until 81, KLHT until 84
 KBLX-F KRE until 79
 KSAN-F AOR until 80
 KFRC CHR until 86
 KFRC-F KYUU-F until 88, KXXX-F until 91, AC until 88, CHR until 91
 KDBK-F KKCY-F until 88, KHIT-F until 88, KOFY-F until 90, Eclectic Mix until 88, Nostalgia during part of 88, then Oldies later in 88, Change to AC in 89 until 90, Now simulcasts with KDBQ-F in San Jose

Other Stations - See San Jose

MAJOR STATION SALES

1970	KRE, KBLX-F	Sold to Horizons	\$ 1,427,000
1972	KABL A/F	From McLendon to Starr	10,800,000
1974	KIQI-F	Sold to Jim Gabbert	1,180,000
1974	KFOG-F	Sold by Kaise to GE	1,600,000
1976	KOIT-T	From SF Chronicle to Bonneville	2,850,000
1977	KMEL-F	From RKO to Century	1,500,000
1977	KOIT, KYA-F	From AVCO to King	NA
1980	KNEW	From Metromedia to Malrite	5,000,000
1981	KSAN-F	From Metromedia to Malrite	7,000,000
1982	KKCY-F	Sold by Gene Chenault	5,500,000
1983	KIOI-F	From Charter to Price Comm.	12,400,000
1983	KSFO	From Golden West to King	7,000,000
1983	KFOG-F	From GE to Susquehanna	4,750,000
1983	KLOK-F	From ABC to Davis/Weaver	5,300,000 (E)
1983	KOIT	From King to Bonneville	3,500,000
1984	KDIA	Sold by BENI	3,475,000
1984	KFAX	Sold to Salem	6,000,000
1985	KKCY-F	Sold to Olympic	7,000,000
1987	KKSF-F	From Davis/Weaver to Brown	15,000,000
1987	KIOI-F	From Price to Fairfield	NA
1987	KOFY-F	Sold by Olympic	11,000,000
1988	KFRC	From RKO to Daytona	8,000,000 (cancelled)
1988	KXXX-F	From NBC to Emmis	21,500,000
1988	KEST	Sold by Universal	7,000,000 (E)
1989	KNBR	From NBC to Susquehanna	20,300,000
1989	KSOL-F	From United to TA/Shaw	19,000,000 (E) (cancelled)
1989	KDBK A/F	Sold to Viacom	20,200,000
1989	KXXX-F	From Emmis to Hayes	26,000,000 (cancelled)
1990	KXXX-F	From Emmis to Bedford	18,500,000
1990	KFRC	From RKO to Bedford	8,000,000
1991	KSFO, KYA-F	Sold by King	13,300,000 (E)

SAN JOSE

12+ METRO SHARE

		SPG																
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
KOME-F	(AOR)	8.7	6.4	3.8	2.8	5.6	5.2	6.2	4.8	3.5	4.8	4.2	4.4	4.1	4.1	4.9	4.5	3.7
KSJO-F	(AOR)	---	2.8	4.0	2.5	3.9	2.4	3.5	8.4	5.3	3.9	2.8	3.4	3.2	3.9	3.1	3.7	4.9
KEZR-F	(AC)	---	2.2	2.5	3.5	4.5	4.6	5.1	5.0	4.1	2.5	2.3	3.0	2.3	3.2	3.8	3.8	4.6
KBAY-F	(EZ)	7.9	8.9	6.7	6.6	5.1	5.3	6.6	5.9	5.5	6.7	6.1	5.7	4.2	6.5	6.4	6.9	6.1
KEEN	(C)	---	2.7	2.9	2.4	2.8	4.0	3.0	2.6	3.3	2.8	2.4	2.3	2.7	1.7	2.7	3.0	1.5
KLOK	(SP)	5.4	5.8	6.0	5.1	5.0	4.9	5.0	4.8	3.4	2.8	3.3	2.7	2.1	1.2	1.8	1.0	1.3
KLIV	(T)	4.8	4.4	4.3	3.8	3.1	2.2	2.3	2.9	2.9	3.4	2.3	2.2	1.9	2.0	2.1	1.3	0.3
KDFC A/F	(CL)	---	---	1.9	2.5	1.9	1.5	2.2	2.2	1.8	1.6	1.2	1.4	1.9	2.0	1.7	2.0	1.9
KARA-F	(O)	4.3	3.3	4.1	3.1	3.7	3.9	3.1	2.5	3.1	3.4	3.7	2.6	3.8	3.3	4.7	3.9	4.0
KUFX-F	(CL.AOR)	---	---	2.2	1.7	2.2	1.6	1.6	1.8	4.3	6.3	5.3	5.9	5.6	4.3	4.0	2.8	3.2
KHQT-F	(CHR)	---	---	---	---	---	---	1.4	---	---	1.4	2.9	3.0	3.4	5.2	4.3	5.3	6.2
KNTA	(SP)	---	---	---	---	---	---	---	1.7	1.5	2.4	2.0	1.2	1.5	0.8	1.3	1.0	0.7
KRTY-F	(C)	---	---	---	---	---	---	---	---	---	---	1.9	2.6	3.2	1.8	1.2	1.5	3.3
KAZA	(SP)	---	---	---	---	---	---	---	---	---	---	---	1.2	1.8	1.0	1.3	2.4	1.1

ONLY STATIONS HOME TO SAN JOSE ARE INCLUDED
BASED ON AVERAGE OF SPRING AND FALL BOOKS

12+ CUME RATINGS

	79	80	81	82	83	84	85	86	87	88	89	90	91
KOME-F	13.2	13.1	15.1	15.0	12.6	13.7	11.7	11.1	13.6	11.6	13.2	11.2	12.3
KSJO-F	7.8	7.5	9.4	18.1	18.4	12.9	9.9	10.0	12.7	10.5	12.3	11.6	12.6
KEZR-F	9.3	10.9	7.9	11.2	13.0	9.1	11.2	9.8	9.0	7.9	11.4	11.5	11.9
KBAY-F	11.9	12.4	13.3	12.2	11.8	13.4	12.5	10.7	10.7	13.0	14.2	12.3	13.8
KEEN	6.4	7.5	7.9	7.4	6.4	6.9	5.7	4.8	4.5	4.5	5.5	3.7	4.1
KLOK	15.6	13.6	14.7	14.7	11.4	10.2	9.8	10.3	7.0	5.7	2.9	3.6	3.3
KLIV	13.4	9.6	7.8	2.5	6.6	7.8	6.3	5.8	5.2	3.5	5.8	3.5	2.5
KDFC A/F	---	5.7	5.1	5.6	4.2	4.1	4.4	3.9	5.0	5.4	5.1	5.8	6.4
KARA-F	8.2	10.1	7.6	7.7	9.6	9.2	10.8	10.7	10.1	9.4	13.3	9.1	11.2
KUFX-F	4.9	5.3	5.7	5.5	11.5	18.0	14.9	19.3	15.7	15.0	13.2	12.5	11.4
KHQT-F	---	---	---	---	3.9	6.1	6.6	5.9	7.0	13.5	14.1	13.8	17.5
KNTA	---	---	---	---	3.7	2.3	2.6	3.7	2.3	1.9	2.0	2.2	2.2
KRTY-F	---	---	---	---	---	---	---	8.1	10.3	8.2	6.7	5.2	8.0
KAZA	---	---	---	---	---	---	---	---	1.2	1.2	1.7	2.8	2.1

	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
APR (%)	16.6	15.6	14.6	16.1	15.3	15.8	16.9	17.0	17.0	17.2	16.2	16.0	15.9	16.3	17.2	16.5	16.7
FM Share (%)	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Total Stations						44	42	42	42	42	43	42	45	46	42	46	46
Viable Stations																	
Diaries						1463	1336	1236	1159	1314	1489	1148	1491	1430	1498	1442	1553
% Not Listed																	

FORMAT SHARES (%)

	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
CHR/AOR															
MOR/AC															
COUNTRY															
BTFL/EZ/SAC															
NEWS/TALK															
BLACK/URBAN															
NOSTALGIA															
HISPANIC															
RELIG/GOSPEL															
CLASSICAL															
JAZZ/NAC															

FORMAT SHARES NOT AVAILABLE

SAN JOSE

HIGHEST BILLING STATIONS

	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>
1. KBAY-F	3.9	KBAY-F 4.3	KBAY-F 4.0	KOME-F 4.1	KOME-F 4.6	KOME 4.8	KOME-F 5.4	KOME-F 4.3
2. KWSS-F	3.5	KWSS-F 3.9	KWSS-F 3.8	KWSS-F 3.6	KWSS-F 4.3	KARA-F 4.0	KARA-F 4.4	KEZR-F 3.7
3. KARA-F	2.9	KOME-F 3.3	KOME-F 2.6	KBAY-F 3.4	KBAY-F 3.7	KBAY-F 3.7	KEZR-F 3.9	KARA-F 3.2
4. KEZR-F	2.7	KARA-F 2.6		KARA-F 3.0	KARA-F 3.2	KWSS-F 2.9	KBAY-F 3.8	KSJO-F 3.1
5. KOME-F	2.4	KEZR-F 2.4		KSJO-F 3.0	KSJO-F 3.1	KEZR-F 2.7	KHQT-F 2.8	KBAY-F 3.0
6.		KLOK 1.9		KEZR-F 2.5	KEZR-F 2.5	KSJO-F 2.6	KSJO-F 2.7	KHQT-F 2.7
7.							KWSS-F 1.7	KUFX-F 1.6
8.								KRIV-F 1.4
9.								KEEN 0.9
10.								KNTA 0.8

FINANCIAL DATA

	<u>FCC Data</u> [----- Net Dollars -----]					<u>Duncan Estimates</u> [----- Gross Dollars -----]										
	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>
Revenue (millions)	8.16	10.38	13.22	15.40	16.86	18.0	19.8	22.0	23.4	24.5	25.8	26.9	27.8	29.4	30.6	27.0
Income (millions)	.65	1.48	.26	1.90	1.27											
Nat Rev (millions)	1.32	1.58	2.98	3.41	4.75											
Rev per Cap (\$)	---	8.48	10.60	12.22	12.64	13.85	14.89	16.06	16.96	17.63	18.30	18.95	19.31	20.14	20.00	17.76
Inc per Cap (\$)	---	1.21	.21	1.51	.95											
Rev as % of Retail Sales						.24	.24	.24	.25	.24	.25	.25	.24	.25	.24	.21
Market Grades									B	C/C-	D+/D+	C-/C	D+/D+	D+/D+	D+/C-	--
Manager's Market Grades								9.3	8.4	7.3	6.9	6.5	6.9	6.8	7.4	6.5
FM Base Value										5.0	5.4	5.4	5.5	5.8	5.2	4.6
Base Value Percentage										---	---	---	---	19.1	19.7	17.0
Mean Share Points per Viable Station																

#1 STATIONS 12+ METRO SHARE

KDME-F	S75, F79, S81, S87
KBAY-F	S76, F76, S77, F77, S78, F78, F80, F81, F83, S84, F84, S85, F85, S86, S79, S80, S88, F88, S89, F89, S90, F91
KLOK	S79, S80
KSJO-F	S82, F82, S83,
KWSS-F	F86, F87
KHQT-F	S91

% of Revenue Controlled by Top 25% of Viable Stations

By Top 25%	--	41	46	42
By Top 50%	--	70	76	74
<u>% of Share Points Controlled by Top 25% of Viable Stations</u>				
By Top 25%	--	--	--	--
By Top 50%	--	--	--	--

STATION NOTES

(Major call letter and format changes)

Highest Metro Share:	KBAY-F 9.8, S76
Highest Metro 1/4 Hr. Avg:	KSJO-F 160, F82
	KBAY-F 160, F84
Highest Metro 1/4 Hr. Avg:	KBAY-F 270, S84
Highest TSA Cume:	KWSS-F 3819, S86
Highest Metro Cume Rating:	KLIV 20.3, F88

KLIV	Contemp until 81, Nostalgia until 90
KARA-F	Contemp until 82, AC evolving to Oldies by 90
KWSS-F	KFAT until 83, Country until 83
KHQT-F	KPEN until 83, Contemp until 83, KLZE-F until 88, EZ until 88
KLDK	MOR/AC until about 88
KRTY-F	KATD-F until 89, KYAY-F until 90, CHR until 89
KUFX-F	KWSS-F until 91, CHR until 91
KEEN	Country until 92 then simulcasted with KBAY

MAJOR STATION SALES

1971 KEZR-F	Sold to PSA	\$ 330,000
1973 KOME-F	Sold to Infinity	461,000
1973 KLZE-F		250,000
1974 KSJO-F	Sold to Sterling	769,000
1976 KEZR-F	From PSA to Alta	600,000
1978 KHIT	Sold to Sterling	1,375,000
1980 KWSS-F (Gilroy)		2,500,000
1983 KTIM A/F (San Rafael)		1,400,000
1984 KLZE-F		2,500,000
1984 KWSS-F	From West. Cities to Nationwide	8,600,000
1985 KHIT, KSJO-F	From Sterling to Narragansett	8,250,000
1986 KLZE-F	Sold to Parker	4,300,000
1986 KBRG-F		2,875,000
1987 KHIT	From Narragansett to Levitt	2,000,000
1987 KHQT-F (Los Altos)	From Parker to Anaheim	5,275,000
1988 KLOK		5,200,000 (includes real estate of value)
1989 KATD-F	Sold to Crown	5,000,000
1989 KLOK, KBRG-F		15,000,000
1989 KNTA		2,000,000
1990 KLRS-F (S. Cruz)	From Fuller-Jeff. to Viacom	5,750,000
1990 KSJX, KSJO-F	From Narragansett to H. Frank	6,500,000
1990 KWSS-F	From Nationwide to Shamrock	5,000,000 (E)
1991 KSJX, KSJO-F	Sold by Narragansett	5,400,000

SARASOTA - BRADENTON

12+ METRO SHARE

		SPG																
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
WDUV-F	(EZ)	---	---	---	---	13.3	13.9	15.3	13.4	16.6	21.6	17.9	23.4	23.7	17.2	22.2	18.1	18.6
WAMR	(BB)	---	---	---	---	7.5	3.8	6.6	4.7	4.4	4.9	6.2	3.8	4.1	5.4	3.8	4.1	2.0
WCTQ-F	(C)	---	---	---	---	---	4.6	5.4	4.5	3.9	2.6	0.9	0.6	1.9	3.2	4.1	2.0	4.2
WHPT-F	(J/NAC)	---	---	---	---	10.9	3.5	1.8	4.5	6.9	7.2	4.1	3.0	4.4	4.1	3.1	3.6	4.2
WSRZ-F	(AC)	---	---	---	---	1.9	3.8	2.0	3.2	5.0	0.7	2.4	1.3	5.0	10.0	7.5	4.1	5.8
WKLX	(O)	---	---	---	---	3.1	1.8	0.8	0.3	---	---	0.9	1.1	---	0.5	---	---	---
WKXY	(AC)	---	---	---	---	2.4	1.5	1.6	1.7	0.8	0.8	1.3	0.9	0.9	0.7	1.1	0.3	1.1
WSPB	(CL)	---	---	---	---	3.6	2.6	3.6	1.5	3.0	2.6	1.3	1.6	1.3	---	---	0.4	0.7
WQSA	(T)	---	---	---	---	6.3	2.4	2.6	1.7	2.0	0.8	2.7	1.1	0.6	0.7	0.8	0.5	0.4
WSGX	(O)	---	---	---	---	---	---	4.2	2.3	5.4	3.6	1.9	4.8	2.1	1.3	---	---	---
WINK-F	(CHR)	---	---	---	---	---	---	1.2	2.5	0.3	1.1	2.1	2.8	2.5	0.9	1.6	1.2	2.4
WYNF-F	(AOR)	---	---	---	---	1.4	5.5	2.6	7.7	10.1	6.2	7.9	7.3	8.0	7.9	8.8	9.1	9.9
WWRM-F	(SAC)	---	---	---	---	1.7	8.2	6.4	4.7	5.2	5.6	5.4	3.9	3.1	2.5	4.1	6.5	5.1
WSUN	(N/T)	---	---	---	---	4.8	7.1	7.4	9.7	5.9	7.2	10.3	7.8	5.5	7.3	3.6	2.5	3.7
WRBQ-F	(CHR)	---	---	---	---	---	---	---	---	3.0	3.1	2.5	6.6	3.9	3.7	1.3	0.8	0.5
WUSA-F	(AC)	---	---	---	---	6.3	4.2	3.8	4.0	1.2	1.3	1.9	3.1	2.7	1.6	1.3	1.8	1.1
WFLZ-F	(CHR)	---	---	---	---	3.6	2.4	4.2	3.7	3.4	0.7	0.6	1.3	2.4	3.6	5.7	8.5	4.9
WXTB-F	(AOR)	---	---	---	---	---	8.6	10.4	8.3	2.2	4.7	5.4	2.3	2.8	2.3	0.8	1.8	2.9
WFLA	(T)	---	---	---	---	---	---	---	---	---	---	---	---	2.7	4.8	3.5	3.6	5.3

BASED ON AVERAGE OF SPRING AND FALL BOOKS AS OF 1990

12+ CUME RATINGS

	79	80	81	82	83	84	85	86	87	88	89	90	91
WDUV-F	28.7	27.7	24.6	22.0	27.2	30.3	28.8	31.4	31.6	29.3	29.2	29.7	30.4
WAMR	12.6	---	---	9.4	7.5	8.6	9.4	8.4	6.7	6.5	7.7	8.3	5.0
WCTQ-F	---	11.1	9.3	10.6	10.7	---	3.9	3.8	3.7	5.2	6.0	4.9	7.7
WHPT-F	16.1	8.7	---	10.1	14.1	10.8	11.4	8.0	11.7	8.7	9.6	10.0	9.4
WSRZ-F	---	11.1	---	9.3	12.4	4.2	7.1	5.4	11.0	16.8	17.3	10.7	14.7
WKLX	---	---	---	3.5	---	---	2.5	2.9	---	1.4	---	---	---
WKXY	9.0	---	8.8	8.2	5.0	4.4	4.0	4.1	3.4	2.4	2.2	2.0	1.6
WSPB	11.5	---	8.6	5.6	8.9	---	3.9	5.1	3.7	---	---	---	2.6
WQSA	12.8	---	---	6.9	5.0	2.9	---	3.3	2.5	3.1	3.6	3.3	3.9
WSGX	---	---	---	---	---	---	2.8	6.1	3.1	1.4	---	---	---
WINK-F	---	---	---	3.8	3.7	---	5.5	6.7	6.2	2.7	4.2	5.7	6.2
WYNF-F	---	13.6	9.1	14.7	16.5	10.8	14.5	12.2	12.2	13.8	15.3	13.0	16.0
WWRM-F	---	14.1	10.7	10.1	9.5	12.1	11.2	9.5	6.5	6.8	8.8	13.1	14.9
WSUN	18.7	18.1	15.2	19.4	11.0	14.3	15.9	15.1	10.5	12.7	10.4	6.7	10.8
WRBQ-F	---	---	---	5.1	8.4	6.8	6.8	14.8	10.2	10.9	6.6	4.9	5.8
WUSA-F	---	---	---	8.2	4.7	3.3	4.8	6.2	6.7	3.8	4.1	6.6	3.9
WFLZ-F	9.2	9.4	8.7	7.9	---	3.1	5.1	5.9	6.3	8.5	13.7	14.2	13.1
WXTB-F	---	8.6	10.4	8.3	10.1	13.3	13.8	8.5	7.8	6.4	5.2	4.8	7.2
WFLA	---	---	---	---	---	---	---	---	8.3	8.6	8.7	7.1	11.0

	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
APR (%)	---	---	---	---	15.3	16.6	15.7	18.0	17.3	17.1	NA	16.8	17.3	14.1	15.9	16.4	16.1
FM Share (%)	---	---	---	---	55.64	62.22	58.66	63.99	67.46	66.54	61.19	66.03	73.0	69.4	78.3	78.6	76.5
Total Stations					25	23	27	28	26	26	29	29	29	26	27	26	28
Viable Stations									10	10	10	10	8.5	7	6	7	7.5
Diaries						478	563	946	611	637	816	713	885	780	718	825	902
% Not Listed													13.3	14.5	18.2	17.8	16.4

FORMAT SHARES (%)

	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
CHR/AOR	--	--	28	26	21	19	19	CHR AOR/CLS	12	12	11	13	17	18	20	9
MOR/AC	--	--	21	8	8	13	MOR/FS AC/OLDIES	7	6	4	2	1	--	--	--	4
COUNTRY	--	--	13	20	20	24	18	13	15	12	11	14	7	7	13	
BTFL/EZ/SAC	--	--	29	36	33	28	24	33	26	31	31	23	27	23	21	
NEWS/TALK	--	--	7	4	5	4	4	3	5	4	5	7	13	9	10	
BLACK/URBAN	--	--	2	1	1	2	--	--	1	--	1	--	--	--	--	
NOSTALGIA	--	--	--	4	12	11	13	13	14	14	9	9	8	12	6	
HISPANIC																
RELIG/GOSPEL	--	--	1	--	--	--	--	--	--	--	--	--	--	--	1	
CLASSICAL	--	--	--	--	--	--	--	--	--	--	--	--	--	1	1	
JAZZ/NAC	--	--	--	--	--	--	--	--	--	--	--	--	5	4	4	5

SARASOTA - BRADENTON

HIGHEST BILLING STATIONS

	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>
1.	WDUV-F 1.5	WDUV-F 1.6	WDUV-F 2.0	WDUV-F 2.1	WDUV-F 2.5	WSRZ-F 2.2	NA	WSRZ-F 1.9
2.	WAVE-F 1.0	WAVE-F 1.1	WHVE-F 1.6	WHVE-F 1.6	WHVE-F 2.2			WCTQ-F 0.8
3.	WAMR-F 0.5			WSRZ-F 1.0	WSRZ-F 1.6			
4.	WSPB 0.4							
5.	WWZZ 0.4							

Highest Metro Share: WDUV-F 23.7, S87
 Highest Metro 1/4 Hr. Avg: WDUV-F 160, S89
 Highest TSA 1/4 Hr. Avg: WDUV-F 167, S87
 Highest TSA Cume: WDUV-F 1503, F91
 Highest Metro Cume Rating: WDUV-F 31.6, S87

FINANCIAL DATA

	<u>FCC Data</u> [----- Net Dollars -----]					<u>Duncan Estimates</u> [----- Gross Dollars -----]										
	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>
Revenue (millions)	---	1.94	1.73	1.80	2.61	3.1	3.5	4.0	4.5	5.0	5.5	5.9	6.5	7.1	7.3	6.8
Income (millions)	---	-.08	-.08	-.37	-.46											
Nat Rev (millions)	---	.50	.14	.22	.34											
Rev per Cap (\$)	---	11.26	9.32	8.60	12.12	7.54	7.97	8.60	9.34	10.04	12.73	13.44	14.48	15.43	15.60	13.44
Inc per Cap (\$)	---	-.45	-.41	-1.76	-2.13											
Rev as % of Retail Sales						.15	.15	.16	.16	.17	.17	.16	.17	.17	.17	.15
Market Grades						C	D-/B-	D/C	C-/C+	C+/B+	C/B+	C/C+	---	---	---	---
Manager's Market Grades						6.0	6.4	5.2	5.0	5.9	6.4	6.0	5.7	5.2		
FM Base Value						---	---	---	---	---	---	---	---	---	---	---
Base Value Percentage						---	---	---	---	---	---	---	---	---	---	---
Mean Share Points per Viable Station						4.7	4.2	3.6	3.8	4.7	6.2	7.4	5.4	5.2		

#1 STATIONS 12+ METRO SHARE

WDUV-F All rating periods

	<u>87</u>	<u>88</u>	<u>90</u>	<u>91</u>
% of Revenue Controlled by Top 25% of Viable Stations	63	57	--	--
By Top 50%	--	--	--	--
% of Share Points Controlled by Top 25% of Viable Stations	--	57	60	60
By Top 50%	--	79	78	80

STATION NOTES

(Major call letter and format changes)

WHPT-F	WQSR until 80, AOR until 81, WSRZ until 84, WAVE-F until 87, AC until 87; WHVE-F until 91
WTRL	MOR until about 81
WSPB	MOR until about 81
WCTQ-F	WAMR-F until 84, MOR until 80, Country until 84, WRAV-F until 87, AC until about 87
WSRZ-F	WSPB-F until 82, WMLO-F until 87, AC until 87, CHR until 90
WSGX	WWZZ until 88, Format changes not known
WKLX	WTRL until about 88, Format changes not known

MAJOR STATION SALES

1972	WSPB, WMLO-F	Sold to Walter Weeks	\$ 600,000
1973	WQSA, WHVE-F		162,000
1973	WWZZ		274,000
1978	WTRL		358,000
1979	WHVE-F	Sold to Cosmos	1,900,000
1980	WWZZ		375,000
1983	WQSA		548,000
1984	WAMR, WRAV-F		1,850,000
1984	WOFN (?)		475,000
1984	WWZZ		600,000
1986	WMLO-F	Sold to Wilkes-Schwartz	2,800,000
1986	WHVE-F	Sold to Susquehanna	7,000,000
1987	WWZZ		550,000
1987	WSPB	Sold to Wilkes-Schwartz	850,000
1987	WAMR, WCTQ-F (Venice)		3,000,000
1988	WTRL		700,000
1990	WSRZ	From Wilkes-Schwartz to Dick Harris	250,000
1991	WSGX		100,000

SAVANNAH

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1.	WCHY-F 1.3	WCHY-F 1.3	WAEV-F 1.6	WCHY A/F 1.5	NA	WCHY-F 1.7	WCHY A/F 2.0	WCHY AF 1.8
2.	WAEV-F 1.2	WAEV-F 1.3	WCHY-F 1.4	WAEV-F 1.3		WIXV-F 1.3	BMQ/IXV 1.5	WIXV-F 1.5
3.	WZAT-F 0.8	WZAT-F 1.2	WZAT-F 1.3	WZAT-F 1.2		WZAT-F 1.3	SOK/AEV 1.5	WAEV-F 1.1
4.	WIXV-F 0.7	WIXV-F 0.7	WEAS-F 0.8	WIXV-F 1.2		WAEV-F 1.1	WEAS-F 1.1	WEAS AF 1.1
5.	WEAS-F 0.5	WEAS-F 0.7	WIXV-F 0.8	WEAS-F 0.7		WEAS-F 1.0	WZAT-F 1.1	WGCO-F 0.9
6.		WJCL-F 0.5	WJCL-F 0.5	WJCL-F 0.6			WJCL-F 0.5	WZAT-F 0.8
7.								WJCL-F 0.55
8.								WSOK 0.5
9.								WHTK-F 0.32
10.								WYKZ-F 0.3

Highest Metro Share: WEAS-F 21.7, S88
 Highest Metro 1/4 Hr. Avg: WEAS-F 81, S88
 Highest TSA 1/4 Hr. Avg: WCHY-F 173, S82
 Highest TSA Cume: WZAT-F 1892, S87
 Highest Metro Cume Rating: WZAT-F 35.7, S87

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	2.07	2.37	2.73	2.10	3.35	4.0	4.5	5.3	5.9	6.5	7.1	7.6	8.3	8.7	9.3	9.5
Income (millions)	-.13	-.27	-.18	-.10	-.49											
Nat Rev (millions)	.29	.28	.41	.25	.58											
Rev per Cap (\$)	---	11.13	12.30	9.04	14.22	18.10	19.56	21.59	25.65	28.02	30.24	32.48	34.48	35.80	37.96	38.46
Inc per Cap (\$)	---	-1.27	-.82	-.45	-2.09											

	87	88	89	90	91				
Rev as % of Retail Sales	.45	.43	.43	.46	.47	.48	.50	.49	.48
Market Grades	A-	B+/B	B/A-	-/B	-/A-	-/A-	-/A-	-/A-	---
Manager's Market Grades	5.7	5.7	6.3	6.5	6.9	7.0	7.3	6.8	7.0
FM Base Value	---	---	2.0	2.8	3.0	3.1	3.1	2.5	2.2
Base Value Percentage	---	---	---	---	---	37.3	34.8	26.9	23.2
Mean Share Points per Viable Station	8.3	8.5	9.4	10.4	9.4	10.2	9.8	9.6	8.4

#1 STATIONS 12+ METRO SHARE

WSOK S75, S80 (T)
 WSGA S76, S77
 WEAS-F S78, S80, (T), S81, S82, S83, S84, S88, S89, S90, F90
 WEAS S79, F91
 WZAT-F S78
 WCHY-F S91

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	46	--	42	41
By Top 50%	80	--	69	68
% of Share Points Controlled by Top 25% of Viable Stations	42	43	42	47
By Top 50%	70	72	70	74

STATION NOTES

(Major call letter and format changes)

WCHY WTOC until 80, WWSA until about 88, MOR until about 88
 WBMQ WSAV until 77, WKBX until 84, MOR until about 83, Country until about 83, Format unknown until 88, Oldies until about 90
 WIXV-F WSGF until 84, Converted to AOR by 86
 WEAS WEAS until 84, WWJD until 88, Gospel until 88
 WWAM WQQT until 82, WQCH until 83
 WSGA Contemp until 82
 WAEV-F WXLN until 81, became AC by 82
 WIZA WWAM until about 88, Country until about 88

MAJOR STATION SALES

1971	WSOK		\$ 400,000
1974	WSGA		628,000
1975	WWAM		300,000
1977	WBMQ	Sold to Beasley	575,000
1977	WAEV-F		380,000
1979	WWSA, WCHY-F	From American Family to Bluegrass	1,250,000
1980	WAEV-F		735,000
1983	WBMQ, WIXV-F	From Beasley to Burbach	2,000,000
1984	WSOK		375,000
1987	WCHY AF	From Bluegrass to Roth	NA
1988	WSGA, WZAT-F	Sold to Marcocci	4,200,000
1988	WBMQ, WIXV-F	From Burbach to McCormick	3,500,000
1989	WSOK, WAEV-F	From Love to Opus	3,900,000 (E)

