

# AMERICAN RADIO

Winter 1993 Supplement



James H. Duncan, Jr.



**AMERICAN RADIO**

**WINTER 1993 SUPPLEMENT**

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## INTRODUCTION

I am pleased to present the seventh edition of American Radio - Winter 1993 Supplement. This book is designed to supplement the primary editions of American Radio by providing updated summaries of the 97 markets which Arbitron surveys on a quarterly basis.

The 'Winter Supplement' is issued every May.

Your support of my work is sincerely appreciated. Please feel free to make comments or suggestions at any time. I urge you to do so. I can be reached at this address:

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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.

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AKRON

Arbitron Rank/Pop (12+): 68/551,400  
 MSA Rank/Pop: 76/654,000  
 Cleveland ADI  
 Average Person Ratings: 16.7  
 Market TSL: 22.00 hours

Stations: 28/7  
 Diaries: 1100/501:1/58.5%  
 Sample Target: 1030  
 % Below Line: 59.2  
 % Not Listed: 13.4

1992 Revenue: \$12,900,000  
 HH Inc.: \$30,618  
 Retail \$: 4.7 Bill  
 Pop per Station: 78,771  
 #1 Biller: WKDD-F \$2,900,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WGAR-F (C)	80/ 8.7	9.2	7.7	6.5	5.8	8.0	124/1582	971/17.6	17.0	12.9		WGAR-F
2. WNIR-F (T)	69/ 7.5	5.3	6.6	7.4	4.0	6.7	101/1004	726/13.2	12.3	10.5	D	WNIR-F
3. WMJI-F (O)	62/ 6.7	4.8	6.3	5.1	5.1	5.7	79/1312	876/15.9	14.6	14.3		WMJI-F
4. WDOK-F (SAC)	61/ 6.6	6.6	4.3	6.4	5.5	6.0	79/1228	811/14.7	12.3	12.9		WDOK-F
5. WONE-F (AOR)	56/ 6.1	5.6	6.3	6.5	8.4	6.1	115/1666	937/17.0	15.1	16.3	D	WONE-F
6. WAKR (FS)	48/ 5.2	5.4	6.0	4.7	5.7	5.3	55/1058	855/15.5	14.6	15.7	D	WAKR
7. WMMS-F (AOR)	46/ 5.0	4.7	4.4	4.7	5.8	4.7	73/1238	754/13.7	17.7	15.1		WMMS-F
8. WNCX-F (CL AOR)	35/ 3.8	5.6	4.6	3.5	3.2	4.4	55/1031	656/11.9	13.2	9.8		WNCX-F
WKDD-F (CHR)	35/ 3.8	5.9	5.7	6.5	6.3	5.5	67/1287	734/13.3	16.8	16.3	D	WKDD-F
10. WRMR (BB)	32/ 3.5	2.3	2.6	3.1	3.6	2.9	60/646	361/ 6.5	5.1	6.4		WRMR
11. WQAL-F (AC)	31/ 3.4	3.4	2.8	2.4	3.6	3.0	51/995	563/10.2	12.8	10.2		WQAL-F
12. WLTF-F (AC)	28/ 3.0	3.3	4.0	3.2	4.0	3.4	54/1066	630/11.4	10.3	12.3		WLTF-F
13. WWWE (N/T)	25/ 2.7	1.8	1.4	2.8	2.0	2.2	39/711	469/ 8.5	7.5	6.0		WWWE
14. WZAK-F (B)	24/ 2.6	3.0	3.8	3.0	2.4	3.1	37/488	319/ 5.8	5.7	6.6		WZAK-F
15. WQXK-F (C)	23/ 2.5	3.6	2.1	2.4	3.0	2.7	82/783	333/ 6.0	8.4	5.8		WQXK-F
16. WENZ-F (CHR)	22/ 2.4	2.8	1.7	2.9	4.0	2.5	27/685	489/ 8.9	9.5	16.0		WENZ-F
WQMX-F (AC)	22/ 2.4	3.5	4.1	5.1	3.8	3.8	51/878	394/ 7.1	8.6	8.2	D	WQMX-F
18. WSLR (C)	18/ 2.0	2.1	2.2	2.4	1.9	2.2	27/381	248/ 4.5	6.2	6.4	B	WSLR

12+ FM SHARE (METRO): 81.45% (650 of 798) (WIN 92: 82.69%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJMO-F>	1 WONE-F	1 WGAR-F	1 WMJI-F	1 WMJI-F	1 WNIR-F	1 WGAR-F<	1 WNIR-F	1 WGAR-F	1 WONE-F	1 WAKR >>
2 WZAK-F	2 WGAR-F	2 WONE-F	2 WGAR-F	2 WGAR-F	2 WDOK-F<	2 WAKR	2 WGAR-F	2 WONE-F	2 WGAR-F>	2 WONE-F
3 WLTF-F	3 WMMS-F>	3 WMJI-F	3 WONE-F	3 WONE-F	3 WMJI-F<	3 WMJI-F	3 WDOK-F	3 WNIR-F<	3 WMJI-F	3 WGAR-F
4 WKDD-F	4 WNCX-F	4 WMMS-F	4 WMMS-F	4 WMMS-F	4 WAKR	4 WDOK-F	4 WMJI-F	4 WDOK-F<	4 WNIR-F	4 WQXK-F
5 WONE-F	5 WKDD-F<	5 WDOK-F<	5 WNCX-F	5 WDOK-F	5 WGAR-F>	5 WNIR-F	5 WONE-F<	5 WMJI-F	5 WAKR	5 WQAL-F
6 WENZ-F	6 WQAL-F	6 WNCX-F	6 WDOK-F	6 WMMS-F	6 WRMR	6 WNCX-F<	6 WAKR <	6 WMMS-F	6 WZAK-F	6
7	7	7 WKDD-F	7 WKDD-F	7 WNCX-F	7 WWWE	7 WONE-F<	7 WMMS-F	7 WLTF-F	7 WQAL-F	7
8	8	8 WQAL-F	8 WNIR-F	8 WKDD-F	8	8 WMMS-F	8 WWWE	8 WNCX-F	8 WKDD-F	8
9	9	9	9	9	9	9	9	9 WQAL-F	9 WQXK-F	9
10	10	10	10	10	10	10	10	10	10 WDOK-F	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGAR-F	1 WGAR-F	1 WKDD-F	1 WGAR-F>	1 WGAR-F	1 WONE-F>	1 WONE-F	1 WMMS-F<	1 WONE-F	1 WMJI-F
2 WZAK-F	2 WKDD-F	2 WGAR-F	2 WMJI-F	2 WMJI-F	2 WGAR-F	2 WMMS-F>	2 WONE-F	2 WMMS-F	2 WMMS-F
3 WDOK-F	3 WONE-F	3 WONE-F>	3 WQAL-F	3 WDOK-F	3 WMMS-F>	3 WNCX-F	3 WNCX-F>	3 WGAR-F	3 WONE-F
4 WQAL-F	4 WQAL-F	4 WQAL-F	4 WKDD-F	4 WNIR-F	4 WNCX-F	4 WGAR-F>>	4 WGAR-F	4 WNCX-F	4 WNCX-F
5 WMMS-F	5 WENZ-F	5 WLTF-F	5 WDOK-F	5 WKDD-F	5 WMJI-F<	5	5	5 WMJI-F>	5 WGAR-F
6 WENZ-F	6 WZAK-F	6 WENZ-F	6 WQMX-F	6 WLTF-F	6	6	6	6 WDOK-F	6 WNIR-F
7 WONE-F	7 WDOK-F	7 WQMX-F	7 WONE-F	7 WQAL-F	7	7	7	7	7 WDOK-F
8	8 WQMX-F	8	8 WLTF-F	8	8	8	8	8	8

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WHLO 640	Akron/Cleveland	0.4/2.8/ 4/ 172
WCLV-F 95.5	Cleveland	1.3/3.4/ 12/ 236
WHBC 1480	Canton	0.5/1.1/ 68/ 800
WHBC-F 94.1	Canton/Akron	1.0/4.3/ 60/ 992
WJMO-F 92.3	Cleveland Hghts	1.3/6.1/ 17/ 509
WKNR 1220	Cleveland	1.7/6.7/ 18/ 436
WNWV-F 107.3	Elyria/Cleveland	1.1/3.5/ 14/ 260
WQKT-F 104.5	Wooster	0.3/2.0/ 53/ 540
WRQK-F 106.9	Canton/Akron	0.7/4.0/ 36/ 752
WTOF-F 98.1	Canton/Akron	0.4/2.0/ 14/ 294

RADIO STATIONS

WAKR , 1590.	5 KW (DA-N)	News/Talk	MBS, \$41.00	(Mc-Guild)	Ragan Henry
WHLO , 640.	5 KW/500 W (DA-2)	Religion	ABC, \$14.00	( --- )	Mortenson
WSLR , 1350.	5 KW (DA-1)	Country	ABC, \$20.00	(Katz)	Barnstable
WKDD-F, 96.5.	50 KW @ 440	CHR	\$74.00	(Katz)	Barnstable
WONE-F, 97.5.	12 KW @ 889	AOR	\$51.00	(Mc-Guild)	Ragan Henry
WQMX-F, 94.0.	16 KW @ 879	Country	\$36.00	(Banner)	(MEDINA)
WNIR-F, 100.1.	3 KW @ 315	Talk	CBS, \$47.00	(K & P)	(KENT)

Other Ranked Stations -- See Canton or Cleveland

Miscellaneous: WQMX-F: From AC to Country (April) . . .

ALBANY-SCHENECTEDY-TROY

Arbitron Rank/Pop (12+): 54/748,000  
 MSA Rank/Pop: 62/861,000  
 ADI # 52  
 Average Person Ratings: 16.8  
 Market TSL: 22.00 hours

Stations: 31/28  
 Diaries: 1223/612:1/56.9%  
 Sample Target: 1170  
 % Below Line: 3.4  
 % Not Listed: 16.4

1992 Revenue: \$21,000,000  
 HH Inc.: \$34,434  
 Retail \$: 7.2 Bil  
 Pop per Station: 26,714  
 #1 Biller: WGNA-AF \$3,700,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WGNA-AF (C)	133/10.6	10.6	13.1	9.3	11.0	10.9	254/2575	1538/20.6	20.6	21.4	E	WGNA-AF
2. WGY (FS)	120/ 9.6	9.1	7.8	8.9	10.4	8.9	174/2698	1783/23.8	21.3	22.2	D	WGY
3. WFLY-F (CHR)	117/ 9.3	8.6	9.7	9.2	11.5	9.2	156/2510	1882/25.2	23.7	25.1	D	WFLY-F
4. WKLI-F (AC)	90/ 7.2	5.8	5.7	7.3	6.9	6.5	94/1441	1340/17.9	15.1	17.7	D	WKLI-F
5. WROW-F (SAC)	81/ 6.5	6.8	5.9	6.9	8.2	6.5	92/1388	1105/14.8	13.9	17.8	C	WROW-F
6. WPYX-F (AOR)	71/ 5.7	8.2	6.9	5.2	5.1	6.5	141/2333	1386/18.5	21.3	17.8	D	WPYX-F
7. WGY -F (O)	48/ 3.8	5.8	4.3	5.8	4.5	4.9	72/1515	1090/14.6	17.8	15.1	B	WGY -F
8. WQBK-F (CL AOR)	43/ 3.4	5.3	6.1	5.8	3.5	5.2	52/1302	1079/14.4	15.9	12.5	C	WQBK-F
9. WQBK (N/T)	41/ 3.3	3.2	3.1	3.4	4.4	3.3	43/686	641/ 8.6	7.2	8.5	B	WQBK
10. WZRQ-F (AOR)	33/ 2.6	3.0	3.8	4.5	2.5	3.5	45/828	647/ 8.6	7.6	4.9	A	WZRQ-F
11. WABY (BB)	29/ 2.3	1.7	2.3	1.5	2.9	2.0	29/435	435/ 5.8	3.7	5.9	A	WABY
12. WPTR (N)	27/ 2.2	1.6	2.3	2.6	2.2	2.2	28/626	607/ 8.1	6.8	8.1	A	WPTR
13. WEQX-F (AOR)	26/ 2.1	1.7	1.2	1.5	0.4	1.6	32/657	439/ 5.9	5.1	2.6	A	WEQX-F
14. WTRY-AF (O)	25/ 2.0	2.4	2.3	2.3	2.9	2.3	30/684	586/ 7.8	9.5	10.2	B	WTRY-AF
WMVI (BB)	25/ 2.0	2.5	1.6	1.2	1.0	1.8	25/203	194/ 2.6	2.5	1.4		WMVI
16. WXLE-F (AOR)	22/ 1.8	---	---	---	---	0.4	27/438	357/ 4.8	0.0	0.0		WXLE-F
17. WROW (SAC)	19/ 1.5	1.3	1.5	1.2	1.5	1.4	26/450	335/ 4.5	4.1	6.4		WROW
18.												
19.												
20.												

12+ FM SHARE (METRO): 71.18% (746 of 1048) (WIN 92: 69.94%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLY-F>>	1 WFLY-F	1 WFLY-F	1 WGNA-AF	1 WGNA-AF>	1 WGY	1 WGY	1 WGNA-AF	1 WGNA-AF<	1 WFLY-F	1 WGY >>
2 WKLI-F>	2 WGNA-AF	2 WGNA-AF	2 WFLY-F	2 WKLI-F	2 WGNA-AF	2 WGNA-AF	2 WGY	2 WFLY-F>	2 WGY	2 WQBK <
3	3 WPYX-F<	3 WKLI-F	3 WKLI-F	3 WFLY-F	3 WROW-F	3 WFLY-F	3 WKLI-F	3 WKLI-F	3 WGNA-AF	3 WGNA-F
4	4 WKLI-F>	4 WPYX-F>	4 WPYX-F	4 WGY	4 WKLI-F	4 WPYX-F<	4 WKLI-F	4 WGY <	4 WKLI-F	4 WPYX-F<
5	5 WQBK-F	5 WQBK-F	5 WGY	5 WPYX-F	5 WQBK	5 WROW-F	5 WROW-F	5 WROW-F<	5 WZRQ-F	5 WROW-F
6	6 WZRQ-F	6 WGY -F<	6 WQBK-F	6 WROW-F	6 WFLY-F	6 WKLI-F	6 WPYX-F	6 WPYX-F>	6 WPYX-F	6
7	7	7 WGY	7 WGY -F	7 WGY -F	7	7	7	7 WGY -F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFLY-F>	1 WKLI-F	1 WKLI-F	1 WFLY-F<	1 WKLI-F	1 WZRQ-F	1 WPYX-F<	1 WGNA-AF	1 WGNA-AF	1 WGNA-AF>
2 WKLI-F	2 WFLY-F	2 WGNA-AF>	2 WKLI-F>	2 WGNA-AF	2 WFLY-F	2 WFLY-F	2 WPYX-F	2 WPYX-F	2 WPYX-F
3 WPYX-F>	3 WGNA-AF	3 WFLY-F	3 WGNA-AF>	3 WFLY-F>	3 WPYX-F	3 WGNA-AF	3 WFLY-F	3 WFLY-F	3 WGY
4 WGNA-AF	4 WPYX-F>	4 WPYX-F	4 WPYX-F<	4 WGY	4 WGNA-AF	4 WZRQ-F	4 WQBK-F	4 WQBK-F	4 WFLY-F
5	5 WGY -F	5 WGY -F	5 WGY -F	5 WGY -F	5	5 WQBK-F>	5 WKLI-F	5 WZRQ-F	5 WQBK-F
6	6	6 WEQX-F	6	6 WROW-F	6	6 WKLI-F	6 WZRQ-F	6 WGY	6 WROW-F
7	7	7	7	7	7	7	7 WEQX-F	7 WKLI-F	7 WKLI-F

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WBUG-AF	101.1	Ft. Plain	1.3/2.0/ 49/ 336
WCSS	1490	Amsterdam	0.9/1.6/ 11/ 121
WCTW-F	98.5	Catskill	0.4/1.5/ 12/ 196
WHRL-F	103.1	Albany	1.0/3.3/ 13/ 280
WKOL-F	97.7	Amsterdam	0.2/1.0/ 8/ 130
WRAV-F	94.5	Ravena	1.3/3.7/ 16/ 329
WSRD-F	104.9	Johnstown/Amstd	0.3/0.7/ 9/ 146
WSSV-F	101.3	Stillwtr/Srtoga	0.3/1.9/ 4/ 172
WWCP-F	96.7	Clifton Prk/Aib	0.6/5.2/ 11/ 432
WBAR-F	94.7	Lake Luzerne	1.0/1.6/ 15/ 173
WFAN	660	New York	0.4/1.5/ 13/ 314

ALBANY-SCHENECTEDY-TROY

RADIO STATIONS

WABY	,	1400,	1 KW	,	Nostalgia	UNISUP UNIULT, \$18.00	(Durpetti)	Bendat
WGY	,	810	50 KW	,	Full Service	CBS, \$58.00	(Eastman)	
WPTR	,	1540,	50 KW (DA-1)	,	Talk/News	ABC MBS, \$21.00	(Torbet)	
WQBK	,	1300,	5 KW (DA-2)	,	Talk	NBC ABC, \$27.00	(Banner)	
WROW	,	590,	5 KW/1 KW (DA2)	,	See WROW-FM			
WTRY	,	980,	5 KW (DA-N)	,	Oldies	MBS UNIULT, \$23.00	(Mc-Guild)	Merv Griffin
WEQX-F,		102.7,	1.3 KW @ 759	,	AOR	APR, \$21.00	( --- )	(MANCHESTER)
WFLY-F,		92.3,	17 KW @ 850	,	CHR	ABC, \$56.00	(Torbet)	
WGNA-F,		107.7,	12 KW @ 981	,	Country	UNIULT, \$60.00	(Katz)	Barnstable
WGY -F,		99.5,	15 KW @ 925	,	Oldies	CBS, \$31.00	(Eastman)	
WHRL-F,		103.1,	2 KW @ 390	,	Jazz/NAC	MBS, \$17.00	( --- )	
WKLI-F,		100.9,	6 KW @ 285	,	AC	, \$52.00	(Durpetti)	Bendat
WPYX-F,		106.5,	16 KW @ 909	,	AOR	ABC, \$59.00	(Mc-Guild)	Merv Griffin
WQBK-F,		103.9,	3 KW @ 298	,	Classic AOR	CBS UNIPWR, \$30.00	(Banner)	
WROW-F,		95.5,	12 KW @ 1023	,	Soft AC	ABC, \$40.00	(Christal)	
WWCP-F,		96.7,	3 KW @ 239	,	CHR/AOR	SMN SOURCE, \$19.00	(K & P)	
WZRQ-F,		102.3,	4.1 KW @ 387	,	AOR	UNIPWR, \$19.00	(HNWH)	(SARATOGA)

Miscellaneous: WXLE-F (102.3; 4.1 KW) signs on from Mechanicsville with an AOR format . . .

\*\*\*\*\* F O R M A T C O D E S \*\*\*\*\*

* AC - Adult Contemporary	J/NAC- Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	M/FS - Middle of Road, (MOR) Full Service
* B - Black (audience predominately black - over 75%)	N - News
* BB - Big Band, Nostalgia	O - Oldies (1955 to current)
* C - Country	REL - Religion, Christian
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary
* CL - Classical	SP - Hispanic/Spanish
* CL AOR - Classic AOR, Classic Rock	T - Talk
* E - Ethnic	U - Urban (majority of audience is non-white)
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	? - Others or Unknown
* G - Gospel	

\*\*\*\*\* R E V E N U E L E V E L C O D E S \*\*\*\*\*

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



ALBUQUERQUE

Arbitron Rank/Pop (12+): 79/475,400  
 MSA Rank/Pop: 99/507,000  
 ADI # 51  
 Average Person Ratings: 16.4  
 Market TSL: 21.50 hours

Stations: 24/22  
 Diaries: 961/495:1/50.0%  
 Sample Target: 930  
 % Below Line: 1.0  
 % Not Listed: 10.2

1992 Revenue: \$17,300,000  
 HH Inc.: \$27,783  
 Retail \$: 4.2 B11  
 Pop per Station: 21,609  
 #1 Biller: KRST-AF \$3,500,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. KRST-AF (C)	114/14.6	12.4	15.6	16.5	15.4	14.8	193/1995	1373/28.9	27.5	28.9	E	KRST-AF
2. KKOB (FS)	97/12.5	11.0	10.9	8.4	11.5	10.7	124/1653	1200/25.2	26.3	26.9	D	KKOB
3. KKOB-F (AC)	56/ 7.2	6.9	7.2	7.5	6.6	7.2	79/1284	961/20.2	18.8	19.5	D	KKOB-F
4. KZRR-F (AOR)	53/ 6.8	4.5	6.6	4.4	5.7	5.6	59/1048	855/18.0	12.7	14.4	C	KZRR-F
5. KKSS-F (CHR)	49/ 6.3	7.5	7.5	4.9	6.2	6.6	83/1262	847/17.8	16.8	18.7	C	KKSS-F
6. KZRQ-F (AOR)	35/ 4.5	3.8	3.7	2.8	2.4	3.7	53/773	544/11.4	8.4	7.2	A	KZRQ-F
KLSK-F (CL AOR)	35/ 4.5	3.9	3.8	5.7	4.5	4.5	61/1106	796/16.7	13.1	14.2	C	KLSK-F
8. KMGA-F (SAC)	34/ 4.4	3.8	4.4	3.7	2.4	4.1	48/819	588/12.4	9.3	9.5	A	KMGA-F
9. KKJY-F (SAC)	33/ 4.2	4.5	3.8	6.0	5.6	4.6	50/639	476/10.0	9.8	11.6	B	KKJY-F
10. KHFM-F (CL)	29/ 3.7	3.5	2.2	4.7	3.2	3.5	50/736	461/ 9.7	8.8	9.2	B	KHFM-F
11. KZKL-F (O)	26/ 3.3	4.3	4.4	3.7	4.0	3.9	28/605	586/12.3	11.1	11.5	B	KZKL-F
12. KOLT-F (C)	21/ 2.7	3.0	3.7	3.2	5.2	3.2	52/953	494/10.4	10.0	13.0	B	KOLT-F
KIVA (BB)	21/ 2.7	2.1	2.4	1.6	0.4	2.2	21/215	215/ 4.5	4.4	1.4	A	KIVA
KAMX-F (AC)	21/ 2.7	1.1	1.8	2.3	3.4	2.0	22/478	402/ 8.5	5.5	10.3	A	KAMX-F
15. KASY-F (C)	15/ 1.9	3.1	1.8	3.4	2.1	2.5	35/655	397/ 8.4	8.1	3.4	A	KASY-F
16. KRBL-F (AOR)	13/ 1.7	0.9	1.1	1.0	1.7	1.2	26/512	302/ 6.4	4.4	7.5		KRBL-F
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 77.40% (541 of 699) (WIN 92: 79.88%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKSS-F >>	1 KRST-AF	1 KRST-AF >	1 KRST-AF >	1 KRST-AF >	1 KKOB >	1 KKOB	1 KKOB <	1 KRST-AF >	1 KRST-AF	1 KRST-F <<
2 KRST-AF	2 KZRR-F >	2 KZRR-F	2 KKOB-F <	2 KKOB	2 KRST-AF >	2 KRST-AF >	2 KRST-AF >	2 KKOB <	2 KKSS-F >	2 KKOB >>
3 KZRQ-F	3 KKSS-F	3 KKOB-F	3 KKOB	3 KKOB-F	3 KKJY-F	3 KKOB-F	3 KKOB-F	3 KKOB-F	3 KZRQ-F	3 KZRQ-F >>
4	4 KKOB-F	4 KKOB	4 KZRR-F >	4 KZRR-F >	4 KKOB-F	4 KZRR-F	4 KZRR-F	4 KZRR-F <	4 KKOB	4 KLSK-F
5	5 KZRQ-F	5 KLSK-F	5 KLSK-F	5 KLSK-F <	5	5 KKSS-F >	5 KMGA-F	5 KKSS-F	5 KHFM-F	5 KKOB-F
6	6	6 KKSS-F	6	6	6	6	6	6 KLSK-F <	6 KLSK-F	6
7	7	7	7	7	7	7	7	7 KZRQ-F	7 KZRR-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRST-AF >	1 KRST-AF	1 KKOB-F	1 KRST-AF >	1 KRST-AF >	1 KKSS-F	1 KRST-AF <	1 KRST-AF	1 KRST-AF <	1 KRST-AF
2 KZRR-F	2 KKOB-F >	2 KRST-AF >	2 KKOB-F >	2 KKOB-F >	2 KZRQ-F >	2 KZRR-F	2 KZRR-F >	2 KZRR-F	2 KZRR-F <
3 KKSS-F	3 KZRR-F	3 KZRR-F	3 KZRR-F	3 KKOB >	3 KRST-AF	3 KZRQ-F	3 KLSK-F >	3 KKOB	3 KKOB >
4 KZRQ-F	4 KKSS-F >	4 KKSS-F	4 KKSS-F	4 KMGA-F	4	4 KLSK-F	4 KZRQ-F	4 KLSK-F	4 KLSK-F
5	5 KLSK-F	5 KMGA-F	5 KKOB	5 KAMX-F	5	5 KKSS-F >	5 KKOB	5 KZRQ-F	5 KKOB-F

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KABQ	1350	Albuquerque	1.3/2.5/	10/ 135
KALY	1240	Los Ranchos	0.5/2.2/	4/ 104
KDEF	1150	Albuquerque	0.5/1.2/	4/ 59
KQEO	920	Albuquerque	1.2/4.9/	9/ 247
KXKS	1190	Albuquerque/SF	1.5/3.0/	12/ 141
KBAC-F	98.1	Las Vegas/SntFe	0.6/3.0/	12/ 223
KBOM-F	106.7	Santa Fe/Albque	0.4/2.7/	13/ 252

ALBUQUERQUE

RADIO STATIONS

AM STATIONS

KABQ, 1350,	5 KW/500 W (DA-2),	HISPANIC	,	\$ 13.00 (Lotus)	
KDEF, 1150,	5 KW/500 W (DA-2),	TALK/SPORTS	,	\$ 14.00 (---	
KKOB, 770,	50 KW (DA-2)	FULL SERVICE	ABC,	\$ 63.00 (McGuild)	Fairmont
KQEO, 920,	1 KW/500 W (DA-N),	OLDIES	NBC, CNN,	\$ 16.00 (Eastman)	Spacecom
KXKS, 1190,	10 KW (DAYS)	HISPANIC	UPI, APR,	\$ 17.00 (Caballero)	

FM STATIONS

KAMX, 107.9,	23 KW @ 4129,	AC	ABC,	\$ 28.00 (Banner)	
KBAC, 98.1,	100 KW @ 1036,	PROG AOR	,	\$ 19.00 (---	(LAS VEGAS)
KHFM, 96.3,	20 KW @ 4133,	CLASSICAL	,	\$ 29.00 (CHBS)	
KASY, 103.3,	23 KW @ 4185,	COUNTRY	,	\$ 18.00 (Christal)	
KIOT, 102.3,	9 KW @ 538,	JAZZ/WORLD MUSIC	,	\$ 19.00 (---	(ESPANOLA)
KZRQ, 105.1,	100 KW @ 1935,	AOR	SMN,	\$ 16.00 (Torbet)	(SANTA FE)
KKJY, 100.3,	23 KW @ 4110,	EZ/SOFT AC	,	\$ 26.00 (Torbet)	Dean
KKOB, 93.3,	22 KW @ 4149,	AC	,	\$ 55.00 (McGuild)	Fairmont
KKSS, 97.3,	100 KW @ 1876,	CHR	,	\$ 31.00 (Durpetti)	Sun Group (SANTA FE)
KLSK, 104.1,	100 KW @ 1876,	CL AOR	,	\$ 36.00 (Christal)	(SANTA FE)
KMGA, 99.5,	23 KW @ 4130,	SOFT AC	UNISUP, UNIPWR,	\$ 24.00 (Eastman)	Spacecom
KOLT, 105.9,	100 KW @ 1935,	COUNTRY	MBS,	\$ 21.00 (Katz)	(SANTA FE)
KRST, 92.3,	22 KW @ 4159,	COUNTRY	,	\$ 70.00 (Katz)	Commonwealth
KRBL, 98.5,	94 KW @ 1781,	AOR	ABC,	\$ 18.00 (Torbet)	(LOS ALAMOS)
KZKL, 101.7,	3 KW @ 98,	OLDIES	,	\$ 27.00 (Christal)	(RIO RANCHO)
KZRR, 94.1,	23 KW @ 4130,	AOR	SOURCE,	\$ 50.00 (Eastman)	Anchor

Miscellaneous: KZRR A/F and KLSK-F are merging into one company: \$4,600,000 est. value. . .

ALLENTOWN-BETHLEHEM

Arbitron Rank/Pop (12+): 64/596,100 Stations: 40/17 1992 Revenue: \$16,900,000  
 Diaries: 1140/523:1/57.5% HH Inc.: \$33,734  
 MSA Rank/Pop: 74/687,000 Sample Target: 1050 Retail \$: 5.3 Bil  
 Philadelphia ADI % Below Line: 21.3 Pop per Station: 35,064  
 Average Person Ratings: 19.0 % Not Listed: 10.1 #1 Biller: WLEV-F \$3,900,000  
 Market TSL: 24.75 hours

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WLEV-F (AC)	148/13.1	11.0	11.5	11.1	10.3	11.7	168/1851	1621/27.2	25.7	22.9	E	WLEV-F
2. WFMZ-F (SAC)	138/12.2	11.7	11.8	12.4	14.5	12.0	169/1541	1318/22.1	20.2	19.9	D	WFMZ-F
3. WAEB-F (CHR)	113/10.0	8.9	10.9	10.0	9.2	9.9	122/1724	1525/25.6	27.8	26.1	D	WAEB-F
4. WZZO-F (AOR)	100/ 8.8	11.4	9.6	9.5	12.3	9.8	126/1787	1370/23.0	23.6	27.1	D	WZZO-F
5. WODE-AF (O)	93/ 8.2	8.7	9.2	6.9	8.1	8.3	220/3256	2624/22.0	22.5	23.3	D	WODE-AF
6. WAEB (N/T)	55/ 4.9	4.3	4.9	5.1	4.7	4.8	56/914	893/15.0	14.8	12.9	C	WAEB
7. WKKW (C)	35/ 3.1	1.9	4.0	2.4	3.6	2.8	35/341	341/ 5.7	5.1	6.9	B	WKKW
8. WYSP-F (CL AOR)	34/ 3.0	3.0	3.6	2.8	2.4	3.1	44/910	617/10.4	12.5	11.7		WYSP-F
9. WABC (N/T)	28/ 2.5	1.0	0.7	0.8	1.6	1.3	41/465	345/ 5.8	2.7	3.1		WABC
WEST (BB)	28/ 2.5	3.4	2.9	2.6	3.8	2.8	28/265	257/ 4.3	6.0	6.6	A	WEST
11. WKAP (BB)	23/ 2.0	2.4	2.9	1.8	2.3	2.3	24/365	353/ 5.9	7.5	6.3	A	WKAP
12. WXTU-F (C)	19/ 1.7	3.3	2.6	3.9	1.4	2.9	44/665	409/ 6.9	7.8	5.4		WXTU-F
13. WOR (N/T)	17/ 1.5	0.9	0.9	1.5	1.0	1.2	23/386	219/ 3.7	2.7	3.9		WOR
14.												
15.												

12+ FM SHARE (METRO): 76.87% (781 of 1016) (WIN 92: 76.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAEB-F>>	1 WZZO-F	1 WLEV-F	1 WLEV-F>	1 WLEV-F>	1 WFMZ-F>	1 WLEV-F	1 WLEV-F>	1 WLEV-F	1 WAEB-F>	1 WLEV-F
2 WIOQ-F	2 WAEB-F	2 WZZO-F	2 WZZO-F	2 WODE-AF<	2 WLEV-F>	2 WFMZ-F>	2 WFMZ-F	2 WFMZ-F	2 WZZO-F<	2 WZZO-F
WZZO-F	3 WLEV-F>	3 WAEB-F	3 WODE-AF	3 WZZO-F	3 WODE-AF	3 WAEB-F	3 WZZO-F	3 WAEB-F	3 WFMZ-F<	WAEB
4	4 WODE-AF	4 WODE-AF	4 WAEB-F	4 WAEB-F>	4 WAEB	4 WZZO-F	4 WODE-AF	4 WZZO-F	4 WLEV-F	4 WODE-F
5	5 WYSP-F	5	5	5 WFMZ-F	5 WKKW	5 WAEB <	5 WAEB-F	5 WODE-AF>>	5 WODE-AF>>	5 WFMZ-F
6	6	6	6	6 WEST	6 WEST	6 WODE-AF>	6 WAEB >	6 WABC >	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAEB-F>>	1 WAEB-F>	1 WLEV-F<	1 WLEV-F>	1 WLEV-F>>	1 WZZO-F>>	1 WZZO-F>>	1 WZZO-F	1 WZZO-F	1 WZZO-F
2 WODE-AF	2 WLEV-F>	2 WAEB-F>	2 WAEB-F>	2 WAEB-F	2 WAEB-F>	2 WLEV-F>	2 WODE-AF>	2 WLEV-F	2 WODE-AF<
3 WZZO-F	3 WZZO-F>	3 WZZO-F	3 WODE-AF	3 WODE-AF	3 WLEV-F>	3 WAEB-F	3 WLEV-F>	3 WODE-AF>	3 WLEV-F>
4 WLEV-F	4	4	WZZO-F	4 WFMZ-F	4	4 WODE-AF	4 WYSP-F	4 WAEB-F	4 WAEB-F
5	5	5	5	5	5	WYSP-F	WAEB-F	5	5 WYSP-F

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WGPA	1100	Bethlehem	0.4/2.1/	4/ 124
WHCY-F	106.3	Blairstown	0.6/1.6/	11/ 193
WHOL	1600	Allentown	0.3/1.3/	3/ 84
WLSH	1410	Lansford	0.5/1.3/	36/ 152
WRNJ	1000	Hackettstown	0.7/2.1/	8/ 128
WRNJ-F	107.1	Belvidere	0.4/1.7/	5/ 133
WYNS	1160	Lehighton/Alntn	0.8/2.4/	9/ 161
KYW	1060	Philadelphia	1.1/8.2/	15/ 591
WBYN-F	107.5	Boyertown	0.9/3.3/	16/ 249
WEAZ-F	101.1	Philadelphia	1.0/3.3/	13/ 239
WFLN-F	95.7	Philadelphia	1.2/3.4/	18/ 237
WIOQ-F	102.1	Philadelphia	0.8/3.5/	11/ 246
WIOV-F	105.1	Ephrata/Lncster	0.4/1.4/	5/ 136
WIP	610	Philadelphia	0.5/1.9/	6/ 136
WJJZ-F	106.1	Philadelphia	0.6/3.3/	10/ 257
WKRZ-F	98.5	WilkesBarre/Scr	0.8/2.0/	18/ 217
WKKW-F	101.5	Trenton	0.5/1.2/	9/ 211
WMGK-F	102.9	Philadelphia	0.5/2.5/	9/ 272
WMMR-F	93.3	Philadelphia	0.3/3.1/	6/ 337
WUGL-F	98.1	Philadelphia	0.7/1.8/	8/ 220
WPLJ-F	95.5	New York	0.5/2.1/	9/ 259
WRFY-F	102.5	Reading	0.3/2.5/	9/ 309
WSBG-F	93.5	Stroudsburg	0.6/1.4/	26/ 342
WDBF-F	96.5	Philadelphia	0.8/2.4/	13/ 225
WXRK-F	92.3	New York	0.4/1.6/	16/ 278
WYXR-F	104.5	Philadelphia	0.7/4.4/	9/ 366

ALLENTOWN-BETHLEHEM

RADIO STATIONS

WAEB, 790, 1 KW (DA-2)	, NEWS/TALK	MBS, CBS , \$ 27.00 (Katz)	CRB
WEST, 1400, 1 KW	, NOSTALGIA	CBS , \$ 19.00 (McGuild)	TMZ
WKAP, 1320, 5 KW/1 KW (DA-2)	, NOSTALGIA	UNISUP, APR , \$ 16.00 (Durpetti)	Holt
WODE, 1230, 1 KW (DA-2)	, SEE WODE-FM		
WXKW, 1470, 5 KW (DA-N)	, COUNTRY	ABC, \$ 24.00 (Eastman)	
WAEB-F, 104.1, 50 KW @ 500, CHR		, \$ 48.00 (Katz)	CRB
WFMZ-F, 100.7, 17 KW @ 869, EZ		, \$ 58.00 (Torbet)	Dean
WLEV-F, 96.1, 50 KW @ 500, AC		, \$ 85.00 (McGuild)	TMZ
WODE-F, 99.9, 50 KW @ 449, OLDIES		, \$ 40.00 (HNWH)	Roth
WZZO-F, 95.1, 30 KW @ 630, ADR		, \$ 64.00 (Durpetti)	Holt

Other Ranked Stations -- See Philadelphia

ATLANTA

Arbitron Rank/Pop (12+): 12/2,523,700

Stations: 23/21  
Diaries: 2175/1160:1/51.6%  
Sample Target: 2030  
% Below Line: 0.9  
% Not Listed: 10.8

1992 Revenue: \$104,000,000  
HH Inc.: \$36,639  
Retail \$: 25.0 B11  
Pop per Station: 120,176  
#1 Biller: WSB \$11,600,000

MSA Rank/Pop: 9/2,870,000

ADI # 10

Average Person Ratings: 17.2

Market TSL: 22.50 hours

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WVEE-F (B)	482/11.1	12.1	11.9	13.4	12.4	12.1	545/5771	5021/19.9	20.1	19.9	I	WVEE-F
2. WKHX-F (C)	388/ 9.0	8.7	8.3	8.0	6.2	8.5	488/5651	4377/17.3	17.9	15.7	G	WKHX-F
3. WPCH-F (SAC)	300/ 6.9	8.6	6.7	6.6	7.0	7.2	326/5222	4686/18.6	21.5	18.1	I	WPCH-F
4. WYAY-FF (C)	289/ 6.7	6.4	6.5	5.8	9.7	6.3	506/6288	4066/16.1	15.5	16.3	H	WYAY-FF
5. WALR-F (B/AC)	264/ 6.1	5.5	5.7	3.9	3.6	5.3	295/3562	3166/12.5	12.6	10.8	E	WALR-F
6. WSTR-F (AC)	257/ 5.9	3.6	4.0	4.9	4.2	4.6	316/4922	4128/16.4	13.3	15.0	F	WSTR-F
7. WSB -F (AC)	252/ 5.8	7.4	6.6	7.8	8.6	6.9	289/5524	4845/19.2	19.3	22.4	I	WSB -F
8. WSB (FS)	251/ 5.8	5.4	5.3	5.7	6.3	5.6	270/4837	4359/17.3	17.3	18.3	I	WSB
9. WGST (N/T)	225/ 5.2	4.7	5.9	5.7	4.5	5.4	238/3701	3400/13.5	13.2	11.2	G	WGST
10. WKLS-F (ADR)	216/ 5.0	5.6	5.5	6.4	6.1	5.6	252/4625	3658/14.5	13.8	15.0	H	WKLS-F
11. WZGC-F (CL AOR)	200/ 4.6	4.0	4.7	4.3	4.2	4.4	229/4508	3702/14.7	13.7	13.8	G	WZGC-F
12. WFOX-F (D)	196/ 4.5	3.5	4.7	4.2	4.6	4.2	274/4880	3811/15.1	13.7	13.8	H	WFOX-F
13. WNNX-F (CHR)	175/ 4.0	4.9	4.0	4.6	6.3	4.4	194/3494	3023/12.0	15.0	17.9	G	WNNX-F
14. WAOK (G)	148/ 3.4	3.0	3.1	2.4	2.6	3.0	148/1470	1462/ 5.8	5.8	5.9	C	WAOK
15. WQXI (BB)	64/ 1.5	1.4	1.5	1.0	1.7	1.4	65/853	836/ 3.3	3.2	3.7		WQXI
16. WCNN (N)	46/ 1.1	1.0	1.1	1.2	1.5	1.1	47/1673	1648/ 6.5	6.2	7.6	C	WCNN
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 79.19% (3060 of 3864) (WIN 92: 79.38%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVEE-F>>	1 WVEE-F>>	1 WVEE-F>	1 WVEE-F	1 WVEE-F<	1 WPCH-F<	1 WVEE-F	1 WVEE-F	1 WVEE-F	1 WVEE-F>	1 WVEE-F>>
2 WYAY-FF<	2 WKLS-F	2 WKHX-F	2 WKHX-F	2 WKHX-F	2 WKHX-F	2 WKHX-F	2 WKHX-F	2 WKHX-F	2 WALR-F	2 WYAY-FF
3 WSTR-F	3 WSTR-F<	3 WALR-F	3 WALR-F	3 WALR-F	3 WSB	3 WSB	3 WSB	3 WPCH-F	3 WKHX-F	3 WALR-F
4 WKHX-F	4 WKHX-F	4 WSTR-F	4 WSTR-F<	4 WSB -F<	4 WGST	4 WYAY-FF	4 WGST	4 WSTR-F<	4 WSTR-F	4 WSB
5 WNNX-F	5 WALR-F	5 WSB -F<	5 WSB -F	5 WSTR-F	5 WYAY-FF	5 WPCH-F	5 WSB -F	5 WYAY-FF	5 WYAY-FF	5 WSB -F
6	6 WZGC-F	6 WKLS-F	6 WFOX-F<	6 WPCH-F	6 WFOX-F	6 WSTR-F	6 WSB <	6 WKLS-F<	6 WSB -F	6 WKHX-F
7	7 WNNX-F	7 WYAY-FF<	7 WPCF-F	7 WFOX-F<	7 WSB -F<	7 WSB -F<	7 WSTR-F<	7 WSB -F<	7 WNNX-F	7
8	8	8 WZGC-F	8 WKLS-F<	8 WYAY-FF	8 WAOK	8 WGST <	8 WKLS-F<	8 WZGC-F<	8 WKLS-F	8
9	9	9	9 WYAY-FF	9 WGST		9	9 WYAY-FF<	9 WALR-F	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WVEE-F>>	1 WVEE-F	1 WVEE-F	1 WVEE-F>	1 WVEE-F<	1 WVEE-F>	1 WVEE-F	1 WVEE-F	1 WVEE-F	1 WKHX-F<
2 WSTR-F<	2 WSTR-F>	2 WSTR-F	2 WSTR-F	2 WKHX-F	2 WKLS-F>	2 WKLS-F>	2 WKLS-F>	2 WKLS-F	2 WVEE-F<
3 WKHX-F	3 WALR-F	3 WALR-F	3 WKHX-F	3 WSTR-F<	3 WZGC-F	3 WKHX-F	3 WALR-F	3 WKHX-F	3 WKLS-F
4 WNNX-F	4 WSB -F	4 WSB -F	4 WSB -F	4 WSB -F<	4 WKHX-F>	4 WZGC-F	4 WKHX-F<	4 WALR-F<	4 WGST
5 WYAY-FF>	5 WNNX-F	5 WZGC-F	5 WALR-F	5 WPCH-F	5 WYAY-FF	5 WALR-F	5 WNNX-F	5 WZGC-F	5 WALR-F
6 WZGC-F	6 WKHX-F	6 WNNX-F	6 WYAY-FF<	6 WALR-F	6	6 WNNX-F	6 WZGC-F	6 WGST	6 WFOX-F<
7	7 WZGC-F	7 WKHX-F	7 WPCH-F	7 WYAY-FF	7	7	7 WSTR-F	7 WYAY-FF	7 WZGC-F
8	8	8 WPCH-F	8	8 WFOX-F	8	8	8 WSB -F	8 WFOX-F	8 WSB

OTHER RATED STATIONS		METRO SHARE/RTG/AQH/CUME	TSA	TSA
WAFS	920	Atlanta	0.5/1.8/	22/ 475
WGKA	1190	Atlanta	0.3/0.7/	13/ 183
WKHX	590	Atlanta	0.4/0.9/	19/ 281
WYZE	1480	Atlanta	0.5/1.2/	20/ 312
WNGC-F	95.5	Athens	0.3/1.2/	66/1019
WVFJ-F	93.3	Manchester/Colmb	0.6/1.7/	51/ 688

ATLANTA

RADIO STATIONS

AM STATIONS

WAOK,	1380,	5 KW	,	Gospel					
WCNN,	680,	50 KW/10 KW (DA-N),		News	CNN, UNISUP,	\$ 50.00	(Mc-Guild)	Summit	
WGKA,	1190,	10 KW (DAYS)	,	Classical		\$ 40.00	(Banner)		
WGST,	640,	50 KW/1 KW (DA-2)	,	News/Talk	ABC MBS,	\$ 36.00	(CMBS)	Jacor	
						\$ 95.00	(Eastman)		
WIGO,	1340,	1 KW	,	Black	SBN,	\$ 35.00	(Roslin)		
WQXI,	790,	5 KW/1 KW (DA-N)	,	Nostalgia	UNISUP, UNIULT,	\$ 50.00	(CBS)	Jefferson-Pilot	
WSB,	750,	50 KW	,	Full Service	APR,	\$190.00	(Christal)	Cox	

FM STATIONS

WALR,	104.7,	100 KW @ 981	,	Black AC	UNISUP,	\$ 66.00	(Banner)	(ATHENS)	
WNNX,	99.7,	100 KW @ 1033	,	CHR		\$160.00	(Durpetti)	Susquehanna	
WFOX,	97.1,	97 KW @ 1571	,	Oldies		\$167.00	(Group W)	Shamrock (GAINESVILLE)	
WKHX,	101.5,	99 KW @ 968	,	Country		\$135.00	(Katz)	Cap Cities/ABC	
WKLS,	96.1,	99 KW @ 984	,	AOR		\$186.00	(Katz)	Great American	
WPCH,	94.9,	99 KW @ 984	,	Soft AC/EZ	CBS,	\$165.00	(Eastman)	Jacor	
WSB,	96.5,	100 KW @ 918	,	AC		\$230.00	(Christal)	Cox	
WSTR,	94.1,	100 KW @ 909	,	AC		\$138.00	(CBS)	Jeff-Pilot	
WVEE,	103.3,	100 KW @ 1020	,	Black		\$180.00	(Mc-Guild)	Summit	
WYAI,	104.1,	60 KW @ 1217	--	Simulcast with WYAY-F (licensed to LaGrange)					
WYAY,	106.7,	99 KW @ 1401	,	Country		\$170.00	(Mc-Guild)	NewCity (GAINESVILLE)	
WZGC,	92.9,	99 KW @ 909	,	Classic AOR		\$150.00	(HNWH)	Infinity	

Miscellaneous: WYAY-F (Gainesville) sold by NewCity to Cap Cities/ABC for \$19,000,000 (MVP) . . .

AUSTIN

Arbitron Rank/Pop (12+): 59/686,200  
 MSA Rank/Pop: 66/762,000  
 ADI # 66  
 Average Person Ratings: 16.1  
 Market TSL: 21.75 hours

Stations: 23/20  
 Diaries: 1161/591:1/50.7%  
 Sample Target: 1100  
 % Below Line: 2.6  
 % Not Listed: 19.9

1992 Revenue: \$25,400,000  
 HH Inc.: \$31,525  
 Retail \$: 6.8 B11  
 Pop per Station: 34,310  
 #1 Biller: KASE-F \$6,000,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. KASE-F (C)	159/14.4	15.2	16.3	15.3	17.2	15.3	228/2797	2072/30.2	29.2	29.7	G	KASE-F
2. KHFI-F (CHR)	83/ 7.5	8.5	7.9	7.2	5.3	7.8	93/1564	1313/19.1	19.9	15.9	C	KHFI-F
3. KLBJ-F (AOR)	79/ 7.1	6.6	7.7	6.4	5.4	6.9	83/1478	1312/19.1	19.3	18.8	D	KLBJ-F
4. KKMJ-F (SAC)	77/ 7.0	7.7	7.1	8.3	7.4	7.5	91/1365	1208/17.6	17.7	18.0	D	KKMJ-F
5. KLBJ (N/T)	76/ 6.9	6.9	6.0	6.3	7.0	6.5	93/1294	1106/16.1	16.8	15.5	D	KLBJ
6. KVET-F (C)	66/ 6.0	6.1	4.9	5.8	5.8	5.7	79/1352	1098/16.0	15.3	15.8	D	KVET-F
7. KGSR-F (AOR)	50/ 4.5	5.8	4.6	3.6	4.1	4.6	51/792	744/10.8	11.6	11.1	C	KGSR-F
8. KPEZ-F (CL AOR)	39/ 3.5	4.3	5.3	4.8	4.7	4.5	42/832	771/11.2	12.7	14.5	C	KPEZ-F
9. KEYI-F (AC)	37/ 3.3	2.7	3.4	3.1	3.5	3.1	41/892	791/11.5	9.6	12.5	B	KEYI-F
10. KLTD-F (O)	35/ 3.2	1.1	1.3	2.2	3.6	2.0	54/798	530/ 7.7	4.8	8.4	C	KLTD-F
11. KFGI-F (C)	25/ 2.3	2.0	3.2	2.1	1.0	2.4	27/770	706/10.3	7.6	5.9	B	KFGI-F
12. KMXX-F (C)	20/ 1.8	2.4	2.5	4.1	4.8	2.7	39/1017	560/ 8.2	11.1	15.5	B	KMXX-F
13. KNNC-F (J/NAC)	19/ 1.7	1.7	1.8	1.7	2.5	1.7	19/469	434/ 6.3	7.2	5.5	A	KNNC-F
14. KMOW (BB)	17/ 1.5	1.7	2.0	1.6	2.3	1.7	18/256	232/ 3.4	3.4	5.1	A	KMOW
KIXL (REL)	17/ 1.5	0.8	1.4	0.9	0.4	1.1	17/297	251/ 3.7	2.8	2.3		KIXL
16. KTAE (C)	14/ 1.3	0.6	----	----	----	0.5	15/132	113/ 1.6	1.2	0.0		KTAE
KELG (SP)	14/ 1.3	0.8	0.9	0.5	----	0.9	14/94	94/ 1.4	0.8	0.0		KELG
18. KSAH (SP)	13/ 1.2	1.1	----	----	0.7	0.6	22/146	105/ 1.5	1.1	1.5		KSAH
KTXZ (SP)	13/ 1.2	1.5	1.2	1.6	1.4	1.4	13/131	131/ 1.9	3.2	2.7	A	KTXZ

12+ FM SHARE (METRO): 80.59% (714 of 886) (WIN 92: 82.30%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KHFI-F>>	1 KASE-F	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KHFI-F>	1 KASE-F>
2 KASE-F	2 KKLBF-F>	2 KLBJ-F>	2 KLBJ-F	2 KLBJ-F	2 KLBJ	2 KLBJ-F	2 KLBJ	2 KLBJ	2 KASE-F>	2 KKMJ-F
3	3 KHFI-F>	3 KKMJ-F	3 KLBJ	3 KKMJ-F<	3 KKMJ-F>	3 KLBJ	3 KKMJ-F<	3 KHFI-F	3 KKMJ-F	3 KLBJ
4	4 KPEZ-F<	4 KHFI-F	4 KGSR-F<	4 KLBJ	4 KVET-F	4 KVET-F	4 KLBJ-F	4 KLBJ-F	4 KLBJ-F<	4
5	5 KVET-F<	5 KLBJ	5 KKMJ-F	5 KGSR-F<	5 KLTD-F	5 KKMJ-F	5 KVET-F<	5 KKMJ-F	5 KLBJ	5
6	6 KKMJ-F	6 KGSR-F	6 KVET-F	6 KVET-F	6 KGSR-F	6 KHFI-F>	6 KHFI-F	6 KVET-F	6 KGSR-F	6
7	7	7 KVET-F	7 KPEZ-F	7	7					

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KASE-F	1 KASE-F	1 KASE-F	1 KASE-F>	1 KASE-F>	1 KHFI-F>	1 KLBJ-F	1 KLBJ-F>	1 KASE-F	1 KASE-F
2 KHFI-F	2 KLBJ-F	2 KLBJ-F>	2 KKMJ-F	2 KKMJ-F>	2 KASE-F	2 KASE-F	2 KASE-F	2 KLBJ-F	2 KLBJ-F
3 KLBJ-F>	3 KHFI-F	3 KGSR-F	3 KLBJ-F	3 KGSR-F	3 KLBJ-F>	3 KHFI-F	3 KPEZ-F	3 KLBJ	3 KLBJ >
4 KKMJ-F>	4 KKMJ-F	4 KKMJ-F	4 KHFI-F	4 KLTD-F	4 KPEZ-F	4 KPEZ-F	4 KVET-F	4 KPEZ-F	4 KVET-F
5	5 KGSR-F	5 KHFI-F	5 KGSR-F	5 KLBJ-F	5	5 KVET-F	5 KLBJ	5 KHFI-F	5 KGSR-F<
6	6	6 KEYI-F	6 KEYI-F	6 KHFI-F	6	6	6	6 KVET-F	6 KKMJ-F
7	7	7	7	7 KEYI-F	7	7	7	7	7 KPEZ-F

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KKLB-F	92.5	Elgin/Austin	0.8/2.5/ 14/ 255
KVET	1300	Austin	0.7/3.3/ 8/ 265
KXTN-F	107.5	San Antonio	0.9/1.9/ 13/ 196
WACO-F	99.9	Waco/Temple	0.5/1.8/ 43/ 597

RADIO STATIONS

KLBJ	, 590,	5 KW/1 KW (DA-N),	News/Talk	CBS MBS, \$40.00	(Eastman)
KMOW	, 1490,	1 KW	Nostalgia	UNISUP CNN, \$20.00	(Banner)
KTXZ	, 1560,	2.5 KW (DA-2),	Hispanic	UNIULT, \$19.00	(Lotus)
KVET	, 1300,	5 KW/1 KW (DA-2),	Country	ABC, \$ NA	(Katz)
KASE-F,	100.7,	100 KW @ 1191	Country	, \$ 91.00	(Katz)
KFGI-F,	94.7,	97 KW @ 1256	Country	UNIULT, \$22.00	(LULING)
KMXX-F,	93.3,	93 KW @ 1948	Country	, \$44.00	(Banner) Booth (KILLEEN)
KEYI-F,	103.5,	90 KW @ 1246	AC	, \$35.00	(Banner)
KGSR-F,	107.1,	46 KW @ 518	AOR	, \$33.00	(Mc-Guild) Beasley (BASTROP)
KHFI-F,	96.7,	100 KW @ 686	CHR	, \$36.00	(Banner) Clear Channel (GEORGETOWN)
KKMJ-F,	95.5,	100 KW @ 1000	Soft AC	, \$61.00	(MMR) Amaturio
KLBJ-F,	93.7,	97 KW @ 1050	AOR	, \$64.00	(Eastman)
KLTD-F,	98.9,	19 KW @ 298	Oldies	UNIULT, \$30.00	(Torbet) Shamrock-Lynett (LAMPASAS)
KPEZ-F,	102.3,	20 KW @ 686	Classic AOR	, \$40.00	(Christal) Clear Channel
KVET-F,	98.1,	100 KW @ 209	Country	ABC, \$40.00	(Katz) Spur

Miscellaneous: KMXX-F: from AC/CHR to Country (Feb) . . . KMXX-F sold by Booth/Genesis to KLBJ A/F for \$2,500,000 (Chapin) . .

BAKERSFIELD

Arbitron Rank/Pop (12+): 89/397,200  
 MSA Rank/Pop: 91/558,000  
 ADI # 131  
 Average Person Ratings: 17.5  
 Market TSL: 21.25 hours

Stations: 28/23  
 Diaries: 832/477:1/47.9%  
 Sample Target: 830  
 % Below Line: 3.3  
 % Not Listed: 16.6

1992 Revenue: \$13,200,000  
 HH Inc.: \$34,834  
 Retail \$: 3.6 Bill  
 Pop per Station: 17,269  
 #1 Biller: KUZZ-AF \$2,500,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. KUZZ-F (C)	110/15.9	16.6	15.9	14.2	16.3	15.6	117/1374	1195/30.1	27.9	26.8	D	KUZZ-F
2. KXXX-F (CHR)	64/ 9.2	10.6	10.2	10.3	10.8	10.1	64/732	717/18.1	23.7	24.2	C	KXXX-F
3. KRAB-F (AOR)	48/ 6.9	4.8	6.0	7.2	6.3	6.2	48/665	665/16.7	11.1	12.0	B	KRAB-F
4. KERN (N/T)	47/ 6.8	6.7	6.8	6.9	6.5	6.8	47/660	637/16.0	14.6	13.6	C	KERN
5. KGFM-F (SAC)	40/ 5.8	3.2	4.9	5.2	6.1	4.8	40/452	452/11.4	8.9	13.1	B	KGFM-F
6. KSUV-F (SP)	33/ 4.8	2.2	4.0	3.1	3.1	3.5	33/301	301/ 7.6	5.3	5.3	A	KSUV-F
7. KLLY-F (AC)	27/ 3.9	3.8	5.2	4.1	4.7	4.3	27/426	426/10.7	10.0	11.0	C	KLLY-F
8. KERN-F (AC)	25/ 3.6	3.3	4.4	2.7	3.1	3.5	25/532	491/12.4	11.1	10.5	B	KERN-F
9. KIWI-F (EZ)	21/ 3.0	2.1	1.1	3.0	1.8	2.3	21/197	176/ 4.4	5.4	5.3	A	KIWI-F
10. KNZR (N/T)	20/ 2.9	1.7	1.8	0.8	2.3	1.8	21/292	283/ 7.1	7.3	6.1	A	KNZR
11. KKBB-F (CL AOR)	19/ 2.7	2.4	2.3	3.6	2.6	2.8	21/408	367/ 9.2	7.6	8.4	B	KKBB-F
KCWR (C)	19/ 2.7	2.4	4.9	3.8	1.3	3.5	19/220	207/ 5.2	5.4	4.4	A	KCWR
13. KCNQ-F (C)	13/ 1.9	1.4	1.1	1.3	1.3	1.4	13/95	95/ 2.4	1.5	2.9		KCNQ-F
14.												
15.												

12+ FM SHARE (METRO): 78.24% (453 of 579) (WIN 92: 72.54%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KXXX-F	1 KXXX-F	1 KUZZ-F	1 KUZZ-F>	1 KUZZ-F>	1 KUZZ-F>	1 KUZZ-F>	1 KUZZ-F>	1 KUZZ-F>	1 KUZZ-F	1 KUZZ-F>
2 KUZZ-F	2 KUZZ-F	2 KXXX-F>	2 KXXX-F<	2 KXXX-F	2 KERN <	2 KXXX-F	2 KERN	2 KXXX-F	2 KRAB-F	2 KSUV-F
3 KRAB-F	3 KRAB-F>>	3 KRAB-F	3 KERN	KERN	3 KGFM-F>	3 KERN >	3 KXXX-F	3 KRAB-F	3 KXXX-F>	KNZR
4	4 KSUV-F	4 KERN	4 KLLY-F	4 KLLY-F	4 KNZR	4 KGFM-F	4 KGFM-F	4 KGFM-F<	4 KSUV-F	4 KXXX-F
5	5 KLLY-F<	5 KSUV-F	5 KSUV-F	5 KSUV-F	5 KERN-F	5 KRAB-F	5 KRAB-F	5 KERN	5 KIWI-F	KERN
6	6	6 KLLY-F	6 KRAB-F	6 KRAB-F	KCWR	6 KNZR	6 KLLY-F>	6 KSUV-F>	6 KLLY-F	6
7	7	7	7 KERN-F	KERN-F	7	7 KLLY-F	7	7	7 KERN-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KXXX-F>>	1 KXXX-F	1 KUZZ-F	1 KUZZ-F	1 KUZZ-F>	1 KRAB-F>	1 KXXX-F	1 KXXX-F	1 KUZZ-F>	1 KUZZ-F
2 KRAB-F	2 KUZZ-F	2 KXXX-F>	2 KXXX-F>	2 KLLY-F	2 KXXX-F	2 KRAB-F	2 KERN	2 KXXX-F<	2 KERN >
3 KUZZ-F	3 KRAB-F>	3 KRAB-F	3 KLLY-F	3 KXXX-F	KUZZ-F>>	3 KUZZ-F	3 KUZZ-F	3 KERN	3 KXXX-F>
4 KSUV-F	4 KLLY-F	KLLY-F>>	4 KSUV-F	4 KGFM-F	4 KIWI-F>	4 KERN >	4 KRAB-F	4 KRAB-F>	4 KERN-F
5	5	5 KSUV-F	KRAB-F	5 KSUV-F	5	5 KSUV-F	5 KSUV-F>	5 KKBB-F	KRAB-F
6	6	KIWI-F	6 KGFM-F	6 KRAB-F	6	6	6	6 KSUV-F	KKBB-F

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
KAFY 970 Bakersfield	1.0/3.4/	7/	134
KBID 1350 Bakersfield	1.3/3.1/	9/	131
KCHT-F 99.3 Bakersfield	1.6/6.4/	11/	267
KERI 1180 Wasco	0.7/3.4/	6/	156
KGEO 1230 Bakersfield	1.3/3.3/	3/	133
KHIS-F 96.5 Bakersfield	1.0/3.9/	7/	156
KMYX-F 103.9 Taft	0.7/4.3/	5/	171
KTIE-F 107.1 Bakersfield	1.3/6.2/	9/	245
KVLI-AF 104.5 Lake Isabella	1.2/2.4/	8/	96
KBOS-F 94.9 Tulare	1.0/4.0/	70/	807
KFI 640 Los Angeles	0.4/2.4/	6/	154
KFSO-F 92.9 Visalia/Fresno	0.3/0.9/	30/	533
KMJ 580 Fresno	0.7/1.2/	44/	438
KTPI-F 103.1 Tehachapi	0.9/1.9/	23/	198



BAKERSFIELD

RADIO STATIONS

KAFY	,	970,	1 KW (DA-1)	,	Hispanic	UPI,	\$18.00	(Caballero)	
KCWR	,	550,	5 KW (DA-2)	,	Country	,	\$ NA	(Katz)	Buck Owens
KERN	,	1410,	1 KW	,	News/Talk	NBC-T ABC,	\$23.00	(Christal)	Amer. General
KGEO	,	1230,	1 KW	,	Oldies	UNISUP CBS,	\$12.00	(Mc-Guild)	
KWAC	,	1490,	1 KW	,	Hispanic	,	\$24.00	(Lotus)	
KERN-F,		94.1,	4.5 KW @ 1309	,	Oldies	,	\$19.00	(Christal)	Amer. General
KGFM-F,		101.5,	4.8 KW @ 1279	,	Soft AC/EZ	UNISUP,	\$25.00	(Mc-Guild)	
KIWI-F,		92.1,	6 KW @ 164	,	EZ	,	\$21.00	(CMBS)	
KKBB-F,		97.7,	3 KW @ 298	,	Classic AOR	,	\$20.00	(Eastman)	(SHAFTER)
KKXX-F,		105.3,	35 KW @ 581	,	CHR	,	\$32.00	(Durpetti)	Salem (DELANO)
KLLY-F,		95.3,	13 KW @ 462	,	AC	AP,	\$22.00	(HNWH)	Buckley (OILDALE)
KRAB-F,		106.3,	3.9 KW @ 374	,	AOR	UNISUP,	\$23.00	(Banner)	(GREENACRE)
KUZZ-F,		107.9,	5.8 KW @ 1358	,	Country	,	\$60.00	(Katz)	Buck Owens
KSUV-F,		102.9,	21 KW @ 364	,	Hispanic	,	\$17.00	(Caballero)	

Miscellaneous: KWAC was delisted from the Winter 1993 Arbitron . . . KCHT-F sold to Salem for \$750,000 (MVP) . . .

BALTIMORE

Arbitron Rank/Pop (12+): 19/2,033,200  
 MSA Rank/Pop: 17/2,400,000  
 ADI # 22  
 Average Person Ratings: 18.4  
 Market TSL: 24.00 hours

Stations: 36/19  
 Diaries: 2137/951:1/54.7%  
 Sample Target: 1920  
 % Below Line: 15.7  
 % Not Listed: 12.3

1992 Revenue: \$60,000,000  
 HH Inc.: \$36,013  
 Retail \$: 18.0 Bil  
 Pop per Station: 107,010  
 #1 Biller: WBAL \$10,000,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WPOC-F (C)	308/ 8.2	7.5	8.0	8.7	8.9	8.1	344/3842	3336/16.4	16.4	16.0	G	WPOC-F
2. WBAL (N/T)	286/ 7.7	7.7	10.2	9.5	7.2	8.8	302/4103	3807/18.7	18.0	18.9	I	WBAL
3. WLIF-F (SAC)	268/ 7.2	7.1	7.2	7.3	7.1	7.2	281/3426	3224/15.9	16.3	17.4	H	WLIF-F
4. WXYV-F (B)	249/ 6.7	6.3	6.4	6.3	6.1	6.4	255/3355	3129/15.4	15.0	13.9	G	WXYV-F
5. WWMX-F (AC)	198/ 5.3	5.5	5.3	5.6	5.4	5.4	211/3422	3214/15.8	16.6	15.6	H	WWMX-F
6. WQSR-F (O)	193/ 5.2	5.7	5.9	5.3	5.7	5.5	206/2683	2476/12.2	13.8	14.3	H	WQSR-F
7. WCBM (T)	189/ 5.1	3.2	2.5	2.8	4.3	3.4	195/2097	1971/ 9.7	7.7	8.6		WCBM
8. WERQ-F (CHR)	150/ 4.0	4.9	4.2	4.7	4.6	4.4	160/2980	2824/13.9	13.9	12.8	D	WERQ-F
9. WIYY-F (AOR)	149/ 4.0	5.8	5.7	5.2	5.5	5.2	181/3596	2995/14.7	17.1	16.1	G	WIYY-F
10. WHFS-F (AOR)	126/ 3.4	3.4	3.8	3.7	2.4	3.6	137/1800	1656/ 8.1	8.8	6.8		WHFS-F
11. WWIN-F (B)	115/ 3.1	3.4	3.0	3.1	2.7	3.2	115/1554	1554/ 7.6	8.3	7.7	D	WWIN-F
12. WITH (BB)	103/ 2.8	3.0	1.8	2.4	2.6	2.5	103/1121	1108/ 5.4	5.3	4.8	B	WITH
13. WVRT-F (AC)	101/ 2.7	2.4	3.7	3.2	2.8	3.0	113/2429	2218/10.9	10.5	11.0		WVRT-F
14. WCAO (G)	96/ 2.6	2.3	1.4	1.6	1.2	2.0	99/1100	1048/ 5.2	4.4	3.6		WCAO
15. WGRX-F (CL AOR)	82/ 2.2	2.3	2.2	1.7	1.9	2.1	112/2346	1790/ 8.8	8.3	8.2	C	WGRX-F
16. WRBS-F (REL)	67/ 1.8	1.6	1.4	1.3	1.0	1.5	71/893	862/ 4.2	4.4	3.6		WRBS-F
17. WPGC-F (CHR)	65/ 1.7	1.3	1.8	1.7	1.8	1.6	67/1490	1454/ 7.2	6.1	6.5		WPGC-F
18. WJFK (T)	54/ 1.4	1.1	1.1	0.7	0.6	1.1	54/848	832/ 4.1	3.1	2.2		WJFK
19. WWDC-F (AOR)	52/ 1.4	1.9	2.2	1.7	2.4	1.8	68/1518	1251/ 6.2	7.7	8.2		WWDC-F
20. WHUR-F (B)	48/ 1.3	1.1	1.5	0.9	1.0	1.2	52/972	884/ 4.3	3.6	4.1		WHUR-F
21. WBGR (REL)	40/ 1.1	0.8	0.7	0.6	1.9	0.8	40/521	521/ 2.6	2.2	3.3		WBGR
22.												
23.												
24.												
25.												