SEATTLE - TACOMA

12+ METRO SHARE

		SPG																
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
KIRO	(N/T)	7.5	8.0	8.5	8.7	10.6	9.8	8.8	10.9	8.8	9.3	10.6	10.6	10.4	10.7	9.2	9.1	9.3
KWMX-F	(AC)	5.2	5.3	6.3	7.3	6.8	5.4	5.7	5.3	5.7	4.7	5.2	4.2	3.9	3.2	2.4	2.3	2.2
KJR	(O)	8.3	8.2	7.2	6.9	6.5	5.1	3.8	3.0	3.1	3.2	2.2	1.8	2.6	1.9	1.8	1.2	1.3
KISW-F	(AOR)	---	4.1	3.2	3.2	4.4	6.5	8.3	6.9	5.5	5.1	6.2	7.8	4.6	4.5	4.7	4.4	4.2
KOMO	(FS)	9.1	12.0	10.5	10.3	8.1	8.1	6.5	6.9	5.5	7.5	7.1	6.4	6.4	5.1	5.9	5.1	5.8
KVI	(T)	8.5	8.6	7.6	8.1	5.0	3.2	4.0	3.9	2.7	3.3	2.0	3.0	2.5	2.3	1.7	1.5	1.3
KPLZ-F	(CHR)	---	3.8	3.3	4.1	3.6	4.3	3.2	2.8	2.4	4.6	3.9	4.3	4.8	6.8	8.1	6.9	6.8
KING	(N/T)	6.5	7.4	6.0	6.0	3.2	3.5	3.4	2.0	2.0	1.7	1.7	2.3	1.8	2.4	2.8	2.6	2.3
KING-F	(CL)	---	2.7	---	2.3	2.6	2.3	3.5	3.3	3.9	3.0	3.7	2.8	3.2	3.0	3.6	3.5	4.0
KZOK-F	(CL AOR)	3.4	2.3	5.9	3.8	5.1	3.3	3.2	5.8	4.7	2.9	2.3	2.9	3.8	2.6	2.8	4.1	3.5
KMPS	(C)	---	---	---	1.6	2.4	2.7	2.8	2.2	2.5	1.7	2.6	1.6	*	*	*	*	*
KMPS-F	(C)	---	2.6	3.1	1.9	3.1	2.8	2.7	3.4	4.3	3.1	4.3	4.3	5.5	5.5	5.4	6.3	6.2
KIXI	(BB)	---	3.0	2.6	---	1.6	3.0	3.2	2.7	4.8	4.6	4.3	3.6	3.3	4.2	3.3	3.5	4.0
KLTX-F	(SAC)	5.5	2.5	3.0	3.6	3.3	2.7	3.3	2.0	2.3	1.7	1.2	1.7	2.2	2.3	3.1	2.9	2.7
KEZX	(EZ)	3.6	2.7	---	1.5	1.4	1.6	1.0	0.8	0.8	0.5	0.5	0.3	0.2	*	---	0.2	0.2
KTAC	(FS)	3.6	3.0	2.9	3.0	3.0	2.1	1.3	1.0	1.0	0.9	0.5	0.2	0.3	---	---	---	---
KBSG-F	(O)	---	---	0.5	2.0	1.6	2.8	3.5	3.1	3.9	3.6	3.6	2.7	3.0	3.3	3.5	3.7	4.0
KUBE-F	(CHR)	---	---	---	---	---	---	3.6	4.5	5.7	7.0	7.2	6.5	5.8	8.0	6.5	5.7	4.8
KCIS	(REL)	---	---	---	1.9	1.6	1.2	1.4	2.1	1.0	0.9	1.1	1.0	0.7	1.0	0.7	0.6	1.1
KCMS-F	(REL)	---	2.5	---	1.7	1.3	1.7	1.9	1.7	2.2	2.3	1.6	1.6	1.9	2.0	1.7	1.5	2.0
KEZX-F	(EZ)	---	---	2.2	3.4	3.9	3.6	2.3	1.8	2.2	2.7	2.1	2.7	2.2	1.6	1.3	1.2	2.6
KRPM-F	(C)	---	---	---	0.5	0.6	0.7	2.0	3.2	2.5	3.0	3.1	3.2	3.4	2.4	2.8	4.1	4.8
KLSY-F	(AC)	---	---	2.4	2.5	2.9	4.1	3.3	3.4	3.7	4.3	4.3	3.8	3.3	2.5	3.4	4.3	4.2
KXRX-F	(AOR)	---	---	1.3	3.6	4.2	4.0	3.5	2.3	1.7	1.1	1.4	0.8	4.2	4.3	4.2	4.8	4.4
KMTT-F	(CHR/AOR)	---	---	---	1.3	2.1	3.0	2.7	3.8	6.2	6.4	5.1	5.1	5.2	4.0	5.0	3.5	2.4
KNDD-F	(AOR)	---	---	---	---	---	---	---	---	---	---	2.8	3.2	2.6	3.0	2.6	2.3	2.6
KKNW-F	(J/NAC)	---	---	---	---	---	---	---	---	---	0.5	1.0	1.5	2.0	2.1	2.2	2.0	2.2

BASED ON AVERAGE OF SPRING AND FALL BOOKS

12+ CUME RATINGS

		79	80	81	82	83	84	85	86	87	88	89	90	91
KIRO		29.1	26.7	23.9	28.7	23.5	22.6	24.9	25.8	24.9	22.8	25.3	24.4	25.1
KWMX-F		11.2	11.7	9.4	11.2	11.3	11.4	10.0	8.9	6.5	7.4	6.0	6.7	6.4
KJR		20.7	17.6	16.4	13.9	15.3	10.1	9.2	6.7	7.9	6.3	7.9	4.7	4.6
KISW-F		9.6	12.7	13.8	14.6	12.4	11.4	12.6	15.4	13.0	12.4	11.5	11.8	13.7
KOMO		16.7	19.3	17.2	16.5	14.3	17.8	14.6	15.8	16.1	13.9	16.0	13.0	15.2
KVI		16.1	11.9	12.9	13.1	10.6	9.8	8.2	7.6	7.5	7.3	6.0	4.7	4.2
KPLZ-F		12.1	9.7	7.6	7.7	8.1	11.6	10.9	12.9	14.0	17.5	19.6	19.1	19.9
KING		16.9	15.4	14.0	9.5	8.0	7.0	6.4	7.4	6.0	5.2	8.3	6.3	6.8
KING-F		6.4	---	---	7.1	8.7	7.9	8.2	8.6	7.7	6.5	8.9	9.2	11.4
KZOK-F		12.3	11.9	8.9	13.6	11.4	9.8	8.6	9.0	11.2	7.9	8.6	13.8	13.1
KMPS		6.4	---	6.9	5.8	7.3	6.2	5.1	4.2	---	---	---	---	---
KMPS-F		---	---	---	6.6	9.3	10.0	8.2	9.5	9.7	11.4	12.8	12.3	13.4
KIXI		---	---	---	4.4	8.3	10.0	8.2	8.8	7.3	8.7	6.5	7.9	8.7
KLTX-F		6.9	7.1	9.1	5.8	6.3	---	5.4	5.3	6.8	6.4	7.3	7.9	8.1
KEZX		---	---	---	2.7	2.9	1.9	1.5	1.6	---	---	---	---	---
KTAC		8.9	7.6	---	4.3	3.8	3.5	2.2	2.0	1.5	1.2	---	---	---
KBSG-F		---	---	8.9	8.3	10.9	12.5	11.8	8.5	8.1	10.1	9.2	10.6	9.6
KUBE-F		---	---	---	10.7	12.1	15.9	19.5	14.5	16.7	19.5	19.6	17.6	17.5
KCIS		---	---	---	3.3	2.9	2.2	3.1	3.3	2.8	3.3	1.7	2.3	2.3
KCMS-F		---	---	---	5.4	4.8	6.4	4.8	4.4	4.8	4.1	4.6	4.4	4.3
KEZX-F		6.5	7.9	---	4.8	5.6	6.5	5.2	7.4	6.9	4.5	4.1	4.5	5.2
KRPM-F		---	---	---	4.7	5.5	6.4	6.1	5.1	5.7	5.1	6.8	7.8	9.5
KLSY-F		---	7.4	7.6	7.7	8.9	10.8	9.3	9.4	9.8	8.5	9.9	10.6	12.1
KXRX-F		9.9	10.7	11.9	7.6	6.3	5.1	3.8	3.9	8.7	10.1	9.8	11.5	12.0
KMTT-F		---	8.3	5.8	7.1	10.6	11.2	9.6	9.6	8.7	7.2	9.6	8.2	7.7
KNDD-F		---	---	---	---	---	---	5.9	8.6	9.2	7.7	5.9	6.6	6.7
KKNW-F		---	---	---	---	---	---	3.5	5.6	7.4	5.1	5.1	4.9	5.9

		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
APR (%)		15.9	15.4	15.4	14.4	15.3	15.6	15.5	16.3	16.3	16.3	16.7	17.1	16.3	15.5	16.6	17.0	15.6
FM Share (%)		35.08	31.18	38.98	41.50	46.61	51.77	52.41	53.18	29.91	58.59	63.12	61.78	64.2	65.4	68.2	68.9	71.4
Total Stations				31	32	32	30	34	33	32	29	30	32	33	30	31	33	33
Viable Stations										28	27	26	25	24.5	22	21	22	23
Diaries							1877	1663	1515	1520	1733	1781	1768	1784	1903	1727	1876	1898
% Not Listed														7.6	8.2	11.1	10.1	10.1

SEATTLE - TACOMA

FORMAT SHARES (%)

	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
CHR/AOR	36	38	41	40	40	33	37	CHR	17	18	15	17	18	16	14	13
MOR/AC	18	19	13	16	16	15	MOR/FS	AOR/CLS	9	12	14	15	13	13	18	20
COUNTRY	6	7	10	8	8	12	AC/OLDIES		8	6	7	8	6	7	5	6
BTFL/EZ/SAC	23	17	16	14	11	8			21	15	15	15	17	21	20	19
NEWS/TALK	8	8	12	11	15	16			11	12	11	9	9	9	12	11
BLACK/URBAN	2	3	--	--	--	2			2	1	1	1	1	1	--	1
NOSTALGIA	--	--	--	3	3	2			5	4	5	3	5	4	4	5
HISPANIC																
RELIG/GOSPEL	2	3	4	4	4	5			4	3	4	3	4	3	3	4
CLASSICAL	3	4	5	3	3	5			4	4	3	3	3	4	3	5
JAZZ/MAC									--	--	--	3	4	4	2	3

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. KIRO	13.7	KIRO 14.0	KIRO 16.5	KIRO 18.0	KIRO 18.2	KIRO 17.0	KIRO 17.5	KIRO 17.0
2. KOMO	7.2	KOMO 7.4	KOMO 7.5	KOMO 8.0	KUBE-F 8.4	KUBE-F 9.1	KMPS-F 8.0	KMPS AF 8.2
3. KUBE-F	5.4	KUBE-F 6.8	KUBE-F 7.2	KUBE-F 6.5	KOMO 8.0	KOMO 7.0	KUBE-F 7.8	KPLZ-F 6.8
4. KISW-F	3.8	KMPS-F 5.4	KMPS-F 5.4	KMPS-F 5.5	KMPS-F 6.4	KMPS-F 6.6	KPLZ-F 7.0	KUBE-F 6.3
5. KBRD-F	3.6	KLSY-F 4.0	KLSY-F 4.5	KISW-F 5.5	KXRX-F 4.7	KPLZ-F 6.0	KOMO 6.7	KOMO 5.5
6. KLSY-F	3.5	KISW-F 4.0	KISW-F 4.4	KVI/PLZ 3.9	KISW-F 4.1	KBSG-F 4.7	KXRX-F 5.2	KXRX-F 5.3
7.		KSEA-F 3.5	KSEA-F 3.9	KXRX-F 3.8	KPLZ-F 3.5	KISW-F 4.6	KBSG-F 5.0	KBSG AF 5.1
8.		KBRD-F 3.1	KBRD-F 3.4	KLSY-F 3.6	KLSY-F 3.4	KXRX-F 4.5	KISW-F 4.6	KLSY AF 5.0
9.		KING-F 2.6	KPLZ-F 2.6	KSEA-F 3.0	KBSG-F 3.2	KLSY-F 3.6	KLSY-F 4.1	KISW-F 4.8
10.		KPLZ-F 2.4	KVI 2.3	KBRD-F 2.8	KZOK-F 3.0	KNUA-F 3.0	KZOK-F 3.5	KZOK AF 3.4

Highest Metro Share: KOMO 12.2, S76
 Highest Metro 1/4 Hr. Avg: KIRO 381, F88
 Highest TSA 1/4 Hr. Avg: KIRO 437, F84
 Highest TSA Cume: KIRO 7110, F91
 Highest Metro Cume Pating: KIRO 59.1, F79

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	[----- Net Dollars -----]					[----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	20.49	24.51	29.45	35.83	39.49	50.2	55.0	60.1	66.5	71.0	63.2	67.6	73.5	83.0	88.6	88.1
Income (millions)	2.56	2.55	4.90	5.94	3.84											
Nat Rev (millions)	5.99	6.55	8.70	9.73	12.58											
Rev per Cap (\$)	---	13.35	15.91	18.75	18.47	24.25	25.70	27.44	29.95	31.70	25.90	27.15	28.82	32.17	34.08	33.12
Inc per Cap (\$)	---	1.39	2.65	3.11	1.79											
Rev as % of Retail Sales						.46	.43	.42	.44	.44	.42	.42	.41	.42	.42	.38
Market Grades									B+	C/B-	B-/C	C+/D-	B/B	B/B+	A-/A	---
Manager's Market Grades									8.3	8.8	8.1	7.8	7.4	7.7	8.3	7.7
FM Base Value										6.6	7.0	7.7	8.9	10.4	9.9	9.5
Base Value Percentage													12.1	12.9	11.2	10.8
Mean Share Points per Viable Station										3.4	3.5	3.5	3.7	3.8	4.2	4.1

#1 STATIONS 12+ MEIRG SHARE

		87	88	89	91
KOMO S75, S76, F76, S77, F77, S78, F78,	% of Revenue Controlled by Top 25% of Viable Stations	67	65	55	54
KIRO all other ratings periods	By Top 50%	90	89	81	82
KPLZ-F F89	% of Share Points Controlled by Top 25% of Viable Stations	39	42	40	42
KISW-F S81	By Top 50%	63	66	66	70

SEATTLE - TACOMA

STATION NOTES
(Major call letter and format changes)

KPLZ-F	KVI-F until 79
KVI	MOR until 80, News/Talk until 83; Oldies until 91
KJR	Became AC until 81, AC until about 89
KING	Contemp until about 81, AC until 82
KIXI	MOR until 80
KEZX-F	BTFL until 82, AC until about 83, AOR until 87, AOR/Jazz until 90
KRPM-F	KLAY-F until 80
KUBE-F	KBLE until 81
KMPS-F	KEUT until 78, BTFL until 78
KLTX-F	BTFL until 78, KIXI until 85
KTAC	Became AC by 83
KCIS	KGDN until 84
KCMS-F	KBIQ until 84
KEZX	KAYO until 84 (?), Contemp until 84 (?), KGNW until 87, Religion until 87
KLSY-F	KZAM until 83, AOR until 83
KXRX-F	KYYX until 84, KKMI until 85, AC until 85, KQKT-F until 86, AC until 86
KBSG-F	KNBQ-F until 88, CHR until 88
KKNW-F	KHIT-F until 87, KNUA-F until 90, CHR until 87
KMTT-F	KBRD-F until 91, EZ until 91
KNDD-F	KMGI-F and AC until 91

MAJOR STATION SALES

1970	KJET	Sold to Davis/Weaver	\$ 550,000
1971	KIXI, KLTX-F		1,800,000
1973	KTAC, KBRD-F	Sold to Entercom	1,500,000
1973	KQKT-F		200,000
1973	KJET, KZOK-F	Sold to Sterling	525,000
1975	KJET	Sold to Sterling	600,000
1975	KMPX A/F	From Buckley to Hercules	950,000
1975	KEZX-F	Sold to Park	515,000
1975	KXA		328,000
1976	KRKO (Everett)		850,000
1976	KPLZ-F	Sold to Golden West	590,000
1977	KQKT-T	Sold to O'Day	575,000
1977	KMO (Tacoma)		600,000
1978	KLSY A/F	Sold to Sandusky Newspapers	1,620,000
1978	KMPS A/F	From Hercules to Affiliated	NA
1979	KGNW		2,600,000
1980	KJR	From Kaye-Smith to Metromedia	10,000,000
1980	KXA	Sold to O'Day	1,140,000
1981	KUBE-F	From George Wilson to First Media	3,400,000
1982	KTNT (Tacoma)	Sold by Tacoma Tribune	522,000
1982	KGNW	From Obie to Simpson	1,909,000
1983	KMGI-F	Sold to Sunbelt	4,000,000
1983	KXA, KQKT-F		5,500,000
1984	KJR	From Metromedia to Ackerly	5,800,000
1984	KRPM-F (Tacoma)	Sold to Olympic	4,000,000
1984	KGNW	Sold to Salem	2,450,000
1984	KQKT-T	Sold to Behan	5,500,000
1985	KIXI, KLTX-F		8,000,000
1985	KXA	Sold to Olympic	2,200,000
1986	KNBQ-F	Sold to Viacom	6,500,000
1986	KISW-F	From Kaye-Smith to Nationwide	12,950,000
1986	KHIT-F (Bremerton)	Sold to Gannett	6,500,000
1986	KMPS A/F	From Affiliated to EZ	18,200,000
1986	KQKT-F	From Behan to Shamrock	7,500,000
1986	KGNW	From Salem to Park	1,645,000
1986	KQIN	From All Pro to Salem	2,770,000
1987	KIXI	Sold to Sunbelt	4,800,000
1987	KLTX-F	Sold to Ackerly	8,700,000
1987	KUBE-F	From First Media to Cook Inlet	23,000,000 (E)
1988	KIXI, KMGI-F	From Sunbelt to Noble	15,900,000
1988	KRPM AF	From Olympia to Heritage	12,000,000
1988	KJET, KZOK-F	From SRO to Adams	10,300,000
1989	KQUL	From Adams to Viacom	1,200,000
1989	KZOK-F	From Adams to Fisher	16,800,000 (not closed)
1989	KASY (Auburn)	Sold to Viacom	1,750,000
1990	KKNW-F	From Gannett to Brown	10,000,000
1991	KIXI	From Noble to Sandusky	3,500,000
1991	KING AF	Sold by King	10,000,000 (E)
1991	KLSY	Sold by Sandusky	75,000

SIoux FALLS

12+ METRO SHARE

	SPG																		SPG
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
KRRO-F (AOR)	4.0	5.2	1.8	0.9	4.5	8.6	7.5	16.7	17.1	17.8	18.9	12.5	15.3	8.8	7.8	6.7	9.9		
KWSN (BB)	17.9	6.7	11.4	14.5	13.6	12.9	10.9	11.1	10.1	6.6	6.5	8.3	3.9	3.2	3.5	1.0	1.3		
KSOO (FS)	23.6	21.6	21.1	24.8	22.7	17.2	19.7	16.0	13.9	15.8	13.4	13.0	11.3	10.6	11.3	9.1	8.6		
KPAT-F (CHR)	1.6	9.7	8.8	6.0	8.3	9.5	10.2	6.3	9.5	8.6	9.5	11.5	8.9	13.0	11.3	14.8	11.6		
KELO (AC)	22.8	26.1	18.4	17.9	12.1	13.8	12.2	11.1	8.2	7.2	7.0	7.3	12.8	16.2	12.8	10.5	12.1		
KELO-F (SAC)	4.9	4.5	7.9	13.7	10.6	12.1	11.6	8.3	13.3	15.1	8.5	10.9	12.8	11.6	12.1	12.4	10.3		
KKLS-F (AC)	1.6	5.2	5.3	5.1	6.1	6.9	8.2	9.7	9.5	9.9	8.5	15.6	11.3	8.3	8.6	10.5	7.8		
KXRB (C)	12.2	10.4	15.8	11.1	12.1	4.3	10.2	9.7	10.8	9.9	7.5	9.4	7.4	9.3	11.3	6.2	8.6		
WNAX (C/FS)	0.8	0.7	0.9	---	1.5	2.6	2.0	---	1.9	0.7	7.0	3.1	4.9	3.7	2.3	2.4	0.9		
KTWB-F (C)	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	1.4	9.1		

ONE RATING BOOK PER YEAR

12+ CUM. RATINGS

	79	80	81	82	83	84	85	86	87	88	89	90	91
KRRO-F	8.5	13.5	14.8	26.3	31.2	38.4	31.8	26.2	31.6	21.4	23.0	16.5	21.0
KWSN	34.8	34.6	34.3	23.6	19.5	15.4	15.1	14.6	11.3	7.9	9.3	5.9	4.9
KSOO	38.5	38.4	40.1	31.3	29.8	28.0	21.5	24.6	20.0	22.4	20.2	20.1	15.4
KPAT-F	21.7	22.8	27.1	18.0	21.9	23.1	22.0	24.6	23.8	26.4	29.1	30.6	29.5
KELO	32.2	34.7	37.1	31.6	31.1	26.1	25.3	15.7	24.7	29.0	29.4	25.2	23.5
KELO-F	18.0	18.8	19.9	19.3	25.1	26.2	21.4	17.7	23.3	24.8	25.3	25.4	19.9
KKLS-F	13.7	11.2	17.7	19.0	18.9	16.1	18.3	27.2	22.5	16.9	19.8	20.0	17.1
KXRB	23.9	14.2	20.5	18.3	17.2	14.8	14.2	13.4	10.0	12.0	15.8	9.1	12.0
WNAX	8.6	9.9	9.7	---	7.7	6.2	13.1	11.0	10.9	13.3	10.8	9.8	6.0
KTWB-F	---	---	---	---	---	---	---	---	---	---	---	4.4	17.3

	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
APR (%)	16.2	16.7	14.1	14.0	15.6	13.4	16.2	15.8	16.9	15.9	16.9	15.7	16.3	17.1	20.2	16.3	18.1
FM Share (%)	12.63	26.97	25.96	27.27	31.97	42.16	40.15	44.70	51.32	56.12	52.49	55.25	55.1	50.7	49.6	62.7	61.2
Total Stations			9	8	10	9	10	9	10	9	12	14	12	15	13	14	12
Viable Stations									8	8	9	9	8.5	7.5	7	7	8
Diaries						503	545	538	561	635	596	720	677	602	556	682	691
% Not Listed													8.9	6.9	13.6	20.6	19.0

FORMAT SHARES (%)

	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91		
CHR/AOR	42	42	42	51	44	30	36	CHR AOR/CLS	19	21	25	27	24	23	19	15	
MOR/AC	25	26	25	20	22	24	MOR/FS AC/OLDIES	16	17	16	14	12	12	15	12	26	
COUNTRY	24	17	21	16	22	33	34	30	36	40	32	19	33	15	23		
BTFL/EZ/SAC	9	15	12	14	12	9	14	17	9	12	14	12	14	--	--		
NEWS/TALK																	
BLACK/URBAN																	
NOSTALGIA																	
HISPANIC																	
RELIG/GOSPEL												1	--	1	1	3	--
CLASSICAL																	
JAZZ/NAC																	

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
Highest Metro	KELO	1.	NA	NA	NA	KELO AF 1.6	KELO AF 2.4	KELO AF 2.2
Share:	26.1, S76	2.						
Highest Metro	KKRC-F	3.						
1/4 Hr. Avg:	38, S85	4.						
Highest TSA	WNAX	5.						
1/4 Hr. Avg:	90, S75	6.						
Highest TSA	WNAX	7.						
Cume:	1122, S83	8.						
Highest Metro	KSOO	9.						
Cume Rating:	38.5, S79	10.						

SIOUX FALLS

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	[----- Net Dollars -----]					[----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	1.62	1.78	2.44	3.06	3.28	3.8	4.1	4.7	5.1	5.6	5.6	5.7	6.0	6.3	6.3	6.0
Income (millions)	.13	.10	.32	.34	.28											
Nat Rev (millions)	.42	.48	.54	.67	.59											
Rev per Cap (\$)	---	17.19	23.33	29.10	29.27	33.63	35.34	39.38	42.50	45.90	44.80	44.88	46.88	49.22	50.39	47.62
Inc per Cap (\$)	---	.93	3.02	2.19	2.48											
Rev as % of Retail Sales						.58	.59	.62	.62	.63	.61	.60	.60	.51	.51	.47
Market Grades						A-	A/A-	A/C+	-/D-	-/C-	-/C+	-/B	---			
Manager's Market Grades						6.5	NA	7.0	6.6	6.1	6.3	6.3	6.3	6.4	5.3	
FM Base Value								2.0	2.9	2.7	2.7	2.6	1.9	1.3		
Base Value Percentage						---	---	---	---	45.0	41.3	29.0	21.7			
Mean Share Points per Viable Station						11.8	11.3	9.0	9.9	9.9	11.6	11.7	10.7	10.0		

#1 STATIONS 12+ METRO SHARE

KS00	S75, S77, S78, S79, S80, S81
KELO	S76, S88, S89, S91
KKRC-F	S82, S83, S84, S85, S87
KIOV-F	S86
KPAT-F	S90

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	--	--	--	--
By Top 50%	--	--	--	--
% of Share Points Controlled by Top 25% of Viable Stations	35	32	32	30
By Top 50%	64	56	57	55

STATION NOTES

(Major call letter and format changes)

KRRO-F	KCHF-F until 78, KLYX until 81, KKRZ-F until 82, MOR until 78, Contemp until 80, AOR until 82, simulcasted with KRSS 75-77, KKRC-F until 90, CHR until 90
KJIA	KCHF until 78, KLYX until 80, MOR until 81, KRSS, until 84 (?)
KWSN	KISD until 79, KKRC until 82, KYKC until 88, KKFN until 90, Country until 90
KPAT-F	Rock changing to AC by 82, Back to CHR by 87

MAJOR STATION SALES

1972	KYKC	Sold by Starr	\$ 700,000
1972	KS00, KPAT-F		526,000
1978	KYKC	Sold to Tom Ingstad	550,000
1979	KXRB, KIOV-F	Sold to Southern Minnesota	810,000
1981	KJIA		175,000
1985	KYKC, KKRC-F	From Ingstad to Vaughn	3,100,000 (E)
1990	KS00, KPAT-F	Sold to Tom Ingstad	2,400,000
1990	KKFN, KKRC-F	Sold by Vaughn	1,500,000

SOUTH BEND

HIGHEST BILLING STATIONS

	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>
1. WNDU-F	1.6	WNDU-F 1.7	WNDU-F 1.8	WNDU-F 1.8	WNDU-F 1.6	WNDU-F 1.6	WNDU-F 1.6	WNSN-F 1.7
2. WSBT	0.8	WSBT 0.8	WZZP-F 1.0	WSBT 1.0	WNSN-F 1.2	WNSN-F 1.3	WNSN-F 1.4	WNDU-F 1.5
3. WYEZ-F	0.7	WZZP-F 0.8	WNSN-F 0.8	WNSN-F 0.9	WZZP-F 1.2	WZZP-F 1.3	WZZP-F 1.3	WYEZ-F 1.3
4. WXMJ-F	0.7	WYEZ-F 0.7	WYEZ-F 0.7	WZZP-F 0.8	WSBT 1.0	WSBT 1.0	WSBT 1.0	WSBT 1.1
5. WAOR-F	0.5	WNSN-F 0.6	WSBT 0.7	WYEZ-F 0.8	WYEZ-F 0.8	WYEZ-F 0.8	WYEZ-F 0.9	WAOR-F 1.0
6. WNSN-F	0.4	WNDU 0.5	WAOR-F 0.5				WAOR-F 0.7	WRBR-F 0.9
7.		WAOR-F 0.4						WGTC-F 0.6

Highest Metro Share: WNDU-F 26.4, S84
 Highest Metro 1/4 Hr. Avg: WRBR-F 104, S79
 Highest TSA 1/4 Hr. Avg: WNDU-F 239, S81
 Highest tSA Cume: WNDU-F 2849, S82
 Highest Metro Cume Rating: WNDU-F 48.8, S82

FINANCIAL DATA

	<u>FCC Data</u> [----- Net Dollars -----]					<u>Duncan Estimates</u> [----- Gross Dollars -----]										
	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>
Revenue (millions)	2.01	2.28	2.75	3.40	3.48	4.2	4.4	4.7	5.1	5.4	7.8	8.2	8.8	9.3	9.9	9.2
Income (millions)	-.04	-.07	.27	.47	.34											
Nat Rev (millions)	.14	.15	.47	.46	.53											
Rev per Cap (\$)	---	8.33	9.84	12.03	12.41	17.65	18.49	19.83	21.43	22.78	32.36	34.02	36.36	38.11	39.91	36.95
Inc per Cap (\$)	---	-.25	.96	1.67	1.22											
Rev as % of Retail Sales						.32	.31	.34	.35	.34	.47	.48	.50	.49	.52	.47
Market Grades						D	C-/C-	C-/C-	-/C+	-/B-	-/C-	-/B+	---			
Manager's Market Grades						5.8	6.5	6.5	6.5	6.5	6.9	6.4	6.8	6.4	6.4	6.4
FM Base Value								1.8	2.6	2.6	2.7	2.8	2.4	2.4	2.2	2.2
Base Value Percentage								---	---	---	---	---	---	---	---	23.9
Mean Share Points per Viable Station						9.2	10.2	10.2	12.3	11.3	12.3	11.3	9.0	9.7		

NOTE: Figures prior to 1985 did not include certain Elkhart, Niles, or Goshen stations

	<u>87</u>	<u>88</u>	<u>90</u>	<u>91</u>
<u>#1 STATIONS 12+ METRO SHARE</u>				
WSBT S75, S76, S77, S88, S89				
WRBR-F S78, S79				
WNDU-F S80, S81, S82, S83, S84, S85, S86, S87, S90				
% of Revenue Controlled by Top 25% of Viable Stations	44	39	40	36
By Top 50%	72	69	70	63
% of Share Points Controlled by Top 25% of Viable Stations	33	33	32	32
By Top 50%	61	58	59	57

STATION NOTES

(Major call letter and format changes)

WZZP-F WRBR until 82, WXMJ until 85, CHR until 82, AC until 84-85
 WNSN-F WSBT until 76, WWJY until 82, BTFL until 82, WTHQ until 84
 WSBT MOR except 82-83
 WNDU Contemp until 79, AC until 81, Country until 90
 WAMJ WJVA until 82, Country until 82

MAJOR STATION SALES

1978 WAMJ	Sold by Booth	\$ 263,000
1981 WAMJ		275,000
1983 WAMJ		129,000

SPDKANE

HIGHEST BILLING STATIONS

	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>	
1. KGA	1.1	KGA/DRK	1.6	KGA/DRK	2.0	KGA/DRK	2.1	KGA/DRK	2.2
2. KPPL-F	1.0	JRB/EZE	1.5	KZZU-F	1.8	KZZU-F	1.7	KZZU-F	1.8
3. KDRK-F	0.9	KZZU-F	1.5	KEZE-F	1.2	KEZE-F	1.2	KISC-F	1.8
4. KXLY-F	0.8		KXLY-F	1.0	KXLY-F	1.1	KEZE-F	1.2	KEZE-F
5.					KISC-F	0.8	KXLY-F	1.2	KXLY-F
6.					KPPL-F	0.7	KKPL-F	0.8	KKZL-F
7.							KXLY	0.5	KXLY-F
8.									KEYF-F
9.									KKPL-F
10.									KJRB

FINANCIAL DATA

	<u>FCC Data</u> [----- Net Dollars -----]					<u>Duncan Estimates</u> [----- Gross Dollars -----]										
	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>
Revenue (millions)	3.65	4.08	5.28	5.06	6.12	7.3	7.7	8.2	8.7	9.3	8.6	9.5	10.1	10.6	10.9	11.2
Income (millions)	NA	-.08	.49	-.06	-.23											
Nat Rev (millions)	1.03	1.15	1.38	1.37	1.79											
Rev per Cap (\$)	---	12.81	16.73	15.50	17.41	20.91	21.93	26.16	24.58	26.12	24.02	26.46	28.29	29.60	30.11	30.85
Inc per Cap (\$)	---	-.25	1.55	-.17	-.66											
Rev as % of Retail Sales						.46	.45	.46	.44	.43	.41	.44	.42	.39	.36	.36
Market Grades						C	C+/C	C/C	C/D+	D+/C	C/D+	C/D-	---			
Manager's Market Grades								5.7	6.1	6.3	5.8	6.3	6.4	6.5	6.1	6.7
FM Base Value								---	2.2	2.0	1.9	2.1	2.1	1.8	1.8	
Base Value Percentage													20.8	19.8	16.5	16.1
Mean Share Points per Viable Station									6.6	7.0	7.7	7.5	7.1	8.0	7.4	6.7

#1 STATIONS 12+ METRO SHARE

KREM	S75
KJRB	S76, S77, F77, S78, F78, S79, F79, S80, F80, S81 (T)
KGA	F76
KREM-F	S81 (T)
KXLY-F	F81, F82, S83, F83, S84, S85
KEZE-F	S82
KZZU-F	F84, S86, all rating periods F87 - S91
KISC-F	F91

% of Revenue Controlled by Top 25% of Viable Stations

By Top 50%

% of Share Points Controlled by Top 25% of Viable Stations

By Top 50%

87 88 90 91

41 44 50 51

70 76 74 76

41 40 39 47

65 63 65 72

STATION NOTES

(Major call letter and format changes)

Highest Metro Share: KZZU AF 20.0, S86
 Highest Metro 1/4 Hr. Avg: KZZU AF 120, S86
 Highest TSA 1/4 Hr. Avg: KXLY-F 155, F85
 Highest tSA Cume: KZZU-F 1715, S89
 Highest Metro Cume Rating: KJRB 38.6, S79

KJRB Contemp to AC by 84, AC until 87, Oldies until 90
 KKPL-F KZUN until 82, Country until 82
 KAQQ KHQ until 85, KLSN until 86, MOR until about 87
 KISC-F KHQ-F until 85
 KTRW Contemp to AC by 82, KREM until 84, KLHT until 85, Nostalgia until 84, AC until 85, KZZU until 87, KHIT until later in 87, CHR until 87
 KEZE-F BTFL until 81
 KDRK-F KXXR until 79, BTFL until 79
 KZZU-F KREM until 84, ADR until 84
 KXLY MDR until about 85
 KKZX-F KICN until 85, Religion until 85, KQSP-F until 88, AC until about 88
 KRSS KSPO until 86 (?), Various formats, also off air at times
 KEYF Change temporarily to KFVR in 89-90, Nostalgia until about 90
 KCDA-F AC until 91

MAJOR STATION SALES

1970	KGA		\$1,040,000
1978	KRSS		350,000
1978	KDRK-F		567,000
1981	KGA, KDRK-F	Sold to Community Pacific	3,600,000
1981	KRSS		400,000
1981	KZUN, KKPL-F		1,250,000
1984	KGA, KDRK-F	Sold to John Price	5,750,000
1984	KZZU A/F	From King to Olympic	1,200,000
1984	KUDY, KQSP-F	From Cascade to Medina	1,309,000
1985	KKPL A/F (89%)		4,000,000
1985	KRSS		400,000
1986	KLSN, KISC-F	Sold to Home News	1,550,000
1987	KRSS		250,000
1989	KEYF A/F (Cheney)	NEVER CLOSED	1,300,000
1989	KJRB, KEZE-F	From Alexander to Apollo	3,000,000
1990	KHDL, KKPL-F		2,300,000
1990	KTRW, KZZU-F	From Olympia to Harbor	1,600,000 (E)
1991	KGA, KDRK-F	From John Price to Citadel	4,500,000 (E)

SPRINGFIELD, MA

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WHYN-F	2.0	WHYN-F 2.1	NA	WHYN A/F 3.5	WHYN A/F 4.2	WHYN A/F 5.0	NA	WHYN-F 2.6
2. WHYN	1.6	WHYN 1.7		WMAS-F 2.3	WAQY-F 2.4	WAQY-F 2.5		WAQY-F 2.3
3. WMAS-F	1.5	WMAS-F 1.6		WAQY-F 2.3	WMAS-F 2.4	WMAS-F 2.5		WHYN 1.6
4. WAQY-F	1.1	WAQY-F 1.5		WMAS 0.8	WMAS 0.9	WMAS 0.7		WMAS-F 1.4
5. WMAS	0.7	WMAS 0.8						WPKX-F 1.0
6.								WMAS 0.5

Highest Metro Share: WHYN 23.0, S76
 Highest Metro 1/4 Hr. Avg: WHYN 168, S77
 Highest TSA 1/4 Hr. Avg: WTIC 435, S77
 Highest TSA Cume: WTIC 4846, S77
 Highest Metro Cume Rating: WHYN 42.2, S79

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	[----- Net Dollars -----]					[----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	3.02	2.92	5.11	5.54	6.00	7.2	7.6	8.2	9.1	9.8	10.1	10.8	11.8	12.0	11.4	10.5
Income (millions)	-.30	-.73	-.16	.14	-.28											
Nat Rev (millions)	.93	.71	1.49	1.38	1.77											
Rev per Cap (\$)	---	---	9.58	10.38	11.36	12.37	13.06	14.11	15.60	16.81	17.12	17.94	19.60	19.80	18.78	17.24
Inc per Cap (\$)	---	---	-.30	.26	-.52											

Rev as % of Retail Sales	.28	.26	.24	.26	.25	.24	.25	.26	.27	.25	.23			
Market Grades				D+	D/D-	C-/D-	D-/D+	C/C	C+/D+	C/D	---			
Manager's Market Grades				---	6.4	6.4	7.3	8.0	7.7	6.8	5.5			
FM Base Value				---	---	4.6	6.0	6.6	6.6	5.4	4.7			
Base Value Percentage								55.9	55.0	47.4	44.8			
Mean Share Points per Viable Station						6.1	5.4	4.3	4.6	6.0	8.0	8.0	6.6	6.3

#1 STATIONS 12+ METRO SHARE

WHYN	S75, S76, S77, S78
WHYN-F	S79, S80, F80, S81, F81, S82, F82, F87, F88, S89, S90, F90, S91
WMAS	S84
WMAS-F	F84, F85, F86
WTIC-F	S85, S86,
WRCH-F	S87
WAQY-F	S88, F89
WPKX-F	F91

% of Revenue Controlled by Top 25% of Viable Stations

By Top 50%

% of Share Points Controlled by Top 25% of Viable Stations

By Top 50%

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	43	36	--	51
By Top 50%	69	67	--	80
% of Share Points Controlled by Top 25% of Viable Stations	36	34	34	35
By Top 50%	66	60	61	67

STATION NOTES

(Major call letter and format changes)

WHYN	Rock gradually changing to AC, AC changing to FS by 88
WMAS	Nostalgia beginning in 79, Format prior to 79 unknown
WMAS-F	MOR until 79
WACE	Contemp until about 78
WHYN-F	WHYN-F until 85, BTFL until 82, WHFM-F until 87

MAJOR STATION SALES

1974	WMAS A/F	\$ 410,000
1977	WSPR	459,000
1978	WMAS A/F	550,000
1979	WQXQ	375,000
1981	WHYN A/F	From Guy Gannett to Affiliated 5,100,000
1985	WHYN A/F	From Affiliated to R & R 7,800,000
1986	WSPR	650,000
1986	WREB (Holyoke)	640,000
1987	WIXY, WAQY-F	From Wilkes-Schwartz to Sunshine 8,750,000
1987	WHYN, WHFM-F	Sold to Wilks-Schwartz 10,800,000
1988	WSPR	1,250,000
1990	WIXY, WAQY-F	From Sunshine to Saga 7,800,000 (E)

SPRINGFIELD, MO

HIGHEST BILLING STATIONS

	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>
1. KTTS-F	2.2	KTTS A/F 3.0	KWTO A/F 3.1	KTTS A/F 2.7	KTTS A/F 3.5	KTTS A/F 3.8	KTTS A/F 3.9	KTTS AF 3.7
2. KWTO-F	1.9	KWTO A/F 2.7	KTTS A/F 2.7	KWTO-F 2.3	KWTO-F 2.4	KWTO-F 2.3	KKHT-F 2.0	KXUS-F 1.6
3. KTTS	0.7			KXUS-F 1.2	KXUS-F 1.7	KXUS-F 1.7	KXUS-F 1.6	KGBX AF 1.3
4. KWTO	0.7			KTXR-F 0.9	KWTO 0.8	KTXR-F 0.8	KGBX-F 0.7	KKHT-F 1.0
5. KTXR-F	0.4			KWTO-F 0.8	KTXR-F 0.8	KWTO 0.7	KTXR-F 0.7	KTXR-F 0.7
6.							KWTO 0.5	KWTO 0.4
7.								KLTQ-F 0.3

Highest Metro Share: KWTO-F 30.4, S84
 Highest Metro 1/4 Hr. Avg: KWTO-F 88, S89
 Highest TSA 1/4 Hr. Avg: KWTO-F 173, S84
 Highest TSA Cume: KWTO 1890, S81
 Highest Metro cume Rating: KWTO-F 46.4, S84

FINANCIAL DATA

	<u>FCC Data</u>					<u>Duncan Estimates</u>										
	[----- Net Dollars -----]					[----- Gross Dollars -----]										
	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>
Revenue (millions)	---	3.52	4.03	4.51	4.71	5.5	5.9	6.6	7.3	7.4	7.8	8.5	9.2	9.7	10.2	9.7
Income (millions)	---	.28	.47	.36	.45											
Nat Rev (millions)	---	.31	.50	.64	.75											
Rev per Cap (\$)	---	17.78	19.43	21.14	22.12	26.19	27.57	30.84	32.74	32.74	34.06	36.80	39.15	40.76	41.98	39.59
Inc per Cap (\$)	---	1.41	2.27	1.70	2.11											

	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>
Rev as % of Retail Sales	.47	.48	.49	.52	.47	.44	.47	.49	.47	.48	.44
Market Grades				B	B/B+	C+/B	-/A	-/A+	-/A+	-/A+	---
Manager's Market Grades				7.0	7.5	7.3	7.2	7.7	8.0	7.6	7.0
FM Base Value						1.4	1.8	2.7	3.0	3.0	2.8
Base Value Percentage									32.6	30.9	27.5
Mean Share Points per Viable Station				10.5	10.9	10.1	10.2	10.9	12.2	11.0	9.7

#1 STATIONS 12+ METRO SHARE

KTTS-F S75, S79, S90
 KWTO-F S80, S81, S82, S83, S84, S85, S86
 S87, S88, S89
 KXUS-F S91

	<u>87</u>	<u>88</u>	<u>90</u>	<u>91</u>
% of Revenue Controlled by Top 25% of Viable Stations	53	51	56	62
By Top 50%	79	79	78	87
% of Share Points Controlled by Top 25% of Viable Stations	52	44	41	42
By Top 50%	78	67	65	77

STATION NOTES

(Major call letter and format changes)

KICK Contemp changing to AC by 82
 KXUS-F KWFC until 85, Religion until 85, AC until about 89
 KXBR-F KRFG-F until 85, KORX-F until 88
 KLSM KBUG until 82, Disco until 82, News/Talk in 80, Nostalgia until 85
 KKHT-F KWTO until 90
 KTOZ-F SAC until 90
 KGBX, KTTS swapped frequencies in 1988. Share information follows the call letters
 KTOZ KLSM until 87

MAJOR STATION SALES

1972	KTTS A/F	Sold to Great Empire	\$ 350,000
1974	KGBX	Sold to Stauffer	500,000
1974	KWTO A/F	Sold to Stuart	1,250,000
1981	KLSM		180,000
1982	KGBX	Sold by Stauffer	875,000
1984	KXUS-F		925,000
1985	KWTO-F	From Stuart to DKM	NA
1986	KGBX		776,000
1987	KWTO A/F	From DKM to Summit	11,500,000
1988	KTOZ-F (Marshfield)	Sold to Borders	1,000,000
1988	KGBX	Sold to Borders	155,000
1989	KTOZ	From Summit to Cole	310,000
1989	KWTO A/F		5,200,000

STEUBENVILLE

12+ METRO SHARE

	SPG																
	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
WSTV (FS/N/T)	---	---	---	---	13.3	11.4	9.9	14.9	9.8	9.4	9.5	12.0	13.3	14.9	8.4	9.3	12.8
WRKY-F (CHR)	---	---	---	---	8.9	13.0	13.5	16.3	15.1	13.7	11.4	9.9	14.3	13.9	11.2	9.3	12.8
WEIR (FS)	---	---	---	---	8.4	8.8	5.7	5.1	4.0	3.3	3.8	3.7	1.9	5.5	1.4	3.2	2.7
WELA-F (C)	---	---	---	---	1.5	5.1	2.6	5.6	4.4	6.1	4.8	5.8	4.8	4.5	3.3	4.2	7.1
WDIG (O)	---	---	---	---	3.0	1.0	1.0	0.5	2.7	2.8	1.4	1.0	---	---	---	---	---
WKWK-F (AC)	---	---	---	---	1.5	2.6	2.6	4.7	5.3	4.2	6.2	1.6	3.8	3.0	5.6	2.3	2.7
WAMO-F (B)	---	---	---	---	2.5	2.1	4.2	3.7	4.0	3.8	2.9	1.6	1.4	4.0	1.9	5.1	1.8
WDVE-F (AOR)	---	---	---	---	5.4	3.1	6.8	8.8	8.4	9.0	8.1	11.5	7.6	8.0	7.5	4.6	5.3
KDKA (FS)	---	---	---	---	6.9	7.3	10.4	6.0	8.0	4.7	3.8	5.8	4.3	5.5	2.8	0.9	3.1
WWVA (C)	---	---	---	---	17.2	13.0	12.0	11.2	11.1	7.5	10.0	7.9	7.6	5.5	3.7	6.5	3.5
WBZZ-F (CHR)	---	---	---	---	---	---	---	2.3	4.0	3.8	9.0	5.8	5.2	3.0	2.8	2.3	1.8
WSHH-F (SAC)	---	---	---	---	---	---	---	1.9	2.7	3.3	6.2	6.8	4.3	4.5	4.7	4.2	4.9
WWSW-F (O)	---	---	---	---	---	6.2	2.6	3.3	3.6	3.3	4.8	4.7	2.9	7.5	5.6	6.0	4.0
WOMP-F (CHR)	---	---	---	---	---	---	---	1.4	1.3	2.4	3.3	5.2	8.6	6.0	12.6	7.4	3.5

ONE RATING BOOK PER YEAR

12+ CUME RATINGS

	79	80	81	82	83	84	85	86	87	88	89	90	91
WSTV	31.0	26.1	25.6	25.4	13.9	19.9	17.9	19.3	20.1	20.5	15.8	16.4	16.3
WRKY-F	23.2	33.3	36.0	38.2	36.1	34.8	30.0	26.5	34.5	31.9	25.5	31.3	31.0
WEIR	32.9	36.0	22.1	23.6	16.2	15.9	15.8	10.0	8.8	12.3	9.4	10.2	12.1
WELA-F	---	9.1	9.1	4.5	11.3	11.7	10.0	10.2	11.8	10.2	8.9	10.2	11.4
WDIG	8.0	---	---	4.7	9.3	8.8	4.4	4.4	---	---	---	---	---
WKWK-F	7.5	7.6	12.1	15.0	13.0	14.1	13.0	12.0	6.2	8.8	11.1	8.6	9.7
WAMO-F	---	---	---	8.2	---	---	6.8	6.9	3.6	5.7	4.7	7.8	5.9
WDVE-F	13.4	9.2	16.0	7.5	17.4	18.9	15.9	17.5	17.8	16.1	17.7	13.3	16.0
KDKA	23.0	18.1	21.4	17.1	21.9	14.0	12.9	13.6	12.3	13.7	7.8	9.0	10.8
WWVA	30.6	26.4	25.4	23.7	24.1	21.1	21.8	17.5	19.4	17.0	11.9	15.6	11.8
WBZZ-F	---	---	---	8.4	10.0	10.5	18.4	13.9	12.7	13.8	11.2	13.4	11.4
WSHH-F	---	---	---	---	6.8	---	---	9.6	11.6	7.5	12.1	7.4	11.7
WWSW-F	---	---	---	---	9.1	---	---	10.8	8.1	13.3	15.4	16.3	14.3
WOMP-F	---	---	---	7.6	10.2	10.2	13.2	13.9	18.2	15.5	20.1	17.5	15.6

	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
APR (%)	---	---	---	---	15.2	14.2	14.2	15.9	16.3	15.8	15.9	14.7	16.2	15.6	16.9	17.3	18.2
FM Share (%)	---	---	---	---	38.80	50.29	55.00	59.22	60.37	62.81	75.63	72.88	67.9	66.8	78.0	74.0	72.1
Total Stations					20	21	24	23	21	24	21	19	25	19	21	22	22
Viable Stations									4	4	4	4	4	3.5	3	3.5	4
Diaries						551	488	753	617	581	605	640	767	515	570	546	613
% Not Listed													6.7	5.5	17.3	18.1	20.8

FORMAT SHARES (%)

	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91		
CHR/AOR	--	--	37	42	35	37		CHR	23	26	23	32	26	33	25	24	
MOR/AC	--	--	32	25	32	31	MOR/FS	AOR/CLS	10	9	12	8	11	10	7	8	
COUNTRY							AC/OLDIES		12	11	24	22	27	5	5	7	
BTFL/EZ/SAC	---	---	19	19	17	19			11	13	8	8	10	8	16	15	
NEWS/TALK	---	---							17	17	18	18	14	17	21	18	
BLACK/URBAN	---	---	9	13	12	7			9	7	7	6	7	12	5	5	
NOSTALGIA	---	---															
HISPANIC	---	---							2	2	---	---	---	10	11	16	
RELIG/GOSPEL	---	---							4	2	2	2	4	2	6	2	
CLASSICAL	---	---							2	12	12	6	5	---	---	2	---
JAZZ/NAC	---	---			1	1	---			1	1	---	1	1	1	1	1

STEUBENVILLE

HIGHEST BILLING STATIONS

	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>
1. WSTV	0.6	WSTV 0.6	WSTV 0.6	NA	WSTV 0.7	WRKY-F 0.7	WRKY-F 0.7	WRKY-F 0.6
2. WRKY-F	0.5	WRKY-F 0.5	WRKY-F 0.5		WRKY-F 0.6	WSTV 0.6	WSTV 0.5	WSTV 0.5
3.		WEIR 0.5			WEIR 0.4	WEIR 0.4		
4.		WLIT 0.4						

Highest Metro Share: WWVA 17.2, S79
 Highest Metro 1/4 Hr. Avg: WWVA 35, S79
 WRKY-F 35, S82
 Highest TSA 1/4 Hr. Avg: Same as Metro
 Highest TSA Cume: WRKY-F 516, S82
 Highest Metro Cume Rating: WRKY-F 38.2, S82

FINANCIAL DATA

	<u>FCC Data</u> [----- Net Dollars -----]					<u>Duncan Estimates</u> [----- Gross Dollars -----]										
	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>
Revenue (millions)	---	1.06	1.20	1.34	1.42	1.6	1.6	1.7	1.8	1.9	2.0	2.1	2.0	1.9	1.8	1.6
Income (millions)	---	.13	.16	.19	-.03											
Nat Rev (millions)	---	.30	.34	.34	.31											
Rev per Cap (\$)	---	6.47	7.43	8.21	8.71	10.12	10.12	10.76	11.54	12.17	13.33	14.19	13.70	13.10	12.76	11.51
Inc per Cap (\$)	---	11.8	13.6	14.0	---											
Rev as % of Retail Sales						.26	.26	.27	.27	.28	.28	.29	.26	.27	.24	.21
Market Grades								D	D-/D-	D-/D-	-/D-	-/D-	-/D-	-/D-	-/D-	---
Manager's Market Grades								6.5	6.2	5.3	6.1	4.5	4.7	4.4	4.7	4.8
FM Base Value																
Base Value Percentage																
Mean Share Points per Viable Station								7.3	6.3	5.4	5.4	6.2	9.8	7.0	6.2	7.1
													<u>87</u>	<u>88</u>	<u>90</u>	<u>91</u>

#1 STATIONS 12+ METRO SHARE

WWVA	S79, S80 (T)
WRKY-F	S80 (T), S81, S82, S83, S84, S85, S87, S90 (T) S91 (T)
WSTV	S86, S88, S90 (T), S91 (T)
WOMP-F	S89

% of Revenue Controlled by Top 25% of Viable Stations

By Top 50%

% of Share Points Controlled by Top 25% of Viable Stations

By Top 50%

87 88 90 91

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STATION NOTES

(Major call letter and format changes)

WEIR Contemp changing to MOR by 82
 WDIG MOR until about 81, WLIT until about 87 (?), Format changes unknown. Has disappeared from ratings.

Other Stations - See Wheeling or Pittsburgh

MAJOR STATION SALES

1977	WLIT	Sold to Ken Johnson (Capitol)	\$ 188,000
1984	WEIR (Weirton)	Sold by Gilcom	750,000
1987	WFBL	Sold to Wilks-Schwartz	500,000 (E)
1988	WAQX-F	Sold to Atlantic Ventures	4,500,000
1990	WAQX-F	Sold by Atlantic Ventures	4,000,000

STOCKTON

12+ METRO SHARE

		SPG																
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
KJOY-F	(SAC/EZ)	9.8	10.4	13.6	11.0	12.3	10.2	8.8	9.8	8.5	7.9	7.6	5.5	6.5	3.1	5.2	3.9	3.1
KJAX	(T)	11.4	11.0	5.3	12.5	7.8	7.6	5.7	5.5	3.1	3.8	2.2	2.7	1.8	1.6	0.8	0.7	1.5
KSTN	(SP)	10.3	8.3	8.0	4.8	5.3	4.1	4.0	5.1	6.5	4.3	4.2	6.4	3.5	2.4	2.8	1.8	1.6
KSTN-F	(SP)	---	---	---	---	2.8	4.6	6.6	5.6	3.9	3.5	3.2	2.6	3.1	2.9	2.0	3.2	3.5
KWG	(O)	3.3	3.7	2.4	3.3	2.5	2.7	1.4	1.7	3.5	1.8	4.0	3.4	4.2	4.7	3.5	3.2	3.5
KSGO-F	(O)	---	---	---	---	---	---	---	1.5	1.4	3.0	3.1	3.0	3.8	3.1	3.4	2.0	2.8
KWIN-F	(CHR)	---	1.3	2.1	4.5	5.6	2.5	4.2	4.0	3.9	4.0	4.4	5.7	5.0	5.5	2.8	4.1	6.5
KFMR-F	(C)	---	---	---	---	---	0.9	3.0	4.3	6.6	5.8	3.5	6.4	4.1	5.8	3.3	4.1	4.6
KCVR	(SP)	---	---	---	---	---	---	---	---	---	---	---	0.6	0.9	1.1	0.8	2.0	2.5
KRAK	(C)	7.3	11.8	12.2	8.9	10.4	11.8	10.9	9.3	7.6	8.2	10.6	8.6	6.5	7.7	5.7	5.4	3.2
KNCI-F	(AC)	---	---	---	---	---	2.0	3.4	5.4	3.7	4.7	2.2	2.7	2.0	2.6	1.7	1.8	2.1
KHOP-F	(CHR)	---	---	---	3.6	4.5	8.2	6.7	5.3	8.6	7.3	7.1	6.0	5.6	5.5	8.6	7.4	6.3
KBEE-F	(EZ)	---	---	---	---	---	---	---	---	---	4.9	5.1	6.2	5.4	5.8	4.9	7.4	7.7
KOSO-F	(AC)	---	---	---	---	---	---	---	---	---	---	---	1.9	1.9	1.2	2.1	1.8	3.5
KCBS	(N/T)	7.3	8.3	5.9	6.3	8.1	5.7	5.6	5.9	5.6	4.7	5.2	4.8	6.3	3.1	3.4	4.0	4.1
KNBR	(FS/T)	7.9	6.7	9.8	5.4	5.6	7.1	6.3	5.4	5.8	4.5	4.8	4.6	4.6	3.3	5.4	3.0	5.6
KFRC	(BB)	8.2	8.3	10.7	10.4	6.7	2.3	2.5	2.3	2.0	1.4	0.9	0.8	1.3	1.4	3.9	2.1	3.1
KGO	(N/T)	3.8	2.9	---	---	1.7	3.4	3.4	2.2	2.1	3.2	1.8	1.8	1.7	2.2	2.2	1.8	1.8
KMEL-F	(CHR)	---	---	---	---	---	---	---	---	---	---	---	1.4	1.7	2.6	4.4	4.1	2.3

BASED ON AVERAGE OF SPRING AND FALL BOOKS

12+ CUME RATINGS

		79	80	81	82	83	84	85	86	87	88	89	90	91
KJOY-F		14.7	14.9	15.1	14.5	13.7	11.8	13.4	10.2	11.1	8.5	10.7	8.8	9.5
KJAX		30.3	22.9	17.4	16.0	15.1	12.6	11.5	11.2	8.3	5.3	4.2	2.2	3.4
KSTN		20.1	17.5	15.1	16.9	18.2	14.4	11.0	16.7	11.2	10.3	10.2	6.5	5.2
KSTN-F		---	---	---	11.0	6.3	7.6	---	7.8	8.9	7.0	3.2	6.9	5.2
KWG		7.6	---	---	6.3	5.6	8.4	---	9.1	7.9	10.6	9.1	8.6	7.7
KSGO-F		---	---	---	---	6.0	8.1	7.9	9.1	7.2	6.8	9.7	7.1	8.5
KWIN-F		10.8	7.3	12.9	10.4	13.1	9.3	13.4	15.9	15.9	16.5	13.1	9.6	16.8
KFMR-F		---	---	---	---	12.6	10.2	8.8	14.0	8.3	10.6	9.8	8.2	10.3
KCVR		---	---	---	---	---	---	---	---	4.1	2.9	---	4.3	3.5
KRAK		19.0	20.2	20.8	18.3	18.3	13.7	13.9	17.1	13.8	12.0	10.3	9.0	9.1
KNCI-F		---	---	7.8	10.9	---	---	6.3	5.4	7.4	7.1	5.2	4.6	3.8
KHOP-F		10.5	17.8	18.7	15.6	18.7	20.2	21.1	16.4	13.2	17.1	25.0	21.4	18.2
KBEE-F		---	---	---	---	---	4.3	---	10.1	8.9	11.4	9.8	11.5	12.6
KOSO-F		---	---	---	---	---	---	---	---	4.8	3.2	8.5	5.6	8.1
KCBS		12.1	17.0	12.2	12.3	14.2	10.9	10.6	12.2	12.8	7.9	10.4	10.3	10.2
KNBR		19.4	15.1	12.3	16.6	13.8	12.8	12.3	12.1	9.4	10.7	10.8	13.0	---
KFRC		21.5	12.4	11.6	11.5	12.2	7.8	6.1	4.5	3.9	3.2	6.8	5.7	4.8
KGO		---	---	---	5.7	6.0	---	5.5	5.0	3.8	4.5	4.7	6.3	5.3
KMEL-F		---	---	---	---	---	---	---	---	4.6	6.4	11.2	8.4	8.4

		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
APR (%)		15.5	15.0	13.4	13.3	14.2	14.1	14.9	17.1	16.9	16.2	16.3	15.7	14.7	15.9	16.4	16.0	---
FM Share (%)		28.67	24.06	28.90	32.56	39.93	40.31	53.39	55.04	53.86	58.00	59.83	56.34	59.1	65.8	61.3	62.6	62.4
Total Stations				25	23	20	25	25	33	30	32	34	30	30	32	32	38	35
Viable Stations										9	8	8	9	9.5	8	7	7	8
Diaries							544	649	804	592	602	869	798	733	722	721	813	845
% Not Listed														15.0	8.4	15.5	21.2	15.9

FORMAT SHARES (%)

		77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
CHR/AOR		38	39	40	38	39	35	36	CHR AOR/CLS	27	27	24	26	21	27	20	21
MOR/AC		14	10	10	11	6	9	10		12	5	5	6	11	8	11	7
COUNTRY		14	12	13	18	22	19	20	MOR/FS AC/OLDIES	6	6	7	9	6	6	4	---
BTFL/EZ/SAC		18	21	17	16	11	13	13		7	11	14	11	12	12	17	19
NEWS/TALK		10	10	13	13	11	9	12		17	16	19	16	18	15	15	13
BLACK/URBAN		---	---	---	1	2	5	---		12	16	14	11	7	8	9	18
NOSTALGIA		3	4	3	---	---	---	1		1	2	4	2	6	1	1	---
HISPANIC		1	2	4	5	9	8	6		3	2	---	2	2	8	3	3
RELIG/GOSPEL		1	2	---	---	---	2	---		5	5	5	6	8	5	11	9
CLASSICAL		---	---	---	---	---	---	1		---	---	---	---	---	---	1	---
JAZZ/NAC		---	---	---	---	---	---	---		---	---	---	---	---	1	1	2

SYRACUSE

HIGHEST BILLING STATIONS

	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>
1. WHEN	2.0 WYYY-F	2.8 WYYY-F	3.3 WYYY-F	4.3 WYYY-F	5.0 WYYY-F	5.0 WYYY-F	5.1 WYYY-F	4.8 WYYY-F
2. WYYY-F	2.0 WSYR	2.1 WSYR	2.5 WSYR	3.3 WSYR	3.6 WSYR	3.4 WSYR	3.5 WSYR	3.2 WSYR
3. WSYR	1.8 WHEN	1.9 WHEN	1.9 WNTQ-F	1.7 WNTQ-F	1.9 WNTQ-F	2.6 WNTQ-F	2.8 WNTQ-F	2.4 WNTQ-F
4. WAQX-F	1.2 WAQX-F	1.3 WNTQ-F	1.7 WHEN	1.3 WAQX AF	1.5 WAQX-F	1.7 WKFM-F	1.9 WKFM-F	1.9 WKFM-F
5. WNTQ-F	0.8 WRRB-F	1.2 WRRB-F	1.3 WRRB-F	1.2 WHEN	1.7 WKFM-F	1.7 WAQX-F	1.8 WAQX-F	1.7 WAQX-F
6. WRRB-F	0.8 WNTQ-F	1.2 WAQX-F	1.3 WAQX A/F	1.2 WSEN A/F	1.2 WSEN A/F	1.2 WSEN-F	1.3 WSEN AF	0.9 WSEN AF
7.			WSEN A/F	0.8 WKFM-F	0.6 WHEN	0.6 WHEN	0.7 WRHP-F	0.7 WRHP-F
8.			WEZG-F	0.8			0.7 WRHP-F	0.6 WHEN
9.							0.5 WEZG-F	0.5 WEZG-F
10.								0.2 WFBL

FINANCIAL DATA

	<u>FCC Data</u>					<u>Duncan Estimates</u>										
	<u>Net Dollars</u>					<u>Gross Dollars</u>										
	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>
Revenue (millions)	5.73	6.22	6.50	7.02	7.31	8.8	9.3	9.7	10.5	11.3	13.9	15.0	15.9	17.9	19.3	17.6
Income (millions)	-.26	.06	.16	-.21	-.41											
Nat Rev (millions)	1.32	1.36	1.57	1.57	2.12											
Rev per Cap (\$)	---	9.47	10.04	10.75	11.36	13.50	14.22	14.89	15.93	17.02	21.38	23.04	24.27	27.28	29.20	26.55
Inc per Cap (\$)	---	.09	.28	-.33	-.64											
Rev as % of Retail Sales						.33	.33	.33	.36	.36	.37	.38	.37	.38	.39	.35
Market Grades									C	C/D	C/C-	B-/C-	D+/D	D/D	D+/C-	---
Manager's Market Grades						6.0	6.1	6.1	6.5	6.4	5.7	5.4	5.4	6.3	6.2	
FM Base Value									2.3	3.0	3.7	3.9	3.9	3.6	3.3	
Base Value Percentage												24.7	22.9	18.7	18.7	
Mean Share Points per Viable Station						6.3	7.2	7.8	7.8	8.2	8.9	7.9	6.8	6.5		

#1 STATIONS 12+ METRO SHARE

	<u>87</u>	<u>88</u>	<u>90</u>	<u>91</u>
WSYR-F F81, S83				
WYYY-F F83, S84, F84, S85, F85, S86, F86, S87, F87, S88, F89, S90, S91				
WSYR All other periods prior to 1983; F88, F91				
WNTQ-F S89, F90				
% of Revenue Controlled by Top 25% of Viable Stations	56	59	53	59
By Top 50%	81	80	80	85
% of Share Points Controlled by Top 25% of Viable Stations	40	41	38	41
By Top 50%	66	66	66	68

Highest Metro Share: WSYR 18.5, F77
 Highest Metro 1/4 Hr. Avg: WYYY-F 160, S87
 Highest TSA 1/4 Hr. Avg: WSYR 209, S77
 Highest TSA Cume: WHEN 3376, F77
 Highest Metro Cume Rating: WHEN 39.9, F77

STATION NOTES

(Major call letter and format changes)

WRHP-F WONO until 81, Classical until 79, BTFL until 81, WRRB-F until 88, Country until 88

WYYY-F WSYR until 83, Soft Rock until 80, AOR until 83,
 WHEN Contemp becoming AC by 82
 WNDR Contemp becoming AC/Oldies by 82, Oldies until 87, Nostalgia until 89