12+ FM SHARE (METRO): 74.45% (2439 of 3276) (WIN 92: 74.96%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WERQ-F>	1 WXYV-F	1 WXYV-F	1 WPOC-F	1 WPOC-F<	1 WBAL	1 WBAL	1 WLIF-F	1 WPOC-F	1 WXYV-F	1 WBAL >>
2 WXYV-F>	2 WIYY-F	2 WPOC-F<	2 WXYV-F	2 WLIF-F	2 WLIF-F<	2 WPOC-F	2 WPOC-F	2 WLIF-F	2 WERQ-F	2 WCBM
3 WPGC-F	3 WHFS-F	3 WWMX-F	3 WWMX-F	3 WWMX-F	3 WPOC-F	3 WXYV-F	3 WBAL	3 WBAL	3 WCBM	3 WPOC-F
4 WIYY-F	4 WPOC-F<	4 WLIF-F	4 WLIF-F	4 WXYV-F<	4 WCBM	4 WLIF-F<	4 WWMX-F	4 WXYV-F	4 WLIF-F	4 WLIF-F
5 WHFS-F	5 WWMX-F	5 WQSR-F	5 WQSR-F>	5 WQSR-F>	5 WQSR-F>	5 WQSR-F	5 WCBM <	5 WWMX-F<	5 WWIN-F<	5 WXYV-F>>
6	6 WERQ-F	6 WIYY-F	6 WBAL	6 WBAL	6 WWMX-F	6 WWMX-F	6 WXYV-F	6 WCBM	6 WPOC-F	6 WWIN-F
7	7 WVRT-F>	7 WHFS-F	7 WWIN-F	7 WWIN-F	7 WITH	7 WCBM	7 WQSR-F>	7 WQSR-F	7 WIYY-F	7 WCAO
8	8 WLIF-F<	8 WERQ-F	8 WIYY-F	8 WIYY-F	8 WCAO	8 WIYY-F	8 WIYY-F	8 WERQ-F<	8 WBAL	8 WBGR
9	9 WGRX-F	9 WWIN-F	9 WHFS-F<	9 WVRT-F	9	9 WERQ-F	9 WITH	9 WIYY-F	9 WHFS-F	9
10	10	10 WVRT-F	10 WGRX-F	10	10	10	10 WHFS-F	10 WHFS-F	10 WHUR-F	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHFS-F	1 WXYV-F	1 WXYV-F	1 WWMX-F<	1 WLIF-F<	1 WIYY-F	1 WIYY-F	1 WPOC-F>	1 WPOC-F	1 WPOC-F
2 WIYY-F	2 WWMX-F>	2 WWMX-F>	2 WXYV-F	2 WWMX-F	2 WHFS-F	2 WXYV-F	2 WXYV-F	2 WXYV-F<	2 WLIF-F
3 WXYV-F	3 WHFS-F<	3 WPOC-F	3 WLIF-F	3 WXYV-F	3 WERQ-F	3 WHFS-F	3 WIYY-F	3 WIYY-F	3 WBAL
4 WPOC-F	4 WIYY-F	4 WVRT-F	4 WPOC-F	4 WPOC-F<	4 WXYV-F>>	4 WPOC-F>	4 WHFS-F	4 WQSR-F	4 WQSR-F
5 WWMX-F	5 WVRT-F	5 WHFS-F<	5 WQSR-F	5 WQSR-F>	5 WVRT-F	5 WERQ-F	5 WGRX-F	5 WBAL <	5 WXYV-F
6 WVRT-F>	6 WERQ-F<	6 WIYY-F	6 WWIN-F<	6 WWIN-F>	6 WQSR-F	6 WVRT-F	6 WXZL-F	6 WHFS-F<	6 WWMX-F
7 WPOC-F>	7 WPOC-F>	7 WLIF-F	7 WVRT-F	7 WVRT-F	7	7 WGRX-F	7 WJFK	7 WWMX-F	7 WIYY-F
8	8 WLIF-F	8 WERQ-F	8 WIYY-F	8 WBAL	8	8 WDDC-F	8 WVRT-F	8 WLIF-F	8 WGRX-F
9	9	9	9 WHFS-F	9 WCAO	9	9 WXZL-F	9 WDC-F	9 WERQ-F	9 WHFS-F
10	10	10	10	10	10	10 WQSR-F	10 WLIF-F	10 WGRX-F	10 WJFK

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
WWIN	1400	Baltimore	0.9/3.3/	34/ 679
WXCY-F	103.7	Havre De Grace	0.7/1.5/	48/ 529
WXZL-F	103.1	Grasonv1/Baltmr	1.0/2.5/	43/ 620
WASH-F	97.1	Washington	0.4/2.1/	29/ 539
WGAY-F	99.5	Washington	1.0/2.8/	39/ 587
WGTY-F	107.7	Gettysburg	0.3/0.8/	81/ 942
WJFK-F	106.7	Manassas/Wash	0.1/0.6/	6/ 182
WJZE-F	100.3	Washington	0.8/1.5/	32/ 312
WKYS-F	93.9	Washington	0.4/2.5/	16/ 552
WLTT-F	94.7	Bethesda/Wshntn	0.3/1.6/	11/ 342
WMZQ-F	98.7	Washington	0.5/2.1/	27/ 606
WRQX-F	107.3	Washington	0.9/3.6/	46/ 859
WTOP	1500	Washington	0.9/5.3/	37/1112
WWHD-F	104.7	Hagerstown	0.3/0.7/	39/ 463
WXTR-F	104.1	Waldorf/Washgtn	0.5/1.3/	18/ 323

BALTIMORE

RADIO STATIONS

AM STATIONS

WBAL, 1090, 50 KW (DA-N) , NEWS/TALK  
 WBGR, 860, 2.5 KW/100 W (DA-1), GOSPEL  
 WCAO, 600, 5 KW (DA-1) , GOSPEL  
 WCBM, 680, 10 KW/5 KW (DA-2) , TALK

CBS, \$ 146.00 (HNWH) Hearst  
 AURN, \$ 45.00 (Roslin) Mortenson  
 NBC, \$ 37.00 (Mc-Guild) Summit  
 ABC, \$ 43.00 (Katz)

WEBB, 1360, 5 KW/1.7 KW (DA-1), BLACK  
 WITH, 1230, 1 KW , NOSTALGIA  
 WWIN, 1400, 1 KW , GOSPEL

SBN, \$ 31.00 (Roslin)  
 MBS, \$ 37.00 (Roslin)  
 , \$ 29.00 (Torbet)

FM STATIONS

WVRT, 104.3, 50 KW @ 420, AC/CHR  
 WERQ, 92.3, 37 KW @ 571, CHR  
 WGRX, 100.7, 16 KW @ 859, CLASSIC AOR  
 WIYY, 97.9, 14 KW @ 951, AOR  
 WLIF, 101.9, 14 KW @ 961, EZ/SOFT AC

ABC, \$ 101.00 (Banner) Scripps-Howard  
 APR, \$ 60.00 (MHR) United  
 ABC, \$ 47.00 (Durpetti) Shamrock-Lynett (WESTMINSTER)  
 ABC, \$ 142.00 (HNWH) Hearst  
 , \$ 138.00 (Eastman) Infinity

WPOC, 93.1, 16 KW @ 859, COUNTRY  
 WQSR, 105.7, 50 KW @ 492, OLDIES  
 WRBS, 95.1, 50 KW @ 498, RELIGION  
 WWIN, 95.9, 3 KW @ 298, BLACK  
 WMMX, 106.5, 7.4 KW @ 1217, AC  
 WXYV, 102.7, 50 KW @ 400, BLACK

ABC, \$ 119.00 (Mc-Guild) Nationwide  
 , \$ 140.00 (Christal) Sconnix  
 , \$ 23.00 (---)  
 , \$ 59.00 (Torbet)  
 , \$ 172.00 (Katz) Capitol-Goodman  
 , \$ 127.00 (McGuild) Summit

OTHER RANKED STATIONS -- SEE WASHINGTON

Miscellaneous: WBSB-F to WVRT-F (Jan) . . . WERQ A/F: sold by United to Cathy Hughes (Almic) for \$9,000,000 (Star) . . .

BATON ROUGE

Arbitron Rank/Pop (12+): 83/430,800  
 MSA Rank/Pop: 92/543,000  
 ADI # 95  
 Average Person Ratings: 16.1  
 Market TSL: 21.25 hours

Stations: 19/13  
 Diaries: 927/465:1/46.6%  
 Sample Target: 930  
 % Below Line: 10.0  
 % Not Listed: 13.2

1992 Revenue: \$13,100,000  
 HH Inc.: \$28,134  
 Retail \$: 4.3 Bil  
 Pop per Station: 33,138  
 #1 Biller: WYNK-AF \$3,700,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WYNK-F (C)	123/17.8	18.7	18.3	23.4	20.5	19.5	304/3321	1254/29.1	33.1	32.2	E	WYNK-F
2. KQXL-F (B)	80/11.6	11.4	10.8	11.7	9.4	11.4	107/1169	873/20.3	20.0	18.8	C	KQXL-F
3. WXOK (B)	77/11.1	11.3	6.6	9.1	12.0	9.5	91/995	875/20.3	15.7	19.6	B	WXOK
4. WFMF-F (CHR)	39/ 5.6	7.1	8.6	6.2	7.5	6.9	59/1359	780/18.1	20.1	20.0	C	WFMF-F
5. WGGZ-F (O)	38/ 5.5	3.3	3.1	4.7	5.4	4.2	59/946	466/10.8	11.4	14.8	C	WGGZ-F
6. WKJN-F (C)	37/ 5.3	5.5	6.4	5.8	5.8	5.8	57/1154	580/13.5	16.4	13.3	D	WKJN-F
WJBO (N/T)	37/ 5.3	7.1	7.3	5.5	5.4	6.3	42/702	617/14.3	17.1	16.0	C	WJBO
8. KRVE-F (AC)	34/ 4.9	5.4	4.8	5.3	4.2	5.1	39/753	648/15.0	14.8	10.6	A	KRVE-F
9. WCKW-F (CL AOR)	28/ 4.0	3.9	4.7	3.0	2.8	3.9	64/1321	563/13.1	11.4	11.3		WCKW-F
10. WTGE-F (AOR)	27/ 3.9	4.1	5.3	3.0	3.9	4.1	53/1176	653/15.2	13.2	11.5	B	WTGE-F
11. WQUE-F (B)	18/ 2.6	2.2	2.0	1.7	1.6	2.1	58/768	328/ 7.6	5.3	5.1		WQUE-F
12. WNDC (G)	17/ 2.5	2.6	2.2	0.9	2.3	2.0	17/192	192/ 4.5	4.7	4.8		WNDC
13.												
14.												
15.												

12+ FM SHARE (METRO): 75.21% (452 of 601) (WIN 92: 74.58%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WFMF-F>	1 KQXL-F<	1 WYNK-F	1 WYNK-F>	1 WYNK-F>	1 WYNK-F>	1 WYNK-F>>	1 WYNK-F>>	1 WYNK-F>	1 KQXL-F<	1 KQXL-F
2 WXOK	2 WYNK-F>	2 KQXL-F	2 KQXL-F<	2 WXOK <	2 WXOK <	2 KQXL-F	2 WJBO <	2 KQXL-F>	2 WXOK	2 WXOK >
KQXL-F	3 WXOK	3 WXOK >	3 WXOK >	3 KQXL-F>	3 KQXL-F	3 WXOK >	3 WXOK	3 WXOK	3 WFMF-F>	3 WYNK-F>
4	4 WCKW-F	4 KRVE-F	4 WGGZ-F	4 WGGZ-F	4 WJBO	4 WKJN-F	4 KQXL-F	4 KRVE-F<	4 WQUE-F>	4 WJBO
5	5 WTGE-F>	5 WGGZ-F<	KRVE-F	5 KRVE-F	5 WGGZ-F	5	5	5 WFMF-F	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQXL-F>>	1 KQXL-F<	1 WYNK-F	1 KQXL-F<	1 WYNK-F	1 KQXL-F>	1 WCKW-F	1 WCKW-F	1 WYNK-F>	1 WYNK-F>
2 WYNK-F	2 WYNK-F>	2 WXOK	2 WYNK-F	2 KQXL-F<	2 WQUE-F	2 KQXL-F	2 WYNK-F>	2 KQXL-F	2 WGGZ-F
3 WTGE-F	3 WXOK >>	3 KQXL-F>>	3 WXOK >	3 WXOK >	3 WTGE-F	3 WYNK-F	3 WTGE-F	3 WCKW-F	3 WCKW-F
WKJN-F	4	4	4 KRVE-F>	4 KRVE-F	4 WCKW-F	4 WTGE-F>	KQXL-F	4 WXOK	WXOK
WFMF-F	5	5	5	5	WYNK-F	5 WGGZ-F	5	5 WGGZ-F	5 KQXL-F
					WXOK				
					WFMF-F				

OTHER RATED STATIONS	METRO SHARE	CUME /RTG	TSA /AQH	TSA /CUME
WIBR 1300	Baton Rouge	0.4/3.1/	3/ 135	
WQCK-F 92.7	Clinton	1.7/4.2/	12/ 192	
WYNK 1380	Baton Rouge	1.2/1.8/	12/ 133	
KHOM-F 104.1	Houma	1.7/7.2/	48/ 865	
WFPR 1400	Hammond	0.4/1.5/	19/ 190	
WWL 870	New Orleans	0.6/3.5/	43/ 570	
WYLD-F 98.5	New Orleans	0.6/1.3/	13/ 240	

RADIO STATIONS

WJBO , 1150, 5 KW (DA-1)	Talk/News	CBS, NBC-T, \$25.00	(Christal)	Jenne
WNDC , 910, 1 KW (DA-1)	Gospel	\$15.00	( --- )	
WXOK , 1460, 5 KW/1 KW (DA-3)	Black	AURN, \$19.00	(Banner)	
KQXL-F, 106.5, 50 KW @ 298	Black	AURN ABC, \$26.00	(Banner)	(NEW ROADS)
KRVE-F, 96.1, 43 KW @ 449	AC	\$22.00	(K & P)	(BRUSLY)
WFMF-F, 102.5, 100 KW @ 1260	CHR	UNIPWR, \$45.00	(Christal)	Jenne
WGGZ-F, 98.1, 100 KW @ 1500	Oldies	ABC, \$34.00	(Katz)	
WKJN-F, 103.3, 100 KW @ 1004	Country	MBS, \$46.00	(Christal)	(HAMMOND)
WTGE-F, 100.7, 100 KW @ 1499	AOR	ABC, \$30.00	(Eastman)	
WXLT-F, 94.1, 100 KW @ 981	Soft AC	\$16.00	(Christal)	(McCOMB, MS)
WYNK-F, 101.5, 100 KW @ 1499	Country	ABC, \$77.00	(Torbet)	Narragansett

Other Ranked Stations - See New Orleans

Miscellaneous: WXLT-F (Kentwood) sold to owners of WXOK, KQXL-F for \$1,900,000 (Bergner) . . .

BIRMINGHAM

Arbitron Rank/Pop (12+): 53/763,600  
 MSA Rank/Pop: 59/942,000  
 ADI # 49  
 Average Person Ratings: 16.5  
 Market TSL: 21.75 hours

Stations: 22/19  
 Diaries: 1241/615:1/53.0%  
 Sample Target: 1210  
 % Below Line: 4.0  
 % Not Listed: 11.1

1992 Revenue: \$25,100,000  
 HH Inc.: \$27,025  
 Retail \$: 6.9 B11  
 Pop per Station: 40,189  
 #1 Biller: WZZK-AF \$6,100,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WZZK-AF (C)	232/18.4	20.0	16.6	18.0	17.7	18.3	352/4018	2469/32.3	32.7	32.4	G	WZZK-AF
2. WENN-F (B)	138/10.9	8.8	9.3	8.6	11.3	9.4	203/2153	1404/18.4	16.7	18.2	D	WENN-F
3. WZRR-F (ADR)	99/ 7.9	7.6	9.1	10.5	9.3	8.8	135/1745	1251/16.4	17.8	17.0	E	WZRR-F
4. WAPI-F (CHR)	86/ 6.8	5.0	5.9	6.6	6.9	6.1	105/1972	1442/17.3	17.3	18.4	D	WAPI-F
5. WERC (N/T)	81/ 6.4	5.5	6.0	6.8	7.0	6.2	81/1110	1082/14.2	12.8	14.2	C	WERC
6. WMJJ-F (AC)	80/ 6.3	8.0	9.6	8.6	8.6	8.1	94/1570	1291/16.9	17.1	20.0	F	WMJJ-F
7. WODL-F (C)	75/ 5.9	4.0	2.0	2.2	1.8	3.5	106/1882	1364/17.9	10.5	6.7	B	WODL-F
8. WATV (B)	67/ 5.3	4.8	3.7	5.3	5.9	4.8	67/839	839/11.0	9.1	10.9	A	WATV
9. WAPI (BB)	51/ 4.0	3.5	3.3	3.7	4.3	3.6	51/647	647/ 8.5	8.2	10.2	B	WAPI
10. WDJC-F (REL)	38/ 3.0	2.1	2.5	3.0	2.7	2.7	86/1302	736/ 9.6	7.8	8.0	B	WDJC-F
11. WTUG-F (B)	35/ 2.8	3.6	3.5	3.9	3.3	3.5	88/1168	518/ 6.8	7.8	7.1		WTUG-F
12. WAGG (G)	33/ 2.6	4.1	3.9	3.4	3.7	3.5	34/624	614/ 8.0	7.7	6.5	A	WAGG
13. WJLD (B)	26/ 2.1	2.1	2.2	2.7	2.1	2.3	26/431	431/ 5.6	6.2	6.5	A	WJLD
14. WZBQ-F (CHR)	23/ 1.8	2.3	1.8	1.7	1.6	1.9	65/1465	723/ 9.5	7.2	6.5	A	WZBQ-F
15.												

12+ FM SHARE (METRO): 73.68% (826 of 1121) (WIN 92: 71.71%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WENN-F>	1 WZRR-F	1 WZZK-AF	1 WZZK-AF>	1 WZZK-AF>	1 WZZK-AF>>	1 WZZK-AF>	1 WZZK-AF>>	1 WZZK-AF>	1 WENN-F	1 WZZK-F>>
2 WAPI-F	2 WZZK-AF	2 WENN-F<	2 WENN-F	2 WENN-F	2 WERC	2 WENN-F	2 WERC <	2 WENN-F	2 WZZK-AF>	2 WENN-F>>
3 WZZK-AF>	3 WENN-F	3 WZRR-F>	3 WZRR-F	3 WZRR-F	3 WENN-F<	3 WERC	3 WZRR-F	3 WZRR-F	3 WAPI-F	3 WAPI
4	4 WAPI-F>	4 WAPI-F	4 WODL-F	4 WODL-F	4 WODL-F	4 WZRR-F	4 WENN-F<	4 WODL-F<	4 WZRR-F>	4 WAGG <
5	5	5 WMJJ-F<	5 WMJJ-F	5 WMJJ-F	5 WMJJ-F	5 WAPI-F	5 WMJJ-F	5 WAPI-F	5 WTUG-F<	5 WATV
6	6	6	6	6	6	6 WATV	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAPI-F>	1 WENN-F<	1 WENN-F	1 WZZK-AF	1 WZZK-AF>	1 WZRR-F	1 WZRR-F>	1 WZRR-F	1 WZRR-F	1 WZZK-AF>
2 WZZK-AF	2 WZZK-AF	2 WZZK-AF>	2 WENN-F>	2 WENN-F	2 WAPI-F>>	2 WZZK-AF	2 WZZK-AF>	2 WZZK-AF	2 WZRR-F
WZRR-F	3 WAPI-F	3 WZRR-F	3 WMJJ-F	3 WMJJ-F	3 WENN-F	3 WENN-F	3 WENN-F>	3 WENN-F>	3 WENN-F
WENN-F>	4 WZRR-F>	4 WAPI-F>	4 WAPI-F	4 WODL-F	4	4 WAPI-F	4 WERC	4 WERC	4 WERC
5 WTUG-F	5 WMJJ-F	5 WMJJ-F	5 WODL-F	5 WAPI-F	5	5	5	5 WODL-F	5 WODL-F>
6	6	6	6	6	6	6	6	6	6 WMJJ-F

OTHER RATED STATIONS	METRO CUME	TSA	TSA
	SHARE/RTG/AQH/CUME		
WAYE 1220 Birmingham	0.6/2.4/	7/	181
WCEO 1260 Birmingham	0.6/1.8/	7/	136
WJOX 690 Birmingham	1.1/4.8/	16/	512
WKLD-F 97.7 Oneonta	0.8/1.5/	11/	132
WLBI-F 98.7 Warrior	0.3/0.9/	5/	96
WHMA-F 100.5 Anniston	0.6/2.1/	82/	1019
WQSB-F 105.1 Albertville	0.6/1.6/	101/	929

RADIO STATIONS

WAGG , 1320, 5 KW (DAYS)	Gospel	AURN, \$ 30.00	(HNWH)	
WAPI , 1070, 50 KW/5 KW (DA-N),	Nostalgia	NBC, \$ 29.00	(Crystal)	Dittman
WATV , 900, 1 KW/165 W	Black	ABC, \$ 24.00	(Banner)	
WAYE , 1220, 1 KW/75 W	Gospel	UNIULT, \$ 16.00	( --- )	Willis
WERC , 960, 5 KW (DA-N)	News/Talk	NBC-T ABC, \$ 40.00	(Mc-Guild)	Ameron
WJLD , 1400, 1 KW	Black	SMN MBS, \$ 19.00	(K & P)	
WJOX , 690, 50 KW/500 W	Sports	MBS, \$ 20.00	(Eastman)	Dick
WZZK , 610, 5 KW/1 KW(DA-N),	--- See WZZK-F			
WAPI-F, 94.5, 98 KW @ 1210	CHR	ABC, \$ 58.00	(Crystal)	Dittman
WDJC-F, 93.7, 99 KW @ 1007	Religion	, \$ 23.00	(Crawford)	Crawford
WENN-F, 107.7, 100 KW @ 1036	Black	AURN, \$ 54.00	(HNWH)	
WODL-F, 106.9, 99 KW @ 994	Country	ABC, \$ 37.00	(Katz)	NewCity
WMJJ-F, 96.5, 100 KW @ 1027	AC	CBS, \$102.00	(Mc-Guild)	Ameron
WZRR-F, 99.5, 100 KW @ 869	Classic AOR	, \$ 85.00	(Eastman)	Dick
WZZK-F, 104.7, 99 KW @ 1300	Country	, \$138.00	(Katz)	NewCity

BOSTON

Arbitron Rank/Pop (12+): 9/3,202,100  
 MSA Rank/Pop: 10/3,740,000  
 Average Person Ratings: 17.7  
 Market TSL: 23.00 hours

Stations: 34/29  
 Diaries: 2548/1257:1/53.3%  
 Sample Target: 2410  
 % Below Line: 2.5  
 % Not Listed: 15.0

1992 Revenue: \$115,600,000  
 HH Inc.: \$35,763  
 Retail \$: 34.4 Btl  
 Pop per Station: 110,417  
 #1 Biller: WBCN-F \$14,200,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WXKS-F (CHR)	443/ 7.8	7.0	7.5	6.9	5.8	7.3	540/9289	7054/22.0	21.0	20.7	I	WXKS-F
2. WBZ (N/T)	414/ 7.3	7.4	6.6	6.3	5.9	6.9	512/8599	6686/20.9	20.8	18.4	I	WBZ
3. WMJX-F (AC)	287/ 5.1	5.3	4.7	5.3	5.2	5.1	327/5682	4893/15.3	15.4	15.6	H	WMJX-F
4. WBCN-F (AOR)	285/ 5.0	5.3	5.4	5.3	5.4	5.3	394/6854	4835/15.1	15.2	15.6	I	WBCN-F
5. WRKO (T)	270/ 4.8	5.5	6.7	5.5	7.4	5.6	352/5087	3874/12.1	12.5	14.8	I	WRKO
6. WODS-F (O)	242/ 4.3	4.7	5.5	5.1	4.6	4.9	334/5794	4149/13.0	14.0	14.4	H	WODS-F
7. WHDH (T)	234/ 4.1	3.8	3.2	4.4	4.9	3.9	274/4489	3703/11.6	10.6	14.2	E	WHDH
8. WZOU-F (CHR)	228/ 4.0	4.5	4.9	4.8	5.9	4.6	333/7602	5112/16.0	16.1	21.0	H	WZOU-F
9. WSSH-F (SAC)	220/ 3.9	4.2	4.0	5.0	4.3	4.3	292/4691	3270/10.2	10.5	11.7	H	WSSH-F
10. WZLX-F (CL AOR)	215/ 3.8	3.6	3.2	4.6	3.6	3.8	283/5716	4270/13.3	12.2	12.4	G	WZLX-F
12. WCLB-F (AC)	215/ 3.8	3.5	3.6	3.5	4.4	3.6	264/5131	4060/12.7	12.6	14.3	F	WBMX-F
13. WCRB-F (CL)	187/ 3.3	2.4	2.8	2.7	4.3	2.8	262/3871	2880/ 9.0	7.8	10.6	G	WCLB-F
14. WBOS-F (AOR)	186/ 3.3	2.4	2.1	2.5	2.5	2.6	280/4044	2830/ 8.8	6.9	6.8	E	WCRB-F
15. WXKS (BB)	177/ 3.1	3.8	2.5	2.1	1.9	2.9	241/4909	3495/10.9	11.2	7.4	E	WBOS-F
16. WFNX-F (AOR)	156/ 2.8	1.7	2.5	1.6	2.6	2.2	160/1567	1536/ 4.8	4.2	4.7	C	WXKS
17. WAAF-F (AOR)	128/ 2.3	1.9	1.4	2.5	1.8	2.0	134/2409	2214/ 6.9	6.2	6.8	C	WFNX-F
18. WPLM-AF (BB)	122/ 2.2	2.3	2.5	1.6	2.1	2.2	298/4465	2345/ 7.3	7.4	7.1		WAAF-F
19. WEEI (SPRTS)	114/ 2.0	2.0	2.1	2.1	2.7	2.0	225/3300	1785/ 5.6	5.2	6.6	C	WPLM-AF
20. WILD (B)	103/ 1.8	2.1	1.9	1.8	2.4	1.9	124/2984	2463/ 7.7	7.5	10.2	D	WEEI
21. WCDJ-F (J/NAC)	96/ 1.7	1.8	2.4	1.7	1.9	1.9	97/949	941/ 2.9	3.1	2.4	B	WILD
22.												
23.												
24.												
25.												

12+ FM SHARE (METRO): 70.52% (3389 of 4806) (WIN 92: 68.76%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WXKS-F>>	1 WXKS-F	1 WXKS-F	1 WBCN-F	1 WBCN-F<	1 WBZ >	1 WBZ >	1 WXKS-F	1 WXKS-F>	1 WXKS-F>	1 WBZ >>
2 WZOU-F>>	2 WBCN-F	2 WBCN-F	2 WXKS-F<	2 WODS-F<	2 WRKO	2 WXKS-F>	2 WMJX-F<	2 WBZ <	2 WBZ <	2 WHDH >>
3 WAAF-F	3 WZLX-F<	3 WMJX-F	3 WODS-F	3 WMJX-F<	3 WHDH	3 WRKO	3 WBCN-F	3 WBCN-F	3 WHDH	3 WXKS-F
4	4 WMJX-F<	4 WZLX-F	4 WXKS-F	4 WZLX-F	4 WODS-F	4 WBCN-F	4 WRKO <	4 WMJX-F<	4 WBCN-F<	4 WMJX-F>>
5	5 WZOU-F>	5 WODS-F<	5 WBMX-F	5 WBMX-F	5 WSSH-F	5 WHDH	5 WSSH-F<	5 WRKO	5 WZOU-F	5 WRKO
6	6 WFNX-F	6 WBMX-F	6 WZLX-F<	6 WBZ <	6 WCRB-F	6 WMJX-F<	6 WBZ <	6 WZOU-F	6 WMJX-F>	6 WSSH-F
7	7 WBOS-F<	7 WZOU-F	7 WBOS-F	7 WSSH-F	7 WXKS	7 WCLB-F<	7 WODS-F	7 WZLX-F	7 WBMX-F	7 WODS-F
8	8 WBMX-F	8 WBOS-F	8 WSSH-F<	8 WZLX-F<	8 WCLB-F	8 WBMX-F	8 WHDH	8 WODS-F	8 WCRB-F	8
9	9	9 WSSH-F	9 WBZ	9 WBCN-F	9 WMJX-F	9 WZOU-F	9 WZLX-F	9 WSSH-F	9 WEEI	9
10	10	10	10 WCLB-F	10 WCLB-F	10 WBMX-F	10 WODS-F	10 WXKS	10 WBMX-F	10 WFNX-F	10 WAAF-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXKS-F>	1 WXKS-F>	1 WXKS-F	1 WXKS-F>	1 WXKS-F<	1 WXKS-F	1 WBCN-F	1 WBCN-F>	1 WBCN-F>	1 WBCN-F>
2 WZOU-F	2 WMJX-F	2 WMJX-F	2 WMJX-F>	2 WMJX-F	2 WZLX-F	2 WZLX-F	2 WZLX-F	2 WZLX-F	2 WZLX-F
3 WMJX-F>	3 WZOU-F	3 WBMX-F	3 WBMX-F<	3 WSSH-F<	3 WZLX-F	3 WXKS-F>	3 WBOS-F	3 WXKS-F	3 WODS-F
4 WZLX-F<	4 WBMX-F	4 WBCN-F<	4 WSSH-F	4 WBMX-F	4 WAAF-F	4 WZOU-F	4 WXKS-F<	4 WBOS-F	4 WBZ
5 WILD <	5 WBCN-F<	5 WFNX-F<	5 WODS-F	5 WODS-F	5 WZOU-F>	5 WAAF-F<	5 WZOU-F	5 WODS-F	5 WBOS-F<
6 WBCN-F	6 WFNX-F	6 WZOU-F	6 WZOU-F	6 WCLB-F	6 WILD	6 WBOS-F	6 WMJX-F	6 WMJX-F	6 WMJX-F
7	7 WZLX-F	7 WBOS-F	7 WCLB-F	7 WBZ	7	7 WMJX-F	7 WFNX-F	7 WBZ	7 WXKS-F
8	8 WILD	8 WZLX-F	8 WBOS-F	8 WBOS-F	8	8 WFNX-F	8 WBMX-F	8 WZOU-F	8 WMJX-F<
9	9	9 WCLB-F	9 WBCN-F	9 WZOU-F	9	9	9 WAAF-F	9 WBMX-F	9 WEEI
10	10	10	10	10 WBCN-F	10	10	10	10 WAAF-F	10 WRKO

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WBOQ-F 104.9 Gloucester	0.4/1.4/ 26/ 527		
WCGY-F 93.7 Lawrence/Boston	1.0/5.4/ 83/2488		
WESX 1230 Salem	0.7/1.3/ 41/ 421		
WJIB 740 Cambridge/Bostn	0.3/1.2/ 20/ 443		
WLYT-F 92.5 Haverhill/Bstn	0.5/2.3/ 60/1400		
WROL 950 Boston	0.5/1.8/ 37/ 755		
WSSH 1510 Boston	0.9/1.5/ 56/ 566		
WBRU-F 95.5 Providence	0.3/1.2/ 83/1674		
WCTK-F 98.1 New Bedford	0.6/1.4/138/1958		
WGIR-F 101.1 Manchester	0.4/2.0/132/2364		
WHJY-F 94.1 Providence	0.5/2.4/178/2922		
WOKQ-F 97.5 Dover/Portsmouth	0.6/1.7/251/2678		

BOSTON  
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RADIO STATIONS  
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AM STATIONS  
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WBZ, 1030, 50 KW (DA-1)	, TALK	ABC, \$ 195.00 (Group W)	Westinghouse
WEEI, 590, 5 KW (DA-1)	, SPORTS	ABC, APR, \$ 100.00 (CBS)	Boston Celtics
WHDH, 850, 50 KW (DA-2)	, TALK	NBC, NBC T, \$ 100.00 (Katz)	Atlantic
WILD, 1090, 5 KW (DAYS)	, BLACK	AURN, ABC, \$ 42.00 (Roslin)	
WMEX, 1150, 5 KW (DA-2)	, SEE WMJX-FM		
WRKO, 680, 50 KW (DA-2)	, TALK/NEWS	MBS UNIULT, \$ 215.00 (Katz)	Atlantic
WROL, 950, 5 KW (DAYS)	, RELIGION	, \$ 24.00 (---)	Carter
WXKS, 1430, 5 KW/1 KW (DA-N)	, NOSTALGIA	UNISUP UNIULT, \$ N/A (Katz)	Pyramid

FM STATIONS  
-----

WBCN, 104.1, 19 KW @ 741, AOR		, \$ 300.00 (Torbet)	Infinity
WBHX, 98.5, 9 KW @ 1145, AC		UNIPWR, \$ 115.00 (Katz)	Atlantic
WBOS, 92.9, 9 KW @ 1149, PROG AOR		, \$ 75.00 (Katz)	Granum
WCDJ, 96.9, 13 KW @ 1151, COUNTRY		ABC, \$ 80.00 (MMR)	Greater Media
WCGY, 93.7, 50 KW @ 430, AOR		ABC, \$ 60.00 (K & P)	Curt Gowdy
WCRB, 102.5, 15 KW @ 918, CLASSICAL		, \$ 81.00 (CMBS)	
WFNX, 101.7, 1.6 KW @ 440, AOR		, \$ 55.00 (Durpetti)	
WHRB, 95.3, 3 KW @ 110, VARIOUS		, \$ 30.00 (---)	
WMJX, 106.7, 24 KW @ 718, AC		, \$ 150.00 (McGuilid)	Greater Media
WODS, 103.3, 16 KW @ 270, OLDIES		CBS, \$ 170.00 (CBS)	CBS
WPLM, 99.1, 50 KW @ 430, NOSTALGIA		UNIULT, \$ 59.00 (HNWH)	(PLYMOUTH)
WSSH, 99.5, 32 KW @ 600, SOFT AC		UNISUP, \$ 185.00 (HNWH)	Granum
WVBF, 105.7, 14 KW @ 954, COUNTRY		, \$ 95.00 (Banner)	Fairbanks
WXKS, 107.9, 24 KW @ 722, CHR		, \$ 245.00 (Katz)	Pyramid
WZLX, 100.7, 20 KW @ 718, CLASSIC AOR		, \$ 130.00 (HNWH)	Infinity
WZOU, 94.5, 12 KW @ 1053, CHR		, \$ 145.00 (HNWH)	Ardman

WAAF -- SEE WORCESTER

Miscellaneous: WVBF-F changes to WCLB-F and format from AC to Country (Feb) . . . WCDJ-F changes to Country (May) . . .

BUFFALO-NIAGARA FALLS

Arbitron Rank/Pop (12+): 41/989,500  
 MSA Rank/Pop: 55/1,190,000 B  
 ADI # 38  
 Average Person Ratings: 17.4  
 Market TSL: 22.75 hours

Stations: 24/21  
 Diaries: 1543/641:1/61.0%  
 Sample Target: 1420  
 % Below Line: 2.0  
 % Not Listed: 10.0

1992 Revenue: \$30,000,000  
 HH Inc.: \$27,650  
 Retail \$: 8.5 Bll  
 Pop per Station: 47,119  
 #1 Biller: WYRK-F \$3,600,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WYRK-F (C)	169/ 9.8	10.5	10.9	11.3	9.6	10.6	197/2210	1851/18.7	20.4	19.4	E	WYRK-F
2. WGR (N/T)	161/ 9.3	7.5	5.3	5.5	5.9	6.9	193/3184	2738/27.7	26.1	22.3	D	WGR
3. WBEN (FS)	150/ 8.7	8.2	7.6	7.1	8.4	7.9	167/2487	2246/22.7	20.0	20.6	E	WBEN
4. WHTT-F (O)	122/ 7.1	8.2	6.6	8.2	6.1	7.5	141/2119	1889/19.1	20.8	19.0	E	WHTT-F
5. WKSE-F (CHR)	116/ 6.7	6.8	7.3	7.7	9.8	7.1	127/2261	2028/20.5	21.1	24.5	E	WKSE-F
6. WJYE-F (SAC)	113/ 6.6	8.7	7.1	6.9	6.6	7.3	122/1911	1780/18.0	18.7	16.0	D	WJYE-F
7. WBLK-F (B)	110/ 6.4	6.7	7.8	5.1	6.9	6.5	113/1216	1163/11.8	11.0	12.2	C	WBLK-F
8. WUFX-F (CL AOR)	107/ 6.2	5.2	7.0	6.9	5.9	6.3	120/1791	1545/15.6	14.2	15.8	D	WUFX-F
9. WGRF-F (AOR)	99/ 5.7	6.7	6.7	6.5	6.4	6.4	147/2193	1619/16.4	19.7	17.7	D	WGRF-F
10. WMJQ-F (AC/CHR)	92/ 5.3	4.8	5.6	5.7	4.8	5.3	138/2295	1617/16.3	17.7	16.5	D	WMJQ-F
11. WECK (BB)	90/ 5.2	3.9	4.0	3.6	3.8	4.2	91/953	923/ 9.3	9.3	7.1	B	WECK
12. WBUF-F (AC)	59/ 3.4	5.0	3.6	4.4	5.2	4.1	64/1331	1177/11.9	13.5	14.2	C	WBUF-F
13. WNUC-F (C)	21/ 1.2	1.0	1.4	1.7	1.9	1.3	35/814	529/ 5.3	5.6	5.0	A	WNUC-F
14.												
15.												

12+ FM SHARE (METRO): 68.23% (1059 of 1552) (WIN 92: 74.66%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WKSE-F>	1 WUFX-F	1 WHTT-F<	1 WHTT-F	1 WHTT-F<	1 WBEN	1 WBEN	1 WJYE-F	1 WYRK-F	1 WGR	1 WBEN
2 WBLK-F<	2 WGRF-F	2 WYRK-F	2 WYRK-F	2 WYRK-F<	2 WYRK-F<	2 WGR	2 WYRK-F	2 WGR	2 WKSE-F	2 WGR
3 WUFX-F	3 WKSE-F<	3 WUFX-F	3 WGR	3 WGR	3 WGR	3 WYRK-F	3 WBEN	WBEN <	3 WBLK-F	3 WUFX-F
4	4 WBLK-F	4 WGRF-F<	4 WJYE-F<	4 WJYE-F	4 WECK	4 WHTT-F	4 WGR	4 WUFX-F<	4 WUFX-F	4 WHTT-F<
5	5 WMJQ-F<	5 WGR	5 WGRF-F<	5 WMJQ-F	5 WHTT-F<	5 WKSE-F	5 WHTT-F	5 WJYE-F<	5 WYRK-F	5 WJYE-F
6	6 WYRK-F	6 WBLK-F<	6 WMJQ-F	6 WGRF-F	6 WJYE-F	6 WGRF-F<	6 WUFX-F<	6 WHTT-F	6 WMJQ-F	6
7	7	7 WMJQ-F<	7 WKSE-F	7 WBEN	7	7	7 WECK	7 WBLK-F<	7	7
8	8	8	8	8	8	8	8	8 WKSE-F	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBLK-F	1 WKSE-F	1 WKSE-F	1 WBLK-F<	1 WJYE-F	1 WUFX-F>>	1 WUFX-F<	1 WGRF-F>	1 WGRF-F<	1 WHTT-F
2 WKSE-F<	2 WBLK-F	2 WMJQ-F	2 WKSE-F	2 WYRK-F	2 WGRF-F>	2 WGRF-F>	2 WYRK-F	2 WUFX-F	2 WGR
3 WUFX-F>	3 WMJQ-F	3 WJYE-F	3 WYRK-F<	3 WMJQ-F	3 WBLK-F	3 WGR	3 WGR <	WHTT-F	3 WYRK-F
4 WMJQ-F	4 WUFX-F	4 WBLK-F	4 WJYE-F	4 WKSE-F<	4 WMJQ-F	4 WYRK-F	4 WUFX-F	4 WGR	4 WGRF-F<
5 WGRF-F	5 WJYE-F	5 WYRK-F	5 WMJQ-F	5 WHTT-F	5	5 WHTT-F	5 WHTT-F	5 WYRK-F>	5 WBEN
6	6	WBUF-F	6 WHTT-F	WGR	6	6	6	6	6

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WDCX-F 99.5	Buffalo	1.0/4.0/	23/ 522
WHLN 1270	Niagara Falls	0.6/1.8/	10/ 189
WHTT 1120	Buffalo	0.6/1.6/	10/ 154
WJLJ 1440	Niagara Falls	0.5/1.5/	9/ 151
WLVL 1340	Lockport	0.8/1.7/	14/ 169
WUFO 1080	Amherst	1.1/1.0/	19/ 103
WKWB 1520	Buffalo	1.0/5.0/	18/ 551
WXRL 1300	Lancaster/Buff1	0.7/2.1/	12/ 218
CFNY-F 102.1	Brampton ON	0.9/3.8/	15/ 405
CHTZ-F 97.7	St. Catherines	0.5/4.4/	11/ 472
CKEY-F 101.1	Ft.Erie Ontario	0.6/1.6/	11/ 177



BUFFALO-NIAGARA FALLS

RADIO STATIONS

AM STATIONS

WBEN,	930,	5 KW (DA-N)	, Full Service	CBS,	\$ 70.00	(Durpetti)	Algonquin
WECK,	1230,	1 KW	, Nostalgia	NBC UNISUP,	\$ 29.00	(Mc-Guild)	EBE
WGR,	550,	5 KW (DA-N)	, News/Talk	ABC,	\$ 49.00	(Katz)	
WUFO,	1080,	1 KW (DAYS)	, Black	AURN,	\$ 16.00	(Williams)	Sheridan
WWKB,	1520,	50 KW (DA-1)	, Talk	ABC CNN,	\$ 34.00	(Banner)	Price

FM STATIONS

WBLK-F,	93.7,	50 KW @ 400,	Black	CBS,	\$ 40.00	(Durpetti)	
WBUF-F,	92.9,	91 KW @ 581,	AC	,	\$ 66.00	(McGuild)	Lincoln
WDCX-F,	99.5,	110 KW @ 195,	Religion	,	\$ 22.00	(---)	Crawford
WNUC-F,	107.7,	12 KW @ 800,	Country	UNIULT,	\$ 30.00	(---)	(WETHERSFIELD)
WGRF-F,	96.9,	13 KW @ 888,	AOR	,	\$ 80.00	(Katz)	
WHTT-F,	104.1,	50 KW @ 390,	Oldies	,	\$ 85.00	(MMR)	Pyramid
WJYE-F,	96.1,	50 KW @ 479,	Soft AC	UNISUP,	\$ 70.00	(Durpetti)	EBE
WKSE-F,	98.5,	46 KW @ 420,	CHR	ABC,	\$ 60.00	(Banner)	Price
WMJQ-F,	102.5,	105 KW @ 1338,	AC/CHR	SOURCE,	\$ 51.00	(Durpetti)	Algonquin
WUFX-F,	103.3,	49 KW @ 341,	Classic AOR	CBS,	\$ 50.00	(Katz)	Metroplex
WYRK-F,	106.5,	50 KW @ 390,	Country	,	\$ 70.00	(Christal)	Stoner

\*\*\*\*\* F O R M A T C O D E S \*\*\*\*\*

* AC - Adult Contemporary	J/NAC- Jazz and New Adult Contemporary	*
* AOR - Album Oriented Rock	M/FS - Middle of Road, (MOR) Full Service	*
* B - Black (audience predominately black - over 75%)	N - News	*
* BB - Big Band, Nostalgia	O - Oldies (1955 to current)	*
* C - Country	REL - Religion, Christian	*
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary	*
* CL - Classical	SP - Hispanic/Spanish	*
* CL AOR - Classic AOR, Classic Rock	T - Talk	*
* E - Ethnic	U - Urban (majority of audience is non-white)	*
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	? - Others or Unknown	*
* G - Gospel		*

\*\*\*\*\* R E V E N U E L E V E L C O D E S \*\*\*\*\*

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

CHARLESTON, SC

Arbitron Rank/Pop (12+): 85/425,800  
 MSA Rank/Pop: 94/518,000  
 ADI # 105  
 Average Person Ratings: 17.8  
 Market TSL: 23.25 hours

Stations: 21/19  
 Diaries: 953/447:1/51.4%  
 Sample Target: 900  
 % Below Line: 0.9  
 % Not Listed: 14.3

1992 Revenue: \$11,700,000  
 HH Inc.: \$27,801  
 Retail \$: 3.7 Bill  
 Pop per Station: 22,410  
 #1 Biller: WEZL-F \$2,400,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WWWZ-F (B)	97/12.8	14.8	15.0	13.5	10.7	14.0	107/1133	898/21.1	21.5	17.8	C	WWWZ-F
2. WEZL-F (C)	70/ 9.2	11.6	10.6	10.2	10.9	10.4	81/1244	1113/26.1	23.2	22.6	D	WEZL-F
3. WTMA (N/T)	68/ 8.9	6.9	5.8	5.2	6.3	6.7	73/808	779/18.3	14.4	14.5	C	WTMA
4. WBUB-F (C)	60/ 7.9	8.7	7.1	12.1	7.4	8.9	75/1172	830/19.5	18.3	18.2	C	WBUB-F
5. WXTC-F (AC)	49/ 6.4	4.4	6.1	4.6	6.7	5.4	60/690	598/14.0	13.3	15.6	C	WXTC-F
6. WSUY-F (AC)	37/ 4.9	4.0	3.8	4.3	5.6	4.3	37/444	444/10.4	10.0	10.0	B	WSUY-F
WAVF-F (AOR)	37/ 4.9	7.0	4.9	7.1	5.7	6.0	43/731	664/15.6	15.4	14.0	C	WAVF-F
8. WSSX-F (AC)	36/ 4.7	5.7	5.8	6.4	8.1	5.7	39/755	659/15.5	19.2	21.6	C	WSSX-F
9. WXLY-F (O)	31/ 4.1	4.4	5.8	5.3	3.2	4.9	37/725	556/13.1	13.6	10.4	B	WXLY-F
10. WYBB-F (CL AOR)	29/ 3.8	4.3	5.7	5.9	3.2	4.9	30/561	550/12.9	14.8	12.3	A	WYBB-F
WPAL (B)	29/ 3.8	4.7	4.7	3.1	5.8	4.1	31/463	449/10.5	8.5	10.9	A	WPAL
12. WQIZ (G)	24/ 3.2	2.1	3.3	1.3	1.1	2.5	25/148	113/ 2.7	2.4	2.5	A	WQIZ
13. WTUA-F (REL)	18/ 2.4	0.8	1.5	1.3	4.2	1.5	27/260	133/ 3.1	2.6	5.1		WTUA-F
14. WMGL-F (B/AC)	15/ 2.0					0.5	17/267	229/ 5.4	0.0	0.0		WMGL-F
15. WSSP-F (CHR)	12/ 1.6	1.4	1.3	2.8	2.5	1.8	14/315	294/ 6.9	8.1	5.2	A	WSSP-F
16. WZJY (G)	10/ 1.3	1.4	1.1	2.2	1.4	1.5	10/125	125/ 2.9	3.1	3.8	A	WZJY
17. WDXZ-F (CHR)	8/ 1.1	2.3	3.3	1.9	2.4	2.2	8/235	235/ 5.5	10.1	6.5	A	WDXZ-F
WXTC (AC)	8/ 1.1					0.3	8/63	51/ 1.2	0.8	0.5		WXTC

19.  
20.

12+ FM SHARE (METRO): 77.73% (506 of 651) (WIN 92: 81.69%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WWWZ-F>>	1 WWWZ-F>>	1 WWWZ-F>	1 WWWZ-F	1 WWWZ-F	1 WTMA	1 WWWZ-F	1 WTMA >	1 WWWZ-F>	1 WWWZ-F>>	1 WWWZ-F
2 WSSX-F	2 WAVF-F	2 WXTC-F	2 WXTC-F	2 WEZL-F<	2 WEZL-F>	2 WEZL-F>	2 WEZL-F	2 WBUB-F	2 WBUB-F	2 WTMA >
WSSP-F	3 WBUB-F	WBUB-F	3 WEZL-F	3 WXTC-F	3 WTMA	3 WWWZ-F	3 WEZL-F	3 WEZL-F	3 WEZL-F	3 WTMA
WBUB-F	4 WSSX-F<	4 WEZL-F	4 WTMA	4 WTMA	4 WBUB-F<	4 WBUB-F	4 WXTC-F	4 WXTC-F	4 WXTC-F<	4 WBUB-F
5	5 WEZL-F	5 WAVF-F	WBUB-F>	5 WBUB-F	5 WSUY-F	5 WXTC-F	5 WBUB-F>	5 WTMA <	5 WAVF-F	5
6	6	6 WTMA	6 WYBB-F	6 WSUY-F	6	6	6	6 WSSX-F	6	6
7	7	7	WAVF-F	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WWWZ-F>>	1 WWWZ-F>>	1 WWWZ-F>	1 WWWZ-F>	1 WWWZ-F	1 WWWZ-F	1 WWWZ-F>	1 WWWZ-F>	1 WWWZ-F>	1 WTMA <
2 WXTC-F	2 WXTC-F	2 WQIZ	2 WXTC-F>	2 WXTC-F>	2 WBUB-F	2 WAVF-F	2 WYBB-F	2 WAVF-F	2 WWWZ-F<
WEZL-F>	3 WEZL-F	3 WXTC-F	3 WEZL-F	3 WSUY-F	3 WAVF-F	3 WBUB-F	3 WBUB-F	3 WBUB-F	3 WEZL-F
4 WTUA-F	4 WSSX-F	WSSX-F	WBUB-F	4 WEZL-F	4 WSSX-F>	4 WYBB-F	4 WEZL-F	4 WYBB-F	4 WYBB-F
WSSX-F	WBUB-F	WBUB-F	5 WSUY-F	WBUB-F>	5	5 WSSX-F	5 WTMA	5 WTMA	5 WAVF-F
WBUB-F	6	6 WTMA	6	6	6	6 WEZL-F	WBUB-F	WEZL-F	6 WXTC-F
WAVF-F		WSUY-F							WBUB-F

OTHER RATED STATIONS METRO CUME TSA SHARE/RTG/AQH/CUME

Woke	1340	Charleston	0.8/2.4/	6/ 101
WHLZ-F	92.5	Manning/Florenc	0.4/2.5/	24/ 385
WDM-F	101.3	Sumter	0.5/2.4/	43/ 563

RADIO STATIONS

WPAL	, 730,	1 KW/100 W	, Black	AURN ABC, \$19.00	(Roslin)
WQIZ	, 810,	5 KW (DAYS)	, Gospel	AURN, \$13.00	(Eastman)
WTMA	, 1250,	5 KW/1 KW	, News/Talk	ABC NBC, \$22.00	(Katz)
WVVO	, 910,	500 W (DA-1)	, Black Oldies	SMN, \$12.00	(K & P)
WZJY	, 1480,	1 KW (DAYS)	, Gospel	CNN UNIULT, \$11.00	( --- )
WAVF-F	, 96.1,	100 KW @ 538	, AOR	, \$43.00	(Christal)
WBUB-F	, 107.5,	100 KW @ 928	, Country	, \$27.00	(McGuilid)
WDXZ-F	, 104.5,	50 KW @ 656	, CHR	, \$21.00	(Katz)
WEZL-F	, 103.5,	100 KW @ 660	, Country	MBS, \$59.00	(Banner)
WMGL-F	, 101.7,	6 KW @ 449	, Jazz/Urban	ABC, \$17.00	(K & P)
WSSX-F	, 95.1,	100 KW @ 1000	, AC	, \$38.00	(Katz)
WSUY-F	, 100.7,	50 KW @ 400	, AC	UNISUP, \$24.00	(Katz)
WTUA-F	, 105.9,	3 KW @ 328	, Gospel	AURN, \$12.00	( --- )
WSSP-F	, 94.3,	6 KW @ 298	, CHR	NBC MBS, \$19.00	(Christal)
WWWZ-F	, 93.5,	50 KW @ 459	, Black	AURN, \$28.00	(HNWH)
WXLY-F	, 102.5,	100 KW @ 1000	, Oldies	SMN UNIULT, \$25.00	(Banner)
WXTC-F	, 96.9,	100 KW @ 1768	, AC	, \$35.00	(Mc-Guilid)
WYBB-F	, 98.1,	50 KW @ 500	, Classic AOR	, \$20.00	(Eastman)
					Bloomington
					EBE
					Martin (FOLLY BCH)

CHARLOTTE

Arbitron Rank/Pop (12+): 39/1,010,600  
 MSA Rank/Pop: 43/1,140,000  
 Average Person Ratings: 16.1  
 Market TSL: 21.25 hours

Stations: 23/18  
 Diaries: 1354/746:1/49.9%  
 Sample Target: 1310  
 % Below Line: 4.5  
 % Not Listed: 15.1

1992 Revenue: \$36,800,000  
 HH Inc.: \$31,722  
 Retail \$: 9.0 Btl  
 Pop per Station: 56,144  
 #1 Biller: WSOC-F \$6,100,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WSOC-F (C)	203/12.5	11.3	11.9	14.9	13.0	12.6	341/4175	2380/23.6	25.2	25.9	G	WSOC-F
2. WPEG-F (B)	199/12.3	10.2	9.5	11.8	12.5	10.9	262/2398	1824/18.0	18.0	19.3	F	WPEG-F
3. WTDR-F (C)	147/ 9.1	7.7	8.7	7.0	6.8	8.1	289/3248	1804/17.9	17.8	14.7	D	WTDR-F
4. WBT (FS)	131/ 8.1	8.1	7.6	6.7	7.0	7.6	148/2250	1844/18.2	16.9	16.0	E	WBT
5. WRFX-F (AOR)	124/ 7.6	8.6	7.1	6.1	6.6	7.3	178/2641	1913/18.9	18.3	18.3	G	WRFX-F
6. WEZC-F (SAC)	86/ 5.3	6.1	6.4	6.7	7.1	6.1	148/2352	1337/13.2	13.6	17.0	D	WEZC-F
WCKZ-F (CHR/U)	86/ 5.3	3.7	3.6	4.5	5.2	4.3	125/2602	1719/17.0	14.1	16.4	C	WCKZ-F
8. WMXC-F (AC)	75/ 4.6	5.1	3.5	4.0	3.9	4.3	83/1391	1122/11.1	11.9	11.8	E	WMXC-F
9. WBT -F (AC)	72/ 4.4	5.3	6.2	5.7	5.4	5.4	159/2959	1473/14.6	15.5	19.0	D	WBT -F
10. WWMG-F (O)	54/ 3.3	2.8	4.1	4.8	3.4	3.8	97/1817	1119/11.1	8.5	10.6	D	WWMG-F
11. WXRC-F (AOR)	38/ 2.3	3.4	2.8	2.7	3.6	2.8	89/1717	816/ 8.1	9.3	8.0	B	WXRC-F
12. WAQQ-F (CHR)	34/ 2.1	2.3	2.6	2.1	2.1	2.3	47/1415	785/ 7.8	8.7	9.4	B	WAQQ-F
13. WMIT-F (REL)	30/ 1.8	3.3	2.2	1.0	1.3	2.1	75/1371	590/ 5.8	5.6	5.0		WMIT-F
14.												
15.												

12+ FM SHARE (METRO): 86.43% (1191 of 1378) (WIN 92: 88.74%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPEG-F	1 WRFX-F<	1 WPEG-F	1 WPEG-F	1 WPEG-F	1 WSOC-F>	1 WSOC-F	1 WSOC-F	1 WPEG-F<	1 WPEG-F>	1 WPEG-F>>
2 WCKZ-F>>	2 WPEG-F	2 WRFX-F	2 WRFX-F	2 WSOC-F<	2 WBT >	2 WPEG-F	2 WTDR-F	2 WSOC-F	2 WBT	2 WSOC-F
3 WAQQ-F	3 WTDR-F>	3 WTDR-F	3 WTDR-F	3 WTDR-F<	3 WPEG-F	3 WRFX-F>	WBT >	3 WTDR-F>	3 WCKZ-F	3 WBT >>
4	4 WSOC-F	4 WSOC-F>	4 WSOC-F	4 WRFX-F>	4 WTDR-F<	4 WTDR-F<	4 WPEG-F	4 WRFX-F	4 WSOC-F	4 WMXC-F
5	5 WCKZ-F	5 WMXC-F	5 WBT <	5 WBT	5 WEZC-F>	5 WBT	5 WEZC-F	5 WCKZ-F	5 WTDR-F	5 WEZC-F
6	WBT -F	6 WBT <	6 WMXC-F	6 WMXC-F<	6	6	6 WRFX-F	WBT	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPEG-F>	1 WPEG-F>	1 WPEG-F>	1 WPEG-F>	1 WPEG-F>	1 WRFX-F	1 WRFX-F>	1 WRFX-F>	1 WRFX-F>	1 WRFX-F>
2 WTDR-F	2 WTDR-F	2 WBT -F	2 WTDR-F>	2 WTDR-F<	2 WCKZ-F	2 WTDR-F	2 WTDR-F	2 WSOC-F	2 WSOC-F
3 WRFX-F>	3 WRFX-F<	3 WTDR-F	3 WSOC-F	3 WSOC-F	3 WSOC-F	WSOC-F	3 WSOC-F	3 WTDR-F	3 WTDR-F
4 WXRC-F	4 WBT -F	4 WRFX-F	4 WBT -F<	4 WEZC-F	WPEG-F>	WPEG-F	WPEG-F	4 WPEG-F	4 WBT
5 WMXC-F	5 WMXC-F	5 WMXC-F	5 WEZC-F	5 WBT -F>	5	5 WCKZ-F	5 WBT >	5 WBT	5 WPEG-F
WCKZ-F	6	6	6 WRFX-F	6	6	6	6	6 WMXC-F<	6
7	7	7	WMXC-F	7	7	7	7	7	7

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WAQS 610	Charlotte	0.6/2.4/	9/ 286
WGIV 1600	Charlotte	0.9/2.2/	16/ 238
WGSP 1310	Charlotte	0.7/1.5/	12/ 152
WHVN 1240	Charlotte	0.4/1.9/	9/ 234
WLON 1050	Lincolnton	0.4/0.7/	7/ 75
WRHI 1340	Rock Hill	0.4/0.9/	6/ 86
WFMX-F 105.7	Statesville	1.1/3.8/	113/1764
WKRR-F 92.3	Asheboro	0.4/2.7/	45/ 761
WSPA-F 98.9	Spartanburg	0.4/1.4/	28/ 460
WWGL-F 94.1	Lexington/WS	0.7/1.0/	23/ 364

RADIO STATIONS

WBT , 1110, 50 KW (DA-N)	, FULL SERVICE	CBS , \$ 76.00 (Banner)	Jeff-Pilot
WGSP, 1310, 1 KW/65 W	, RELIGION	AURN , \$ NA (Katz)	
WAQQ-F, 95.1, 100 KW @ 1542, CHR		SOURCE , \$ 35.00 (HNWH)	Adams
WBT-F, 107.9, 98 KW @ 1692, AC		ABC , \$ 50.00 (Banner)	Jeff-Pilot
WCKZ-F, 101.9, 99 KW @ 987, CHR/URBAN		ABC , \$ 48.00 (HNWH)	Beasley
WEZC-F, 102.9, 31 KW @ 1535, SOFT AC/EZ		ABC, UNIULT , \$ 44.00 (Katz)	Keymarket (HICKORY)
WPEG-F, 97.9, 50 KW @ 390, BLACK		CBS, UNIPWR , \$ 75.00 (Katz)	Broadcast Partners
WMXC-F, 104.7, 100 KW @ 1230, AC		, \$ 68.00 (MMR)	EZ
WRDX-F, 106.5, 100 KW @ 1004, OLDIES		, \$ 22.00 (Southern)	(SALISBURY)
WRFX-F, 99.7, 100 KW @ 1043, AOR		, \$ 100.00 (Mc-Guild)	Pyramid
WSOC-F, 103.7, 100 KW @ 1050, COUNTRY		, \$ 129.00 (Durpetti)	EZ
WTDR-F, 96.9, 100 KW @ 1548, COUNTRY		, \$ 55.00 (Christal)	Trumper (STATESVILLE)
WWMG-F, 96.1, 100 KW @ 1738, OLDIES		CBS , \$ 52.00 (Christal)	Voyager (SHELBY)
WXRC-F, 95.7, 100 KW @ 1276, AOR		ABC , \$ 26.00 ( --- )	(HICKORY)

Miscellaneous: WEZC-F sold by Keymarket to Trumper for \$6,000,000 . . . WWMG-F sold by Voyager to Dalton for \$4,500,000 . . .

CHATTANOOGA

Arbitron Rank/Pop (12+): 95/368,600  
 MSA Rank/Pop: 107/443,000  
 ADI # 85  
 Average Person Ratings: 17.8  
 Market TSL: 23.00 hours

Stations: 18/18  
 Diaries: 840/439:1/48.8%  
 Sample Target: 840  
 % Below Line: 0.0  
 % Not Listed: 12.4

1992 Revenue: \$12,700,000  
 HH Inc.: \$27,424  
 Retail \$: 3.2 Bill  
 Pop per Station: 20,477  
 #1 Biller: WUSY-F \$3,400,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WUSY-F (C)	174/26.6	21.8	22.0	21.5	23.7	23.0	305/2823	1520/41.2	37.7	36.9	E	WUSY-F
2. WSKZ-F (CHR)	58/ 8.9	5.8	6.9	9.4	5.6	7.8	107/1411	696/18.9	18.9	18.4	C	WSKZ-F
WDEF-F (SAC/EZ)	58/ 8.9	12.2	9.6	8.8	10.1	9.9	85/944	728/19.8	21.4	17.5	C	WDEF-F
4. WJTT-F (B)	56/ 8.5	7.7	10.4	7.6	8.4	8.6	66/571	469/12.7	14.7	15.0	C	WJTT-F
5. WGOW (T)	33/ 5.0	4.9	3.3	3.5	3.0	4.2	36/391	354/ 9.6	10.0	8.2	A	WGOW
6. WLMX-F (AC)	28/ 4.3	6.0	5.1	6.0	8.6	5.3	33/614	511/13.9	17.6	20.3	C	WLMX-F
7. WDOD-F (C)	26/ 4.0	6.3	4.6	5.3	6.6	5.1	37/800	527/14.3	16.4	16.5	B	WDOD-F
8. WNDO (B)	25/ 3.8	3.2	3.4	2.8	2.8	3.3	25/240	240/ 6.5	6.2	5.4	A	WNDO
9. WDOD (BB)	22/ 3.4	1.7	1.6	2.0	0.7	2.2	22/218	199/ 5.4	4.6	2.6	A	WDOD
10. WFXS-F (CL AOR)	19/ 2.9	4.8	4.7	6.1	5.3	4.6	23/473	339/ 9.2	10.3	10.5	B	WFXS-F
11. WKXJ-F (CHR)	15/ 2.3	1.5	1.1	1.3	1.7	1.5	22/253	134/ 3.6	3.9	4.4	A	WKXJ-F
WJRX-F (REL)	15/ 2.3	2.4	3.6	3.5	2.0	3.0	28/344	205/ 5.6	7.9	5.0	A	WJRX-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 81.36% (467 of 574) (WIN 92: 85.69%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WUSY-F	1 WUSY-F	1 WUSY-F>>	1 WUSY-F>>	1 WUSY-F>>	1 WUSY-F>>	1 WUSY-F>>	1 WUSY-F>>	1 WUSY-F>>	1 WUSY-F>	1 WUSY-F>>
2 WJTT-F>>	2 WSKZ-F>	2 WSKZ-F>	2 WSKZ-F>	2 WSKZ-F>	2 WDEF-F>>	2 WDEF-F>	2 WGOW	2 WSKZ-F	2 WJTT-F>>	2 WJTT-F
3 WKXJ-F	3 WJTT-F>	3 WJTT-F>	3 WJTT-F>	3 WJTT-F>	3 WGOW	3 WJTT-F	3 WDEF-F	3 WJTT-F	3 WDEF-F>	3 WDEF-F
4	4	4	4 WGOW	4 WGOW	WDOD	4	4 WSKZ-F>	4 WDEF-F	4	4

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WUSY-F>	1 WUSY-F>>	1 WUSY-F>>	1 WUSY-F>>	1 WUSY-F>>	1 WSKZ-F	1 WSKZ-F	1 WUSY-F	1 WUSY-F>>	1 WUSY-F>>
2 WJTT-F	2 WJTT-F	2 WJTT-F	2 WJTT-F<	2 WSKZ-F	2 WUSY-F>>	2 WUSY-F>>	WSKZ-F>>	2 WSKZ-F>	2 WSKZ-F
3 WSKZ-F	3 WSKZ-F>	3 WSKZ-F>	3 WSKZ-F>	WJTT-F>	3 WJTT-F	3 WFXS-F	3 WFXS-F	3 WGOW	3 WGOW >
WLMX-F	4	4	4 WLMX-F	4 WDEF-F	WFXS-F	4	4	4 WJTT-F	4 WJTT-F
					WNOO				

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WBDX-F	102.7	Trenton/Chtnoog	1.4/6.9/	10/ 80
WDEF	1370	Chattanooga	1.4/5.8/	9/ 213
WEPG	910	S Pittsburg	0.6/1.8/	4/ 65
WFLI	1070	Lookout Mountn	0.9/3.9/	7/ 184
WQCH	1590	Lafayette	1.2/2.0/	8/ 73
WGGC-F	101.9	Ringgold	1.4/7.4/	14/ 395

RADIO STATIONS

WDEF, 1370, 5 KW (DA-N)	, EZ	CBS, \$ 21.00 (MMR)	Park
WDOD, 1310, 5 KW (DA-N)	, NOSTALGIA	SMN UNIULT, \$ 17.00 (Banner)	Bahakel
WFLI, 1070, 50 KW/2.5 KW(DA-2)	, RELIGION	ABC, \$ 12.00 (---)	(LOOKOUT MT.)
WGOW, 1150, 5 KW/1 KW (DA-N)	, TALK	SUN, MBS, \$ 18.00 (Christal)	Bloomington
WNOO, 1260, 5 KW (DAYS)	, BLACK	AURN, \$ 14.00 (Banner)	
WBDX-F, 102.7, 6 KW @ 817,	SOFT AC	, \$ 15.00 (---)	(TRENTON)
WDEF-F, 92.3, 100 KW @ 1181,	EZ/SOFT AC	CBS, \$ 33.00 (MMR)	Park
WDOD-F, 96.5, 100 KW @ 1079,	COUNTRY	UNIULT, \$ 31.00 (Banner)	Bahakel
WFXS-F, 102.3, 3 KW @ 285,	CLASSIC AOR	, \$ 19.00 (Banner)	(SODDY-DAISY)
WJRX-F, 107.9, 3 KW @ 328,	RELIGION	APR, \$ 13.00 (---)	(EAST RIDGE)
WJTT-F, 94.3, 3 KW @ 298,	BLACK	CBS, \$ 25.00 (HNWH)	(REDBANK)
WKXJ-F, 97.3, 16 KW @ 856,	CHR	, \$ 20.00 (Roslin)	(S.PITTS)
WLMX-F, 105.5, 3 KW @ 269,	AC	ABC, \$ 47.00 (Eastman)	Mak (ROSSVILLE, GA)
WGGC-F, 101.9, 3 KW @ 702,	OLDIES	, \$ 19.00 (Christal)	(RINGGOLD, GA)
WSKZ-F, 106.5, 100 KW @ 1079,	CHR	, \$ 45.00 (Christal)	Bloomington
WUSY-F, 100.7, 100 KW @ 363,	COUNTRY	NBC, \$ 73.00 (Katz)	Colonial

Miscellaneous: WJRX-F sold to Bahakel for \$1,350,000 (Connelly) . . .

CHICAGO

Arbitron Rank/Pop (12+): 3/6,710,800  
 MSA Rank/Pop: 3/8,240,000  
 ADI # 3  
 Average Person Ratings: 18.1  
 Market TSL: 23.50 hours

Stations: 40/40  
 Diaries: 3603/1863:1/51.1%  
 Sample Target: 3470  
 % Below Line: 0.0  
 % Not Listed: 9.8

1992 Revenue: \$247,900,000  
 HH Inc.: \$33,675  
 Retail \$: 63.3 Bil  
 Pop per Station: 167,770  
 #1 Biller: WGN \$40,400,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WGCI-F (B)	901/ 7.4	7.6	7.2	7.3	6.8	7.4	903/9794	9721/14.5	13.8	13.8	I	WGCI-F
2. WGN (T/FS)	786/ 6.5	8.5	6.8	7.6	8.8	7.3	981/11629	9478/14.1	19.2	16.0	K	WGN
3. WUSN-F (C)	749/ 6.2	5.7	4.3	5.5	4.7	5.4	773/10044	9348/13.9	13.0	10.6	I	WUSN-F
4. WBBM-F (CHR)	602/ 5.0	4.6	5.6	5.7	5.0	5.2	618/11690	11296/16.8	15.6	15.8	H	WBBM-F
5. WLIT-F (SAC)	559/ 4.6	3.7	3.6	3.4	3.7	3.8	575/8096	7944/11.8	10.4	10.6	H	WLIT-F
6. WLS -AF (T)	521/ 4.3	3.5	2.8	3.0	3.7	3.4	563/7877	6540/ 9.7	9.4	9.1	E	WLS -AF
7. WBBM (N)	515/ 4.2	3.9	4.0	3.9	4.0	4.0	569/11981	10834/16.1	16.1	15.9	J	WBBM
8. WJJD (BB)	420/ 3.5	3.0	4.0	3.7	3.4	3.5	450/5599	4991/ 7.4	6.9	8.4	G	WJJD
9. WNUA-F (J/NAC)	414/ 3.4	3.5	2.6	3.1	3.2	3.2	429/6455	6175/ 9.2	9.2	9.6	H	WNUA-F
10. WWBZ-F (AOR)	404/ 3.3	3.4	3.7	4.6	4.0	3.8	451/8581	7860/11.7	11.8	12.5	H	WWBZ-F
11. WVAZ-F (B/AC)	394/ 3.2	2.8	4.2	4.4	3.9	3.7	408/5895	5666/ 8.4	7.5	9.8	I	WVAZ-F
12. WKQX-F (AC)	335/ 2.8	2.9	2.1	2.0	2.3	2.5	355/7485	7271/10.8	10.1	10.9	G	WKQX-F
13. WLUP (T)	332/ 2.7	3.0	3.5	2.9	3.2	3.0	354/5359	4888/ 7.3	7.7	7.0	H	WLUP
14. WMAQ (N)	322/ 2.7	2.5	2.7	2.9	2.5	2.7	344/9703	8504/12.7	12.8	13.1	K	WMAQ
15. WLUP-F (AOR)	321/ 2.6	3.0	3.2	3.1	3.0	3.0	327/7347	7140/10.6	11.7	11.6	J	WLUP-F
16. WPNT-F (AC)	318/ 2.6	2.0	2.2	2.3	2.5	2.3	320/5781	5555/ 8.3	8.2	9.2	G	WPNT-F
17. WCKG-F (CL AOR)	296/ 2.4	2.2	2.3	2.8	2.6	2.4	321/7222	6619/ 9.9	10.0	10.8	I	WCKG-F
18. WXRT-F (AOR)	279/ 2.3	2.9	3.5	3.3	3.8	3.0	283/4845	4696/ 7.0	8.2	9.4	I	WXRT-F
19. WJMK-F (O)	265/ 2.2	3.1	2.8	3.3	2.9	2.8	282/7579	7103/10.6	11.1	10.7	I	WJMK-F
20. WSCR (SPRTS)	238/ 2.0	1.6	1.4	1.2	0.9	1.5	243/2601	2488/ 3.7	3.1	2.1	C	WSCR
21. WNIB-F (CL)	233/ 1.9	1.3	1.3	1.7	1.7	1.5	235/3580	3475/ 5.2	5.0	5.3	E	WNIB-F
22. WIND (SP)	213/ 1.8	1.1	0.9	1.2	1.1	1.3	215/2199	2085/ 3.1	2.4	2.5		WIND
23. WOJO-F (SP)	211/ 1.7	1.7	1.9	1.8	1.8	1.8	211/2360	2353/ 3.5	3.9	4.0	F	WOJO-F
24. WTMX-F (AC)	210/ 1.7	1.5	2.1	1.7	2.2	1.8	212/4575	4468/ 6.7	5.1	7.9	G	WTMX-F
25. WFMT-F (CL)	138/ 1.1	1.5	1.4	0.8	1.4	1.2	146/2786	2632/ 3.9	5.1	4.3	E	WFMT-F
26. WGCI (B/O/G)	126/ 1.0	1.5	1.5	0.9	1.0	1.2	126/2094	2094/ 3.1	3.4	3.0		WGCI
27. WAIT (BB)	106/ 0.9	0.6	0.7	0.7	1.0	0.7	108/1126	1049/ 1.6	1.3	2.1		WAIT
28. WVON (B)	105/ 0.9	0.8	0.8	0.5	0.8	0.8	105/744	744/ 1.1	1.3	1.2		WVON
29. WYSY-F (AC)	97/ 0.8	0.7	0.7	0.6	0.7	0.7	98/2773	2669/ 4.0	2.9	2.2		WYSY-F
30. WYCA-F (REL)	95/ 0.8	1.0	0.6	0.8	0.6	0.8	95/1437	1437/ 2.1	2.4	1.2		WYCA-F

12+ FM SHARE (METRO): 66.03% (7242 of 10967) (WIN 92: 66.78%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBBM-F	1 WGCI-F>	1 WGCI-F>	1 WGCI-F<	1 WUSN-F	1 WGN >	1 WGN >	1 WLIT-F	1 WGCI-F	1 WGCI-F>	1 WGN >>
2 WGCI-F>>	2 WBBM-F	2 WUSN-F	2 WUSN-F	2 WGCI-F	2 WUSN-F	2 WGCI-F	2 WUSN-F	2 WUSN-F	2 WBBM-F>	2 WBBM >>
3 WWBZ-F>	3 WWBZ-F	3 WLIT-F	3 WLIT-F	3 WLIT-F	3 WLS -AF<	3 WBBM	3 WGCI-F<	3 WBBM-F<	3 WWBZ-F<>	3 WGCI-F>>
4 WJPC	4 WLUP-F<	4 WBBM-F	4 WVAZ-F<	4 WNUA-F	4 WBBM	4 WUSN-F	4 WLS -AF<	4 WGN	4 WUSN-F	4 WMAQ >>
5 WKQX-F	5 WLUP <	5 WWBZ-F	5 WNUA-F	5 WVAZ-F	5 WJJD	WLUP-F	5 WGN	5 WLIT-F	5 WGN <	5 WLS >>
6	6 WUSN-F<	6 WVAZ-F<	6 WLUP	6 WGN	6 WLIT-F	WBBM-F	6 WLUP	6 WLS -AF	6 WLS -AF<	6 WVAZ-F>>
7	7 WKQX-F<	7 WLUP-F	7 WXRT-F<	7 WLUP	7 WNUA-F	7 WLS -AF	WJJD	WNUA-F	7 WVAZ-F	7 WUSN-F>>
8	8 WXRT-F	WLUP	8 WLUP-F	8 WLS -AF	8 WMAQ	WLIT-F	8 WNUA-F	WLUP <	8 WNUA-F>	8 WBBM-F<
9	9 WLIT-F	9 WNUA-F	WCKG-F	WXRT-F<	9 WVAZ-F	9 WMAQ	9 WPNT-F	9 WWBZ-F	9 WMAQ	9 WLIT-F
10	10 WCKG-F	10 WKQX-F	10 WPNT-F	10 WPNT-F	10 WGCI-F	10 WJJD	WBBM	10 WBBM	WKQX-F	WJJD

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGCI-F	1 WGCI-F>	1 WGCI-F>	1 WGCI-F>	1 WLIT-F	1 WGCI-F	1 WGCI-F	1 WLUP	1 WGCI-F	1 WUSN-F
2 WBBM-F>>	2 WBBM-F>	2 WUSN-F	2 WUSN-F	2 WGCI-F<	2 WWBZ-F>	2 WWBZ-F<	2 WXRT-F	2 WUSN-F<	2 WGCI-F<
3 WKQX-F	3 WUSN-F	3 WVAZ-F	WLIT-F	3 WUSN-F	3 WBBM-F	3 WLUP	WLUP-F<	3 WLUP <	3 WSCR <
4 WWBZ-F<	4 WVAZ-F	4 WXRT-F	4 WVAZ-F<	4 WVAZ-F	4 WLUP-F	4 WLUP-F	4 WGCI-F	4 WWBZ-F	4 WLUP
5 WLIT-F	5 WKQX-F	5 WBBM-F<	5 WBBM-F<	5 WPNT-F	5 WKQX-F	5 WXRT-F	5 WWBZ-F	5 WLUP-F	5 WCKG-F
6 WPNT-F	6 WPNT-F	6 WPNT-F	6 WPNT-F>	WGN <	6 WLUP	6 WKQX-F	6 WSCR	WCKG-F	6 WLS -AF
7 WUSN-F	7 WLIT-F	7 WLIT-F<	7 WNUA-F	7 WNUA-F>	7 WCKG-F	7 WBBM-F<	7 WKQX-F	7 WSCR	WNUA-F<
8 WTMX-F<	8 WWBZ-F	8 WKQX-F	8 WKQX-F	8 WTMX-F	8 WUSN-F	8 WCKG-F	8 WCKG-F	8 WXRT-F	8 WXRT-F<
9	9 WXRT-F	9 WWBZ-F<	9 WTMX-F	WBBM-F<	9 WIND	9 WUSN-F<	9 WUSN-F	9 WLIT-F	9 WLIT-F<
10	10 WLUP	10 WLUP-F	10 WGN	10 WJMK-F	10 WXRT-F	10 WSCR	10 WBBM-F	10 WNUA-F	10 WLIT-F

CHICAGO

OTHER RATED STATIONS		METRO CUME TSA	SHARE/RTG/AQH/CUME
WABT-F	103.9	Dundee/Schaumbg	0.3/1.2/ 42/ 815
WBUS-F	99.9	Kankakee/Chicago	0.3/2.6/ 46/2059
WCCQ-F	98.3	Crest Hill	0.4/1.1/ 44/ 754
WJPC	950	Chicago/Lansing	0.7/2.6/ 84/1723
WJPC-F	106.3	Lansing/Chicago	0.7/2.8/ 82/1901
WNIZ-F	96.9	Zion	0.1/0.2/ 8/ 156
WOPA	1200	Chicago	0.4/1.1/ 43/ 726
WTAQ	1300	La Grange/Chicg	0.7/1.8/ 86/1232
WYLL-F	106.7	Des Plaines	0.3/1.5/ 35/1042

RADIO STATIONS

AM STATIONS

WBBM, 780, 50 KW	, NEWS	CBS, \$ 250.00 (CBS)	CBS
WGCI, 1390, 5 KW (DA-2)	, BLACK OLDIES/GOSPEL	AURN, \$ N/A (McGuild)	Gannett
WGN, 720, 50 KW	, TALK/FULL SERVICE	ABC, \$ 350.00 (Christal)	Tribune Co.
WIND, 560, 5 KW (DA-2)	, HISPANIC	, \$ 80.00 (Katz)	Tichenor
WJJD, 1160, 50 KW/5KW (DA-2)	, NOSTALGIA	UNIULT, \$ 90.00 (Katz)	Infinity
WLS, 890, 50 KW	, TALK	ABC, \$ 100.00 (Banner)	Cap. Cities/ABC
WLUP, 1000, 50 KW (DA-2)	, TALK	, \$ 145.00 (MMR)	Evergreen
WMAQ, 670, 50 KW	, NEWS	CNN NBC, \$ 180.00 (Group W)	Westinghouse
WSCR, 820, 5 KW (DAYS)	, SPORTS	, \$ 55.00 (CBS)	Diamond
WTAQ, 1300, 5 KW/500W (DA-2)	, HISPANIC	, \$ 45.00 (Lotus)	Lotus
WVON, 1450, 1 KW	, BLACK/TALK	MBS, \$ 50.00 (Roslin)	

FM STATIONS

WBBM, 96.3, 4.2 KW @ 1554, CHR		CBS, \$ 160.00 (CBS)	CBS
WCKG, 105.9, 4.1 KW @ 1587, CLASSIC AOR		, \$ 200.00 (Katz)	Cox
WFMT, 98.7, 16 KW @ 1171, CLASSICAL		, \$ 120.00 (HNWH)	
WGCI, 107.5, 33 KW @ 600, BLACK		, \$ 225.00 (McGuild)	Gannett
WJMK, 104.3, 4 KW @ 1568, OLDIES		UNIPWR, \$ 211.00 (Katz)	Infinity
WJPC, 106.3, 3 KW @ 397, BLACK		, \$ 40.00 ( --- )	Johnson Pub.
WKQX, 101.1, 6 KW @ 1171, AC/AOR		SOURCE, \$ 160.00 (HNWH)	Emmis
WLIT, 93.9, 4 KW @ 1581, SOFT AC		, \$ 195.00 (Christal)	Viacom
WLS, 94.7, 4.4 KW @ 1528, SEE WLS AM			
WLUP, 97.9, 6 KW @ 1171, AOR		, \$ 320.00 (MMR)	Evergreen
WNIB, 97.1, 8.4 KW @ 1191, CLASSICAL		, \$ 110.00 (CMBS)	
WNUA, 95.5, 8.3 KW @ 1171, JAZZ/NAC		, \$ 165.00 (Durpetti)	Pyramid
WOJO, 105.1, 7.2 KW @ 1171, HISPANIC		, \$ 105.00 (Katz Hisp)	Tichenor
WPNT, 100.3, 8.2 KW @ 1171, AC		, \$ 135.00 (Eastman)	Century
WTMX, 101.9, 4.2 KW @ 1558, AC		, \$ 150.00 (McGuild)	Bonneville
WUSN, 99.5, 6 KW @ 1171, COUNTRY		, \$ 160.00 (Torbet)	Infinity
WVAZ, 102.7, 6 KW @ 1171, BLACK AC		UPI, \$ 205.00 (Banner)	Broadcast Partners
WWBZ, 103.5, 4.3 KW @ 1548, AOR		, \$ 135.00 (Torbet)	Major
WXRT, 93.1, 6.7 KW @ 1309, PROG AOR		, \$ 175.00 (CBS)	Diamond

CINCINNATI

Arbitron Rank/Pop (12+): 32/1,196,600  
 MSA Rank/Pop: 30/1,730,000  
 ADI # 31  
 Average Person Ratings: 16.1  
 Market TSL: 21.25 hours

Stations: 26/21  
 Diaries: 1539/778:1/54.5%  
 Sample Target: 1480  
 % Below Line: 2.8  
 % Not Listed: 13.7

1992 Revenue: \$59,900,000  
 HH Inc.: \$32,910  
 Retail \$: 13.6 B11  
 Pop per Station: 56,980  
 #1 Biller: WLW \$15,600,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WUBE-AF (C)	213/11.1	8.7	8.3	9.8	7.3	9.5	279/3119	2176/18.0	18.4	15.2	G	WUBE-AF
2. WLW (FS/T)	194/10.0	12.9	13.4	13.9	11.5	12.5	268/4939	3508/29.3	29.2	28.0	J	WLW
3. WEBN-F (AOR)	115/ 6.0	6.1	7.3	7.0	7.0	6.6	152/2831	2189/18.3	17.7	19.2	H	WEBN-F
4. WKRQ-F (CHR)	114/ 5.9	6.4	6.1	6.8	6.2	6.3	169/3701	2584/21.6	21.2	22.1	F	WKRQ-F
5. WGRR-F (O)	108/ 5.6	5.8	5.8	5.8	5.4	5.8	150/2772	2019/16.9	16.2	15.0	F	WGRR-F
6. WWNK-F (AC)	107/ 5.5	5.3	4.9	5.9	6.4	5.4	130/2561	1917/16.0	13.5	17.6	F	WWNK-F
7. WOFX-F (CL AOR)	103/ 5.3	5.6	5.4	5.8	4.9	5.5	137/2880	2113/17.7	16.4	13.4	E	WOFX-F
8. WCKY (N/T)	100/ 5.2	4.5	3.8	3.6	5.8	4.3	114/1538	1304/10.9	10.2	12.4	D	WCKY
9. WIZF-F (B)	96/ 5.0	6.3	5.4	6.4	6.3	5.8	101/1470	1375/11.5	10.7	10.8	C	WIZF-F
10. WRRM-F (AC)	91/ 4.7	4.4	4.4	3.5	4.1	4.3	117/1660	1380/11.5	12.5	12.2	E	WRRM-F
11. WIMJ-F (SAC)	76/ 3.9	4.4	4.6	5.2	4.7	4.5	103/1709	1288/10.8	11.3	13.3	D	WIMJ-F
12. WMLX (BB)	69/ 3.6	3.7	3.9	2.4	3.6	3.4	81/563	519/ 4.3	3.7	4.9	A	WMLX
13. WKRC (FS)	63/ 3.3	3.4	3.0	2.9	3.8	3.2	74/1485	1192/10.0	13.9	13.7	D	WKRC
14. WAQZ-F (AOR)	53/ 2.7	1.9	2.1	1.4	1.6	2.0	60/995	797/ 6.7	6.2	5.4	A	WAQZ-F
15. WCIN (B)	33/ 1.7	1.0	1.1	1.5	1.2	1.3	33/448	448/ 3.7	3.2	4.2		WCIN
16. WSAI (SPRTS)	25/ 1.3	1.2	---	0.7	0.8	0.8	30/829	668/ 5.6	3.6	4.2		WSAI
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 69.77% (1163 of 1667) (WIN 92: 67.38%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRQ-F>>	1 WUBE-AF	1 WUBE-AF>	1 WUBE-AF	1 WUBE-AF	1 WLW >	1 WLW	1 WUBE-AF	1 WUBE-AF	1 WLW >	1 WKRC
2 WIZF-F>	2 WEBN-F	2 WEBN-F	2 WLW	2 WLW	2 WUBE-AF	2 WUBE-AF>	2 WLW >	2 WLW	2 WKRQ-F	2 WUBE-F>>
3 WOFX-F	3 WOFX-F	3 WWNK-F<	3 WGRR-F<	3 WGRR-F	3 WCKY	3 WEBN-F	3 WCKY	3 WEBN-F	3 WIZF-F<	3 WLW <
4 WAQZ-F	4 WKRQ-F<	4 WLW <	4 WEBN-F<	4 WEBN-F<	4 WGRR-F	4 WCKY	4 WRRM-F<	4 WKRQ-F<	4 WUBE-AF	4 WIZF-F
5	5 WIZF-F	5 WOFX-F	5 WWNK-F	5 WWNK-F	5 WMLX	5 WKRC	5 WWNK-F	5 WWNK-F	5 WOFX-F<	5 WEBN-F
6	6 WWNK-F	6 WGRR-F	6 WRRM-F	6 WRRM-F	6 WRRM-F	6 WGRR-F	6 WGRR-F	6 WOFX-F	6 WWNK-F	6 WWNK-F
7	7	7 WRRM-F<	7 WOFX-F	7 WOFX-F	7 WKRC <	7 WWNK-F	7 WIMJ-F<	7 WGRR-F<	7 WEBN-F	7 WKRQ-F
8	8	8	8	8	8	8 WKRQ-F<	8	8 WIZF-F	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WUBE-AF	1 WUBE-AF>	1 WUBE-AF	1 WUBE-AF<	1 WUBE-AF<	1 WOFX-F	1 WEBN-F	1 WEBN-F>	1 WUBE-AF	1 WLW
2 WKRQ-F>	2 WWNK-F<	2 WWNK-F	2 WWNK-F	2 WWNK-F	2 WUBE-AF	2 WUBE-AF<	2 WUBE-AF	2 WEBN-F	2 WUBE-AF
3 WIZF-F	3 WKRQ-F<	3 WIZF-F	3 WRRM-F	3 WRRM-F	3 WEBN-F>	3 WOFX-F>	3 WAQZ-F<	3 WLW	3 WEBN-F>
4 WEBN-F	4 WIZF-F>	4 WKRQ-F	4 WKRQ-F	4 WGRR-F	4 WIZF-F	4 WAQZ-F	4 WOFX-F<	4 WOFX-F>	4 WOFX-F<
5 WWNK-F	5 WRRM-F	5 WRRM-F	5 WIZF-F	5 WIZF-F	5 WAQZ-F	5 WLW >	5 WLW	5 WGRR-F	5 WGRR-F
6	6 WEBN-F	6 WGRR-F	6 WGRR-F	6 WLW <	6	6	6	6 WAQZ-F	6 WAQZ-F

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WAKW-F	93.3	Cincinnati	1.0/3.6/ 27/ 589
WOXY-F	97.7	Oxford/Cinci	0.5/2.2/ 18/ 424
WTSJ	1050	Cincinnati	0.3/1.4/ 6/ 165
WYGY-F	96.5	Hamilton	0.9/5.2/ 29/ 895
WGTZ-F	92.9	Eaton/Dayton	0.4/1.6/ 26/ 589
WHKO-F	99.1	Dayton/Sprngfld	0.7/2.5/ 93/1166
WNKR-F	106.5	Williamstown	0.3/1.3/ 15/ 250
WPFB	910	Middletown	0.7/1.3/ 22/ 333
WPFB-F	105.9	Middletown	0.8/3.4/ 47/ 891

CINCINNATI

RADIO STATIONS

AM STATIONS

WCIN,	1480,	5 KW/500 W (DA-2),	Black	, \$ 25.00	(CMBS)	
WCKY,	1530,	50 KW (DA-N)	Talk/News	CBS NBC, \$ 52.00	(Mc-Guild)	Federated
WKRC,	550,	5 KW/1KW (DA-2)	Full Service	ABC, \$ 78.00	(Katz)	Jacor
WLW,	700,	50 KW	Full Service/Talk	APR ABC, \$200.00	(Eastman)	Jacor
WMLX,	1180,	1 KW (Days, DA)	Nostalgia	SMN CNN, \$ 35.00	(Schubert)	(FLORENCE, KY)
WNOP,	740,	1 KW (Days, DA)	Jazz/Variety	, \$ 25.00	( --- )	
WSAI,	1360,	5 KW (DA-N)	Sports	, \$ NA	(MMR)	Booth

FM STATIONS

WEBN,	102.7,	17 KW @ 876	AOR	, \$145.00	(Eastman)	Jacor
WGRR,	103.5,	20 KW @ 790	Oldies	, \$ 70.00	(Banner)	Dalton (HAMILTON)
WIZF,	100.9,	1.2 KW @ 466	Black	ABC, \$ 31.00	(HNWH)	Interurban
WKRQ,	101.9,	16 KW @ 876	CHR	ABC, \$110.00	(Katz)	Great American
WOFX,	94.9,	31 KW @ 640	Cl AOR	, \$ 64.00	(Mc-Guild)	Heritage (FAIRFIELD)
WRRM,	98.5,	18 KW @ 807	AC	, \$ 75.00	(Christal)	Susquehanna
WUBE,	105.1,	11 KW @ 918	Country	CBS, \$ 78.00	(Christal)	American Media
WIMJ,	92.5,	16 KW @ 906	Soft AC/EZ	CBS, \$ 55.00	(Mc-Guild)	Federated
WWNK,	94.1,	32 KW @ 600	AC	, \$ 85.00	(MMR)	Booth
WYGY,	96.5,	20 KW @ 810	Country	SOURCE UNIPWR, \$ 43.00	(Christal)	American Media (HAMILTON)

Miscellaneous: WKRC: from Great American to Jacor for \$1,600,000 . . .



CLEVELAND

Arbitron Rank/Pop (12+): 23/1,737,300  
 MSA Rank/Pop: 26/1,840,000  
 ADI # 12  
 Average Person Ratings: 17.3  
 Market TSL: 22.75 hours

Stations: 25/21  
 Diaries: 1923/903:1/55.5%  
 Sample Target: 1810  
 % Below Line: 2.0  
 % Not Listed: 9.7

1992 Revenue: \$57,400,000  
 HH Inc.: \$29,425  
 Retail \$: 13.7 Bil  
 Pop per Station: 82,728  
 #1 Biller: WLTF-F \$7,600,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WGAR-F (C)	257/ 8.6	10.9	8.0	9.6	8.3	9.3	391/4691	3067/17.7	19.6	17.4	F	WGAR-F
2. WZAK-F (B)	243/ 8.1	7.2	6.7	6.7	6.3	7.2	284/3062	2643/14.2	12.9	13.2	G	WZAK-F
3. WDOK-F (SAC)	238/ 7.9	6.3	6.4	7.4	7.7	7.0	315/4291	3151/18.1	16.6	17.9	G	WDOK-F
4. WRMR (BB)	225/ 7.5	5.3	6.4	5.3	5.9	6.1	282/2674	2062/11.9	10.0	8.2	C	WRMR
5. WMJI-F (O)	186/ 6.2	8.0	7.2	7.2	6.4	7.1	264/4278	3011/19.6	19.6	16.8	G	WMJI-F
6. WMMS-F (AOR)	184/ 6.1	7.6	7.0	8.6	7.7	7.3	248/4435	3126/18.0	22.4	19.9	G	WMMS-F
7. WNCX-F (CL AOR)	173/ 5.7	4.3	4.4	4.0	4.6	4.6	230/3853	2778/16.0	14.6	14.4	F	WNCX-F
8. WWWE (N/T)	168/ 5.6	5.7	4.8	3.7	4.9	4.9	219/3787	2810/16.2	15.0	14.3	E	WWWE
WLTF-F (AC)	168/ 5.6	5.9	6.2	7.2	6.7	6.2	209/3762	2755/15.9	16.6	19.7	H	WLTF-F
10. WQAL-F (AC)	154/ 5.1	5.1	5.5	5.7	5.5	5.3	200/3776	2854/16.4	18.2	19.4	E	WQAL-F
11. WJMO-F (CHR/B)	136/ 4.5	3.3	4.5	4.7	3.9	4.3	147/2962	2567/14.8	13.5	15.8	C	WJMO-F
12. WNWV-F (J/NAC)	79/ 2.6	2.8	3.0	2.5	2.9	2.7	92/1473	1231/ 7.1	7.9	8.3	C	WNWV-F
WENZ-F (CHR)	79/ 2.6	2.5	2.8	2.5	2.5	2.6	111/2216	1417/ 8.2	10.4	12.7	C	WENZ-F
14. WCLV-F (CL)	78/ 2.6	2.8	2.2	2.2	2.6	2.5	91/1494	1259/ 7.2	6.4	7.2	C	WCLV-F
15. WJMO (B)	74/ 2.5	1.9	2.5	2.1	2.3	2.3	74/878	870/ 5.0	5.5	6.5	B	WJMO
16. WKNR (SPRTS)	63/ 2.1	2.6	3.7	2.6	1.6	2.8	84/1741	1257/ 7.2	8.7	5.9	C	WKNR
17. WHK (N/T)	45/ 1.5	2.0	1.9	1.0	1.5	1.6	48/1174	1049/ 6.0	9.2	5.6	B	WHK
18. WERE (N/T)	38/ 1.3	1.1	1.4	2.0	2.5	1.5	39/1007	970/ 5.6	5.5	7.6	C	WERE
19.												
20.												

12+ FM SHARE (METRO): 74.79% (2023 of 2705) (WIN 92: 75.44%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WJMO-F>>	1 WZAK-F	1 WZAK-F	1 WMJI-F	1 WMJI-F<	1 WRMR	1 WMJI-F	1 WDOK-F	1 WGAR-F<	1 WZAK-F>	1 WGAR-F
2 WZAK-F>	2 WNCX-F<	2 WMMS-F	2 WLTF-F<	2 WGAR-F	2 WDOK-F	2 WNCX-F	2 WWWE <	2 WDOK-F	2 WGAR-F	2 WDOK-F>
3 WMMS-F	3 WMMS-F>	3 WNCX-F	3 WZAK-F<	3 WLTF-F	3 WGAR-F	3 WMMS-F	3 WGAR-F<	3 WZAK-F	3 WJMO-F	3 WZAK-F
4	4 WGAR-F	4 WGAR-F	4 WMMS-F	4 WDOK-F	4 WMJI-F	4 WGAR-F<	4 WRMR	4 WRMR	4 WDOK-F	4 WHK >>
5	5 WLTF-F	5 WLTF-F<	5 WGAR-F	5 WZAK-F	5 WWWE <	5 WRMR <	5 WQAL-F<	5 WLTF-F<	5 WWWE	5 WWWE
6	6 WQAL-F<	6 WMJI-F	6 WNCX-F	6 WMMS-F	6 WLTF-F	6 WDOK-F	6 WZAK-F	6 WMMS-F	6 WMMS-F<	6 WJMO-F
7	7 WENZ-F	7 WQAL-F	7 WQAL-F	7 WNCX-F	7 WQAL-F	7 WZAK-F	7 WLTF-F<	7 WMJI-F	7 WRMR	7
8	8 WJMO-F	8 WDOK-F	8 WDOK-F	8 WQAL-F	8 WZAK-F	8 WLTF-F	8 WMMS-F<	8 WQAL-F<	8 WLTF-F<	8
9	9	9	9	9	9	9	9 WMJI-F	9 WJMO-F	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZAK-F>	1 WZAK-F>	1 WZAK-F	1 WLTF-F<	1 WLTF-F>	1 WMMS-F	1 WNCX-F	1 WNCX-F	1 WMMS-F	1 WMJI-F<
2 WGAR-F	2 WLTF-F>	2 WLTF-F>	2 WZAK-F	2 WDOK-F	2 WNCX-F>	2 WMMS-F>	2 WMMS-F>	2 WNCX-F>	2 WMMS-F<
3 WJMO-F	3 WGAR-F	3 WQAL-F	3 WGAR-F	3 WZAK-F	3 WZAK-F>	3 WZAK-F>	3 WZAK-F	3 WMJI-F	3 WNCX-F
4 WQAL-F	4 WQAL-F	4 WMMS-F	4 WQAL-F	4 WGAR-F	4 WJMO-F	4 WGAR-F	4 WENZ-F	4 WZAK-F	4 WGAR-F
5 WDOK-F	5 WMMS-F	WGAR-F	5 WDOK-F	5 WQAL-F<	WGAR-F	5 WENZ-F	5 WGAR-F	5 WGAR-F>	5 WDOK-F
6 WMMS-F	6 WJMO-F	6 WNCX-F<	6 WMJI-F	6 WMJI-F>	6	6 WQAL-F	6 WQAL-F<	6 WQAL-F	6 WZAK-F<
WENZ-F	7 WENZ-F<	7 WMJI-F	7 WMMS-F	7 WMMS-F	7	7	7 WMJI-F	7 WWWE	7 WQAL-F<

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
WABQ 1540	Cleveland	1.0/1.7/	31/	295
WCCD 1000	Parma	0.4/0.7/	11/	120
WEOL 930	Elyria	0.5/1.3/	16/	274
CKLW 800	Windsor	0.4/1.2/	24/	431
WKDD-F 96.5	Akron/Canton	0.6/3.9/	91/	1998
WKKY-F 104.9	Geneva/Madison	0.3/0.7/	25/	306
WONE-F 97.5	Akron/Cleveland	0.7/4.2/	160/	2656

CLEVELAND

RADIO STATIONS

AM STATIONS

WABQ, 1540, 1 KW (Days)	, Gospel	AURN, \$ 21.00	( --- )	
WEOL, 930, 1 KW (DA-2)	, Full Service	MBS ABC, \$ NA	( Torbet)	(ELYRIA)
WERE, 1300, 5 KW (DA-1)	, Talk	CNN, \$ 49.00	(Mc-Guild)	Metroplex
WHK, 1420, 5 KW (DA-N)	, Business News	BRN, NBC T, \$ 39.00	(Katz)	Malrite
WJMO, 1490, 1 KW	, Black Oldies	ABC, \$ 28.00	(MHR)	United
WKNR, 1220, 50 KW (DA-N)	, Sports	ABC CBS, \$ NA	(Eastman)	
WRMR, 850, 10 KW/5 KW (DA-2)	, Nostalgia	APR UNISUP, \$ 40.00	(MMR)	
WWWE, 1100, 50 KW	, News/Talk	CBS ABC, \$ 70.00	(Christal)	Booth

FM STATIONS

WCLV, 95.5, 31 KW @ 620	, Classical	, \$ 57.00	(CHBS)	
WDOK, 102.1, 12 KW @ 1004	, Soft AC/EZ	, \$ 80.00	(MHR)	
WGAR, 99.5, 50 KW @ 499	, Country	ABC, \$ 78.00	(HNWH)	Nationwide
WJMO, 92.3, 40 KW @ 236	, Urban/CHR	ABC, \$ 46.00	(MHR)	United
WLTF, 106.5, 11 KW @ 1059	, AC	APR, \$155.00	(Christal)	Booth
WMJI, 105.7, 27 KW @ 899	, Oldies	, \$130.00	(Katz)	Legacy
WMMS, 100.7, 34 KW @ 600	, AOR	SOURCE NBC, \$151.00	(Katz)	Malrite
WNXC, 98.5, 16 KW @ 961	, Classic AOR	ABC MBS, \$ 88.00	(Mc-Guild)	Metroplex
WNWV, 107.3, 50 KW @ 466	, Jazz/NAC	, \$ 53.00	(Torbet)	(ELYRIA)
WENZ, 107.9, 16 KW @ 750	, CHR	SOURCE UNIPWR, \$ 57.00	(Torbet)	Ardman
WQAL, 104.1, 11 KW @ 1059	, AC	UNISUP, \$ 65.00	(Banner)	HL/Win
WZAK, 93.1, 28 KW @ 620	, Black	CBS, \$ 85.00	(Durpetti)	Zapis

Miscellaneous: WHK, WMMS-F sold by Malrite to Shamrock . . .

\*\*\*\*\* F O R M A T C O D E S \*\*\*\*\*

* AC - Adult Contemporary	J/NAC- Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	M/FS - Middle of Road, (MOR) Full Service
* B - Black (audience predominately black - over 75%)	N - News
* BB - Big Band, Nostalgia	O - Oldies (1955 to current)
* C - Country	REL - Religion, Christian
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary
* CL - Classical	SP - Hispanic/Spanish
* CL AOR - Classic AOR, Classic Rock	T - Talk
* E - Ethnic	U - Urban (majority of audience is non-white)
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	? - Others or Unknown
* G - Gospel	

\*\*\*\*\* R E V E N U E L E V E L C O D E S \*\*\*\*\*

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

COLORADO SPRINGS

Arbitron Rank/Pop (12+): 110/341,300  
 MSA Rank/Pop: 117/406,000  
 ADI # 98 (w/Pueblo)  
 Average Person Ratings: 17.6  
 Market TSL: 23.00 hours

Stations: 18/17  
 Diaries: 769/444:1/53.9%  
 Sample Target: 800  
 % Below Line: 4.3  
 % Not Listed: 12.8

1992 Revenue: \$10,500,000  
 HH Inc.: \$29,615  
 Retail \$: 3.0 Bill  
 Pop per Station: 20,076  
 #1 Biller: KKCS-AF \$2,200,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. KKCS-F (C)	106/17.7	15.5	15.4	13.3	13.7	15.5	123/1244	997/29.2	27.1	22.4	D	KKCS-F
2. KKM-F (CHR)	59/ 9.8	8.3	7.2	9.7	9.6	8.8	67/855	669/19.6	18.0	18.6	B	KKMG-F
3. KILO-F (AOR)	50/ 8.3	7.2	5.6	4.3	4.2	6.3	71/821	555/16.3	16.0	13.2	B	KILO-F
4. KKF-F (CL AOR)	41/ 6.8	6.3	8.1	9.0	6.0	7.6	59/735	488/14.3	13.8	14.4	C	KKFM-F
5. KVOR (N/T)	39/ 6.5	5.2	5.9	5.8	6.5	5.8	41/504	496/14.5	13.5	14.9	B	KVOR
6. KCLI-F (SAC)	38/ 6.3	5.7	5.6	8.6	6.5	6.6	45/720	598/17.5	13.9	17.9	B	KCLI-F
7. KVUU-F (AC)	37/ 6.2	5.0	7.2	5.6	5.3	6.0	57/820	599/17.6	15.8	14.8	B	KVUU-F
8. KSPZ-F (O)	31/ 5.2	7.0	7.3	7.6	6.7	6.8	31/588	541/15.9	16.8	16.6	B	KSPZ-F
9. KOA (N/T)	26/ 4.3	4.1	3.9	3.4	4.4	3.9	47/775	455/13.3	12.8	11.9		KOA
10. KIKX-F (CHR)	18/ 3.0	3.3	2.2	2.2	3.0	2.7	20/370	337/ 9.9	10.0	13.3	A	KIKX-F
KBIQ-F (REL)	18/ 3.0	0.6	---	---	---	0.9	19/224	211/ 6.2	3.5	0.0		KBIQ-F
12. KRDO-F (SAC)	15/ 2.5	4.8	6.8	5.6	6.3	4.9	29/539	380/11.1	12.0	14.2	B	KRDO-F
13. KHII-F (C)	14/ 2.3	0.9	1.6	---	1.2	1.2	14/241	223/ 6.5	4.5	4.2		KHII-F
14. KCMN (BB)	13/ 2.2	1.5	2.2	2.7	1.9	2.2	13/115	115/ 3.4	2.8	2.8	A	KCMN
15.												

12+ FM SHARE (METRO): 82.41% (431 of 523) (WIN 92: 80.81%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKM-F>>	1 KKCS-F>	1 KKCS-F>	1 KKCS-F>	1 KKCS-F>	1 KKCS-F	1 KKCS-F>	1 KKCS-F>	1 KKCS-F>	1 KKCS-F	1 KKCS-F>
2	2 KILO-F	2 KILO-F	2 KKF-F	2 KKF-F	2 KVOR >	2 KKM-F	2 KVOR	2 KKM-F	2 KKM-F>	2 KKF-F
3	3 KKF-F	3 KKF-F	3 KVUU-F	3 KVUU-F<	3 KVUU-F<	3 KVUU-F	3 KILO-F	3 KILO-F	3 KILO-F	3 KLI-F
4	4 KKM-F	4 KKM-F	4 KILO-F	4 KLI-F	4 KOA	4 KILO-F<	4 KKM-F	4 KKF-F	4 KLI-F	4 KVOR
5	5	5 KVUU-F	5 KLI-F	5 KILO-F	5 KLI-F<	5 KVOR <	5 KVUU-F	5 KLI-F	5 KKF-F	5
6	6	6 KLI-F	6	6 KSPZ-F	6	6 KSPZ-F	6	6 KSPZ-F	6	6
7	7	7	7	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKCS-F	1 KKCS-F>	1 KKCS-F>	1 KKCS >	1 KKCS-F>	1 KILO-F	1 KKCS-F<	1 KKCS-F	1 KKCS-F	1 KKCS-F
2 KKM-F>>	2 KKM-F>	2 KKM-F	2 KLI-F	2 KLI-F	2 KKCS-F>	2 KILO-F	2 KKF-F	2 KILO-F	2 KKF-F
3 KLI-F	3 KLI-F	3 KLI-F	3 KVUU-F	3 KVUU-F>	3 KKM-F	3 KKF-F>	3 KILO-F>	3 KKF-F>	3 KILO-F>
4	4 KVUU-F	4 KVUU-F	4 KKM-F	4 KSPZ-F	4	4	4	4 KKM-F	4 KVUU-F
	KILO-F	KKFM-F							KSPZ-F

OTHER RATED STATIONS

STATION	SHARE	RTG	AQH	CUME	TSA	TSA
KGFT-F	100.7	Pueblo/Co Sprgs	0.7/4.2/	5/	169	
KKCS	1460	Colorado Sprngs	1.3/3.1/	8/	107	
KRDO	1240	Colorado Sprngs	0.7/4.7/	4/	171	
KWYD	1580	Colorado Sprngs	0.3/1.4/	2/	47	

RADIO STATIONS

KCMN, 1530, 1 KW (DAYS)	, NOSTALGIA	CNN, UNISUP	, \$	13.00 (K & P)	
KRDO, 1240, 1 KW (DA-1)	, COUNTRY	ABC	, \$	13.00 (HNWH)	
KSSS, 740, 3.5KW/1.5 KW(DA-2),	SEE KVUU-FM				
KVOR, 1300, 5 KW/1 KW	, NEWS/TALK	ABC CBS	, \$	25.00 (Katz)	Pourtales
KGFT-F, 100.7, 13 KW @ 2122,	RELIGION		, \$	21.00 ( --- )	Salem (PUEBLO)
KHII-F, 105.5, .4 KW @ 2227,	EZ	ABC	, \$	12.00 (HNWH)	(SECURITY)
KIKX-F, 102.7, 100 KW @ 2001,	CHR		, \$	24.00 (Torbet)	Wiskes/Abaris
KILO-F, 93.9, 83 KW @ 2109,	AOR		, \$	30.00 (Eastman)	Bahakel
KKCS-F, 101.9, 79 KW @ 2178,	COUNTRY		, \$	44.00 (Torbet)	Walton
KKFM-F, 96.5, 71 KW @ 2289,	CLASSIC AOR		, \$	35.00 (Christal)	Citadel
KCLI-F, 106.3, 1.6 W @ 2224,	SOFT AC		, \$	24.00 (Durpetti)	Tippie
KKMG-F, 98.9, 70 KW @ 2299,	CHR		, \$	20.00 (Christal)	(PUEBLO)
KRDO-F, 95.1, 96 KW @ 2011,	EZ		, \$	29.00 (HNWH)	
KSPZ-F, 92.9, 72 KW @ 2129,	OLDIES	UNISUP	, \$	32.00 (Katz)	Pourtales
KVUU-F, 99.9, 68 KW @ 2001,	AC		, \$	27.00 (Katz)	Pourtales (PUEBLO)

KOA -- See Denver

COLUMBIA, SC

Arbitron Rank/Pop (12+): 92/387,000  
 MSA Rank/Pop: 106/465,000  
 ADI # 86  
 Average Person Ratings: 17.2  
 Market TSL: 22.50 hours

Stations: 15/14  
 Diaries: 897/431:1/52.6%  
 Sample Target: 850  
 % Below Line: 0.4  
 % Not Listed: 14.1

1992 Revenue: \$15,100,000  
 HH Inc.: \$32,602  
 Retail \$: 3.8 Bil  
 Pop per Station: 27,642  
 #1 Biller: WCOS-AF \$2,800,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WWDN-F (B)	121/18.1	16.9	20.2	18.4	17.6	18.4	187/1766	995/25.7	24.5	23.3	D	WWDN-F
2. WCOS-F (C)	82/12.3	12.9	10.6	13.4	14.0	12.3	169/1979	935/24.2	25.2	23.7	D	WCOS-F
3. WTCB-F (AC)	50/ 7.5	7.3	4.2	6.0	4.1	6.3	88/1102	560/14.5	15.2	12.3	C	WTCB-F
4. WNOK-F (CHR)	48/ 7.2	5.7	7.9	8.5	8.6	7.3	94/1331	689/17.8	17.3	22.2	C	WNOK-F
5. WHKZ-F (C)	46/ 6.9	5.7	7.1	6.0	4.2	6.4	58/771	588/15.2	14.5	12.4	B	WHKZ-F
6. WVOC (N/T)	42/ 6.3	7.3	8.3	6.4	8.3	7.1	50/689	566/14.6	17.8	18.9	C	WVOC
7. WSCQ-F (SAC)	36/ 5.4	4.6	2.9	2.2	2.1	3.8	45/601	479/12.4	10.2	7.4	A	WSCQ-F
8. WARQ-F (ADR)	34/ 5.1	5.6	1.8	1.9	2.9	3.6	35/528	492/12.7	12.1	9.5	A	WARQ-F
9. WOMG-F (O)	32/ 4.8	4.8	5.2	5.7	5.0	5.1	40/590	519/13.4	15.6	14.2	C	WOMG-F
10. WMFX-F (CL AOR)	28/ 4.2	4.0	7.1	7.2	6.8	5.6	31/563	450/11.6	12.1	16.1	D	WMFX-F
11. WTGH (G)	24/ 3.6	3.8	2.6	3.0	2.9	3.3	24/328	314/ 8.1	7.6	6.1	A	WTGH
12. WKWQ-F (B)	14/ 2.1	2.1	1.3	2.8	1.8	2.1	17/273	225/ 5.8	4.9	6.1	A	WKWQ-F
13. WOIC (B)	11/ 1.6	2.4	2.4	2.7	2.9	2.3	11/162	162/ 4.2	7.2	4.5	A	WOIC
14.												
15.												

12+ FM SHARE (METRO): 86.21% (494 of 573) (WIN 92: 82.29%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WWDN-F>>	1 WWDN-F>>	1 WWDN-F>	1 WWDN-F	1 WWDN-F	1 WCOS-F>	1 WWDN-F>	1 WWDN-F<	1 WWDN-F	1 WWDN-F>>	1 WWDN-F>>
2	2 WNOK-F	2 WCOS-F<	2 WTCB-F<	2 WCOS-F	2 WVOC	2 WCOS-F>	2 WCOS-F	2 WCOS-F>	2 WCOS-F>	2 WCOS-F>>
3	3 WARQ-F	3 WTCB-F	3 WCOS-F>	3 WTCB-F>	3 WWDN-F	3 WNOK-F<	3 WVOC <	3 WTCB-F	3 WKWQ-F<	3 WVOC >
4	4 WCOS-F	4 WNOK-F	4 WHKZ-F	4 WHKZ-F	4 WSCQ-F	4 WHKZ-F<	4 WTCB-F	4 WNOK-F	4 WNOK-F	4 WKWQ-F
5	5	5 WHKZ-F	5 WOMG-F	5 WOMG-F	5 WOMG-F	5 WSCQ-F	5 WHKZ-F	5 WHKZ-F	5	5
6	6	6	6	6	6	6	6 WNOK-F>	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WWDN-F>>	1 WWDN-F>>	1 WWDN-F>>	1 WWDN-F>>	1 WWDN-F>	1 WWDN-F>>	1 WWDN-F>	1 WTCB-F	1 WWDN-F>	1 WCOS-F
2 WMFX-F>	2 WNOK-F	2 WTCB-F	2 WTCB-F	2 WTCB-F	2 WNOK-F	2 WNOK-F	2 WCOS-F	2 WCOS-F	2 WTCB-F
3 WARQ-F>	3 WCOS-F	3 WNOK-F	3 WCOS-F	3 WCOS-F	3 WARQ-F>	3 WARQ-F>	3 WWDN-F	3 WTCB-F	3 WWDN-F>
4	4 WTCB-F	4 WCOS-F>	4 WHKZ-F	4 WHKZ-F	4	4 WTCB-F	4 WARQ-F	4 WARQ-F	4 WVOC
5	5 WMFX-F	5	5	5	5	5 WCOS-F	5	5 WNOK-F	5 WARQ-F

OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
WCOS	1400 Columbia	0.3/2.0/	2/ 102
WCKZ-F	101.9 Gastonia	0.4/2.3/	3/ 119

RADIO STATIONS

WOIC, 1230, 1 KW (DA-1)	, BLACK	, \$ 14.00 (Katz)	Voyager
WQXL, 1470, 5 KW (DAYS)	, RELIGION	, \$ 12.00 (---)	
WTGH, 620, 1 KW/125 W (DA-1)	, GOSPEL	AURN, \$ 15.00 (---)	Willis
WVOC, 560, 5 KW (DA-N)	, NEWS/TALK	CNN MBS, \$ 24.00 (Banner)	
WARQ-F, 93.5, 1.7 KW @ 426, AOR		, \$ 30.00 (Banner)	
WCOS-F, 97.5, 100 KW @ 984, COUNTRY		ABC, \$ 71.00 (Katz)	Ragan Henry
WHKZ-F, 96.7, 3 KW @ 626, COUNTRY		, \$ 23.00 (K&P)	Universal (CAYCE)
WKWQ-F, 93.1, 2.1 KW @ 561, BLACK		UNIPWR, \$ 17.00 (---)	Willis (BATESBURG)
WMFX-F, 102.3, 3 KW @ 321, AOR		, \$ 47.00 (Durpetti)	Mak (ST.ANDREWS)
WNOK-F, 104.7, 100 KW @ 1000, CHR		ABC, \$ 45.00 (Katz)	Voyager
WOMG-F, 103.1, 3 KW @ 298, OLDIES		MBS, \$ 28.00 (Torbet)	John Price
WSCQ-F, 100.1, 5.9 KW @ 331, AC		CBS CNN, \$ 23.00 (Eastman)	American Network
WTCB-F, 106.7, 100 KW @ 787, AC		APR, \$ 38.00 (Christal)	Bloomington (ORANGEBURG)
WWDN-F, 101.3, 100 KW @ 1322, Black		UNIPWR, \$ 53.00 (HNWH)	(SUMTER)

COLUMBUS, OH

Arbitron Rank/Pop (12+): 34/1,171,100  
 HSA Rank/Pop: 35/1,360,000  
 Average Person Ratings: 14.8  
 Market TSL: 19.25 hours

Stations: 27/24  
 Diaries: 1593/735:1/58.2%  
 Sample Target: 1430  
 % Below Line: 2.6  
 % Not Listed: 12.7

1992 Revenue: \$45,300,000  
 HH Inc.: \$27,661  
 Retail \$: 11.5 Bll  
 Pop per Station: 48,795  
 #1 Biller: WSNY-F \$8,300,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WTVN (FS)	159/ 9.2	8.0	8.7	9.0	10.1	8.7	172/2407	1976/16.9	18.1	17.3	G	WTVN
2. WNCI-F (CHR)	147/ 8.5	8.4	7.7	10.5	11.0	8.8	192/3568	2787/23.8	23.2	24.3	H	WNCI-F
3. WSNY-F (AC)	145/ 8.4	9.9	7.9	7.8	8.7	8.5	163/2852	2445/20.9	22.1	21.4	H	WSNY-F
4. WLWQ-F (AOR)	141/ 8.2	6.7	6.7	6.7	7.5	7.1	156/2337	2017/17.2	17.1	17.5	G	WLWQ-F
5. WHOK-F (C)	109/ 6.3	5.4	5.9	5.5	7.4	5.8	181/2327	1462/12.5	13.3	17.4	E	WHOK-F
6. WBZX-F (AOR)	103/ 6.0	6.5	6.4	4.2	3.4	5.8	127/2195	1763/15.1	16.1	13.2	E	WBZX-F
7. WRVF-F (C)	96/ 5.5	5.1	5.3	4.3	3.4	5.1	97/1326	1317/11.2	10.1	8.4	C	WRVF-F
8. WCOL-F (O)	75/ 4.3	4.1	4.3	3.7	3.8	4.1	81/1716	1520/13.0	13.0	12.8	D	WCOL-F
9. WCLT-F (C)	53/ 3.1	2.2	2.3	4.3	2.9	3.0	113/1456	626/ 5.3	5.8	5.2	A	WCLT-F
10. WWHT-F (CHR)	52/ 3.0	3.3	3.9	4.3	3.3	3.6	59/1371	1274/10.9	9.6	10.1	B	WWHT-F
11. WVKO (B)	52/ 3.0	3.1	2.9	4.1	3.6	3.3	52/704	704/ 6.0	5.6	6.7	B	WVKO
12. WCKX-F (B)	46/ 2.7	3.1	2.2	2.8	2.0	2.7	48/915	886/ 7.6	7.1	5.0	A	WCKX-F
13. WBNS (BB)	45/ 2.6	2.7	3.0	2.8	3.5	2.8	47/1009	963/ 8.2	11.7	9.4	B	WBNS
14. WBNS-F (O)	40/ 2.3	2.5	3.4	3.6	2.7	3.0	48/1459	1220/10.4	10.6	10.6	C	WBNS-F
15. WWCD-F (AOR)	36/ 2.1	2.4	1.7	2.2	1.3	2.1	36/811	802/ 6.8	7.1	5.2	B	WWCD-F
16. WCOL (O)	36/ 2.1	1.5	0.9	1.0	0.3	1.4	36/619	613/ 5.2	5.9	2.4		WCOL
17. WLW (FS)	25/ 1.4	1.8	1.3	1.8	1.5	1.6	25/840	486/ 4.1	5.3	4.4		WLW
18. WMNI (C)	22/ 1.3	2.6	2.3	2.5	2.2	2.2	23/423	323/ 2.8	3.9	4.8	A	WMNI
19. WCEZ-F (SAC)	21/ 1.2	2.3	2.4	1.7	1.2	1.9	23/522	465/ 4.0	4.7	3.2	A	WCEZ-F
20. WRZR-F (AOR)	20/ 1.2	0.7	2.7	2.0	3.7	1.6	30/641	457/ 3.9	3.8	6.6		WRZR-F

12+ FM SHARE (METRO): 76.03% (1148 of 1510) (WIN 92: 74.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNCI-F	1 WLWQ-F	1 WLWQ-F	1 WLWQ-F	1 WLWQ-F	1 WTVN >>	1 WTVN >	1 WSNY-F	1 WLWQ-F	1 WBZX-F	1 WTVN >>
2 WWHT-F	2 WBZX-F	2 WSNY-F	2 WSNY-F	2 WSNY-F	2 WSNY-F	2 WNCI-F	2 WSNY-F	2 WSNY-F	2 WSNY-F	2 WLWQ-F
3 WBZX-F	3 WSNY-F	3 WNCI-F	3 WNCI-F	3 WNCI-F	3 WHOK-F	3 WLWQ-F	3 WNCI-F	3 WNCI-F	3 WNCI-F	3 WBZX-F
4 WCKX-F	4 WNCI-F	4 WBZX-F	4 WTVN	4 WTVN >	4 WCOL-F	4 WSNY-F	4 WRVF-F	4 WTVN	4 WHOK-F	4 WWHT-F
5	5 WRVF-F	5 WRVF-F	5 WRVF-F	5 WCOL-F	5 WRVF-F	5 WHOK-F	5 WTVN	5 WBZX-F	5 WTVN	5 WBNS
6	6 WHOK-F	6 WHOK-F	6 WHOK-F	6 WRVF-F	6 WNCI-F	6 WRVF-F	6 WHOK-F	6 WRVF-F	6 WLWQ-F	6 WRVF-F
7	7	7 WTVN	7 WHOK-F	7 WHOK-F	7 WBNS	7	7 WBZX-F	7 WHOK-F	7 WCKX-F	7 WCKX-F
8	8	8	8	8	8	8	8	8	8 WWHT-F	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WSNY-F	1 WSNY-F	1 WSNY-F	1 WSNY-F	1 WSNY-F	1 WBZX-F	1 WLWQ-F	1 WLWQ-F	1 WLWQ-F	1 WLWQ-F
2 WNCI-F	2 WNCI-F	2 WNCI-F	2 WNCI-F	2 WNCI-F	2 WLWQ-F	2 WBZX-F	2 WBZX-F	2 WBZX-F	2 WTVN
3 WBZX-F	3 WLWQ-F	3 WLWQ-F	3 WLWQ-F	3 WCOL-F	3 WRVF-F	3 WRVF-F	3 WNCI-F	3 WRVF-F	3 WRVF-F
4 WHOK-F	4 WBZX-F	4 WRVF-F	4 WHOK-F	4 WTVN	4 WHOK-F	4 WNCI-F	4 WSNY-F	4 WTVN	4 WHOK-F
5 WRVF-F	5 WHOK-F	5 WHOK-F	5 WCOL-F	5 WLWQ-F	5 WWHT-F	5 WHOK-F	5 WRVF-F	5 WHOK-F	5 WSNY-F
6 WLWQ-F	6	6	6 WRVF-F	6 WHOK-F	6 WCKX-F	6 WSNY-F	6 WHOK-F	6 WNCI-F	6 WBZX-F
7	7	7	7 WBZX-F	7	7	7	7	7 WSNY-F	7 WNCI-F

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WCLT	1430	Newark	0.3/1.3/	7/ 188
WNKO-F	101.7	Newark/Heath	0.7/1.5/	13/ 224
WRFD	880	Columbus	1.0/2.6/	23/ 480
WSWZ-F	103.5	Lancaster	0.9/2.2/	17/ 279
WTLT-F	107.1	Circleville/C1m	0.9/2.8/	18/ 342
WHIZ-F	102.5	Zanesville	0.5/0.9/	22/ 513
WHRN-F	106.9	Marion	0.6/1.5/	61/ 813

COLUMBUS, OH

RADIO STATIONS

AM STATIONS

WBNS, 1460,	5 KW/1 KW (DA-N),	Nostalgia	APR CBS, \$ 32.00	(Banner)	Columbus Dispatch
WCOL, 1230,	1 KW	SEE WCOL-FM			
WMNI, 920,	1 KW/500 W (DA-2),	Country	MBS NBC, \$ 30.00	(Eastman)	
WRFD, 880,	9 KW (Days, DA),	Religion	, \$ 21.00	( --- )	Salem
WTVN, 610,	5 KW (DA-N),	Full Service	ABC, \$123.00	(Katz)	Great American
WKVO, 1580,	1 KW/250 W (DA-2),	Black	AURN UNIPWR, \$ 32.00	(Mc-Guild)	Saga

FM STATIONS

WBBY, 103.9,	2.6 KW @ 361	Jazz	NBC, \$ 30.00	( --- )	(WESTERVILLE)
WBNS, 97.1,	21 KW @ 781	Oldies	CBS, \$ 47.00	(Banner)	Columbus Dispatch
WCKX, 106.3,	3 KW @ 298	Black	AURN, \$ 27.00	( --- )	(LONDON)
WCLT, 100.3,	50 KW @ 390	Country	MBS, \$ NA	( --- )	(NEWARK)
WCOL, 92.3,	22 KW @ 754	Oldies	, \$ 60.00	(Christal)	Great Trails
WHOK, 95.5,	50 KW @ 492	Country	APR, \$ 55.00	(HNWH)	
WLVQ, 96.3,	18 KW @ 751	AOR	, \$140.00	(Katz)	Great American
WBZX, 99.7,	20 KW @ 783	AOR	, \$ 67.00	(Eastman)	
WNCI, 97.9,	175 KW @ 561	CHR	APR, \$163.00	(MMR)	Nationwide
WRVF, 98.9,	3 KW @ 328	Country	, \$ 29.00	(HNWH)	(UPPER ARLINGTON)
WRZR, 103.1,	3 KW @ 298	AOR	SMN, \$ 24.00	(Durpetti)	Ragan Henry (JOHNSTOWN)
WSNY, 94.7,	22 KW @ 754	AC	, \$168.00	(Mc-Guild)	Saga
WWCD, 101.1,	3 KW @ 328	Prog AOR	, \$ NA	(HNWH)	(GROVE CITY)
WWHT, 105.7,	6 KW @ 328	CHR	ABC, \$ NA	(Torbet)	(MARYSVILLE)

DALLAS-FT. WORTH

Arbitron Rank/Pop (12+): 8/3,401,900  
 MSA Rank/Pop: 13/2,608,800 D  
 ADI # 8  
 Average Person Ratings: 16.7  
 Market TSL: 22.25 hours

Stations: 33/33  
 Diaries: 2605/1306:1/49.1%  
 Sample Target: 2420  
 % Below Line: 0.0  
 % Not Listed: 7.3

1992 Revenue: \$136,900,000  
 HH Inc.: \$34,930  
 Retail \$: 37.6 Bill  
 Pop per Station: 103,087  
 #1 Biller: KVIL-AF \$17,500,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. KSCS-F (C)	500/ 8.8	9.8	9.5	9.5	9.9	9.4	548/7911	6812/20.0	22.0	22.1	I	KSCS-F
2. KPLX-F (C)	307/ 5.4	6.0	5.6	5.8	6.5	5.7	345/5882	4970/14.6	17.6	16.4	I	KPLX-F
3. KJMZ-F (B)	293/ 5.1	5.0	5.8	5.6	5.7	5.4	322/4909	4553/13.4	14.5	13.0	F	KJMZ-F
4. KVIL-AF (AC)	283/ 5.0	5.7	5.0	6.3	5.5	5.5	322/4664	4447/13.1	15.6	12.0	J	KVIL-AF
5. WBAP (FS/C)	275/ 4.8	3.8	5.4	5.3	4.3	4.8	461/6650	4358/12.8	12.1	11.3	I	WBAP
6. KKDA-F (B)	274/ 4.8	4.4	4.0	4.5	4.7	4.4	316/4487	3961/11.6	11.4	10.5	H	KKDA-F
7. KYNG-F (C)	257/ 4.5	4.1	5.1	4.1	3.1	4.4	295/4137	3670/10.8	9.7	9.4	E	KYNG-F
8. KTXQ-F (AOR)	245/ 4.3	4.5	3.8	4.3	4.7	4.2	265/4313	4022/11.8	12.2	12.8	H	KTXQ-F
9. KRLD (N)	243/ 4.3	3.3	3.2	3.4	3.8	3.6	280/5936	4851/14.3	14.2	13.8	H	KRLD
10. KLUV-F (O)	236/ 4.1	3.1	2.9	2.9	2.4	3.3	259/4437	3381/11.4	10.7	10.3	F	KLUV-F
11. KDMX-F (AC)	203/ 3.6	4.4	4.0	3.4	2.4	3.8	208/3727	3507/10.3	11.2	9.0	F	KDMX-F
12. KHKS-F (CHR)	194/ 3.4	2.3	3.5	3.1	2.5	3.1	210/4191	3768/11.1	7.7	7.0	E	KHKS-F
13. KZPS-F (CL ADR)	185/ 3.2	2.8	2.9	2.7	2.8	2.9	215/4002	3592/10.6	10.6	9.7	F	KZPS-F
14. KLIF (T)	179/ 3.1	2.9	2.8	2.5	2.6	2.8	189/2962	2694/ 7.9	8.0	7.4	F	KLIF
15. KOAI-F (J/NAC)	167/ 2.9	2.6	1.1	2.0	1.9	2.2	177/2938	2823/ 8.3	7.4	6.8	E	KOAI-F
16. KLRX-F (SAC)	160/ 2.8	3.2	3.6	3.8	3.9	3.3	177/2790	2637/ 7.8	9.1	10.2	F	KLRX-F
17. KEGL-F (CHR)	151/ 2.7	3.1	2.7	3.1	3.5	2.9	166/3958	3510/10.3	11.9	13.2	D	KEGL-F
18. KLTU-F (REL)	148/ 2.6	2.9	2.2	2.5	2.5	2.5	159/2284	2034/ 6.0	6.8	6.4	F	KLTU-F
19. WRR -F (CL)	123/ 2.2	2.7	2.3	2.0	2.0	2.3	125/2368	2290/ 6.7	7.5	6.8	C	WRR -F
20. KSNM-F (C)	117/ 2.1	1.3	1.5	1.2	1.8	1.5	140/2282	2016/ 5.9	5.2	8.2	D	KSNM-F
21. KDGE-F (AOR)	106/ 1.9	2.7	2.4	1.5	2.0	2.1	116/2492	2298/ 6.8	8.3	5.8	C	KDGE-F
22. KDZR-F (AOR)	92/ 1.6	1.4	1.5	1.4	2.6	1.5	101/1808	1545/ 4.5	4.5	4.7	B	KDZR-F
23. KAAM (BB)	91/ 1.6	2.3	1.8	1.6	2.0	1.8	96/1355	1275/ 3.7	4.2	4.1	B	KAAM
24. KKDA (B/O)	85/ 1.5	2.0	1.9	2.5	2.0	2.0	91/1416	1312/ 3.9	4.4	4.5		KKDA
25. KESS (SP)	83/ 1.5	1.6	1.9	2.4	1.8	1.9	83/1153	1144/ 3.4	2.7	3.3	C	KESS
26. KHVN (G)	81/ 1.4	2.1	1.4	1.9	1.7	1.7	89/1186	1153/ 3.4	4.2	3.8	B	KHVN
27. KRVA (SP)	58/ 1.0	0.8	0.7	1.0	1.4	0.9	58/719	708/ 2.1	1.5	2.7		KRVA
28.												
29.												
30.												