WNTQ-F BTFL until 82, AC until 84
 WFBL Contemp until 80
 WOLF WOLF until 84, Contemp until 81, Country until ?, WAQX until about 90, Format changes unknown
 WKFM-F CHR until 83
 WSEN-F Country until 86

MAJOR STATION SALES

1971 WRRB-F	\$ 79,000
1974 WSEN A/F (Baldwinsville)	348,000
1975 WNTQ-F	360,000
1976 WSYR	From Meredith to Park 2,000,000
1980 WNDR, WNTQ-F	Sold to McGavren Guild 1,872,000
1980 WSEN A/F	Sold to Buckley 700,000
1981 WAQX	Sold by Dear River 700,000
1981 WURS, WEZG-F	Sold to Sky 1,200,000
1982 WSYR, WYYY-F	From NewHouse to Katz 5,100,000
1983 WKFM-F (Fulton)	NA
1985 WEZG A/F	From Sky to Lorenz 1,350,000
1986 WSYR	From Katz to New City 4,500,000 (E)
1986 WYYY-F	From Katz to New City 7,200,000 (E)
1986 WNDR, WNTQ-F	Sold to Osborn 6,500,000
1987 WFBL	Sold to Wilks-Schwartz 500,000 (E)
1988 WAQX-F	Sold to Atlantic Ventures 4,500,000
1990 WAQX-F	Sold by Atlantic Ventures 4,000,000

TALLAHASSEE

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991							
1. WGLF-F	0.9	WGLF-F	0.9	WGLF-F	1.0	WGLF-F	1.0	WTNT-F	1.3	WTNT-F	1.4	WTNT-F	1.3		
2. WMNX-F	0.6	WGLF-F	0.6	WGLF-F	0.7	WGLF-F	0.8	WTNT A/F	1.0	WGLF-F	1.3	WGLF-F	1.2	WGLF-F	1.2
3. WBGM-F	0.5	WANM	0.5	WANM	0.6	WTNT-F	0.7	WGLF-F	0.9	WGLF-F	1.0	WBGM-F	1.2	WBGM-F	1.1
4. WTNT-F	0.4	WMNX	0.5	WMNX-F	0.6	WTHZ-F	0.7	WTHZ-F	0.8	WTHZ-F	0.8	WTHZ-F	0.9		
5. WANM	0.3	WTNT-F	0.5	WTHZ-F	0.5	WANM	0.6	WANM	0.7	WANM	0.7	WANM	0.7		
6.				WTNT-F	0.5	WMNX-F	0.6					WTMG-F	0.6		
7.												WFHT-F	0.5		

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	[----- Net Dollars -----]					[----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	1.53	.95	1.58	2.18	2.72	3.3	3.5	3.9	4.4	4.8	5.3	5.8	6.4	7.0	7.3	6.9
Income (millions)	-.38	-.56	-.35	-.44	.03											
Nat Rev (millions)	.17	.28	.43	.57	.73											
Rev per Cap (\$)	---	---	10.81	13.36	16.20	20.12	18.91	19.02	21.15	22.54	24.42	26.01	27.82	29.66	30.80	28.75
Inc per Cap (\$)	---	---	-2.36	-2.67	.20											
Rev as % of Retail Sales						.37	.35	.35	.39	.40	.43	.43	.43	.44	.42	.38
Market Grades						C	A-/B	A/A-	-/A-	-/A-	-/A-	-/A-	-/A-	-/A-	-/A-	---
Manager's Market Grades						7.5	5.8	6.6	8.2	8.0	7.3	7.0	7.5	6.5		
FM Base Value								1.7	2.1	2.2	2.4	2.5	2.2	1.7		
Base Value Percentage												37.5	35.7	29.3	24.6	
Mean Share Points per Viable Station						8.6	10.3	7.6	8.8	9.5	9.5	9.1	8.7	7.7		

#1 STATIONS 12+ METRO SHARE

WGLF-F	S75, S76, S77, S78, S81 (T), S88, S89
WBGM-F	S79
WANM	S80, S81 (T), S82, S83, S84, S85, S86, S87
WTNT-F	S90, S91

% of Revenue Controlled by Top 25% of Viable Stations

By Top 50%

% of Share Points Controlled by Top 25% of Viable Stations

By Top 50%

STATION NOTES

(Major call letter and format changes)

Highest Metro Share:	WBGM-F 25.1, S79	WTNT-F	WOMA until 78, Country until 77, BTFL until 82, WDSN until 84
Highest Metro 1/4 Hr. Avg:	WANM 65, S87	WBHT	WONS until 80, MOR until 84, WKQE until about 87, Format changes not known
Highest TSA 1/4 Hr. Avg:	WTNT-F 84, S87	WCVC	WMEN until 77, News until 77
Highest TSA Cume:	WGLF-F 984, S85	WBGM-F	BTFL until 79, Contemp until 84
Highest Metro Cume Rating:	WBGM-F 43.0, S79	WTAL	Contemp until 81, Nostalgia until about 89
		WUMX-F	Contemp or Black until about 78, WOWO until 85, WTHZ-F until 91, CHR until 91
		WNLS	Country until 84, WTNT until about 89, usually simulcasted with WTNT-F until late 80's
		WGLF-F	CHR/AOR until 87
		WMLO-F	WHFL-F until 87
		WFHT-F	WWSO-F until 87, WIQI-F until 90
		WHBX-F	WMNX-F until 88, WTMG-F until 91, Country until 88 Oldies until 91

MAJOR STATION SALES

1974	WTNT A/F	Sold to Walter-Weeks	\$ 775,000
1976	WTAL		659,000
1976	WKQE, WBGM-F	Sold to Forward	650,000
1979	WTNT A/F	From Walter-Weeks to Tom Ingstad	1,100,000
1979	WTHZ-F		500,000
1983	WTHZ-F	From Negrin to Kelly	1,470,000
1983	WKQE, WBGM-F	From Forward to Statewide	1,575,000
1983	WMNX-F		950,000
1985	WMNX-F	Sold to HVS	1,250,000
1985	WCVC		500,000
1985	WTHZ-F	From Kelly to Oolgoff	1,150,000
1985	WKQE, WBGM-F	From Statewide to Woolfson	2,340,000
1987	WANM (1070)		350,000
1987	WMLO-F (Havana)	Sold to Winton	475,000
1987	WBGM A/F	Sold to HVS	3,900,000 (E)
1987	WTNT	Sold by Palmer	600,000
1988	WMNX-F	Sold by HVS	1,500,000
1989	WWSO, WIQI-F (Quincy)		2,000,000
1990	WYYN, WTNT-F	Sold by Palmer	2,800,000
1991	WMLO-F (Havana)		725,000

TAMPA - ST. PETERSBURG

12+ METRD SHARE

		SPG																
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
WSUN	(C)	10.8	10.6	7.9	8.5	5.9	5.7	7.1	6.7	5.1	5.7	5.6	3.8	3.2	3.2	2.3	2.1	2.9
WXTB-F	(AOR)	5.0	5.1	4.4	5.6	7.4	5.7	5.9	3.6	4.1	5.0	4.9	4.4	3.3	3.9	2.7	3.8	6.3
WDAE	(AC)	6.0	5.2	5.5	4.0	4.8	3.9	3.5	5.9	6.3	5.1	5.4	3.5	3.0	2.4	2.9	2.0	0.4
WYNF-F	(ADR)	---	4.2	6.9	5.1	3.7	3.2	4.3	4.6	5.9	7.1	6.5	6.1	5.4	7.0	6.2	6.0	5.5
WFLA	(N/T)	4.5	4.0	4.7	6.4	5.4	5.6	4.6	4.2	3.5	3.7	3.4	4.3	4.5	5.3	4.0	4.5	4.9
WFLZ-F	(CHR)	---	6.1	5.9	6.6	7.1	6.1	5.4	3.4	3.3	2.4	2.2	4.1	3.8	4.5	7.6	7.9	6.6
WRMD	(SP)	6.5	6.5	4.8	6.8	4.7	4.3	1.9	1.9	2.7	2.0	1.4	1.0	0.9	0.9	1.1	1.0	0.2
WWRM-F	(SAC)	6.9	7.5	9.1	9.8	11.0	10.7	9.5	11.0	14.3	13.4	13.1	10.9	10.1	9.5	7.9	9.8	10.4
WQYK-F	(C)	---	---	3.3	4.4	7.0	8.0	8.9	9.8	6.7	7.7	7.6	8.3	7.2	7.9	8.3	8.7	10.7
WRBQ	(CHR)	6.7	6.3	6.1	6.9	3.8	2.9	1.9	1.7	1.6	1.5	1.0	0.8	1.1	0.8	0.8	0.6	*
WRBQ-F	(CHR)	10.4	9.8	6.8	6.4	6.7	6.0	9.3	11.1	12.2	11.2	12.3	15.5	16.2	16.1	11.7	6.4	4.2
WUSA-F	(AC)	---	3.8	6.9	6.7	7.5	7.4	7.5	6.1	4.7	6.0	7.3	5.8	4.9	5.4	6.9	7.7	6.5
WTMP	(B)	5.3	3.4	4.2	3.1	3.8	2.2	3.4	6.2	3.7	3.6	2.2	2.5	1.9	2.2	1.7	1.3	1.0
WMTX-F	(AC)	---	---	---	1.5	3.6	5.9	5.3	5.5	3.4	3.4	3.2	3.7	4.6	4.1	4.8	3.9	6.4
WHNZ	(T)	---	---	---	0.6	2.1	3.1	2.6	3.0	3.2	3.2	3.0	2.5	3.5	1.0	1.4	0.8	1.1
WGUL A/F	(BB)	---	---	---	---	---	---	---	0.5	1.2	2.0	3.4	3.6	4.9	3.3	3.6	5.4	5.3
WHPT-F	(J/NAC)	4.4	5.0	---	1.9	2.5	2.5	2.4	2.2	1.7	1.8	1.2	1.0	1.5	1.7	2.7	2.5	2.2
WUVU-F	(EZ)	---	---	---	---	---	---	---	1.0	1.7	1.9	1.9	2.4	2.9	4.7	6.1	5.5	4.6
WYUU-F	(O)	---	---	---	---	---	---	---	---	---	0.7	0.9	1.1	2.0	1.7	2.1	3.8	4.2
WLUVU-F	(BB)	---	---	---	---	---	---	---	---	---	---	---	0.3	0.3	1.0	1.7	2.2	2.1

BASED ON AVERAGE OF SPRING AND FALL BOOKS

12+ CUME RATINGS

		79	80	81	82	83	84	85	86	87	88	89	90	91
WSUN		17.4	16.7	16.8	17.3	13.4	14.2	12.0	8.5	7.7	7.3	6.4	6.5	7.9
WXTB-F		12.9	12.9	12.9	11.6	11.5	15.6	14.9	11.1	8.3	8.7	8.9	10.4	11.7
WDAE		13.7	10.7	8.2	12.6	13.0	10.1	9.4	8.9	7.4	4.6	5.7	4.1	1.9
WYNF-F		11.6	10.9	8.8	11.1	13.4	13.6	12.3	12.0	12.3	12.4	13.7	13.2	11.9
WFLA		18.6	16.1	14.5	15.4	12.1	10.7	9.0	10.9	10.0	10.0	9.8	8.2	13.0
WFLZ-F		13.9	11.6	12.3	10.0	7.1	6.8	5.5	10.3	7.8	11.7	9.5	18.1	17.3
WRMD		11.8	8.1	---	4.5	3.3	4.4	---	2.3	NA	1.4	1.8	1.4	0.7
WWRM-F		19.8	17.6	18.6	17.2	19.4	21.0	22.4	17.9	16.7	15.9	20.2	18.3	20.1
WQYK-F		15.5	10.6	15.7	16.7	13.2	15.7	12.9	14.5	12.3	13.3	14.4	14.5	18.0
WRBQ		14.4	14.5	8.9	8.0	7.3	6.3	4.2	3.0	---	---	---	---	---
WRBQ-F		16.7	16.5	17.8	22.3	26.8	26.0	26.6	28.5	32.6	31.0	31.8	20.0	15.5
WUSA-F		13.3	12.2	16.1	13.8	10.7	13.3	15.8	13.5	11.3	12.8	14.3	15.6	15.0
WTMP		---	---	---	6.8	7.2	5.8	7.0	5.4	4.4	2.8	4.4	3.8	2.3
WMTX-F		8.5	10.2	12.7	14.0	10.8	9.3	8.6	9.1	9.9	11.1	14.0	10.6	12.9
WHNZ		---	---	6.7	6.4	7.0	6.6	6.1	4.7	7.0	4.2	4.0	2.3	3.1
WGUL A/F		---	---	---	---	---	5.1	6.0	4.4	6.6	6.8	7.4	8.1	8.3
WHPT-F		5.7	4.9	5.8	4.8	4.6	4.3	4.2	4.5	3.5	5.6	7.4	7.7	6.7
WUVU-F		---	---	---	3.4	4.3	4.8	6.0	6.3	5.9	8.3	11.2	9.8	10.6
WYUU-F		---	---	---	---	---	---	3.5	3.2	3.8	3.8	4.0	9.3	9.9
WLUVU-F		---	---	---	---	---	---	---	---	---	1.9	2.8	4.2	2.9

		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
APR (%)		16.4	16.4	17.1	16.9	17.4	16.3	18.4	17.7	18.4	18.7	18.8	18.5	17.9	17.4	18.5	17.5	17.9
FM Share (%)		44.34	53.91	53.19	50.38	58.51	61.11	66.40	63.12	65.30	69.78	71.45	73.79	71.5	77.7	79.0	83.4	81.9
Total Stations				27	29	25	26	24	24	24	23	22	27	27	28	27	26	28
Viable Stations										19	17	17	17	18	15.5	16	16.5	16.5
Diaries							1490	1372	1418	1467	1461	1617	1677	1783	1503	1660	1664	1829
% Not Listed														8.7	9.6	10.3	12.1	10.7

FORMAT SHARES (%)

		77	78	79	80	81	82	83	84	85	86	87	88	89	90	91		
CHR/AOR		32	29	24	23	29	28		30	CHR AOR/CLS	22	21	18	21	19	17	18	13
MOR/AC		14	11	13	12	10	8	MOR/FS AC/OLDIES	4		8	8	11	10	12	11	13	12
COUNTRY		12	16	16	15	18	20		7		14	15	18	18	18	26	27	31
BTFL/EZ/SAC		36	35	36	33	30	23		18		15	14	14	12	13	13	10	17
NEWS/TALK		---	---	1	4	3	4		4		4	3	8	8	8	5	8	7
BLACK/URBAN		5	6	8	10	5	7		6		4	4	4	4	4	1	1	2
NOSTALGIA		---	---	---	2	2	9		12		12	13	11	10	7	10	12	8
HISPANIC		---	2	1	1	2	---		---		---	---	---	1	1	---	---	1
RELIG/GOSPEL		2	1	---	1	1	---		1		---	---	1					
CLASSICAL									---		---	1	1	2	2	2	---	---
JAZZ/NAC														---	2	3	4	2

TAMPA - ST. PETERSBURG

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WRBQ-F	8.0	WRBQ A/F 11.5	WRBQ A/F 13.5	WRBQ A/F 16.5	WRBQ A/F 18.5	WRBQ A/F 17.5	WRBQ A/F 9.0	WQYK AF 8.0
2. WWBA-F	4.9	DAE/IQI 6.1	WUSA-F 5.4	WQYK-F 5.0	WQYK-F 6.5	WQYK A/F 6.6	WQYK A/F 7.4	WUSA AF 7.3
3. WQYK-F	3.7	WWBA-F 4.5	WQYK-F 5.3	WUSA-F 4.5	WUSA-F 4.7	WUSA-F 5.2	WUSA-F 7.0	WYNF-F 6.0
4. WYNF-F	2.8	WYNF-F 4.2	WWBA-F 4.8	WWBA-F 4.0	WYNF-F 4.4	WYNF-F 5.0	WWRM-F 6.0	WWRM-F 6.0
5. WIQI-F	2.8	WQYK-F 4.1	WYNF-F 4.0	WYNF-F 3.6	WNLT-F 4.0	WWRM-F 4.8	WYNF-F 5.5	WMTX AF 4.4
6. WSUN	2.6	WSUN 3.7	WSUN 3.1	WSUN 3.4	WWRM-F 3.3	WNLT-F 4.8	WFLZ-F 5.0	WFLZ-F 4.1
7.		WFLA A/F 3.4	WKRL-F 2.9	WNLT-F 3.3	WKRL-F 3.1	WDUV-F 3.2	WNLT-F 4.0	WRBQ AF 4.0
8.		WZNE-F 2.7	WFLA 2.5	WKRL-F 2.9	WSUN 2.8	WHVE-F 3.0	WDUV-F 3.2	WYUU-F 3.7
9.		WNGG-F 1.9	WNLT-F 2.4	WFLA 1.9	WFLA 2.6	WFLZ-F 2.9	WFLA 2.9	WDUV-F 3.3
10.			WDAE 2.0	WPDS-F 1.8	WHVE-F 2.2	WKRL-F 2.7	WHVE-F 2.6	WXTB-F 3.0

Highest Metro Share: WRBQ AF 18.8, S87
 Highest Metro 1/4 Hr. Avg: WRBQ AF 557, S87
 Highest TSA 1/4 Hr. Avg: WRBQ AF 649, S87
 Highest TSA Cume: WRBQ AF 6677, S89
 Highest Metro Cume Rating: WRBQ AF 32.6, S87

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	[----- Net Dollars -----]					[----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	10.39	11.86	13.85	15.62	19.55	26.2	30.1	35.0	40.6	44.8	50.4	51.0	57.8	60.5	58.5	57.9
Income (millions)	1.19	1.21	1.67	.61	.34											
Nat Rev (millions)	2.50	2.54	4.18	4.40	6.03											
Rev per Cap (\$)	---	8.10	9.51	10.85	11.84	16.38	18.24	19.55	22.07	23.96	26.25	25.76	28.47	29.09	27.73	27.05
Inc per Cap (\$)	---	.83	1.15	.39	.21											

Rev as % of Retail Sales	.30	.34	.36	.37	.37	.41	.38	.39	.38	.34	.33					
Market Grades				B+/A-	B-/A	A-/A	A-/B	A-/B	B+/B+	B/C+	---					
Manager's Market Grades				9.3	8.4	8.5	8.0	8.4	8.5	7.9	7.2	6.4				
FM Base Value						8.9	10.1	10.5	12.4	12.8	10.8	9.1				
Base Value Percentage									21.5	21.2	16.5	15.7				
Mean Share Points per Viable Station				4.6	5.1	5.1	5.1	4.8	5.5	5.0	4.8	4.9				

#1 STATIONS 12+ METRO SHARE

WSUN	S75, F76, F76, F78,
WWBA-F	S77, F78, S79, F79, S80, F80, S81, S82, S83, F83, S84, F84, S85
WJYW-F	F77
WRBQ-F	F81, F82, F85, S86, F86 - S88
WFLZ-F	F89
WWRM-F	S90, F90, S91, F91

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	69	58	51	48
By Top 50%	88	81	82	77
% of Share Points Controlled by Top 25% of Viable Stations	49	49	37	43
By Top 50%	73	74	64	72

STATION NOTES

(Major call letter and format changes)

WXTB-F	BTFL until 77, WQXM until 83, WZNE until 86, AOR until 83, CHR until 86, WKRL-F until 89, Classic AOR until 89
WFLA	MOR until about 85
WFLZ-F	WFLA until 83, WOJC until 84, BTFL until 83, Country until 83, WPDS-F until 87, AC until 89
WYNF-F	WLCY until 77, CHR until 81
WLFF	WWBA until 81, WWLF until 82, BTFL until 81, MOR until 82, WLFF until 91, Nost. until 90
WRBQ	WLCY until 81, WNSI until 82, Contemp to AC by 81 News/Talk until 82
WHNZ	WFSD until 79, Format until 79 unknown; WTKN until 91
WDAE	AC until 81, Nost. until 90
WGUL	WPSO until ?
WUSA-F	WAVV until 77, WJYW until 82, WIQI until 86, BTFL until 82
WMTX-F	WOKF until 80, WCKX until 82, WMGG until 85, Contemp until 83, WNLT-F until 90
WWRM-F	WWBA-F until 88, EZ until about 88
WYUU-F	WXCR-F until 89, Classical until 89, Switches frequency from 92.1 to 92.5 in 89

TAMPA-ST. PETERSBURG

MAJOR STATION SALES

1972	WTMP		\$ 536,000
1973	WRBQ-F	Bought by Harte Hanks	500,000
1973	WSUN	Sold to Plough	2,303,000
1974	WAZE (Clearwater)		350,000
1974	WKRL-F	Sold to Plough	1,250,000
1976	WTAN, WNLT-F	Sold to BENI	850,000
1977	WQYK-F	From Rowland to Lake Huron	989,000
1978	WRBQ	From Rahall to Harte-Hanks	4,500,000
1978	WYNF-F	From Rahall to Taft	675,000
1979	WDAE	From Rounsaville to Taft	5,500,000
1980	WUSA-F	From Rounsaville to Gannett	4,000,000
1980	WTAN	Sold by BENI	575,000
1980	WNLT-F	From BENI to Metroplex	4,000,000
1981	WWBA-F	Sold to Metromedia	7,000,000
1982	WFLA, WPOS-F	From Media General to Blair	14,000,000
1983	WWQT, WLVU-F (Holiday)		1,275,000
1984	WPLP	Sold to Guy Gannett	850,000
1984	WSUN	From Plough to Taft	7,500,000
1984	WRBQ A/F	From Harte-Hanks to Edens	13,400,000 (E)
1984	WDAE	From Taft to Gannett	5,700,000
1985	WTAN		570,000
1985	WSUN, WYNF-F	From Gulf to Taft to CBS	22,000,000 (E)
1985	WKRL-F	From DKM to Sandusky	10,000,000
1985	WHBO	Sold to Metroplex	1,400,000
1985	WGUL-F		1,350,000
1986	WLVU-F	Sold to Times Publishing	1,700,000
1986	WYOU		750,000
1986	WGUL	Sold to Marcocci	450,000
1986	WWBA-F	From Metromedia to Metropolitan	20,000,000 (E)
1986	WQYK-F	From Lake Huron to Susquehanna	27,000,000
1987	WFLA, WFLZ-F	From Blaire to Scconnix	16,000,000
1988	WTAN		650,000
1988	WWRM-F	From Metropolitan to Cox	17,100,000
1988	WFLA, WFLZ-F	From Scconnix to Jacor	20,000,000
1989	WXTB-F	From Sandusky to Great American	16,500,000
1989	WTIS		1,700,000
1990	WSUN	From CBS to Cox	4,100,000
1990	WLFF	Sold by Century	200,000
1991	WTKN, WHVE-F	From Susquehanna to Paxton	6,400,000

TERRÉ HAUTE

HIGHEST BILLING STATIONS

		1984	1985	1986	1987	1988	1989	1990	1991
Highest Metro	WTHI A/F	1. WTHI-F 0.7	WTHI-F 0.8	WTHI-F 0.9	NA	NA	NA	WTHI-F 1.2	WTHI-F 1.2
Share:	30.1, S91	2. WPF-R 0.6	WPF-R 0.6	WPF-R A/F 0.6				WMGI-F 0.8	WMGI-F 0.8
Highest Metro	WTHI A/F	3. WVT-S 0.4	WVT-S 0.4	WZZQ-F 0.5				WZZQ-F 0.6	WZZQ-F 0.6
1/4 Hr. Avg:	.87, S91	4. WZZQ-F 0.4	WZZQ-F 0.4						
Highest TSA	WTHI A/F	5. WBOW 0.3							
1/4 Hr. Avg:	121, S91	6.							
Highest TSA	WTHI A/F	7.							
Cume:	1133, S91	8.							
Highest Metro	WTHI A/F	9.							
Cume Rating:	42.5, S91	10.							

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	[----- Net Dollars -----]					[----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	1.62	1.54	1.88	2.24	2.35	2.7	3.0	3.2	3.4	3.6	3.6	3.7	4.1	4.2	4.2	4.0
Income (millions)	-.25	-.09	-.16	-.26	-.11											
Nat Rev (millions)	.16	.17	.32	.37	.41											
Rev per Cap (\$)	---	9.00	10.88	12.84	13.25	20.15*	22.39	23.70	25.37	26.87	27.07	27.82	30.83	31.82	31.82	30.77
Inc per Cap (\$)	---	-.55	-.90	-1.48	-.64											

* Change in configuration of Metro

	81	82	83	84	85	86	87	88	89	90	91
Rev as % of Retail Sales	.30	.30	.32	.33	.28	.28	.27	.29	.28	.28	.26
Market Grades				D	D-/D	D/D+	-/D	-/D+	-/D	-/D	---
Manager's Market Grades			6.5	6.4	6.7	6.5	6.1	6.1	6.1	5.7	5.8
FM Base Value					0.7	0.8	0.6	0.8	0.8	.65	0.5
Base Value Percentage									14.0	15.5	12.5
Mean Share Points per Viable Station			10.8	12.7	12.7	11.3	10.3	12.9	12.1	12.4	10.4

#1 STATIONS 12+ METRO SHARE

WTHI	S75, (T), S76, S77, S79, S80
	All periods 87-91
WBOW	S75 (T), S78
WTHI-F	S81, S84, S86
WPF-R	S82
WVT-S	S83

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	--	--	43	50
By Top 50%	--	--	--	--
% of Share Points Controlled by Top 25% of Viable Stations	45	37	45	50
By Top 50%	71	64	72	76

STATION NOTES

(Major call letter and format changes)

WTHI	Country until 82, MOR until 83, Nostalgia or Oldies until 90
WTHI-F	BTFL until 82
WMGI-F	Contemp to AC by 85, WVT-S until 87
WZZQ-F	Contemp until 78, AOR until 80, Country until 84
WBZL	WVCM until ?, WSDM until about 87, Format changes unknown
WYTL	WAAC until 83, MOR until 83, WPF-R until about 87, Contemp until 87
WPF-R	Reportedly went silent in 91

MAJOR STATION SALES

1970	WBOW, WZZQ-F	From J.W. O'Conner to Eastern	\$ 600,000
1973	WVT-S-F		250,000
1976	WVT-S-F		450,000
1978	WPF-R	Sold to Bud Walters	250,000
1982	WBOW, WZZQ-F	From Quincy Newspapers to Michael Rice	750,000
1982	WPF-R	From Bud Walters to Oak Ridge Boys	577,500
1982	WPF-R	Sold to Oak Ridge Boys	200,000
1985	WVT-S-F		750,000
1987	WPF-R A/F		750,000
1990	WSDM-F (Brazil)		350,000
1991	WYTL	Sold out of receivership	17,000
1991	WPF-R	Sold out of receivership	325,000

TOLEDO

12+ METRO SHARE

		SPG																
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
WSPD	(FS)	16.6	12.9	13.4	12.1	10.8	10.6	11.1	10.5	9.1	9.6	9.4	9.4	7.6	5.7	5.8	6.6	7.3
WIOT-F	(AOR)	5.3	6.2	6.7	9.7	18.2	15.0	13.0	10.7	11.3	10.2	10.1	8.1	10.4	10.9	12.8	12.9	13.2
WCWA	(D)	6.6	6.8	6.7	5.1	4.0	1.8	2.8	4.9	4.3	4.4	3.9	3.3	2.5	3.1	2.6	1.4	1.3
WVKS-F	(CHR)	4.0	5.2	5.5	3.5	5.4	8.6	10.6	9.4	7.4	7.8	12.6	13.8	14.3	10.0	7.6	9.2	7.6
WLQR-F	(SAC)	6.9	8.1	10.7	15.5	15.2	13.4	13.0	12.3	8.7	11.6	10.8	9.9	9.9	9.5	9.6	8.3	6.2
WTOD	(C)	6.1	10.2	9.6	10.6	7.5	8.1	8.1	5.3	5.6	4.0	5.0	4.8	4.4	5.5	3.4	2.9	2.9
WKKO-F	(C)	---	---	---	1.6	1.6	3.3	4.5	7.9	8.6	7.9	6.8	9.5	9.2	12.6	10.2	10.4	10.4
WWWM	(AC)	7.1	6.2	7.4	7.2	5.9	8.2	4.4	3.9	4.3	2.0	1.8	1.6	0.8	0.9	1.1	*	0.8
WWHM-F	(AC)	6.9	7.0	6.7	5.9	4.3	5.3	3.1	4.5	6.5	6.3	5.5	6.4	8.1	8.2	7.3	8.9	8.9
WRQN-F	(CHR)	---	---	---	---	---	---	---	---	4.4	8.0	5.7	7.3	6.3	7.4	10.9	10.6	7.3
WVOI	(B)	---	---	---	---	---	---	---	2.0	2.3	3.1	3.8	3.6	4.4	3.8	2.5	2.1	3.1
WXKR-F	(CL.AOR)	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	3.0	2.3
WJR	(FS)	5.7	7.0	7.2	7.7	6.1	5.8	7.5	6.0	5.5	5.8	4.4	4.8	5.8	4.5	5.2	4.4	3.8
CKLW	(BB)	14.6	10.1	6.7	5.3	3.5	2.7	2.5	3.4	1.9	1.1	2.8	2.4	2.5	3.5	3.1	3.4	5.0

BASED ON AVERAGE OF SPRING AND FALL BOOKS

12+ CUME RATINGS

		79	80	81	82	83	84	85	86	87	88	89	90	91
WSPD		28.2	25.3	26.3	25.1	23.8	20.9	24.2	24.6	21.3	16.3	15.6	15.5	13.0
WIOT-F		27.2	26.0	25.1	28.5	25.9	23.4	21.3	19.7	23.0	21.2	23.6	25.4	24.9
WCWA		11.8	8.7	10.8	11.0	9.9	9.7	9.7	8.0	7.9	8.5	7.9	5.7	4.6
WVKS-F		10.3	19.4	24.6	23.8	20.1	16.2	27.2	31.6	32.1	31.0	25.6	30.7	25.6
WLQR-F		25.1	22.8	21.1	21.5	17.6	22.3	21.0	18.3	16.6	18.8	18.9	17.6	18.1
WTOD		13.1	13.5	13.2	8.3	8.1	7.7	8.6	7.6	10.5	11.2	7.5	6.8	6.3
WKKO-F		---	---	---	14.6	15.9	16.1	14.5	15.4	18.6	21.5	19.2	18.3	19.6
WWWM		22.9	21.6	17.2	16.9	12.9	9.3	7.7	5.7	5.4	4.2	4.0	3.8	3.4
WWHM-F		15.5	17.1	9.3	14.0	17.4	14.8	14.2	15.1	19.7	18.9	18.4	18.3	20.4
WRQN-F		---	---	---	---	---	18.8	17.2	20.9	17.9	18.5	24.9	28.4	24.4
WVOI		---	---	---	---	2.5	4.2	7.9	8.1	6.5	7.0	7.6	4.9	7.1
WXKR-F		---	---	---	---	---	---	---	---	---	---	---	---	10.5
WJR		20.1	15.4	18.3	16.5	13.2	16.1	13.5	13.4	13.8	12.3	15.8	11.0	11.9
CKLW		20.0	11.6	11.3	12.9	11.0	6.7	4.6	5.3	6.4	7.5	6.8	8.7	8.8

		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
APR (%)		17.0	16.0	15.8	16.7	16.4	17.4	16.2	17.5	17.1	17.7	16.5	16.9	16.5	16.8	17.3	16.9	17.1
FM Share (%)		32.09	39.28	37.67	42.42	50.27	57.02	55.49	60.49	60.54	62.32	63.52	66.27	68.7	70.2	70.2	76.5	72.0
Total Stations				21	17	22	19	22	25	24	26	23	17	20	17	20	20	22
Viable Stations										9	11	11	11	10.5	10	10	9.5	9.5
Diaries							709	1125	1003	1168	1192	1265	1031	1098	1024	1119	1039	1006
% Not Listed														9.8	9.9	12.2	12.2	14.5