12+ FM SHARE (METRO): 76.48% (4039 of 5281) (WIN 92: 76.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KJMZ-F	1 KSCS-F	1 KSCS-F	1 KSCS-F	1 KSCS-F	1 KSCS-F	1 KSCS-F	1 KSCS-F	1 KSCS-F	1 KJMZ-F	1 KRLD >>
2 KHKS-F	2 KKDA-F	2 KTXQ-F	2 KLUV-F	2 KVIL-AF	2 WBAP	2 KVIL-AF	2 WBAP	2 WBAP	2 KKDA-F	2 WBAP
3 KKDA-F	3 KTXQ-F	3 KYNG-F	3 KVIL-AF	3 KLUV-F	3 KRLD	3 KRLD	3 KPLX-F	3 KPLX-F	3 KSCS-F	3 KSCS-F
4 KSCS-F	4 KYNG-F	4 KPLX-F	4 KTXQ-F	4 KPLX-F	4 KVIL-AF	4 KPLX-F	4 KTXQ-F	4 KVIL-AF	4 KYNG-F	4 KKDA-F
5 KYNG-F	5 KJMZ-F	5 KKDA-F	5 KPLX-F	5 KTXQ-F	5 KLUV-F	5 KKDA-F	5 KLUV-F	5 KYNG-F	5 KOAI-F	5 KYNG-F
6	6 KDMX-F	6 KVIL-AF	6 KZPS-F	6 KZPS-F	6 KPLX-F	6 WBAP	6 KVIL-AF	6 KJMZ-F	6 KHKS-F	6 KPLX-F
7	7 KPLX-F	7 KLUV-F	7 KYNG-F	7 KYNG-F	7 KLIF	7 KTXQ-F	7 KYNG-F	7 KKDA-F	7 KPLX-F	7 KZPS-F
8	8 KHKS-F	8 KZPS-F	8 KDMX-F	8 KDMX-F	8 KLRX-F	8 KLIF	8 KRLD	8 KLUV-F	8 WBAP	8 KJMZ-F
9	9 KEGL-F	9 KJMZ-F	9 KKDA-F	9 KKDA-F	9 WRR -F	9 KEGL-F	9 KZPS-F	9 KTXQ-F	9 KRLD	9
10	10 KZPS-F	10 KDMX-F	10 KOAI-F	10 WBAP	10	10 KYNG-F	10 KDMX-F	10 KDMX-F	10 WRR -F	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSCS-F	1 KSCS-F	1 KSCS-F	1 KSCS-F	1 KSCS-F	1 KEGL-F	1 KTXQ-F	1 KTXQ-F	1 KTXQ-F	1 KSCS-F
2 KJMZ-F	2 KKDA-F	2 KDMX-F	2 KVIL-AF	2 KVIL-AF	2 KTXQ-F	2 KKDA-F	2 KYNG-F	2 KSCS-F	2 KTXQ-F
3 KYNG-F	3 KDMX-F	3 KKDA-F	3 KPLX-F	3 KPLX-F	3 KKDA-F	3 KEGL-F	3 KSCS-F	3 KZPS-F	3 KZPS-F
4 KKDA-F	4 KYNG-F	4 KPLX-F	4 KKDA-F	4 KLUV-F	4 KDZR-F	4 KJMZ-F	4 KKDA-F	4 KYNG-F	4 KLUV-F
5 KHKS-F	5 KPLX-F	5 KVIL-AF	5 KDMX-F	5 KDMX-F	5 KJMZ-F	5 KYNG-F	5 KZPS-F	5 KLUV-F	5 WBAP
6 KPLX-F	6 KJMZ-F	6 KLTU-F	6 KYNG-F	6 KKDA-F	6 KHKS-F	6 KSCS-F	6 KJMZ-F	6 KJMZ-F	6 KLIF
7 KDMX-F	7 KVIL-AF	7 KOAI-F	7 KLUV-F	7 KYNG-F	7 KDGE-F	7 KZPS-F	7 KLTU-F	7 WBAP	7 KRLD
8 KTXQ-F	8 KHKS-F	8 KYNG-F	8 KJMZ-F	8 KLTU-F	8 KYNG-F	8 KHKS-F	8 WBAP	8 KLIF	8 KYNG-F
9	9 KLTU-F	9 KHKS-F	9 KLTU-F	9 KOAI-F	9	9 KDGE-F	9 KEGL-F	9 KEGL-F	9 KPLX-F
10	10 KOAI-F	10 KZPS-F	10 KOAI-F	10 KLRX-F	10	10 KDZR-F	10 KPLX-F	10 KKDA-F	10 KJMZ-F

OTHER RATED STATIONS

	METRO CUME	TSA	TSA
	SHARE/RTG/AQH/CUME		
KDFT	540	Ferris/DeSoto	0.5/0.6/ 30/ 209
KFJZ	870	Ft Worth/Dallas	0.7/1.2/ 39/ 421
KGBS	1190	Dallas	0.5/2.1/ 29/ 748
KMRT	1480	Dallas	0.5/1.3/ 29/ 450
KRVA-F	106.9	McKinney/Piano	0.4/0.6/ 20/ 217

DALLAS-FT. WORTH

RADIO STATIONS

AM STATIONS

KAAM,	1310,	5 KW (DA-N)	,	Nostalgia	SMN MBS, \$ 46.00	(Durpetti)	Bonneville
KESS,	1270,	5 KW (DA-1)	,	Hispanic	, \$ 48.00	(Katz Hisp.)	
KFJZ,	870,	500 W (DAYS)	,	Hispanic	ABC UNIULT, \$ 32.00	(Lotus)	
KHVN,	970,	1 KW/270 W	,	Gospel	ABC UNIULT, \$ 31.00	(Mc-Guild)	Summit
KKDA,	730,	500 W	,	Black Oldies	APR, \$ NA	(Katz)	
KLIF,	570,	5 KW, (DA-2)	,	Talk	NBC, \$ 75.00	(Eastman)	Susquehanna
KNRB,	1360,	5 KW/1 KW (DA-1)	,	Religion	, \$ 25.00	( --- )	Marsh
KRLD,	1080,	50 KW (DA-N)	,	News	CBS MBS, \$180.00	(CBS)	Command
KSKY,	660,	10 KW/500 W(DA-N)	,	Religion	, \$ 30.00	( --- )	Bdcst Partners
KGBS,	1190,	50 KW/5 KW (DA-2)	,	News/Talk	, \$ 40.00	( --- )	
WBAP,	820,	50 KW	,	Full Service	ABC, \$220.00	(Banner)	Cap Cities/ABC

FH STATIONS

KOAI,	107.5,	25 KW @ 1279	,	Jazz/NAC	UNISUP UNIULT, \$ 80.00	(Christal)	Granum
KDGE,	94.5,	100 KW @ 1896	,	AOR	, \$ 60.00	(K & P)	(GAINESVILLE)
KDMX,	102.9,	100 KW @ 1299	,	AC	, \$100.00	(MMR)	Nationwide
KEGL,	97.1,	100 KW @ 1460	,	CHR	, \$109.00	(Christal)	Sandusky
KJMZ,	100.3,	89 KW @ 1269	,	Black	UNIPWR, \$ 85.00	(Mc-Guild)	Summit
KKDA,	104.5,	98 KW @ 1591	,	Black	APR, \$164.00	(Katz)	
KLRX,	97.9,	100 KW @ 1610	,	Soft AC	, \$ 80.00	(Katz)	Cox
KLTY,	94.1,	100 KW @ 1591	,	Religion	ABC, \$ 60.00	(K & P)	
KLUV,	98.7,	100 KW @ 1585	,	Oldies	, \$119.00	(Mc-Guild)	TK
KHKS,	106.1,	100 KW @ 1585	,	CHR	, \$100.00	(HNWH)	Gannett
KSNM,	94.9,	100 KW @ 1699	,	Country	, \$ 90.00	(Group W)	Evergreen
KPLX,	99.5,	100 KW @ 1676	,	Country	APR, \$200.00	(Eastman)	Susquehanna
KYNG,	105.3,	100 KW @ 1558	,	Country	, \$ 95.00	(Group W)	Alliance
KSCS,	96.3,	99 KW @ 1679	,	Country	, \$300.00	(Banner)	Cap Cities/ABC
KRVA,	106.9,	3 KW @ 351	,	Hispanic	, \$ 60.00	(Caballero)	
KTXQ,	102.1,	100 KW @ 433	,	AOR	CBS, \$180.00	(CBS)	CBS
KVIL,	103.7,	100 KW @ 1571	,	AC	, \$335.00	(Torbet)	Infinity
KZPS,	92.5,	96 KW @ 1591	,	Classic AOR	, \$100.00	(Durpetti)	Bonneville
WRR,	101.1,	98 KW @ 1509	,	Classical	APR, \$ 70.00	(CMBS)	City of Dallas

Miscellaneous: KSSA A/F changes to KRVA A/F (Jan) . . .



DAYTON

Arbitron Rank/Pop (12+): 47/830,800  
 MSA Rank/Pop: 54/944,000  
 Average Person Ratings: 15.6  
 Market TSL: 20.50 hours

Stations: 26/20  
 Diaries: 1310/634:1/59.4%  
 Sample Target: 1240  
 % Below Line: 8.1  
 % Not Listed: 12.6

1992 Revenue: \$22,000,000  
 HH Inc.: \$31,515  
 Retail \$: 7.4 B11  
 Pop per Station: 41,540  
 #1 Biller: WHIO \$3,200,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WHKO-F (C)	164/12.7	12.4	11.9	12.9	10.2	12.5	276/3431	2030/24.4	25.0	21.8	D	WHKO-F
2. WTUE-F (ADR)	95/ 7.3	7.1	6.8	8.8	8.1	7.5	125/2033	1461/17.6	20.7	17.3	E	WTUE-F
3. WHIO (N/T)	92/ 7.1	8.7	9.1	7.6	6.8	8.1	101/1680	1484/17.9	18.7	15.5	E	WHIO
4. WROU-F (B)	87/ 6.7	5.8	8.8	4.6	7.2	6.5	88/958	904/10.9	9.6	10.3	B	WROU-F
5. WWSN-F (AC)	81/ 6.3	6.1	7.9	5.8	5.7	6.5	90/1304	1037/12.5	13.8	12.2	E	WWSN-F
6. WGTZ-F (CHR)	78/ 6.0	6.1	7.1	7.2	7.0	6.6	131/2391	1546/18.6	20.9	24.1	D	WGTZ-F
7. WAZU-F (ADR)	66/ 5.1	3.5	4.0	5.9	3.8	4.6	85/1330	983/11.8	12.3	13.5	C	WAZU-F
8. WLQT-F (SAC)	62/ 4.8	5.9	3.5	4.3	5.1	4.6	73/1245	1002/12.1	14.4	10.8	C	WLQT-F
9. WLW (FS)	59/ 4.6	5.6	5.4	5.9	4.3	5.4	142/2711	1115/13.4	14.1	11.9		WLW
10. WYMJ-F (O)	58/ 4.5	4.2	3.4	4.0	3.2	4.0	62/957	859/10.3	11.2	11.9	C	WYMJ-F
11. WONE (C)	53/ 4.1	2.7	2.8	3.6	5.0	3.3	62/706	567/ 6.8	7.8	8.5	C	WONE
12. WPFB-F (C)	42/ 3.2	3.2	2.6	2.9	3.0	3.0	80/1255	718/ 8.6	7.7	6.9		WPFB-F
13. WFCJ-F (REL)	25/ 1.9	0.8	1.5	1.0	1.8	1.3	29/706	442/ 5.3	2.6	4.8		WFCJ-F
14. WCLR-F (SAC)	22/ 1.7	2.5	2.2	2.0	2.2	2.1	41/742	446/ 5.4	7.3	6.9		WCLR-F
15. WDAO (B)	19/ 1.5	2.9	1.4	1.9	2.1	1.9	19/227	227/ 2.7	5.8	4.8	A	WDAO

12+ FM SHARE (METRO): 76.22% (862 of 1131) (WIN 92: 74.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGTZ-F>	1 WTUE-F	1 WHKO-F	1 WHKO-F>	1 WHKO-F>	1 WHKO-F	1 WHKO-F	1 WHKO-F>	1 WHKO-F>	1 WROU-F<	1 WHIO >>
2 WROU-F>	2 WHKO-F<	2 WTUE-F	2 WTUE-F	2 WWSN-F	2 WHIO >	2 WHIO	2 WHIO	2 WTUE-F	2 WHKO-F	2 WYMJ-F
3 WHKO-F	3 WAZU-F>	3 WWSN-F	3 WWSN-F	3 WTUE-F	3 WONE	3 WTUE-F	3 WWSN-F	3 WWSN-F	3 WGTZ-F	3 WHKO-F>
4	4 WROU-F	4 WROU-F	4 WROU-F	4 WROU-F	4 WWSN-F<	4 WONE	4 WTUE-F>	4 WROU-F	4 WLW	4 WAZU-F
5	5 WGTZ-F	5 WAZU-F	5 WYMJ-F	5 WYMJ-F	5 WLW	5 WWSN-F<	5 WLQT-F	5 WGTZ-F<	5 WTUE-F	5 WLQT-F
6	6 WWSN-F>	6 WGTZ-F	6 WLQT-F	6 WLQT-F	6 WYMJ-F	6 WROU-F	6 WYMJ-F<	6 WAZU-F	6 WAZU-F	6 WGTZ-F
7	7	7 WYHJ-F	7 WGTZ-F<	7 WHIO	7 WROU-F	7 WGTZ-F	7 WLW <	7 WHIO <	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHKO-F	1 WHKO-F>	1 WHKO-F	1 WHKO-F>	1 WHKO-F>	1 WTUE-F	1 WTUE-F	1 WTUE-F>	1 WTUE-F>	1 WTUE-F<
2 WGTZ-F	2 WWSN-F<	2 WROU-F	2 WWSN-F	2 WWSN-F>	2 WAZU-F>>	2 WAZU-F>>	2 WAZU-F	2 WAZU-F<	2 WHKO-F
3 WAZU-F	3 WTUE-F	3 WWSN-F	3 WLQT-F	3 WLQT-F	3 WROU-F	3 WHKO-F	3 WHKO-F	3 WHKO-F	3 WYMJ-F
4 WWSN-F	4 WGTZ-F	4 WTUE-F	4 WROU-F	4 WROU-F>	4 WGTZ-F>	4 WROU-F	4 WLW >	4 WYMJ-F	4 WLW
5	5 WROU-F	5 WLQT-F	5 WGTZ-F<	5 WTUE-F	5 WOXY-F	5 WLW	5 WWSN-F	5 WROU-F	5 WROU-F
6	6	6	6 WTUE-F	6 WGTZ-F<	6 WOFX-F	6 WGTZ-F	6 WROU-F>	6 WLW	6 WHIO
7	7	7	7	7	7 WYMJ-F	7	7	7 WGTZ-F	7 WAZU-F<
					7 WPFB-F			7 WWSN-F	
					7 WHKO-F				

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WDJK-F	95.3	Xenia/Dayton	1.0/4.0/ 14/ 379
WING	1410	Dayton	1.3/6.1/ 18/ 568
WIZE	1340	Springfield	0.9/2.0/ 13/ 197
WKSX-F	101.7	Urbana/Spngfld.	1.1/2.6/ 33/ 432
WPFB	910	Middletown	1.3/2.6/ 27/ 406
WTRJ-F	96.9	Troy	0.7/2.0/ 9/ 169
WGRR-F	103.5	Hamilton	0.5/2.2/ 40/ 808
WLSN-F	106.5	Greenville	0.7/2.3/ 38/ 462
WOFX-F	94.9	Fairfield	1.3/5.2/ 52/1190
WOXY-F	97.7	Oxford/Cinci	0.5/1.5/ 18/ 348
WYGY-F	96.5	Hamilton/Cinnti	0.5/3.1/ 17/ 505

DAYTON

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RADIO STATIONS

WDAO,	1210,	1 KW (Days)	,	Black	AURN, \$ 26.00	( --- )	
WHIO,	1290,	5 KW (DA-N)	,	News/Talk	CBS, \$ 64.00	(Durpetti)	Cox
WING,	1410,	5 KW (DA-N)	,	News	CBS SMN, \$ 30.00	(Katz)	Great Trails
WONE,	980,	5 KW (DA-N)	,	Country	ABC, \$ 31.00	(Mc-Guild)	Stoner
WAZU-F,	102.9,	50 KW @ 49	,	Classic AOR	ABC, \$ 38.00	(Christal)	Osborn (SPRINGFIELD)
WCLR-F,	95.7,	50 KW @ 476	,	EZ	UNIULT, \$ 23.00	(Regional)	(PIQUA)
WFCJ-F,	93.7,	50 KW @ 492	,	Religion	, \$ 16.00	( --- )	(MIAMISBURG)
WGtz-F,	92.9,	40 KW @ 551	,	CHR	UNIPWR, \$ 58.00	(Katz)	Great Trails
WHKO-F,	99.1,	50 KW @ 1059	,	Country	, \$ 71.00	(Durpetti)	Cox
WPFB-F,	105.9,	34 KW @ 535	,	Country	SMN, \$ 24.00	(Roslin)	(MIDDLETOWN)
WROU-F,	92.1,	1 KW @ 596	,	Black	, \$ 15.00	( --- )	(W. CARROLL.)
WTUE-F,	104.7,	50 KW @ 500	,	AOR	ABC, \$ 63.00	(Mc-Guild)	Stoner
WLQT-F,	99.9,	50 KW @ 500	,	Soft AC	ABC, \$ 42.00	(Torbet)	Liggett
WWSN-F,	107.7,	50 KW @ 420	,	AC	, \$ 68.00	(Eastman)	Stoner
WYMJ-F,	103.9,	1.2 KW @ 522	,	Oldies	, \$ 35.00	(Eastman)	

WLW - See Cincinnati

Miscellaneous: WAZU-F from AOR to Classic AOR (March) . . .

\*\*\*\*\* F O R M A T C O D E S \*\*\*\*\*

* AC - Adult Contemporary	J/NAC- Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	M/FS - Middle of Road, (MOR) Full Service
* B - Black (audience predominately black - over 75%)	N - News
* BB - Big Band, Nostalgia	O - Oldies (1955 to current)
* C - Country	REL - Religion, Christian
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary
* CL - Classical	SP - Hispanic/Spanish
* CL AOR - Classic AOR, Classic Rock	T - Talk
* E - Ethnic	U - Urban (majority of audience is non-white)
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	? - Others or Unknown
* G - Gospel	

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\*\*\*\*\* R E V E N U E L E V E L C O D E S \*\*\*\*\*

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

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DENVER

Arbitron Rank/Pop (12+): 24/1,557,800  
 MSA Rank/Pop: 27/1,930,000  
 ADI # 21  
 Average Person Ratings: 18.0  
 Market TSL: 23.50 hours

Stations: 31/31  
 Diaries: 1791/870:1/56.3%  
 Sample Target: 1720  
 % Below Line: 0.0  
 % Not Listed: 10.0

1992 Revenue: \$72,800,000  
 HH Inc.: \$33,625  
 Retail \$: 16.0 Bill  
 Pop per Station: 50,251  
 #1 Biller: KOA \$12,500,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. KYGO-F (C)	315/11.2	10.8	13.0	9.6	8.5	11.1	367/4222	3509/22.5	21.8	19.8	I	KYGO-F
2. KOA (T/N)	270/ 9.6	8.8	7.0	8.6	8.6	8.5	374/5163	3676/23.6	26.8	22.5	I	KOA
3. KOSI-F (SAC)	193/ 6.9	6.1	5.3	7.8	6.4	6.5	240/3303	2744/17.6	17.6	16.6	G	KOSI-F
4. KBCO-AF (AOR)	188/ 6.6	6.3	4.4	6.2	6.2	5.9	204/2334	2127/13.7	13.9	13.0	H	KBCO-AF
5. KRFX-F (CL AOR)	174/ 6.2	4.8	5.0	3.8	4.0	4.9	235/3088	2430/15.6	14.0	12.2	E	KRFX-F
6. KQKS-F (CHR)	162/ 5.8	6.0	5.4	5.7	5.9	5.7	182/2510	2126/13.6	13.7	15.3	D	KQKS-F
7. KBPI-F (AOR)	145/ 5.2	6.5	6.2	6.3	6.0	6.1	179/2650	2172/13.9	14.5	17.5	F	KBPI-F
8. KXKL-AF (O)	120/ 4.3	5.4	5.9	6.3	6.4	5.5	146/3023	2484/15.9	16.0	18.2	H	KXKL-AF
9. KHOW-AF (SAC)	105/ 3.8	4.7	4.3	4.4	5.1	4.3	123/2385	2131/13.7	13.0	14.7	F	KHOW-AF
10. KMJI-F (AC)	100/ 3.6	3.4	4.0	5.0	4.5	4.0	102/1953	1783/11.4	11.8	12.4	E	KMJI-F
11. KHIH-F (J/NAC)	77/ 2.7	3.0	2.6	2.9	2.4	2.8	80/1265	1162/ 7.5	8.0	7.0	D	KHIH-F
KEZW (BB)	77/ 2.7	1.7	2.5	2.4	3.3	2.3	79/756	744/ 4.8	4.0	5.1	C	KEZW
13. KWMX-F (CHR/AC)	75/ 2.7	2.3	3.2	4.0	2.0	3.0	80/1728	1585/10.2	7.9	7.9	C	KWMX-F
KVOD-F (CL)	75/ 2.7	2.7	2.7	2.4	2.3	2.6	79/1241	1083/ 7.0	7.4	6.7	C	KVOD-F
15. KAZY-F (AOR)	60/ 2.1	2.8	3.1	3.0	4.1	2.8	81/1843	1464/ 9.4	10.3	13.8	E	KAZY-F
16. KZDG-F (C)	56/ 2.0	0.5	1.4	1.1	1.2	1.3	76/1189	777/ 5.0	2.6	3.6		KZDG-F
17. KYGO (C)	55/ 2.0	2.4	1.9	2.2	1.9	2.1	74/1111	783/ 5.0	6.3	5.8		KYGO
18. KYBG (SPRTS)	50/ 1.8	2.0	2.3	2.0	2.3	2.0	58/942	806/ 5.2	6.6	6.2	B	KYBG
19. KNUS (T)	47/ 1.7	1.7	0.9	0.8	0.5	1.3	54/841	724/ 4.6	4.3	2.6	A	KNUS
20. KTCL-F (AOR)	46/ 1.6	1.7	1.7	1.6	2.3	1.7	58/959	789/ 5.1	4.8	5.7	B	KTCL-F
21. KRZN (BB)	42/ 1.5	1.8	2.4	2.0	1.9	1.9	57/1025	821/ 5.3	5.2	4.3	A	KRZN
22.												
23.												
24.												
25.												

12+ FM SHARE (METRO): 73.88% (1867 of 2527) (WIN 92: 72.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQKS-F>>	1 KRFX-F	1 KYGO	1 KYGO	1 KYGO-F	1 KOA	1 KOA <	1 KYGO-F<	1 KYGO-F>	1 KQKS-F	1 KOA >>
2 KBPI-F>	2 KYGO <	2 KBCO-AF	2 KBCO-AF	2 KBCO-AF	2 KYGO-F>	2 KYGO-F>	2 KOA	2 KOA	2 KOA	2 KYGO-F>
3 KXKL-AF	3 KBPI-F<	3 KRFX-F	3 KRFX-F	3 KOA	3 KOSI-F>	3 KRFX-F	3 KOSI-F	3 KBCO-AF	3 KYGO-F>	3 KRFX-F
KYGO-F	4 KBCO-AF>	4 KOSI-F	4 KOA <	4 KOSI-F	4 KBCO-AF	4 KOSI-F	4 KBCO-AF	4 KQKS-F<	4 KOSI-F	4 KOSI-F>
5	5 KQKS-F	5 KOA	5 KOSI-F>	5 KRFX-F>	5 KXKL-AF	5 KBCO-AF	5 KRFX-F	5 KRFX-F<	5 KBPI-F<	5 KHOW-F<
6	6 KOSI-F>	6 KBPI-F	6 KXKL-AF	6 KXKL-AF	6 KHOW-AF<	6 KHOW-AF	6 KBPI-F	6 KOSI-F>	6 KBCO-AF	6 KXKL-F
7	7 KAZY-F<	7 KQKS-F<	7 KBPI-F	7 KBPI-F	7 KEZW	7 KBPI-F	7 KXKL-AF<	7 KBPI-F<	7 KRFX-F	7 KQKS-F
8	8 KMJI-F	8 KXKL-AF	8 KHOW-AF	8 KHOW-AF	8 KVOD-F	8 KXKL-AF	8 KMJI-F	8 KXKL-AF	8 KMJI-F	8 KMJI-F
9	9	9	9	9	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQKS-F	1 KYGO-F>	1 KYGO-F	1 KYGO-F>	1 KYGO-F>	1 KBPI-F	1 KBPI-F	1 KBPI-F<	1 KBCO-AF	1 KBCO-AF<
2 KYGO-F	2 KOSI-F	2 KBCO-AF	2 KOSI-F	2 KOSI-F>	2 KRFX-F>	2 KRFX-F	2 KBCO-AF	2 KRFX-F	2 KYGO-F
3 KMJI-F	3 KBCO-AF	3 KOSI-F	3 KBCO-AF	3 KBCO-AF	3 KAZY-F	3 KBCO-AF>	3 KRFX-F>	3 KYGO-F	3 KOA
4 KOSI-F	4 KRFX-F	4 KRFX-F>	4 KRFX-F	4 KOA	4 KQKS-F	4 KYGO-F	4 KYGO-F>	4 KBPI-F	4 KRFX-F
KBPI-F	5 KQKS-F	5 KQKS-F	5 KQKS-F	5 KHOW-AF<	5 KYGO-F	5 KQKS-F	5 KOA	5 KOA >	5 KBPI-F
6 KWMX-F	6 KMJI-F	6 KWMX-F	6 KXKL-AF<	6 KXKL-AF	6 KTCL-F	6 KAZY-F	6 KQKS-F	6 KOSI-F	6 KOSI-F
7 KCUV	7 KBPI-F	7 KBPI-F	7 KOA	7 KRFX-F>	7	7 KOA	7 KOSI-F	7 KQKS-F<	7 KXKL-AF
8	8 KWMX-F	8 KMJI-F	8 KMJI-F<	8 KQKS-F	8	8	8	8 KXKL-AF	8
9	9	9	9	9	9	9	9	9	9

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KBNO 1220	Denver	0.4/1.2/ 11/ 203
KCUV 1150	Englewood/Denver	0.7/1.4/ 25/ 265
KDKO 1510	Littleton/Denver	0.4/1.3/ 10/ 224
KJME 1390	Denver	0.7/1.3/ 21/ 195
KLZ 560	Denver	0.6/1.7/ 21/ 297
KRKS 990	Denver	0.4/1.3/ 13/ 248
KYBG-F 92.1	Castle Rck/Dnvr	0.1/0.8/ 4/ 148

DENVER

RADIO STATIONS

AM STATIONS

KBNO, 1220, 1 KW/17 W	, HISPANIC			
KDEN, 1340, 1 KW	, TALK	ABC MBS, \$	28.00 (Katz Hisp.)	
KDKO, 1510, 10 KW/5 KW (DA-2)	, BLACK	, \$	31.00 (Savalli)	
KEZW, 1430, 5 KW (DA-N)	, NOSTALGIA	, \$	33.00 (---)	
KHOW, 630, 5 KW (DA-N)	, SEE KHOW-FM	SMN, \$	37.00 (Banner)	Tribune Co.
KLTT, 800, 1 KW (DAYS, DA)	, RELIGION			
KLZ, 560, 5 KW (DA-1)	, AOR			
			\$ 18.00 (---)	Mortenson
		SMN UNIPWR, \$	33.00 (McGuild)	Crawford
KNUS, 710, 5 KW (DA-1)	, NEWS/TALK	CNN BRN, \$	30.00 (---)	
KOA, 850, 50 KW	, TALK/NEWS	ABC CBS, \$	168.00 (Eastman)	Jacor
KRZN, 760, 5 KW/1 KW (DA-1)	, NOSTALGIA	, \$	33.00 (Christal)	
KYBG, 1090, 50 KW/500 W (DA-2)	, SPORTS TALK	APR NBC, \$	46.00 (Torbet)	Century
KYGO, 950, 5 KW (DA-N)	, COUNTRY	APR, \$	NA (CBS)	Jeff-Pilot

FM STATIONS

KAZY, 106.7, 100 KW @ 987, AOR		ABC, \$	63.00 (McGuild)	Jacor	
KBCO, 97.3, 100 KW @ 1542, PROG AOR		, \$	162.00 (MMR)	Noble	(BOULDER)
KBPI, 105.9, 99 KW @ 1469, AOR		SOURCE, \$	86.00 (Banner)	Great American	
KZDG, 92.5, 57 KW @ 1237, COUNTRY		UNISUP, \$	37.00 (Torbet)		(GREELEY)
KHIH, 94.7, 100 KW @ 984, JAZZ/NAC		, \$	56.00 (HNWH)	Chrysler Capital	(BOULDER)
KHOW, 95.7, 100 KW @ 1607, SOFT AC		MBS, \$	70.00 (MMR)	Noble	
KMJI, 100.3, 100 KW @ 1151, AC		, \$	81.00 (Christal)	Booth	
KOSI, 101.1, 100 KW @ 1624, SOFT AC		, \$	100.00 (Banner)	Tribune Co.	
KQKS, 104.3, 28 KW @ 1450, CHR		, \$	57.00 (Torbet)	Western Cities	(LONGMOUNT)
KRFX, 103.5, 100 KW @ 1050, CL AOR		CBS, \$	71.00 (Eastman)	Jacor	
KWMX, 107.5, 91 KW @ 1197, CHR/AC		, \$	53.00 (CBS)	Jeff-Pilot	
KTCL, 93.3, 100 KW @ 1328, AOR		, \$	37.00 (McGuild)		(FT COLLINS)
KVOD, 99.5, 100 KW @ 279, CLASSICAL		, \$	68.00 (CMBS)	Henry	
KXKL, 105.1, 100 KW @ 1168, OLDIES		, \$	141.00 (Katz)	Shamrock	
KYGO, 98.5, 100 KW @ 718, COUNTRY		, \$	160.00 (CBS)	Jeff-Pilot	

Miscellaneous: KZDG-F changes to Country (Feb) . . . KRXY A/F changes to KWMX A/F (Feb) and format to more of a CHR/AC . . .

DES MOINES

Arbitron Rank/Pop (12+): 112/333,200  
 MSA Rank/Pop: 123/398,000  
 ADI # 70  
 Average Person Ratings: 17.0  
 Market TSL: 22.25 hours

Stations: 15/14  
 Diaries: 795/419:1/56.5%  
 Sample Target: 790  
 % Below Line: 0.5  
 % Not Listed: 10.1

1992 Revenue: \$14,300,000  
 HH Inc.: \$31,632  
 Retail \$: 3.8 Bill  
 Pop per Station: 23,800  
 #1 Biller: WHO \$3,000,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. KJJY-F (C)	109/19.3	18.9	19.0	17.8	14.5	18.8	152/1665	1114/33.4	30.2	28.0	D	KJJY-F
2. WHO (FS)	102/18.1	12.5	14.6	10.7	14.9	14.0	249/3062	1072/32.2	30.4	28.1	E	WHO
3. KGGO-AF (AOR)	79/14.0	13.6	15.6	18.2	16.8	15.4	132/1679	894/26.8	30.0	28.2	D	KGGO-AF
4. KRNQ-F (CHR)	47/ 8.3	12.3	10.6	13.1	13.7	11.1	113/1905	848/25.5	28.3	31.3	C	KRNQ-F
5. KLYF-F (AOR)	43/ 7.6	8.7	6.8	5.9	7.2	7.3	79/1199	629/18.9	15.8	17.3	C	KLYF-F
6. KIOA-F (O)	30/ 5.3	4.5	5.5	4.1	6.3	4.8	42/827	481/14.4	14.2	17.6	C	KIOA-F
KFMG-F (AOR)	30/ 5.3	4.7	4.7	3.4	4.2	4.5	42/463	358/10.7	11.7	28.1	B	KFMG-F
8. KRNT (BB)	27/ 4.8	5.9	6.5	5.4	4.0	5.7	38/522	372/11.2	15.9	13.1	A	KRNT
9. KMXD-F (EZ/SAC)	11/ 1.9	2.8	2.5	2.3	3.0	2.4	11/170	161/ 4.8	6.1	6.9	A	KMXD-F
10. KEZT-F (SAC)	10/ 1.8	2.3	1.7	1.9	1.9	1.9	33/594	267/ 8.0	8.3	7.7	A	KEZT-F
11. KIOA (O)	7/ 1.2	1.3	1.3	1.7	2.3	1.4	10/287	184/ 5.5	5.7	7.2		KIOA
12. KWKY (REL)	6/ 1.1	1.3	0.8	0.9	1.0	1.0	10/154	136/ 4.1	4.6	5.1	A	KWKY
13.												
14.												
15.												

12+ FM SHARE (METRO): 71.65% (364 of 508) (WIN 92: 74.22%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KRNQ-F >	1 KGGO-AF	1 KJJY-F <	1 KJJY-F	1 KJJY-F	1 WHO >	1 WHO	1 KJJY-F <	1 KJJY-F	1 WHO	1 WHO >>
2 KGGO-AF	2 KJJY-F >	2 KGGO-AF >	2 KGGO-AF >	2 KGGO-AF >	2 KJJY-F >>	2 KJJY-F >	2 WHO	2 WHO	2 KJJY-F >	2 KJJY-F >>
3	3 KRNQ-F	3 KLYF-F	3 KLYF-F	3 WHO <	3 KRNT	3 KGGO-AF >	3 KGGO-AF >	3 KGGO-AF >	3 KGGO-AF >	3 KGGO-F
4	4	4	4	4 KLYF-F	4	4 KRNQ-F	4 KLYF-F >	4	4	4

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KGGO-AF	1 KJJY-F <	1 KJJY-F	1 KJJY-F	1 KJJY-F >	1 KGGO-AF >>	1 KGGO-AF >>	1 KGGO-AF >>	1 KGGO-AF	1 KGGO-AF
2 KRNQ-F	2 KGGO-AF	2 KGGO-AF	2 KGGO-AF	2 KLYF-F	2 KJJY-F	2 KJJY-F	2 KJJY-F	2 KJJY-F >	KJJY-F
KJJY-F	3 KRNQ-F	3 KRNQ-F	3 KLYF-F	3 KGGO-AF	3	3	3 KRNQ-F	3 WHO	3 WHO >
4	4	4	4	4 KRNQ-F	4	4	4	4	4 KIOA-F

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KJJC-F 106.9 Osceola 0.7/2.7/ 15/ 227  
 KBBM-F 99.5 Winterset 0.5/2.6/ 3/ 117

RADIO STATIONS

KDLS, 1310, 500 W (DAYS), COUNTRY HBS, \$ 10.00 ( --- ) (PERRY)  
 KIOA, 940, 10 KW/5 KW (DA-2), OLDIES ABC, \$ NA (Banner) Saga  
 KRNT, 1350, 5 KW (DA-N), NOSTALGIA CBS, UNISUP, \$ 24.00 (Katz) Saga  
 WHO, 1040, 50 KW, FULL SERVICE MBS, ABC, \$ 65.00 (Christal) Palmer  
 KFMG-F, 103.3, 100 KW @ 745, PROG AOR, \$ 21.00 (HNWH) (PELLA)  
 KEZT-F, 104.1, 100 KW @ 1010, SOFT AC/EZ, \$ 16.00 (HNWH) (AMES)  
 KGGO-F, 94.9, 100 KW @ 1066, ADR SOURCE, \$ 53.00 (Eastman) Stoner  
 KIOA-F, 93.3, 100 KW @ 1063, OLDIES, \$ 31.00 (Banner) Saga  
 KJJY-F, 92.5, 41 KW @ 1453, COUNTRY, \$ 47.00 (McGuild) Fuller-Jeffrey (ANKENY)  
 KLYF-F, 100.3, 100 KW @ 1700, AC, \$ 40.00 (Christal) Palmer  
 KMXD-F, 106.3, 3 KW @ 328, EZ, \$ 14.00 (Schubert) (ANKENY)  
 KRNQ-F, 102.5, 100 KW @ 1260, CHR ABC, \$ 44.00 (Katz) Saga

Miscellaneous: KIOA A/F sold by Midwest to Saga for \$2,700,000 (MVP) . . .

DETROIT

Arbitron Rank/Pop (12+): 6/3,627,400  
 MSA Rank/Pop: 5/4,660,000  
 ADI # 9  
 Average Person Ratings: 18.0  
 Market TSL: 23.50 hours

Stations: 34/33  
 Diaries: 2605/1392:1/52.7%  
 Sample Target: 2560  
 % Below Line: 0.4  
 % Not Listed: 8.7

1992 Revenue: \$124,400,000  
 HH Inc.: \$34,932  
 Retail \$: 37.0 Bill  
 Pop per Station: 109,921  
 #1 Biller: WJR \$18,000,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WJR (FS)	484/ 7.4	7.5	7.2	8.8	8.3	7.7	689/9723	6887/19.0	20.0	20.1	J	WJR
2. WWWW-AF (C)	440/ 6.7	9.1	7.9	7.2	5.9	7.7	490/6538	5812/16.0	20.2	16.1	H	WWW-AF
3. WJLB-F (B)	411/ 6.3	6.4	6.2	6.8	6.3	6.4	435/5949	5491/15.1	14.0	14.7	H	WJLB-F
4. WWJ (N)	383/ 5.9	5.7	5.0	4.6	6.2	5.3	409/7857	7110/19.6	20.6	19.5	I	WWJ
5. WXYT (T)	337/ 5.2	5.5	4.0	4.0	4.8	4.7	351/4122	3933/10.8	10.7	10.7	G	WXYT
6. WHYT-F (CHR)	335/ 5.1	4.7	4.9	5.1	4.6	4.9	356/6765	6195/17.1	16.6	17.9	F	WHYT-F
7. WLTI-F (SAC)	303/ 4.6	3.3	4.3	4.0	4.7	4.1	319/5284	4841/13.3	11.1	12.7	G	WLTI-F
8. WJOI-F (SAC)	288/ 4.4	4.0	4.0	4.3	4.4	4.2	317/4511	4173/11.5	10.2	13.0	F	WJOI-F
9. WMXD-F (B/AC)	262/ 4.0	3.4	4.1	4.1	3.1	3.9	267/3739	3553/ 9.8	9.0	9.4	F	WMXD-F
10. WKQI-F (AC)	259/ 4.0	4.2	4.7	4.3	4.4	4.3	284/5998	5348/14.7	14.5	15.4	I	WKQI-F
11. WNIC-F (AC)	228/ 3.5	3.4	3.7	3.7	3.5	3.6	249/4497	4038/11.1	10.6	11.8	G	WNIC-F
12. WOMC-F (O)	227/ 3.5	4.6	4.2	3.9	3.8	4.1	238/5044	4695/12.9	15.2	13.0	H	WOMC-F
13. WJZZ-F (J)	207/ 3.2	3.8	3.6	3.6	3.1	3.5	217/3300	3092/ 8.5	9.3	8.9	F	WJZZ-F
14. WCSX-F (CL ADR)	198/ 3.0	3.4	4.3	3.2	3.2	3.5	216/4922	4333/11.9	11.7	12.4	H	WCSX-F
15. WDZR-F (AOR)	194/ 3.0	2.0	2.1	2.0	0.8	2.3	200/3067	2927/ 8.1	6.2	3.0		WDZR-F
16. WRIF-F (ADR)	191/ 2.9	2.7	2.6	2.9	3.5	2.8	226/5060	4232/11.7	10.8	12.7	F	WRIF-F
17. WLLZ-F (ADR)	183/ 2.8	3.6	4.0	3.7	4.5	3.5	195/4308	3855/10.6	12.4	14.4	H	WLLZ-F
18. CKLW (BB)	177/ 2.7	2.1	2.7	2.9	3.0	2.6	214/2859	2240/ 6.2	6.4	7.4		CKLW
19. WQRS-F (CL)	157/ 2.4	2.0	1.6	2.1	2.8	2.0	161/2309	2112/ 5.8	6.1	6.9	D	WQRS-F
20. CIMX-F (ADR)	119/ 1.8	1.6	1.3	1.7	2.0	1.6	134/2637	2148/ 5.9	4.6	5.4		CIMX-F
21. WQBH (B)	80/ 1.2	0.9	0.9	0.9	0.5	1.0	80/1147	1131/ 3.1	2.9	1.8		WQBH
22. WCHB (G)	67/ 1.0	0.9	1.0	0.7	1.1	0.9	67/807	807/ 2.2	2.1	1.8		WCHB
23. WOWF-F (FS)	63/ 1.0	2.0	2.0	2.1	2.5	1.8	70/2290	2133/ 5.9	10.6	11.9		WOWF-F
24. WMUZ-F (REL)	62/ 1.0	0.8	1.0	0.7	0.9	0.9	64/1286	1208/ 3.3	3.0	3.4		WMUZ-F

12+ FM SHARE (METRO): 71.07% (4233 of 5956) (WIN 92: 71.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHYT-F>	1 WJLB-F	1 WWWW-AF<	1 WWWW-AF	1 WWWW-AF	1 WJR	1 WJR	1 WJR <	1 WWWW-AF	1 WJLB-F	1 WJR <
2 WJLB-F>>	2 WWWW-AF	2 WJLB-F	2 WLTI-F<	2 WLTI-F	2 WWJ	2 WWJ >	2 WXYT	2 WJR	2 WHYT-F	2 WJLB-F
3 WDZR-F<	3 WHYT-F	3 WMXD-F	3 WMXD-F<	3 WMXD-F	3 WXYT	3 WKQI-F<	3 WWWW-AF	3 WJLB-F<	3 WMXD-F	3 WWJ
4 WWWW-AF	WDZR-F	WLTI-F	4 WKQI-F	WKQI-F	4 WWWW-AF<	4 WJLB-F<	4 WLTI-F	4 WHYT-F	4 WWWW-AF	4 WWWW-F
5	5 WRIF-F	WKQI-F	WJLB-F	5 WJLB-F<	5 WJOI-F	5 WWWW-AF<	5 WJOI-F	5 WLTI-F<	5 WJZZ-F<	5 WMXD-F>>
6	6 WLLZ-F<	6 WHYT-F	6 WJR <	6 WJR	6 WLTI-F	6 WXYT	6 WJLB-F<	6 WXYT <	6 WJR	6 WXYT
7	7 WCSX-F<	7 WCSX-F<	7 WCSX-F	7 WOMC-F<	7 CKLW	7 WHYT-F	7 WWJ	7 WJOI-F	7 WDZR-F	7 WJZZ-F
8	8 WMXD-F<	8 WNIC-F	8 WOMC-F	8 WNIC-F	8 WOMC-F	8 WNIC-F	8 WNIC-F	8 WWJ	8 WWJ	8 WCSX-F
9	9 WKQI-F	9 WRIF-F<	9 WNIC-F	9 WWJ	9 WQRS-F	9 WKQI-F	9 WKQI-F	9 WKQI-F	9 WKQI-F	9
10	10 WNIC-F	10 WJR	10 WLLZ-F	10 WJZZ-F	10 WJZZ-F	10 WMXD-F	10 WMXD-F	10 WNIC-F	10 WXYT	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHYT-F	1 WJLB-F>	1 WJLB-F	1 WJLB-F	1 WKQI-F<	1 WDZR-F>	1 WRIF-F<	1 WRIF-F	1 WWWW-AF	1 WWWW-AF>
2 WJLB-F>	2 WKQI-F<	2 WKQI-F	2 WKQI-F	2 WLTI-F	2 WJLB-F	2 WDZR-F	2 WLLZ-F	2 WRIF-F	2 WJR
3 WWWW-AF	3 WHYT-F	3 WNIC-F	3 WLTI-F	3 WNIC-F	3 WHYT-F>	3 WWWW-AF<	3 WWWW-AF	3 WLLZ-F<	3 WLLZ-F<
4 WKQI-F	4 WNIC-F	4 WMXD-F	4 WNIC-F<	4 WMXD-F	4 WRIF-F	4 WLLZ-F	4 WCSX-F	4 WCSX-F<	4 WRIF-F
5	5 WMXD-F	5 WLTI-F	5 WMXD-F	5 WJLB-F	5 CIMX-F	5 WJLB-F<	5 WDZR-F	5 WDZR-F	5 WCSX-F<
6 WNIC-F	6 WWWW-AF	6 WWWW-AF	6 WWWW-AF	6 WWWW-AF	6 WWWW-AF	6 WCSX-F	6 WJZZ-F	6 WJR	6 WXYT
7 WMXD-F	7 WOMC-F	7 WOMC-F	7 WHYT-F	7 WOMC-F	7 WCSX-F	7 WHYT-F<	7 WMXD-F	7 WJLB-F	7 WWJ
8	8 WLTI-F>	8 WJZZ-F	8 WOMC-F	8 WJOI-F	8	8 CIMX-F	8 CIMX-F	8 WXYT	8 WJZZ-F
9	9 WCSX-F	9 WJZZ-F	9 WJZZ-F	9 WJZZ-F	9	9 WJZZ-F	9 WJR	9 WJZZ-F	9 WOMC-F
10	10 WJZZ-F	10	10 WJOI-F	10 WWJ	10	10	10 WJLB-F	10 WWJ	10 WMXD-F

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

CKLW-F	93.9	Windsor	0.7/3.8/	57/1691
CKWW	580	Windsor/Detroit	0.4/0.9/	28/ 384
WGPR-F	107.5	Detroit	0.7/3.6/	45/1328
WHND	560	Monroe/Detroit	0.4/0.8/	27/ 353
WMKH	1440	Inkster/Detroit	0.4/1.7/	25/ 618
WMTG	1310	Dearborn/Detrtr	0.9/2.4/	61/ 928
WSAQ-F	107.1	Port Huron	0.3/0.8/	20/ 280
WUFL	1030	Sterling Hts	0.4/0.9/	28/ 329

WITL-F 100.7 Lansing 0.4/0.8/131/1639

DETROIT

RADIO STATIONS

AM STATIONS

WCHB, 1440, 1 KW (DA-2)	, GOSPEL/BLACK	AURN, \$ 31.00 ( --- )	
WWWW, 1130, 50 KW/10 KW (DA-2)	, SEE WWWW-FM		
WHND, 560, 500 W (DAYS)	, OLDIES	UNIPWR, \$ N/A (McGuild)	Greater Media (MONROE)
WJR, 760, 50 KW	, FULL SERVICE	ABC, \$ 275.00 ( --- )	Cap Cities/ABC
WMKM, 1440, 1 KW	, BLACK	NBN, NBC, \$ 35.00 ( --- )	
WMTG, 1310, 5 KW (DA-2)	, BLACK OLDIES	SMN, \$ N/A (McGuild)	Fairmont
WQBH, 1400, 1 KW	, BLACK	, \$ 45.00 (Patt)	
WWJ, 950, 5 KW (DA-N)	, NEWS	CBS, \$ 157.00 (CBS)	CBS
WXYT, 1270, 5 KW (DA-N)	, TALK	MBS, CNN, \$ 82.00 (Durpetti)	
CKLW, 800, 50 KW (DA-2)	, NOSTALGIA	UNISUP, \$ 67.00 ( --- )	(WINDSOR ONT)

FM STATIONS

WCSX, 94.7, 14 KW @ 945,	CLASSIC AOR	UNIPWR, \$ 140.00 (McGuild)	Greater Media
WOMF, 99.5, 21 KW @ 755,	AC/Talk	SOURCE, \$ 68.00 (MMR)	Alliance
WGPR, 107.5, 50 KW @ 361,	BLACK	AURN, \$ 56.00 (Lazar)	
WHYT, 96.3, 20 KW @ 787,	CHR	ABC, \$ 100.00 (Katz)	Cap Cities/ABC
WJLB, 97.9, 50 KW @ 489,	BLACK	, \$ 178.00 (MMR)	Booth
WJOI, 97.1, 12 KW @ 889,	SOFT AC/EZ	, \$ 98.00 (CBS)	CBS
WJZZ, 105.9, 20 KW @ 725,	JAZZ	MBS, \$ 90.00 (Torbet)	
WKQI, 95.5, 100 KW @ 430,	AC	, \$ 158.00 (Banner)	Brdcst. Partners
WLLZ, 98.7, 50 KW @ 479,	AOR	, \$ 154.00 (Group W)	Westinghouse
WLTJ, 93.1, 27 KW @ 669,	SOFT AC	ABC, \$ 130.00 (Christal)	Viacom
WMUZ, 103.5, 50 KW @ 466,	RELIGION	, \$ 45.00 (Crawford)	
WMXD, 92.3, 22 KW @ 699,	URBAN/AC	, \$ 75.00 (Durpetti)	
WNIC, 100.3, 32 KW @ 600,	AC	, \$ 154.00 (McGuild)	Fairmont
WOMC, 104.3, 190 KW @ 361,	OLDIES	UNIULT, \$ 150.00 (Torbet)	Infinity
WQRS, 105.1, 20 KW @ 784,	CLASSICAL	, \$ 82.00 (CMBS)	Marlin
WRIF, 101.1, 27 KW @ 879,	AOR	ABC, \$ 120.00 (Banner)	Great American
WWWW, 106.7, 61 KW @ 508,	COUNTRY	APR UNIULT, \$ 157.00 (Eastman)	Shamrock
WDZR, 102.7, 50 KW @ 499,	AOR	SMN NBC, \$ 60.00 (Durpetti)	Ragan Henry
CIMX, 88.7, 100 KW @ 577,	AOR	, \$ NA ( --- )	(WINDSOR, ONT)
CKLW, 93.9, 100 KW @ 699,	OLDIES	, \$ 61.00 ( --- )	(WINDSOR, ONT)

EL PASO

Arbitron Rank/Pop (12+): 77/492,700

Stations: 27/18  
Diaries: 916/538:1/50.7%  
Sample Target: 930  
% Below Line: 8.4  
% Not Listed: 9.5

1992 Revenue: \$12,600,000  
HH Inc.: \$26,336  
Retail \$: 3.8 Bil  
Pop per Station: 27,372  
#1 Biller: KHEY-AF \$3,400,000

MSA Rank/Pop: 86/600,000

ADI # 100

Average Person Ratings: 17.9

Market TSL: 23.75 hours

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. KHEY-F (C)	120/13.6	11.5	14.5	14.1	15.5	13.4	129/1650	1335/27.1	26.5	27.8	E	KHEY-F
2. KLAQ-F (AOR)	115/13.0	11.5	10.3	11.3	8.9	11.5	136/1563	1300/26.4	26.0	21.5	C	KLAQ-F
3. KBNA-AF (SP)	91/10.4	8.8	9.6	7.9	9.6	9.2	93/1130	1042/21.1	18.0	18.5	C	KBNA-AF
4. KPRR-F (CHR)	75/ 8.5	10.2	9.3	11.4	10.8	9.9	83/1316	1186/24.1	26.6	25.7	C	KPRR-F
5. KTSM-F (SAC)	64/ 7.3	6.4	7.4	6.7	5.3	6.9	72/1123	927/18.8	19.5	13.6	B	KTSM-F
6. KTSM (N/T)	45/ 5.1	4.3	6.7	4.5	5.1	5.2	45/534	525/10.7	9.0	10.5	B	KTSM
7. KAMZ-F (SP/CHR)	44/ 5.0	5.9	9.3	10.5	6.9	7.7	45/804	774/15.7	16.7	18.0	B	KAMZ-F
8. KSET-F (C)	41/ 4.6	5.2	4.8	4.6	3.2	4.8	42/746	726/14.7	12.5	10.2	A	KSET-F
9. KOFX-F (O)	36/ 4.1	4.6	4.0	3.9	4.6	4.2	36/873	787/16.0	13.7	15.1	B	KOFX-F
10. XHH -F (SP)	26/ 2.9	2.3	1.8	1.2	----	2.0	26/317	317/ 6.4	5.8	0.0		XHH -F
KINT-F (AC)	26/ 2.9	3.0	----	----	3.1	1.5	27/562	522/10.6	6.1	11.3	A	KINT-F
12. KAMA (SP)	21/ 2.4	4.4	4.4	3.7	4.6	3.7	25/360	276/ 5.6	10.6	9.6	C	KAMA
13.												
14.												
15.												

12+ FM SHARE (METRO): 82.58% (659 of 798) (WIN 92: 76.64%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KPRR-F	1 KLAQ-F>	1 KLAQ-F	1 KBNA-AF<	1 KHEY-F	1 KHEY-F	1 KHEY-F	1 KHEY-F	1 KLAQ-F	1 KLAQ-F	1 KHEY-F>>
2 KLAQ-F	2 KHEY-F	2 KHEY-F	2 KLAQ-F	2 KBNA-AF	2 KBNA-AF>	2 KBNA-AF<	2 KLAQ-F	2 KHEY-F>	2 KPRR-F>	2 KBNA-F
3	3 KPRR-F	3 KBNA-AF>	KHEY-F>	3 KLAQ-F	3 KTSM-F	3 KLAQ-F>	3 KBNA-AF	3 KPRR-F	3 KHEY-F>	3 KTSM
4	4 KBNA-AF	4 KPRR-F	4 KTSM-F	4 KTSM-F>	4 KTSM >	4 KPRR-F	4 KTSM <	4 KBNA-AF	4 KTSM-F	4 KTSM-F
5	5	5 KTSM-F	5 KOFX-F	5 KOFX-F	5 KAMZ-F	5 KTSM-F>	5 KTSM-F>	5 KTSM-F>	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KHEY-F>	1 KHEY-F>	1 KBNA-AF	1 KHEY-F	1 KBNA-AF	1 KLAQ-F>>	1 KLAQ-F>>	1 KLAQ-F>>	1 KLAQ-F>>	1 KLAQ-F
2 KPRR-F	2 KBNA-AF	KHEY-F	2 KBNA-AF>	KHEY-F	2 KPRR-F>	2 KPRR-F>	2 KPRR-F	2 KHEY-F	2 KHEY-F
3 KLAQ-F>	3 KTSM-F	3 KTSM-F	3 KTSM-F	3 KTSM-F>	3	3 KBNA-AF	3 KBNA-AF>	3 KBNA-AF<	3 KBNA-AF>
4 XHH -F	4 KLAQ-F	4 KOFX-F	KLAQ-F	4 KLAQ-F	4	4	4 KOFX-F	4 KPRR-F>	4 KTSM
KSET-F	5 KPRR-F	5 KLAQ-F	5 KPRR-F	5 KOFX-F	5	5	5	5	5 KTSM-F
		KINT-F		KINT-F					

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KELP	1590	El Paso	0.3/2.3/	5/ 133
KHEY	690	El Paso	1.0/4.0/	12/ 253
KROD	600	El Paso	1.6/8.1/	22/ 511
KSVE	1150	El Paso	0.5/2.3/	4/ 126
KVIV	1340	El Paso	1.8/2.3/	16/ 114
XEFV	1000	Ciudad Juarez	0.8/2.4/	7/ 126
XEJ	970	Ciudad Juarez	0.6/1.9/	6/ 128
XHEM-F	103.5	Ciudad Juarez	0.8/2.7/	7/ 133
XHGU-F	105.9	Ciudad Juarez	0.3/1.6/	3/ 96
XHIM-F	105.1	Ciudad Juarez	0.7/3.7/	6/ 180
XHNZ-F	107.5	Ciudad/Juarez	0.5/3.3/	4/ 162
XHPX-F	98.3	Ciudad Juarz/EP	0.8/3.0/	7/ 149
XHTO-F	104.3	Ciudad Juarez	0.7/3.1/	6/ 151
XROK	800	Ciudad/Juarez	0.3/1.5/	8/ 152

RADIO STATIONS

KAMA,	750,	10 KW/1 KW (DA-2),	HISPANIC	, \$ 26.00 (Caballero)	Pinnacle
KBNA,	920,	1 KW/500 W (DA-N),	SEE KBNA-FM		
KHEY,	690,	10 KW (DA-2)	, SEE KHEY-FM		
KROD,	600,	5 KW (DA-2)	, OLDIES	SMN ABC , \$ 17.00 (HNWH)	D & F
KTSM,	1380,	5 KW/500 W	, TALK/NEWS	NBC-T CBS , \$ 20.00 (Christal)	
KVIV,	1340,	1 KW	, HISPANIC	CRC , \$ 15.00 (Lotus)	
KSET-F,	94.7,	61 KW @ 981	, HISPANIC COUNTRY	, \$ NA (Durpetti)	
KAMZ-F,	93.1,	30 KW @ 1168	, HISPANIC CHR	, \$ 29.00 (Eastman)	Pinnacle
KBNA-F,	97.5,	100 KW @ 1089	, HISPANIC	, \$ 34.00 (Katz Hisp)	Tichenor
KINT-F,	93.9,	96 KW @ 1210	, AC	, \$ 28.00 ( --- )	
KHEY-F,	96.3,	100 KW @ 1391	, COUNTRY	, \$ 69.00 (Katz)	Ragan Henry
KLAQ-F,	95.5,	100 KW @ 1391	, AOR	SOURCE, \$ 40.00 (HNWH)	D & F
KOFX-F,	92.3,	100 KW @ 1860	, OLDIES	UNIPWR, \$ 34.00 (Mc-Guild)	
KPRR-F,	102.1,	100 KW @ 1191	, CHR	, \$ 33.00 (Durpetti)	
KTSM-F,	99.9,	100 KW @ 1820	, EZ/SOFT AC	, \$ 22.00 (Christal)	



FRESNO

Arbitron Rank/Pop (12+): 67/567,400  
 HSA Rank/Pop: 80/638,000  
 ADI # 56  
 Average Person Ratings: 16.9  
 Market TSL: 22.50 hours

Stations: 30/26  
 Diaries: 993/571:1/48.1%  
 Sample Target: 980  
 % Below Line: 2.0  
 % Not Listed: 14.7

1992 Revenue: \$21,000,000  
 HH Inc.: \$35,174  
 Retail \$: 4.6 Bil  
 Pop per Station: 21,823  
 #1 Biller: KMJ \$4,700,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. KMJ (N/T)	144/15.0	12.4	14.1	9.1	12.3	12.6	220/2391	1471/25.9	23.2	21.1	F	KMJ
2. KNAX-F (C)	75/ 7.8	8.1	9.5	9.5	7.8	8.7	94/1200	891/15.7	18.3	17.0	E	KNAX-F
3. KSKS-F (C)	67/ 7.0	6.5	4.6	4.3	3.7	5.6	118/1539	816/14.4	14.5	10.5	B	KSKS-F
4. KTHT-F (SAC)	45/ 4.7	2.9	5.2	4.4	4.4	4.3	60/978	724/12.8	10.4	13.9	B	KTHT-F
5. KRZR-F (AOR)	44/ 4.6	5.8	4.8	5.5	5.0	5.2	56/820	566/10.0	10.6	9.4	C	KRZR-F
KFSO-F (O)	44/ 4.6	3.7	3.9	4.3	5.2	4.1	96/1510	765/13.5	11.5	14.9	C	KFSO-F
7. KBOS-F (CHR)	40/ 4.2	6.1	4.3	4.7	6.1	4.8	110/1647	840/14.8	17.8	17.8	C	KBOS-F
8. KJOI-F (SAC)	34/ 3.5	3.7	4.7	4.7	4.6	4.2	69/1074	543/ 9.6	10.8	12.6	C	KJOI-F
9. KQPW-F (CHR)	31/ 3.2	3.6	4.8	4.5	4.3	4.0	62/1377	687/12.1	13.6	15.4	B	KQPW-F
KFRE (C)	31/ 3.2	3.2	3.3	3.3	2.9	3.3	76/783	359/ 6.3	8.1	7.5		KFRE
11. KXMX-F (SP)	30/ 3.1	2.7	2.1	2.8	2.6	2.7	32/447	392/ 6.9	6.5	5.4	A	KXMX-F
KJFX-F (CL AOR)	30/ 3.1	2.6	3.2	2.9	3.5	3.0	57/884	607/10.7	9.8	10.5	C	KJFX-F
13. KKDJ-F (AOR)	26/ 2.7	1.9	1.9	2.3	1.9	2.2	50/775	398/ 7.0	5.6	6.8	C	KKDJ-F
14. KGST (SP)	25/ 2.6	6.1	3.3	4.0	1.9	4.0	25/348	329/ 5.8	8.6	6.6	B	KGST
15. KFCL-F (CL)	18/ 1.9	0.5	----	----	----	0.6	23/240	126/ 2.2	1.1	0.0		KFCL-F
16. KSXY-F (AC)	17/ 1.8	1.0	1.8	2.5	1.9	1.8	19/400	310/ 5.5	6.0	7.0	B	KSXY-F
17. KXEX (SP)	16/ 1.7	1.8	1.2	1.4	1.6	1.5	19/240	202/ 3.6	4.6	3.5	A	KXEX
KSLK-F (SAC/EZ)	16/ 1.7	1.6	0.9	----	----	1.0	29/310	184/ 3.2	3.3	0.0	A	KSLK-F
19. KYNO (AC)	15/ 1.6	0.7	1.1	1.5	1.4	1.2	15/246	221/ 3.9	3.5	4.0		KYNO
20. KEZL-F (J/NAC)	14/ 1.5	2.0	2.9	1.7	2.4	2.0	16/271	236/ 4.2	5.3	5.6	A	KEZL-F
21. KTAA-F (SP)	12/ 1.3	1.9	1.3	2.5	1.9	1.8	13/181	154/ 2.7	5.1	2.8	A	KTAA-F
KOQO (SP)	12/ 1.3	1.5	1.5	1.9	1.2	1.5	13/241	181/ 3.2	3.1	3.2	A	KOQO

12+ FM SHARE (METRO): 68.99% (565 of 819) (WIN 92: 70.18%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQPW-F	1 KSKS-F	1 KSKS-F	1 KSKS-F<	1 KMJ	1 KMJ >>	1 KMJ >>	1 KMJ >>	1 KMJ >>	1 KMJ >	1 KMJ >>
2 KBOS-F>	2 KRZR-F	2 KNAX-F<	2 KMJ	2 KSKS-F	2 KNAX-F>	2 KNAX-F	2 KNAX-F<	2 KNAX-F	2 KBOS-F	2 KSKS-F>
3 KRZR-F	3 KNAX-F<	3 KMJ	3 KNAX-F	3 KNAX-F	3 KFSO-F	3 KSKS-F>	3 KSKS-F>	3 KSKS-F	3 KTHT-F	3 KRZR-F
4	4 KTHT-F	4 KTHT-F	4 KFSO-F	4 KFSO-F>	4 KFRE <	4 KRZR-F	4 KFSO-F	4 KTHT-F	4 KQPW-F	4 KNAX-F
5	5 KMJ	5 KRZR-F	5 KTHT-F	5 KTHT-F	5 KSKS-F	5 KFSO-F	5 KTHT-F	5 KFSO-F<	5 KFSO-F	5 KFCL-F
6	6 KKDJ-F	6 KFSO-F	6 KRZR-F	6 KRZR-F	6 KJOI-F	6 KTHT-F	6 KJOI-F	6 KRZR-F	6 KRZR-F	6
7	7 KXMX-F<	7 KJFX-F	7 KJFX-F	7 KJOI-F	7	7	7 KRZR-F	7 KQPW-F	7 KNAX-F	7
8	8	8 KXMX-F	8 KJOI-F	8 KJFX-F	8	8	8 KFRE	8 KBOS-F<	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KTHT-F>	1 KTHT-F	1 KSKS-F	1 KNAX-F	1 KNAX-F	1 KRZR-F>	1 KRZR-F	1 KSKS-F	1 KMJ >	1 KMJ >
2 KBOS-F	2 KNAX-F	2 KTHT-F>	2 KTHT-F	2 KSKS-F	2 KJFX-F	2 KSKS-F	2 KMJ	2 KSKS-F	2 KSKS-F>
3 KNAX-F	3 KSKS-F>	3 KNAX-F>	3 KSKS-F>	3 KTHT-F	3 KKDJ-F	3 KMJ	3 KRZR-F>	3 KRZR-F	3 KFSO-F
4 KKDJ-F	4 KKDJ-F	4 KKDJ-F	4 KFSO-F	4 KFSO-F	4 KNAX-F	4 KJFX-F	4 KXMX-F	4 KJFX-F	4 KNAX-F
5 KXMX-F	5 KBOS-F	5 KSXY-F	5 KJOI-F	5 KJOI-F	5 KXMX-F	5 KXMX-F	5 KJFX-F	5 KNAX-F	5 KRZR-F
KSKS-F	6 KXMX-F	KJOI-F	6 KBOS-F	6 KMJ	KQPW-F	6 KKDJ-F	6	6 KFSO-F	6 KJFX-F>
KRZR-F	KRZR-F	7	7 KXMX-F	7 KGST	KBOS-F>	7	7	7 KXMX-F	7 KXMX-F
KQPW-F									

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
KFIG 1430 Fresno	0.4/1.7/	5/	118
KFSO 980 Fresno	0.1/1.4/	3/	118
KMPH-F 107.5 Hanford/Fresno	0.5/2.2/	8/	317
KSEQ-F 97.1 Visalia	0.4/2.6/	22/	524
KCIV-F 99.9 Mt. Bullion	0.4/1.1/	8/	205
KJUG-F 106.7 Tulare	0.6/1.6/	63/	830
KNBR 680 San Francisco	0.6/1.3/	14/	266
KUBB-F 96.3 Mariposa/Modsto	0.3/1.4/	26/	438

FRESNO

RADIO STATIONS

KFSO	,	980,	500 W/48 W	,	Oldies				
KFRE	,	940,	50 KW (DA-2)	,	Country	ABC UNISUP,	\$13.00	(Mc-Guild)	Americom
KGST	,	1600,	5 KW (DA-N)	,	Hispanic			(HNWH)	EBE
KMJ	,	580,	5 KW	,	News/Talk		\$28.00	(Lotus)	Lotus
KOQO	,	790,	5 KW/2.5 KW (DA-2)	,	Hispanic	NBC-T NBC,	\$82.00	(Katz)	Henry
KXEX	,	1550,	5 KW/2.5 KW (DA-2)	,	Hispanic	CRC,	\$14.00	(Cabeñero)	
KYNO	,	1300,	5 KW/1 KW (DA-N)	,	Oldies		\$18.00	(SBS)	
						SMN CNN,	\$16.00	(Banner)	Brown
KBOS-F	,	94.9,	17 KW @ 850	,	CHR	ABC,	\$37.00	( --- )	(TULARE)
KMPH-F	,	107.5,	21 KW @ 790	,	News		\$20.00	(Eastman)	(HANFORD)
KEZL-F	,	96.7,	25 KW @ 298	,	Jazz/NAC		\$22.00	(K & P)	Americom (FOWLER)
KSXY-F	,	101.1,	4.7 KW @ 1076	,	AC		\$27.00	(Torbet)	
KFSO-F	,	92.9,	19 KW @ 820	,	Oldies		\$43.00	( --- )	Americom (VISALIA)
KJFX-F	,	95.7,	50 KW @ 321	,	Classic AOR		\$38.00	(Banner)	Brown
KJOI-F	,	98.9,	19 KW @ 820	,	Soft AC		\$31.00	(MMR)	(DINUBA)
KKDJ-F	,	105.9,	2.4 KW @ 1958	,	AOR		\$36.00	(Durpetti)	
KNAX-F	,	97.9,	48 KW @ 289	,	Country	ABC,	\$55.00	(HNWH)	EBE
KQPW-F	,	101.9,	2.3 KW @ 1948	,	CHR	ABC,	\$28.00	(Mc-Guild)	
KRZR-F	,	103.7,	50 KW @ 500	,	AOR		\$29.00	(Christal)	(HANFORD)
KSKS-F	,	93.7,	68 KW @ 1909	,	Country		\$26.00	(Katz)	Henry
KTAA-F	,	94.3,	3 KW @ 328	,	Hispanic		\$13.00	(Roslin)	(KERMAN)
KTHT-F	,	102.7,	50 KW @ 500	,	Soft AC		\$30.00	(Christal)	
KXXM-F	,	92.1,	25 KW @ 1050	,	Hispanic	UPI,	\$19.00	(Katz Hisp)	(MADERA)

\*\*\*\*\* F O R M A T C O D E S \*\*\*\*\*

* AC - Adult Contemporary	J/NAC- Jazz and New Adult Contemporary	*
* AOR - Album Oriented Rock	M/FS - Middle of Road, (MOR) Full Service	*
* B - Black (audience predominately black - over 75%)	N - News	*
* BB - Big Band, Nostalgia	O - Oldies (1955 to current)	*
* C - Country	REL - Religion, Christian	*
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary	*
* CL - Classical	SP - Hispanic/Spanish	*
* CL AOR - Classic AOR, Classic Rock	T - Talk	*
* E - Ethnic	U - Urban (majority of audience is non-	*
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	white)	*
* G - Gospel	? - Others or Unknown	*

\*\*\*\*\* R E V E N U E L E V E L C O D E S \*\*\*\*\*

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

GRAND RAPIDS

Arbitron Rank/Pop (12+): 66/571,500  
 MSA Rank/Pop: 74/673,000  
 ADI # 37 (w/Kalamazoo)  
 Average Person Ratings: 16.0  
 Market TSL: 21.00 hours

Stations: 21/18  
 Diaries: 1072/533:1/59.3%  
 Sample Target: 1020  
 % Below Line: 7.2  
 % Not Listed: 17.9

1992 Revenue: \$23,200,000  
 HH Inc.: \$34,367  
 Retail \$: 5.7 Bil  
 Pop per Station: 31,750  
 #1 Biller: WCUZ-AF \$4,250,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WOOD (FS)	83/ 9.1	7.0	6.0	5.1	7.9	6.8	97/1379	1202/21.0	17.6	14.5	D	WOOD
2. WKLQ-F (AOR)	76/ 8.3	10.4	13.7	9.7	8.9	10.5	128/2120	1126/19.7	21.0	18.6	D	WKLQ-F
3. WOOD-F (SAC)	74/ 8.1	4.7	7.8	6.5	5.9	6.8	148/2040	1004/17.6	16.1	13.4	D	WOOD-F
4. WLHT-F (AC)	73/ 8.0	7.1	5.7	10.3	10.1	7.8	85/1227	962/16.8	15.7	18.3	F	WLHT-F
5. WCUZ-F (C)	64/ 7.0	5.9	10.3	9.0	9.0	8.1	116/1707	937/16.4	16.6	20.5	E	WCUZ-F
6. WBCT-F (C)	51/ 5.6	5.7	4.8	3.8	4.0	5.0	166/1919	805/14.1	11.0	13.4	C	WBCT-F
7. WGRD-F (CHR)	49/ 5.4	7.2	7.2	7.3	7.8	6.8	73/1740	1116/19.5	21.5	21.5	C	WGRD-F
8. WODJ-F (O)	48/ 5.3	4.8	4.7	6.6	5.6	5.3	73/1299	804/14.1	15.9	16.3	D	WODJ-F
9. WLAV-F (AOR)	37/ 4.1	2.6	4.0	3.7	3.3	3.6	61/1223	711/12.4	10.0	11.8	C	WLAV-F
10. WMUS-F (C)	34/ 3.7	2.7	4.4	4.6	5.5	3.8	102/1267	507/ 8.9	10.2	11.7	C	WMUS-F
11. WSNX-F (CHR)	32/ 3.5	3.0	3.0	4.2	3.0	3.4	78/1387	741/13.0	13.9	12.2	C	WSNX-F
12. WKEZ-F (EZ/SAC)	29/ 3.2	4.1	2.4	2.9	1.5	3.2	31/482	446/ 7.8	7.4	6.1	B	WKEZ-F
13. WCUZ (C)	19/ 2.1	0.9	1.4	2.3	2.8	1.7	20/339	304/ 5.3	2.3	5.3	B	WCUZ
14. WFGR-F (CL)	18/ 2.0	2.5	0.8	---	---	1.3	19/395	370/ 6.5	5.8	0.0	A	WFGR-F
15. WKWM (B)	17/ 1.9	4.4	1.7	0.8	1.3	2.2	17/104	104/ 1.8	3.4	2.5	A	WKWM
16. WJQK-F (REL)	14/ 1.5	1.6	1.6	1.7	2.3	1.6	16/375	320/ 5.6	4.4	5.7		WJQK-F
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 81.47% (611 of 750) (WIN 92: 83.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGRD-F>	1 WKLQ-F>	1 WKLQ-F	1 WLHT-F<	1 WLHT-F<	1 WOOD >	1 WOOD	1 WOOD	1 WLHT-F<	1 WKLQ-F	1 WKLQ-F>
2 WSNX-F>	2 WLHT-F>	2 WLHT-F>	2 WKLQ-F	2 WOOD-F	2 WOOD-F	2 WKLQ-F	2 WLHT-F	2 WOOD-F	2 WOOD	2 WCUZ-F
3 WKLQ-F	3 WBCT-F	3 WOOD-F	3 WOOD-F	3 WKLQ-F	3 WCUZ-F	3 WCUZ-F	3 WCUZ-F	3 WGRD-F	3 WGRD-F<	3 WHTC >
4	4 WOOD-F<	4 WODJ-F<	4 WODJ-F	4 WODJ-F	4 WODJ-F	4 WLHT-F	4 WKLQ-F	4 WGRD-F	4 WOOD-F	4 WOOD-F
5	5 WLAV-F	5 WBCT-F	5 WCUZ-F<	5 WOOD <	5 WLHT-F	5 WOOD-F	5 WCUZ-F	5 WCUZ-F	5 WLAV-F	5
6	6 WGRD-F	6 WCUZ-F	6 WOOD	6 WCUZ-F	6 WKEZ-F	6 WODJ-F<	6 WBCT-F	6 WBCT-F<	6 WBCT-F	6
7	7	7	WBCT-F	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLHT-F>	1 WLHT-F>	1 WLHT-F>	1 WLHT-F>	1 WLHT-F	1 WKLQ-F>	1 WKLQ-F>	1 WKLQ-F>	1 WKLQ-F>	1 WKLQ-F>
2 WGRD-F	2 WKLQ-F	2 WBCT-F	2 WOOD-F	2 WOOD-F	2 WLAV-F>	2 WLAV-F	2 WOOD-F>	2 WLAV-F	2 WOOD-F
3 WKLQ-F	WGRD-F	3 WOOD-F	3 WODJ-F	3 WODJ-F	3 WBCT-F>	3 WBCT-F	3 WBCT-F	3 WCUZ-F	3 WCUZ-F
4 WKWM	4 WBCT-F	WKLQ-F	4 WGRD-F	4 WBCT-F	4	4 WOOD-F	4 WOOD	4 WOOD-F	4 WOOD
5 WSNX-F	5 WOOD-F	5 WGRD-F	WBCT-F	5 WOOD	5	5	WLHT-F	5 WODJ-F	5 WODJ-F
6 WMUS-F	6	6	6 WKLQ-F	6 WGRD-F	6	6	WLAV-F	6 WBCT-F	6 WLHT-F
				WCUZ-F	7	7	WCUZ-F	7	7

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WFUR-F	102.9	Grand Rapids	0.9/5.0/	12/ 378
WGHN	1370	Grand Rapids	0.2/ 0/ 0/ 0	
WGHN-F	92.1	Grand Rapids	0.4/2.0/	10/ 182
WHTC	1450	Holland	1.3/2.4/	14/ 152
WLAV	1340	Grand Rapids	0.7/1.8/	6/ 105

RADIO STATIONS

WCUZ	, 1230,	1 KW	-- See WCUZ-FM						
WKWM	, 1140,	5 KW (DAYS, DA),	Black	AURN, \$17.00	(Patt)				
WOOD	, 1300,	5 KW (DA-N)	, Full Service/Talk	CBS NBC, \$40.00	(Katz)				
WCUZ-F,	101.3,	50 KW @ 420	, Country	ABC, \$76.00	(Christal)	Federated			
WFUR-F,	102.9,	48 KW @ 510	, Religion/EZ	, \$16.00	(---	Kuiper			
WGRD-F,	97.9,	13 KW @ 590	, CHR	, \$43.00	(Durpetti)	Regional			
WBCT-F,	93.7,	320 KW @ 781	, Country	ABC, \$35.00	(Durpetti)	Radio Assoc.			
WKLQ-F,	94.5,	50 KW @ 500	, AOR	ABC, \$50.00	(Banner)	Bloomington (HOLLAND)			
WLAV-F,	96.9,	50 KW @ 500	, AOR	SOURCE, \$37.00	(MMR)	Adams			
WLHT-F,	95.7,	40 KW @ 551	, AC	, \$72.00	(Eastman)	Liggett			
WODJ-F,	107.3,	50 KW @ 492	, Oldies	UNIULT, \$59.00	(Katz)	Goodrich(GREENVILLE)			
WOOD-F,	105.7,	265 KW @ 810	, Soft AC	, \$54.00	(Katz)				
WKEZ-F,	96.1,	50 KW @ 492	, SAC/EZ	CBS, \$23.00	(Patt)	(HOLLAND)			
WMUS-F,	106.9,	50 KW @ 479	, Country	ABC, \$38.00	(HNWH)	(MUSKEGON)			
WSNX-F,	104.5,	50 KW @ 361	, CHR	UNIPWR, \$30.00	(Katz)	Goodrich (MUSKEGON)			

GREENSBORO-WS

Arbitron Rank/Pop (12+): 49/820,400  
 MSA Rank/Pop: 56/942,000  
 ADI # 48  
 Average Person Ratings: 16.6  
 Market TSL: 21.75 hours

Stations: 30/24  
 Diaries: 1299/632:1/54.8%  
 Sample Target: 1210  
 % Below Line: 6.9  
 % Not Listed: 12.3

1992 Revenue: \$22,800,000  
 HH Inc.: \$26,025  
 Retail \$: 7.6 Bill  
 Pop per Station: 34,183  
 #1 Biller: WTQR-F \$6,000,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WTQR-F (C)	246/18.1	19.4	18.0	18.9	17.0	18.6	401/4417	2628/32.0	34.3	32.1	G	WTQR-F
2. WKRR-F (AOR)	114/ 8.4	7.4	6.4	7.8	9.7	7.5	158/2390	1561/19.0	18.2	20.8	D	WKRR-F
3. WJMH-F (B)	103/ 7.6	8.2	8.0	7.8	5.0	7.9	156/2472	1427/17.4	18.4	15.3	C	WJMH-F
4. WSJS (FS)	98/ 7.2	6.4	5.9	6.3	7.2	6.4	103/1348	1246/15.2	12.7	14.6	D	WSJS
5. WWWB-F (AC)	65/ 4.8	3.9	4.7	4.0	5.8	4.3	81/1209	884/10.8	11.3	11.8	C	WWWB-F
6. WKZL-F (CHR)	63/ 4.6	4.3	5.7	6.7	3.5	5.3	95/1860	1186/14.5	16.3	12.8	C	WKZL-F
7. WMAG-F (O)	62/ 4.6	3.5	4.1	4.8	5.0	4.3	74/1352	833/10.8	10.6	12.6	D	WMAG-F
8. WQMG-F (B)	52/ 3.8	5.0	4.4	5.9	4.9	4.8	75/1512	920/11.2	13.4	13.3	C	WQMG-F
9. WFMX-F (C)	44/ 3.2	2.2	2.9	2.6	2.5	2.7	81/1497	678/ 8.3	8.1	7.0	D	WFMX-F
10. WMQX-F (AC)	43/ 3.2	3.5	3.5	1.6	3.9	3.0	72/1476	826/10.1	10.1	12.3	C	WMQX-F
11. WKSI-F (CHR)	42/ 3.1	3.5	4.0	2.6	4.2	3.3	84/1842	920/11.2	11.0	13.8	B	WKSI-F
12. WPCM-F (C)	33/ 2.4	3.1	2.0	1.3	2.6	2.2	157/1982	631/ 7.7	6.9	5.9	B	WPCM-F
13. WNEU-F (C)	31/ 2.3	1.4	1.5	1.7	1.5	1.7	55/920	561/ 6.8	6.3	5.3	D	WNEU-F
14. WHPE-F (REL)	26/ 1.9	1.8	2.0	1.6	1.2	1.8	32/730	437/ 5.3	4.2	4.3	A	WHPE-F
15. WWGL-F (G)	21/ 1.5	2.4	1.8	1.6	1.7	1.8	39/842	408/ 5.0	6.0	4.5	A	WWGL-F

12+ FM SHARE (METRO): 83.33% (995 of 1194) (WIN 92: 83.09%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJMH-F>>	1 WKRR-F<	1 WTQR-F>	1 WTQR-F>	1 WTQR-F>	1 WTQR-F>>	1 WTQR-F>>	1 WTQR-F>>	1 WTQR-F>>	1 WJMH-F	1 WTQR-F>>
2 WKSI-F>>	2 WTQR-F	2 WKRR-F>	2 WKRR-F>	2 WKRR-F>	2 WSJS >	2 WSJS	2 WKRR-F<	2 WKRR-F	2 WTQR-F>	2 WSJS
3 WKZL-F	3 WJMH-F>	3 WJMH-F>	3 WMAG-F	3 WMAG-F	3 WWWB-F	3 WKRR-F>	3 WSJS >	3 WJMH-F>	3 WKRR-F	3 WJMH-F>
4 WKZL-F	4 WKZL-F	4 WKZL-F	4 WWWB-F<	4 WWWB-F<	4 WMAG-F>	4 WKZL-F<	4 WWWB-F	4 WKZL-F<	4 WQMG-F	4 WAAA <
5	5 WQMG-F	5 WMAG-F<	5 WKZL-F	5 WSJS <	5 WKRR-F	5 WMAG-F	5 WJMH-F<	5 WWWB-F	5 WKSI-F	5 WFMX-F
6	6	6 WWWB-F	6 WSJS	6 WKZL-F	6 WMQX-F	6 WJMH-F	6 WMAG-F	6 WMAG-F	6 WSJS	6
7	7	7	7 WJMH-F	7 WMQX-F	7 WKZL-F	7	7	7 WQMG-F>	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJMH-F>	1 WTQR-F	1 WTQR-F	1 WTQR-F>	1 WTQR-F>>	1 WJMH-F>	1 WKRR-F	1 WKRR-F	1 WTQR-F	1 WTQR-F>
2 WTQR-F	2 WKRR-F	2 WKRR-F>	2 WKRR-F	2 WWWB-F	2 WTQR-F	2 WTQR-F>	2 WTQR-F>>	2 WKRR-F>	2 WKRR-F>>
3 WKRR-F	WJMH-F>	3 WKZL-F	3 WJMH-F	WMAG-F	3 WKRR-F>	3 WJMH-F>>	3 WFMX-F	3 WJMH-F>	3 WSJS
4 WKZL-F>	4 WKZL-F	4 WJMH-F	4 WKZL-F	WKRR-F	4	4 WFMX-F	4 WJMH-F	4 WSJS <	4 WMAG-F
5 WWWB-F	5 WQMG-F	5 WQMG-F	5 WWWB-F	5 WKZL-F	5	5	WROV-F	5 WMAG-F	5 WFMX-F
6 WQMG-F	6 WKSI-F	6 WKSI-F	6 WMAG-F<	6 WQMG-F	6	6	WNEU-F	6 WKZL-F	6 WKZL-F
7 WKSI-F	7	7 WMAG-F	7 WQMG-F	WMQX-F	7	7	7	7	7

OTHER RATED STATIONS		METRO SHARE/RTG/AQH/CUME	TSA	TSA
WAAA	980	Winston-Salem	0.7/2.5/	10/ 201
WGLD	1320	Greensboro	1.0/2.8/	13/ 229
WKEW	1400	Greensboro	0.9/2.3/	12/ 210
WKXR	1260	Asheboro	0.4/1.1/	7/ 137
WLXN	1440	Lexington	0.4/1.3/	6/ 108
WMFR	1230	High Point	1.4/3.0/	19/ 248
WPET	950	Greensboro	0.4/0.9/	5/ 77
WQMG	1510	Greensboro	1.1/2.0/	15/ 176
WSMX	1500	Winston-Salem	0.5/1.1/	7/ 92
WTNC	790	Thomasville	0.6/1.3/	9/ 116
WPEG-F	97.9	Concord	0.4/1.4/	46/ 372
WRAL-F	101.5	Raleigh	0.6/2.1/	29/ 628
WRDX-F	106.5	Salisbury/Chrit	0.9/2.5/	25/ 445
WROV-F	96.3	Martinsvl/Roank	0.9/1.7/	62/ 543
WSOC-F	103.7	Charlotte	1.0/3.3/	65/1066

GREENSBORO-WS

RADIO STATIONS

WAAA	,	980,	1 KW/69 W	,	Black	AURN, \$16.00	( --- )	
WMFR	,	1230,	1 KW	,	Nostalgia	ABC APR, \$21.00	(Christal)	Voyager
WSJS	,	600,	5 KW (DA-2)	,	Full Service	NBC MBS, \$42.00	(Mc-Guild)	New Market
WHPE-F,		95.5,	100 KW @ 440	,	Religion	\$15.00	( --- )	
WJMH-F,		102.1,	106 KW @ 1204	,	Black	\$43.00	(HNWH)	Beasley (REIDSVILLE)
WKRR-F,		92.3,	100 KW @ 1289	,	Classic AOR	\$71.00	(Katz)	Dick
WKSI-F,		98.7,	100 KW @ 718	,	CHR	\$38.00	(Eastman)	Bahakel
WKZL-F,		107.5,	100 KW @ 500	,	CHR	\$42.00	(Katz)	
WMAG-F,		99.5,	100 KW @ 1499	,	AC	\$68.00	(Christal)	Voyager
WNEU-F,		94.5,	100 KW @ 981	,	Country	UNIULT, \$28.00	(Christal)	Ragan Henry (EDEN)
WMQX-F,		93.1,	100 KW @ 1099	,	Oldies	\$38.00	(Durpett1)	EBE
WPCM-F,		101.1,	100 KW @ 1191	,	Country	MBS, \$24.00	(Mc-Guild)	(BURLINGTON)
WQMG-F,		97.1,	100 KW @ 1233	,	Black	ABC CBS, \$40.00	(Banner)	
WTQR-F,		104.1,	100 KW @ 1420	,	Country	MBS, \$97.00	(Mc-Guild)	New Market
WWGL-F,		94.1,	100 KW @ 485	,	Religion	CNN, \$17.00	(TN)	(LEXINGTON)
WWWB-F,		100.3,	100 KW @ 1046	,	AC	UNISUP UNIULT, \$44.00	(MMR)	Mann

Miscellaneous: WGLD, WWWB-F sold by Bernie Mann to First Union Bank for \$3,500,000 . . .

\*\*\*\*\* F O R M A T C O D E S \*\*\*\*\*

* AC - Adult Contemporary	J/NAC- Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	M/FS - Middle of Road, (MOR) Full Service
* B - Black (audience predominately black - over 75%)	N - News
* BB - Big Band, Nostalgia	O - Oldies (1955 to current)
* C - Country	REL - Religion, Christian
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary
* CL - Classical	SP - Hispanic/Spanish
* CL AOR - Classic AOR, Classic Rock	T - Talk
* E - Ethnic	U - Urban (majority of audience is non-white)
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	? - Others or Unknown
* G - Gospel	

\*\*\*\*\* R E V E N U E L E V E L C O D E S \*\*\*\*\*

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

GREENVILLE, NC

Arbitron Rank/Pop (12+): 81/449,000  
 MSA Rank/Pop: NA  
 ADI # 103  
 Average Person Ratings: 16.0  
 Market TSL: 21.25 hours

Stations: 29/24  
 Diaries: 1061/423:1/56.5%  
 Sample Target: 900  
 % Below Line: 8.6  
 % Not Listed: 14.9

1992 Revenue: \$0  
 HH Inc.: \$27,695  
 Retail \$: 3.5 Bil  
 Pop per Station: 18,708  
 #1 Biller: NA \$0

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level
1. WRNS-AF (C)	172/23.9	25.4	24.8	20.7	21.5	23.7	233/2305	1636/36.4	35.5	21.0	WRNS-AF
2. WIKS-F (B)	118/16.4	12.4	11.8	11.5	14.2	13.0	169/2042	1221/27.2	23.3	23.3	WIKS-F
3. WDLX-F (CHR)	48/ 6.7	7.3	5.8	6.3	4.8	6.5	71/1097	772/17.2	17.4	15.9	WDLX-F
4. WKOO-F (O)	36/ 5.0	3.7	4.1	5.4	4.2	4.6	53/557	446/ 9.9	7.8	10.0	WKOO-F
5. WSFL-F (CL AOR)	30/ 4.2	5.4	7.2	5.7	5.4	5.6	40/556	447/10.0	11.6	14.1	WSFL-F
6. WRHT-F (CHR)	25/ 3.5	5.1	3.2	4.9	5.3	4.2	25/341	324/ 7.2	10.1	8.8	WRHT-F
7. WTRG-F (O)	23/ 3.2	2.6	3.4	2.6	2.1	3.0	83/878	292/ 6.5	7.6	6.7	WTRG-F
8. WNCT-F (SAC)	22/ 3.1	4.2	6.6	5.9	5.5	4.9	65/896	412/ 9.2	10.3	12.9	WNCT-F
9. WKTC-F (C)	16/ 2.2	1.4	1.4	1.2	0.9	1.5	79/922	228/ 5.1	4.1	5.0	WKTC-F
10. WXQR-F (AOR)	15/ 2.1	0.9	3.2	2.4	2.6	2.2	15/240	221/ 4.9	3.4	6.4	WXQR-F
11. WRDU-F (AOR)	13/ 1.8	2.0	2.2	2.1	2.9	2.0	51/855	265/ 5.9	6.6	6.4	WRDU-F
12.											
13.											
14.											
15.											

12+ FM SHARE (METRO): 90.85% (556 of 612) (WIN 92: 90.91%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIKS-F>>	1 WRNS-AF	1 WRNS-AF	1 WRNS-AF>	1 WRNS-AF>	1 WRNS-AF>>	1 WRNS-AF>>	1 WRNS-AF>>	1 WRNS-AF>>	1 WIKS-F	1 WIKS-F>
2 WRHT-F>	2 WIKS-F>>	2 WIKS-F>>	2 WIKS-F>>	2 WIKS-F>>	2 WIKS-F>	2 WIKS-F>>	2 WIKS-F>	2 WIKS-F>	2 WRNS-AF>>	2 WRNS-F>>
3 WRNS-AF	3 WDLX-F	3 WDLX-F>	3 WDLX-F	3 WDLX-F	3 WKOO-F>	3 WDLX-F	3 WDLX-F	3 WDLX-F>	3 WRHT-F<	3 WOOW
4	4	4 WSFL-F	4	4	4 WNCT-F	4 WKOO-F	4 WSFL-F	4 WKOO-F	4	4

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIKS-F	1 WIKS-F<	1 WRNS-AF	1 WRNS-AF	1 WRNS-AF	1 WRNS-AF	1 WRNS-AF>	1 WRNS-AF>>	1 WRNS-AF>	1 WRNS-AF>>
2 WRNS-AF>>	2 WRNS-AF>>	WIKS-F>>	WIKS-F>>	2 WIKS-F>>	2 WSFL-F	2 WIKS-F	2 WIKS-F>	2 WIKS-F>	2 WIKS-F>
3 WDLX-F>	3 WDLX-F	3 WDLX-F	3 WDLX-F>	3 WKOO-F	3 WIKS-F>	3 WSFL-F>	3 WDLX-F	3 WSFL-F	3 WDLX-F
4	4	4	4	WDLX-F	4	4	4	4 WDLX-F>	4

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WBTB	1400	Beaufort/Morehd	0.1/0.6/	1/ 26
WELS	1010	Kinston	0.8/2.6/	6/ 117
WHTE-F	103.7	Williamston	1.1/5.0/	23/ 443
WJCV	1290	Jacksonville	0.6/1.4/	4/ 63
WJNC	1240	Jacksonville	0.7/1.9/	6/ 99
WKQT-FF	103.3	Newport/AtlBch	1.2/7.3/	10/ 337
WMBL	740	Morehead City	1.1/2.0/	8/ 88
WNCT	1070	Greenville	0.7/1.9/	6/ 108
WNOS	1450	New Bern	0.7/1.0/	5/ 44
WOOW	1340	Greenville	0.6/2.8/	4/ 126
WRQR-F	94.3	Farmville/Grnv	0.8/2.7/	8/ 174
WRRF	930	Washington	1.3/2.6/	9/ 118
WTKF-F	107.3	Atlantic	0.6/1.9/	4/ 84
WTND-F	99.5	Grifton	1.4/6.2/	12/ 315
WGNI-F	102.7	Wilmington	0.4/1.0/	8/ 105
WGTM	590	Wilson	1.0/2.0/	21/ 233

RADIO STATIONS

WELS, 1010,	1 KW/500 W (DA-N), COUNTRY	NBC, \$ 9.00 (DORA)	(KINSTON)
WIKS-F, 101.9,	100 KW @ 981, BLACK	ABC, UNIULT, \$ 33.00 (HNWH)	Taylor (NEW BERN)
WKOO-F, 98.7,	100 KW @ 298, OLDIES	MBS, \$ 19.00 (Durpetti)	(JACKSONVILLE)
WKQT-F, 103.3,	100 KW @ 459, CHR	ABC, \$ 15.00 (Christal)	(NEWPORT)
WNCT-F, 107.9,	100 KW @ 1699, EZ	ABC, \$ 22.00 (MMR)	Park (GREENVILLE)
WDLX-F, 93.3,	100 KW @ 1781, AC	ABC, \$ 30.00 (Banner)	(WASHINGTON)
WQDW-F, 97.7,	3 KW @ 249, BLACK	, \$ 13.00 (Republic)	(KINSTON)
WRHT-F, 96.3,	50 KW @ 472, CHR	CNN, \$ 16.00 (---)	(MOREHEAD)
WRNS-F, 95.1,	100 KW @ 1499, COUNTRY	ABC UNIULT, \$ 40.00 (McGuilid)	Pinnacle (KINSTON)
WRQR-F, 94.3,	2 KW @ 407, AC	, \$ 12.00 (TN)	(FARMVILLE)
WSFL-F, 106.5,	100 KW @ 915, CLASSIC AOR	UNIPWR, \$ NA (Eastman)	(NEW BERN)
WTND-F, 99.5,	17 KW @ 843, AC	, \$ 19.00 (---)	Willis (GRIFTON)
WXQR-F, 105.5,	3 KW @ 298, AOR	ABC, \$ 14.00 (TN)	(JACKSONVILLE)

OTHER RANKED STATIONS -- See Raleigh

GREENVILLE-SPARTANBURG

Arbitron Rank/Pop (12+): 60/678,500

Stations: 27/19  
Diaries: 1211/560:1/51.0%  
Sample Target: 1120  
% Below Line: 5.7  
% Not Listed: 12.7

1992 Revenue: \$21,200,000  
HH Inc.: \$26,955  
Retail \$: 5.2 Bill  
Pop per Station: 35,710  
#1 Biller: WMYI-F \$4,200,000

MSA Rank/Pop: 81/633,000  
ADI # 35 (w/Asheville)  
Average Person Ratings: 16.3  
Market TSL: 21.50 hours

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WSSL-AF (C)	179/16.2	18.2	14.7	17.1	13.8	16.5	306/3549	2008/29.6	28.8	27.0	F	WSSL-AF
2. WESC-AF (C)	149/13.5	14.9	13.9	11.8	13.2	13.5	318/3776	1755/25.9	27.5	26.6	E	WESC-AF
3. WMYI-F (AC)	111/10.1	10.3	9.2	10.3	8.5	10.0	171/2442	1558/23.0	23.5	21.8	F	WMYI-F
4. WSPA-F (SAC)	86/ 7.8	6.5	6.4	4.9	8.0	6.4	132/1734	1039/15.3	12.4	16.3	C	WSPA-F
5. WROQ-F (AOR)	83/ 7.5	6.0	7.8	4.7	8.5	6.5	118/1584	1034/15.2	13.4	17.6	D	WROQ-F
6. WLWZ-FF (B)	63/ 5.7	4.9	6.9	5.7	5.9	5.8	68/671	625/ 9.2	8.6	10.0	C	WLWZ-FF
7. WFBC-F (O)	48/ 4.4	6.1	5.4	7.0	4.6	5.7	68/1348	859/12.7	15.4	14.0	D	WFBC-F
8. WFBC (N/T)	38/ 3.4	3.1	1.6	3.0	2.8	2.8	40/433	390/ 5.7	7.3	5.8	B	WFBC
9. WBBO-F (CHR)	36/ 3.3	2.1	3.5	3.9	3.0	3.2	61/1306	779/11.5	7.9	11.6	B	WBBO-F
10. WUUU-F (SAC)	34/ 3.1	2.3	3.1	1.5	3.0	2.5	51/685	409/ 6.0	5.4	5.9	A	WUUU-F
11. WMM-F (AC)	20/ 1.8	0.5	1.8	1.1	1.6	1.3	41/825	471/ 6.9	4.3	6.5		WMM-F
12. WPEG-F (B)	18/ 1.6	2.0	1.2	1.3	1.9	1.5	23/407	262/ 3.9	3.1	3.3		WPEG-F
13. WCKZ-F (B)	15/ 1.4	0.9	1.0	1.6	1.3	1.2	32/573	277/ 4.1	3.7	4.7		WCKZ-F
14. WORD (N/T)	14/ 1.3	1.2	0.6	0.9	0.4	1.0	14/198	198/ 2.9	3.0	1.6		WORD
15. WSPA (FS)	13/ 1.2	2.2	1.8	1.6	2.8	1.7	15/333	287/ 4.2	4.0	5.1	A	WSPA

12+ FM SHARE (METRO): 88.99% (857 of 963) (WIN 92: 87.89%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT	
1 WSSL-AF>	1 WSSL-AF<	1 WSSL-AF	1 WSSL-AF	1 WSSL-AF>	1 WSSL-AF>	1 WESC-AF<	1 WESC-AF<	1 WSSL-AF>	1 WSSL-AF>	1 WSSL-AF>	1 WESC-F<
2 WBBO-F	2 WROQ-F	2 WMYI-F	2 WMYI-F	2 WMYI-F>	2 WMYI-F	2 WSSL-AF>	2 WSSL-AF	2 WESC-AF	2 WESC-AF	2 WROQ-F<	2 WSSL-F>>
3 WROQ-F	3 WMYI-F	3 WESC-AF	3 WESC-AF	3 WESC-AF>	3 WSPA-F	3 WMYI-F>>	3 WMYI-F	3 WMYI-F	3 WESC-AF	3 WSPA-F<	3 WSPA-F<
4 WESC-AF	4 WESC-AF	4 WROQ-F	4 WSPA-F	4 WSPA-F	4 WMYI-F	4 WROQ-F	4 WSPA-F	4 WROQ-F	4 WSPA-F>	4 WMYI-F	4 WMYI-F
5 WLWZ-FF	5 WLWZ-FF	5 WSPA-F	5 WKWZ-FF	5 WFBC-F	5 WFBC-F	5 WROQ-F	5 WSPA-F	5 WSPA-F	5 WSPA-F>	5 WLWZ-FF<	5
6	6	6	6	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WROQ-F>>	1 WMYI-F	1 WSSL-AF	1 WSSL-AF	1 WSSL-AF	1 WROQ-F>>	1 WSSL-AF	1 WSSL-AF>	1 WSSL-AF>	1 WSSL-AF>
2 WESC-AF	2 WROQ-F	2 WMYI-F>	2 WMYI-F	2 WMYI-F	2 WSSL-AF	2 WROQ-F>	2 WROQ-F	2 WROQ-F	2 WMYI-F
3 WMYI-F>	3 WROQ-F	3 WESC-AF>	3 WESC-AF>	3 WESC-AF>	3 WBBO-F	3 WLWZ-FF	3 WMYI-F	3 WMYI-F	3 WESC-AF
4 WSSL-AF	4 WESC-AF	4 WMM-F	4 WROQ-F	4 WSPA-F	4 WESC-AF	4 WMYI-F	4 WLWZ-FF	4 WESC-AF	4 WROQ-F
5 WBBO-F	5	5	5 WSPA-F	5	5 WLWZ-FF	5 WESC-F	5	5 WLWZ-FF	5 WSPA-F
					WFBC				

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
WHYZ 1070 Greenville	1.0/2.0/	11/	134	
WPJM 800 Greer	0.6/2.2/	7/	152	
WRIX-F 103.1 HoneaPath/Ander	0.7/1.8/	14/	179	
WBFM-F 98.1 Seneca	0.5/1.7/	8/	163	
WBT -F 107.9 Charlotte	0.5/2.5/	11/	311	
WKSF-F 99.9 Asheville/Hdnrs	0.6/4.0/	73/	1228	
WMIT-F 106.9 Black Mountain	0.5/2.2/	22/	554	
WMTY-F 103.5 Greenwood	0.4/1.5/	9/	201	
WSNW 1150 Seneca	0.2/0.6/	2/	77	

RADIO STATIONS

WESC , 660, 50 KW (DAYS, DA),	SEE WESC-FM		
WFBC , 1330, 5 KW (DA-N),	News/Talk	NBC MBS, \$21.00 (Katz)	Multimedia
WHYZ , 1070, 50 KW/1.5 KW (DA-1)	Black	, \$19.00 (K & P)	
WPJM , 800, 1 KW/438 W,	Gospel	ABC, \$15.00 (Keystone)	(GREER)
WSPA , 950, 5 KW (DA-N),	Full Service	CBS, \$17.00 (Christal)	
WBBO-F, 93.3, 93 KW @ 2030	CHR	, \$29.00 (Torbet)	(FOREST CITY)
WESC-F, 92.5, 100 KW @ 2001	Country	ABC, \$90.00 (Banner)	
WFBC-F, 93.7, 100 KW @ 1850	Oldies	ABC, \$56.00 (Katz)	Multimedia
WLWZ-F, 103.9, 3 KW @ 328	Black	, \$30.00 (HNWH)	Voyager (EASLEY)
WUUU-F, 94.5, 100 KW @ 1200	EZ	APR, \$18.00 (---)	
WMYI-F, 102.5, 20 KW @ 1778	AC	, \$87.00 (Eastman)	Capstar (HNDRSNVLE)
WROQ-F, 101.1, 100 KW @ 987	AOR	ABC, \$40.00 (Banner)	ABS (ANDERSON)
WSPA-F, 98.9, 100 KW @ 1909	Soft AC/EZ	, \$39.00 (Christal)	
WSSL-F, 100.5, 100 KW @ 1240	Country	UNIPWR, \$71.00 (Mc-Guild)	CF (GRAY COURT)
WMM-F, 107.3, 100 KW @ 1010	AC	ABC, \$32.00 (Christal)	(ANDERSON)

HARRISBURG

Arbitron Rank/Pop (12+): 74/507,300  
 MSA Rank/Pop: 89/597,000  
 ADI #44 (w/York & Lancaster)  
 Average Person Ratings: 16.6  
 Market TSL: 22.00 hours

Stations: 29/17  
 Diaries: 1025/495:1/59.3%  
 Sample Target: 970  
 % Below Line: 15.6  
 % Not Listed: 13.7

1992 Revenue: \$14,500,000  
 HH Inc.: \$34,026  
 Retail \$: 5.1 Bill  
 Pop per Station: 29,841  
 #1 Biller: WNNK-AF \$4,500,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WNNK-F (CHR)	100/11.9	10.4	9.8	11.3	10.3	10.9	119/1893	1445/28.5	27.9	29.3	F	WNNK-F
2. WRKZ-F (C)	90/10.7	11.7	6.9	7.1	7.4	9.1	171/2027	852/16.8	19.4	16.6	E	WRKZ-F
3. WHP (FS)	72/ 8.6	7.5	6.7	6.9	6.5	7.4	114/1458	937/18.5	17.3	14.3	C	WHP
4. WTPA-F (AOR)	71/ 8.5	7.1	7.3	6.3	10.6	7.3	125/1594	820/16.2	15.5	20.2	D	WTPA-F
5. WRVV-F (AOR/AC)	64/ 7.6	9.5	10.5	7.0	4.1	8.6	123/1863	915/18.0	21.5	12.3	C	WRVV-F
6. WWKL-F (O)	43/ 5.1	5.8	6.5	6.4	7.4	5.9	71/1233	645/12.7	15.1	20.4	D	WWKL-F
7. WIMX-F (AC)	35/ 4.2	3.7	4.0	5.9	5.9	4.4	43/745	610/12.0	14.0	13.7	B	WIMX-F
8. WROZ-F (SAC)	32/ 3.8	3.2	3.7	3.8	2.7	3.6	117/1725	506/10.0	7.9	8.2		WROZ-F
9. WHYL-F (C)	30/ 3.6	2.1	2.8	4.1	4.2	3.1	33/486	387/ 7.6	5.9	7.1	A	WHYL-F
10. WHYL (BB)	27/ 3.2	4.2	3.9	3.5	5.4	3.7	42/603	402/ 7.9	8.3	8.6	A	WHYL
11. WQXA-F (CHR)	20/ 2.4	3.0	6.6	5.0	4.1	4.3	40/1093	470/ 9.3	11.8	14.2		WQXA-F
12. WLBR (FS)	19/ 2.3	1.5	2.6	3.8	2.4	2.5	20/401	357/ 7.0	5.3	8.0	A	WLBR
13. WHTF-F (AOR)	15/ 1.8	1.2	1.7	1.8	2.1	1.6	59/1328	345/ 6.8	6.5	8.7		WHTF-F
WDAC-F (REL)	15/ 1.8	0.6	1.2	1.0	1.4	1.1	101/1165	275/ 5.4	3.3	4.8		WDAC-F
15. WARM-F (AC)	14/ 1.7	1.9	1.9	1.5	1.4	1.8	139/1750	256/ 5.0	5.6	6.0		WARM-F

12+ FM SHARE (METRO): 80.14% (581 of 725) (WIN 92: 78.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNNK-F >	1 WTPA-F	1 WNNK-F	1 WNNK-F	1 WNNK-F	1 WRKZ-F	1 WNNK-F >	1 WRKZ-F <	1 WNNK-F	1 WNNK-F >	1 WHP <
2 WQXA-F	2 WNNK-F	2 WTPA-F	2 WTPA-F	2 WRKZ-F	WHP >	2 WTPA-F	2 WNNK-F	2 WRKZ-F	2 WHP	2 WRKZ-F <
3	3 WRVV-F >	3 WRVV-F	3 WRVV-F <	3 WTPA-F	3 WNNK-F	3 WHP	3 WTPA-F	3 WRKZ-F	3 WRKZ-F	3 WLBR >
4	4 WRKZ-F	4 WRKZ-F	4 WRKZ-F	4 WRVV-F	4 WWKL-F	4 WHP	4 WTPA-F <	4 WRVV-F >	4 WRVV-F	4 WWKL-F
5	5	5	5 WWKL-F	5 WWKL-F	5 WRVV-F	5 WRVV-F <	5 WRVV-F >	5 WHP	5 WQXA-F	5
6	6	6	6	6	6 WHYL	6	6	6	6 WHTF-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WTPA-F	1 WNNK-F	1 WNNK-F >	1 WNNK-F >	1 WNNK-F >	1 WTPA-F	1 WTPA-F >	1 WTPA-F >	1 WTPA-F	1 WTPA-F
2 WNNK-F >	2 WTPA-F >	2 WTPA-F >	2 WTPA-F	2 WRKZ-F >	2 WRVV-F >	2 WRVV-F >	2 WRVV-F	2 WRVV-F >	2 WRVV-F
3 WRVV-F	3 WRVV-F >	3 WRVV-F	3 WRKZ-F	3 WRVV-F	3 WNNK-F	3 WRKZ-F	3 WRKZ-F	3 WRKZ-F	3 WRKZ-F >
4 WROZ-F	4	4	4 WRVV-F	4 WTPA-F	4 WHYL-F	4 WNNK-F	4	4 WNNK-F	4 WNNK-F
WQXA-F	5	5	5 WWKL-F	5 WWKL-F	5	5	5	5	5 WHP

OTHER RATED STATIONS METRO CUME TSA SHARE/RTG/AQH/CUME

WADV	940	Lebanon	0.6/1.8/	13/ 221
WCMB	1460	Harrisburg	1.2/4.8/	12/ 296
WIOO	1000	Carlisle	0.4/1.8/	4/ 98
WQIC-F	100.1	Lebanon	1.0/2.8/	8/ 204
WQLV-F	98.9	Mllrsbrg/Nwprt	0.5/1.7/	5/ 108
WWII	720	Shirmstwn/Hrsb	1.0/3.3/	8/ 179
WVGL-F	100.5	Elizabeth	0.6/1.5/	14/ 164
WAYZ-F	101.5	Waynesboro	0.4/1.1/	3/ 60
WGTY-F	107.7	Gettysburg	0.5/2.7/	73/ 920
WIKZ-F	95.1	Chambrsbrg/Hagr	0.5/1.5/	5/ 86
WIOV-F	105.1	Ephrata/Lancstr	0.4/2.0/	79/1151
WQKX-F	94.1	Sunbury	0.5/1.3/	19/ 245
WWMD-F	104.7	Hagerstown	1.0/3.0/	34/ 508
WYCR-F	98.5	York/Hanover	1.1/4.5/	56/1395

RADIO STATIONS

WHP	, 580,	5 KW (DA-N)	, Full Service	CNN ABC, \$28.00 (MMR)	Dame
WHYL	, 960,	5 KW/22 W (DA-1),	Nostalgia	UNIULT, \$16.00 ( --- )	(CARLISLE)
WLBR	, 1270,	5 KW/1 KW (DA-2),	Full Service	ABC, \$15.00 (K & P)	(LEBANON)
WRVV-F,	97.3,	17 KW @ 840	, AOR/AC	, \$27.00 (MMR)	Dame
WHYL-F,	102.3,	3 KW @ 328	, Country	CNN, \$25.00 ( --- )	(CARLISLE)
WIMX-F,	99.3,	3 KW @ 328	, AC	UNIPWR, \$28.00 (Mc-Guild)	
WNNK-F,	104.1,	23 KW @ 725	, CHR	APR, \$88.00 (Christal)	Calendar
WRKZ-F,	106.7,	14 KW @ 827	, Country	ABC, \$75.00 (Torbet)	TMZ (HERSHEY)
WTPA-F,	93.5,	1.8 KW @ 620	, AOR	, \$56.00 (Banner)	
WWKL-F,	94.9,	25 KW @ 699	, Oldies	UNIULT, \$58.00 (Katz)	Barnstable

Other Ranked Stations -- See York or Lancaster



HARTFORD

Arbitron Rank/Pop (12+): 40/990,600  
 MSA Rank/Pop: 44/1,130,000  
 ADI # 24 (w/New Haven)  
 Average Person Ratings: 17.4  
 Market TSL: 22.50 hours

Stations: 30/19  
 Diaries: 1412/702:1/52.8%  
 Sample Target: 1360  
 % Below Line: 17.2  
 % Not Listed: 15.0

1992 Revenue: \$36,900,000  
 HH Inc.: \$42,925  
 Retail \$: 9.1 Bill  
 Pop per Station: 52,136  
 #1 Biller: WTIC \$7,400,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WTIC (FS)	253/14.7	13.0	12.2	13.5	16.1	13.4	332/4353	3169/32.0	28.0	28.6	H	WTIC
2. WRCH-F (SAC)	152/ 8.8	7.7	5.7	7.7	6.4	7.5	216/2707	1823/18.4	16.1	15.0	D	WRCH-F
3. WTIC-F (CHR)	106/ 6.1	6.8	7.6	7.7	8.1	7.1	185/3886	2203/22.2	21.7	25.1	F	WTIC-F
4. WWYZ-F (C)	103/ 6.0	10.1	8.4	7.5	7.4	8.0	219/3044	1561/15.8	18.1	15.7	E	WWYZ-F
5. WZMX-F (AC)	91/ 5.3	5.2	5.2	6.4	5.1	5.5	126/2273	1619/16.3	15.8	15.4	D	WZMX-F
6. WCCC-AF (AOR)	88/ 5.1	5.8	5.0	4.3	5.4	5.0	136/2661	1567/15.8	15.1	15.0	C	WCCC-AF
WKSS-F (CHR)	88/ 5.1	4.7	5.6	5.1	4.1	5.1	201/3823	1784/18.0	17.1	18.2	D	WKSS-F
8. WDRC-F (O)	87/ 5.0	4.3	5.8	4.5	5.6	4.9	164/3064	1617/16.3	13.5	15.6	F	WDRC-F
9. WHCN-F (AOR)	72/ 4.2	4.3	6.7	4.7	6.5	5.0	109/2333	1482/15.0	13.1	16.2	F	WHCN-F
WDRC (BB)	72/ 4.2	3.5	3.6	3.5	3.1	3.7	74/1048	983/ 9.9	7.6	7.7	B	WDRC
11. WYSR-F (AC)	53/ 3.1	3.0	3.5	3.7	3.7	3.3	85/1801	1131/11.4	12.0	11.5	C	WYSR-F
12. WAQY-F (AOR)	47/ 2.7	3.0	2.9	2.9	2.2	2.9	140/2528	1057/10.7	10.4	9.0	C	WAQY-F
WPOP (N/T)	47/ 2.7	3.1	2.9	2.5	2.4	2.8	47/956	883/ 8.9	8.0	10.3	C	WPOP
14. WFAN (Sports)	39/ 2.3	1.7	1.8	1.2	1.5	1.8	94/1785	633/ 6.4	5.8	6.1		WFAN

12+ FM SHARE (METRO): 67.37% (987 of 1465) (WIN 92: 69.99%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTIC-F>	1 WTIC-F<	1 WRCH-F	1 WRCH-F	1 WRCH-F	1 WTIC >>	1 WTIC >>	1 WTIC	1 WTIC	1 WTIC-F	1 WTIC >>
2 WKSS-F>	2 WCCC-AF	2 WCCC-AF<	2 WDRC-F	2 WTIC	2 WRCH-F>	2 WCCC-AF	2 WRCH-F>	2 WRCH-F>	2 WTIC	2 WCCC-F>
3 WZMX-F	3 WKSS-F<	3 WTIC-F	3 WZMX-F	3 WWYZ-F<	3 WWYZ-F	3 WRCH-F	3 WWYZ-F	3 WDRC-F	3 WCCC-AF<	3 WRCH-F
4	4 WHCN-F>	4 WDRC-F<	4 WTIC	4 WZMX-F<	4 WDRC	4 WTIC-F	4 WZMX-F	4 WZMX-F<	4 WZMX-F	4 WKSS-F<
5	5 WAQY-F<	5 WHCN-F<	5 WHCN-F	5 WDRC-F	5 WDRC-F	5 WWYZ-F<	5 WTIC-F	5 WTIC-F<	5 WRCH-F<	5 WPOP
6	6 WZMX-F	6 WZMX-F	6 WWYZ-F<	6 WHCN-F	6 WZMX-F	6 WKSS-F	6 WDRC-F<	6 WWYZ-F	6 WKSS-F	6 WTIC-F
7	7 WYSR-F	7 WKSS-F	7 WTIC-F	7 WTIC-F	7 WPOP	7 WHCN-F<	7 WKSS-F	7 WKSS-F	7 WDRC-F	7 WAQY-F
8	8	8 WTIC	8 WCCC-AF	8 WCCC-AF	8	8 WDRC	8 WHCN-F	8 WCCC-AF	8 WWYZ-F	8
9	9	9 WWYZ-F	9	9	9	9	9	9 WYSR-F	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKSS-F	1 WTIC-F	1 WTIC-F	1 WRCH-F	1 WRCH-F	1 WCCC-AF>>	1 WCCC-AF	1 WHCN-F>	1 WCCC-AF	1 WTIC
2 WTIC-F>	2 WKSS-F>	2 WZMX-F	2 WZMX-F	2 WZMX-F	2 WKSS-F	2 WHCN-F>	2 WTIC-F>	2 WHCN-F	2 WHCN-F
3 WAQY-F>	3 WZMX-F	3 WWYZ-F	3 WTIC-F	3 WDRC-F	3 WHCN-F>	3 WTIC-F>	3 WCCC-AF	3 WTIC	3 WWYZ-F
4 WCCC-AF	4 WRCH-F<	4 WRCH-F	4 WKSS-F	4 WWYZ-F	4 WTIC-F>	4 WTIC <	4 WTIC	4 WDRC-F<	4 WRCH-F
5 WZMX-F	5 WAQY-F	5 WKSS-F	5 WDRC-F>	5 WTIC	5 WAQY-F	5 WDRC-F	5 WFAN	5 WRCH-F<	5 WCCC-AF
6 WYSR-F	6 WYSR-F	6 WHCN-F	6 WWYZ-F	6 WTIC-F	6	6 WKSS-F	6 WAQY-F	6 WWYZ-F	6 WDRC-F
7 WRCH-F	7 WCCC-AF	7 WYSR-F	7 WAQY-F	7 WKSS-F	7	7 WDRC-F	7 WDRC-F	7 WTIC-F	7 WFAN
8	8 WWYZ-F	8	8 WYSR-F	8	8	8 WFAN	8 WPLR-F	8 WFAN	8 WTIC-F

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WBIS	1120	Bristol	0.5/1.2/	9/ 169
WCNX	1150	MIDDLETOWN	0.3/2.1/	6/ 225
WLAT	1230	Manchester	0.8/1.3/	14/ 131
WLVX	1550	Bloomfield/Hrtf	0.4/1.1/	8/ 134
WMMW	1470	Meriden	0.6/1.5/	14/ 204
WNEZ	910	New Britain	0.5/3.4/	10/ 375
WRYM	840	New Britain	0.3/0.8/	5/ 107
WAAF-F	107.3	Worcester/Bostn	0.8/2.1/	52/ 854
WCBS	880	New York	0.3/2.0/	66/1357
WHYN-F	93.1	Springfield	0.3/2.4/	97/1457
WKCI-F	101.3	Hamden	0.7/4.7/	62/1521
WMAS-F	94.7	Springfield	0.9/3.4/	94/1403
WPKX-F	97.9	Enfield	1.3/3.1/	112/1238
WPLR-F	99.1	New Haven	1.6/8.0/	99/2016
WSPK-F	104.7	Poughkeepsie	0.4/1.6/	10/ 257

HARTFORD

RADIO STATIONS

WDRC, 1300, 5 KW (DA-N)	, Nostalgia	UNISUP	UNIULT, \$ NA (Mc-Guild)	Buckley
WNEZ, 910, 5 KW (DA-N)	, EZ		, \$ 22.00 (Banner)	DeDominicus
WPOP, 1410, 5 KW (DA-2)	, NEWS/TALK	ABC	, \$ 35.00 (HNWH)	Merv Griffin
WTIC, 1080, 50 KW (DA-N)	, FULL SERVICE	CBS	, \$ 160.00 (Group W)	Chase
WCCC-F, 106.9, 23 KW @ 731, AOR		ABC, SOURCE,	\$ 40.00 (Durpetti)	
WDR-C, 102.9, 20 KW @ 810, OLDIES			, \$ 95.00 (McGuild)	Buckley
WHCN-F, 105.9, 16 KW @ 869, AOR/CLASSIC		ABC	, \$ 77.00 (Christal)	Beck-Ross
WYSR-F, 104.1, 18 KW @ 836, AC			, \$ 61.00 (HNWH)	Merv Griffin (WATERBURY)
WKSS-F, 95.7, 17 KW @ 879, CHR		APR	, \$ 57.00 (MMR)	Precision
WRCH-F, 100.5, 8 KW @ 1250, SOFT AC			, \$ 57.00 (Banner)	DeDominicus
WTIC-F, 96.5, 20 KW @ 810, CHR			, \$ 105.00 (Group W)	Chase
WWYZ-F, 92.5, 18 KW @ 859, COUNTRY		UNIULT	, \$ 65.00 (Banner)	(WATERBURY)
WZMX-F, 93.7, 21 KW @ 774, AC			, \$ 52.00 (Torbet)	

\*\*\*\*\* F O R M A T C O D E S \*\*\*\*\*

* AC - Adult Contemporary	J/NAC- Jazz and New Adult Contemporary	*
* AOR - Album Oriented Rock	M/FS - Middle of Road, (MOR) Full Service	*
* B - Black (audience predominately black - over 75%)	N - News	*
* BB - Big Band, Nostalgia	O - Oldies (1955 to current)	*
* C - Country	REL - Religion, Christian	*
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary	*
* CL - Classical	SP - Hispanic/Spanish	*
* CL AOR - Classic AOR, Classic Rock	T - Talk	*
* E - Ethnic	U - Urban (majority of audience is non-white)	*
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	? - Others or Unknown	*
* G - Gospel		*

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\*\*\*\*\* R E V E N U E L E V E L C O D E S \*\*\*\*\*

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

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HONOLULU

Arbitron Rank/Pop (12+): 56/712,400  
 MSA Rank/Pop: 63/860,000  
 NO ADI  
 Average Person Ratings: 16.9  
 Market TSL: 22.50 hours

Stations: 28/28  
 Diaries: 1251/569:1/52.8%  
 Sample Target: 1150  
 % Below Line: 0.0  
 % Not Listed: 6.3

1992 Revenue: \$19,700,000  
 HH Inc.: \$42,864  
 Retail \$: 8.8 Bill  
 Pop per Station: 25,442  
 #1 Biller: KSSK \$3,800,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. KSSK-F (AC)	177/14.7	11.1	11.0	12.5	11.8	12.3	177/2061	2061/28.9	23.9	25.2	D	KSSK-F
2. KSSK (FS)	117/ 9.7	10.6	9.6	8.4	9.3	9.6	117/1306	1306/18.3	18.1	18.1	E	KSSK
3. KQMQ-AF (CHR)	108/ 8.9	6.7	7.8	9.6	8.3	8.3	108/1633	1633/22.9	22.2	20.2	D	KQMQ-AF
4. KIKI-F (CHR)	101/ 8.4	9.6	10.3	11.1	10.0	9.9	101/1571	1571/22.1	22.8	24.1	C	KIKI-F
5. KUMU-F (EZ/SAC)	87/ 7.2	7.0	5.9	7.8	7.1	7.0	87/1016	1016/14.3	17.3	17.7	C	KUMU-F
6. KCCN-F (E)	74/ 6.2	7.2	9.2	6.7	9.9	7.3	74/1062	1062/14.9	16.1	19.9	D	KCCN-F
7. KRTR-F (AC)	58/ 4.8	5.7	7.0	5.4	4.3	5.7	58/1156	1156/16.2	15.4	14.8	D	KRTR-F
8. KINE-F (E)	54/ 4.5	3.9	4.1	3.9	2.2	4.1	54/800	800/11.2	9.1	6.7	A	KINE-F
9. KGU (N/T)	50/ 4.2	5.5	3.3	4.3	4.2	4.3	50/763	763/10.7	14.4	11.2	C	KGU
10. KPOI-F (AOR)	42/ 3.5	4.3	4.0	2.6	4.4	3.6	42/721	721/10.1	10.2	11.3	C	KPOI-F
11. KDEO-F (AOR)	27/ 2.2	4.8	2.6	2.6	2.0	3.0	27/555	555/ 7.8	9.3	5.9	A	KDEO-F
12. KCCN (E)	26/ 2.2	2.6	1.6	2.4	2.5	2.2	26/357	357/ 5.0	4.8	5.9		KCCN
13. KIKI (O)	25/ 2.1	2.1	3.1	2.1	1.9	2.3	25/433	433/ 6.1	5.7	5.9		KIKI
14. KUMU (SAC)	24/ 2.0	0.7	0.6	2.0	2.4	1.3	24/266	266/ 3.7	0.0	0.0	C	KUMU
15. KHHH-AF (N/T)	22/ 1.8	1.6	3.4	4.2	5.9	2.8	22/579	579/ 8.1	8.1	17.8	B	KHHH-AF

12+ FM SHARE (METRO): 66.84% (752 of 1125) (WIN 92: 68.17%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIKI-F>>	1 KSSK-F>	1 KSSK-F>	1 KSSK-F>>	1 KSSK-F>	1 KSSK	1 KSSK-F	1 KSSK-F>	1 KSSK-F>	1 KIKI-F>	1 KSSK-F
2 KQMQ-AF	2 KQMQ-AF<	2 KQMQ-AF	2 KQMQ-AF	2 KSSK	2 KSSK-F	2 KSSK	2 KQMQ-AF<	2 KRTR-F	2 KUMU-F	2 KUMU-F
3	3 KIKI-F>	3 KIKI-F	3 KSSK	3 KQMQ-AF>	3 KUMU-F>>	3 KQMQ-AF>	3 KQMQ-AF	3 KIKI-F	3 KQMQ-AF	3 KIKI-F
4	4 KCCN-F	4 KSSK	4 KRTR-F	4 KRTR-F<	4 KGU	4 KIKI-F<	4 KUMU-F	4 KUMU-F	4 KSSK-F	4 KZOO <
5	5 KPOI-F	5 KCCN-F	5 KINE-F<	5 KUMU-F<	5 KQMQ-AF	5 KUMU-F>	5 KCCN-F<	5 KSSK	5 KUMU-F	5 KSSK
6	6	6 KRTR-F	6 KCCN-F<	6 KINE-F	KINE-F	6	6 KIKI-F	6 KCCN-F	6 KCCN-F>	6
7	7	7	7	7 KIKI-F	7 KCCN-F	7	7	7	7 KPOI-F	7
8	8	8	8	KCCN-F	8	8	8	8	8 KHHH-AF	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSSK-F	1 KSSK-F>	1 KSSK-F>	1 KSSK-F>>	1 KSSK-F>	1 KIKI-F>	1 KSSK-F	1 KSSK-F>	1 KSSK-F>	1 KSSK-F>>
<IKI-F>	2 KQMQ-AF	2 KQMQ-AF>	2 KQMQ-AF	2 KSSK	2 KCCN-F	2 KIKI-F	2 KPOI-F	2 KIKI-F	2 KQMQ-AF<
3 KQMQ-AF>	3 KIKI-F>	3 KSSK	3 KSSK >	3 KQMQ-AF	3 KQMQ-AF>	3 KQMQ-AF<	3 KQMQ-AF	3 KQMQ-AF	3 KSSK
4 KCCN-F	4 KRTR-F	4 KIKI-F	4 KRTR-F	4 KUMU-F	4 KDEO-F	4 KCCN-F<	4 KIKI-F	4 KCCN-F>	4 KCCN-F<
5	5	5	5 KIKI-F>	5 KRTR-F	5	5 KPOI-F>	KCCN-F	5 KPOI-F	5 KIKI-F<
6	6	6	6	6	6	6	6 KRTR-F	6 KINE-F	6 KGU <
7	7	7	7	7	7	7	KINE-F	7 KRTR-F	7 KINE-F

OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
KAIM-F 95.5 Honolulu	0.7/3.2/	8/	231
KDEO 940 Waipahu	1.4/2.9/	17/	210
KGUY-F 107.9 Aiea	1.3/5.2/	16/	371
KHNR 650 Honolulu	0.9/4.1/	11/	294
KISA 1540 Honolulu	1.0/1.9/	12/	133
KLHT 1040 Honolulu	0.4/2.7/	5/	189
KNDI 1270 Honolulu	1.2/2.2/	14/	159
KOHO 1170 Honolulu	1.1/2.1/	13/	147
KULA 1460 Maunawili	1.4/2.4/	17/	173
KWAI 1080 Honolulu	0.7/1.7/	9/	119
KZOO 1210 Honolulu	0.9/2.5/	11/	175

HONOLULU

RADIO STATIONS

KCCN	,	1420,	5 KW	,	Ethnic	,	\$ NA	(Banner)	
KDEO	,	940,	10 KW	,	Country	,	\$16.00	(K & P)	
KGU	,	760,	10 KW	,	News/Talk	NBC-T ABC,	\$26.00	(Banner)	Givens
KHVH	,	990,	5 KW	,	News/Talk	NBC ABC,	\$20.00	( --- )	
KIKI	,	830,	10 KW	,	Oldies	UNISUP UNIULT,	\$19.00	(Christal)	
KSSK	,	590,	7.5 KW	,	Full Service	,	\$82.00	(Eastman)	Bedford
KAIM-F,		95.5,	100 KW @ -23	,	Religion	,	\$13.00	( --- )	Billy Graham
KCCN-F,		100.3,	100 KW @ 1965	,	Ethnic	,	\$38.00	(Banner)	
KDEO-F,		102.7,	61 KW @ 1893	,	AOR	MBS,	\$22.00	(K & P)	(WAIPAHU)
KINE-F,		105.1,	100 KW @ 1948	,	Oldies	,	\$20.00	(MMR)	
KHHH-F,		98.5,	100 KW @ 1073	,	News/Talk	SMN,	\$22.00	( --- )	
KIKI-F,		93.9,	100 KW @ -144	,	CHR	,	\$40.00	(Christal)	
KPOI-F,		97.5,	80 KW @ 46	,	AOR	,	\$38.00	(Katz)	
KQMQ-F,		93.1,	54 KW @ -118	,	CHR	,	\$59.00	(Katz)	
KRTR-F,		96.3,	75 KW @ 2139	,	AC	,	\$31.00	(Katz)	(KAILUA)
KSSK-F,		92.3,	100 KW @ 1948	,	AC	,	\$43.00	(Eastman)	Bedford (WAIPAHU)
KUMU-F,		94.7,	100 KW @ 79	,	EZ	,	\$40.00	(Banner)	

Miscellaneous: KQMQ-F turned over to Greyhound Financial . . .