FORMAT SHARES (%)

		77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
CHR/AOR		41	44	44	48	36	34	31	CHR AOR/CLS	19	22	27	23	19	22	25	20
MOR/AC		27	23	26	21	31	29	MOR/FS AC/OLDIES	21	19	17	19	15	12	14	12	17
COUNTRY		11	15	9	12	13	18	19	11	11	8	9	11	14	13	15	15
BTF/EZ/SAC		18	17	18	13	15	12	11	12	12	12	11	12	13	10	10	7
NEWS/TALK								1									
BLACK/URBAN		3	2	1	5	--	3	1		4	6	5	6	5	5	4	5
NOSTALGIA		--	--	--	--	--	4	6		5	6	6	5	3	4	4	6
HISPANIC																	
RELIG/GOSPEL		--	--	--	--	--	--	--		1	1	--	--	--	--	--	--
CLASSICAL																	
JAZZ/NAC																	

TOLEDO

HIGHEST BILLING STATIONS

	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>
1. WSPD	1.7	WSPD 2.3	WMHE-F 2.7	WMHE-F 3.0	WMHE-F 3.6	TOD/KKO 3.2	TOD/KKO 3.0	WIOT-F 2.6
2. WIOT-F	1.6	WMHE-F 2.0	WSPD 2.4	WIOT-F 2.3	TOD/KKO 3.1	WIOT-F 3.1	WIOT-F 2.9	TOD/KKO 2.5
3. WLQR-F	1.4	WIOT-F 1.7	WIOT-F 1.8	WSPD 1.8	WIOT-F 2.5	WMHE-F 2.5	WWWM A/F 1.9	WVKS-F 1.7
4. WMHE-F	1.3	WLQR-F 1.5	WLQR-F 1.6	WKKO-F 1.6	WSPD 2.0	WWWM-F 2.0	WVKS-F 1.9	WWWM-F 1.6
5. WKLR-F	1.1	WKLR-F 1.4	WKKO-F 1.5	WLQR-F 1.6	WWWM-F 1.2	WSPD 1.2	WRQN-F 1.5	WRQN-F 1.5
6.		WWWM-F 1.1	WWWM-F 1.2	WWWM-F 1.4	WLQR-F 1.2	WRQN-F 1.2	WLQR-F 1.2	WSPD 1.1
7.		WTOD 0.9	WTOD 0.8	WTOD 0.8	WRQN-F 1.1	WLQR-F 1.1	WSPD 1.1	WLQR-F 1.0
8.			WRQN-F 0.8	WRQN-F 0.8				

Highest Metro Share: WIOT-F 19.7, F79
 Highest Metro 1/4 Hr. Avg: WIOT-F 217, F79
 Highest TSA 1/4 Hr. Avg: WIOT-F 264, F79
 Highest TSA Cume: CKLW 3538, S76
 Highest Metro Cume Rating: WMHE-F 33.4, F87

FINANCIAL DATA

	<u>FCC Data</u> [----- Net Dollars -----]					<u>Duncan Estimates</u> [----- Gross Dollars -----]										
	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>
Revenue (millions)	6.79	7.43	9.03	8.89	9.28	10.5	10.9	11.7	12.1	13.0	13.7	14.4	15.3	14.9	14.0	13.5
Income (millions)	-.13	.87	1.58	.72	.49											
Nat Rev (millions)	1.69	.83	1.50	1.71	1.61											
Rev per Cap (\$)	---	9.43	11.56	11.38	11.66	17.10*	17.69	18.96	19.58	21.04	22.28	23.38	24.84	24.03	23.38	21.88
Inc per Cap (\$)	---	1.11	2.02	.92	.61											

* Change in definition of Metro

Rev as % of Retail Sales	.34	.33	.32	.31	.35	.34	.34	.36	.32	.31	.29		
Market Grades				D+/C-	C/D	C-/D	D+/D+	D+/D	D+/D-	C-/D-	---		
Manager's Market Grades				5.6	5.5	6.7	6.6	6.1	5.9	5.9	5.2		
FM Base Value					3.0	3.6	4.5	4.8	4.6	3.9	3.3		
Base Value Percentage								31.4	31.3	27.9	24.4		
Mean Share Points per Viable Station					7.8	6.7	7.2	6.1	7.4	8.0	7.4	7.8	7.8

#1 STATIONS 12+ METRO SHARE

WSPD S75, S76, F76, S77
 WLQR-F F77, S78, F78, F80, F81, S84, F84
 WIOT-F S79, F79, S80, S81, S82, F82, S83, F83
 F88 - F91
 WMHE-F S85, F85, S86

% of Revenue Controlled by Top 25% of Viable Stations

By Top 50%

% of Share Points Controlled by Top 25% of Viable Stations

By Top 50%

	<u>87</u>	<u>88</u>	<u>90</u>	<u>91</u>
% of Revenue Controlled by Top 25% of Viable Stations	44	46	41	39
By Top 50%	74	76	70	65
% of Share Points Controlled by Top 25% of Viable Stations	41	36	37	36
By Top 50%	71	64	66	63

STATION NOTES

(Major call letter and format changes)

WCWA AC until 81
 WKKO-F WKLR until 86, Black until 81
 WWWM Contemp changing to AC by 82, WOHO until 91, AC/Oldies until 89, Country until 91
 WWWM-F WXEZ until 82, BTFL until 77

MAJOR STATION SALES

1971 WLQR-F	Sold by Storer to Susquehanna	\$ 275,000
1972 WWWM-F		125,000
1973 WVOI	Sold by Herb Weber	580,000
1976 WVOI	Sold to Harold Gore	350,000
1979 WSPD	From Storer to WOOD, Inc.	3,300,000
1983 WLQR-F	Sold by Susquehanna	3,350,000
1985 WMHE-F	Sold to Osborn	6,300,000
1986 WSPD, WLQR-F	Sold to Commonwealth	15,000,000
1986 WVOI		600,000
1988 WMHE-F	From Osborn to Noble	18,000,000 (E)
1988 WRQN-F (Bowling Green)	Sold to ABS	2,685,000
1989 WVOI		663,000
1991 WSPD, WLQR-F	From Commonwealth to Stratford Research	4,000,000

TOPEKA

12+ METRO SHARE

		SPG																
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
WIBW	(FS)	16.5	12.5	16.8	13.6	16.6	9.2	9.2	14.1	6.5	8.1	7.5	10.4	8.6	9.5	6.6	5.9	6.5
WIBW-F	(C)	8.6	11.3	13.6	9.9	6.1	3.1	7.1	8.1	3.8	12.2	10.1	12.6	12.7	11.7	9.5	8.0	6.5
KMAJ	(AC)	17.3	15.4	15.9	15.7	9.6	7.0	9.2	8.5	8.0	7.0	6.0	5.9	2.1	0.7	1.3	2.1	2.0
KMAJ-F	(AC)	12.5	12.1	16.4	11.6	12.2	13.6	11.7	10.3	9.9	5.9	7.0	7.4	12.3	12.5	17.7	13.1	17.0
KTOP	(BB)	8.2	6.7	4.5	4.5	3.9	10.1	6.3	2.6	6.1	7.7	9.5	7.8	6.5	5.9	2.2	6.2	2.7
KDVV-F	(AOR)	4.3	4.2	3.2	1.2	13.1	12.7	13.3	10.7	13.0	12.5	11.1	6.7	9.9	7.7	7.9	9.0	7.1
WREN	(OFF)	10.2	11.7	9.1	9.9	7.4	7.9	5.8	5.6	7.3	7.7	7.5	5.2	3.4	---	---	---	---
KTPK-F	(C)	9.0	12.9	7.7	12.0	10.5	13.6	16.3	14.1	17.2	8.1	12.6	13.3	17.1	16.5	13.3	17.0	13.6
KLZR-F	(CHR)	---	---	---	---	---	---	---	---	---	---	---	---	1.0	2.2	3.2	2.8	7.1
KHUM-F	(SAC)	---	---	---	---	---	---	---	---	---	---	---	---	1.7	6.6	5.1	5.9	2.0
KCMO	(N/T)	1.6	1.3	3.2	1.2	1.3	---	1.7	0.9	0.8	3.0	2.0	1.1	1.0	1.5	1.3	1.4	2.4
KYYS-F	(AOR)	2.7	2.1	3.2	5.4	7.0	6.6	4.2	5.6	5.3	7.0	9.5	5.6	5.8	5.1	5.7	3.5	3.1
WDAF	(C)	---	---	---	---	---	---	---	---	---	---	---	---	4.8	4.4	7.3	4.5	4.1
KPRS-F	(B)	---	---	---	---	---	---	---	---	---	---	---	---	1.4	1.5	1.6	6.6	2.4

ONE RATING BOOK PER YEAR

12+ CUME RATINGS

		79	80	81	82	83	84	85	86	87	88	89	90	91
WIBW		35.6	22.6	23.8	25.8	21.0	20.3	20.5	20.1	17.7	19.2	17.3	16.0	16.4
WIBW-F		20.2	15.1	18.8	24.4	19.3	26.1	29.6	26.1	30.5	28.5	26.8	27.2	18.9
KMAJ		29.4	25.8	22.7	19.7	17.3	14.2	13.4	11.0	7.0	7.1	7.9	8.5	9.5
KMAJ-F		23.8	22.5	20.1	19.9	17.7	16.5	14.1	13.6	21.3	24.5	27.0	20.4	27.9
KTOP		---	17.3	---	13.4	12.8	14.4	16.0	11.5	11.9	11.4	9.6	6.2	6.8
KDVV-F		26.3	29.1	30.1	27.7	26.9	26.8	27.5	16.3	20.7	18.8	22.8	19.7	18.1
WREN		26.1	20.7	22.2	20.5	17.7	18.4	22.1	12.7	12.3	---	---	---	---
KTPK-F		20.8	22.7	22.9	25.8	26.9	16.0	23.9	20.7	24.0	25.7	25.4	26.2	22.1
KLZR-F		---	---	---	---	---	---	---	---	4.1	5.7	11.4	10.2	12.7
KHUM-F		---	---	---	---	---	---	---	---	5.5	10.4	12.6	13.4	8.7
KCMO		6.5	---	---	4.4	5.4	6.3	7.6	3.5	5.8	5.1	5.4	4.9	4.4
KYYS-F		13.1	12.4	13.3	13.5	12.0	13.8	16.3	13.3	10.7	13.1	13.5	12.1	9.6
WDAF		---	---	---	---	---	---	---	---	13.8	9.5	12.9	10.0	10.0
KPRS-F		---	---	---	---	---	---	---	---	1.5	3.6	3.7	9.9	5.8

		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
--	--	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----

APR (%)	16.6	15.6	14.7	16.3	15.1	14.4	15.6	15.2	16.8	17.2	15.3	15.3	16.5	15.4	17.8	16.1	16.1
FM Share (%)	40.48	47.11	46.63	44.50	47.89	56.87	59.09	50.28	65.27	57.20	62.43	59.31	70.9	74.1	77.9	82.1	79.0
Total Stations			11	11	12	12	14	17	18	17	14	17	21	18	18	18	22
Viable Stations									8	8	8	8	8	7.5	8	8	8
Diaries						487	580	546	552	641	551	710	681	647	551	593	625
% Not Listed													7.2	11.0	14.2	14.9	15.6

FORMAT SHARES (%)

		77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
CHR/AOR		36	34	43	34	29	29	31	CHR	28	27	25	27	22	24	13	9
									AOR/CLS	12	11	7	7	9	7	16	16
MOR/AC		13	12	9	29	24	36	MOR/FS	22	17	16	18	4	---	---	---	8
								AC/OLDIES	12	17	16	10	16	21	27	24	27
COUNTRY		16	24	16	21	33	29	30	22	22	27	35	36	32	33	31	
BTFL/EZ/SAC		17	13	13	15	13	3	4	1	3	2	1	8	2	---	---	
NEWS/TALK		18	15	18	---	2	1	1	3	2	1	1	2	3	4	3	
BLACK/URBAN		---	---	---	---	---	---	1	---	1	---	2	2	2	8	3	
NOSTALGIA		---	---	---	---	---	---	---	---	11	9	7	---	3	1	3	
HISPANIC																	
RELIG/GOSPEL																	
CLASSICAL																	1
JAZZ/WAC														---	1	---	---

TOPEKA

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WIBW	1.0	WIBW 1.2	WIBW 1.3	WIBW 1.3	NA	KMAJ-F 1.3	KMAJ-F 1.3	KMAJ-F 1.3
2. KTPK-F	0.8	KTPK-F 0.9	KTPK-F 1.0	KTPK-F 1.2		KTPK-F 1.2	KTPK-F 1.2	KTPK-F 1.2
3. KDVV-F	0.8	KDVV-F 0.9	WIBW-F 0.9	WIBW-F 1.0		WIBW 1.1	WIBW 1.0	WIBW 1.0
4. KMAJ-F	0.7	WIBW-F 0.8	KDVV-F 0.8	KMAJ-F 0.9		KDVV-F 0.8	KDVV-F 0.8	KDVV-F 0.8
5. WIBW-F	0.6	KMAJ-F 0.6	KMAJ-F 0.8	KDVV-F 0.7		WIBW-F 0.7	WIBW-F 0.7	WIBW-F 0.7
6.		KSKX 0.4					KHUM-F 0.5	

Highest Metro Share: KMAJ-F 17.7, S89
 Highest Metro 1/4 Hr. Avg: KMAJ-F 56, S89
 Highest TSA 1/4 Hr. Avg: WIBW 109, S77
 WDAF 109, S77
 Highest TSA Cume: WIBW 1407, S78
 Highest Metro Cume Rating: WIBW 35.6, S79

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	[----- Net Dollars -----]					[----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	2.60	3.05	3.49	3.76	3.74	4.4	4.7	4.8	4.9	5.1	5.4	5.7	6.0	5.8	6.0	5.8
Income (millions)	.88	.33	.19	.07	-.14											
Nat Rev (millions)	.57	.59	.79	.81	.80											
Rev per Cap (\$)	---	16.15	18.28	19.84	20.12	28.39*	30.13	30.77	30.82	31.88	33.54	35.19	36.59	34.93	37.03	35.58
Inc per Cap (\$)	---	1.74	1.00	.35	-.77											

* Reflects major change in size of Metro

	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Rev as % of Retail Sales						.58	.57	.54	.50	.50	.50	.53	.54	.46	.45	.41
Market Grades									B-	B/C	B/C	-/C-	-/C	-/D	-/C-	---
Manager's Market Grades						7.0	7.0	6.9	6.3	6.2	5.8	5.1	4.9	4.8		
FM Base Value									1.2	1.5	1.7	1.8	1.8	1.6	1.4	
Base Value Percentage												30.0	31.0	26.7	24.1	
Mean Share Points per Viable Station						9.1	8.4	8.7	8.3	8.9	9.5	8.0	7.9	7.6		

#1 STATIONS 12+ METRO SHARE

KSKX	S75, S76, S78
WIBW	S77, S79, S82 (T)
KMAJ-F	S80 (T), S89, S91
KTPK-F	S80 (T), S81, S82, (T), S83, S85, S86
KDVV-F	S87, S88, S90
	S84

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	44	--	43	43
By Top 50%	77	--	74	74
% of Share Points Controlled by Top 25% of Viable Stations	42	39	48	51
By Top 50%	73	67	75	74

STATION NOTES

(Major call letter and format changes)

KMAJ	KEWI until 81, Contemp until 81, KSKX until 87, KEWI until 90, Country until 89, Talk until 90
KTOP	Contemp until 77, Country until 79, Oldies until 83
WREN	MOR until 83
KMAJ-F	KSWT until 82, BTFL until 82
KDVV-F	KTOP-F until 79, Country until about 79, CHR until about 89
WIBW-F	CHR until about 90
WIBW	Classified as Full Service in 1990

MAJOR STATION SALES

1982	WREN	\$1,075,000
1985	WREN	1,250,000
1987	KTOP, KDVV-F	3,000,000 (E)
1988	WREN	375,000
1988	KTPK-F	3,000,000
1988	KHUM-F (Ottawa)	From Target to Arrow
1989	WREN	Sold to UNO
1989	KHUM-F (Ottawa)	Sold by Arrow
1989	KTPK-F	3,000,000
1991	KHUM-F	Sold to Amer. Bdcst. System
1991	WREN	From Silent to Sat. Radio Net.

TUCSON

12+ METRO SHARE

	SPG	12+ METRO SHARE															
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90
KCUB (C)	6.3	13.0	9.9	10.6	8.4	12.7	11.5	10.3	11.1	8.3	4.3	5.1	3.7	3.5	2.8	2.4	2.7
KKLD-F (AC)	6.7	6.2	7.0	10.0	7.7	10.0	11.6	10.5	10.8	11.2	11.3	10.8	12.9	7.8	7.2	7.3	7.7
KJYK (CHR)	9.5	8.4	8.6	6.7	8.0	6.4	7.1	4.7	5.8	3.4	5.1	2.9	2.6	2.1	1.1	0.6	2.0
KTKT (T)	10.1	11.5	11.7	11.8	9.7	7.1	5.1	4.5	3.9	3.5	2.6	3.4	1.6	1.0	2.0	1.6	1.4
KLPX-F (AOR)	---	4.1	5.7	4.4	6.0	5.3	7.4	7.1	7.6	6.9	9.2	9.5	8.6	7.6	9.0	8.0	9.6
KXEW (SP)	---	4.9	5.4	4.4	1.7	4.3	5.4	6.7	5.1	5.5	3.8	2.1	3.1	2.7	2.2	2.0	2.0
KWFM-F (O)	8.2	7.1	8.0	5.4	10.6	9.0	6.1	10.4	9.9	6.4	6.9	7.1	9.3	7.6	9.8	7.8	7.6
KCEE (O)	8.2	7.6	5.9	4.4	5.0	5.8	5.9	5.8	5.6	6.8	4.8	3.0	1.7	2.3	*	*	*
KTUC (T)	4.7	4.2	4.7	4.3	4.9	4.9	4.3	3.0	2.9	1.8	1.8	1.4	2.3	1.6	1.9	1.5	1.1
KIKX (OFF)	13.8	8.3	2.9	4.2	4.5	1.7	1.4	0.7	---	---	---	---	---	---	---	---	---
KNST (N/T)	6.5	6.3	4.8	5.8	4.8	2.9	2.2	2.7	2.8	3.5	3.3	4.3	3.6	4.1	4.5	4.6	5.0
KRQQ-F (CHR)	---	---	9.5	11.4	6.9	7.6	7.1	6.4	9.4	12.9	10.3	11.6	13.7	19.3	19.1	17.6	13.0
KMRR (BB)	3.9	---	1.4	0.6	6.6	6.5	5.5	5.4	5.2	5.4	4.5	2.6	2.1	3.0	3.7	3.0	3.2
KIIM-F (C)	---	---	---	---	0.8	---	4.3	3.3	2.4	5.2	8.3	8.1	8.1	11.4	8.1	13.9	16.7
KTZR (SP)	---	---	---	0.8	2.6	2.9	2.0	1.9	1.9	2.5	1.3	1.6	2.3	1.2	0.9	1.9	1.7
KGVY (BB)	---	---	---	---	---	---	2.1	5.2	4.3	4.8	6.0	4.5	3.2	3.6	4.1	4.2	4.1
KVOI (REL)	---	---	---	---	---	---	---	2.2	1.6	1.8	1.0	1.1	1.3	1.0	1.0	0.9	0.6
KTZN-F (SAC)	---	---	---	---	---	---	---	---	0.5	0.7	1.4	0.7	1.4	1.4	2.3	2.7	1.7
KQTL (SP)	---	---	---	---	---	---	---	---	---	---	1.7	2.7	1.3	1.5	1.5	3.3	2.4
KBTR-F (?)	---	---	---	---	---	---	---	---	---	---	---	---	0.3	1.7	1.1	0.8	0.6
KUPD-F (AOR)	---	---	---	---	---	---	---	---	---	---	5.0	5.0	4.0	2.4	3.3	2.1	1.3

* KCEE and KWFM-F simulcasted
 BASED ON AVERAGE OF SPRING AND FALL BOOKS

12+ CUME RATINGS

	79	80	81	82	83	84	85	86	87	88	89	90	91
KCUB	15.4	23.9	18.6	17.0	20.9	15.2	10.5	11.9	8.3	8.5	8.0	---	6.3
KKLD-F	11.1	15.2	17.8	19.4	18.2	19.9	19.6	17.5	18.0	14.9	16.6	15.7	17.7
KJYK	13.2	16.2	16.9	12.3	12.3	11.2	14.4	8.3	6.9	6.4	3.8	3.4	4.7
KTKT	32.0	21.8	17.6	17.2	16.1	13.5	11.8	10.4	6.8	4.0	7.8	5.7	6.3
KLPX-F	11.5	17.1	14.5	16.8	18.8	15.9	19.6	19.7	19.8	19.2	18.1	19.3	22.5
KXEW	---	---	---	8.1	7.5	6.8	5.3	4.0	5.8	4.7	2.6	3.2	5.5
KWFM-F	16.9	14.0	9.5	19.8	24.6	20.1	19.1	16.7	20.7	19.0	20.2	20.7	23.6
KCEE	10.5	8.4	12.6	13.2	15.8	11.7	13.3	10.6	7.1	4.5	4.8	*	*
KTUC	---	13.0	13.9	10.1	7.5	7.1	4.1	5.4	6.6	6.0	5.6	4.1	3.5
KIKX	11.1	7.4	---	4.1	---	---	---	---	---	---	---	---	---
KNST	17.4	14.2	---	8.1	8.7	10.6	8.7	12.0	8.6	8.2	11.1	10.6	12.6
KRQQ-F	23.8	18.1	16.4	18.6	26.8	28.6	27.2	24.6	24.3	32.4	37.0	36.4	30.6
KMRR	---	11.2	---	10.4	16.2	13.9	13.3	8.8	6.7	2.0	5.9	8.4	5.0
KIIM-F	---	---	11.1	8.9	7.0	13.1	13.9	16.7	16.1	19.6	14.0	25.4	25.4
KTZR	---	---	---	5.5	4.4	5.0	3.0	4.2	4.9	4.0	2.0	2.0	3.3
KGVY	---	---	---	7.6	5.2	6.2	6.8	5.6	4.6	3.9	4.5	5.5	4.3
KVOI	---	---	---	---	3.1	3.3	3.6	3.3	---	2.2	1.6	3.2	1.3
KTZN-F	---	---	---	---	---	1.8	---	1.9	4.9	6.1	6.7	8.1	4.4
KQTL	---	---	---	---	---	---	---	3.9	3.2	2.5	3.7	3.3	4.1
KBTR-F	---	---	---	---	---	---	---	---	2.3	3.7	5.2	2.7	2.6
KUPD-F	---	---	---	---	---	---	---	8.4	11.8	7.5	7.3	7.5	6.1

	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
APR (%)	15.4	14.5	14.8	15.3	15.2	16.5	15.1	16.0	17.4	16.4	17.3	17.0	18.4	16.2	17.8	18.1	16.6
FM Share (%)	21.19	17.31	24.20	37.24	36.65	35.65	44.31	44.96	46.26	50.67	57.77	59.67	65.5	71.9	70.1	73.1	72.9
Total Stations			15	17	16	17	17	18	18	17	19	22	25	22	22	21	23
Viable Stations									15	15	15	15	16	12.5	13	13	13
Diaries						498	777	1012	1079	886	930	1049	908	877	1014	930	1009
% Not Listed													9.2	11.1	12.6	13.6	14.4

FORMAT SHARES (%)

	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91		
CHR/AOR	26	41	43	36	38	40		34	CHR	26	24	16	17	24	25	24	16
									AOR/CLS	16	10	18	14	13	12	13	18
MDR/AC	14	4	5	4	9	12	MOR/FS	8	5	21	---	---	---	---	---	---	---
							AC/OLDIES	10	4	---	16	17	17	13	17	19	19
COUNTRY	16	15	13	16	19	14		15	16	13	17	12	17	13	17	19	19
BTFL/EZ/SAC	25	29	25	19	23	14		11	13	15	12	15	11	12	4	2	2
NEWS/TALK	6	5	6	5	5	6		8	6	3	6	7	7	9	7	8	8
BLACK/URBAN	---	---	---	---	---	---		---	---	---	3	2	---	---	---	---	---
NOSTALGIA	---	---	---	---	---	5		6	4	6	5	4	3	7	10	7	7
HISPANIC	12	7	4	9	6	9		5	7	5	7	8	4	6	6	7	7
RELIG/GOSPEL	---	---	---	---	---	---		4	4	3	4	---	1	1	1	1	1
CLASSICAL																	
JAZZ/NAC								---	---	---	---	---	2	2	1	---	---

TULSA

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. KRAV-F	2.8	KRAV-F 3.0	KWEN-F 2.8	KWEN-F 2.8	KWEN-F 2.9	KMOD-F 3.3	KMOD-F 3.3	KWEN-F 3.6
2. KVOO	2.7	KRMG 2.7	KRAV-F 2.5	KAYI-F 2.6	KMOD-F 2.7	KWEN-F 2.9	KWEN-F 3.3	KMOD-F 2.8
3. KWEN-F	2.6	KWEN-F 2.7	KRMG 2.5	KMOD-F 2.4	KRMG 2.6	KRMG 2.5	KRMG 2.6	KRMG 2.5
4. KRMG	2.2	KVOO 2.6	KAYI-F 2.3	KRMG 1.8	KAYI-F 2.0	KVOO A/F 2.1	KVOO A/F 2.0	KVOO AF 2.4
5. KAYI-F	1.6	KAYI-F 2.2	KVOO 2.1	KVOO 1.7	KVOO A/F 1.6	KRAV-F 1.5	KMYZ-F 1.6	KMYZ AF 2.0
6. KMOD-F	1.4	KMOD-F 1.9	KMOD-F 1.9	KRAV-F 1.7	KRAV-F 1.5	KAYI-F 1.3	KVLT-F 1.4	KAYI-F 1.1
7. KBEZ-F	1.2	KBEZ-F 1.7	KBEZ-F 1.7	KBEZ-F 1.3	KMYZ-F 1.1	KMYZ-F 1.2	KAYI-F 1.3	KBEZ-F 1.0
8.					KBEZ-F 0.9	KBEZ-F 1.2	KRAV-F 1.3	KQLL AF 0.9
9.					KTFX-F 0.8	KVLT-F 0.9	KBEZ-F 1.2	KRAV-F 0.8
10.					KQMJ-F 0.7	KQMJ-F 0.8	KQMJ-F 0.9	KTFX-F 0.7

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	4.67	7.16	7.98	9.06	10.74	13.8	14.8	16.2	19.5	20.2	19.0	17.1	18.0	19.5	20.1	19.7
Income (millions)	.17	.48	.57	.53	.07											
Nat Rev (millions)	.77	1.15	1.14	1.56	1.47											
Rev per Cap (\$)	---	11.75	12.98	14.13	15.07	20.63	20.87	22.07	26.42	26.79	25.90	24.08	25.25	27.39	28.27	27.63
Inc per Cap (\$)	---	.079	.93	.82	.10											
Rev as % of Retail Sales						.42	.40	.41	.46	.46	.43	.39	.40	.38	.39	.36
Market Grades						A-	NA	B+/B-	C+/C-	C-/D+	B/B-	C/B	---			
Manager's Market Grades							9.0	8.9	NA	7.8	6.8	6.4	5.9	7.0	6.8	
FM Base Value									NA	3.6	4.1	4.2	4.6	4.1	3.6	
Base Value Percentage									NA	---	---	23.3	23.8	20.4	18.3	
Mean Share Points per Viable Station							6.6	7.1	7.1	7.3	7.2	7.6	7.4	6.7	6.5	

#1 STATIONS 12+ METRO SHARE

KVOO	S76, F77 (T), S78, S80, S81, F81, S82, F82, S84, F84, S85, F85
KRMG	S75, F76, S77, F77 (T), S78, S79, F79, F80
KRAV-F	S83
KWEN-F	F83, S86, F85, S87, S89, F90, S91, F91
KMOD-F	F87, S88, F88, F89, S90

% of Revenue Controlled by Top 25% of Viable Stations

By Top 50%

% of Share Points Controlled by Top 25% of Viable Stations

By Top 50%

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	46	46	47	51
By Top 50%	77	74	69	78
% of Share Points Controlled by Top 25% of Viable Stations	43	37	40	44
By Top 50%	71	64	66	68

STATION NOTES

(Major call letter and format changes)

Highest Metro Share:	KRMG 21.3, F76
Highest Metro 1/4 Hr. Avg:	KWEN-F 191, S91
Highest TSA 1/4 Hr. Avg:	KVOO 296, F83
Highest TSA Cume:	KVOO 3397, F82
Highest Metro Cume Rating:	KVOO 39.2, F77

KBEZ-F	KAKC until 77, Contemp until 77
KTFX-F	KKUL until 78, Urban until 78
KWEN-F	BTFL until 78, Contemp until 81
KRAV-F	Contemp to AC by 82
KCFO	KAKC until 84, CHR until 81, AC until about 82
KAKC	KXXO until 80, KMOD until 82, Contemp until 78 News/Talk until 81, Contemp until 82, KBBJ until 87, Oldies until about 90
KGTO	KFMJ until 81, KRAV until 82, Religion until about 80, Contemp until 81, ? until 82, Oldies until about 89
KQLL	KELI until 85, KVLT until 86, KSKS until 90, AC until 88, country until 89
KQLL-F	KVLT-F until 90, AC until 88
KCMA	KELI-F until 86
KSTM-F	KQMJ-F and AC until 91

MAJOR STATION SALES

1973 KBBJ	Sold to Clear Channel	\$ 665,000
1973 KMOD-F	Sold to Clear Channel	85,000
1976 KCFO-F	Sold to Epperson	477,000
1977 KWEN-F	From Swanson to Ron Curtis	500,000
1977 KTFX-F		375,000
1979 KVLT	From Sammons to Signal	1,650,000
1980 KBEZ-F	From Carl Mark to Mid America	3,000,000
1980 KCFO	From Carl Mark to Epperson	1,107,000
1981 KWEN-F	From Ron Curtis to Katz	3,050,000
1982 KCMA-F		650,000
1985 KQMJ-F (Henrietta)	Sold to Swanson	2,400,000
1985 KVLT-F (Owasso)	Sold to Federated	NA
1986 KWEN-F	From Katz to New City	6,100,000 (E)
1986 KBEZ-F	From Mid America to WIN	4,900,000 (E)
1986 KAYI-F	From Hicks to Narragansett	NA
1987 KVOO-F	From Salem to Stuart	5,200,000
1987 KRMG	From Swanson to New City	NA
1988 KBEZ-F	From WIN to ML	6,000,000 (E)
1989 KBEZ-F	From ML/WIN to Renda	4,635,000 (E)
1990 KCFO	Sold by Salem	935,000
1990 KVOO A/F	From Stuart to Great Empire	7,400,000 (E)

UTICA - ROME

HIGHEST BILLING STATIONS

		1984	1985	1986	1987	1988	1989	1990	1991
Highest Metro	WIBX	1. NA	WIBX 1.2	WIBX 1.2	NA	NA	WOUR-F 1.4	WOUR-F 1.4	WOUR-F 1.2
Share:	17.5, S76	2.	WOUR-F 0.9	WOUR-F 0.9			WIBX 1.2	WFRG-F 1.1	WFRG AF 1.0
Highest Metro	WIBX	3.	WKGW-F 0.8	WKGW-F 0.7			WFRG-F 1.0	WRCK-F 1.1	WUUU-F 0.75
1/4 Hr. Avg:	85, S76	4.	WRCK-F 0.7	WNYZ-F 0.6			WRCK-F 0.8	WUUU-F 0.8	WRCK-F 0.71
Highest TSA	WOUR-F	5.	WIBQ-F 0.6	WTLB 0.6			WKGW-F 0.6	RUN/KGN 0.8	WIBX 0.7
1/4 Hr. Avg:	94, F91	6.	WTKB 0.5	WRCK-F 0.6			WIBX 0.5	WIBX 0.6	WKGW-F 0.6
Highest TSA	WTLB	7.					WTLB 0.4	WLZW-F 0.5	
Cume:	1202, S76	8.					WUUU-F 0.4	WTLB 0.5	
Highest Metro	WIBX	9.						WKLL-F 0.4	
Cume Rating:	31.6, S79	10.							