HOUSTON

Arbitron Rank/Pop (12+): 10/3,047,300  
 MSA Rank/Pop: 8/3,700,000  
 ADI # 11  
 Average Person Ratings: 17.5  
 Market TSL: 23.25 hours

Stations: 35/35  
 Diaries: 2328/1309:1/45.2%  
 Sample Target: 2330  
 % Below Line: 0.0  
 % Not Listed: 11.4

1992 Revenue: \$129,500,000  
 HH Inc.: \$33,870  
 Retail \$: 28.9 Bill  
 Pop per Station: 87,065  
 #1 Biller: KILT-AF \$16,000,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. KILT-F (C)	398/ 7.4	8.8	8.5	8.1	8.7	8.2	447/6236	5683/18.6	19.7	20.5	J	KILT-F
2. KIKK-F (C)	302/ 5.7	6.4	7.7	7.5	7.1	6.8	343/6145	5500/18.0	18.4	19.1	I	KIKK-F
3. KBXX-F (CHR)	269/ 5.0	5.2	5.1	4.6	4.7	5.0	294/4540	4176/13.7	11.8	12.5	F	KBXX-F
4. KLOL-F (AOR)	268/ 5.0	4.5	6.3	6.8	5.8	5.7	284/4683	4354/14.3	13.3	12.8	I	KLOL-F
5. KHM-F (AC)	264/ 4.9	4.9	4.2	4.6	4.9	4.7	273/4432	4166/13.7	14.3	15.9	H	KHM-F
6. KKBQ-F (C)	253/ 4.7	2.9	1.8	2.3	2.7	2.9	256/4103	3970/13.0	9.9	10.2	E	KKBQ-F
7. KMJQ-F (B)	246/ 4.6	4.2	4.6	4.7	3.8	4.5	260/4771	4487/14.7	11.6	10.8	H	KMJQ-F
8. KTRH (N/T)	231/ 4.3	4.7	4.2	4.1	4.8	4.3	262/4802	4411/14.5	17.8	16.2	I	KTRH
9. KRBE-F (CHR)	225/ 4.2	4.4	4.1	5.1	4.6	4.4	241/4807	4493/14.7	14.5	15.7	F	KRBE-F
10. KHYS-F (B/AC)	218/ 4.1	2.7	3.6	3.6	3.4	3.5	243/2962	2593/ 8.5	6.7	7.2	D	KHYS-F
11. KQUE-F (BB)	196/ 3.7	3.8	4.5	4.1	4.6	4.0	211/2664	2478/ 8.1	7.5	8.3	E	KQUE-F
12. KODA-F (SAC)	191/ 3.6	4.8	4.6	5.0	4.7	4.5	210/3091	2923/ 9.6	12.9	12.8	H	KODA-F
13. KZFX-F (CL AOR)	190/ 3.6	3.3	3.8	3.2	3.3	3.5	197/3427	3164/10.4	10.3	10.5	G	KZFX-F
14. KLDE-F (AC)	189/ 3.5	4.2	3.3	4.0	3.8	3.8	217/4019	3608/11.8	12.2	11.3	H	KLDE-F
15. KSEV (N/T)	150/ 2.8	2.0	1.7	2.0	1.5	2.1	168/2057	1904/ 6.2	5.8	4.1		KSEV
16. KQQK-F (SP)	131/ 2.5	2.0	2.7	1.9	1.9	2.3	131/2004	1983/ 6.5	4.5	5.7		KQQK-F
17. KLTR-F (AC)	130/ 2.4	3.2	2.9	2.7	3.5	2.8	131/2430	2391/ 7.8	8.8	11.3	F	KLTR-F
18. KLAT (SP)	127/ 2.4	1.6	1.8	1.4	1.5	1.8	127/1386	1386/ 4.5	3.3	4.0	D	KLAT
19. KKZR-F (AOR)	114/ 2.1	1.8	0.6	0.4	0.9	1.2	139/2432	2034/ 6.7	4.2	2.7	B	KKZR-F
20. KPRC (T)	103/ 1.9	2.5	2.7	3.6	2.2	2.7	104/2214	2150/ 7.1	7.5	7.7	E	KPRC
21. KEYH (SP)	80/ 1.5	1.2	1.3	1.1	1.8	1.3	80/618	618/ 2.0	1.5	2.6		KEYH
22. KCOH (B)	64/ 1.2	0.6	0.5	0.8	0.5	0.8	64/654	654/ 2.1	2.3	2.1		KCOH
23. KLV (SP)	59/ 1.1	0.4	1.2	0.9	0.7	0.9	59/801	801/ 2.6	1.2	2.2		KLV
24. KXYZ (SP)	52/ 1.0	0.9	1.1	1.7	1.2	1.2	53/865	840/ 2.8	2.6	3.5	D	KXYZ
25.												

12+ FM SHARE (METRO): 77.84% (3684 of 4733) (WIN 92: 80.05%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KBXX-F>	1 KLOL-F<	1 KILT-F	1 KILT-F	1 KILT-F	1 KTRH	1 KILT-F	1 KSEV <	1 KILT-F>	1 KBXX-F	1 KTRH >>
2 KMJQ-F	2 KILT-F	2 KLOL-F	2 KLOL-F	2 KLOL-F<	KILT-F	2 KLOL-F	2 KILT-F	2 KIKK-F<	2 KMJQ-F>	2 KILT-F>>
3 KRBE-F>>	3 KKBQ-F	3 KHM-F	3 KHM-F	3 KHM-F	3 KQUE-F	3 KTRH	3 KIKK-F<	3 KKBQ-F<	3 KRBE-F	3 KMJQ-F
4 KKZR-F<	4 KHM-F	4 KKBQ-F<	4 KKBQ-F<	4 KKBQ-F	4 KIKK-F	4 KIKK-F	4 KKBQ-F	4 KHM-F	4 KHYS-F	4 KHYS-F>>
5 KQQK-F	5 KMJQ-F	5 KIKK-F	5 KZFX-F<	KIKK-F	5 KLDE-F	5 KHM-F	5 KHM-F	5 KBXX-F<	5 KILT-F	5 KIKK-F
6	6 KRBE-F<	6 KZFX-F	6 KIKK-F	6 KLDE-F<	6 KHYS-F	6 KKBQ-F	6 KLOL-F<	6 KLOL-F	6 KTRH <	6 KLAT
7	7 KBXX-F<	7 KMJQ-F	7 KLDE-F<	7 KZFX-F	7 KODA-F	7 KMJQ-F	7 KQUE-F<	7 KRBE-F	7 KIKK-F	7 KHM-F
8	8 KZFX-F	8 KHYS-F	8 KHYS-F	8 KHYS-F	8 KHM-F	8 KHM-F	8 KODA-F	8 KMJQ-F	8 KQQK-F	8 KLDE-F
9	9 KIKK-F	9 KRBE-F	9 KODA-F	9 KODA-F	9 KSEV <	9 KRBE-F	9 KHYS-F	9 KHYS-F	9 KKZR-F	9 KBXX-F
10	10 KHYS-F	KLDE-F	10 KTRH	10 KTRH	10 KPRC	10 KQUE-F	10 KLTR-F	10 KZFX-F	10 KHM-F	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRBE-F	1 KKBQ-F	1 KKBQ-F	1 KILT-F	1 KILT-F	1 KBXX-F	1 KLOL-F>	1 KLOL-F>	1 KLOL-F>	1 KLOL-F
2 KILT-F<	2 KILT-F	2 KILT-F	2 KKBQ-F	2 KHM-F<	2 KLOL-F<	2 KILT-F	2 KZFX-F	2 KILT-F	2 KILT-F
3 KMJQ-F	3 KMJQ-F	3 KHYS-F	3 KHM-F	3 KKBQ	3 KKZR-F	3 KZFX-F	3 KILT-F	3 KZFX-F	3 KZFX-F
4 KBXX-F	4 KHM-F	4 KHM-F	4 KHM-F	4 KIKK-F<	4 KMJQ-F<	4 KHM-F	4 KHM-F<	4 KHM-F	4 KTRH
5 KKBQ-F	5 KRBE-F	5 KLOL-F	5 KHYS-F	5 KHYS-F	5 KRBE-F	5 KBXX-F	5 KSEV	5 KTRH	5 KSEV <
6 KIKK-F	6 KHYS-F<	6 KZFX-F	6 KRBE-F	6 KODA-F	6 KILT-F	6 KMJQ-F<	6 KIKK-F	6 KSEV	6 KHM-F<
7 KHM-F>	7 KLOL-F	7 KMJQ-F	7 KODA-F	KLDE-F>	7 KHM-F	7 KRBE-F	7 KKBQ-F	7 KMJQ-F<	7 KLDE-F
8 KLTR-F	8 KBXX-F	8 KODA-F	8 KMJQ-F	8 KZFX-F	8	8 KIKK-F	8 KMJQ-F	8 KLDE-F	8 KIKK-F
9	9 KIKK-F	9 KBXX-F	9 KLDE-F	9 KLTR-F	9	9 KKZR-F	9 KRBE-F<	KIKK-F<	9 KKBQ-F
10	10 KZFX-F	10	10 KBXX-F	KLDE-F	10	10 KKBQ-F	10 KHYS-F	10 KKBQ-F	10 KODA-F

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
KIKK	650	Pasadena	0.4/1.3/	25/ 420
KILT	610	Houston	0.3/2.1/	21/ 700
KJOJ	880	Conroe	0.2/ 0/	0/ 0
KJOJ-F	103.3	Freeport	0.3/0.6/	28/ 172
KKBQ	790	Houston	0.1/0.4/	8/ 134
KLTR-F	93.3	Port Arthur	0.9/2.7/	55/ 911
KMPQ	980	Rosenberg	0.8/1.1/	43/ 346
KRTS-F	92.1	Seabrook/Houstrn	0.7/2.9/	40/ 948
KWWJ	1360	Baytown	0.6/1.7/	34/ 503
KYOK	1590	Houston	0.3/0.9/	17/ 268
KYST	920	Texas City/Hstn	0.6/1.2/	30/ 360

HOUSTON  
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RADIO STATIONS  
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AM STATIONS  
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KCOH, 1430, 5 KW/55W	, BLACK	AURN, UNIPWR, \$	45.00 (Roslin)	
KEYH, 850, 10 KW (DAYS)	, HISPANIC	, \$	44.00 (SBS)	
KIKK, 650, 250 W (DAYS)	, COUNTRY OLDIES	, \$	N/A (Torbet)	Viacom
KILT, 610, 5 KW (DA-2)	, COUNTRY OLDIES	UNISUP, \$	N/A (Group W)	Westinghouse
KLAT, 1010, 5 KW (DA-2)	, HISPANIC	, \$	61.00 (Katz)	Tichenor
KNUZ, 1230, 1 KW	, OLDIES	, \$	N/A (Banner)	
KPRC, 950, 5 KW (DA-N)	, TALK	CNN, CBS, \$	75.00 (Banner)	
KSEV, 700, 2.6 KW/1 KW (DA-1)	, TALK	NBC, ABC, \$	40.00 (Katz)	
KTRH, 740, 50 KW (DA-1)	, NEWS	ABC, MBS, \$	181.00 (CBS)	Evergreen
KXYZ, 1320, 5 KW (DA-N)	, HISPANIC	, \$	43.00 (Caballero)	Infinity
KYOK, 1590, 5 KW (DA-N)	, BLACK	SMN, \$	46.00 (McGuild)	Noble

FM STATIONS  
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KBXX, 97.9, 100 KW @ 1919, CHR/URBAN	, \$	100.00 (Katz)	Cook Inlet
KHCB, 105.7, 100 KW @ 1614, RELIGION	, \$	33.00 (---)	
KHMX, 96.5, 97 KW @ 1919, AC	, \$	145.00 (Mc-Guild)	Nationwide
KHYS, 98.5, 100 KW @ 417, BLACK AC	UNIPWR, CBS, \$	65.00 (Mc-Guild)	Clear Channel (BEAUMONT)
KIKK, 95.7, 95 KW @ 1919, COUNTRY	, \$	225.00 (Torbet)	Viacom
KILT, 100.3, 100 KW @ 1919, COUNTRY	UNISUP, \$	225.00 (Group W)	Westinghouse
KKZR, 106.9, 100 KW @ 1125, AOR	ABC, \$	50.00 (Banner)	(CONROE)
KKBQ, 92.9, 97 KW @ 1919, COUNTRY	, \$	120.00 (McGuild)	Gannett
KLDE, 94.5, 95 KW @ 1919, OLDIES	UNIULT, \$	160.00 (Durpetti)	Entercom
KLOL, 101.1, 95 KW @ 1919, AOR	SOURCE, \$	192.00 (CBS)	Evergreen
KLTR, 93.7, 100 KW @ 1719, AC	CBS, \$	136.00 (CBS)	CBS
KMJQ, 102.1, 100 KW @ 1719, BLACK	, \$	191.00 (Mc-Guild)	Noble
KODA, 99.1, 100 KW @ 1919, SOFT AC	, \$	154.00 (MMR)	Legacy
KQUE, 102.9, 100 KW @ 971, NOSTALGIA	ABC, \$	75.00 (Banner)	
KRBE, 104.1, 100 KW @ 1909, CHR	, \$	130.00 (Eastman)	Susquehanna
KRTS, 92.1, 33 KW @ 604, CLASSICAL	, \$	70.00 (CMBS)	(SEABROOK)
KZFX, 107.5, 95 KW @ 1971, CLASSIC AOR	, \$	140.00 (Katz)	Shamrock
KQQK, 106.5, 100 KW @ 699, HISPANIC	, \$	60.00 (Caballero)	(GALVESTON)

Miscellaneous: KTRH, KLLO-F sold by Rusk to Evergreen for \$51,000,000 (MVP) . . .

HUNTSVILLE

Arbitron Rank/Pop (12+): 108/343,500  
 MSA Rank/Pop: 181/356,000  
 ADI # 81 (w/Decatur)  
 Average Person Ratings: 16.5  
 Market TSL: 21.75 hours

Stations: 19/15  
 Diaries: 845/407:1/51.4%  
 Sample Target: 800  
 % Below Line: 8.3  
 % Not Listed: 15.5

1992 Revenue: \$10,200,000  
 HH Inc.: \$31,600  
 Retail \$: 2.8 B11  
 Pop per Station: 22,900  
 #1 Biller: WDRM-F \$3,700,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WDRM-F (C)	126/22.2	24.4	25.8	23.8	24.8	24.0	199/2248	1301/37.9	42.8	39.2	E	WDRM-F
2. WRSA-F (SAC/EZ)	54/ 9.5	10.5	7.6	7.3	10.9	8.7	68/826	566/16.5	16.6	16.1	B	WRSA-F
3. WZYP-F (CHR)	53/ 9.3	8.4	12.0	12.6	14.6	10.6	88/1434	944/27.5	26.8	32.8	D	WZYP-F
4. WAHR-F (AC)	48/ 8.5	7.9	8.8	8.3	8.4	8.4	56/935	656/19.1	17.4	19.7	C	WAHR-F
5. WAZK-F (AOR)	30/ 5.3	3.3	---	---	---	2.2	32/440	415/12.1	5.9	0.0		WAZK-F
6. WBHP (C)	24/ 4.2	2.6	2.7	3.6	3.8	3.3	29/336	294/ 8.6	9.0	10.6	B	WBHP
7. WENN-F (B)	22/ 3.9	3.4	3.1	3.7	3.9	3.5	28/423	321/ 9.3	7.8	8.5		WENN-F
8. WKDF-F (AOR)	21/ 3.7	2.6	1.7	0.4	---	2.1	42/612	281/ 8.2	4.0	0.0		WKDF-F
9. WVNN (T)	21/ 3.7	2.1	1.7	1.4	1.6	2.2	26/351	265/ 7.7	7.3	6.0	A	WVNN
10. WHVK-F (C)	18/ 3.2	4.8	2.7	3.4	1.8	3.5	53/738	334/ 9.7	10.1	7.2	A	WVNN
11. WEUP (B)	17/ 3.0	4.5	5.2	5.0	2.9	4.4	18/290	265/ 7.7	11.0	7.6	A	WEUP
12. WTAK (AOR)	13/ 2.3	4.8	4.6	5.5	4.8	4.3	13/190	190/ 5.5	5.6	6.7	B	WTAK
13. WNDA-F (REL)	10/ 1.8	1.0	1.7	1.1	1.4	1.4	11/240	186/ 5.4	4.1	4.3	A	WNDA-F
14.												
15.												

12+ FM SHARE (METRO): 82.08% (394 of 480) (WIN 92: 81.78%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZYP-F>	1 WDRM-F	1 WDRM-F>	1 WDRM-F>	1 WDRM-F>	1 WDRM-F>	1 WDRM-F>>	1 WDRM-F>>	1 WDRM-F>>	1 WDRM-F	1 WDRM-F>
2 WDRM-F>	2 WZYP-F>	2 WZYP-F	2 WAHR-F>	2 WAHR-F>	2 WRSA-F>	2 WZYP-F	2 WAHR-F	2 WAHR-F	2 WZYP-F>	2 WKDF-F
3	3 WAHR-F	3 WAHR-F	3 WZYP-F	3 WZYP-F	3 WAHR-F	3 WRSA-F	3 WZYP-F	3 WZYP-F	3 WENN-F<	3 WZYP-F
4	4 WAZK-F	4 WAZK-F	4 WAZK-F	4 WAZK-F	4	4 WAHR-F>	4 WZYP-F<	4 WRSA-F>	4	4

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZYP-F	1 WDRM-F	1 WDRM-F	1 WDRM-F>	1 WDRM-F>>	1 WDRM-F	1 WDRM-F>	1 WAZK-F	1 WDRM-F>	1 WDRM-F>
2 WDRM-F	2 WZYP-F	2 WAHR-F	2 WAHR-F	2 WAHR-F>	2 WZYP-F>>	2 WAZK-F	2 WDRM-F>	2 WAZK-F	2 WAHR-F
3 WKDF-F	3 WAHR-F>	3 WZYP-F>	3 WZYP-F>	3 WZYP-F	3	3 WZYP-F>	3 WAHR-F	3 WZYP-F>	3 WAZK-F>
4 WAHR-F	4	4	4 WHVK-F	4	4	4 WKDF-F	4 WKDF-F	4 WKDF-F	4 WZYP-F
5	5	5	5	5	5	5	WZYP-F	WAHR-F	5 WKDF-F

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WAJF	1490	Decatur	0.7/1.7/	4/ 58
WAVD	1400	Decatur	0.5/1.9/	3/ 66
WQLT-F	107.3	Florence/MusSho	1.4/7.5/	33/ 676
WTKI	1450	Huntsville	0.7/3.0/	4/ 104
WAPI-F	94.5	Birmingham	0.4/2.3/	10/ 282
WZZK-F	104.7	Birmingham	0.4/1.2/	25/ 394

RADIO STATIONS

WBHP, 1230,	1 KW	, COUNTRY	ABC , \$	25.00 (Katz)
WEUP, 1600,	5 KW/500 W (DA-N),	BLACK	AURN , \$	13.00 (---)
WTAK, 1000,	10 KW (DAYS,DA)	, AOR	, \$	21.00 (Regional)
WVNN, 770,	10 KW/250 W (DA-N),	TALK	ABC BRN , \$	12.00 (Christal) Athens (ATHENS)
WAHR-F, 99.1,	100 KW @ 984,	AC	NBC , \$	30.00 (Torbet)
WDRM-F, 102.1,	100 KW @ 728,	COUNTRY	, \$	70.00 (Katz) (DECATUR)
WHVK-F, 93.3,	100 KW @ 984,	COUNTRY	ABC , \$	15.00 (Christal) (TULLAHOVA, TN)
WNDA-F, 95.1,	50 KW @ 112,	RELIGION	, \$	11.00 (---)
WQLT-F, 107.3,	100 KW @ 1000,	AC/OLDIES	ABC , \$	14.00 (Torbet) (FLORENCE)
WRSA-F, 96.9,	100 KW @ 830,	EZ/SOFT AC	CBS , \$	20.00 (---) (DECATUR)
WZYP-F, 104.3,	100 KW @ 1115,	CHR	ABC , \$	47.00 (Christal) Athens (ATHENS)
WAZK-F, 92.5,	3 KW @ 418,	AOR	SMN , \$	17.00 (---) (TRINITY)

INDIANAPOLIS

Arbitron Rank/Pop (12+): 37/1,050,000  
 MSA Rank/Pop: 40/1,260,000  
 ADI # 27  
 Average Person Ratings: 16.2  
 Market TSL: 21.25 hours

Stations: 21/20  
 Diaries: 1766/595:1/54.2%  
 Sample Target: 1650  
 % Below Line: 0.6  
 % Not Listed: 8.8

1992 Revenue: \$46,400,000  
 HH Inc.: \$32,434  
 Retail \$: 11.7 Bil  
 Pop per Station: 52,500  
 #1 Biller: WFBQ-F \$10,900,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WFMS-F (C)	269/15.8	15.7	14.0	12.7	14.1	14.6	353/4033	2916/27.8	27.1	24.4	G	WFMS-F
2. WFBQ-F (AOR)	220/12.9	11.0	11.5	14.3	2.0	12.4	349/4884	2854/27.2	25.8	7.7	I	WFBQ-F
3. WIBC (FS)	196/11.5	11.7	11.3	12.2	12.0	11.7	218/2664	2184/20.8	19.7	22.1	G	WIBC
4. WZPL-F (CHR)	121/ 7.1	7.0	8.2	9.2	9.8	7.9	178/3145	2141/20.4	21.6	23.7	F	WZPL-F
5. WTPI-F (SAC)	112/ 6.6	5.5	6.4	4.9	6.4	5.8	136/1794	1431/13.6	14.5	14.3	E	WTPI-F
6. WENS-F (AC)	104/ 6.1	7.4	6.9	6.9	7.0	6.8	124/2262	1718/16.4	19.2	17.1	F	WENS-F
7. WHHH-F (CHR/U)	87/ 5.1	5.3	5.2	4.9	5.0	5.1	89/1433	1366/13.0	13.2	11.4	B	WHHH-F
8. WTLC-F (B/G)	84/ 4.9	5.5	5.3	4.3	5.5	5.0	91/1358	1202/11.4	11.4	11.0	D	WTLC-F
9. WKLR-F (O)	76/ 4.5	5.5	7.0	5.4	4.1	5.6	133/2239	1446/13.8	16.3	13.1	E	WKLR-F
10. WRZX-F (AOR)	74/ 4.4	6.0	3.6	4.3	3.5	4.6	129/1799	1089/10.4	11.9	12.7	C	WRZX-F
11. WNDE (T)	57/ 3.4	3.4	2.3	2.1	2.0	2.8	67/1391	1131/10.8	10.8	7.7	B	WNDE
12. WQFE-F (BB/EZ)	26/ 1.5	1.1	---	---	---	0.6	26/340	340/ 3.2	2.2	0.0	A	WQFE-F
13. WTTS-F (AOR)	24/ 1.4	1.2	1.4	1.4	1.6	1.4	62/1128	613/ 5.8	6.1	6.3		WTTS-F
14.												
15.												

12+ FM SHARE (METRO): 81.41% (1261 of 1549) (WIN 92: 79.75%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZPL-F>>	1 WFBQ-F>	1 WFBQ-F	1 WFBQ-F	1 WFBQ-F<	1 WIBC	1 WFBQ-F	1 WFMS-F	1 WFMS-F>	1 WFMS-F	1 WIBC >>
2 WHHH-F>	2 WFMS-F>	2 WFMS-F>>	2 WFMS-F>	2 WFMS-F>>	2 WFMS-F>	2 WIBC	2 WFBQ-F>	2 WFBQ-F	2 WZPL-F>	2 WFMS-F>>
3 WRZX-F	3 WRZX-F	3 WENS-F	3 WENS-F	3 WTPI-F	3 WTPI-F	3 WFMS-F>>	3 WIBC	3 WIBC	3 WHHH-F<	3 WTLC-F
4 WFBQ-F	4 WHHH-F	4 WZPL-F	4 WTPI-F	4 WENS-F>	4 WFBQ-F>	4 WTPI-F	4 WENS-F	4 WZPL-F>	4 WRZX-F<	4 WKLR-F
5	5 WENS-F<	5 WTPI-F	5 WZPL-F	5 WKLR-F	5	5	5 WTPI-F<	5 WTPI-F	5 WTLC-F	5 WHHH-F
6	6	6 WTLC-F	6	6	6	6	6 WNDE >	6 WENS-F<	6 WIBC	6 WCBK-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZPL-F<	1 WFMS-F	1 WFBQ-F<	1 WFMS-F>	1 WFMS-F>	1 WRZX-F>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>	1 WFBQ-F>
2 WHHH-F	2 WFBQ-F	2 WFMS-F>	2 WFBQ-F<	2 WFBQ-F	2 WFMS-F	2 WFMS-F	2 WFMS-F>	2 WFMS-F>>	2 WFMS-F>>
3 WFMS-F>	3 WZPL-F	3 WENS-F>	3 WZPL-F	3 WENS-F	3 WFBQ-F>	3 WRZX-F>	3 WENS-F	3 WRZX-F>	3 WTPI-F
4 WRZX-F	4 WENS-F	4 WZPL-F	4 WENS-F>	4 WTPI-F	4 WHHH-F	4 WHHH-F	4 WRZX-F	4 WTLC-F	4 WKLR-F
5 WENS-F	5 WHHH-F	5 WTPI-F	5 WTPI-F	5 WZPL-F	5	5	5 WHHH-F	5 WTPI-F	5

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WBRI 1500	Indianapolis	0.5/1.2/ 9/ 126
WCBK-F 102.3	Martinsville	0.5/1.3/ 8/ 154
WCKN 1430	Indianapolis	0.6/3.2/ 12/ 382
WPZZ-F 95.9	Franklin/Indnpl	0.9/2.7/ 16/ 286
WSYW-F 107.1	Danville/Indy	0.9/2.4/ 20/ 279
WTLC 1310	Indianapolis	0.9/2.9/ 15/ 310
WXIR-F 98.3	Plainfield/Indy	0.8/2.8/ 15/ 315
WKKG-F 101.5	Columbus	0.6/2.4/ 87/1027

RADIO STATIONS

WIBC, 1070, 50 KW/10 KW (DA-2), FULL SERVICE	NBC-T NBC, \$ 140.00 (Christal)	Sconnix
WNDE, 1260, 5 KW (DA-N), TALK	MBS, \$ 33.00 (Katz)	Broadcast Alchemy
WTLC, 1310, 5 KW/1 KW (DA-2), BLACK/GOSPEL	CBS, \$ 30.00 (MMR)	Panache
WENS-F 97.1, 23 KW @ 738, AC	, \$ 94.00 (McGuild)	Emmis
WFMS-F, 95.5, 13 KW @ 991, COUNTRY	, \$ 108.00 (MMR)	Susquehanna
WRZX-F, 103.3, 18 KW @ 850, AOR	ABC, \$ 52.00 (Banner)	Broadcast Alchemy
WHHH-F, 96.3, 0.6 KW @ 705, CHR/URBAN	, \$ 34.00 ( --- )	
WKLR-F, 93.1, 13 KW @ 1023, OLDIES	, \$ 80.00 (Christal)	Sconnix
WFBQ-F, 94.7, 52 KW @ 850, AOR	SOURCE, \$ 175.00 (Katz)	Broadcast Alchemy
WPZZ-F, 95.9, 3 KW @ 298, GOSPEL	SBN NBN, \$ 17.00 (Regional)	Willis (FRANKLIN)
WSYW-F, 107.1, 3 KW @ 298, CLASSICAL	UPI, \$ 25.00 (CMBS)	Universal (DANVILLE)
WTLC-F, 105.7, 50 KW @ 449, BLACK	CBS, \$ 56.00 (MMR)	Panache
WTPI-F, 107.9, 22 KW @ 761, SOFT AC	, \$ 68.00 (Torbet)	Mystar
WZPL-F, 99.5, 13 KW @ 991, CHR	APR, \$ 92.00 (HNWH)	Booth
WTTS-F, 92.3, 37 KW @ 1089, AOR	, \$ 32.00 (Banner)	Sarkes Tarzian (BLOOMINGTON)

Miscellaneous: WAJC-F sold by Butler University to Susquehanna for \$7,200,000 (Stevens) . . . WCKN, WRZX-F sold by ML/WIN to Broadcast Alchemy for \$7,000,000 (Stevens) . . .



JACKSON

Arbitron Rank/Pop (12+): 115/327,200  
 MSA Rank/Pop: 121/406,000  
 Average Person Ratings: 15.6  
 Market TSL: 20.75 hours

Stations: 18/18  
 Diaries: 814/402:1/48.6%  
 Sample Target: 800  
 % Below Line: 0.0  
 % Not Listed: 22.1

1992 Revenue: \$12,700,000  
 HH Inc.: \$28,902  
 Retail \$: 3.1 B11  
 Pop per Station: 18,177  
 #1 Biller: WMSI-F \$3,700,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WMSI-F (C)	82/16.0	21.4	17.3	18.7	18.8	18.4	180/2182	973/29.7	34.5	30.1	E	WMSI-F
2. WKXI-F (B)	59/11.5	11.5	8.8	10.3	10.7	10.5	108/1263	805/24.6	20.3	19.1	B	WKXI-F
3. WSTZ-F (AOR)	42/ 8.2	7.6	7.8	5.3	8.0	7.2	69/723	480/14.7	14.2	12.4	C	WSTZ-F
4. WJMI-F (B)	42/ 8.2	10.6	12.6	11.6	10.0	10.8	94/1424	678/20.7	23.1	20.7	C	WJMI-F
5. WJDX-F (AC)	36/ 7.0	4.4	4.9	6.1	5.4	5.6	59/1105	626/19.1	15.9	14.6	B	WJDX-F
6. WOAD (G/B)	25/ 4.9	6.9	4.1	4.7	5.9	5.2	26/415	377/11.5	13.0	11.7	A	WOAD
7. WTYX-F (O)	20/ 3.9	3.5	5.8	5.4	3.9	4.7	36/890	442/13.5	12.0	13.1	C	WTYX-F
8. WLIN-F (SAC)	17/ 3.3	2.8	2.9	3.9	4.1	3.2	17/295	245/ 7.5	8.0	9.5	A	WLIN-F
9. WJNT (N/T)	16/ 3.1	1.4	1.8	1.6	1.6	2.0	16/293	280/ 8.6	5.7	5.0	A	WJNT
10. WMGO (B)	15/ 2.9	1.2	1.6	0.7	2.0	1.6	16/153	147/ 4.5	1.9	1.9		WMGO
WKQB-F (CHR)	15/ 2.9	2.8	3.7	3.2	3.0	3.2	19/590	381/11.6	9.8	13.3	A	WKQB-F
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 82.16% (327 of 398) (WIN 92: 80.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WJMI-F>	1 WKXI-F	1 WKXI-F<	1 WMSI-F	1 WMSI-F	1 WMSI-F>>	1 WMSI-F>	1 WMSI-F>>	1 WMSI-F>	1 WKXI-F	1 WMSI-F<
2 WKXI-F	2 WSTZ-F	2 WMSI-F	2 WKXI-F>	2 WKXI-F>	2 WKXI-F	2 WKXI-F>	2 WKXI-F	2 WKXI-F	2 WJMI-F>	2 WKXI-F
3 WMSI-F	3 WJMI-F<	3 WSTZ-F	3 WSTZ-F	3 WSTZ-F	3 WJDX-F	3 WJMI-F	3 WSTZ-F<	3 WSTZ-F	3 WMSI-F	3 WMSI-F
4	4 WMSI-F	4 WJMI-F	4 WJDX-F	4 WJDX-F	4 WOAD	4 WJDX-F	4 WJNT	4 WJDX-F<	4 WJDX-F	4
5	5	5	5	5	5 WTYX-F	5	5	5	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKXI-F>	1 WKXI-F>	1 WKXI-F	1 WMSI-F	1 WMSI-F>	1 WSTZ-F	1 WSTZ-F>	1 WSTZ-F	1 WSTZ-F	1 WMSI-F
2 WJMI-F	2 WMSI-F	2 WMSI-F	WKXI-F>	2 WKXI-F>	2 WJMI-F>>	2 WKXI-F	2 WKXI-F	2 WKXI-F	2 WKXI-F
3 WMSI-F	3 WJMI-F>	3 WJMI-F	3 WJMI-F	3 WOAD	3	WJMI-F	WKXI-F>>	3 WMSI-F>	3 WSTZ-F
4 WSTZ-F	4 WJDX-F	4 WJDX-F	4 WJDX-F	WJMI-F	4	4	4	4 WJMI-F	4 WJDX-F
WKQB-F	5	5	5	WJDX-F	5	5	5	5	5
WJDX-F									

OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
WJNT-F 93.5	Clinton/Jackson	0.8/4.0/	6/ 181
WIIN-F 98.7	Vicksburg	1.6/7.9/	32/ 471
WKXI 1300	Jackson	1.0/3.1/	7/ 145
WLRM 780	Ridgeland/Jackson	0.4/2.0/	2/ 64
WRJH-F 97.7	Brandon/Jackson	0.4/1.7/	2/ 54
WSLI 930	Jackson	1.2/4.9/	6/ 177
WZRK 1590	Jackson	0.4/2.0/	3/ 74

RADIO STATIONS

WJNT	, 1180, 50 KW/500W (DA-2),	Talk	CBS ABC, \$14.00	( --- )	
WKXI	, 1300, 5 KW/1 KW	Black	AURN UNISUP, \$13.00	(Banner)	Opus
WMGO	, 1370, 1 KW (DAYS)	AC	UNIULT, \$10.00	(Bunchez)	
WOAD	, 1400, 1 KW	Gospel/Black	NBC, \$18.00	(Durpett1)	Holt
WSLI	, 930, 5 KW (DA-N)	Talk	NBC-T MBS, \$19.00	(Eastman)	Spur
WJDX-F,	96.3, 100 KW @ 1410	AC		( --- )	Spur
WJMI-F,	99.7, 100 KW @ 1059	Black	ABC, \$44.00	(Durpett1)	Holt
WKXI-F,	107.5, 100 KW @ 951	Black		(Banner)	(MAGEE)
WLIN-F,	101.7, 6 KW @ 298	Soft AC	UNIULT, \$16.00	(Eastman)	(GLUCKSTADT)
WMSI-F,	102.9, 100 KW @ 1800	Country	ABC, \$82.00	(Mc-Guild)	Capstar
WJXN-F,	92.9, 2 KW @ 574	Gospel/Black		( --- )	(UTICA)
WKQB-F,	95.5, 100 KW @ 1086	CHR	UNIPWR, \$21.00	(HNWH)	Jenne
WSTZ-F,	106.7, 100 KW @ 1063	AOR		(HNWH)	Lewis (VICKSBURG)
WTYX-F,	94.7, 100 KW @ 1115	Oldies	ABC, \$42.00	(Banner)	Opus

JACKSONVILLE

Arbitron Rank/Pop (12+): 50/799,300  
 MSA Rank/Pop: 57/947,000  
 ADI # 54  
 Average Person Ratings: 15.8  
 Market TSL: 21.00 hours

Stations: 24/22  
 Diaries: 1270/629:1/49.3%  
 Sample Target: 1200  
 % Below Line: 1.0  
 % Not Listed: 17.6

1992 Revenue: \$25,600,000  
 HH Inc.: \$31,680  
 Retail \$: 8.1 Bill  
 Pop per Station: 36,331  
 #1 Biller: WQIK-F \$4,900,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WQIK-F (C)	166/13.1	10.4	11.0	12.8	13.2	11.8	200/2394	1929/24.1	24.3	24.4	F	WQIK-F
2. WEJZ-F (SAC)	98/ 7.8	9.2	7.1	9.1	7.4	8.3	101/1390	1268/15.9	20.2	17.3	E	WEJZ-F
3. WROO-F (C)	92/ 7.3	8.7	6.8	6.9	7.3	7.4	112/1598	1413/17.7	16.1	16.8	D	WROO-F
4. WOKV (N/T)	84/ 6.6	4.8	3.0	2.0	4.6	4.1	86/1100	1038/13.0	11.7	9.5	C	WOKV
WAPE-F (CHR)	84/ 6.6	6.1	10.3	9.1	9.7	8.0	92/1788	1605/20.1	20.9	23.5	E	WAPE-F
6. WKQL-F (O)	80/ 6.3	4.2	5.8	6.1	5.3	5.6	88/1455	1286/16.1	13.0	12.4	D	WKQL-F
7. WFYV-F (AOR)	73/ 5.8	6.9	8.2	7.5	6.9	7.1	93/1391	1187/14.9	16.3	16.7	E	WFYV-F
8. WIVY-F (AC)	68/ 5.4	6.5	6.0	7.5	4.7	6.3	69/1304	1224/15.3	16.9	12.8	D	WIVY-F
9. WHJX-F (B)	60/ 4.7	5.2	5.8	4.8	4.9	5.1	101/1321	921/11.5	9.9	9.5	C	WHJX-F
10. WSVE (G)	39/ 3.1	3.2	2.3	2.1	2.6	2.7	41/434	393/ 4.9	4.9	3.8	A	WSVE
11. WBYB-F (B/AC)	35/ 2.8	1.5	3.0	2.3	2.4	2.4	36/475	408/ 5.1	4.8	6.4	A	WBYB-F
WAIA-F (CL AOR)	35/ 2.8	3.8	3.0	2.2	2.3	3.0	37/881	802/10.0	10.4	7.5	A	WAIA-F
13. WJBT-F (B)	32/ 2.5	1.9	1.8	3.8	2.2	2.5	33/680	659/ 8.2	6.3	7.0	A	WJBT-F
14.												
15.												

12+ FM SHARE (METRO): 82.15% (856 of 1042) (WIN 92: 82.62%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAPE-F>	1 WQIK-F	1 WQIK-F>	1 WQIK-F>	1 WQIK-F>	1 WQIK-F>	1 WQIK-F>	1 WQIK-F	1 WQIK-F>	1 WHJX-F<	1 WQIK-F>>
2 WHJX-F	2 WFYV-F	2 WEJZ-F	2 WEJZ-F	2 WEJZ-F	2 WEJZ-F	2 WROO-F	2 WOKV	2 WEJZ-F<	2 WAPE-F<	2 WROO-F
3 WROO-F	3 WAPE-F	3 WFYV-F	3 WIVY-F<	3 WKQL-F<	3 WOKV	3 WEJZ-F	3 WEJZ-F	3 WOKV	3 WQIK-F<	3 WOKV
4 WJBT-F	4 WROO-F	4 WROO-F	4 WROO-F<	4 WROO-F<	4 WKQL-F	4 WKQL-F	4 WKQL-F	4 WKQL-F<	4 WFYV-F>	4 WHJX-F
5	5 WIVY-F<	5 WIVY-F	5 WOKV <	5 WIVY-F	5 WROO-F>	5 WAPE-F	5 WROO-F<	5 WROO-F	5 WEJZ-F<	5 WFYV-F
6	6 WHJX-F	WAPE-F	6 WKQL-F	6 WOKV	6 WIVY-F	6 WIVY-F	6 WIVY-F	6 WAPE-F<	6 WROO-F	6
7	7	7 WOKV	7 WFYV-F	7	7	7	7	7 WFYV-F	7	7
		WKQL-F	WAPE-F							

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WROO-F	1 WQIK-F>	1 WQIK-F>	1 WQIK-F	1 WQIK-F>	1 WFYV-F	1 WFYV-F	1 WQIK-F	1 WQIK-F	1 WQIK-F>
WHJX-F>	2 WIVY-F	2 WIVY-F	2 WEJZ-F	2 WEJZ-F	2 WQIK-F	2 WQIK-F>	2 WFYV-F	2 WFYV-F>	2 WFYV-F
3 WQIK-F	3 WROO-F	3 WEJZ-F	3 WIVY-F	3 WIVY-F	3 WHJX-F	3 WAPE-F	3 WROO-F	3 WOKV	3 WOKV
WFYV-F	4 WEJZ-F	4 WKQL-F	4 WROO-F<	4 WKQL-F>	4 WAPE-F>	4 WROO-F	4 WOKV	4 WROO-F<	4 WROO-F
WAPE-F>	WAPE-F	WAPE-F	5 WAPE-F	5 WROO-F<	5 WKQL-F	WOKV	5 WAPE-F	5 WAPE-F	5 WEJZ-F<
6	6 WHJX-F	6 WSVE	6 WKQL-F	6 WAPE-F	6	6 WHJX-F	6	6 WKQL-F	6 WKQL-F

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WCGL	1360	Jacksonville	1.3/2.7/ 17/ 214
WCRJ	1530	Jacksonville	0.5/0.9/ 6/ 87
WFOY	1240	St. Augustine	0.6/1.3/ 8/ 126
WNZS	930	Jacksonville	0.6/1.7/ 7/ 168
WPDQ	690	Jacksonville	0.5/2.7/ 7/ 236
WQIK	1320	Jacksonville	0.3/1.6/ 6/ 179
WSOS-F	105.5	St Augustine	0.7/1.5/ 9/ 120
WSTF-F	97.9	St Augustine	0.9/3.6/ 11/ 291
WZAZ	1400	Jacksonville	1.2/3.8/ 15/ 306
WJHM-F	101.9	Daytona Beach	0.5/1.1/ 10/ 167
WNFI-F	99.9	Palatka	0.6/2.3/ 15/ 333

RADIO STATIONS

WCGL	, 1360,	5 KW (DAYS)	, Gospel	AURN, \$ 16.00	(K & P)	
WOKV	, 600,	5 KW (DA-N)	, News/Talk	CNN, CBS, \$ 34.00	(Mc-Guild)	Pacific
WPDQ	, 690,	50 KW/10 KW(DA-2),	Talk	ABC, \$ 18.00	( --- )	Genesis
WSVE	, 1280,	5 KW/132 W	, Gospel	AURN UNIPWR, \$ 15.00	(Republic)	
WAIA-F,	93.3,	50 KW @ 462	, Classic AOR	, \$ 21.00	(Banner)	Paxson (ST. MARYS)
WAPE-F,	95.1,	100 KW @ 459	, CHR	, \$ 90.00	(HNWH)	Evergreen
WEJZ-F,	96.1,	100 KW @ 830	, Soft AC	, \$ 55.00	(Katz)	Renda
WFYV-F,	104.5,	100 KW @ 1014	, AOR	, \$ 71.00	(HNWH)	Evergreen
WHJX-F,	101.5,	100 KW @ 1463	, Black	ABC, \$ 40.00	(Christal)	(BRUNSWICK, GA)
WIVY-F,	102.9,	98 KW @ 1014	, AC	, \$ 60.00	(Durpetti)	Taylor
WJBT-F,	92.7,	6 KW @ 298	, Black	CBS, \$ 22.00	(K & P)	(GREEN COVE)
WKQL-F,	96.9,	100 KW @ 1014	, Oldies	AP, \$ 61.00	(Mc-Guild)	Pacific
WBYB-F,	100.7,	100 KW @ 453	, Black AC	SMN, NBC, \$ NA	(Christal)	Osborn (BRUNSWICK, GA)
WQIK-F,	99.1,	100 KW @ 1014	, Country	ABC, \$ 94.00	(Eastman)	Jacor
WROO-F,	107.3,	100 KW @ 705	, Country	, \$ 42.00	(Banner)	Paxson

KANSAS CITY

Arbitron Rank/Pop (12+): 27/1,327,400

Stations: 21/21  
Diaries: 1583/839:1/54.5%  
Sample Target: 1560  
% Below Line: 0.0  
% Not Listed: 8.2

1992 Revenue: \$42,000,000  
HH Inc.: \$35,265  
Retail \$: 13.0 Bil  
Pop per Station: 63,209  
#1 Biller: KFKF-F \$6,100,000

MSA Rank/Pop: 29/1,600,000  
ADI # 28  
Average Person Ratings: 16.8  
Market TSL: 22.25 hours

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WDAF (C/FS)	267/12.0	9.5	10.8	9.8	11.8	10.5	380/3866	2600/19.6	19.0	22.0	G	WDAF
2. KFKF-F (C)	246/11.1	13.4	11.2	11.4	11.7	11.8	276/3624	3053/23.0	25.4	22.2	G	KFKF-F
3. KPRS-F (B)	170/ 7.6	7.7	7.6	6.8	6.8	7.4	185/1784	1591/12.0	12.1	10.8	D	KPRS-F
4. KLTH-F (SAC)	133/ 6.0	4.5	5.8	5.2	5.8	5.4	146/1762	1528/11.5	11.8	12.5	D	KLTH-F
5. KQRC-F (AOR)	124/ 5.6	5.8	7.3	5.7	2.5	6.1	156/2394	1817/13.7	13.0	9.2	C	KQRC-F
6. KMBZ (N/T)	122/ 5.5	4.9	3.8	4.6	5.2	4.7	155/2351	2040/15.4	13.0	14.6	D	KMBZ
7. KYYS-F (AOR)	113/ 5.1	6.0	5.8	6.9	6.9	5.9	149/2538	1911/14.4	15.5	17.2	F	KYYS-F
8. KMXV-F (AC)	98/ 4.4	3.5	3.6	4.4	3.5	4.0	111/1556	1292/ 9.7	8.4	12.3	D	KMXV-F
9. KBEQ-F (C)	94/ 4.2	3.7	3.4	3.3	4.0	3.7	112/2451	2021/15.2	14.1	16.5	C	KBEQ-F
10. KCMO-F (O)	93/ 4.2	4.0	3.6	3.8	3.8	3.9	109/1992	1603/12.1	11.3	10.4	C	KCMO-F
11. KUDL-F (AC)	87/ 3.9	4.1	4.2	5.8	4.7	4.5	110/1998	1683/12.7	13.0	15.1	D	KUDL-F
12. KCFX-F CL AOR)	86/ 3.9	5.0	5.3	4.6	4.8	4.7	113/2264	1719/13.0	19.5	15.2	G	KCFX-F
13. KCMO (N/T)	79/ 3.6	4.9	4.4	5.3	4.2	4.6	122/2173	1654/12.5	12.8	12.2	D	KCMO
14. KFEZ (BB)	75/ 3.4	1.6	2.5	2.2	2.6	2.4	75/645	641/ 4.8	5.0	4.7	A	KFEZ
15. KXTR-F (CL)	56/ 2.5	2.5	2.1	2.1	2.2	2.3	59/1050	892/ 6.7	6.9	6.3	B	KXTR-F
16. KISF-F (CHR)	47/ 2.1	1.1	2.0	1.6	1.1	1.7	82/1448	996/ 7.5	6.2	5.4	A	KISF-F
17. WHB (O)	40/ 1.8	1.4	1.5	2.0	1.4	1.7	58/1164	778/ 5.9	6.4	5.4		WHB
18. KKCF-F (C)	40/ 1.8	2.7	2.4	1.5	3.2	2.1	53/1154	909/ 6.8	8.2	10.6		KKCF-F
19. KPRT (REL)	34/ 1.5	1.1	1.3	1.8	1.0	1.4	34/367	361/ 2.7	2.7	3.3	A	KPRT
20.												

12+ FM SHARE (METRO): 67.92% (1387 of 2042) (WIN 92: 66.60%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KISF-F	1 KPRS-F	1 KFKF-F	1 KFKF-F	1 KFKF-F	1 WDAF	1 WDAF	1 KFKF-F	1 KFKF-F	1 KPRS-F	1 WDAF
2 KQRC-F	2 KFKF-F	2 KPRS-F	2 KPRS-F	2 WDAF	2 KFKF-F	2 WDAF	2 WDAF	2 WDAF	2 KFKF-F	2 KPRS-F
3 KPRS-F	3 KYYS-F	3 KYYS-F	3 KLTH-F	3 KPRS-F	3 KMBZ	3 KYYS-F	3 KMBZ	3 KPRS-F	3 KQRC-F	3 KFKF-F
4 KBEQ-F	4 KQRC-F	4 KQRC-F	4 WDAF	4 KLTH-F	4 KLTH-F	4 KPRS-F	4 KLTH-F	4 KQRC-F	4 WDAF	4 KUDL-F
5	5 KCFX-F	5 KLTH-F	5 KYYS-F	5 KYYS-F	5 KFEZ	5 KLTH-F	5 KMXV-F	5 KLTH-F	5 KBEQ-F	5 KYYS-F
6	6 KMXV-F	6 KMXV-F	6 KMXV-F	6 KMBZ	6 KCMO-F	6 KMBZ	6 KYYS-F	6 KYYS-F	6 KISF-F	6 KMBZ
7	7 KBEQ-F	7 WDAF	7 KQRC-F	7 KCMO-F	7 KCMO	7 KCMO	7 KQRC-F	7 KCMO-F	7 KCMO	7 KCMO
8	8	8 KCFX-F	8 KCMO	8 KMXV-F	8	8 KBEQ-F	8 KPRS-F	8 KMXV-F	8 KYYS-F	8
9	9	9	9	9	9	9	9 KCMO-F	9 KUDL-F	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KFKF-F	1 KFKF-F	1 KFKF-F	1 KFKF-F	1 KFKF-F	1 KQRC-F	1 KQRC-F	1 KYYS-F	1 KFKF-F	1 KFKF-F
2 KMXV-F	2 KPRS-F	2 KPRS-F	2 KPRS-F	2 KPRS-F	2 KPRS-F	2 KYYS-F	2 KQRC-F	2 KQRC-F	2 WDAF
3 KPRS-F	3 KYYS-F	3 KYYS-F	3 KMXV-F	3 KLTH-F	3 KBEQ-F	3 KPRS-F	3 KPRS-F	3 KPRS-F	3 KMBZ
4 KQRC-F	4 KMXV-F	4 KLTH-F	4 KLTH-F	4 KMXV-F	4 KYYS-F	4 KCFX-F	4 KCFX-F	4 KYYS-F	4 KYYS-F
5 KYYS-F	5 KQRC-F	5 KQRC-F	5 KYYS-F	5 WDAF	5 KCFX-F	5 KFKF-F	5 KMBZ	5 WDAF	5 KPRS-F
6 KBEQ-F	6 KLTH-F	6 KMXV-F	6 KUDL-F	6 KCMO-F	6	6 KMBZ	6 WDAF	6 KMBZ	6 KQRC-F
7	7	7 KCFX-F	7 KCMO-F	7 KUDL-F	7	7	7	7 KCFX-F	7 KLTH-F
8	8	8	8	8 KYYS-F	8	8	8	8	8 KCMO-F

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KCCV 760 Overland Park 0.9/1.7/ 20/ 238
KNHN 1340 Kansas City 0.9/3.9/ 19/ 524

KANSAS CITY  
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RADIO STATIONS

AM STATIONS

KBZR, 1030, 1 KW/500 W (DA-1) ,	AOR	CBS, \$ 19.00	(Torbet)	(BLUE SPG)
KCCV, 760, 6 KW/(DAYS) ,	Religion	, \$ 18.00	( --- )	Bott
KCMO, 810, 50 KW/5 KW (DA-2) ,	Talk/News	CBS MBS, \$ 68.00	(Mc-Guild)	Gannett
KCNW, 1380, 2.5 KW ,	Religion	, \$ 19.00	( --- )	Marsh
KFEZ, 1190, 5 KW/250 W (DA-N) ,	Nostalgia	APR, \$ 21.00	( --- )	
KMBZ, 980, 5 KW (DA-2) ,	News/Talk	NBC, \$ 64.00	(Durpetti)	Bonneville
KNHN, 1340, 1 KW ,	News	CNN UNISUP, \$ 22.00	( --- )	
KPRT, 1590, 1 KW/47 W ,	Gospel	MBS, \$ 20.00	(Eastman)	
WDAF, 610, 5 KW ,	Country/FS	ABC, \$ 94.00	(Katz)	Great American
WHB , 710, 10 KW/5 KW (DA-2) ,	Oldies	APR, \$ NA	(Christal)	Shamrock

FM STATIONS

KBEQ, 104.3, 100 KW @ 987 ,	Country	ABC, \$ 70.00	(Torbet)	Noble
KISF, 107.3, 100 KW @ 1184 ,	CHR	, \$ 25.00	(Banner)	(LEXINGTON)
KCFX, 101.1, 97 KW @ 1056 ,	Classic AOR	UNIPWR, \$ 70.00	(MMR)	Heritage
KCMO, 94.9, 100 KW @ 1056 ,	Oldies	, \$ 47.00	(Mc-Guild)	Gannett
KFKF, 94.1, 100 KW @ 994 ,	Country	, \$108.00	(HNWH)	Sconnix
KLTH, 99.7, 100 KW @ 987 ,	Soft AC/EZ	UNIULT, \$ 49.00	(Durpetti)	Bonneville
KMXV, 93.3, 100 KW @ 1066 ,	AC	, \$ 50.00	(MMR)	Apollo
KPRS, 103.3, 100 KW @ 994 ,	Black	AURN ABC, \$ 48.00	(Eastman)	
KQRC, 98.9, 100 KW @ 1056 ,	AOR	, \$ 49.00	(HNWH)	Journal Co
KUDL, 98.1, 100 KW @ ? ,	AC	APR, \$ 60.00	(Christal)	Shamrock
KXTR, 96.5, 99 KW @ 984 ,	Classical	UNIULT, \$ 41.00	(CMBS)	
KKCJ, 106.5, 100 KW @ 982 ,	Country	, \$ NA	(HNWH)	(LIBERTY)
KYYS, 102.1, 100 KW @ 1000 ,	AOR	SOURCE, \$ 96.00	(Katz)	Great American

Miscellaneous: KXXR-F changes to KISF-F (Feb) . . . KBEQ-F changes from CHR to Country (Feb) . . .

\*\*\*\*\* F O R M A T C O D E S \*\*\*\*\*

* AC - Adult Contemporary	J/NAC- Jazz and New Adult Contemporary	*
* AOR - Album Oriented Rock	M/FS - Middle of Road, (MOR) Full Service	*
* B - Black (audience predominately black - over 75%)	N - News	*
* BB - Big Band, Nostalgia	O - Oldies (1955 to current)	*
* C - Country	REL - Religion, Christian	*
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary	*
* CL - Classical	SP - Hispanic/Spanish	*
* CL AOR - Classic AOR, Classic Rock	T - Talk	*
* E - Ethnic	U - Urban (majority of audience is non-white)	*
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	? - Others or Unknown	*
* G - Gospel		*

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\*\*\*\*\* R E V E N U E L E V E L C O D E S \*\*\*\*\*

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

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KNOXVILLE

Arbitron Rank/Pop (12+): 71/525,500  
 MSA Rank/Pop: 84/612,000  
 ADI # 62  
 Average Person Ratings: 16.2  
 Market TSL: 21.75 hours

Stations: 20/20  
 Diaries: 1045/503:1/58.4%  
 Sample Target: 990  
 % Below Line: 0.0  
 % Not Listed: 11.0

1992 Revenue: \$16,300,000  
 HH Inc.: \$28,176  
 Retail \$: 5.2 Bil  
 Pop per Station: 26,275  
 #1 Biller: WIVK-AF \$6,900,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WIVK-F (C)	271/31.9	31.1	30.9	28.6	30.8	30.6	387/4342	2609/49.6	53.9	49.7	G	WIVK-F
2. WEZK-F (SAC)	75/ 8.8	8.9	9.7	13.5	12.0	10.2	102/1811	1100/20.9	20.5	23.6	D	WEZK-F
3. WMYU-F (AC)	69/ 8.1	8.6	10.2	8.5	9.0	8.9	78/1532	1172/22.3	26.0	23.0	D	WMYU-F
4. WOKI-F (CHR)	67/ 7.9	7.5	7.8	10.4	9.0	8.4	151/2699	1159/22.1	18.4	18.0	C	WOKI-F
5. WIMZ-AF (AOR)	61/ 7.2	7.4	9.3	8.3	7.4	8.1	124/1770	886/16.9	18.0	17.9	C	WIMZ-AF
6. WEMQ-AF (BB)	45/ 5.3	5.5	4.0	2.8	6.0	4.4	65/606	504/ 9.6	8.9	9.0	A	WEMQ-AF
7. WIVK (N/T)	42/ 4.9	4.6	2.8	2.2	2.5	3.6	52/836	672/12.8	11.5	8.3		WIVK
8. WWZZ-F (C)	38/ 4.5	3.2	3.0	3.6	2.4	3.6	60/827	655/12.5	7.7	7.6	A	WWZZ-F
9. WJBZ-F (G)	26/ 3.1	3.0	2.5	2.6	2.4	2.8	28/355	322/ 6.1	6.9	5.2	A	WJBZ-F
10. WKGN (B)	19/ 2.2	0.4	---	---	---	0.7	19/95	95/ 1.8	1.2	0.0		WKGN

12+ FM SHARE (METRO): 86.11% (651 of 756) (WIN 92: 88.71%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOKI-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>
2 WIVK-F	2 WIMZ-AF	2 WMYU-F<	2 WIMZ-AF	2 WEZK-F<	2 WEZK-F	2 WMYU-F	2 WEZK-F	2 WEZK-F	2 WOKI-F>	2 WKGN >
3	3 WOKI-F	3 WIMZ-AF	3 WMYU-F<	3 WMYU-F	3 WEMQ-AF	3 WIMZ-AF	3 WIVK	3 WMYU-F	3 WWZZ-F	3 WWZZ-F
4	4	4	4 WEZK-F	4 WIMZ-F	4 WMYU-F	4 WEZK-F	4 WMYU-F	4 WOKI-F	4 WEZK-F	4

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F	1 WIVK-F	1 WIMZ-AF	1 WIVK-F>>	1 WIVK-F>>
2 WWZZ-F	2 WMYU-F>	2 WMYU-F	2 WMYU-F	2 WMYU-F<	2 WOKI-F>	2 WIMZ-AF>	2 WIVK-F	2 WIMZ-AF>	2 WIMZ-AF>
3 WOKI-F	3 WOKI-F	3 WEZK-F	3 WEZK-F	3 WEZK-F	3 WWZZ-F>	3 WOKI-F	3 WOKI-F	3 WOKI-F	3 WEZK-F
4	4 WEZK-F	4	4	4	4	4	4	4 WMYU-F	4 WIVK

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WDLY-F	105.5	Gatlinburg	0.4/2.2/	3/ 164
WGAP	1400	Maryville	0.8/2.9/	7/ 152
WGAP-F	95.7	Maryville	0.5/2.2/	4/ 117
WKXV	900	Knoxville	0.5/2.0/	4/ 107
WNOX-F	99.1	Loudon/Knoxville	0.7/3.0/	7/ 206
WRJZ	620	Knoxville	0.5/3.2/	5/ 241
WUTK	850	Knoxville	0.8/2.9/	11/ 211
WXST-F	105.3	Loudon	0.9/4.3/	22/ 368

RADIO STATIONS

WIMZ , 1240, 1 KW , SEE WIMZ-FM  
 WIVK , 990, 10 KW (DA-1) , SEE WIVK-FM

WEZK-F, 97.5, 100 KW @ 1138 , Soft AC UNISUP, \$40.00 (Durpetti) South Central  
 WIMZ-F, 103.5, 100 KW @ 1719 , AOR SOURCE, \$41.00 (Christal) South Central  
 WIVK-F, 107.7, 100 KW @ 1968 , Country ABC, \$146.00 (Katz) Dick  
 WJBZ-F, 96.3, 1.2 KW @ 479 , Gospel , \$12.00 ( --- ) (SEYMOUR)  
 WMYU-F, 102.1, 15 KW @ 1978 , Oldies/AC CNN UNIPWR, \$68.00 (Eastman) Jacor  
 WOKI-F, 100.3, 100 KW @ 2001 , Country ABC CBS, \$30.00 (HNWH) (OAK RIDGE)  
 WWZZ-F, 93.1, 2.4 KW @ 512 , CHR , \$15.00 (HNWH) (KARNS)

Miscellaneous: WOKI-F changes from CHR to Country (Apr) . . . WWZZ-F changes from Country to CHR (Apr) . . .  
 WKNF-F (Oak Ridge) sold to owners of WOKI-F for \$533,000 . . .

LANSING

Arbitron Rank/Pop (12+): 100/361,600  
 MSA Rank/Pop: 110/436,000  
 ADI # 104  
 Average Person Ratings: 16.2  
 Market TSL: 21.25 hours

Stations: 17/13  
 Diaries: 848/426:1/54.1%  
 Sample Target: 860  
 % Below Line: 7.2  
 % Not Listed: 19.3

1992 Revenue: \$12,300,000  
 HH Inc.: \$32,649  
 Retail \$: 3.5 B11  
 Pop per Station: 27,815  
 #1 Biller: WITL-AF \$3,300,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WITL-F (C)	104/17.8	16.2	18.1	18.0	18.9	17.5	185/2086	1024/28.3	29.8	31.2	E	WITL-F
2. WVIC-F (CHR)	73/12.5	8.5	11.6	11.6	12.2	11.1	101/1727	1080/29.9	25.8	33.7	D	WVIC-F
3. WJXQ-F (AOR)	54/ 9.2	11.6	12.0	10.9	10.7	10.9	113/1508	740/20.5	20.6	22.8	C	WJXQ-F
4. WFMK-F (AC)	42/ 7.2	6.4	5.5	8.3	5.6	6.8	69/1192	664/18.4	17.6	19.2	C	WFMK-F
5. WJIM-F (SAC)	39/ 6.7	7.9	6.5	6.3	6.4	6.8	67/825	600/16.6	19.3	16.3	B	WJIM-F
6. WJR (FS)	33/ 5.7	5.9	4.3	5.5	5.6	5.3	100/1184	468/12.9	12.5	12.8		WJR
7. WQHH-F (B)	25/ 4.3	3.6	4.0	1.6	2.1	3.4	29/325	289/ 8.0	7.6	4.2	A	WQHH-F
8. WILS-F (C)	25/ 4.3	3.1	4.5	2.5	1.5	3.6	27/477	376/10.4	9.3	6.6	A	WILS-F
9. WIBM-F (O)	23/ 3.9	4.6	4.8	5.6	5.1	4.7	40/909	443/12.3	15.4	15.9	C	WIBM-F
10. WMMQ-F (CL AOR)	18/ 3.1	3.9	4.2	3.5	3.6	3.7	28/554	438/12.1	14.0	14.4	A	WMMQ-F
11. WJIM (N/T)	13/ 2.2	2.5	2.2	2.8	2.5	2.4	16/411	324/ 9.0	8.5	8.1	A	WJIM
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 88.75% (418 of 471) (WIN 92: 88.62%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVIC-F>>	1 WJXQ-F<	1 WITL-F	1 WITL-F>	1 WITL-F>	1 WITL-F>	1 WITL-F	1 WITL-F>	1 WITL-F>	1 WVIC-F>	1 WITL-F>>
2 WQHH-F	2 WITL-F<	2 WVIC-F	2 WVIC-F	2 WVIC-F	2 WJR <	2 WVIC-F>	2 WVIC-F	2 WVIC-F	2 WITL-F	2 WIBM-F
3	3 WVIC-F>	3 WJXQ-F>	3 WFMK-F	3 WFMK-F	3 WJIM-F	3 WJXQ-F	3 WJXQ-F	3 WJXQ-F	3 WJXQ-F	3 WJR
4	4	4 WFMK-F	4 WJXQ-F	4 WJXQ-F	4 WFMK-F	4 WJIM-F	4 WFMK-F	4 WFMK-F	4 WQHH-F	4 WVIC-F
						WFMK-F				4 WJXQ-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WVIC-F	1 WITL-F	1 WITL-F>	1 WITL-F>	1 WITL-F>	1 WJXQ-F>>	1 WJXQ-F	1 WITL-F>	1 WJXQ-F	1 WITL-F>
2 WJXQ-F	2 WVIC-F>	2 WVIC-F>	2 WVIC-F	2 WFMK-F	2 WVIC-F>>	2 WVIC-F<	2 WJXQ-F	2 WITL-F<	2 WJXQ-F
3 WITL-F	3 WJXQ-F	3 WJXQ-F	3 WFMK-F>	3 WVIC-F	3	3 WITL-F>>	3 WVIC-F>	3 WVIC-F>>	3 WVIC-F>
4	4	4 WFMK-F	4 WJIM-F	4 WJIM-F	4	4	4	4	4 WMMQ-F

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WILS	1320	Lansing	0.2/1.7/	1/ 89
WITL	1010	Lansing	1.0/2.8/	8/ 130
WXMX-F	92.1	St Johns/Lnsng	1.0/4.5/	9/ 208
WIOG-F	102.5	Bay City/Flint	0.5/2.8/	22/ 437
WODJ-F	107.3	Greenvl/GrdRpd	0.5/1.7/	23/ 317
WOOD-F	105.7	Grand Rapids	0.5/1.9/	28/ 350

RADIO STATIONS

WILS	, 1320,	5 KW/1 KW (DA-3),	Black	, \$10.00	(HNWH)	MacDonald
WJIM	, 1240,	1 KW	Talk	NBC, \$12.00	(Mc-Guild)	Liggett
WFMK-F,	99.1,	28 KW @ 600	AC	, \$41.00	(Eastman)	Liggett
WIBM-F,	94.1,	40 KW @ 551	Oldies	, \$26.00	(Christal)	CR (JACKSON)
WITL-F,	100.7,	27 KW @ 643	Country	ABC, \$65.00	(Banner)	
WJIM-F,	97.5,	28 KW @ 440	Soft AC	, \$24.00	(Mc-Guild)	Liggett
WJXQ-F,	106.1,	50 KW @ 489	AOR	ABC, \$27.00	(Durpetti)	(JACKSON)
WILS-F,	101.7,	2.1 KW @ 377	Country	, \$19.00	(HNWH)	MacDonald
WMMQ-F,	92.7,	1.5 KW @ 466	Classic AOR	SOURCE NBC, \$21.00	(HNWH)	Goodrich (CHARLOTTE)
WVIC-F,	94.9,	49 KW @ 500	CHR	UNIPWR, \$53.00	(Katz)	Goodrich
WQHH-F,	96.5,	3 KW @ 328	Black	, \$17.00	(Pat)	(DE WITT)
WXMX-F,	92.1,	4 KW @ 400	New AOR	ABC, \$18.00	(HNWH)	(ST. JOHNS)

WJR - See Detroit

Miscellaneous: WXMX-F (St. John's) sold for \$550,000 . . . WXMX-F changes from Jazz/NAC to New AOR in May . . .  
 WJIM A/F sold by Double L to Liggett for \$3,500,000 (Blackburn) . . .