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	2.19	2.33	2.87	3.56	3.76	4.2	4.4	4.8	5.2	5.7	5.4	5.7	6.2	6.9	7.2	6.3
Income (millions)	-.24	-.19	-.08	-.34	-.40											
Nat Rev (millions)	.34	.28	.48	.47	.49											
Rev per Cap (\$)	---	7.18	8.89	10.93	11.87	12.96	13.70	15.00	16.10	17.65	17.00	17.70	19.31	21.70	22.78	19.94
Inc per Cap (\$)	---	-.58	-.25	-1.04	-1.25											

Rev as % of Retail Sales	.31	.31	.32	.34	.36	.33	.32	.33	.34	.34	.34	.29
Market Grades				D+	D/D-	C-/D	C-/D-	C-/D	C-/D	D+/D-	---	
Manager's Market Grades	6.5	6.4	6.2	6.1	6.0	6.6	6.8	5.8	6.1			
FM Base Value			1.4	1.4	1.4	1.5	1.6	1.6	1.1			
Base Value Percentage						21.4	21.3	20.0	17.5			
Mean Share Points per Viable Station	6.6	6.7	6.9	6.2	6.7	9.8	8.7	7.9	7.1			

#1 STATIONS 12+ METRO SHARE

WTLB	S75
WIBX	S76, S78, S79, S81, S82, S83, S84, S85
WRUN	S77
WIBQ-F	S80
WOUR-F	S86, S87, S88, S90, F91
WFRG-F	S89, S91
WRCK-F	F89, F90

% of Revenue Controlled by Top 25% of Viable Stations

By Top 50%

% of Share Points Controlled by Top 25% of Viable Stations

By Top 50%

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	--	--	38	44
By Top 50%	--	--	63	75
% of Share Points Controlled by Top 25% of Viable Stations	42	31	35	41
By Top 50%	67	56	60	69

STATION NOTES

(Major call letter and format changes)

WUTQ	WBVM until 80, AC until 80, Country until 85
WLZW-F	WIBQ until 85, BTFL until 85, WNYZ-F until 89, CHR until 89
WRCK-F	WTLB until 81, BTFL (?) until about 78
WKGW-F	WRUN until 76, BTFL until 77
WTLB	Contemp to AC by 82, MOR until 89
WRUN	Contemp to AC by 82, MOR until 88, Religion until about 90
WUUU-F	AC until 89, CHR until 90
WFRG-F	WKAL-F until 88, E2 until 88

MAJOR STATION SALES

1970	WRUN A/F	From Rome Sentinel to Woods	\$ 535,000
1971	WTLB		400,000
1974	WUTQ		255,000
1974	WRCK-F		160,000
1978	WRUN, WKGW-F	From Woods to Deer River	1,000,000
1978	WUTQ	Sold to Bankfeldt	286,000
1979	WIBX, WNYZ-F	Sold to Eastman	1,500,000
1980	WKAL A/F (Rome)	Sold to Wooster Printing	540,000
1984	WRUN, WKGW-F	Sold to Altdoerffer	1,420,000
1985	WIBX, WNYZ-F	Sold to REBS	3,145,000
1986	WUTQ, WOUR-F	Sold to Devlin & Ferrari	1,500,000
1987	WFRG A/F (Rome)	Sold to Alt	650,000
1987	WTLB, WRCK-F		1,500,000
1987	WUTQ, WOUR-F	Sold to Premier	3,000,000
1988	WIBX, WNYZ-F	Sold by REBS	NA
1988	WFRG A/F	From Target to Arrow	NA
1990	WUTZ, WOUR-F	From Premiere to Bendat	4,000,000 (E)
1991	WIBX, WLZW-F		1,300,000

WACO

12+ METRO SHARE

		SPG																	SPG
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
WACO	(C)	17.8	14.9	12.7	13.3	9.3	19.1	20.2	19.8	11.4	10.2	8.3	8.0	8.7	8.0	6.1	3.2	4.4	
WACO-F	(C)	11.0	6.7	16.6	12.8	10.3	6.8	11.3	14.9	11.0	16.7	11.0	11.5	7.1	5.1	5.3	9.7	12.2	
KWTX	(BB)	13.6	14.9	10.5	11.7	11.9	9.9	12.7	12.2	12.3	4.2	3.5	5.0	9.5	7.2	9.3	7.2	7.4	
KWTX-F	(CHR)	11.5	13.3	16.0	16.5	14.9	11.7	13.6	12.6	7.3	6.5	12.6	10.7	15.8	16.0	19.5	16.5	13.1	
KNFO-F	(C)	1.6	1.0	1.7	1.6	13.9	11.7	8.5	8.1	10.5	17.1	12.6	11.5	10.8	8.4	8.1	8.6	8.7	
KRZI	(O)	12.6	11.8	12.2	12.2	7.2	8.0	2.3	2.7	1.8	0.9	2.4	1.5	0.4	1.3	1.2	2.2	0.9	
KBBW	(REL)	8.4	9.2	5.0	4.3	4.6	4.9	1.4	1.4	3.2	1.4	2.4	1.1	1.7	1.3	2.0	1.4	1.3	
KJNE-F	(C)	---	---	---	---	---	---	---	0.9	---	2.3	17.7	17.2	10.4	14.8	8.1	8.2	8.3	
KLMT-F	(?)	---	---	---	---	---	---	---	---	1.8	3.2	1.2	6.5	2.9	1.7	---	---	---	
KEYR-F	(AC)	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	1.1	3.1	
WBAP	(FS/C)	7.3	8.7	12.2	10.1	12.4	10.5	10.8	5.0	5.9	8.3	3.5	2.3	6.6	5.1	2.8	5.0	4.8	
KRLD	(N/T)	2.1	4.1	3.3	1.6	2.1	1.2	1.4	3.6	3.7	1.4	2.8	2.3	2.1	1.3	2.4	1.1	0.4	
KKDA-F	(B)	---	---	---	---	---	---	---	2.3	3.7	2.3	1.2	5.3	8.7	10.1	8.9	6.5	8.3	
KZPS-F	(CL,AOR)	---	---	---	---	---	---	---	---	---	---	---	---	1.2	2.1	1.2	3.6	3.5	
KBTS-F	(CHR)	---	---	---	---	---	---	---	---	---	---	---	---	1.2	2.1	2.0	2.5	1.3	

ONE RATING BOOK PER YEAR

12+ CUME RATINGS

	79	80	81	82	83	84	85	86	87	88	89	90	91
WACO	29.7	37.1	37.3	33.1	24.9	21.6	16.0	17.7	17.2	13.8	18.8	10.7	9.5
WACO-F	20.2	15.9	20.6	32.6	24.5	31.5	30.2	26.4	20.5	16.5	16.5	21.4	19.4
KWTX	30.6	23.4	27.6	25.2	22.0	16.3	10.1	13.6	14.7	13.7	15.0	14.8	12.6
KWTX-F	25.6	18.2	26.2	21.8	22.0	20.6	29.9	27.7	29.7	31.1	33.1	33.8	30.8
KNFO-F	25.3	25.7	23.1	18.0	25.4	23.3	21.1	19.3	21.8	17.1	17.0	19.4	23.1
KRZI	25.4	21.6	13.8	10.4	9.8	6.6	11.3	4.8	4.7	5.5	8.1	6.3	5.5
KBBW	---	11.8	7.0	7.6	7.1	5.2	5.5	4.7	3.2	4.4	7.0	5.6	6.3
KJNE-F	---	---	---	---	---	9.2	24.4	23.0	20.4	21.3	17.6	19.6	16.5
KLMT-F	---	---	---	---	5.3	---	5.7	10.9	10.1	7.5	---	---	---
KEYR-F	---	---	---	---	---	---	---	---	---	---	---	6.5	9.0
WBAP	25.1	19.1	21.5	14.3	12.8	16.9	10.4	9.7	13.8	9.4	10.6	12.0	14.4
KRLD	9.8	10.4	8.9	10.2	10.5	8.0	8.9	7.0	6.5	5.5	9.1	7.6	6.6
KKDA-F	---	---	---	---	2.2	4.4	4.4	9.2	11.5	11.9	12.9	11.0	12.9
KZPS-F	---	---	---	---	---	---	---	---	3.9	4.9	7.2	6.3	7.6
KBTS-F	---	---	---	---	---	---	---	---	6.8	6.5	9.7	10.9	8.8

	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
--	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----

APR (%)	15.6	15.1	14.0	14.1	14.7	11.9	14.8	15.1	14.8	14.3	16.3	16.7	15.3	14.8	15.5	17.3	14.3
FM Share (%)	30.67	25.44	38.37	35.50	46.59	36.21	40.10	47.89	52.58	67.33	72.57	74.15	68.5	72.6	70.0	74.8	76.1
Total Stations			14	14	14	17	13	19	19	19	17	17	18	19	18	19	18
Viable Stations									7	7	7	7	7	6.5	6.5	6.5	7.5
Diaries						632	407	854	501	581	581	549	636	642	583	592	568
% Not Listed													7.9	10.5	17.5	20.4	17.9

FORMAT SHARES (%)

	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91		
CHR/AOR	31	30	36	31	27	31	25	CHR AOR/CLS	26	21	14	20	20	26	24	18	
MOR/AC	15	15	13	12	14	1	MOR/FS AC/OLDIES	5	2	2	3	3	3	5	4	4	
COUNTRY	37	31	30	39	37	41	9	12	14	21	10	9	9	4	6	6	
BTFL/EZ/SAC	17	18	17	13	15	16	49	2	45	47	46	40	41	23	44	41	
NEWS/TALK	1	3	3	3	4	6	7	2	3	3	2	1	10	1	1	1	
BLACK/URBAN	---	1	---	3	---	5	5	6	3	16	13	13	11	8	11	11	
NOSTALGIA	---	---	---	---	---	---	---	1	---	---	10	8	11	9	9	9	
HISPANIC																	
RELIG/GOSPEL	---	---	---	---	3	1	4	2	3	1	2	3	3	3	3	4	
CLASSICAL																	
JAZZ/NAC														---	2	1	---

WACO

HIGHEST BILLING STATIONS

		1984	1985	1986	1987	1988	1989	1990	1991	
Highest Metro	WACO	1. KNFO-F 1.0	ACO/HOO	1.6	KJNE-F 1.3	KJNE-F 1.1	NA	NA	KWTX A/F 1.3	NA
Share:	20.2, S81	2. KHOO-F 0.8	KNFO-F	1.1	KHOO-F 0.9	KNFO-F 1.0			WACO A/F 1.0	
Highest Metro	KWTX-F	3. WACO 0.7	KWTX A/F	0.9	KNFO-F 0.9	KWTX-F 0.9			KNFO-F 0.9	
1/4 Hr. Avg:	48, S89	4. KWTX-F 0.6	KJNE-F	0.7	KWTX A/F 0.9				KJNE-F 0.9	
Highest TSA	KIXS-F+	5. KWTX 0.4		WACO 0.6						
1/4 Hr. Avg:	103, S79	6.								
Highest TSA	KWTX-F	7.								
Cume:	1050, S89	8.								
Highest Metro	WACO	9.								
Cume Rating:	37.3, S81	10.								

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	[----- Net Dollars -----]					[----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	1.69	1.56	1.40	2.18	2.48	3.0	3.3	3.7	4.4	5.0	5.4	5.6	5.9	6.2	6.3	5.8
Income (millions)	-.03	-.16	-.18	-.19	-.29											
Nat Rev (millions)	.33	.49	.19	.42	.62											
Rev per Cap (\$)	---	9.66	8.55	12.61	14.13	18.29	18.54	20.11	23.66	26.46	28.27	29.02	30.73	32.29	33.16	30.37
Inc per Cap (\$)	---	-.97	-1.10	-1.12	-1.63											

Rev as % of Retail Sales	.38	.37	.41	.42	.45	.48	.48	.51	.49	.46	.41	
Market Grades				A-	A+/A-	A+/B-	-/B-	-/C+	-/C+	-/C+	---	
Manager's Market Grades				8.5	8.7	8.7	8.8	8.5	7.2	6.6	6.4	5.9
FM Base Value					2.4	2.5	2.6	2.5	2.5	2.0	1.6	
Base Value Percentage								42.4	40.3	31.7	27.6	
Mean Share Points per Viable Station				7.6	8.1	9.9	10.1	9.3	9.8	9.2	8.9	7.5

#1 STATIONS 12+ METRO SHARE

WACO	S75, S76, (T), S80, S81, S82
KWTX	S76 (T), S83, S87 - S91
KHOO-F	S77
KWTX-F	S78, S79
KNFO-F	S84
KJNE-F	S85, S86

% of Revenue Controlled by Top 25% of Viable Stations

By Top 50%

% of Share Points Controlled by Top 25% of Viable Stations

By Top 50%

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	40	--	25	--
By Top 50%	--	--	50	--
% of Share Points Controlled by Top 25% of Viable Stations	37	39	38	41
By Top 50%	64	67	63	70

STATION NOTES

(Major call letter and format changes)

KNFO-F	KEFC until 78, Contemp until 82
KWTX	MOR until late 80's, Country until 85
KRZI	Country until about 81
KWTX-F	BTFL until 82, AC until 85
KBBW	KKIK until 82, Country until 82
WACO-F	KHOO-F until 89, KTKS-F until 90, AC until 89
WACO	Briefly changed to Talk in 89

MAJOR STATION SALES

1970	WACO, KHOO-F	To Tichenor	\$ 825,000
1974	KNFO-F		135,000
1977	KNFO-F		160,000
1977	KRZI		390,000
1978	WACO, KHOO-F	Sold by Tichenor	1,500,000
1982	WACO, KHOO-F	Sold to Harris	2,668,000
1983	KRZI		450,000
1985	KBBW		600,000
1986	KRZI		340,000
1986	KNFO-F	Sold by Borders	2,840,000
1986	KJNE-F (Hillsboro)		3,200,000
1987	WACO, KTKS-F	From Harris to Sage	3,125,000
1989	KJNE-F (Hillsboro)	From Morgan to Hilliard	NA
1989	WACO, KTKS-F (49%)	From Sage to Sungroup	NA

(Cancelled)

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12+ METRO SHARE

	SPG																
	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
WMAL (FS)	12.1	12.0	12.2	10.4	10.6	10.6	9.6	8.2	7.6	8.5	6.8	7.4	6.3	5.5	5.4	4.9	4.8
WRQX-F (CHR/AC)	3.3	2.3	2.1	3.5	3.5	7.6	5.2	5.0	7.0	5.5	5.0	3.7	4.5	4.2	4.1	3.1	4.3
WWRC (T)	5.8	2.8	2.9	3.3	3.1	4.8	3.9	4.0	4.3	2.4	2.3	3.0	2.3	2.4	2.5	2.2	2.3
WKYS-F (B)	---	4.0	4.7	2.8	2.8	6.6	7.1	8.9	10.3	8.1	7.1	7.8	6.9	6.3	5.2	4.8	5.2
WGAY-F (EZ)	5.8	8.8	7.2	6.3	7.2	6.9	7.5	7.5	7.6	8.1	8.5	7.1	7.1	6.7	6.9	7.0	5.4
WPGC-F (CHR/U)	5.3	9.3	9.4	9.9	9.4	8.1	6.3	4.5	3.5	3.7	3.6	2.3	3.6	5.8	6.6	7.5	8.4
WHUR-F (B)	---	2.6	3.7	5.0	5.4	4.3	5.4	7.2	5.8	6.9	7.1	6.0	5.2	5.1	3.8	3.6	3.1
WWDC-F (AOR)	---	4.9	5.6	4.1	4.3	2.9	5.6	3.7	3.3	5.0	6.7	4.8	5.8	4.7	3.5	3.6	3.7
WLTT-F (AC)	4.6	5.5	4.6	4.8	4.4	6.0	4.0	4.4	4.5	4.6	4.0	3.6	3.3	3.3	3.5	3.2	3.5
WASH-F (SAC)	4.0	4.2	4.2	6.1	6.1	5.6	4.8	3.7	3.6	2.5	2.9	1.8	3.0	3.1	3.7	3.9	4.7
WTOP (N)	5.9	4.9	3.6	3.4	4.1	3.9	3.6	3.5	3.6	3.9	4.2	4.0	4.4	3.8	3.9	3.7	3.8
WAVA-F (REL)	---	2.4	---	1.4	2.8	4.0	3.9	4.1	3.8	5.0	4.4	5.5	5.0	4.7	4.8	4.6	4.0
WGMS-F (CL)	---	2.9	4.0	3.1	3.0	2.9	3.6	3.2	3.4	3.3	2.9	3.0	2.6	2.7	2.7	3.0	3.1
WMZQ-F (C)	3.8	2.3	2.7	3.5	3.1	3.2	3.7	3.2	3.8	4.0	4.1	6.2	6.6	7.2	6.4	6.4	5.8
WCXR-F (CL.AOR)	---	1.1	2.4	0.9	1.3	---	2.9	4.0	3.2	2.9	2.5	4.3	3.9	3.8	3.8	3.8	2.7
WOL (B/T)	6.3	3.3	2.6	2.1	2.8	1.2	1.1	0.8	1.3	1.1	0.9	1.1	1.4	1.9	1.5	2.1	2.3
WJZE-F (J)	---	---	4.9	6.4	6.5	3.8	3.6	3.9	2.8	2.8	3.3	4.1	4.4	2.9	2.1	1.4	1.4
WUST (REL)	---	2.8	---	1.3	1.3	1.2	0.7	0.8	0.9	0.8	0.6	0.2	0.7	0.4	0.2	0.6	0.2
WMMJ-F (B)	---	1.8	2.3	1.7	1.4	1.3	1.1	1.3	1.2	0.8	1.4	1.4	1.3	0.6	2.7	3.7	4.0
WXTR-F (O)	---	---	---	---	0.5	0.6	0.3	1.7	1.8	2.3	2.4	2.0	2.3	3.3	3.2	2.8	3.1
WJFK-F (CL.AOR)	---	2.6	2.3	2.4	1.8	1.5	2.8	1.7	1.9	1.6	1.9	2.8	2.1	1.4	1.8	2.0	2.2
WHFS-F (AOR)	---	---	---	---	---	---	---	---	---	---	---	1.2	1.4	1.6	2.1	2.6	2.5
WWDC (BB)	---	---	---	---	---	---	---	---	---	---	---	0.7	0.6	0.9	0.9	0.7	0.7

BASED ON AVERAGE OF SPRING AND FALL BOOKS

12+ CUME RATINGS

	79	80	81	82	83	84	85	86	87	88	89	90	91				
WMAL	23.1	21.0	21.7	19.1	17.4	16.0	15.8	14.1	13.9	14.3	12.7	11.8	11.8				
WRQX-F	9.0	20.5	16.3	16.6	21.5	20.6	17.5	13.8	14.5	13.5	14.2	13.2	13.8				
WWRC	8.8	10.2	9.1	11.6	9.8	7.1	7.2	6.5	5.5	6.7	6.7	6.3	5.5				
WKYS-F	10.6	13.9	15.5	19.7	20.5	19.2	15.3	15.1	14.2	12.8	10.9	12.6	11.9				
WGAY-F	15.9	21.4	15.2	17.0	14.5	16.1	18.5	14.8	13.8	14.7	13.8	14.1	12.3				
WPGC-F	25.3	19.5	18.4	17.9	14.8	13.1	11.5	8.1	7.4	13.2	13.7	17.1	18.6				
WHUR-F	11.8	11.2	13.1	17.5	15.4	17.2	14.9	15.0	14.4	12.4	11.6	12.2	11.2				
WWDC-F	14.2	11.0	15.3	16.5	14.1	14.8	16.1	12.9	15.3	16.8	14.2	11.2	14.1				
WLTT-F	9.8	8.0	9.3	11.7	14.2	14.5	12.8	12.0	11.1	10.7	10.6	10.9	11.6				
WASH-F	13.9	13.1	11.2	11.9	10.6	10.3	11.1	6.6	9.0	7.9	11.3	11.3	14.0				
WTOP	15.0	14.7	10.4	14.4	14.0	14.8	13.0	15.8	14.5	15.4	15.7	16.0	14.3				
WAVA-F	9.0	10.3	11.5	12.4	11.8	18.9	16.8	13.5	17.5	16.8	16.2	17.1	15.1				
WGMS-F	8.8	9.3	9.0	9.9	9.5	8.4	8.7	8.4	7.4	8.4	8.5	8.4	8.1				
WMZQ-F	7.5	7.9	7.4	7.9	9.9	10.4	10.6	12.3	13.1	15.5	12.9	14.1	14.1				
WCXR-F	---	---	7.8	8.2	9.6	9.1	6.9	13.1	10.7	12.7	12.4	11.4	11.2				
WOL	---	---	---	3.0	4.7	4.4	2.3	3.3	3.1	2.9	2.8	4.1	4.3				
WJZE-F	12.8	12.5	10.9	14.2	11.9	10.4	11.2	10.5	11.2	9.1	7.6	5.3	4.9				
WUST	---	---	---	2.3	2.0	1.6	0.9	1.5	1.3	1.1	---	1.0	---				
WMMJ-F	---	---	---	4.1	3.9	2.3	3.7	4.3	5.5	4.3	4.4	7.5	6.7				
WXTR-F	---	---	---	5.7	5.5	9.0	6.9	6.3	7.3	11.3	9.8	9.7	10.5				
WJFK-F	---	---	5.3	5.5	5.6	5.5	7.2	10.3	8.9	4.5	5.8	7.9	7.7				
WHFS-F	---	---	---	---	---	---	---	---	4.7	4.4	5.3	7.6	8.7				
WWDC	---	---	---	---	---	---	---	---	1.5	2.4	2.7	---	2.0				
	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
APR (%)	16.6	16.0	16.3	16.8	17.0	16.0	15.5	18.7	19.2	18.4	18.4	18.0	17.6	17.9	17.5	16.9	17.7
FM Share (%)	46.27	51.45	58.70	63.54	66.87	68.00	72.82	74.32	74.42	75.47	77.82	78.38	79.6	79.5	78.7	80.9	81.8
Total Stations			33	34	33	32	29	34	30	32	34	33	33	35	36	36	35
Viable Stations									24	23	23	22	21	20	21	21	21
Diaries						1985	1911	2217	2075	2212	2487	2304	3226	2504	2381	2500	2541
% Not Listed													12.0	11.2	14.2	12.5	13.5

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 FORMAT SHARES (%)

	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
CHR/AOR	32	34	31	29	29	21	21	15	14	13	14	16	18	18	19
MOR/AC	16	11	13	17	19	19	8	6	9	12	13	13	14	14	15
COUNTRY	6	9	7	7	9	8	11	8	8	9	8	7	7	6	5
BTFL/EZ/SAC	17	17	16	13	12	11	11	13	16	13	11	12	12	12	14
NEWS/TALK	10	7	7	9	8	9	9	8	9	8	7	8	7	9	8
BLACK/URBAN	14	16	19	17	16	25	23	10	10	9	8	8	8	9	7
NOSTALGIA	--	--	--	1	1	1	1	1	4	4	3	1	1	1	1
HISPANIC													--	--	1
RELIG/GOSPEL	1	2	3	5	2	2	3	4	3	2	4	2	2	1	1
CLASSICAL	4	4	3	3	3	3	4	4	4	4	3	4	3	4	4
JAZZ/NAC										--	--	2	--	--	1

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WMAL	15.9	WMAL 14.0	WMAL 14.1	WMAL 14.0	WMAL 13.5	WMZQ-F 14.5	WMZQ-F 15.0	WMZQ AF 14.6
2. WKYS-F	10.2	WRC/GAY 11.0	WKYS-F 11.6	WKYS-F 11.0	WMZQ-F 13.1	WMAL 13.7	WMAL 14.2	WMAL 11.2
3. WGAY-F	8.4	WKYS-F 10.8	WGAY-F 10.0	WWOC-F 10.6	WWOC-F 11.0	WTOP 10.5	WTOP 12.0	WPGC-F 11.1
4. WLTT-F	7.1	WLTT-F 8.4	WWOC-F 9.4	WGAY-F 10.8	WKYS-F 9.5	WWOC-F 10.0	WPGC-F 10.0	WTOP 10.8
5. WRQX-F	7.0	WWOC-F 8.0	WLTT-F 8.8	WTOP 9.0	WTOP 9.0	WKYS-F 9.4	WOYS-F 9.8	WKYS-F 10.0
6. WTOP	6.3	WRQX-F 6.2	WMZQ-F 7.7	WMZQ-F 8.8	WGAY-F 8.7	WGAY-F 8.6	WCXR-F 9.5	WCXR-F 9.8
7.		WTOP 6.0	WTOP 6.9	WAVA-F 8.7	WLTT-F 8.1	WCXR-F 8.5	WGAY-F 9.1	WASH-F 8.6
8.		WAVA-F 5.4	WAVA-F 5.3	WLTT-F 7.9	WAVA-F 7.9	WAVA-F 8.3	WWOC-F 9.0	WWOC-F 8.5
9.		WMZQ-F 5.4	WRQX-F 5.0	WRQX-F 6.5	WCXR-F 7.3	WPGC-F 8.0	WLTT-F 8.6	WGAY-F 8.3
10.			WGMS-F 5.0	WCXR-R 5.5	WPGC-F 6.0	WLTT-F 7.5	WAVA-F 8.6	WLTT-F 7.5

Highest Metro Share: WMAL 12.6, F77
 Highest Metro 1/4 Hr. Avg: WPGC-F 544, F91
 Highest TSA 1/4 Hr. Avg: WPGC-F 621, F91
 Highest TSA Cume: WMAL 8012, F79
 Highest Metro Cume Rating: WMAL 28.1, F79

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	[----- Net Dollars -----]					[----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	36.69	40.33	45.60	51.28	56.60	70.2	78.5	83.9	96.5	110.0	118.3	127.0	133.7	144.4	153.0	144.0
Income (millions)	5.49	4.33	6.69	7.18	4.27											
Nat Rev (millions)	8.97	10.33	12.45	14.89	17.86											
Rev per Cap (\$)	---	13.13	14.82	16.81	18.37	22.61	24.45	24.97	28.13	30.00	31.97	33.51	34.37	36.65	38.35	35.56
Inc per Cap (\$)	---	1.41	2.18	2.35	1.39											

Rev as % of Retail Sales	.41	.43	.40	.42	.43	.44	.44	.42	.45	.47	.43
Market Grades				A	A+/A	A+/A	A+/A+	A+/A	A/A	A/A	---
Manager's Market Grades				8.0	8.7	8.7	8.6	8.8	8.4	8.8	8.2
FM Base Value					16.0	16.0	19.0	20.5	22.4	20.0	20.0
Base Value Percentage								15.3	15.4	13.1	13.9
Mean Share Points per Viable Station					3.8	3.8	3.9	4.0	4.1	4.4	4.0

#1 STATIONS 12+ METRO SHARE

WKYS-F	S82, F83, F82, S83, S84, S86, F86, S87
WMAL	S75, S76, F76, S77, F77, S78, F78, (T) F79, S80, F80, S81, F81, F84
WPGC-F	F78 (T), S79, S89, F90, S91, F91
WGAY-F	S85, F87, F89, S90
WHUR-F	F85
WMZQ-F	S88, F88

% of Revenue Controlled by Top 25% of Viable Stations

By Top 50%

% of Share Points Controlled by Top 25% of Viable Stations

By Top 50%

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	46	43	41	42
By Top 50%	76	71	72	72
% of Share Points Controlled by Top 25% of Viable Stations	39	38	37	35
By Top 50%	67	63	63	62

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STATION NOTES

(Major call letter and format changes)

WRQX-F WMAL-F until 78, Pure CHR until 90
 WLTT-F WJMD until 82, BTFL until 81
 WAVA-F News/Talk until about 77, Soft Rock until 79, AOR until 83; CHR until 92
 WWDG-F Contemp until 77
 WASH-F AC until 84, CHR until 85
 WJFK-F WEZR until 85, BTFL until 83, AC until 85
 WJZE-F WOOK until 84, WDJY-F until 90, Black until 90
 WMMJ-F WHFS until 83, AOR until 83, BTFL until 85, WTKS-F until 87, SAC until about 88
 WPGC-F WPGC-F until 85, Contemp until 83, WCLY-F until 87, AC until 87
 WWRC WRC until 84, News/Talk until 84, Nost. until 87
 WCXR-F WXRA until 80, WVKX until 82, WPKX until 85, Country until 85
 WMZQ-F WMOD until 77, Contemp until 77

MAJOR STATION SALES

1970	WUST, WLTT-F	From Diener to SJR	\$ 941,000
1971	WNTR, WGAY-F	Sold to Greater Media	NA
1973	WXTR A/F		400,000
1974	WPGC, WCLY-F	Sold to First Media	5,800,000
1975	WDOC A/F	Sold by AVCO	2,800,000
1976	WMAL, WRQX-F	From Albritton to ABC	16,000,000
1977	WAVA-F	Sold to Understein et. al.	2,600,000
1977	WABS	Sold to Tornberg et. al	769,000
1980	WOL	Sold by Sonderling (distress sale)	950,000
1980	WCXR A/F	Sold to Metroplex	4,000,000
1981	WXTR A/F (La Plata)	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	WTKS-F	Sold to Outlet	2,100,000
1983	WMZQ (Arlington)		1,000,000
1983	WWRC	Sold by NBC	3,500,000
1984	WNTR	Sold by Greater Media	950,000
1985	WDCT	Sold to Universal	750,000
1985	WLTT-F	From Gulf to Taft to CBS	33,000,000 (E)
1986	WNTR		775,000
1986	WAVA-F	From Doubleday to Emmis	17,000,000
1986	WASH-F	From Metromedia to Metropolitan	17,000,000 (E)
1986	WBMW-F	From EZ to Infinity	13,000,000
1986	WXTR-F (La Plata)		14,500,000
1987	WDOC A/F	(never closed)	52,000,000
1987	WMMJ-F	Sold by Outlet	7,500,000
1987	WASH-F	From Metropolitan to Outlet	29,250,000
1987	WCPT, WCXR-F	From Metroplex to Legacy	23,000,000
1987	WPGC A/F	From First Media to Cook Inlet	19,000,000 (E) + Tax cert.
1987	WNTR		1,100,000
1987	WDCT	From Universal to Marsh	2,200,000
1988	WGMS A/F	Sold by RKO	33,900,000
1988	WKYS-F	From NBC to Albimar	49,500,000
1988	WUST		1,400,000
1989	WNTR (Silver Spring)	Sold to CBN	1,600,000
1989	WMDO (Wheaton)	Sold by Lotus	1,000,000
1989	WYCB	(never closed)	3,000,000
1989	WINX, WDJY-F	From United to TA/Shaw	21,000,000 (E) Cancelled
1989	WTOP, WASH-F	From Outlet to Chase	74,000,000 (E)
1989	WXTR-F	From Ragan Henry to Radio Ven.	32,500,000
1989	WCPT, WCXR-F	From Sillerman to Westinghouse	41,000,000
1989	WYCB		2,750,000
1991	WAVA-F	From Emmis to Salem	20,000,000