LAS VEGAS

Arbitron Rank/Pop (12+): 57/701,300

MSA Rank/Pop: 72/670,000  
ADI # 77

Average Person Ratings: 16.6  
Market TSL: 22.00 hours

Stations: 24/23  
Diaries: 1049/669:1/48.8%  
Sample Target: 1010  
% Below Line: 0.4  
% Not Listed: 17.2

1992 Revenue: \$22,400,000  
HH Inc.: \$31,781  
Retail \$: 6.2 Bll  
Pop per Station: 30,491  
#1 Biller: KFMS-AF \$2,900,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. KLUC-F (CHR)	102/ 8.8	6.1	6.1	8.0	7.7	7.3	104/1424	1385/19.7	19.7	21.2	D	KLUC-F
2. KFMS-AF (C)	82/ 7.1	9.5	7.8	8.1	7.9	8.1	83/1035	1029/14.7	16.9	15.7	D	KFMS-AF
3. KWNR-F (C)	79/ 6.8	6.8	7.2	4.7	8.3	6.4	79/990	984/14.0	14.4	14.3	C	KWNR-F
4. KJUL-F (BB/EZ)	76/ 6.5	6.4	4.7	3.4	1.9	5.3	77/711	685/ 9.8	8.4	6.3	B	KJUL-F
5. KRLV-F (SAC)	73/ 6.3	4.9	4.1	6.2	4.7	5.4	73/865	859/12.2	11.4	12.6	B	KRLV-F
6. KOMP-F (AOR)	58/ 5.0	6.2	6.1	7.0	8.4	6.1	58/831	823/11.7	13.6	16.4	D	KOMP-F
7. KXTZ-F (SAC/EZ)	56/ 4.8	4.9	4.9	6.5	7.3	5.3	58/823	787/11.2	11.5	12.4	B	KXTZ-F
KKLZ-F (CL AOR)	56/ 4.8	5.4	5.6	5.5	5.3	5.3	57/903	894/12.7	13.1	14.7	D	KKLZ-F
9. KFBI-F (CL AOR)	54/ 4.6	3.9	3.1	4.0	2.5	3.9	54/949	931/13.3	10.6	8.4	C	KFBI-F
10. KMZQ-F (AC)	53/ 4.6	4.8	7.7	8.5	7.3	6.4	53/1055	1055/15.0	14.0	16.9	D	KMZQ-F
11. KDWN (T)	42/ 3.6	3.4	2.2	4.8	2.8	3.5	42/662	642/ 9.2	8.3	8.1	A	KDWN
12. KRRI-F (O)	37/ 3.2	1.7	2.4	1.4	2.1	2.2	37/575	575/ 8.2	6.3	6.1	A	KRRI-F
13. KEDG-F (AOR)	31/ 2.7	5.1	5.4	3.0	2.1	4.1	31/574	574/ 8.2	12.2	7.0	B	KEDG-F
KDOL (SP)	31/ 2.7	0.8	2.8	1.3	0.8	1.9	31/264	264/ 3.8	1.7	1.1		KDOL
15. KORK (BB)	26/ 2.2	2.3	2.2	2.3	3.1	2.3	26/359	359/ 5.1	6.0	5.6	A	KORK
16. KXPT-F (CHR)	24/ 2.1	2.7	3.9	3.8	4.7	3.1	25/628	594/ 8.5	14.0	15.1	A	KXPT-F
17. KNUU (N/T)	21/ 1.8	2.3	2.0	2.6	1.6	2.2	21/430	430/ 6.1	7.7	7.2	B	KNUU
18. KVEG (N/T)	18/ 1.5	0.8	0.4	0.5	0.5	0.8	18/210	210/ 3.0	3.1	2.2	B	KVEG
19. KEYV-F (C)	14/ 1.2	1.1	1.1	1.0	2.4	1.1	15/455	439/ 6.3	5.2	6.2	B	KEYV-F
20.												

12+ FM SHARE (METRO): 82.88% (799 of 964) (WIN 92: 84.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KLUC-F>	1 KLUC-F	1 KLUC-F	1 KRLV-F<	1 KFMS-AF<	1 KJUL-F	1 KFMS-AF	1 KRLV-F	1 KLUC-F	1 KLUC-F>>	1 KLUC-F>>
2 KXPT-F>	2 KOMP-F>	2 KWNR-F	2 KWNR-F	2 KWNR-F<	2 KFMS-AF	2 KLUC-F	2 KJUL-F<	2 KFMS-AF	2 KXPT-F<	2 KDWN
3	3 KWNR-F	3 KRLV-F	KKLZ-F	3 KRLV-F	3 KXTZ-F	3 KWNR-F	3 KFMS-AF	3 KRLV-F<	3 KWNR-F	3 KKLZ-F>
4	4 KRLV-F	4 KKLZ-F<	4 KFBI-F	4 KKLZ-F	4 KWNR-F	4 KFBI-F	4 KWNR-F<	4 KJUL-F<	4 KOMP-F	4 KRLV-F>
5	5 KKLZ-F	5 KOMP-F	5 KFMS-AF	5 KFBI-F	5 KRLV-F	5 KJUL-F<	5 KXTZ-F	5 KOMP-F<	5 KFMS-AF	5 KFMS-F
6	6 KEDG-F	6 KFBI-F	6 KOMP-F	6 KOMP-F<	6 KDWN	6 KDWN	6 KOMP-F	6 KWNR-F	6 KMZQ-F	6 KFBI-F
7	7	7 KFMS-AF	7 KLUC-F>	7 KMZQ-F	7 KRRI-F	7 KRLV-F<	KLUC-F	7 KXTZ-F	7 KJUL-F	7
8	8	8	8 KMZQ-F	8 KLUC-F	8 KFBI-F	8 KKLZ-F	8 KMZQ-F	8	8 KXTZ-F	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KLUC-F>	1 KLUC-F	1 KRLV-F	1 KWNR-F	1 KRLV-F<	1 KLUC-F>	1 KOMP-F>	1 KOMP-F>	1 KOMP-F	1 KKLZ-F
2 KWNR-F	2 KWNR-F	2 KWNR-F	2 KRLV-F<	2 KWNR-F	2 KOMP-F	2 KLUC-F	2 KKLZ-F>	2 KKLZ-F	2 KOMP-F
3 KMZQ-F>	3 KRLV-F	3 KLUC-F	3 KLUC-F>	3 KFMS-AF	3 KEDG-F>>	3 KKLZ-F>	3 KFBI-F	3 KFBI-F	3 KFBI-F
4 KRLV-F	4 KFMS-AF>	4 KFMS-AF>	4 KMZQ-F	4 KMZQ-F	4 KWNR-F	4 KFBI-F	4 KLUC-F	4 KLUC-F>	4 KFMS-AF
5	5 KMZQ-F	5 KEDG-F	5 KFMS-AF	5 KLUC-F	KRLV-F	5 KEDG-F	5 KMZQ-F	5 KWNR-F	5 KWNR-F
6	6	6 KDOL	6 KFBI-F	6 KXTZ-F	6	6	6	6 KRLV-F	6 KRLV-F
7	7	7	7	7	7	7	7	KFMS-AF	7 KRRI-F

OTHER RATED STATIONS	METRO SHARE	CUME /RTG	TSA /AQH	TSA /CUME
KLAV 1230 Las Vegas	0.7/1.8/	8/	127	
KMTW 1340 Las Vegas	0.7/1.2/	8/	85	
KOWA 870 Laughlin/E LasV	0.9/2.0/	10/	150	
KFLG-F 102.7 Bullhead City	0.4/1.2/	29/	339	





LITTLE ROCK

Arbitron Rank/Pop (12+): 82/431,000  
 MSA Rank/Pop: 97/523,000  
 Average Person Ratings: 15.9  
 Market TSL: 21.25 hours

Stations: 21/20  
 Diaries: 1002/430:1/54.0%  
 Sample Target: 910  
 % Below Line: 0.9  
 % Not Listed: 8.3

1992 Revenue: \$14,100,000  
 HH Inc.: \$30,766  
 Retail \$: 4.4 B11  
 Pop per Station: 21,550  
 #1 Biller: KSSN-F \$4,700,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. KSSN-F (C)	126/18.4	19.1	22.5	20.9	25.7	20.2	236/2977	1571/36.5	41.2	37.7	F	KSSN-F
2. KARN (N/T)	74/10.8	8.7	7.9	9.1	7.2	9.1	79/992	843/19.6	15.8	16.9	C	KARN
3. KMJX-F (ADR)	67/ 9.8	8.7	10.2	11.3	10.0	10.0	95/1149	682/15.8	16.4	17.7	C	KMJX-F
4. KIPR-F (B)	61/ 8.9	10.2	9.3	10.1	9.4	9.6	107/1262	749/17.4	16.2	15.4	C	KIPR-F
5. KDDK-F (C)	56/ 8.2	9.8	5.0	---	---	5.8	95/1519	931/21.6	22.5	0.0	A	KDDK-F
6. KURB-F (AC)	49/ 7.1	7.2	6.9	6.0	6.7	6.8	81/1363	847/19.7	17.9	20.2	C	KURB-F
7. KKYK-F (CHR/AC)	35/ 5.1	3.8	3.6	4.2	3.9	4.2	70/1257	621/14.4	13.9	13.2	B	KKYK-F
8. KHLT-F (AC)	31/ 4.5	3.0	2.9	2.0	2.8	3.1	58/1068	568/13.2	8.8	9.5	B	KHLT-F
9. KOLL-F (O)	24/ 3.5	3.2	5.8	3.8	4.6	4.1	78/1270	573/13.3	10.5	11.4	B	KOLL-F
KEZQ-F (SAC)	24/ 3.5	3.0	4.7	6.6	6.3	4.4	31/417	356/ 8.3	6.3	14.3	B	KEZQ-F
11. KMZX-F (B)	15/ 2.2	3.0	1.3	2.5	3.3	2.3	15/240	221/ 5.1	5.8	6.8	A	KMZX-F
KLRG (G)	15/ 2.2	1.7	2.2	2.5	1.9	2.2	15/339	325/ 7.5	3.9	4.3	A	KLRG
13. KGKO-AF (BB)	10/ 1.5	1.6	1.4	1.3	1.6	1.5	19/188	148/ 3.4	3.9	2.5	A	KGKO-AF
KYFX-F (AC)	10/ 1.5	0.5	---	---	---	0.5	10/149	149/ 3.5	3.3	0.0		KYFX-F

12+ FM SHARE (METRO): 82.03% (516 of 629) (WIN 92: 84.88%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIPR-F >>	1 KMJX-F	1 KSSN-F	1 KSSN-F >	1 KSSN-F >	1 KSSN-F	1 KSSN-F >	1 KSSN-F >	1 KSSN-F >	1 KIPR-F >	1 KDDK-F
2 KDDK-F >	2 KSSN-F	2 KMJX-F >	2 KMJX-F >	2 KMJX-F	2 KARN >>	2 KARN >	2 KARN	2 KMJX-F	2 KSSN-F	2 KARN
3 KSSN-F	3 KIPR-F	3 KIPR-F	3 KURB-F	3 KURB-F	3 KURB-F <	3 KMJX-F	3 KMJX-F >	3 KIPR-F	3 KARN	3 KSSN-F
4	4 KDDK-F <	KDDK-F <	4 KDDK-F	4 KDDK-F	4 KEZQ-F	4 KURB-F <	4 KURB-F	4 KURB-F <	4 KKYK-F	4 KURB-F
5	5	5 KURB-F	5 KARN <	5 KARN	5	5	5	5 KARN <	5 KDDK-F	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSSN-F	1 KSSN-F	1 KDDK-F	1 KSSN-F >	1 KSSN-F >	1 KMJX-F >	1 KMJX-F >>	1 KMJX-F >>	1 KMJX-F >	1 KMJX-F
KKYK-F	KDDK-F >	2 KSSN-F	2 KDDK-F	2 KDDK-F	2 KIPR-F >	2 KIPR-F	2 KSSN-F >	2 KSSN-F >	2 KSSN-F >
KIPR-F	3 KURB-F	3 KHLT-F	3 KURB-F >	3 KURB-F	3 KKYK-F	3 KSSN-F	3 KKYK-F	3 KIPR-F >	3 KARN >
4 KDDK-F	KIPR-F	4 KURB-F	4 KURB-F	4 KHLT-F >	4	4	KIPR-F >	4 KKYK-F	4 KURB-F
		KMJX-F	KHLT-F						

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KAAY	1090	Little Rock	0.4/2.1/	7/ 199
KBIS	1010	Little Rock	1.2/3.9/	12/ 240
KITA	1440	Little Rock	1.2/4.0/	8/ 173
KMTL	760	Sherwood/Lt1 Rk	0.4/2.5/	6/ 150
KYTN-F	107.7	Wrightsville/L.R.	0.6/2.7/	6/ 154
KLAZ-F	105.9	Hot Springs	0.9/2.2/	18/ 292

RADIO STATIONS

KAAY, 1090, 50 KW (DA-1)	, RELIGION	, \$ 15.00 (---)	Beasley
KARN, 920, 5 KW (DA-2)	, NEWS/TALK	CBS, \$ 25.00 (Katz)	
KBIS, 1010, 10 KW/5 KW (DA-N)	, BUSINESS NEWS	BRN NBC, \$ 14.00 (Chr'stal)	Signal
KGKO, 850, 1 KW (DAYS)	, NOSTALGIA	UNISUP CNN, \$ 12.00 (---)	(BENTON)
KITA, 1440, 5 KW/249W	, RELIGION	, \$ 10.00 (---)	
KLRG, 1150, 5 KW/1 KW (DA-N)	, GOSPEL	MBS, \$ 13.00 (K & P)	Willis
KDDK-F, 100.3, 44 KW @ 1368	COUNTRY	, \$ 16.00 (Mc-Guild)	
KHLT-F, 94.1, 100 KW @ 771	AC	, \$ 34.00 (Chr'stal)	Signal
KIPR-F, 92.3, 100 KW @ 938	BLACK	, \$ 24.00 (Katz)	(PINE BLUFF)
KKYK-F, 103.7, 100 KW @ 1509	CHR	, \$ 25.00 (Banner)	
KMJX-F, 105.1, 79 KW @ 1053	ADR	ABC, \$ 45.00 (HNWH)	(CONWAY)
KMZX-F, 106.3, 3 KW @ 289	BLACK	SMN, \$ 17.00 (K & P)	Willis (LONOKE)
KOLL-F, 94.9, 96 KW @ 1843	OLDIES	UNIPWR, \$ 35.00 (McGuild)	So. Starr (MAUMELLE)
KSSN-F, 95.7, 92 KW @ 1663	COUNTRY	ABC, \$ 94.00 (Katz)	South. Skies
KURB-F, 98.5, 99 KW @ 879	AC	SOURCE, \$ 32.00 (HNWH)	GHB (Buck)
KEZQ-F, 102.9, 50 KW @ 495	SOFT AC	UNIULT, \$ 36.00 (Mc-Guild)	(SHERIDAN)

Miscellaneous: KAKI-F changes to KGKO-F (Jan) . . . KEZQ-F (Jacksonville) sold to Buck for \$1,300,000 (Bergner) . . .

LOS ANGELES

Arbitron Rank/Pop (12+): 2/9,607,400  
 HSA Rank/Pop: 2/12,100,000  
 ADI # 2  
 Average Person Ratings: 17.4  
 Market TSL: 23.00 hours

Stations: 51/47  
 Diaries: 4688/2049:1/50.5%  
 Sample Target: 4020  
 % Below Line: 1.8  
 % Not Listed: 8.5

1992 Revenue: \$396,000,000  
 HH Inc.: \$42,506  
 Retail \$: 93.0 B11  
 Pop per Station: 204,412  
 #1 Biller: KABC \$31,000,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. KLAX-F (SP)	1208/ 7.2	5.3	2.0	0.7	0.5	3.8	1247/10403	10010/10.4	8.4	1.7	D	KLAX-F
2. KOST-F (AC)	922/ 5.5	5.1	5.2	5.0	4.8	5.2	1122/19784	16219/16.9	16.7	16.9	K	KOST-F
3. KPWR-F (CHR)	831/ 5.0	5.1	4.4	4.2	5.0	4.7	894/16457	14567/15.2	15.4	16.4	J	KPWR-F
4. KIIS-AF (CHR)	725/ 4.4	4.2	4.2	4.5	5.0	4.3	885/20140	16432/17.1	17.4	18.8	K	KIIS-AF
5. KFI (T)	714/ 4.3	4.7	2.7	2.9	2.5	3.4	1042/14075	9696/10.1	9.4	7.1	I	KFI
6. KABC (T)	658/ 3.9	3.5	3.7	4.4	3.4	3.9	700/9254	8568/ 8.9	8.7	9.2	K	KABC
7. KROQ-F (AOR)	645/ 3.9	3.8	4.0	3.1	3.1	3.7	719/11948	10318/10.7	10.1	9.9	J	KROQ-F
8. KLSX-F (CL AOR)	634/ 3.8	3.6	4.0	3.3	3.0	3.7	747/13476	11633/12.1	10.8	10.3	J	KLSX-F
9. KLOS-F (AOR)	630/ 3.8	3.2	3.6	4.0	3.5	3.7	908/14326	10340/10.8	10.1	11.7	K	KLOS-F
10. KRTH-F (O)	612/ 3.7	4.4	3.9	4.1	3.5	4.0	776/15655	12196/12.7	14.5	12.3	K	KRTH-F
11. KBIG-F (AC)	577/ 3.5	3.7	3.0	4.0	4.2	3.5	701/13132	11073/11.5	11.4	12.1	K	KBIG-F
12. KKBTF-F (B)	571/ 3.4	3.1	3.8	3.8	3.8	3.5	662/8908	7547/ 7.9	6.7	8.6	J	KKBTF-F
13. KYSR-F (SAC)	496/ 3.0	2.6	3.5	3.7	3.2	3.2	596/11219	9936/10.3	9.3	9.8	J	KYSR-F
14. KFVB (N)	483/ 2.9	2.6	2.7	2.9	3.2	2.8	527/15457	14353/14.9	12.6	14.4	K	KFVB
15. KNX (N)	450/ 2.7	2.7	2.6	2.5	2.4	2.6	593/14184	10876/11.3	11.2	11.2	K	KNX
16. KLVE-F (SP)	405/ 2.4	3.4	3.5	4.4	3.3	3.4	440/6311	5698/ 5.9	8.2	7.7	K	KLVE-F
17. KTWV-F (J/NAC)	380/ 2.3	2.5	2.8	2.1	3.1	2.4	452/8764	7410/ 7.7	8.2	9.0	I	KTWV-F
18. KTNQ (SP)	363/ 2.2	2.8	3.6	3.2	2.3	3.0	389/4761	4281/ 4.5	5.9	5.8	K	KTNQ
19. KZLA-F (C)	346/ 2.1	2.4	1.8	2.0	2.3	2.1	379/6697	5994/ 6.2	6.2	5.5	I	KZLA-F
20. KCBS-F (O)	289/ 1.7	1.9	2.0	2.0	1.9	1.9	371/8851	6738/ 7.0	7.1	7.6		KCBS-F
21. KKKO-F (CL)	280/ 1.7	1.9	2.1	1.6	1.7	1.8	321/6655	5855/ 6.1	6.9	5.6	G	KKKO-F
22. KKHJ (SP)	242/ 1.4	1.6	2.1	2.2	2.3	1.8	246/4007	3883/ 4.0	4.2	5.4	E	KKHJ
23. KQLZ-F (AOR)	239/ 1.4	1.7	2.3	2.3	2.2	1.9	346/8635	6104/ 6.4	5.8	8.4	H	KQLZ-F
24. KLIT-F (SAC)	205/ 1.2	1.1	0.9	1.2	1.3	1.1	227/4735	4060/ 4.2	4.3	5.6	F	KLIT-F
25. KBJZ-F (J/NAC)	190/ 1.1	0.5	0.8	0.7	0.7	0.8	190/2391	2391/ 2.5	1.6	2.9		KBJZ-F
26. KWKW (SP)	181/ 1.1	1.3	1.9	3.4	4.2	1.9	182/3325	3274/ 3.4	3.5	7.3	I	KWKW
27. KJLH-F (B)	159/ 1.0	1.4	0.9	0.9	1.1	1.0	160/3550	3494/ 3.6	3.8	4.0	D	KJLH-F
28. KXED (SP)	137/ 0.8	---	0.4	0.6	0.5	0.5	137/1744	1744/ 1.8	0.0	0.1		KXED
29. KLAC (C)	130/ 0.8	0.9	0.8	0.6	0.9	0.8	153/3370	2682/ 2.8	2.5	3.2	I	KLAC
30. KIKF-F (C)	124/ 0.7	0.5	0.5	0.5	0.4	0.6	131/1490	142/ 1.5	1.5	1.3		KIKF-F
31. KGGI-F (CHR)	109/ 0.7	0.7	0.4	0.4	0.4	0.6	323/6072	2434/ 2.5	2.3	1.6		KGGI-F
32.												
33.												
34.												
35.												

12+ FM SHARE (METRO): 73.76% (11271 of 15281) (WIN 92: 68.91%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPWR-F>	1 KLAX-F>	1 KLAX-F>	1 KLAX-F	1 KLAX-F>	1 KFI	1 KLAX-F<	1 KFI	1 KLAX-F	1 KLAX-F	1 KABC >>
2 KLAX-F	2 KPWR-F<	2 KOST-F	2 KLOS-F	2 KOST-F	KABC	2 KLSX-F	2 KLAX-F	2 KOST-F<	2 KPWR-F	2 KNX >>
3 KROQ-F<	3 KROQ-F	3 KLOS-F	3 KOST-F	3 KOST-F	3 KOST-F	3 KIIS-AF<	3 KOST-F>	3 KPWR-F>	3 KROQ-F	3 KLAX-F>>
4 KIIS-AF>	4 KLOS-F<	4 KLSX-F	4 KLSX-F	4 KLSX-F	4 KFVB	4 KLOS-F	4 KBIG-F<	4 KIIS-AF	4 KOST-F	4 KFVB >>
5 KKBTF-F	5 KLSX-F	5 KIIS-AF	5 KRTH-F	5 KRTH-F	5 KNX	KABC	5 KRTH-F	KRTH-F	5 KKBTF-F	5 KFI
6	6 KOST-F<	KPWR-F	6 KBIG-F	6 KBIG-F	KLAX-F	6 KOST-F	6 KIIS-AF	KLOS-F	6 KABC	> 6 KOST-F
7	7 KKBTF-F	7 KROQ-F	7 KIIS-AF<	7 KIIS-AF<	7 KRTH-F	7 KFI	KYSR-F	7 KROQ-F	7 KNX	7 KKBTF-F>>
8	8 KIIS-AF	8 KKBTF-F<	8 KYSR-F	8 KFI	8 KBIG-F	8 KPWR-F	8 KPWR-F	8 KBIG-F	8 KBIG-F<	8 KLSX-F<
9	9 KYSR-F	9 KRTH-F<	9 KFI	9 KYSR-F	9 KZLA-F	KFVB	KLSX-F	9 KYSR-F	9 KIIS-AF	9 KBIG-F
10	10 KRTH-F	10 KBIG-F	10 KKBTF-F	10 KKBTF-F	KKGO-F	10 KNX	KLOS-F	10 KFVB	10 KRTH-F	10 KPWR-F
							KABC			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KPWR-F<	1 KLAX-F	1 KLAX-F	1 KOST-F	1 KOST-F	1 KPWR-F	1 KLAX-F	1 KLAX-F<	1 KLAX-F	1 KLAX-F
2 KLAX-F	2 KOST-F	2 KOST-F	2 KLAX-F>	2 KLAX-F	2 KLAX-F	2 KLSX-F	2 KLOS-F	2 KLSX-F	2 KLOS-F
3 KOST-F	3 KIIS-AF<	3 KIIS-AF	3 KIIS-AF	3 KBIG-F	3 KROQ-F	3 KPWR-F<	3 KLSX-F>	3 KLOS-F>	3 KLSX-F
4 KROQ-F	4 KROQ-F<	KLOS-F<	4 KBIG-F	4 KIIS-AF<	4 KLSX-F	4 KLOS-F<	4 KROQ-F	4 KRTH-F	4 KRTH-F
5 KKBTF-F<	5 KPWR-F<	5 KYSR-F<	5 KYSR-F	5 KYSR-F	5 KKBTF-F	5 KROQ-F>	5 KTNQ	KROQ-F	5 KFI
6 KIIS-AF>	6 KKBTF-F	6 KBIG-F	6 KKBTF-F	6 KRTH-F	6 KIIS-AF	6 KKBTF-F	KPWR-F<	KPWR-F	6 KROQ-F
7 KYSR-F	7 KYSR-F	7 KKBTF-F	7 KPWR-F	KLOS-F	7 KQLZ-F<	7 KRTH-F	7 KRTH-F>	7 KKBTF-F<	7 KOST-F
8 KBIG-F>	8 KBIG-F	8 KROQ-F	8 KROQ-F	KFI	8 KOST-F>	8 KIIS-AF	8 KYSR-F	8 KIIS-AF	8 KNX
9 KLSX-F	9 KLOS-F	9 KLVE-F	9 KLOS-F	9 KKBTF-F	9 KLOS-F	9 KTNQ	KKBT-F	9 KOST-F	9 KFVB <
	10 KLVE-F	10 KTNQ	10 KRTH-F	10 KLVE-F	10 KLVE-F	10 KQLZ-F	10 KIIS-AF	10 KFI	10 KIIS-AF
						KOST-F			

LOS ANGELES

OTHER RATED STATIONS METRO CUME TSA TSA  
SHARE/RTG/AQH/CUME

KACE-F	103.9	Inglewood	0.6/3.2/120/3539
KALI	1430	San Gabriel	0.3/1.2/ 56/1139
KEZY-F	95.9	Anaheim	0.3/1.5/ 51/1459
KFSG-F	96.3	Los Angeles	0.3/1.4/ 59/1409
KGFJ	1230	Los Angeles	0.5/1.2/ 79/1126
KGMX-F	106.3	Lancaster	0.3/0.7/ 54/ 717
KGRB	900	West Covina	0.5/1.7/ 94/1676
KJQI	1260	San Fernando/LA	0.5/0.9/ 93/ 959
KKLA-F	99.5	Los Angeles	0.6/2.4/109/2609
KMAX-F	107.1	Arcadia/LA	0.4/1.3/ 65/1327
KMPC	710	Los Angeles	0.6/3.2/130/3694
KNAC-F	105.5	Long Beach/LA	0.6/2.6/120/2925
KRLA	1110	Pasadena	0.5/2.2/106/2423
KWIZ	1480	Santa Ana	0.3/0.8/ 60/ 855
KWVE-F	107.9	San Clemente	0.3/1.4/ 84/1864
KFRG-F	95.1	San Bernardino	0.4/1.4/320/5087
KTPI-F	103.1	Tehachapi	0.3/0.6/ 72/ 671
XTRA	690	Tijuana/SnDiego	0.5/1.7/115/2734

RADIO STATIONS

AM STATIONS

KABC,	790,	5 KW (DA-N)	, TALK	ABC,	\$ 425.00 (Katz)	Cap Cities/ABC
KALI,	1430,	5 KW (DA-2)	, HISPANIC	,	\$ 80.00 (Katz)	United
KFI,	640,	50 KW	, TALK	MBS,	\$ 120.00 (Christal)	Cox
KFWB,	980,	5 KW	, NEWS	CNN, ABC,	\$ 315.00 (Group W)	Westinghouse
KGFJ,	1230,	1 KW	, BLACK OLDIES	AURN, MBS,	\$ 65.00 (Roslin)	
KGIL,	1260,	5 KW (DA-2)	, TALK	,	\$ 55.00 (HNWH)	Buckley
KIEV,	870,	10 KW/1 KW (DA-2)	, VARIOUS	UNISUP UNIULT,	\$ NA (---)	
KKHJ,	930,	5 KW (DA-N)	, HISPANIC	,	\$ 100.00 (Katz Hisp)	
KLAC,	570,	5 KW (DA-N)	, COUNTRY	ABC,	\$ 90.00 (Eastman)	Malrite
KMPC,	710,	50 KW/10 KW (DA-N)	, SPORTS	,	\$ 200.00 (Banner)	Golden West
KNX,	1070,	50 KW	, NEWS	CBS,	\$ 315.00 (CBS)	CBS
KRLA,	1110,	50 KW/20 KW (DA-2)	, OLDIES	,	\$ 82.00 (MMR)	Greater Media
KXED,	1540,	50 KW/10 KW (DA-2)	, SEE KLAX-F			
KTNQ,	1020,	50 KW (DA-2)	, HISPANIC	,	\$ 160.00 (Caballero)	Hefte1
KWKW,	1330,	5 KW (DA-N)	, HISPANIC	,	\$ 190.00 (Lotus)	Lotus

FM STATIONS

KACE,	103.9,	1.6 KW @ 371,	BLACK AC	APR, UNIULT,	\$ 90.00 (K & P)	All Pro
KBIG,	104.3,	105 KW @ 2890,	AC	,	\$ 350.00 (CBS)	Bonneville
KCBS,	93.1,	29 KW @ 3496,	OLDIES	CBS,	\$ 190.00 (CBS)	CBS
KFSG,	96.3,	54 KW @ 480,	RELIGION	APR,	\$ NA (---)	
KIIS,	102.7,	8 KW @ 2959,	CHR	,	\$ 450.00 (McGuild)	Gannett
KJLH,	102.3,	2.2 KW @ 338,	BLACK	,	\$ 100.00 (Roslin)	
KKBT,	92.3,	43 KW @ 2909,	BLACK	,	\$ 325.00 (MMR)	Evergreen
KKGO,	105.1,	18 KW @ 2886,	CLASSICAL	APR,	\$ 125.00 (CMBS)	Mt. Wilson
KKLA,	99.5,	30 KW @ 669,	RELIGION	,	\$ NA ( --- )	
KLIT,	101.9,	2.5 KW @ 2831,	SOFT AC	,	\$ 105.00 (Banner)	Golden West
KLDS,	95.5,	61 KW @ 3129,	AOR	ABC,	\$ 475.00 (Katz)	Cap Cities/ABC
KLSX,	97.1,	21 KW @ 3001,	CLASSIC AOR	,	\$ 300.00 (MMR)	Greater Media
KLVE,	107.5,	30 KW @ 2998,	HISPANIC	,	\$ 210.00 (Caballero)	Hefte1
KAXX,	107.1,	3 KW @ ? ,	ETHNIC/RELIG	,	\$ 60.00 (---)	Douglas
KNAC,	105.5,	1 KW @ 469,	AOR	ABC,	\$ 101.00 ( --- )	
KOST,	103.5,	13 KW @ 3100,	AC	,	\$ 510.00 (Christal)	Cox
KPWR,	105.9,	72 KW @ 771,	CHR	,	\$ 350.00 (HNWH)	Emmis
KQLZ,	100.3,	5 KW @ 3004,	Soft AC	SOURCE,	\$ 240.00 (Durpetti)	Viacom
KROQ,	106.7,	6 KW @ 1387,	AOR	,	\$ 270.00 (Torbet)	Infinity
KRTH,	101.1,	51 KW @ 3129,	OLDIES	UNIULT,	\$ 384.00 (Banner)	Beasley
KLAX,	97.9,	79 KW @ 410,	HISPANIC	,	\$ 200.00 (SBS)	SBS
KTWV,	94.7,	55 KW @ 2831,	JAZZ/NAC	,	\$ 340.00 (Group W)	Westinghouse
KYSR,	98.7,	75 KW @ 1181,	SOFT AC	,	\$ 255.00 (Torbet)	Viacom
KZLA,	93.9,	19 KW @ 3136,	COUNTRY	,	\$ 290.00 (Eastman)	Malrite

Miscellaneous: KQLZ-F: From AOR to Soft AC (Apr) . . . KLAC, KZLA-F sold by Malrite to Shamrock . . .  
KQLZ-F sold by Westwood One to Viacom for \$40,000,000 . . . KFOX-F (Redondo Beach)  
sold for \$9,800,000 (MVP; Blackburn) . . .

LOUISVILLE

Arbitron Rank/Pop (12+): 51/796,200  
 MSA Rank/Pop: 52/968,000  
 ADI # 47  
 Average Person Ratings: 15.7  
 Market TSL: 20.50 hours

Stations: 18/18  
 Diaries: 1304/611:1/52.2%  
 Sample Target: 1320  
 % Below Line: 0.0  
 % Not Listed: 10.6

1992 Revenue: \$28,000,000  
 HH Inc.: \$30,273  
 Retail \$: 7.5 Bil  
 Pop per Station: 44,233  
 #1 Biller: WHAS \$7,000,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WAMZ-F (C)	213/17.1	20.5	22.0	18.4	21.4	19.5	321/3659	2418/30.4	33.9	33.4	G	WAMZ-F
2. WHAS (FS)	197/15.8	12.9	12.3	12.7	14.6	13.4	240/3461	2757/34.6	31.4	32.0	H	WHAS
3. WQMF-F (AOR)	152/12.2	9.9	7.4	8.5	7.5	9.5	190/2224	1795/22.5	20.6	16.3	E	WQMF-F
4. WDJX-F (CHR)	102/ 8.2	8.2	10.0	9.5	8.5	9.0	138/2430	1842/23.1	22.0	21.9	D	WDJX-F
5. WVEZ-F (SAC)	73/ 5.8	5.1	6.1	5.0	5.0	5.5	80/1462	1187/14.9	14.4	13.6	D	WVEZ-F
6. WGZB-F (B)	69/ 5.5	7.6	7.2	5.4	5.9	6.4	83/1012	906/11.4	10.8	10.3	B	WGZB-F
7. WLRS-F (AC)	62/ 5.0	4.8	4.8	5.9	4.8	5.1	65/1288	1222/15.3	14.4	12.9	C	WLRS-F
8. WRKA-F (O)	61/ 4.9	5.7	7.3	5.7	6.2	5.9	68/1372	1278/16.1	17.7	16.3	D	WRKA-F
9. WWKY (C)	52/ 4.2	2.5	2.4	2.7	1.6	3.0	62/849	728/ 9.1	5.9	5.0	A	WWKY
10. WAVG (BB)	42/ 3.4	3.7	2.9	5.1	5.0	3.8	44/875	818/10.3	9.6	9.1	A	WAVG
11. WHKW-F (C)	23/ 1.8	1.8	3.1	2.7	1.5	2.3	23/534	534/ 6.7	6.8	6.6	A	WHKW-F
12. WLOU (B)	21/ 1.7	2.2	1.4	2.5	2.8	2.0	21/394	384/ 4.8	5.3	7.5	A	WLOU
13. WLLV (G)	16/ 1.3	1.2	1.2	1.3	1.0	1.3	16/184	184/ 2.3	2.7	2.6	A	WLLV
14.												
15.												

12+ FM SHARE (METRO): 68.22% (762 of 1117) (WIN 92: 69.47%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDJX-F>>	1 WQMF-F>	1 WQMF-F	1 WAMZ-F	1 WAMZ-F	1 WHAS	1 WHAS	1 WAMZ-F>	1 WAMZ-F	1 WHAS	1 WHAS
2 WGZB-F	2 WAMZ-F>	2 WAMZ-F>	2 WQMF-F	2 WQMF-F	2 WAMZ-F>>	2 WAMZ-F>	2 WHAS <	2 WQMF-F	2 WQMF-F	2 WQMF-F
3 WAMZ-F	3 WDJX-F>	3 WHAS	3 WHAS >	3 WHAS >	3 WQMF-F<	3 WQMF-F	3 WQMF-F	3 WHAS >	3 WAMZ-F<	3 WAMZ-F
4	4 WGZB-F	4 WDJX-F	4 WRKA-F	4 WRKA-F	4 WVEZ-F	4 WDJX-F>	4 WWKY	4 WDJX-F	4 WDJX-F	4 WGZB-F
5	5	5 WRKA-F	5 WLRS-F	5	5 WAVG	5	5 WVEZ-F	5 WVEZ-F	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDJX-F>	1 WAMZ-F	1 WAMZ-F>>	1 WAMZ-F>	1 WAMZ-F>	1 WQMF-F>>	1 WQMF-F>>	1 WQMF-F>>	1 WQMF-F>>	1 WQMF-F
2 WQMF-F	2 WDJX-F	2 WQMF-F	2 WDJX-F<	2 WHAS <	2 WDJX-F	2 WAMZ-F>	2 WAMZ-F>	2 WAMZ-F>	2 WAMZ-F
3 WVEZ-F	3 WQMF-F	3 WLRS-F	3 WVEZ-F	3 WVEZ-F<	3 WAMZ-F>	3 WDJX-F	3 WHAS >	3 WHAS >>	3 WHAS >>
4 WGZB-F>	4 WVEZ-F	4 WVEZ-F	4 WLRS-F	4 WLRS-F	4	4	4	4	4
5	5	5	5 WQMF-F	5 WRKA-F	5	5	5	5	5

OTHER RATED STATIONS	METRO SHARE	CUME /RTG	TSA /AQH	TSA /CUME
WFIA 900 Louisville	0.7/2.7/	9/	225	
WTHQ-F 101.3 Shelbyville	0.6/1.3/	10/	134	
WXKN 680 Newburg/Louisvl	0.5/2.5/	6/	209	
WXVW 1450 Jeffersonville	0.6/2.6/	8/	207	
WZCC 1570 New Albany	0.4/1.1/	6/	134	

RADIO STATIONS

WAVG , 970, 5 KW (DA-N) , Nostalgia	SMN CBS, \$ 24.00 (Durpetti)	
WHAS , 840, 50 KW , Full Service	ABC, \$120.00 (Christal)	Clear Channel
WLOU , 1350, 5 KW/500 W (DA-N), Black	AURN, \$ 25.00 ( --- )	Johnson
WWKY , 790, 5 KW/1 KW (DA-2), Country	NBC, \$ 19.00 (Katz)	Prism
WXVW , 1450, 1 KW , Nostalgia	SMN UNISUP, \$ 23.00 (K & P)	
WAMZ-F, 97.5, 100 KW @ 500 , Country	, \$102.00 (Christal)	Clear Channel
WDJX-F, 99.7, 24 KW @ 715 , CHR	APR, \$ 60.00 (Eastman)	Stoner
WGZB-F, 96.5, 3 KW @ 295 , Black	CNN, \$ 30.00 ( --- )	
WLRS-F, 102.3, 3 KW @ 285 , AC	UNIPWR, \$ 35.00 (Torbet)	Beck Ross
WQMF-F, 95.7, 34 KW @ 581 , AOR	, \$ 61.00 (HNWH)	
WRKA-F, 103.1, 3 KW @ 276 , Oldies	, \$ 44.00 (Banner)	Franklin
WVEZ-F, 106.9, 25 KW @ 669 , Soft AC	, \$ 65.00 (Katz)	Prism
WHKW-F, 103.9, 1 KW @ 489 , Country	UNISUP, \$ 26.00 (Eastman)	

Miscellaneous: WZKS-F changes to WHKW-F (March) . . . WTFX-F (CP) sold by Joyner to Prism for \$3,300,000 (Americom) . . .

MADISON

Arbitron Rank/Pop (12+): 120/316,500  
 MSA Rank/Pop: 136/356,000  
 ADI # 91  
 Average Person Ratings: 15.9  
 Market TSL: 20.75 hours

Stations: 15/14  
 Diaries: 809/391:1/63.9%  
 Sample Target: 760  
 % Below Line: 0.4  
 % Not Listed: 23.0

1992 Revenue: \$15,900,000  
 HH Inc.: \$33,352  
 Retail \$: 3.4 Bill  
 Pop per Station: 22,607  
 #1 Biller: WIBA-F \$2,900,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WZEE-F (CHR)	57/11.3	9.9	11.7	12.2	12.1	11.3	125/1927	984/31.1	28.9	30.1	C	WZEE-F
2. WIBA-F (AOR)	55/10.9	13.6	14.0	11.8	11.7	12.6	102/1612	826/26.1	30.0	28.7	D	WIBA-F
3. WWQM-F (C)	52/10.3	9.3	12.6	10.6	12.3	10.7	80/1039	659/20.8	18.8	23.3	D	WWQM-F
4. WOLX-F (O)	39/ 7.7	6.4	7.4	7.3	7.9	7.2	90/1442	687/21.7	19.7	22.1	D	WOLX-F
5. WMGN-F (AC)	31/ 6.2	6.0	6.4	5.9	5.3	6.1	40/643	496/15.7	14.5	14.3	C	WMGN-F
6. WTDY (N/T)	28/ 5.6	5.0	4.8	5.5	4.0	5.2	33/496	399/12.6	12.1	10.1	B	WTDY
7. WIBA (FS)	27/ 5.4	7.8	7.4	6.3	5.5	6.7	35/670	534/16.9	17.8	16.0	C	WIBA
8. WMLI-F (SAC)	20/ 4.0	3.1	4.1	4.1	5.0	3.8	25/534	408/12.9	11.1	12.8	B	WMLI-F
9. WJJO-F (AOR/AC)	19/ 3.8	2.5	3.4	3.9	2.6	3.4	32/562	402/12.7	11.7	10.7	B	WJJO-F
10. WTSO (C)	18/ 3.6	6.2	5.3	5.7	5.1	5.2	36/657	377/11.9	24.2	14.5	C	WTSO
11. WYZM-F (C)	12/ 2.4	1.0	0.4	0.6	---	1.1	15/300	186/ 5.9	4.0	0.0		WYZM-F
12. WMMH-F (AOR/AC)	11/ 2.2	3.3	2.8	1.6	1.8	2.5	16/273	194/ 6.1	8.4	7.5	A	WMMH-F
13. WIBU (BB)	9/ 1.8	0.8	0.9	0.6	0.8	1.0	12/169	109/ 3.4	2.3	3.3		WIBU
14. WSJY-F (SAC)	8/ 1.6	1.6	1.6	2.6	1.8	1.9	35/402	152/ 4.8	5.0	5.4	A	WSJY-F
15.												

12+ FM SHARE (METRO): 78.87% (306 of 388) (WIN 92: 80.54%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WZEE-F	1 WIBA-F>	1 WIBA-F>	1 WIBA-F	1 WWQM-F	1 WOLX-F	1 WIBA-F	1 WIBA-F	1 WZEE-F	1 WZEE-F>	1 WWQM-F
2	2 WZEE-F	2 WZEE-F	2 WWQM-F<	2 WOLX-F	2 WWQM-F	2 WWQM-F	2 WWQM-F	2 WWQM-F	2 WMLI-F>	WIBA-F
3	3 WWQM-F	WWQM-F	3 WOLX-F	WIBA-F>	3 WIBA-F	3 WZEE-F	3 WTDY	3 WIBA-F<	3 WIBA-F	3 WMGN-F
4	4	4 WOLX-F	4 WMGN-F	4 WMGN-F	4 WTDY	4 WIBA	4 WZEE-F	4 WOLX-F>	4 WMGN-F	4
5	5	5	5 WZEE-F	5	5 WTSO	5 WMGN-F	5 WOLX-F	5	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZEE-F>	1 WZEE-F	1 WWQM-F	1 WZEE-F	1 WWQM-F>	1 WIBA-F>>	1 WIBA-F>>	1 WIBA-F>>	1 WIBA-F>	1 WIBA-F
2 WIBA-F>	2 WIBA-F	2 WZEE-F	2 WWQM-F	2 WZEE-F	2 WZEE-F	2 WZEE-F	2 WWQM-F	2 WOLX-F>	2 WOLX-F>
3 WWQM-F>	3 WWQM-F>	WIBA-F	3 WMGN-F	WMGN-F>	3	3 WWQM-F	3 WMGN-F	3 WWQM-F	3 WWQM-F>
4	4 WMGN-F	4 WMGN-F	4 WIBA-F	4 WOLX-F	4	4	4	4 WZEE-F	4 WTDY
5	5	5	5	5 WIBA-F	5	5	5	5	5

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WYKY-F 100.5 Columbus 0.4/1.8/ 12/ 189

RADIO STATIONS

WIBA , 1310, 5 KW (DA-2) , Full Service	CBS, \$37.00 (Katz)	Double L
WIBU , 1240, 1 KW , Nostalgia	, \$10.00 ( --- )	(POYNETTE)
WTDY , 1480, 5 KW (DA-2) , Talk/News	NBC ABC, \$20.00 (Mc-Guild)	Midwest Family
WTSO , 1070 10 KW/5 KW (DA-2), Country	ABC, \$26.00 (Banner)	Mid Continent
WIBA-F, 101.5, 12 KW @ 1017 , AOR	CBS, \$56.00 (Katz)	Double L
WJJO-F, 94.1, 50 KW @ 492 , AOR/AC	, \$25.00 (HNWH)	(WATERTOWN)
WMAD-F, 92.1, 1.8 KW @ 400 , AOR	, \$23.00 (Torbet)	
WMGN-F, 98.1, 38 KW @ 581 , AC	, \$48.00 (Mc-Guild)	Midwest Family
WMLI-F, 96.3, 5.1 KW @ 672 , Soft AC	UNISUP, \$18.00 (Torbet)	(SAUK CITY)
WMMH-F, 105.5, 4.4 KW @ 384 , AOR/AC	, \$14.00 (K & P)	(VERONA)
WOLX-F, 94.9, 37 KW @ 1299 , Oldies	, \$48.00 (Christal)	Shockley (BARABOO)
WSJY-F, 107.3, 50 KW @ 500 , EZ	ABC, \$15.00 ( --- )	(FORT ATKINSON)
WWQM-F, 106.3, 4.5 KW @ 380 , Country	ABC, \$33.00 (Christal)	Media Capital
WZEE-F, 104.1, 9.4 KW @ 1118 , CHR	, \$35.00 (Banner)	Midcontinent

Miscellaneous: WMAD A/F sold by Allen Shaw to Double L for \$375,000 . . .

MCALLEN-BROWNSVILLE

Arbitron Rank/Pop (12+): 70/526,000

Stations: 23/20  
Diaries: 954/551:1/49.6%  
Sample Target: 960  
% Below Line: 2.8  
% Not Listed: 10.2

1992 Revenue: \$12,400,000  
HH Inc.: \$21,897  
Retail \$: 3.6 Bill  
Pop per Station: 26,300  
#1 Biller: KTEX-F \$2,500,000

MSA Rank/Pop: 119/664,000 (McAllen)  
ADI # 114  
Average Person Ratings: 17.4  
Market TSL: 23.00 hours

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. KTEX-F (C)	138/15.1	12.7	16.7	13.5	16.0	14.5	145/1848	1716/32.6	27.8	32.6	D	KTEX-F
2. KBFM-F (CHR)	109/11.9	9.4	10.4	9.8	11.5	10.4	119/1764	1637/31.1	25.7	30.9	C	KBFM-F
3. KGBT (SP)	106/11.6	13.2	11.4	12.5	12.9	12.2	118/977	869/16.5	21.0	24.0	C	KGBT
4. KFRQ-F (C)	79/ 8.6	10.6	8.9	8.4	4.7	9.1	84/1435	1309/24.9	24.3	15.5	C	KFRQ-F
5. KVLV-F (O)	60/ 6.6	4.3	4.7	6.1	6.1	5.4	60/888	862/16.4	14.9	14.9	B	KVLV-F
6. KIWW-F (SP)	59/ 6.4	8.4	8.0	9.7	8.9	8.1	67/1229	1121/21.3	20.7	23.2	C	KIWW-F
7. KTJN-FF (SP)	54/ 5.9	6.5	5.9	5.0	4.6	5.8	63/955	874/16.6	13.7	13.7	A	KTJN-FF
8. KQXX-F (SP)	47/ 5.1	4.3	3.2	4.8	4.2	4.3	47/556	543/10.3	9.9	9.5	B	KQXX-F
9. KKPS-F (SP)	33/ 3.6	3.9	4.0	4.4	2.7	4.0	38/732	680/12.9	13.3	12.7	A	KKPS-F
10. KBOR (SP)	23/ 2.5	1.9	1.6	3.0	2.2	2.3	23/273	273/ 5.2	5.1	6.5	A	KBOR
11. KRGE (SP)	22/ 2.4	2.7	1.5	3.3	1.6	2.5	22/166	166/ 3.2	4.9	3.8		KRGE
12. KURV (N/T)	16/ 1.7	1.4	3.0	3.1	1.9	2.3	18/407	386/ 7.3	5.9	4.4	A	KURV
KUBR (SP)	16/ 1.7	1.5	0.7	---	1.1	1.0	17/162	147/ 2.8	1.3	1.7	A	KUBR
14. KIRT (SP)	14/ 1.5	1.4	2.7	1.7	3.3	1.8	14/149	149/ 2.8	4.3	9.1	A	KIRT

12+ FM SHARE (METRO): 74.73% (615 of 823) (WIN 92: 69.80%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBFM-F>>	1 KTEX-F	1 KTEX-F>	1 KTEX-F>	1 KTEX-F>	1 KGBT	1 KGBT <	1 KTEX-F>	1 KTEX-F	1 KBFM-F>	1 KTEX-F>
2 KTJN-FF	2 KBFM-F	2 KBFM-F<	2 KVLV-F<	2 KGBT <	2 KTEX-F>>	2 KTEX-F>	2 KGBT	2 KBFM-F	2 KQXX-F	2 KGBT
KFRQ-F	3 KFRQ-F>	3 KFRQ-F	3 KIWW-F	3 KVLV-F	3 KVLV-F	3 KBFM-F>	3 KFRQ-F	3 KGBT	3 KTEX-F	3 KFRQ-F
4	4 KVLV-F	4 KVLV-F	4 KFRQ-F	4 KIWW-F	KIWW-F	4 KFRQ-F	4 KBFM-F	4 KFRQ-F>	4 KTJN-FF	KBFM-F
5	5 KTJN-FF	5 KIWW-F	5 KGBT	KFRQ-F	5 KFRQ-F<	5 KVLV-F	5 KVLV-F	5 KVLV-F	5 KFRQ-F	5
6	6 KIWW-F	6 KGBT	6 KBFM-F	6 KQXX-F	6 KQXX-F	6 KIWW-F	6 KIWW-F	6 KIWW-F>	6 KGBT	6
7	7	7	7 KQXX-F	KBFM-F	7	7 KTJN-FF	7 KTJN-FF	7 KTJN-FF	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KTEX-F>	1 KTEX-F>	1 KTEX-F	1 KTEX-F>	1 KTEX-F>	1 KBFM-F	1 KTEX-F	1 KTEX-F	1 KTEX-F	1 KTEX-F
2 KBFM-F	2 KBFM-F	2 KFRQ-F	2 KBFM-F	2 KGBT	2 KTEX-F	2 KBFM-F	2 KVLV-F>	2 KVLV-F	2 KVLV-F
3 KFRQ-F	3 KFRQ-F>	KBFM-F>	3 KFRQ-F	KBFM-F	3 KFRQ-F	3 KVLV-F	3 KIWW-F	3 KFRQ-F	3 KGBT
4 KTJN-FF	4 KTJN-FF	4 KTJN-FF	4 KVLV-F<	4 KFRQ-F	4 KTJN-FF>	KFRQ-F>	4 KKPS-F	4 KIWW-F	4 KIWW-F
5	5 KVLV-F	5 KIWW-F	5 KIWW-F	5 KQXX-F	5 KVLV-F	5 KKPS-F	KFRQ-F>	5 KBFM-F	5 KFRQ-F>
6	6	6 KVLV-F	KIWW-F	KIWW-F	6 KQXX-F	KIWW-F	6 KQXX-F	6 KGBT	6 KQXX-F
							KGBT		6 KKPS-F
							KBFM-F		

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
KJAV-F 104.9	Alamo/McAllen	0.3/1.4/	3/ 73	
KSOX 1240	Raymondville	0.1/ 0/	0/ 0	
KSOX-F 102.1	Raymondville	0.4/4.6/	5/ 251	
KVJY 840	Pharr	1.1/3.4/	10/ 187	
KZSP-F 95.3	S Padre Island	0.3/1.8/	3/ 101	
XAAA-F 93.1	Reynoso/McAllen	0.3/1.9/	3/ 98	
XYYS-F 90.1	Reynoso/McAllen	1.2/4.1/	11/ 218	
XVTH-F 107.1	Matamoros/Brwnv	1.3/3.0/	12/ 156	

RADIO STATIONS

KBOR, 1600,	1 KW (DA-1)	, SEE KBOR-FM	
KGBT, 1530,	50 KW/10 KW (DA-N),	HISPANIC	
KIRT, 1580,	1 KW/300 W	, HISPANIC	
KRGE, 1290,	5 KW (DA-1)	, HISPANIC	
KURV, 710,	1 KW/910W (DA-2),	TALK	ABC, CNN, \$ 15.00 (---)
KVJY, 840,	5 KW/1 KW (DA-1),	EZ	ABC, \$ 12.00 (Christal)
KBFM-F, 104.1,	100 KW @ 1000,	CHR	ABC, \$ 37.00 (Caballero)
KTJN-F, 106.3,	.5 KW @ 633,	HISPANIC	, \$ 24.00 (Caballero)
KFRQ-F, 94.5,	100 KW @ 1158,	Country	, \$ 30.00 (Katz)
KIWW-F, 96.1,	100 KW @ 449,	HISPANIC	, \$ 32.00 (Katz Hisp)
KQXX-F, 98.5,	100 KW @ 1319,	HISPANIC	, \$ 24.00 (Lotus)
KKPS-F, 99.5,	100 KW @ 1036,	HISPANIC	, \$ 26.00 (Torbet)
KTEX-F, 100.3,	100 KW @ 449,	COUNTRY	ABC, \$ 50.00 (Christal)
KVLV-F, 107.9,	100 KW @ 718,	OLDIES	, \$ 24.00 (Torbet)
KVTY-F, 105.3,	3 KW @ 302,	HISPANIC	, \$ 10.00 (---)

Miscellaneous: KVSE-F to KKPS-F and format from AC to Hispanic (Nov) . . . KVTY-F changes format from Religion to Hispanic . . . KRGY-F sold to Signature for \$910,000 (Fischer) . . .

MEMPHIS

Arbitron Rank/Pop (12+): 43/908,300  
 MSA Rank/Pop: 49/989,000  
 Average Person Ratings: 17.2  
 Market TSL: 22.75 hours

Stations: 20/20  
 Diaries: 1342/677:1/49.0%  
 Sample Target: 1290  
 % Below Line: 0.0  
 % Not Listed: 9.2

1992 Revenue: \$28,500,000  
 HH Inc.: \$23,401  
 Retail \$: 7.2 B11  
 Pop per Station: 45,415  
 #1 Biller: WGKX-F \$6,700,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WGKX-F (C)	181/11.6	16.1	11.1	13.6	11.5	13.1	220/2969	2351/25.9	28.3	25.1	G	WGKX-F
2. WHRK-F (B)	156/10.0	10.9	10.0	9.5	12.4	10.1	204/2686	2133/23.5	22.0	25.9	E	WHRK-F
3. WDIA (B)	151/ 9.7	10.8	9.2	8.2	10.2	9.5	192/2178	1805/19.9	20.4	20.1	C	WDIA
4. KJMS-F (B)	131/ 8.4	5.8	8.6	7.1	6.8	7.5	137/2017	1809/19.9	18.0	18.1	C	KJMS-F
5. WRVR-F (AC)	120/ 7.7	6.2	6.5	8.5	7.4	7.2	158/2158	1579/17.4	14.5	17.3	E	WRVR-F
6. WMC -F (CHR)	116/ 7.4	7.9	6.7	6.8	7.0	7.2	152/2288	1823/20.1	18.3	18.2	E	WMC -F
7. WEGR-F (AOR)	112/ 7.2	8.4	9.8	10.5	10.3	9.0	164/2128	1505/16.6	16.0	18.7	E	WEGR-F
8. WLOK (G)	81/ 5.2	6.1	5.2	5.6	4.5	5.5	83/1097	1064/11.7	12.4	10.8	B	WLOK
9. WMC (N/T)	80/ 5.1	4.7	5.0	4.4	4.9	4.8	92/1325	1120/12.3	13.0	11.4	C	WMC
10. WYKL-F (O)	60/ 3.8	2.6	3.8	3.8	3.9	3.5	76/1533	1075/11.8	10.9	13.0	C	WYKL-F
11. WOGY-F (C)	40/ 2.6	0.5	0.9	1.6	1.1	1.4	42/721	655/ 7.2	3.4	6.5		WOGY-F
KFTH-F (B)	40/ 2.6	3.5	2.2	2.9	2.9	2.8	40/977	977/10.8	9.3	8.0	A	KFTH-F
13. WCRV (REL)	34/ 2.2	1.4	2.1	1.5	1.3	1.8	48/711	498/ 5.5	5.1	4.4	A	WCRV
14. WBBP (REL)	33/ 2.1	1.4	2.0	2.0	0.7	1.9	34/421	396/ 4.4	4.5	3.1	A	WBBP
15. WREC (BB)	19/ 1.2	2.0	1.9	2.2	2.3	1.8	23/588	521/ 5.7	6.9	6.9	B	WREC
16. KWAM (REL)	18/ 1.2	0.8	1.9	0.5	1.5	1.1	26/372	279/ 3.1	3.2	4.6		KWAM
17. WPLX (BB)	17/ 1.1	1.0	0.5	----	0.4	0.6	17/98	98/ 1.1	1.1	0.9		WPLX
18.												
19.												
20.												

12+ FM SHARE (METRO): 68.43% (969 of 1416) (WIN 92: 70.44%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WHRK-F	1 WHRK-F	1 WHRK-F	1 WDIA <	1 WDIA	1 WGKX-F	1 WGKX-F	1 WGKX-F	1 WGKX-F	1 WHRK-F	1 KJMS-F
2 KJMS-F	2 WEGR-F	2 WGKX-F	2 WGKX-F	2 WGKX-F	2 WDIA	2 WDIA	2 WMC	2 WHRK-F	2 KJMS-F	2 WMC <
3 WMC -F	3 KJMS-F	3 WEGR-F	3 WRVR-F	3 WRVR-F	3 WRVR-F	3 WEGR-F	3 WRVR-F	3 KJMS-F	3 WGKX-F	3 WHRK-F
4	4 WMC -F	4 WDIA <	4 WEGR-F	4 WEGR-F	4 WMC	4 WHRK-F	4 WDIA	4 WMC -F	4 WMC -F	4 WGKX-F <
5	5 WGKX-F	5 KJMS-F	5 WHRK-F	5 WHRK-F	5 WLOK	5 WRVR-F	5 WMC -F	5 WEGR-F	5 WDIA	5 WDIA
6	6	6 WMC -F	6 WMC -F	6 WMC -F	6 WYKL-F	6 WMC -F	6 WEGR-F	6 WDIA <	6 WEGR-F	6
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHRK-F	1 WHRK-F	1 WHRK-F	1 WDIA <	1 WDIA		1 WEGR-F	1 WHRK-F	1 WHRK-F	1 WEGR-F	1 WGKX-F
2 WMC -F	2 WMC -F	2 WMC -F	2 WHRK-F	2 WHRK-F		2 WHRK-F	2 WEGR-F	2 WEGR-F	2 WHRK-F	2 WDIA <
KJMS-F	3 WEGR-F	3 WEGR-F	3 WMC -F	3 WMC -F		KJMS-F	3 KJMS-F	3 KJMS-F	3 WGKX-F	3 WEGR-F
4 WGKX-F	4 KJMS-F	4 WDIA	4 WGKX-F	4 WGKX-F		4 WGKX-F	4 WGKX-F	4 WRVR-F	4 KJMS-F	4 WRVR-F
WEGR-F	5 WDIA	5 WRVR-F	5 WRVR-F	5 WHRK-F		5	5 WMC -F	5 WGKX-F	5 WDIA	5 WHRK-F
6	6	6 KJMS-F	6 KJMS-F	6 WYKL-F		6	6	6	6 WRVR-F	6 WMC

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
KHLS-F 96.3 Blytheville	0.8/1.6/ 13/ 259		
WEZI 680 Memphis	0.4/1.5/ 14/ 171		
WHBQ 560 Memphis	0.4/2.5/ 9/ 247		

RADIO STATIONS

KWAM, 990, 10 KW/450 W (DA-2), GOSPEL	UNIULT, \$ 20.00 (Durpetti)	Rivers
WCRV, 640, 10 KW/500 W (DA-2), RELIGION	, \$ 17.00 (---	Bott (COLLIERVILLE)
WDIA, 1070, 50 KW/5 KW (DA-2), BLACK	CBS, \$ 39.00 (McGuild)	Ragan Henry
WHBQ, 560, 5 KW/1 KW (DA-2), TALK	, \$ 18.00 (Katz)	
WLOK, 1340, 1 KW (DA-1), GOSPEL	NBC, AURN, \$ 25.00 (K & P)	
WMC, 790, 5 KW (DA-N), TALK/NEWS	ABC, NBC, \$ 31.00 (Banner)	Scripps-Howard
WREC, 600, 5 KW (DA-N), NOSTALGIA	AP, CBS, \$ 32.00 (McGuild)	New Market
KJMS-F, 101.1, 100 KW @ 449, BLACK	NBC, \$ 43.00 (Durpetti)	Rivers
WEGR-F, 102.7, 100 KW @ 899, AOR	UNIPWR, \$ 66.00 (McGuild)	New Market
WOGY-F, 94.3, 6 KW @ 298, COUNTRY	, \$ 35.00 (MMR)	Ardman
WGKX-F, 105.9, 100 KW @ 994, COUNTRY	, \$ 119.00 (Katz)	Barnstable
WHRK-F, 97.1, 100 KW @ 531, BLACK	NBC, \$ 74.00 (McGuild)	Ragan Henry
WMC-F, 99.7, 290 KW @ 908, CHR	SOURCE, \$ 86.00 (Banner)	Scripps-Howard
WYKL-F, 98.1, 100 KW @ 712, OLDIES	ABC, \$ 50.00 (CBS)	Barnstable (OSCEOLA, AR)
WRVR-F, 104.5, 100 KW @ 751, AC	, \$ 75.00 (MMR)	Keymarket

Miscellaneous: WODZ A/F changes to WOGY A/F and format from Oldies to Country (Feb) . . . WPYR-F changes to WYKL-F (March) . . .

MIAMI-FT. LAUDERDALE

Arbitron Rank/Pop (12+): 11/2,803,600  
 HSA Rank/Pop: 24/3,180,000 M  
 ADI # 15  
 Average Person Ratings: 19.0  
 Market TSL: 25.25 hours

Stations: 37/33  
 Diaries: 2761/1015:1/42.2%  
 Sample Target: 2770  
 % Below Line: 2.6  
 % Not Listed: 9.4

1992 Revenue: \$104,000,000  
 HH Inc.: \$33,612  
 Retail \$: 28.8 B11  
 Pop per Station: 84,957  
 #1 Biller: WIOD \$9,000,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WEDR-F (B)	342/ 6.4	6.6	7.3	5.7	6.9	6.5	384/4744	4071/14.5	13.6	12.0	G	WEDR-F
2. WLYF-F (SAC)	283/ 5.3	5.5	5.8	5.5	6.6	5.5	305/3827	3374/12.0	13.1	14.7	H	WLYF-F
3. WPOW-F (CHR)	280/ 5.3	5.3	5.0	5.5	5.9	5.3	315/5421	4718/16.8	15.4	16.1	G	WPOW-F
4. WXDJ-F (SP)	269/ 5.1	3.8	2.7	2.3	3.1	3.5	272/2809	2757/ 9.8	8.4	6.8	D	WXDJ-F
5. WHQT-F (B)	252/ 4.7	4.7	4.1	5.0	4.3	4.6	275/4531	3997/14.3	12.8	12.9	F	WHQT-F
6. WIOD (N/T)	239/ 4.5	5.4	5.5	4.9	3.9	5.1	276/3328	2909/10.4	14.6	10.3	H	WIOD
7. WRTO-F (SP)	221/ 4.2	4.0	2.8	4.6	2.8	3.9	221/2409	2409/ 8.6	8.1	5.7	D	WRTO-F
8. WAQI (SP)	205/ 3.9	3.7	5.4	4.7	4.9	4.4	208/2170	2153/ 7.7	7.4	8.0	E	WAQI
9. WSHE-F (AOR)	193/ 3.6	3.6	4.1	2.9	3.8	3.5	227/3568	2858/10.2	10.7	11.0	G	WSHE-F
10. WLVE-F (J/NAC)	186/ 3.5	3.0	4.0	2.8	3.1	3.3	212/2696	2397/ 8.5	8.7	8.5	G	WLVE-F
11. WQBA (SP)	181/ 3.4	3.5	3.1	3.5	3.3	3.4	182/1667	1651/ 5.9	7.1	6.8	G	WQBA
12. WKIS-F (C)	179/ 3.4	3.2	3.4	4.8	4.0	3.7	203/3050	2526/ 9.0	8.8	10.4	G	WKIS-F
13. WFCL-F (AC)	172/ 3.2	4.8	4.0	4.2	4.2	4.1	182/3414	3201/11.4	13.3	13.1	G	WFCL-F
14. WTHI-F (CL)	153/ 2.9	2.5	2.6	2.7	2.7	2.7	181/2646	2167/ 7.7	7.2	8.4	E	WTHI-F
15. WINZ (N/T)	152/ 2.9	2.1	1.7	2.2	2.5	2.2	165/2731	2504/ 8.9	8.5	7.5	E	WINZ
16. WHYI-F (AC)	148/ 2.8	3.8	4.1	3.1	3.8	3.4	166/4291	3786/13.5	13.4	13.3	G	WHYI-F
17. WJQY-F (SAC)	146/ 2.7	3.3	2.7	3.3	3.2	3.0	160/2601	2289/ 8.2	9.6	8.2	F	WJQY-F
18. WZTA-F (CL AOR)	141/ 2.6	2.9	3.3	2.9	2.9	2.9	159/2997	2540/ 9.1	10.0	9.9	E	WZTA-F
19. WMXJ-F (O)	138/ 2.6	3.1	3.5	2.9	2.4	3.0	147/2930	2702/ 9.6	9.0	8.9	G	WMXJ-F
20. WQBA-F (SP)	128/ 2.4	1.6	1.6	1.8	1.7	1.9	143/2019	1863/ 6.6	5.4	5.2	F	WQBA-F
21. WMRZ (BB)	114/ 2.1	2.2	2.1	2.9	2.1	2.3	132/1556	1265/ 4.5	5.1	4.7	C	WMRZ
22. WQAM (SPRTS)	107/ 2.0	1.5	0.7	0.9	0.5	1.3	119/1666	1439/ 5.1	4.5	2.9	B	WQAM
23. WAXY-F (O)	86/ 1.6	1.1	1.5	1.6	1.9	1.5	91/1807	1551/ 5.5	5.9	8.1	C	WAXY-F
24. WCMQ-F (SP)	71/ 1.3	2.0	3.3	1.8	2.0	2.1	72/1526	1507/ 5.4	5.8	5.9	F	WCMQ-F
25. WCMQ (SP)	53/ 1.0	1.1	0.8	1.1	0.9	1.0	53/764	756/ 2.7	3.0	3.2		WCMQ
26. WWFE (SP)	51/ 1.0	1.5	1.5	1.5	1.4	1.4	51/834	834/ 3.0	3.4	2.8	B	WWFE
27.												
28.												
29.												
30.												