WATERLOO - CEDAR FALLS

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. KWLO	0.87	KFMW-F 0.9	KFMW-F 0.9	KFMW-F 0.83	KFMW-F 0.9	KFMW-F 0.9	KFMW-F 1.1	KFMW-F 1.2
2. KFMW-F	0.83	KWLO 0.8	KWLO 0.65	KOKZ-F 0.6	KWLO 0.65	KOKZ-F 0.7	KOEL-F 0.8	KOEL-F 1.1
3. KXEL	0.73	KXEL 0.7	KXEL 0.6	KWLO 0.56	KOKZ-F 0.62	KOEL-F 0.6	KOKZ-F 0.7	KOKZ-F 0.7
4. KCFI	0.47	KCFI 0.4	KOKZ-F 0.55	KXEL 0.43	KOEL-F 0.4	KWLO 0.5	KWLO 0.6	KWLO 0.5
5. KCNB	0.38	KOKZ-F 0.35	KOEL-F 0.5	KOEL-F 0.4	KXEL 0.4	KCFI 0.3	KXEL 0.35	KXEL 0.3
6.			KCFI 0.4	KCFI 0.3	KCFI 0.3	KWAY 0.3	KWAY 0.25	KWAY-F 0.2
7.						KXEL 0.3	KCFI 0.15	KCFI 0.1

Highest Metro Share: KWLO 37.3, S75
 Highest Metro 1/4 Hr. Avg: KFMW-F 62, S85
 Highest TSA 1/4 Hr. Avg: KFMW-F 102, S85
 Highest TSA Cume: KWLO 1310, S76
 Highest Metro Cume Rating: KWLO 68.7, S79

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	[----- Net Dollars -----]					[----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	1.95	2.15	2.56	2.69	1.92	2.8	3.1	3.3	3.5	3.7	3.7	3.4	3.5	3.7	3.9	4.0
Income (millions)	.26	.34	.50	.20	.12											
Nat Rev (millions)	.59	.67	.53	.63	.37											
Rev per Cap (\$)	---	15.67	18.23	18.84	13.88	18.06	18.90	20.12	21.34	22.56	24.18	22.67	23.49	24.83	26.90	27.78
Inc per Cap (\$)	---	5.20	3.56	1.43	.90											

Rev as % of Retail Sales	.42	.43	.43	.44	.46	.44	.40	.40	.39	.38	.37					
Market Grades				C	C+/D+	D+/D-	-/D-	-/D-	-/D-	-/D-	---					
Manager's Market Grades					7.0	6.6	6.5	6.2	5.3	4.9	5.4	5.8	6.0			
FM Base Value							1.9	1.8	1.8	1.6	1.5	1.3				
Base Value Percentage									51.4	43.2	38.5	32.5				
Mean Share Points per Viable Station					12.0	11.6	9.4	8.9	10.8	12.7	11.8	11.0	9.9			

#1 STATIONS 12+ METRO SHARE

KFMW-F S83, S84, S85, S86, S87, S88, S89
 KOEL-F S90, S91

% of Revenue Controlled by Top 25% of Viable Stations	38	37	39	48
By Top 50%	65	66	65	78
% of Share Points Controlled by Top 25% of Viable Stations	45	40	50	42
By Top 50%	74	71	79	73

STATION NOTES

(Major call letter and format changes)

KWLO KWVL until 81, Contemp to AC by 82
 KCFI AC until 82
 KCNB-F KXEL until 80
 KFMW-F BTFL until 82, Evolving toward AC in late 80's
 KWOF Contemp changing to AC by 80, Began Nostalgia in 81, KLEU until 85, KQOI until 86

MAJOR STATION SALES

1973 KCFI	\$ 305,000
1978 KWOF	335,000
1985 KWLO, KFMW-F	From Forward to Park 4,100,000

WEST PALM BEACH

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WRMF-F	2.8	RMF/JNO 4.1	WRMF-F 3.8	WRMF-F 5.0	WRMF-F 5.5	WRMF-F 6.0	WRMF-F 6.5	WRMF-F 5.9
2. WIRK-F	2.3	WIRK A/F 2.7	WEAT A/F 2.7	WEAT A/F 3.3	WEAT A/F 2.8	WEAT A/F 3.1	WEAT A/F 3.3	WEAT-F 3.2
3. WEAT-F	2.0	WEAT A/F 2.3	WIRK A/F 2.5	WIRK A/F 2.7	WJNO 2.7	WJNO 2.8	WIRK-F 3.2	JNO/JNX 3.0
4. WJNO	1.2			WJNO 2.2	WIRK A/F 2.6	WIRK A/F 2.7	WJNO 2.8	WKGR-F 2.7
5. WNJY-F	0.9						WOVV-F 1.9	WOVV-F 2.6
6.							WKGR-F 1.8	WIRK-F 2.5
7.							WOLL-F 1.5	WOLL-F 1.3
8.							WNGS-F 1.2	WNGS-F 1.0

Highest Metro Share: WEAT AF 19.3, F89
 Highest Metro 1/4 Hr. Avg: WEAT AF 262, F89
 Highest tSA 1/4 Hr. Avg: WEAT AF 386, F89
 Highest TSA Cume: WEAT AF 3655, F89
 Highest Metro Cume Rating: WEAT-F 29.6, F79

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	3.55	4.45	5.52	6.43	7.62	9.7	10.2	11.7	13.1	15.2	16.8	18.5	21.7	23.6	25.0	23.4
Income (millions)	-.87	-.44	-.22	-.71	-.60											
Nat Rev (millions)	.43	.67	1.23	1.05	1.13											
Rev per Cap (\$)	---	8.87	10.84	12.65	12.52	15.62	15.94	17.03	18.47	20.77	21.81	23.00	25.96	27.10	27.90	25.63
Inc per Cap (\$)	---	-.88	-.44	-1.39	-.99											

	81	82	83	84	85	86	87	88	89	90	91
Rev as % of Retail Sales	.26	.26	.25	.26	.28	.28	.28	.29	.31	.30	.27
Market Grades				B	A/A+	A/A	A/A+	A-/A+	A+/A	A+/A+	---
Manager's Market Grades			9.0	8.7	7.8	8.1	7.4	7.2	7.5	7.4	6.9
FM Base Value				4.6	6.3	6.9	7.4	7.7	7.5	6.6	
Base Value Percentage							35.7	33.5	30.0	28.2	
Mean Share Points per Viable Station			4.5	4.3	4.6	5.2	5.3	5.5	6.3	6.6	6.4

#1 STATIONS 12+ METRO SHARE

WIRK-F F80
 WRMF-F F85, S86
 WEAT-F All other rating periods

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	52	42	42	44
By Top 50%	78	68	67	72
% of Share Points Controlled by Top 25% of Viable Stations	44	44	45	46
By Top 50%	68	66	68	72

STATION NOTES

(Major call letter and format changes)

WPOM News until 77
 WPBG Contemp changing to AC by 81, WIRK until 83, AC until 83, WPCCK until 85
 WKGR-F WIZD until 84
 WOLL-F BTFL until 82, WGMW until 79, WNJY-F until 88, WMXQ-F until 89, Nost. until 88, AC until 89
 WRMF-F WJNO until 80, Contemp changing to AC by 80
 WEAT WEAT until 84, WCGY until 85, Country until 82, News until 84, MOR until 85

MAJOR STATION SALES

1971 WRMF-F	From Norman Knight to Walter-Weeks	\$ 250,000
1974 WEAT A/F	Sold to Curt Gowdy	1,500,000
1979 WJNO, WRMF-F	From Walter-Weeks to Fairbanks	3,300,000
1979 WNJY-F	Sold to Patten	995,000
1979 WPBR		300,000
1981 WPOM		1,003,000
1982 WNJY-F	From Patten to Lappin	1,615,000
1983 WIRK A/F	Sold to Price Communications	7,000,000
1984 WIXI		650,000
1985 WPOM		1,600,000
1985 WPBR	Sold to Portness (never completed)	1,550,000
1986 WEAT A/F	Sold by Gowdy	13,000,000
1988 WSBR (Boca Raton)		1,350,000
1989 WNN (Pompano)		3,500,000
1990 WOVV-F (Ft. Pierce)	From Roth to Ardman	7,400,000 (E)
1990 WKGR-F (Ft. Pierce)	Sold to Amaturio	11,600,000
1991 WRBD		500,000

WHEELING

HIGHEST BILLING STATIONS

		<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>
Highest Metro	WWVA	1. WWVA	2.4 WVA/OVK	3.0 WVA/OVK	2.8 WOMP-F	2.0 WOMP-F	2.1 WVA/OVK	2.7 NA	NA
Share:	29.6, S82	2. WKWK-F	0.5 WOMP A/F	1.1 WOMP-F	1.5 WWVA	1.9 WWVA	2.0 WOMA A/F	2.4	
Highest Metro	WWVA	3. WOMP-F	0.5 WKWK A/F	0.7 WKWK-F	0.7 WOVK-F	0.8 WOVK-F	1.3		
1/4 Hr. Avg:	72, S82	4. WANJ-F	0.3 UNI/ZMM	0.7 WZMM-F	0.5				
Highest TSA	WWVA	5. WOVK-F	0.3						
1/4 Hr. Avg:	155, S79	6.							
Highest TSA	WWVA	7.							
Cume:	2006, S78	8.							
Highest Metro	WWVA	9.							
Cume Rating:	46.9, S82	10.							

FINANCIAL DATA

	<u>FCC Data</u> [----- Net Dollars -----]					<u>Duncan Estimates</u> [----- Gross Dollars -----]										
	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>
Revenue (millions)	3.33	3.39	3.90	4.04	4.22	4.8	5.0	5.3	5.7	6.1	6.5	6.8	7.0	7.3	7.0	6.4
Income (millions)	1.03	.90	.93	1.12	1.03											
Nat Rev (millions)	.88	.99	1.04	1.24	1.14											
Rev per Cap (\$)	---	18.37	21.43	21.77	22.65	--	--	--	--	--	39.39	42.24	43.48	45.91	44.30	41.03
Inc per Cap (\$)	---	4.90	5.10	6.02	5.53											
Rev as % of Retail Sales						--	--	--	--	--	.73	.73	.73	.73	.69	.61
Market Grades									D	C-/D+	D-/D+	-/D+	-/C-	-/D+	-/D+	---
Manager's Market Grades								6.0	5.7	5.7	6.1	5.7	5.3	5.6	5.0	4.7
FM Base Value										1.2	1.5	1.0	1.1	1.1	1.0	1.0
Base Value Percentage													15.7	15.1	13.5	15.6
Mean Share Points per Viable Station								10.9	10.4	10.7	9.3	9.9	12.3	11.3	11.1	9.4

#1 STATIONS 12+ METRO SHARE

WOMP-F all periods from 1984 on
 WWVA all periods prior to 1984

% of Revenue Controlled by Top 25% of Viable Stations

By Top 50%

% of Share Points Controlled by Top 25% of Viable Stations

By Top 50%

87 88 90 91

% of Revenue Controlled by Top 25% of Viable Stations	58	51	--	--
By Top 50%	--	--	--	--
% of Share Points Controlled by Top 25% of Viable Stations	52	37	36	39
By Top 50%	74	58	61	68

STATION NOTES

(Major call letter and format changes)

WEGW-F	WANJ until 85, BTFL until 83, WZMM-F until 90, AC/Contemp until 90
WOVK-F	WCPI until 84, Country until 78, AOR until 80, AC until 84
WOMP	MOR until 80
WBBD	WNEW until 83, WANR until 85, AC until 84, BTFL until 85, WUNI until 87, WZMM until 89, Oldies until 89
WKWK	Contemp until 82
WKWK-F	WKWK-F until 87, WEEL-F until 90, CHR until 87, EZ until 90
WKLY-F	Nostalgia until about 89

MAJOR STATION SALES

1972	WWVA, WOVK-F	Sold to Columbia Pictures	\$ NA
1975	WKWK A/F	Sold to Community Service	650,000
1980	WZMM-F		640,000
1982	WWVA, WOVK-F	From Columbia Pic. to John Price	8,800,000
1984	WOMP A/F		1,350,000 (E)
1984	WUNI, WZMM-F		1,319,000
1986	WOMP A/F	From First Valley to Justice	4,500,000
1986	KSAQ-F	Sold to Inner City	6,700,000
1987	WOMP A/F		4,360,000
1987	WWVA, WOVK-F	From John Price to Osborn	NA
1987	WKWK, WEEL-F		NA
1987	WZMM A/F		950,000
1989	WOMP A/F	Sold to Baum	5,000,000

WICHITA

12+ METRO SHARE

		SPG	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
KEYN-F	(O)		11.1	13.8	16.7	15.0	9.3	10.6	15.0	15.6	15.8	13.5	8.6	7.5	6.6	7.4	5.8	6.8	6.3
KQAM	(BB)		---	4.4	1.4	3.3	3.5	3.2	5.2	4.8	4.2	4.7	4.9	3.5	2.6	2.0	1.5	1.3	2.0
KFH	(O)		11.1	8.8	10.3	9.2	14.4	11.6	12.6	9.7	8.6	7.5	7.2	5.0	4.5	2.9	0.9	1.8	0.8
KRBB-F	(AC)		8.7	9.6	10.3	10.6	10.5	10.4	8.6	7.9	5.4	6.0	5.0	3.7	3.0	1.6	2.8	6.6	8.1
KFDI	(C)		16.1	12.1	15.0	13.5	12.5	11.9	10.9	8.3	11.0	8.8	10.2	7.2	7.8	7.5	6.9	7.1	7.8
KFDI-F	(C)		4.1	4.0	4.1	4.7	3.4	8.4	5.4	7.6	10.5	11.6	13.3	10.5	10.6	11.1	9.3	10.2	14.2
KKRD-F	(CHR)		6.8	7.2	4.4	6.0	7.1	8.3	6.5	7.3	5.7	9.4	11.8	14.7	13.8	14.9	15.0	12.5	7.0
KNSS	(T)		9.8	9.7	12.0	10.3	11.1	8.2	6.7	10.6	8.6	4.4	3.6	---	1.2	2.0	3.4	4.0	4.2
KICT-F	(AOR)		---	1.7	3.0	5.1	10.3	11.7	8.4	9.2	9.1	10.8	9.1	7.2	7.7	7.5	7.2	7.1	7.0
KZSN	(C)		18.3	16.5	13.3	12.0	7.7	4.5	4.0	0.7	2.4	4.4	4.9	5.6	5.3	4.0	2.8	0.9	0.7
KRZZ-F	(CL.AOR)		---	---	---	0.8	1.5	3.5	5.3	3.9	3.0	1.8	*	3.6	4.8	2.6	4.3	5.6	5.6
KSGL	(REL)		2.6	3.6	1.7	2.2	1.6	1.2	1.5	1.9	1.5	1.3	1.0	2.5	0.8	1.8	1.1	0.7	0.8
KOEZ-F	(EZ)		---	---	---	---	---	---	1.8	4.3	5.5	6.7	6.9	5.4	5.3	5.6	6.7	6.4	4.9
KXLK-F	(AC)		---	---	---	---	---	---	---	---	---	---	5.1	5.8	7.9	6.8	7.2	5.0	3.6
KYQQ-F	(CHR)		---	---	---	---	---	---	---	0.8	0.8	2.4	3.5	2.9	3.8	2.8	3.6	1.0	2.8
KZSN-F	(C)		---	---	---	---	---	---	---	---	---	---	1.0	8.0	9.1	9.6	9.5	9.7	9.7
KBUZ-F	(B)		---	---	---	---	---	---	---	---	---	---	---	---	---	1.9	1.4	3.3	2.8

BASED ON AVERAGE OF SPRING AND FALL BOOKS

12+ CUME RATINGS

		79	80	81	82	83	84	85	86	87	88	89	90	91				
KEYN-F		22.6	27.4	32.3	33.1	33.1	27.2	26.1	22.5	18.6	21.1	22.2	16.6	16.3				
KQAM		12.6	15.1	11.5	14.5	11.3	10.3	10.7	9.4	7.6	6.6	6.6	4.8	5.6				
KFH		25.5	25.4	27.9	22.8	18.4	14.9	18.1	13.8	10.4	11.1	1.8	5.0	5.4				
KRBB-F		15.8	17.3	13.6	16.6	11.7	14.8	10.8	7.5	8.3	7.6	5.7	11.7	16.2				
KFDI		21.7	22.4	23.2	20.8	22.1	18.6	18.7	13.9	16.5	14.8	14.6	16.0	14.4				
KFDI-F		15.3	16.2	14.8	20.0	20.9	25.4	25.9	19.2	19.8	19.3	18.2	21.7	29.3				
KKRD-F		15.7	14.4	16.0	12.8	12.5	23.6	25.6	25.7	26.1	30.9	29.1	27.2	23.3				
KNSS		21.9	20.9	21.4	20.1	18.6	12.7	8.9	3.3	3.4	6.9	10.2	10.0	10.9				
KICT-F		19.0	13.1	15.8	18.9	15.1	18.0	17.8	12.7	13.1	15.7	15.6	14.7	19.1				
KZSN		18.8	14.5	13.7	---	8.7	9.9	8.9	10.4	10.9	8.4	7.3	5.1	2.7				
KRZZ-F		---	---	---	11.7	8.6	5.8	5.2	5.5	11.2	7.1	11.2	10.7	15.2				
KSGL		---	---	---	4.3	4.3	2.7	3.2	6.1	4.3	4.5	4.5	3.1	4.4				
KOEZ-F		---	---	---	3.0	10.6	10.4	13.3	12.1	12.8	11.4	12.9	11.1	12.6				
KXLK-F		---	---	---	---	---	---	---	12.0	13.5	12.8	18.2	11.3	10.5				
KYQQ-F		---	---	---	---	2.6	7.3	8.0	6.3	8.5	7.4	11.1	4.8	8.3				
KZSN-F		---	---	---	---	---	---	---	---	15.2	15.3	16.5	18.4	19.8				
KBUZ-F		---	---	---	---	---	---	---	---	---	3.7	1.4	6.9	6.9				
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
APR (%)		15.9	15.5	14.8	15.7	15.4	15.6	17.1	17.2	16.8	16.6	16.2	14.7	15.7	14.9	14.5	14.6	16.5
FM Share (%)		35.93	35.55	41.11	44.47	46.01	57.08	57.81	62.43	61.60	68.32	68.80	70.34	74.2	75.5	80.9	84.3	82.3
Total Stations				13	15	14	16	18	15	16	15	16	17	16	18	19	17	20
Viable Stations										12	12	12	13	13	14	14.5	14	14
Diaries						675	651	757	940	792	704	737	1024	784	818	744	903	
% Not Listed													5.6	5.5	11.4	11.0	11.4	

FORMAT SHARES (%)

		77	78	79	80	81	82	83	84	85	86	87	88	89	90	91		
CHR/AOR		28	32	36	32	30	29		31	CHR	30	26	24	21	25	24	15	11
MOR/AC		14	22	20	18	18	14	MOR/FS	---	AOR/CLS	12	11	7	12	10	13	13	15
COUNTRY		26	23	31	34	36	31	AC/OLDIES	15		16	11	17	13	11	17	24	22
BTFL/EZ/SAC		28	20	11	15	13	12		5		6	6	6	6	6	8	9	6
NEWS/TALK		3	---	---	---	---	---		---		---	2	---	---	2	4	4	4
BLACK/URBAN		---	---	---	---	---	---		---		---	3	2	7	3	---	3	3
NOSTALGIA		---	---	---	---	---	11		10		6	5	7	7	4	4	---	2
HISPANIC																		
RELIG/GOSPEL		1	2	2	2	3	3		2		1	1	4	1	3	2	1	1
CLASSICAL																		
JAZZ/NAC									---		---	---	---	---	2	2	---	---

WICHITA

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. KFDI	2.5	KFDI A/F 5.3	KFDI A/F 5.0	KFDI A/F 4.7	KFDI A/F 5.2	KFDI A/F 5.0	KFDI A/F 5.1	KFDI AF 5.3
2. KEYN-F	2.2	EYN/QAM 3.7	KKRD-F 2.4	KKRD-F 1.8	KKRD-F 1.9	KKRD-F 2.2	KKRD-F 2.3	KZSN AF 2.0
3. KFDI-F	1.7	KKRD-F 2.5		KZSN-F 1.3	KEYN-F 1.4	KZSN-F 1.9	KZSN-F 1.8	KKRD-F 1.7
4. KFH	1.2	KICT-F 1.9		KICT-F 1.2	KZSN-F 1.3	KXLK-F 1.5	KICT-F 1.5	KRBB-F 1.4
5. KKRD-F	1.2	KFH 1.2		KEYN-F 1.0	KICT-F 1.3	KICT-F 1.4	KXLK-F 1.2	KRZZ-F 1.2
6.				KLZS-F 1.0	KXLK-F 1.3	KEYN-F 1.3	KEYN A/F 1.1	KICT-F 1.1
7.				KXLK-F 0.9			KRBB-F 0.8	KEYN-F 0.9
8.							KEOZ-F 0.6	KOZ-F 0.6

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	6.62	7.12	8.39	8.83	9.69	11.1	12.0	12.8	NA	NA	12.4	12.9	13.5	14.5	14.9	15.4
Income (millions)	.69	.83	1.37	.79	-.55											
Nat Rev (millions)	.53	.60	.98	.89	.76											
Rev per Cap (\$)	---	18.19	21.14	22.08	23.38	27.13	28.99	30.12	NA	NA	28.18	28.86	30.06	32.68	32.46	33.33
Inc per Cap (\$)	---	2.11	3.44	1.97	-1.32											

	81	82	83	84	85	86	87	88	89	90	91
Rev as % of Retail Sales	NA	NA	NA	NA	NA	.46	.46	.45	.45	.43	.42
Market Grades				A-	A/A	A-/A	C+/B	C+/B-	C+/B	C+/B	---
Manager's Market Grades			7.7	8.4	8.8	8.5	7.6	6.4	6.9	6.3	5.7
FM Base Value					4.1	3.5	3.3	3.4	3.4	3.0	2.0
Base Value Percentage								21.3	20.0	17.2	13.0
Mean Share Points per Viable Station			7.2	7.3	7.3	6.7	6.3	6.5	6.3	6.4	6.3

#1 STATIONS 12+ METRO SHARE

KWKN	S75, S76, F76
KFDI	S77, S78, S80 (T), F85,
KEYN-F	F77, F78, S81, F81, S82, F82, S83, F83, S84
KAKZ	S79
KFH	S79
KBRA-F	S80 (T)
KICT-F	F80
KFDI-F	F84, S85, S91, F91
KKRD-F	S86, F86 - F90

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	47	49	48	53
By Top 50%	73	--	74	75
% of Share Points Controlled by Top 25% of Viable Stations	42	43	42	43
By Top 50%	72	74	69	71

STATION NOTES

(Major call letter and format changes)

Highest Metro Share:	KEYN-F 18.5, S83	KKRD-F	KARD-F until 81, BTFL until 79, AC until 84
Highest Metro 1/4 Hr. Avg:	KEYN-F 107, S83	KRBB-F	KBRA until 84, BTFL until 82, KLZS-F until 89, AC until 87, Jazz/Nac until 89
Highest TSA 1/4 Hr. Avg:	KKRD-F 146, F89	KNSS	KAKE until 81, MOR/AC until 81, Nostalgia until 85, News/Talk until 85, KRZZ until 87, AC until 87
Highest TSA Cume:	KWKN 1892, F77	KZSN	KLEO until 80, KWKN until 82, CHR until 80, AC until 82, Country until 83 (?), AC until 85, KLEO until about 90, Nostalgia until 89
Highest Metro Cume Rating:	KLEO 40.8, F77	KFH	MOR until 78, Country until 89
		KICT-T	Country until 78
		KQAM	KBUL until about 80, Country until about 78
		KQAM	KWBB until 78, KEYN until 80, News until about 78, Contemp until 80, Oldies until about 89
		KEYN-F	CHR until about 89
		KRZZ-F	KDRB until 80, KGCS until 82, KYMG until 83, KAKZ in 83 and until 85, Country until 83, AC until 86
		KYQQ-F	KRUZ-F until 87, KWKL-F until 90, Black until 87, EZ/SAC until 90

MAJOR STATION SALES

1971	KFDI-F	Sold to Great Empire	\$ 120,000
1971	KQAM		425,000
1977	KQAM		600,000
1977	KSGL		395,000
1978	KFRM (Salina)	From Mack Sanders to Peoria Journal	4,000,000
1980	KQAM, KEYN-F	Sold to Charley Pride & Jim Long	3,500,000
1980	KRZZ		2,300,000
1982	KLEO	Sold by Swanson	450,000
1982	KRZZ-F	Sold by Swanson	750,000
1985	KRZZ A/F		?
1985	KQAM, KEYN-F	From Long-Pride to Roth (Cancelled)	8,000,000
1985	KLEO, KZSN-F	Sold to Jerry Atchley	3,300,000
1986	KFH, KLZS-F		5,000,000
1987	KICT-F	From Compass to Lakoduk	NA
1988	KQAM, KEYN-F	From Long-Pride to Aberdeen	4,430,000
1988	KFH	Sold to Mid Continent	800,000
1988	KKRD-F	From Osborn to Sherman	6,000,000
1989	KLZS-F	Sold by Nancy Kassenbaum	2,850,000
1989	KSGL	(59%)	533,000
1991	KQAM, KEYN-F	Sold to Clear Channel	2,100,000

WILKES BARRE - SCRANTON

HIGHEST BILLING STATIONS

	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>
1. WKRZ-F	1.9	WKRZ-F 2.1	WKRZ-F 2.3	WKRZ-F 2.3	WKRZ-F 2.4	WKRZ-F 3.1	WKRZ-F 4.0	WKRZ-F 4.2
2. WARM	1.6	ARM/MGS 2.0	WARM 1.7	WARM 1.7	WARM 1.9	WARM 1.7	WARM 1.8	WARM 1.7
3. WGBI-F	0.9	WGBI-F 0.8	WMGS-F 0.8	WMGS-F 1.2	WEZX-F 1.5	WMGS-F 1.6	WEZX-F 1.7	WEZX-F 1.5
4. WEZX-F	0.8	WEZX-F 0.8	WGBI-F 0.8	WEZX-F 1.1	WMGS-F 1.4	WEZX-F 1.6	WMGS-F 1.6	WMGS-F 1.0
5.			WEZX-F 0.8	WGBI-F 1.0	WGBI-F 0.9			WNAK 0.5

Highest Metro Share: WARM 17.4, S76
 Highest Metro 1/4 Hr. Avg: WKRZ-F 198, S90
 Highest TSA 1/4 Hr. Avg: WKRZ-F 224, S90
 Highest TSA Cume: WARM 2942, F78
 Highest Metro Cume Rating: WARM 37.2, S80

FINANCIAL DATA

	<u>FCC Data</u> [----- Net Dollars -----]					<u>Duncan Estimates</u> [----- Gross Dollars -----]										
	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>
Revenue (millions)	5.34	5.66	6.54	6.74	7.45	8.6	9.3	10.2	11.6	12.0	12.8	13.6	14.5	15.2	15.7	15.0
Income (millions)	.09	.08	.23	.02	-.31											
Nat Rev (millions)	.93	.97	1.15	.92	1.12											
Rev per Cap (\$)	---	8.97	10.40	10.72	11.59	11.76	12.65	13.82	15.74	16.24	17.01	18.58	19.70	20.54	21.33	20.32
Inc per Cap (\$)	---	.12	.37	.03	-.49											
Rev as % of Retail Sales						.33	.33	.33	.33	.32	.31	.32	.31	.29	.29	.27
Market Grades									D	D/D-	D-/D-	D+/D	C-/D-	D+/D-	D/D	---
Manager's Market Grades								4.5	4.7	5.2	5.39	6.5	6.6	7.0	6.3	5.8
FM Base Value										2.4	2.5	2.8	3.0	3.1	2.7	2.4
Base Value Percentage													20.7	20.4	17.2	16.0
Mean Share Points per Viable Station								4.4	4.2	4.2	4.4	4.5	5.8	5.1	4.9	4.2
													<u>87</u>	<u>88</u>	<u>90</u>	<u>91</u>

#1 STATIONS 12+ METRO SHARE

WARM S75, S76, S77, S78, S79, S80, F80
 WKRZ-F S81, S82, S83, F83, S84, S85, F85, S86, all periods F86 - F91
 WNAK F81, F82, F84

	<u>87</u>	<u>88</u>	<u>90</u>	<u>91</u>
% of Revenue Controlled by Top 25% of Viable Stations	50	45	57	58
By Top 50%	--	--	--	--
% of Share Points Controlled by Top 25% of Viable Stations	46	42	46	49
By Top 50%	72	65	64	68

STATION NOTES

(Major call letter and format changes)

WNAK MOR until 80 when it became closer to full time Nost.
 WAZL Contemp changing to AC/MOR by 82, AC by 87
 WBAX Contemp until 78, Country until about 83
 WBCR WBRE A/F until 80, Simulcasted until 81, AM - News until 80, Nost. until 85, WKRZ until 88, WPLJ until about 89, WYOM until later in 89, CHR until 88, Country until about 89
 WWSH-F WVCD until 85
 WGBI-F Contemp to AC by 83
 WEJL MOR until 82
 WMGS-F WYZZ until 85, BTFL until 85
 WILK MOR evolving to Talk by 89
 WYOS-F WMJW-F until 88, WEAY-F until 91, CHR until 88
 WTLQ-F Briefly use WWRB-F in 89/90

MAJOR STATION SALES

1971 WBAX	Sold to Merv Griffin	\$ 657,000
1978 WICK		305,000
1979 WSCR (?)		390,000
1980 WKRZ, WKRZ-F	Sold to Wilkes-Schwartz	850,000
1984 WKRZ A/F	Sold by Wilkes-Schwartz	5,000,000
1985 WMGS-F	Sold to Susquehanna	2,000,000
1985 WKRZ A/F	Sold to Osborn	7,600,000
1987 WMJW-F		750,000
1988 WCDL, WLSP-F (Carbondale)	Sold to Sage	700,000
1988 WPLJ, WKRZ-F	From Osborn to Keymarket	12,000,000
1989 WYOM	From Keymarket to Gore	125,000
1989 WILK	Sold to Keymarket	?
1990 WCDL, WSGD-F (Carbondale)	Sold by Sage	2,000,000

WILMINGTON, DE

12+ METRO SHARE

	SPG																
	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
WSTW-F (CHR/AC)	---	2.4	4.4	1.5	13.9	12.4	12.6	9.6	9.6	9.2	9.9	9.6	9.1	9.8	10.1	9.9	9.7
WOEL (FS)	17.6	12.7	16.5	15.7	10.0	8.9	9.2	10.2	8.8	8.0	7.3	7.0	5.8	6.4	6.5	4.5	6.5
WAMS (O)	9.3	9.7	6.0	6.3	4.8	3.1	2.1	2.9	4.5	4.8	3.3	1.9	1.4	1.3	0.6	0.6	---
WILM (N/T)	3.9	3.8	3.8	3.0	4.4	5.3	3.6	3.9	3.0	2.9	3.7	3.6	3.0	3.5	3.9	3.7	4.6
WJBR-F (AC)	9.7	8.2	9.9	8.0	10.9	9.7	10.2	10.8	8.7	7.7	6.7	7.9	10.3	9.4	8.6	9.0	10.1
WNRK (MOR)	2.6	2.5	---	---	1.4	2.2	1.1	1.8	1.6	0.5	0.9	0.8	0.7	0.5	---	---	0.9
WOSO-F (C)	---	---	---	---	---	---	---	2.1	3.9	3.4	2.6	2.3	2.2	1.4	2.2	2.4	2.2
WYSP-F (CL.AOR)	---	1.8	3.1	4.1	1.4	4.8	3.8	4.8	4.3	3.9	3.4	4.2	3.6	4.3	4.2	4.6	3.7
WMMR-F (AOR)	---	---	1.7	1.5	5.2	3.4	8.2	8.9	7.4	9.3	10.7	9.7	8.4	8.5	7.3	7.0	6.3
WUSL-F (B)	---	---	---	---	---	2.2	3.4	3.8	4.1	6.2	6.5	5.1	8.3	7.3	6.3	7.1	6.0
WEAZ-F (SAC)	---	---	---	---	---	---	---	1.7	2.3	2.4	3.7	6.3	5.5	4.2	3.0	2.2	2.5
WMGK-F (AC)	---	2.1	4.2	4.3	5.3	4.4	4.4	4.1	3.4	3.1	3.7	2.3	1.5	1.0	1.0	1.0	1.4
WIP (SP.T)	3.9	4.1	2.3	4.4	2.0	2.1	2.3	1.2	1.4	0.9	1.1	0.5	0.4	0.9	0.7	1.1	1.1
WOGL (O)	5.7	---	---	4.1	2.0	2.4	1.3	0.7	1.8	1.5	1.8	1.3	0.8	0.8	1.0	0.5	0.1
WOGL-F (O)	3.6	1.5	3.6	---	1.8	1.4	3.9	4.3	4.5	4.3	4.6	3.5	3.2	2.2	2.7	2.4	3.6
WKSZ-F (AC)	---	---	---	---	---	---	---	0.4	3.4	3.4	3.7	4.4	4.3	4.1	3.3	3.2	2.7
WOAS-F (B)	---	---	---	---	---	2.3	2.6	3.4	3.0	2.4	2.8	1.5	2.9	2.3	2.1	2.6	2.0
WEGX-F (CHR)	---	---	---	---	---	---	---	---	---	---	---	1.2	2.8	4.2	3.5	3.9	2.9
WIOQ-F (CHR)	---	---	---	---	---	---	---	---	---	---	---	1.8	1.5	1.9	3.4	4.1	3.6
WXTU-F (C)	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	4.4	2.9

BASED ON AVERAGE OF SPRING AND FALL BOOKS

12+ CUME RATINGS

	79	80	81	82	83	84	85	86	87	88	89	90	91
WSTW-F	28.4	28.5	28.3	25.6	24.9	23.9	25.5	25.9	24.5	23.9	24.6	24.0	21.5
WOEL	25.8	20.5	24.8	23.5	17.5	18.7	16.2	19.0	17.1	12.1	15.0	15.2	14.3
WAMS	17.7	12.6	---	9.1	10.0	9.2	---	4.6	3.7	4.1	2.4	3.0	---
WILM	15.1	12.8	15.2	12.9	10.3	8.9	12.0	9.1	10.4	10.0	11.7	11.2	10.0
WJBR-F	18.0	20.3	16.7	20.6	17.0	14.5	14.5	17.1	19.1	21.7	21.2	17.6	19.9
WNRK	6.3	---	---	5.2	---	---	1.8	1.7	1.4	1.4	---	---	2.6
WOSO-F	---	---	---	5.2	7.2	---	5.4	5.5	4.4	3.9	6.0	6.3	6.2
WYSP-F	---	11.5	12.7	15.6	14.4	15.3	12.3	12.2	12.2	15.1	13.9	13.5	12.5
WMMR-F	11.0	10.5	18.5	22.6	20.4	21.6	22.8	25.8	22.9	16.8	19.8	18.2	17.8
WUSL-F	---	---	---	9.9	8.3	12.4	11.2	9.1	12.3	12.8	13.7	13.4	12.1
WEAZ-F	---	---	---	6.0	6.0	---	8.0	12.5	13.7	10.7	9.2	6.8	8.9
WMGK-F	---	10.5	11.4	11.6	10.7	9.8	12.7	6.6	7.4	5.9	5.2	5.2	6.4
WIP	---	---	9.8	6.0	5.0	2.6	4.1	3.0	3.1	2.3	2.6	3.2	3.6
WOGL	---	---	---	4.5	6.8	5.8	8.6	5.1	5.3	3.6	4.8	4.6	---
WOGL-F	---	---	13.5	16.2	15.9	17.2	16.6	14.0	11.6	9.4	8.7	9.3	11.9
WKSZ-F	---	---	---	---	7.1	7.6	9.9	10.9	12.9	11.7	10.3	10.4	9.5
WOAS-F	---	---	---	---	5.1	---	5.0	3.3	5.2	6.5	6.6	7.3	7.0
WEGX-F	---	---	---	---	---	---	---	---	6.6	11.4	13.2	14.3	14.0
WIOQ-F	---	---	---	---	---	---	---	---	7.1	8.0	12.0	14.5	11.4
WXTU-F	---	---	---	---	---	---	---	---	---	---	---	---	7.5

	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
APR (%)	18.2	18.7	16.1	16.6	16.9	16.0	16.4	18.5	18.1	18.6	17.9	17.6	17.4	16.1	18.3	18.4	17.5
FM Share (%)	37.15	41.70	56.20	57.31	64.98	65.87	72.89	70.38	72.87	74.33	75.55	76.64	80.6	81.6	82.1	84.5	81.8
Total Stations			28	33	27	31	33	32	31	32	29	32	29	32	32	33	
Viable Stations							6	6	6	6	6	5	5	5	4.5	4.5	
Diaries						519	787	1202	935	900	927	911	1018	896	910	891	975
% Not Listed													9.5	11.1	9.9	10.3	11.3

FORMAT SHARES (%)

	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
CHR/AOR	42	38	44	33	36	35	35	CHR AOR/CLS	16	17	17	18	17	20	23	21
MOR/AC	25	26	16	27	25	22	MOR/FS AC/OLOIES	13	17	18	18	18	14	14	13	14
COUNTRY									10	9	10	9	8	7	5	9
BTFL/EZ/SAC	6	4	5	5	6	10	11		9	10	18	18	25	19	20	23
NEWS/TALK	9	9	11	11	9	7	9		15	9	11	7	8	10	12	6
BLACK/URBAN	---	1	2	3	6	4	7		11	13	7	8	5	4	4	3
NOSTALGIA	---	---	---	---	1	2	3		11	13	7	8	5	4	4	3
HISPANIC									11	13	7	8	5	4	4	3
RELIG/GOSPEL	1	---	---	---	1	2	3		11	13	7	8	5	4	4	3
CLASSICAL	3	3	2	1	1	2	2		11	13	7	8	5	4	4	3
JAZZ/NAC									11	13	7	8	5	4	4	3

WILMINGTON, DE

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WSTW-F	2.4	2.7	2.9	3.0	3.5	3.4	3.5	3.2
2. WJBR-F	1.7	1.9	2.0	2.8	3.3	3.3	3.4	2.9
3. WDEL	1.2	1.3	1.4	1.5	1.3	1.5	1.6	1.7
4. WILM	0.8	0.8	0.9	1.1	1.2	1.2	1.3	1.2
5. WAMS	0.7	0.7	0.5	0.4				

Highest Metro Share: WDEL 17.6, S75
 Highest Metro 1/4 Hr. Avg: WDEL 125, S75
 Highest TSA 1/4 Hr. Avg: WSTW-F 135, S75
 Highest TSA Cume: WSTW-F 1688, S81
 Highest Metro Cume Rating: WSTW-F 28.5, S80

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	3.41	3.52	3.94	4.56	4.94	5.7	6.2	6.7	7.5	8.1	8.6	9.2	9.9	10.0	10.3	9.6
Income (millions)	.83	.77	.95	1.09	.95											
Nat Rev (millions)	.37	.32	.33	.34	.40											
Rev per Cap (\$)	---	6.73	7.53	8.71	9.34	10.82	11.72	12.64	13.99	15.06	15.33	16.28	17.16	17.27	17.64	16.33
Inc per Cap (\$)	---	1.47	1.82	2.09	1.79											
Rev as % of Retail Sales						.23	.24	.23	.24	.23	.23	.24	.24	.22	.22	.19
Market Grades						C+	C-/C	D+/C	C-/B-	B-/C+	B/B-	B-/B-	---	---	---	---
Manager's Market Grades						8.5	8.0	7.5	6.9	7.2	7.4	7.7	7.7	7.7	7.7	7.3
FM Base Value								3.7	4.2	5.0	6.0	6.0	---	---	---	---
Base Value Percentage											60.6	60.0	---	---	---	---
Mean Share Points per Viable Station						5.5	4.6	3.3	4.4	5.2	6.9	6.3	6.8	7.9		

#1 STATIONS 12+ METRO SHARE

WDEL-F S75, S76, S77, S78
 WSTW-F S79, S80, F80, S81, F81, S83, F83, F84, F85, F86, S87, S88, S89 - S91
 WJBR-F S82, F82, F87, F91
 WMMR-F S84, F85, S86, F88

% of Revenue Controlled by Top 25% of Viable Stations

By Top 50%

% of Share Points Controlled by Top 25% of Viable Stations

By Top 50%

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	40	43	37	37
By Top 50%	71	75	71	68
% of Share Points Controlled by Top 25% of Viable Stations	43	38	36	33
By Top 50%	69	70	67	65

STATION NOTES

(Major call letter and format changes)

WSTW-F BTFL until 78; reclassified as AC/CHR in 91
 WAMS Contemp until 81, Country until 89
 WJBR-F BTFL until 85

Other stations -- See Philadelphia

MAJOR STATION SALES

1976	WJBR		\$ 500,000
1985	WJBR	Sold to CRB	4,300,000

WILMINGTON, NC

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WGNI-F	0.5	WHSL-F 0.6	NA	NA	WGNI-F 0.8	WGBI-F 1.0	KGNI-F 1.0	WGNI-F 0.9
2. WHSL-F	0.46	WGNI-F 0.6			WHSL-F 0.7	WWQQ-F 0.6	WWQQ-F 0.7	WWQQ-F 0.8
3. WWIL	0.38	WWQQ-F 0.5			WWQQ-F 0.5	WSFM-F 0.6	WSFM-F 0.6	WSFM-F 0.7
4. WVBS-F	0.36	WVBS-F 0.5			WSFM-F 0.4	WVBS-F 0.5	WVBS-F 0.5	WVBS-F 0.45
5. WJYW-F	0.35	WWIL 0.4			WVBS-F 0.3	WZFX-F 0.4	WZFX-F 0.4	WZFX-F 0.45
6.					WAAV 0.2	WMFD-F 0.3	WAAV 0.3	WAAV 0.4
7.						WAAV 0.3		

Highest Metro Share: WGNI-F 19.8, S85
 Highest Metro 1/4 Hr. Avg: WWQQ-F 40, S91
 WGNI-F 40, S85
 Highest TSA 1/4 Hr. Avg: WWQQ-F 50, S91
 Highest TSA Cume: WVBS-F 668, S86
 Highest Metro Cume Rating: WVBS-F 37.2, S86

FINANCIAL DATA

	FCC Data					Duncan Estimates										
	[----- Net Dollars -----]					[----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	---	.99	1.44	1.87	2.11	2.4	2.5	2.6	2.8	3.1	3.4	3.7	3.9	4.1	4.3	4.4
Income (millions)	---	-.003	-.07	-.36	-.29											
Nat Rev (millions)	---	.18	.25	.25	.27											
Rev per Cap (\$)	---	7.28	10.75	13.27	14.69	22.22	22.72	23.21	24.13	26.50	29.47	31.62	32.77	34.17	35.54	36.07
Inc per Cap (\$)	---	-.02	-.50	-2.57	-2.03											
Rev as % of Retail Sales						.37	.37	.37	.34	.35	.36	.38	.37	.39	.39	.38
Market Grades						0	C-/C	C/C	-/C-	-/C	-/D+	-/C-	---			
Manager's Market Grades						6.6	7.7	7.5	6.9	7.1	7.0	7.0	7.0	6.4		
FM Base Value						1.0	1.4	1.8						1.3	1.1	
Base Value Percentage													46.1	43.9	30.2	25.0
Mean Share Points per Viable Station							9.0	8.8	9.0	8.7	7.5	9.0	9.4	8.6	6.9	
												87	88	90	91	

#1 STATIONS 12+ METRO SHARE

WGNI-F S79, S81, S83, S85, S87
 WHSL-F S80, S84
 WWIL S82
 WVBS-F S86, S89
 WSFM-F S88
 WWQQ-F S90, S91

% of Revenue Controlled by
 Top 25% of Viable Stations -- 46 40 48
 By Top 50% -- 69 65 77
 % of Share Points Controlled by
 Top 25% of Viable Stations 43 34 38 46
 By Top 50% 80 60 67 76

STATION NOTES

(Major call letter and format changes)

WGNI-F WAAV until 82, BTFL until 82
 WVBS-F WPJC until 82, Religion until 82
 WJYW-F WLCF until 82, Contemp until 82
 WBMS WGNI until 82, Contemp until 82, WAAV until 84, Nostalgia until 84
 WAAV WKLM until 84, Country until about 84, FS changing to mostly N/T by about 90
 WWIL Black until 89
 WMNX-F WHSL-F until 89, WMFD-F until 91, AOR until 87, CHR until 89
 WMFO AC until 88 or 89
 WSFM-F WJYW-F until 88, EZ until 88, changes frequency from 107.1 to 107.5

MAJOR STATION SALES

1976	WWIL, WHSL-F	\$ 380,000
1979	WMFD, WWQQ-F	Sold to Village 445,000
1981	WAAV, WGNI-F	Sold to Cape Fear 1,425,000
1983	WMFD	Sold by Village 500,000
1984	WMSL-F	Sold by Jefferson-Pilot 1,000,000
1984	WWIL	Sold by Jefferson-Pilot 450,000
1984	WAAV	(never completed) 200,000
1984	WBMS	Sold to Brunson 230,000
1985	WWQQ-F	Sold to Woolfson 1,275,000
1987	WVBS A/F	From Resort to Jones NA
1987	WJYW-F	1,300,000
1987	WWQQ-F	From Woolfson to HVS 2,000,000
1988	WAAV	Sold by Cape Fear 400,000
1989	WWIL	179,000
1990	WBMS	Sold by Brunson 168,000

WORCESTER

12+ METRO SHARE

		SPG																
		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
WSRS-F	(SAC)	13.6	19.7	21.9	12.7	15.4	17.5	15.3	15.1	14.1	13.4	12.4	12.3	13.3	13.3	12.2	13.5	12.9
WAAF-F	(AOR)	7.2	6.2	7.6	10.3	13.7	12.5	12.2	11.3	9.5	12.6	13.6	12.3	12.5	12.3	12.9	9.4	9.0
WFTQ	(AOR)	6.8	5.6	5.9	7.7	7.8	5.9	5.8	4.9	7.4	5.3	5.8	3.9	3.8	3.9	3.7	2.1	---
WTAG	(FS)	16.2	15.6	18.9	18.4	15.9	14.1	11.0	11.6	11.3	9.6	10.1	10.1	10.3	8.0	7.7	8.2	8.6
WNEB	(BB)	4.0	5.4	4.9	4.3	4.4	2.6	5.6	5.6	5.0	4.5	4.4	5.3	4.2	4.0	4.5	4.4	1.5
WORC	(C)	10.2	7.3	5.9	3.2	2.2	3.8	3.1	3.1	3.3	2.5	3.4	3.5	3.4	2.9	2.3	0.9	2.5
WXLO-F	(AC)	---	---	---	---	---	---	---	---	0.5	2.8	3.1	4.6	6.4	6.0	6.1	6.3	8.0
WBMX-F	(AC)	4.8	1.9	3.2	4.5	2.4	5.7	6.1	6.3	4.7	6.3	5.1	3.7	3.5	2.9	2.0	2.3	2.9
WBZ	(T)	6.0	5.8	7.0	5.6	5.7	7.3	6.0	5.4	4.7	6.3	4.8	5.4	4.8	4.0	3.9	4.1	4.5
WBCN-F	(AOR)	---	---	---	---	---	---	2.0	2.9	3.4	3.0	4.3	3.6	3.9	2.4	2.7	2.5	3.3
WODS-F	(O)	2.8	0.6	1.4	4.1	3.3	3.6	3.7	4.7	6.9	6.3	4.3	1.9	2.0	5.0	4.6	4.0	3.2
WZOU-F	(CHR)	---	---	---	---	2.0	3.0	4.7	3.1	2.6	1.3	3.6	2.5	5.8	6.9	6.8	7.2	6.7
WZLX-F	(CL,AOR)	---	---	---	---	---	---	---	---	---	---	---	3.3	2.4	3.0	2.6	4.2	3.6
WCRB-F	(CL)	---	---	---	---	---	---	---	---	---	---	---	1.1	1.1	0.6	1.1	1.8	3.3

BASED ON AVERAGE OF SPRING AND FALL BOOKS

12+ CUME RATINGS

		79	80	81	82	83	84	85	86	87	88	89	90	91
WSRS-F		32.0	29.7	26.4	29.2	26.2	26.2	21.9	21.6	25.5	25.5	24.2	25.2	29.4
WAAF-F		26.3	24.9	26.1	25.7	25.9	27.8	28.4	25.7	28.1	25.9	28.4	24.8	20.4
WFTQ		21.1	20.1	20.3	16.9	18.7	17.8	18.1	12.0	10.1	13.4	9.6	6.4	---
WTAG		40.5	34.6	60.8	33.6	27.3	24.4	22.9	22.9	26.2	19.7	21.8	19.7	22.7
WNEB		15.8	---	---	14.3	10.2	11.6	8.8	9.1	9.1	8.9	7.6	7.2	5.4
WORC		---	12.3	---	11.9	10.0	10.2	9.6	10.2	10.0	6.3	7.5	4.1	6.4
WXLO-F		---	---	---	---	1.6	6.0	10.0	11.7	14.2	13.7	12.6	16.3	18.0
WBMX-F		---	11.5	14.8	12.7	11.8	16.4	15.0	13.6	11.1	9.7	9.8	8.9	11.5
WBZ		15.7	21.7	17.1	16.9	16.3	15.4	14.0	14.8	11.1	8.7	11.4	10.9	12.6
WBCN-F		---	---	---	---	7.8	7.3	10.6	8.2	9.6	6.9	7.4	7.6	9.0
WODS-F		8.9	9.8	9.2	10.2	17.8	19.8	16.1	11.2	2.7	13.0	13.8	10.8	9.4
WZOU-F		---	---	12.8	11.1	11.8	6.6	10.5	9.9	11.0	15.9	16.2	20.2	20.5
WZLX-F		---	---	---	---	---	---	---	---	7.6	6.0	8.4	9.9	9.5
WCRB-F		---	---	---	---	---	---	---	---	3.3	2.9	3.4	2.9	5.7

		75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
--	--	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----

APR (%)	17.5	16.0	17.1	16.7	16.8	15.7	18.0	17.6	18.4	19.5	18.4	18.0	17.2	16.4	17.6	18.2	18.1
FM Share (%)	43.25	48.51	49.90	53.67	55.67	58.30	61.32	61.21	63.20	65.98	67.07	65.49	67.5	70.4	70.5	74.0	73.9
Total Stations			22	22	25	24	23	24	30	29	31	27	28	27	30	32	32
Viable Stations									6	6	6	6	7	7	7	6.5	6
Diaries						677	721	765	796	749	786	694	822	798	819	798	815
% Not Listed													7.8	11.8	11.2	12.2	15.8

FORMAT SHARES (%)

		77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	
CHR/AOR	30	44	43	39	35	31		34	CHR	13	11	8	9	9	10	12	10
MOR/AC	28	29	32	35	32	38	MOR/FS	23	AOR/CLS	18	21	21	23	19	25	23	23
COUNTRY	9	5	--	3	3	2	AC/OLDIES	18		18	18	19	17	13	15	16	11
BTFL/EZ/SAC	27	22	21	21	22	21		2		4	6	7	8	7	6	4	6
NEWS/TALK	6	--	--	--	--	--		1		1	1	2	2	2	3	2	8
BLACK/URBAN																	
NOSTALGIA	--	--	2	--	6	7		5		5	5	5	4	5	5	6	5
HISPANIC																	
RELIG/GOSPEL																	
CLASSICAL	--	1	--	1	1	1		1		1	1	1	1	1	1	1	1
JAZZ/NAC										--	--	--	1	--	--	--	--

WORCESTER

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WAAF-F	2.9	WAAF-F 3.3	WAAF-F 3.6	WAAF-F 4.0	WAAF-F 4.4	WAAF-F 4.0	WAAF-F 3.8	AAF/FTQ 3.2
2. WSRS-F	2.0	WSRS-F 2.4	WSRS-F 2.6	WSRS-F 2.7	WSRS-F 3.0	WSRS-F 3.0	WSRS-F 2.8	WSRS-F 2.7
3. WFTQ	1.2	WFTQ 1.0	WFTQ 1.2	WTAG 1.1	WXLO-F 2.0	WTAG 1.8	WXLO-F 1.9	WXLO-F 1.5
4. WTAG	0.9	WTAG 1.0		WFTQ 1.0	WTAG 1.6	WXLO-F 1.7	WTAG 1.7	WTAG 1.5
5. WNEB	0.6	WXLO-F 0.6		WXLO-F 0.9	WFTQ 0.8	WFTQ 0.7		WNEB 0.5
6.		WORC 0.6		WORC 0.7	WORC 0.6			WORC 0.2
7.		WNEB 0.5			WNEB 0.3			

NOTE: WAAF-F receives part of its revenue from the Boston market.

Highest Metro Share: WSRS-F 21.9, S77
 Highest Metro 1/4 Hr. Avg: WSRS-F 122, S77
 Highest TSA 1/4 Hr. Avg: WAAF-F 221, F86
 Highest TSA Cume: WAAF-F 2077, S87
 Highest Metro Cume Rating: WTAG 40.5, S77

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	1.32	1.48	3.58	4.06	4.87	6.0	6.7	7.4	8.2	9.1	10.0	11.0	12.0	11.4	11.0	10.1
Income (millions)	-.15	-.42	-.11	.28	.28											
Nat Rev (millions)	.40	.36	.95	1.03	1.19											
Rev per Cap (\$)	---	---	9.42	10.70	12.87	15.08	16.75	18.45	20.35	22.52	24.51	26.75	28.92	27.33	26.32	24.11
Inc per Cap (\$)	---	---	-.30	.74	.73											
Rev as % of Retail Sales						.32	.32	.32	.32	.33	.33	.34	.34	.30	.28	.25
Market Grades									C+	B+/B+	B+/B+	A-/A+	B+/A+	B+/B	B-/B	---
Manager's Market Grades									7.0	6.6	7.6	7.2	8.4	8.2	7.0	7.1
FM Base Value																
Base Value Percentage																
Mean Share Points per Viable Station									7.5	7.7	8.3	7.9	7.5	7.4	6.9	6.8

#1 STATIONS 12+ METRO SHARE

WTAG S80, S79, S78, S75, S83 (T)
 WSRS-F S76, S77, F80, S81, F81, S82, F82
 F87, S88, F88, F89, S90, F90, S91, F91
 WAAF-F S84, S85, F85, F86, S87, S89

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	55	55	44	45
By Top 50%	76	88	76	73
% of Share Points Controlled by Top 25% of Viable Stations	41	47	42	50
By Top 50%	61	75	74	89

STATION NOTES

(Major call letter and format changes)

WORC Contemp until 79, Nostalgia until 80, AC/MOR until 84
 WNEB Country until 79, MOR until about 81
 WFTQ WAAB until 77, WNCR until 78, News until 78, News/BTFL until 78, Rock changing to AC by 91

Other stations -- See Boston

MAJOR STATION SALES

1971 WFTQ, WAAF-F		\$ 800,000
1976 WFTQ, WAAF-F	Sold to Park Cities	1,465,000
1977 WNEB		360,000
1981 WFTQ, WAAF-F	From Park Cities to Katz	NA
1984 WORC		641,000
1986 WFTQ, WAAF-F	From Katz to New City	10,100,000 (E)
1986 WNEB		850,000
1987 WTAG	Sold to Knight	2,800,000
1989 WFTQ, WAAF-F	From NewCity to Zapis	15,000,000
1989 WORC		600,000

YORK

HIGHEST BILLING STATIONS

	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>
1.	WSBA 2.0	WSBA-F 2.5	NA	WSBA-F 2.8	NA	WARM-F 3.4	WARM-F 3.5	WARM-F 3.3
2.	WSBA-F 1.7	WSBA 2.0		WQXA-F 2.5		WSBA 2.4	WSBA 2.4	WSBA 2.2
3.	WQXA-F 1.4	WQXA-F 1.6		WSBA 2.1		WYCR-F 1.6	WYCR-F 1.8	WGTY-F 1.5
4.		WRKZ-F 1.5		WHTF-F 1.1		WQXA-F 1.2	WGTY-F 1.3	WYCR-F 1.4
5.		WYCR-F 0.9				WHTF-F 1.0	WQXA-F 1.1	WQXA-F 1.0
6.		WHTF-F 0.6				WGTY-F 0.7	WHTF-F 1.0	WHTF-F 0.9

Highest Metro Share: WSBA-F 16.1, S77
 Highest Metro 1/4 Hr. Avg: WSBA 86, S84
 Highest TSA 1/4 Hr. Avg: WRKZ-F 228, S84
 Highest TSA Cume: WQXA-F 2413, S83
 Highest Metro Cume Rating: WSBA 35.4, S79

FINANCIAL DATA

	<u>FCC Data</u> [----- Net Dollars -----]					<u>Duncan Estimates</u> [----- Gross Dollars -----]										
	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>
Revenue (millions)	3.34	3.46	4.68	5.95	6.34	7.3	7.8	8.5	9.1	9.8	10.4	11.0	11.7	12.3	12.5	11.7
Income (millions)	.60	.67	.96	1.39	1.22											
Nat Rev (millions)	.38	.47	.51	.66	.79											
Rev per Cap (\$)	---	9.68	12.94	16.45	16.29	19.26	19.95	21.36	22.86	24.44	25.68	27.03	28.33	29.29	29.62	27.29
Inc per Cap (\$)	---	1.86	2.65	3.86	3.12											
Rev as % of Retail Sales						.34	.36	.36	.39	.38	.39	.39	.39	.40	.40	.36
Market Grades						B	B/B-	C+/C	B/B+	B-/A-	B-/B	A-/A	---			
Manager's Market Grades						7.5	7.0	7.4	8.0	7.6	7.8	7.5	7.7			
FM Base Value								1.7	2.5	3.0	3.2	3.2	3.0	2.8		
Base Value Percentage											27.4	26.0	23.4	23.9		
Mean Share Points per Viable Station								5.3	6.6	5.8	5.8	5.7	6.6	7.1	6.5	6.8

#1 STATIONS 12+ METRO SHARE

WSBA S75, S79, S80, F80, F81, S82, F82, S84, F84
 WSBA-F S76, S77, S78, S85, F87
 WQXA-F S81, S83, S86 (T)
 WRKZ-F F83, F85, S86 (T), F86, S87, S88
 WYCR-F F88, S89, F89, S90
 WARM-F F90, S91
 WGTY-F F91

% of Revenue Controlled by Top 25% of Viable Stations

By Top 50%

% of Share Points Controlled by Top 25% of Viable Stations

By Top 50%

87 88 90 91

46	--	41	42
75	--	65	66
42	46	36	42
69	72	67	69

STATION NOTES

(Major call letter and format changes)

WOYK WZIX until 81, Contemp changing to AC by 81, Nost. beginning in 84 until 88
 WHTF-F WRHY until 83, AOR until about 79, Nost. until 83, CHR UNTIL 85
 WARM-F BTFL until 83, WSBA-F until 87
 WXXU WNOW until about 85, Country until 85, WOBG until about 88, Oldies or MOR until 88

MAJOR STATION SALES

1981	WOYK		\$ 664,000
1983	WHTF-F		525,000
1983	WOBG, WQXA-F	Sold by Rust	4,000,000
1987	WOYK		250,000

YOUNGSTOWN

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989	1990	1991
1. WKBN	1.1	WHOT-F 2.5	WHOT-F 2.8	WHOT-F 2.7	WHOT-F 2.8	NA	WHOT-F 2.5	WHOT-F 2.0
2. WHOT-F	1.0	WKBN A/F 2.1	WKBN A/F 2.7	WKBN-F 1.6	WYFM-F 1.8		WQXK-F 2.0	WQXK-F 2.0
3. WYFM-F	0.9	WYFM-F 1.2	WYFM-F 1.5	WYFM-F 1.6	WQXK-F 1.6		WKBN 1.5	WBBG-F 1.6
4. WQXK-F	0.8	WQXK-F 1.1	WQXK-F 1.1	WQXK-F 1.2	WKBN 1.5		WBBG-F 1.3	WKBN 1.4
5. WKBN-F	0.8	BBW/QOD 0.7		WKBN 1.0	WKBN-F 1.2		WYFM-F 1.2	WKBN-F 1.1
6.		WFMJ 0.5					WKBN-F 1.1	WYFM-F 0.9
7.							WVCD-F 0.8	WVCD-F 0.8
8.							WBBW 0.6	WBBW 0.4
9.								WHOT 0.2

Highest Metro Share: WHOT-F 18.8, S86
 Highest Metro 1/4 Hr. Avg: WHOT-F 144, S86
 Highest TSA 1/4 Hr. Avg: WHOT-F 219, S86
 Highest TSA Cume: WHOT-F 2706, S85
 Highest Metro Cume Rating: WHOT-F 38.1, S86

FINANCIAL DATA

	FCC Data [----- Net Dollars -----]					Duncan Estimates [----- Gross Dollars -----]										
	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91
Revenue (millions)	3.12	3.70	4.54	4.84	4.79	5.5	6.0	6.7	7.6	8.4	8.6	9.0	9.2	10.3	11.0	10.8
Income (millions)	.13	.35	.27	.18	.06											
Nat Rev (millions)	.65	.76	.95	.91	1.10											
Rev per Cap (\$)	---	NM	8.47	8.89	9.01	10.09	11.26	12.86	14.64	16.31	17.06	18.04	18.58	20.85	22.45	22.13
Inc per Cap (\$)	---	NM	.51	.33	.12											
Rev as % of Retail Sales						.31	.33	.33	.36	.30	.30	.31	.31	.31	.32	.30
Market Grades						D	D-/D-	D-/D-	D-/D-	D-/D-	D-/D-	D-/D-	D-/D-	D-/D-	D-/D-	---
Manager's Market Grades						5.0	5.5	6.4	6.1	6.3	6.4	5.9	6.1	6.1	5.5	
FM Base Value								2.0	3.1	3.5	3.3	3.1	2.9	2.5		
Base Value Percentage											28.4	30.4	26.4	23.1		
Mean Share Points per Viable Station						6.7	6.9	6.9	6.3	7.7	8.8	8.4	8.3	8.2		

#1 STATIONS 12+ METRO SHARE

WBBW S75, S76 (T), S77, F79, F80 (T), F81, S82, F82, S83
 WKBN S76 (T), S90, F90
 WKBN-F S78, S79, S80, F80 (T), S81, F83
 WHOT-F S84, F84, S85, F85, S86, all periods F86 - F89
 WQXK-F S91, F91

	87	88	90	91
% of Revenue Controlled by Top 25% of Viable Stations	47	53	42	40
By Top 50%	73	71	71	70
% of Share Points Controlled by Top 25% of Viable Stations	39	34	36	34
By Top 50%	67	59	64	63

STATION NOTES

(Major call letter and format changes)

WRRO WHHH until 81
 WYWR Contemp changing to AC/MOR by 82, Began Nost. around 84, Changed to 1330 in 89
 WYFM-F CHR until 85
 WHOT-F WHOT until 78, CHR until 78, AOR until 84
 WHOT CHR until 89, Changed to 1390 in 89, shares follow call letters
 WNRB WNIO until about 89, Country until about 89
 WBBG-F WQOD-F until 88, Soft AC until 88

MAJOR STATION SALES

1986	WSOM, WQXK-F (Salem)	From Rust to Lincoln	\$2,800,000
1988	WBBW, WBBG-F	Sold to Hartstone-Dickstein	3,000,000
1989	WGFT		280,000
1989	WSOM, WQXK-F (Salem)	From Lincoln to Legend	5,500,000
1990	WHOT	Sold by Myron Jones	290,000
1991	WSOM, WQXK-F	From Legend to Lincoln	6,000,000

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