12+ FM SHARE (METRO): 71.95% (3468 of 4820) (WIN 92: 72.79%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WPOW-F	1 WPOW-F<	1 WEDR-F	1 WEDR-F	1 WEDR-F<	1 WLYF-F>	1 WEDR-F<	1 WLYF-F<	1 WEDR-F	1 WHQT-F<	1 WEDR-F
2 WEDR-F>	2 WEDR-F	2 WXDJ-F	2 WXDJ-F<	2 WXDJ-F<	2 WIOD <	2 WRTO-F	2 WIOD >	2 WPOW-F	2 WEDR-F	2 WHQT-F
3 WHQT-F>	3 WHQT-F	WHQT-F	3 WRTO-F<	3 WIOD <	3 WAQI	3 WAQI	3 WRTO-F	3 WHQT-F<	3 WPOW-F	3 WIOD >>
4 WXDJ-F	4 WSHE-F	4 WPOW-F	4 WIOD <	4 WRTO-F<	4 WQAM	4 WPOW-F<	4 WXDJ-F	4 WXDJ-F	4 WXDJ-F>	4 WINZ
5	5 WXDJ-F	5 WSHE-F	5 WHQT-F	5 WLVE-F	5 WRTO-F	5 WLYF-F	5 WAQI	WLYF-F	5 WLYF-F	5 WQAM
6	6 WFCL-F	6 WRTO-F	6 WLVE-F	6 WHQT-F	6 WTHI-F	6 WINZ	6 WEDR-F<	6 WIOD	WAQI <	6 WLYF-F
7	7 WHYI-F	7 WIOD	7 WSHE-F	7 WLYF-F	WINZ <	7 WIOD	7 WFCL-F	7 WSHE-F	7 WSHE-F	7 WQBA <
8	8 WKIS-F	WFCL-F	8 WZTA-F	8 WFCL-F	8 WLVE-F<	8 WHQT-F<	8 WLVE-F<	8 WQBA <	WQBA	8 WAQI
9	9 WRTO-F<	9 WLVE-F	WFCL-F	9 WSHE-F	9 WXDJ-F	9 WXDJ-F	9 WPOW-F	9 WFCL-F	WIOD <	9 WFTL
10	10	10 WKIS-F	10 WPOW-F	WKIS-F	10 WMRZ	10 WQBA	10 WTHI-F	10 WLVE-F	10 WLVE-F	10
			WKIS-F				WKIS-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHQT-F<	1 WHQT-F<	1 WEDR-F	1 WHQT-F	1 WRTO-F	1 WPOW-F<	1 WSHE-F<	1 WSHE-F	1 WSHE-F	1 WIOD >
2 WPOW-F	2 WEDR-F	2 WHQT-F	2 WEDR-F	2 WEDR-F<	2 WSHE-F	2 WPOW-F	2 WPOW-F	2 WXDJ-F	2 WLVE-F
3 WEDR-F	3 WPOW-F	3 WRTO-F	3 WFCL-F	3 WLYF-F<	3 WEDR-F	3 WEDR-F	3 WEDR-F	WPOW-F	3 WXDJ-F
4 WXDJ-F	4 WFCL-F	4 WFCL-F	4 WRTO-F<	4 WHQT-F	4 WXDJ-F	4 WXDJ-F	4 WXDJ-F	WIOD	4 WSHE-F<
5 WFCL-F	5 WXDJ-F<	5 WHYI-F<	5 WXDJ-F	5 WFCL-F	5 WHQT-F	5 WHQT-F	5 WIOD	WEDR-F	5 WZTA-F<
6 WJQY-F	6 WRTO-F<	6 WPOW-F	6 WPOW-F	6 WXDJ-F	6 WKIS-F>	6 WZTA-F	6 WZTA-F	6 WZTA-F<	6 WEDR-F
7	7 WHYI-F	7 WKIS-F	7 WHYI-F	7 WHYI-F	7	7 WIOD	7 WLVE-F	7 WLVE-F	7 WPOW-F
8	8 WJQY-F	8 WXDJ-F	8 WJQY-F	8 WKIS-F	8	8 WKIS-F	8 WHQT-F	8 WHQT-F	8 WRTO-F
9	9	WSHE-F	9 WKIS-F<	9 WLVE-F	9	9 WFCL-F	9 WQAM	9 WKIS-F	9 WQAM
10	10	10	10 WLYF-F	WJQY-F	10	10	10 WHYI-F	10 WQAM	10 WMXJ-F



MIAMI-FT. LAUDERDALE

OTHER RATED STATIONS METRO CUME TSA TSA  
SHARE/RTG/AQH/CUME

WAVS	1170	Davie/Miami	0.8/2.4/ 41/ 705
WEXY	1520	Wltn Mnrs/Ft Ld	0.3/0.7/ 16/ 195
WFTL	1400	Ft.Lauderdale	0.8/2.2/ 42/ 688
WKAT	1360	North Miami	0.5/1.2/ 26/ 326
WRBD	1470	Pompano Beach	0.3/0.8/ 19/ 266
WSUA	1260	Miami	0.7/1.1/ 36/ 331
WNNN	980	Pompano Beach	0.3/1.0/ 19/ 437
WEAT-F	104.3	West Palm Beach	0.7/2.8/141/2217
WJNO	1230	West Palm Beach	0.4/1.0/119/1426
WRMF-F	97.9	West Palm Beach	0.8/2.7/158/2229
WYFX	1040	Boynton Beach	0.8/1.3/ 64/ 691

RADIO STATIONS

AM STATIONS

WAQI,	710,	50 KW (DA-2)	, Hispanic	, \$ 69.00	(Caballero)	
WCMQ,	1210,	25 KW/2.5 KW (DA-2)	, Hispanic MOR	, \$ 55.00	(SBS)	SBS
WFTL,	1400,	1 KW	, Talk	CNN UNISUP, \$ 39.00	(Direct)	
WINZ,	940,	50 KW/25 KW (DA-N)	, News/Talk	CNN CBS, \$ 57.00	(Katz)	Paxson
WIOD,	610,	10 KW (DA-2)	, News/Talk	MBS, \$139.00	(Christal)	Cox
WMBM,	1490,	1 KW	, Gospel/Black	AURN, \$ 28.00	(K & P)	
WNRZ,	790,	25 KW	, Nostalgia	, \$ 47.00	(Banner)	Jeff-Pilot
WQAM,	560,	5 KW/1 KW	, Sports	UNISUP NBC, \$ 34.00	(HNWH)	Sunshine Wireless
WQBA,	1140,	50 KW/10 KW (DA-2)	, Hispanic	, \$100.00	(Katz Hisp.)	Tichenor
WRHC,	1550,	10 KW/500 W (DA-1)	, Hispanic	, \$ 31.00	(Lotus)	
WWEF,	670,	50 KW/1 KW (DA-2)	, Hispanic	UPI, \$ 38.00	( --- )	
WVCG,	1080,	50 KW/20 KW (DA-2)	, Religion/Ethnic	, \$ 32.00	( --- )	Evergreen

FM STATIONS

WAXY,	105.9,	100 KW @ 1023	, Oldies	, \$ 73.00	(Mc-Guild)	Ackerly
WCMQ,	92.3,	41 KW @ 282	, Hispanic	, \$ 70.00	(SBS)	SBS
WEDR,	99.1,	100 KW @ 925	, Black	, \$135.00	(McGuild)	Rivers
WFLC,	97.3,	100 KW @ 800	, AC	, \$146.00	(Christal)	Cox
WHQT,	105.1,	100 KW @ 1007	, Black/CHR	, \$129.00	(MNR)	Cox
WHYI,	100.7,	100 KW @ 928	, AC/CHR	, \$121.00	(Mc-Guild)	Metroplex
WJQY,	106.7,	100 KW @ 984	, Soft AC	, \$123.00	(Durpetti)	Tak
WKIS,	99.9,	100 KW @ 984	, Country	UNIPWR, \$117.00	(HNWH)	Sunshine Wireless
WLVE,	93.9,	96 KW @ 1007	, Jazz/NAC	, \$108.00	(Torbet)	Paxson
WLYF,	101.5,	100 KW @ 810	, EZ	, \$105.00	(Banner)	Jeff-Pilot
WXXJ,	102.7,	100 KW @ 1007	, Oldies	, \$151.00	(Eastman)	Sconnix
WPOW,	96.5,	100 KW @ 1007	, CHR	SOURCE, \$120.00	(HNWH)	Beasley
WQBA,	107.5,	95 KW @ 1007	, Hispanic	, \$ 74.00	(Katz Hisp.)	Tichenor
WRTO,	98.3,	100 KW @ 1607	, Hispanic	, \$ 90.00	(Lotus)	(GOULDS)
WSHE,	103.5,	100 KW @ 1007	, AOR	, \$ 96.00	(Torbet)	TK
WTMI,	93.1,	96 KW @ 1007	, Classical	, \$ 84.00	(CMBS)	Marlin
WXDJ,	95.7,	100 KW @ 981	, Hispanic	, \$ 67.00	( --- )	
WZTA,	94.9,	100 KW @ 600	, Classic AOR	, \$ 79.00	(Katz)	Paxson

MILWAUKEE

Arbitron Rank/Pop (12+): 26/1,330,200  
 MSA Rank/Pop: 34/1,400,000  
 ADI # 29  
 Average Person Ratings: 16.6  
 Market TSL: 21.50 hours

Stations: 31/25  
 Diaries: 1648/807:1/56.3%  
 Sample Target: 1570  
 % Below Line: 2.7  
 % Not Listed: 9.9

1992 Revenue: \$42,500,000  
 HH Inc.: \$31,752  
 Retail \$: 11.2 Bill  
 Pop per Station: 53,208  
 #1 Biller: WTMJ \$9,250,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WMIL-F (C)	188/ 8.5	7.9	7.7	7.9	8.4	8.0	234/2946	2371/17.8	16.0	17.6	F	WMIL-F
2. WTMJ (FS)	158/ 7.1	11.1	11.7	11.7	10.0	10.4	195/3332	2688/20.2	31.3	22.3	H	WTMJ
3. WLUM-F (CHR)	145/ 6.6	5.1	6.0	6.1	6.4	5.9	152/2915	2667/20.0	18.1	19.3	D	WLUM-F
WISN (N/T)	145/ 6.6	5.5	3.7	3.8	4.8	4.9	156/2167	1979/14.9	14.7	11.6	C	WISN
5. WOKY (BB/FS)	131/ 5.9	6.4	6.6	6.7	5.9	6.4	135/1824	1659/12.5	11.9	13.6	D	WOKY
WKTJ-F (AC)	131/ 5.9	5.1	6.2	5.6	5.8	5.7	151/2867	2544/19.1	18.1	19.5	F	WKTJ-F
7. WKLH-F (CL AOR)	130/ 5.9	7.0	6.3	6.9	6.3	6.5	157/2415	2031/15.3	16.1	17.2	G	WKLH-F
8. WLZR-F (AOR)	118/ 5.3	6.2	4.5	6.2	6.1	5.6	152/2507	1993/15.0	15.1	17.0	E	WLZR-F
9. WKKV-F (B/AC)	113/ 5.1	3.8	4.7	5.0	4.7	4.7	121/1565	1462/11.0	10.1	9.0	B	WKKV-F
10. WEZW-F (SAC)	108/ 4.9	4.7	4.3	4.4	5.6	4.6	120/1909	1705/12.8	11.7	13.2	C	WEZW-F
11. WZTR-F (O)	93/ 4.2	3.7	3.8	3.3	4.1	3.8	106/2167	1874/14.1	13.1	13.8	C	WZTR-F
12. WMYX-F (AC)	90/ 4.1	4.5	3.6	4.5	5.2	4.2	117/2030	1671/12.6	12.5	13.6	E	WMYX-F
13. WQFM-F (AOR)	82/ 3.7	3.1	4.0	3.6	3.8	3.6	106/2349	1896/14.3	12.8	14.2	C	WQFM-F
WLTQ-F (SAC)	82/ 3.7	3.3	3.6	4.3	4.6	3.7	88/1696	1500/11.3	9.8	9.8	D	WLTQ-F
15. WNOV (B)	42/ 1.9	2.6	2.8	2.0	1.5	2.3	43/544	529/ 4.0	4.6	4.1	B	WNOV
16. WFMR-F (CL)	36/ 1.6	2.4	2.3	2.6	1.4	2.2	38/828	776/ 5.8	6.0	5.4	B	WFMR-F
17. WMVP (B)	35/ 1.6	1.4	2.3	1.0	2.1	1.6	35/597	597/ 4.5	4.8	4.0	A	WMVP
18. WTKM-F (E)	29/ 1.3	0.8	1.2	1.1	0.6	1.1	35/511	352/ 2.6	1.9	1.7		WTKM-F
19. WHKQ-F (SAC)	24/ 1.1	0.6	0.4	0.3	0.3	0.6	25/294	249/ 1.9	2.2	1.2		WHKQ-F
20.												

12+ FM SHARE (METRO): 69.66% (1389 of 1994) (WIN 92: 69.46%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WLUM-F>>	1 WLZR-F<	1 WKLH-F	1 WKLH-F	1 WKLH-F	1 WTMJ	1 WTMJ	1 WISN >	1 WMIL-F	1 WLUM-F	1 WTMJ >>
2 WKKV-F>	2 WKLH-F	2 WKTJ-F	2 WKTJ-F	2 WMIL-F	2 WOKY	2 WMIL-F	2 WMIL-F	2 WISN	2 WKKV-F	2 WMIL-F>>
3 WLZR-F	3 WLUM-F	3 WMIL-F	3 WMIL-F	3 WKTJ-F	WMIL-F	WKTJ-F	3 WEZW-F	3 WLUM-F	3 WMIL-F	3 WKKV-F
4 WKTJ-F	4 WKTJ-F	WLZR-F	4 WZTR-F	4 WMYX-F<	4 WISN	4 WOKY <	4 WKLH-F<	4 WKLH-F	4 WKLH-F<	4 WLUM-F<
5	5 WKKV-F	5 WLUM-F<	WMYX-F	5 WZTR-F	5 WEZW-F>	5 WLZR-F	5 WOKY <	5 WKKV-F	5 WTMJ <	5 WISN >>
6	6 WMIL-F	6 WKKV-F<	6 WKKV-F<	6 WLTQ-F	6 WZTR-F	6 WKLH-F	6 WMYX-F	6 WKTJ-F	6 WLZR-F>	6 WOKY
7	7 WQFM-F	7 WMYX-F<	7 WLTQ-F<	WKKV-F<	7 WMYX-F<	7 WLUM-F<	7 WKTJ-F	7 WTMJ	7 WKTJ-F	7
8	8	8 WZTR-F	8 WLZR-F	8 WISN <	8 WKTJ-F	8 WEZW-F	8 WLUM-F	8 WLZR-F<	8 WOKY	8
9	9	9	9	9 WLZR-F	9	9 WISN	WLTQ-F	9 WZTR-F	9 WZTR-F<	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLUM-F>	1 WLUM-F	1 WKTJ-F>	1 WKTJ-F	1 WKTJ-F	1 WLZR-F>	1 WLZR-F	1 WLZR-F	1 WKLH-F	1 WKLH-F
2 WKKV-F>	2 WKTJ-F	2 WKLH-F	2 WKLH-F	2 WMYX-F	2 WLUM-F	2 WKLH-F	2 WKLH-F>	2 WLZR-F	2 WMIL-F
3 WMIL-F	3 WKKV-F	3 WKKV-F	3 WMIL-F	3 WMIL-F	3 WQFM-F	3 WQFM-F>	3 WQFM-F	3 WQFM-F	3 WQFM-F
4 WKLH-F	4 WKLH-F	4 WLUM-F	4 WMYX-F	4 WLTQ-F	WKLH-F>	4 WMIL-F	4 WISN	4 WMIL-F	4 WISN <
5 WLZR-F	5 WMIL-F	5 WKKV-F<	5 WKKV-F<	5 WKLH-F<	5 WKKV-F>	WKKV-F<	5 WMIL-F	WISN	5 WLZR-F
6 WKTJ-F	6 WLZR-F	WLTQ-F	6 WKLH-F	6 WEZW-F	6	6 WLUM-F<	6 WKTJ-F	6 WKKV-F	6 WZTR-F
7	7 WMYX-F	7 WLTQ-F<	7 WZTR-F	WKKV-F	7	7	7	7 WZTR-F	7 WKKV-F<
8	8	WLZR-F	8 WZTR-F	8	8	8	8	8	8 WTMJ

OTHER RATED STATIONS		METRO CUME TSA SHARE/RTG/AQH/CUME
WAUK	1510	Waukesha/Milwke 0.3/0.8/ 9/ 152
WBWI-F	92.5	West Bend 0.4/2.0/ 34/ 530
WEMP	1250	Milwaukee 0.5/2.9/ 16/ 423
WLZR	1340	Milwaukee 0.2/1.2/ 5/ 191
WRJN	1400	Racine 0.5/1.5/ 11/ 211
WYLO	540	Jackson/Milwauk 0.5/1.7/ 10/ 256
WBBM	780	Chicago 0.3/1.7/ 11/ 426
WGN	720	Chicago 0.8/2.4/ 36/ 521
WIIL-F	95.1	Kenosha/Waukegn 0.5/1.9/ 26/ 490
WIND	560	Chicago 0.4/0.6/ 10/ 90
WLUP	1000	Chicago 0.4/0.8/ 10/ 169
WMAQ	670	Chicago 0.3/1.6/ 10/ 335

MILWAUKEE

RADIO STATIONS

AM STATIONS

WEWP, 1250, 5 KW (DA-2)	, OLDIES	UNISUP, UNIULT , \$	NA (Eastman)	Heritage
WISN, 1130, 50 KW/10 KW (DA-N)	, TALK	ABC, MBS , \$	52.00 (Katz)	Hearst
WMVP, 1290, 5 KW (DA-2)	, BLACK	CBS UNIULT , \$	23.00 (Banner)	All Pro
WNOV, 860, 250 W (DAYS, DA)	, BLACK/GOSP.	AURN , \$	21.00 ( --- )	
WOKY, 920, 5 KW/1 KW (DA-2)	, NOSTALGIA/FS	CNN, MBS , \$	53.00 (CBS)	Sundance
WTMJ, 620, 5 KW (DA-N)	, FULL SERVICE	CNN, CBS , \$	130.00 (Christal)	Journal Co.

FM STATIONS

WEZW, 103.7, 20 KW @ 840, EZ/SOFT AC	ABC, MBS , \$	53.00 (MMR)	Multimedia
WFMR, 98.3, 6 KW @ 328, CLASSICAL	NBC , \$	38.00 (CMBS)	(MENOMONEE FALLS)
WKKV, 100.7, 50 KW @ 500, BLACK	UNIPWR , \$	40.00 (Torbet)	
WKLH, 96.5, 20 KW @ 810, CLASSIC AOR	, \$	116.00 (McGuild)	Saga
WKTI, 94.5, 16 KW @ 909, AC/CHR	ABC , \$	106.00 (Christal)	Journal Co.
WLTQ, 97.3, 16 KW @ 912, SOFT AC	ABC , \$	55.00 (Katz)	Hearst
WLUM, 102.1, 50 KW @ 490, CHR	CBS, UNPWR , \$	68.00 (K & P)	All Pro
WLZR, 102.9, 50 KW @ 430, AOR	ABC , \$	70.00 (Eastman)	Great American
WMIL, 106.1, 13 KW @ 974, COUNTRY	, \$	90.00 (CBS)	Sundance
WHYX, 99.1, 50 KW @ 449, AC	CBS , \$	72.00 (Eastman)	Heritage
WQFM, 93.3, 13 KW @ 991, AOR	ABC , \$	48.00 (MMR)	Shamrock
WZTR, 95.7, 34 KW @ 610, OLDIES	, \$	51.00 (Banner)	Shockley

MINNEAPOLIS-ST. PAUL

Arbitron Rank/Pop (12+): 17/2,099,300  
 MSA Rank/Pop: 16/2,430,000  
 ADI # 13  
 Average Person Ratings: 16.6  
 Market TSL: 21.75 hours

Stations: 18/18  
 Diaries: 2048/1025:1/59.0%  
 Sample Target: 1900  
 % Below Line: 0.0  
 % Not Listed: 15.4

1992 Revenue: \$81,700,000  
 HH Inc.: \$35,952  
 Retail \$: 22.0 Bill  
 Pop per Station: 116,627  
 #1 Biller: WCCO \$20,400,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WCCO (FS)	561/16.1	14.3	17.2	16.5	13.9	16.0	768/10118	7355/35.0	31.6	31.7	K	WCCO
2. KEEY-F (C)	320/ 9.2	9.3	10.2	10.8	10.9	9.9	430/5451	4377/20.8	22.1	22.0	I	KEEY-F
3. KQRS-AF (AOR)	277/ 8.0	7.8	8.3	9.3	8.4	8.4	342/5991	4956/23.6	24.1	27.0	I	KQRS-AF
4. WLTE-F (SAC)	254/ 7.3	8.6	6.5	7.9	8.7	7.6	314/5139	4220/20.1	20.5	19.6	H	WLTE-F
5. KDWB-F (CHR)	241/ 6.9	6.8	6.7	7.0	8.4	6.8	272/5189	4268/20.3	19.5	23.5	G	KDWB-F
6. KSTP-F (AC)	220/ 6.3	6.0	7.1	7.1	7.7	6.6	263/5083	4181/19.9	18.9	21.6	H	KSTP-F
7. KTCZ-AF (AOR)	201/ 5.7	5.3	3.7	4.7	4.2	4.8	218/3343	3068/14.6	14.3	11.6	D	KTCZ-AF
8. KRXX-F (AOR)	190/ 5.5	6.4	5.8	6.8	6.4	6.1	232/3494	2663/12.7	15.8	17.5	E	KRXX-F
9. KQQL-F (O)	186/ 5.3	5.8	5.7	5.3	4.3	5.5	226/4316	3423/16.3	17.3	13.9	F	KQQL-F
10. KSTP (N/T)	164/ 4.7	4.3	3.4	3.9	3.3	4.1	170/3039	2975/14.2	12.7	10.1	D	KSTP
11. KJJO-F (C)	131/ 3.8	3.4	2.3	1.6	2.6	2.8	189/3253	2426/11.6	10.6	8.3	C	KJJO-F
12. KLBB (BB)	95/ 2.7	1.8	1.8	1.6	2.5	2.0	95/1392	1392/ 6.6	4.3	4.5	B	KLBB
13. KFAN (SPRST)	49/ 1.4	2.0	1.1	1.0	0.7	1.4	49/1323	1293/ 6.2	8.5	3.3	B	KFAN
14.												
15.												

12+ FM SHARE (METRO): 68.23% (2012 of 2949) (WIN 92: 72.65%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDWB-F >>	1 KQRS-AF >	1 KQRS-AF	1 KQRS-AF <	1 WCCO	1 WCCO >>	1 WCCO >>	1 WCCO	1 WCCO >	1 WCCO >	1 WCCO >>
2 KRXX-F >>	2 KEEY-F <	2 KEEY-F	2 KEEY-F <	2 KEEY-F <	2 WLTE-F	2 KQRS-AF >	2 KEEY-F	2 KEEY-F	2 KDWB-F	2 KSTP >>
3	3 KRXX-F	3 WCCO <	3 WCCO	3 KQRS-AF	3 KEEY-F >	3 KEEY-F >	3 WLTE-F	3 WLTE-F	3 KRXX-F	3 KEEY-F
4	4 KSTP-F	4 KSTP-F	4 KTCZ-AF	4 WLTE-F	4 KSTP	4 KDWB-F <	4 KSTP <	4 KDWB-F <	4 KEEY-F	4 WLTE-F
5	5 KDWB-F	5 KTCZ-AF	5 WLTE-F <	5 KTCZ-AF	KQQL-F	5 KSTP-F <	5 KSTP-F	5 KSTP-F	5 KQRS-AF	5 KDWB-F
6	6 KTCZ-AF	6 WLTE-F	6 KSTP-F	6 KSTP-F <	6 KLBB	6 WLTE-F	6 KQRS-AF	6 KQRS-AF <	6 WLTE-F	6 KQRS-F
7	7	7	7	7	7	7	7 KTCZ-AF	7 KRXX-F <	KQQL-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KDWB-F	1 KSTP-F	1 KEEY-F	1 KSTP-F	1 KEEY-F	1 KRXX-F	1 KQRS-AF >	1 KQRS-AF >	1 KQRS-AF >	1 KQRS-AF <
2 KSTP-F >	2 KEEY-F	2 KSTP-F >	2 KEEY-F	2 KSTP-F <	2 KQRS-AF >	2 KRXX-F >	2 KTCZ-AF <	2 KTCZ-AF	2 WCCO >
3 KRXX-F >	3 KDWB-F	3 KQRS-AF	3 WLTE-F <	3 WCCO <	3 KDWB-F	3 KTCZ-AF	3 KRXX-F	WCCO <	3 KTCZ-AF
4 KQRS-AF	4 KQRS-AF	4 WLTE-F	4 KDWB-F	4 WLTE-F >	4 KEEY-F	4 KEEY-F >	4 KEEY-F >	4 KEEY-F	4 KEEY-F
5	5 WLTE-F	5 KTCZ-AF	5 WCCO	5 KQQL-F	5 KJJO-F >	5 KJJO-F	5 KSTP	5 KRXX-F	5 WLTE-F <
6	6	6	6 KTCZ-AF	6 KTCZ-AF	6	6	6	6 KQQL-F	6 KQQL-F
7	7	7	7 KQRS-AF	7	7	7	7	7	7

OTHER RATED STATIONS	METRO SHARE	CUME /RTG	TSA /AQH	CUME
KJJO	950	St. Louis Park	0.2/0.8/	8/ 180
WCTS	1030	Maplewood	0.7/2.3/	25/ 544
WWTC	1280	Minneapolis	0.8/4.0/	28/ 858

MINNEAPOLIS-ST. PAUL

RADIO STATIONS

AM STATIONS

KFAN, 1130, 50 KW/25 KW (DA-2), SPORTS	MBS, \$ 40.00 (Crystal)	Malrite
KLBB, 1400, 1 KW, NOSTALGIA	ABC, UNISUP, \$ 33.00 (Roslin)	
KMZZ, 980, 5 KW (DA-1), AOR	UNIULT, \$ 28.00 (HNWH)	Entercom
KSTP, 1500, 50 KW (DA-N), TALK	NBC-T, ABC, \$ 54.00 (McGuild)	Hubbard
KTCJ, 690, 500 W (DAYS), JAZZ	, \$ 24.00 (Eastman)	American Media
WCCO, 830, 50 KW, FULL SERVICE	CBS, UNISUP, \$ 290.00 (CBS)	CBS
WDGY, 630, 5 KW/500 W (DA-2), CHR	MBS, NBC, \$ 31.00 (Banner)	
WCTS, 1030, 50 KW/1 KW (DA-2), RELIGIOUS	UNIULT, UNISUP, \$ 30.00 ( --- )	

FM STATIONS

KDWB, 101.3, 100 KW @ 817, CHR	, \$ 129.00 (Banner)	Midcontinent
KEEY, 102.1, 100 KW @ 1033, COUNTRY	, \$ 200.00 (Crystal)	Malrite
KJJO, 104.1, 100 KW @ 1069, COUNTRY	ABC, \$ 56.00 (MMR)	Park
KRXX, 93.7, 100 KW @ 820, AOR	SOURCE, \$ 70.00 (HNWH)	Entercom
KQRS, 92.5, 50 KW @ 817, Classic AOR/AOR	ABC, \$ 190.00 (Katz)	Cap.Cities/ABC
KQQL, 107.9, 97 KW @ 1089, OLDIES	, \$ 76.00 (Durpetti)	Colfax
KSTP, 94.5, 95 KW @ 1220, AC	, \$ 148.00 (McGuild)	Hubbard
KTCZ, 97.1, 100 KW @ 236, PROG AOR	, \$ 74.00 (Eastman)	American Media
WLTE, 102.9, 100 KW @ 1033, SOFT AC	, \$ 163.00 (CBS)	CBS

Miscellaneous: WCTS-F changes to WBOB-F and now airs a Country format (May) . . . WMIN changes to WCTS and  
 airs a Religious format. . . KFAN, KEEY-F sold by Malrite to Shamrock . . . KQQL-F sold by  
 Trumper to Colfax for \$14,000,000 . . .

MOBILE

Arbitron Rank/Pop (12+): 90/395,900  
 MSA Rank/Pop: 101/494,000  
 ADI # 63 (w/Pensacola)  
 Average Person Ratings: 16.7  
 Market TSL: 22.25 hours

Stations: 27/21  
 Diaries: 881/449:1/48.0%  
 Sample Target: 860  
 % Below Line: 17.2  
 % Not Listed: 11.8

1992 Revenue: \$10,900,000  
 HH Inc.: \$27,432  
 Retail \$: 3.4 Bill  
 Pop per Station: 18,852  
 #1 Biller: WKSJ-AF \$3,200,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WKSJ-AF (C)	92/13.9	16.0	16.3	14.0	18.0	----	105/1443	1169/29.5	30.6	28.9	E	WKSJ-AF
2. WBLX-F (B)	72/10.9	10.7	17.0	17.3	17.7	----	133/1458	762/19.2	20.1	22.6	D	WBLX-F
3. WJLQ-F (CHR)	62/ 9.4	6.7	1.6	1.5	1.4	----	103/1034	602/15.2	13.9	6.2		WJLQ-F
4. WGCX-F (AOR)	51/ 7.7	5.2	6.9	6.8	6.5	----	84/1208	614/15.5	12.8	14.3	B	WGCX-F
5. WABB-F (CHR)	43/ 6.5	4.3	5.6	8.1	7.3	----	75/1316	721/18.2	16.6	19.8	C	WABB-F
6. WKRG (N/T)	37/ 5.6	5.3	7.2	5.6	4.7	----	37/413	413/10.4	13.3	14.4	C	WKRG
7. WKRG-F (AC)	36/ 5.4	6.7	5.8	4.8	4.8	----	70/1235	571/14.4	14.8	14.8	B	WKRG-F
8. WGOK (B)	31/ 4.7	4.7	2.1	5.6	5.1	----	32/432	403/10.2	6.9	8.1	A	WGOK
9. WXBW-F (C)	25/ 3.8	4.7	5.4	3.5	2.9	----	147/1240	358/ 9.0	10.7	9.8		WXBW-F
10. WAVH-F (O)	23/ 3.5	3.8	4.1	4.7	5.0	----	44/1000	499/12.6	12.5	12.6	B	WAVH-F
11. WZEW-F (AOR)	22/ 3.3	4.7	4.0	1.7	2.5	----	22/335	335/ 8.5	11.0	10.5	A	WZEW-F
12. WMEZ-F (SAC)	17/ 2.6	1.7	2.5	3.5	3.9	----	68/978	255/ 6.4	5.7	8.1		WMEZ-F
13. WDLT-F (AC)	12/ 1.8	1.4	3.0	3.2	3.6	----	12/271	271/ 6.8	5.9	9.7		WDLT-F
14.												
15.												

12+ FM SHARE (METRO): 80.62% (470 of 583) (WIN 92: 81.46%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WBLX-F	1 WGCX-F<	1 WJLQ-F	1 WKSJ-AF<	1 WKSJ-AF	1 WKSJ-AF>>	1 WKSJ-AF>	1 WKSJ-AF>	1 WKSJ-AF	1 WBLX-F>	1 WKSJ-F>>
2 WABB-F	2 WJLQ-F	2 WKSJ-AF	2 WJLQ-F>	2 WJLQ-F>	2 WKRG	2 WBLX-F	2 WKRG <	2 WBLX-F	2 WJLQ-F>	2 WJLQ-F>
3	3 WBLX-F>	3 WGCX-F	3 WGCX-F	3 WKRG-F	3 WJLQ-F	3 WKRG	3 WJLQ-F	3 WGCX-F	3 WABB-F	3 WKRG-F
4	4 WKSJ-AF	4 WBLX-F	4 WKRG-F	4 WGCX-F	4 WKRG-F	4 WGCX-F<	4 WGCX-F	4 WJLQ-F	4 WGCX-F>	4 WBLX-F
5	5 WABB-F	5 WKRG-F	5 WBLX-F	5 WBLX-F	5 WKRG-F	5 WJLQ-F	5 WKRG-F	5 WKRG-F	5	5
6	6	6	6 WAVH-F	6 WAVH-F	6 WBLX-F	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBLX-F	1 WJLQ-F	1 WJLQ-F>>	1 WJLQ-F	1 WKSJ-AF	1 WGCX-F	1 WGCX-F>	1 WGCX-F>	1 WGCX-F>	1 WKSJ-AF
2 WABB-F	2 WBLX-F>	2 WKSJ-AF	2 WKSJ-AF>	2 WJLQ-F>	2 WBLX-F>	2 WBLX-F	2 WJLQ-F	2 WKSJ-AF	2 WGCX-F
3 WJLQ-F	3 WKSJ-AF	3 WBLX-F>	3 WBLX-F<	3 WKRG-F>	3 WABB-F	3 WJLQ-F	3 WKSJ-AF	3 WJLQ-F	3 WJLQ-F>>
4 WGCX-F>	4 WGCX-F	4 WXBW-F	4 WKRG-F>	4 WBLX-F	4	4 WZEW-F	4 WZEW-F	4 WBLX-F	4 WXBW-F
5	5 WABB-F	5 WKRG-F	5 WGCX-F	5 WGOK	5	5	5 WBLX-F	5 WZEW-F	5 WZEW-F
									WKRG-F
									WKRG
									WBLX-F
									WAVH-F

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
WABB 1480 Mobile	0.8/3.0/	5/ 119		
WABF 1220 Fairhope	0.8/1.9/	5/ 75		
WBHY 840 Mobile	1.1/1.9/	9/ 103		
WBLX 660 Fairhope/Mobile	1.1/3.2/	10/ 169		
WHEP 1310 Foley	1.4/2.7/	11/ 129		
WKQR-F 101.9 Citronelle	0.3/2.0/	5/ 136		
WLTV 1410 Mobile	0.8/2.2/	5/ 87		
WMOB 1360 Mobile	0.5/2.3/	3/ 99		
WNWT-F 105.5 Bay Minette/Mob	0.6/1.6/	4/ 64		
WZBA-F 104.9 Moss Point	0.5/2.7/	3/ 144		
WOSM-F 103.1 Ocean Springs	0.9/1.6/	11/ 134		
WOWW-F 107.3 Pensacola	0.3/2.0/	28/ 569		
WWL 870 New Orleans	0.3/1.6/	10/ 211		

MOBILE

RADIO STATIONS

WABB , 1480, 5 KW (DA-N) , Oldies	SUN UPI, \$11.00 (Christal)	Dittman
WBLX , 660, 22 KW/1 KW (DA-2) , Black	, \$10.00 ( --- )	
WGOK , 900, 1 KW/500 W (DA-2), Gospel/Black	AURN, \$16.00 (Roslin)	
WKRG , 710, 1 KW/500 W (DA-N), News/Talk	CBS MBS, \$23.00 (Katz)	
WLPR , 960, 5 KW/1 KW (DA-2) , Nostalgia	SMN, \$13.00 ( --- )	
WABB-F, 97.5, 100 KW @ 1348 , CHR	ABC, \$46.00 (Christal)	Dittman
WAVH-F, 96.1, 100 KW @ 1342 , Oldies	UNISUP, \$24.00 (Durpetti)	Franklin
WBLX-F, 92.9, 100 KW @ 1555 , Black	UNIPWR ABC, \$40.00 (HNWH)	Calendar
WDLT-F, 98.3, 6 KW @ 298 , Soft AC	UNISUP, \$18.00 (Torbet)	
WGXC-F, 104.1, 100 KW @ 1555 , AOR	ABC UNIPWR, \$30.00 (Eastman)	(ATMORE)
WKRG-F, 99.9, 100 KW @ 1755 , AC	MBS, \$26.00 (Katz)	
WKSJ-F, 94.9, 100 KW @ 410 , Country	ABC, \$61.00 (Banner)	Franklin
WZBA-F, 104.9, 33 KW @ 183 , Country	, \$12.00 ( --- )	Waldron (MOSS POINT)
WZEW-F, 92.1, 14 KW @ 449 , AOR	CNN, \$15.00 (Torbet)	(FAIRHOPE)

Other Ranked Stations - See Pensacola

Miscellaneous: WAVH-F sold by Pourtales to Franklin for \$2,000,000 (Blackburn) . . .

\*\*\*\*\* F O R M A T C O D E S \*\*\*\*\*

* AC - Adult Contemporary	J/NAC- Jazz and New Adult Contemporary	*
* AOR - Album Oriented Rock	M/FS - Middle of Road, (MOR) Full Service	*
* B - Black (audience predominately black - over 75%)	N - News	*
* BB - Big Band, Nostalgia	O - Oldies (1955 to current)	*
* C - Country	REL - Religion, Christian	*
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary	*
* CL - Classical	SP - Hispanic/Spanish	*
* CL AOR - Classic AOR, Classic Rock	T - Talk	*
* E - Ethnic	U - Urban (majority of audience is non-white)	*
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	? - Others or Unknown	*
* G - Gospel		*

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\*\*\*\*\* R E V E N U E L E V E L C O D E S \*\*\*\*\*

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

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NASHVILLE

Arbitron Rank/Pop (12+): 45/854,900  
 MSA Rank/Pop: 47/994,000  
 ADI # 33  
 Average Person Ratings: 16.1  
 Market TSL: 21.50 hours

Stations: 23/22  
 Diaries: 1297/659:1/49.8%  
 Sample Target: 1240  
 % Below Line: 1.5  
 % Not Listed: 11.7

1992 Revenue: \$33,700,000  
 HH Inc.: \$33,040  
 Retail \$: 8.4 Bill  
 Pop per Station: 38,859  
 #1 Biller: WSM -AF \$6,600,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WSIX-F (C)	198/14.4	15.3	13.6	13.4	12.6	14.2	250/3133	2290/26.8	29.5	24.0	G	WSIX-F
2. WSM -F (C)	156/11.4	13.4	11.0	11.0	11.6	11.7	282/3238	1979/23.1	25.3	24.5	G	WSM -F
3. WQQK-F (B)	99/ 7.2	6.8	8.7	6.7	8.4	7.3	111/1278	1140/13.3	12.9	14.2	D	WQQK-F
4. WKDF-F (AOR)	95/ 6.9	5.1	8.0	7.5	8.0	6.9	154/2720	1607/18.8	16.6	18.6	F	WKDF-F
5. WYHY-F (CHR)	84/ 6.1	6.2	9.0	9.7	7.1	7.8	139/3131	1687/19.7	20.1	23.2	F	WYHY-F
6. WZEZ-F (SAC)	81/ 5.9	6.3	5.7	6.3	7.0	6.1	93/1448	1132/13.2	14.9	15.8	D	WZEZ-F
7. WLAC-F (AC)	75/ 5.5	5.0	5.4	4.8	6.7	5.2	109/1929	1322/15.5	15.9	18.4	E	WLAC-F
8. WLAC (T/N)	68/ 5.0	5.4	4.0	4.1	3.8	4.6	88/1446	1143/13.4	13.6	11.6	B	WLAC
9. WGFY-F (CL AOR)	61/ 4.4	3.9	5.0	4.8	5.0	4.5	75/1536	1168/13.7	13.9	14.4	C	WGFY-F
10. WSM (C)	50/ 3.6	3.6	3.4	3.5	3.7	3.5	73/1258	776/ 9.1	10.3	9.0		WSM
11. WRMX-F (AC)	43/ 3.1	4.0	4.3	4.0	3.6	3.8	60/1214	821/ 9.6	12.7	10.5	C	WRMX-F
12. WVOL (B)	36/ 2.6	2.3	2.5	1.8	2.3	2.3	36/463	463/ 5.4	6.2	5.2		WVOL
13. WRLT-F (AOR)	31/ 2.3	1.5	1.8	2.0	1.0	1.9	31/453	453/ 5.3	4.2	2.8	A	WRLT-F
14. WAMB-AF (BB)	25/ 1.9	0.7	2.3	1.3	1.6	1.5	28/429	358/ 4.2	2.9	0.7		WAMB-AF
15. WWTN-F (T)	22/ 1.6	2.4	1.0	1.0	1.8	1.5	24/670	582/ 6.8	6.4	4.3	A	WWTN-F
16. WBVR-F (C)	21/ 1.5	1.9	1.6	2.6	1.2	1.9	84/1524	508/ 5.9	5.5	6.0	B	WBVR-F
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 81.27% (985 of 1212) (WIN 92: 83.73%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYHY-F	1 WSIX-F	1 WSIX-F>	1 WSIX-F>	1 WSIX-F>	1 WSIX-F	1 WSIX-F>	1 WSIX-F	1 WSIX-F>	1 WQQK-F>	1 WSM -F
2 WQQK-F>	2 WKDF-F	2 WSM -F	2 WSM -F>	2 WSM -F>	2 WSM -F>	2 WSM -F>	2 WSM -F	2 WSM -F	2 WSIX-F	2 WSIX-F>
3 WKDF-F>	3 WQQK-F	3 WKDF-F	3 WKDF-F	3 WKDF-F	3 WZEZ-F	3 WKDF-F	3 WLAC	3 WQQK-F	3 WYHY-F	3 WKDF-F<
4	4 WLAC-F<	4 WQQK-F	4 WQQK-F	4 WZEZ-F<	4 WLAC <	4 WYHY-F	4 WZEZ-F	4 WYHY-F	4 WSM -F	4 WQQK-F
5	5 WSM -F	5 WLAC-F	5 WLAC-F<	5 WQQK-F	5 WSM	5 WSM	5 WLAC-F<	5 WKDF-F<	5 WKDF-F>	5 WSM
6	6	6 WGFY-F<	6 WZEZ-F	6 WLAC-F	6 WRMX-F	6 WQQK-F	6 WKDF-F>	6 WZEZ-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQQK-F	1 WSIX-F>	1 WSIX-F>>	1 WSIX-F>	1 WSIX-F>	1 WSIX-F	1 WKDF-F>	1 WKDF-F>	1 WSIX-F	1 WSIX-F
2 WYHY-F	2 WQQK-F	2 WLAC-F	2 WSM -F	2 WSM -F>	2 WGFY-F	2 WSIX-F	2 WSM -F	2 WKDF-F	2 WSM -F
3 WKDF-F	3 WLAC-F	3 WQQK-F	3 WQQK-F	3 WZEZ-F>	3 WKDF-F	3 WSM -F	3 WSIX-F	3 WSM -F	3 WKDF-F>
4 WSIX-F	4 WYHY-F	4 WZEZ-F	4 WZEZ-F<	4 WQQK-F	4 WLAC-F	4 WGFY-F	4 WQQK-F>	4 WGFY-F	4 WLAC
5	5 WKDF-F	5 WSM -F	5 WLAC-F	5 WLAC-F	5	5 WQQK-F	5 WLAC-F	5 WQQK-F	5 WQQK-F
							5 WGFY-F>	5 WLAC-F	5 WGFY-F

OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA
WAKM 950 Franklin	0.9/1.1/ 12/	92
WDKN 1260 Dickson	0.7/1.0/ 10/	86
WENO 760 Nashville	0.4/0.9/ 5/	84
WKDA 1240 Nashville	0.5/2.8/ 7/	238
WMDB 880 Nashville	1.4/3.1/ 19/	266
WYQQ-F 102.9 Shelbyville	1.0/3.7/ 29/	658



NASHVILLE

RADIO STATIONS

AM STATIONS

WAMB, 1160, 50 KW/1 KW (DA-N), NOSTALGIA	MBS, \$ 21.00 (Roslin)	
WLAC, 1510, 50 KW (DA-N), TALK/NEWS/RELIG	CBS, \$ 37.00 (Durpetti)	Fairmont
WMDB, 880, 2.5 KW (DAYS,DA), BLACK	, \$ 18.00 (---)	
WSM, 650, 50 KW, COUNTRY	NBC, \$ 44.00 (Christal)	Gaylord
WVOL, 1470, 5 KW/1 KW (DA-2), BLACK	SMN, \$ 24.00 (MMR)	

FM STATIONS

WGFX-F, 104.5, 49 KW @ 1312, CLASSIC ADR	SOURCE, \$ 45.00 (Katz)	Dick (GALLATIN)
WKDF-F, 103.3, 100 KW @ 1233, ADR	ABC, \$ 85.00 (Katz)	Dick
WLAC-F, 105.9, 100 KW @ 1233, AC	, \$ 80.00 (Durpetti)	Fairmont
WQK-F, 92.1, 1.5 KW @ 430, BLACK	, \$ 40.00 (MMR)	
WRMX-F, 96.3, 100 KW @ 810, OLDIES	, \$ 41.00 (---)	Signature (MURFREESBORO)
WSIX-F, 97.9, 100 KW @ 1138, COUNTRY	ABC, \$ 115.00 (Mc-Guild)	Capstar
WSM-F, 95.5, 100 KW @ 1279, COUNTRY	, \$ 83.00 (Christal)	Gaylord
WYCQ-F, 102.9, 100 KW @ 810, COUNTRY	, \$ 23.00 (---)	Cromwell (SHELBYVILLE)
WYHY-F, 107.5, 58 KW @ 708, CHR	, \$ 80.00 (Eastman)	Legacy (LEBANON)
WZEZ-F, 92.9, 100 KW @ 1053, SOFT AC/EZ	, \$ 57.00 (HNWH)	South Central
WBVR-F, 101.1, 100 KW @ 1289, COUNTRY	ABC, \$ NA (---)	Amaturo (RUSSELLVILLE, KY)

NASSAU-SUFFOLK

Arbitron Rank/Pop (12+): 14/2,271,800  
 MSA Rank/Pop: 12/2,670,000  
 New York ADI  
 Average Person Ratings: 18.3  
 Market TSL: 24.00 hours

Stations: 40/13  
 Diaries: 2073/1096:1/51.1%  
 Sample Target: 1920  
 % Below Line: NA  
 % Not Listed: NA

1992 Revenue: \$32,900,000  
 HH Inc.: \$62,636  
 Retail \$: 26.1 Bil  
 Pop per Station: 174,753  
 #1 Biller: WALK-AF \$7,600,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WALK-F (AC)	242/ 5.8	6.0	4.7	5.4	5.4	5.5		3109/13.7	15.0	12.9	H	WALK-F
2. WBLI-F (CHR)	180/ 4.3	0.4	4.4	5.2	4.5	3.6		2864/12.6	12.9	13.6	G	WBLI-F
3. WBAB-F (AOR)	178/ 4.3	4.3	4.3	4.5	5.1	4.4		3072/13.5	14.1	15.5	G	WBAB-F
4. WHLI (BB)	124/ 3.0	2.4	3.1	2.0	3.5	2.6		813/ 3.6	3.2	4.5	C	WHLI
5. WYNY-F (C)	111/ 2.7	3.3	3.7	3.8	3.0	3.4		1613/ 7.1	8.3	8.0		WYNY-F
6. WKJY-F (SAC)	110/ 2.7	3.0	2.3	2.5	2.6	2.6		1470/ 6.5	6.2	7.5	E	WKJY-F
WGSM (BB)	110/ 2.7	3.7	2.0	2.1	2.1	2.6		792/ 3.5	3.3	3.2	B	WGSM
8. WMJC-F (SAC)	105/ 2.5	1.4	2.1	2.1	1.8	2.0		1351/ 5.9	5.0	5.5	C	WMJC-F
9. WDRE-F (AOR)	69/ 1.7	1.2	1.5	2.1	1.7	1.6		1162/ 5.1	4.3	6.0	D	WDRE-F
10. WRCN-F (AOR)	48/ 1.2	1.3	0.9	1.4	0.9	1.2		885/ 3.9	3.5	2.8	C	WRCN-F

NOTE: Nassau-Suffolk is a portion of the New York metro. Only stations home to the Nassau-Suffolk survey area are included. There is no TSA.

12+ FM SHARE (METRO): NA

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WBLI-F>	1 WBAB-F>	1 WBAB-F<	1 WALK-F	1 WALK-F>	1 WALK-F>	1 WALK-F>	1 WALK-F	1 WALK-F	1 WBAB-F	1 WBAB-F
2 WBAB-F>	2 WBLI-F>	2 WALK-F<	2 WBLI-F	2 WBLI-F>	2 WHLI	2 WBLI-F	2 WBLI-F	2 WBAB-F	2 WALK-F	WALK-F>
3	3 WDRE-F>	3 WBLI-F>	WBAB-F>	3 WBAB-F>	3 WGSM	3 WBAB-F>	3 WBAB-F	3 WBLI-F>	3 WKJY-F>	3 WBLI-F>
4	4 WALK-F	4 WKJY-F	4 WKJY-F	4 WYNY-F	4 WYNY-F	4 WYNY-F	4 WKJY-F	4 WKJY-F<	4	4

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBLI-F	1 WBLI-F	1 WBLI-F	1 WALK-F	1 WALK-F>	1 WDRE-F<	1 WBAB-F>	1 WBAB-F>>	1 WBAB-F>	1 WBAB-F
2 WDRE-F	2 WBAB-F	2 WBAB-F	2 WBLI-F>	2 WBLI-F>	2 WBAB-F>	2 WDRE-F	2 WBLI-F	2 WBLI-F	2 WALK-F>
3 WBAB-F>	3 WALK-F	3 WALK-F	3 WBAB-F	3 WKJY-F	3 WRCN-F	3 WBLI-F	3 WRCN-F	WALK-F	3 WBLI-F
4 WALK-F	4 WKJY-F	4 WKJY-F>	4 WKJY-F	WBAB-F	WBLI-F	4 WRCN-F	WDRE-F	4 WDRE-F	4 WYNY-F

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WBAZ-F 101.7 Southold	0.7/1.3/ 27/ 286		
WLNG 1600 Sag Harbor	0.1/ 0/ 0/ 0		
WLNG-F 92.1 Sag Harbor	0.2/1.4/ 16/ 312		

RADIO STATIONS

WGSM , 740, 25 KW (DAYS, DA) , Nostalgia	UNISUP/ULT, \$ 40.00 (MMR)	Greater Media
WHLI , 1100, 10 KW (DAYS, DA) , Nostalgia	, \$ 40.00 (Katz)	Barnstable
WALK-F, 97.5, 39 KW @ 554 , AC	, \$175.00 (Durpetti)	American
WBAB-F, 102.3, 3 KW @ 269 , AOR	, \$135.00 (MMR)	Liberty
WBAZ-F, 101.7, 5.5 KW @ 341 , Soft AC	CNN UNISUP, \$ 36.00 (Schubert)	
WBLI-F, 106.1, 25 KW @ 492 , CHR	, \$125.00 (Katz)	Beck-Ross
WMJC-F, 94.3, 3 KW @ 300 , EZ/Soft AC	, \$ 50.00 (MMR)	Greater Media
WDRE-F, 92.7, 1 KW @ 521 , AOR	, \$ 62.00 (Katz)	
WKJY-F, 98.3, 3 KW @ 328 , Soft AC	, \$ 75.00 (Katz)	Barnstable
WRCN-F, 103.9, 1.5 KW @ 466 , AOR	, \$ 35.00 (McGuidd)	

Other Stations - See New York

NEW ORLEANS

Arbitron Rank/Pop (12+): 38/1,011,000  
 MSA Rank/Pop: 38/1,310,000  
 ADI # 40  
 Average Person Ratings: 17.4  
 Market TSL: 23.00 hours

Stations: 26/25  
 Diaries: 1706/593:1/47.8%  
 Sample Target: 1650  
 % Below Line: 0.7  
 % Not Listed: 9.9

1992 Revenue: \$31,100,000  
 HH Inc.: \$26,730  
 Retail \$: 10.0 Bil  
 Pop per Station: 40,440  
 #1 Biller: WWL \$6,200,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WWL (N/T)	189/10.7	10.6	10.5	9.2	9.5	10.3	268/3068	2248/22.2	23.2	22.5	G	WWL
2. WQUE-F (B)	161/ 9.2	10.1	11.1	9.0	8.8	9.9	203/2859	2316/22.9	25.7	20.4	D	WQUE-F
3. WYLD-F (B)	144/ 8.2	8.7	8.7	9.6	8.5	8.8	157/2282	2078/20.6	20.1	19.4	D	WYLD-F
4. WNOE-F (C)	133/ 7.6	7.6	8.0	8.6	8.0	7.9	189/2374	1680/16.6	16.7	16.1	E	WNOE-F
5. WLMG-F (SAC)	120/ 6.8	6.1	6.8	6.7	5.7	6.6	144/1816	1561/15.4	13.3	15.0	D	WLMG-F
KMEZ-F (B/AC)	120/ 6.8	6.5	6.8	6.8	6.3	6.7	120/1424	1410/13.9	12.8	11.9	B	KMEZ-F
7. WEZB-F (CHR)	106/ 6.0	8.2	6.5	6.2	8.7	6.7	141/2870	2109/20.9	23.2	22.4	E	WEZB-F
8. WLTS-F (AC)	73/ 4.2	5.1	4.0	3.6	4.2	4.2	97/1696	1375/13.6	14.3	10.9	D	WLTS-F
WCKW-F (CL AOR)	73/ 4.2	3.1	3.4	3.6	3.7	3.6	118/1948	1171/11.6	10.1	12.1	C	WCKW-F
10. WRNO-F (AOR)	58/ 3.3	2.8	2.5	2.5	2.4	2.8	76/1465	1126/11.1	9.1	9.3	C	WRNO-F
11. WBOK (G)	56/ 3.2	2.6	3.0	2.7	3.6	2.9	59/682	657/ 6.5	6.0	6.3	A	WBOK
12. WBYU (BB)	47/ 2.7	3.9	4.2	3.4	4.2	3.5	51/572	524/ 5.2	6.5	8.1	B	WBYU
13. KQLD-F (O)	45/ 2.6	2.5	3.0	3.9	3.3	3.0	52/1155	1015/10.0	9.2	11.1	C	KQLD-F
14. WYLD (G)	43/ 2.4	3.0	2.0	3.6	2.3	2.8	54/665	560/ 5.5	5.6	5.3		WYLD
15. WMXZ-F (AC)	39/ 2.2	3.2	3.9	3.1	3.5	3.1	43/1112	919/ 9.1	11.3	10.2	C	WMXZ-F
16. WZRH-F (AOR)	35/ 2.0	1.3	0.6	0.4	0.7	1.1	37/532	509/ 5.0	3.7	1.5		WZRH-F
17. KHOM-F (AC)	31/ 1.8	1.0	1.5	1.2	1.3	1.4	70/1383	769/ 7.6	4.7	5.6		KHOM-F
18. WSMB (N/T)	27/ 1.5	0.9	1.4	0.9	1.1	1.2	28/430	375/ 3.7	3.5	3.7		WSMB
19.												
20.												

12+ FM SHARE (METRO): 72.66% (1151 of 1584) (WIN 92: 72.88%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQUE-F>	1 WQUE-F	1 WQUE-F<	1 WWL	1 WWL	1 WWL >	1 WWL >	1 WWL >	1 WWL >	1 WYLD-F	1 WYLD-F>>
2 WEZB-F	2 WYLD-F>	2 WYLD-F	2 KMEZ-F	2 KMEZ-F	2 WLMG-F	2 WQUE-F	2 WLMG-F	2 WQUE-F	2 WQUE-F	2 KMEZ-F<
3 WYLD-F	3 WCKW-F<	3 KMEZ-F	3 WYLD-F<	3 WYLD-F<	3 WNOE-F	3 WEZB-F	3 WNOE-F	3 WNOE-F	3 KMEZ-F	3 WLTS-F
4	4 WEZB-F	4 WWL	4 WLMG-F	4 WLMG-F	4 KMEZ-F>	4 WNOE-F	4 WQUE-F	4 WLMG-F	4 WEZB-F	4 WQUE-F
5	5 WNOE-F	5 WNOE-F<	5 WQUE-F	5 WNOE-F	5 WYLD-F	5 WYLD-F	5 WYLD-F	5 WYLD-F	5 WNOE-F>	WBOK
6	6 KMEZ-F<	6 WLMG-F	WNOE-F	6 WQUE-F	WBOK <	WLMG-F	WLTS-F<	6 KMEZ-F	6 WSMB	6 WWL
7	7 WRNO-F	7 WEZB-F<	7 WCKW-F	7 WCKW-F	7 WBYU	KMEZ-F>	7 KMEZ-F	7 WEZB-F	WLMG-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQUE-F	1 WQUE-F	1 WNOE-F<	1 KMEZ-F	1 KMEZ-F<	1 WQUE-F	1 WCKW-F<	1 WCKW-F>	1 WWL	1 WWL >
2 WYLD-F>	2 WYLD-F	2 WQUE-F	2 WQUE-F	2 WLMG-F	2 WYLD-F	2 WYLD-F	2 WYLD-F	2 WYLD-F	2 WCKW-F
3 KMEZ-F	3 WNOE-F	3 WYLD-F	WLMG-F	3 WNOE-F	3 WEZB-F	3 WQUE-F	WWL	WCKW-F<	3 WYLD
4 WEZB-F	WEZB-F	WLMG-F	4 WYLD-F	4 WYLD-F	4 WRNO-F>	4 WRNO-F	4 WRNO-F	4 WQUE-F>	4 WQUE-F
5 WNOE-F	KMEZ-F	WEZB-F	5 WNOE-F	WLTS-F	5	5 WWL	WQUE-F>	5 WNOE-F<	5 WNOE-F
6 WZRH-F	6 WLMG-F	6 WLTS-F	6 WLTS-F	6 WQUE-F	6	6 WEZB-F	6 WZRH-F	6 WRNO-F<	6 KMEZ-F
7	7	KMEZ-F>	7	7	7	7	7	7 WEZB-F	7 WLMG-F

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
KGLA 1540	Gretna	0.7/0.9/	13/ 89
WASO 730	Covington	0.5/0.8/	12/ 96
WNOE 1060	New Orleans	0.8/3.2/	14/ 378
WQUE 1280	New Orleans	0.6/2.6/	11/ 290
WSHO 800	New Orleans	0.3/1.6/	9/ 219
WTIX 690	New Orleans	0.5/1.9/	12/ 291
WYAT 990	New Orleans	0.6/1.8/	10/ 184
WFMF-F 102.5	Baton Rouge	0.7/2.0/	33/ 748

NEW ORLEANS

RADIO STATIONS

AM STATIONS

WBOK, 1230, 1 KW	, GOSPEL	AURN, UNIULT	, \$ 23.00 (Roslin)	
WBYU, 1450, 1 KW	, NOSTALGIA/EZ	SMN	, \$ 31.00 (Roslin)	
WNOE, 1060, 50 KW/5 KW (DA-2)	, COUNTRY	ABC	, \$ NA (Mc-Guild)	New Market
WSMB, 1350, 5 KW (DA-2)	, TALK	ABC	, \$ 25.00 (Katz)	
WTIX, 690, 10 KW/5 KW (DA-2)	, NOSTALGIA	NBC, MBS	, \$ 23.00 (---)	GHB (Buck)
WWL, 870, 50 KW (DA-1)	, NEWS/TALK	ABC	, \$ 118.00 (Katz)	Keymarket
WYAT, 990, 250 W	, OLDIES	CBS, UNISP	, \$ 21.00 (Durpetti)	Muniz
WYLD, 940, 10 KW/500 W (DA-2)	, GOSPEL		, \$ 21.00 (HNWH)	Clear Channel

FM STATIONS

KHOM, 104.1, 100 KW @ 1945, OLDIES	UNISUP, NBC	, \$ 25.00 (Torbet)	(HOUMA)
KMEZ, 102.9, 4.7 KW @ 604, BLACK AC	SMN	, \$ 26.00 (Katz)	(BELLE CHASE)
KQLD, 106.7, 100 KW @ 981, OLDIES	ABC	, \$ 37.00 (McGuild)	Beasley (PORT SULPHUR)
WCKW, 92.3, 100 KW @ 1945, CLASSIC AOR	SOURCE	, \$ 40.00 (Banner)	(LAPLACE)
WEZB, 97.1, 100 KW @ 449, CHR		, \$ 90.00 (MHR)	EZ
WLMG, 101.9, 100 KW @ 830, SOFT AC		, \$ 59.00 (Katz)	Keymarket
WLTS, 105.3, 100 KW @ 902, AC	CBS	, \$ 56.00 (Durpetti)	Muniz
WMXZ, 95.7, 100 KW @ 984, AC		, \$ NA (MHR)	Muniz
WNOE, 101.1, 100 KW @ 1004, COUNTRY	ABC	, \$ 60.00 (McGuild)	Keymarket
WQUE, 93.3, 93 KW @ 459, BLACK		, \$ 75.00 (Christal)	Clear Channel
WRNO, 99.5, 100 KW @ 1004, AOR	ABC UNIPWR	, \$ 44.00 (MHR)	Galloway
WYLD, 98.5, 100 KW @ 361, BLACK	ABC	, \$ 60.00 (HNWH)	Clear Channel

\*\*\*\*\* F O R M A T C O D E S \*\*\*\*\*

* AC - Adult Contemporary	J/NAC- Jazz and New Adult Contemporary	*
* AOR - Album Oriented Rock	M/FS - Middle of Road, (MOR) Full Service	*
* B - Black (audience predominately black - over 75%)	N - News	*
* BB - Big Band, Nostalgia	O - Oldies (1955 to current)	*
* C - Country	REL - Religion, Christian	*
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary	*
* CL - Classical	SP - Hispanic/Spanish	*
* CL AOR - Classic AOR, Classic Rock	T - Talk	*
* E - Ethnic	U - Urban (majority of audience is non-	*
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	white)	*
* G - Gospel	? - Others or Unknown	*

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\*\*\*\*\* R E V E N U E L E V E L C O D E S \*\*\*\*\*

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

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NEW YORK

OTHER RATED STATIONS METRO CUME TSA TSA  
SHARE/RTG/AQH/CUME

WEVD	1050	New York	0.3/1.6/ 84/2368
WFAS-F	103.9	Newark	0.3/1.2/ 76/1779
WFME-F	94.7	Newark	0.6/1.5/176/2369
WGSN	740	Huntington	0.4/0.6/114/ 852
WHLI	1100	Hempstead	0.5/0.7/142/ 982
WHUD-F	100.7	Peekskill	0.6/1.3/282/3139
WKJY-F	98.3	Hempstead	0.5/1.4/144/2036
WMJC-F	94.3	Smithtown/LngIs	0.4/1.0/106/1439
WNWK-F	105.9	Newark	0.5/2.0/145/2817
WPAT	930	Paterson	0.6/1.9/166/2857
WWRV	1330	New York	0.4/0.5/104/ 718
WEZN-F	99.9	Bridgeport	0.4/1.6/255/4725
WKXW-F	101.5	Trenton	0.5/1.9/215/4196

RADIO STATIONS

AM STATIONS

WABC,	770,	50 KW	, Talk	ABC,	\$260.00	(Banner)	Cap Cities/ABC
WADO,	1280,	5 KW (DA-1)	, Hispanic	,	\$110.00	(Katz Hisp)	Tichenor
WCBS,	880,	50 KW	, News	CBS,	\$365.00	(CBS)	CBS
WEVD,	1050,	50 KW (DA-1)	, Nostlgia/FS/Ethnic	UNIULT MBS,	\$ 80.00	(Groskin)	Forward
WFAN,	660,	50 KW	, Sports	NBC UNIPWR,	\$350.00	(HNWH)	Infinity
WINS,	1010,	50 KW (DA-1)	, News	CNN ABC,	\$405.00	(Group W)	Westinghouse
WKDM,	1380,	5 KW (DA-1)	, Hispanic	CRC CBS,	\$ 84.00	(Katz Hisp)	United
WLIB,	1190,	10 KW (Days, DA)	, Black News/Talk	AURN,	\$ 88.00	(Mc-Guild)	Inner City
WMCA,	570,	5 KW (DA-1)	, Religion	,	\$ NA	( --- )	Salem
WBBR,	1130,	50 KW (DA-N)	, News	,	\$160.00	( --- )	Bloomburg
WOR,	710,	50 KW (DA-1)	, Talk	ABC NBC,	\$290.00	(Mc-Guild)	Buckley
WPAT,	930,	5 KW (DA-2)	, SEE WPAT-FM				
WQEW,	1560,	50 KW (DA-2)	, Nostalgia	UNISUP,	\$ 50.00	(MMR)	New York Times
WSKQ,	620,	5 KW (DA-2)	, Hispanic	,	\$110.00	(SBS)	SBS
WRRL,	1600,	5 KW (DA-2)	, Gospel	MBS AURN,	\$ 45.00	(Williams)	Unity
WWDJ,	970,	5 KW (DA-2)	, Religion	,	\$ 50.00	( --- )	Communicom
WZRC,	1480,	5 KW (DA-2)	, AOR	,	\$ NA	(Torbet)	Infinity

FM STATIONS

WBLS,	107.5,	5.4 KW @ 1220	, Black	ABC,	\$300.00	(Mc-Guild)	Inner City
WCBS,	101.1,	6.8 KW @ 1325	, Oldies	CBS,	\$420.00	(CBS)	CBS
WHTZ,	100.3,	7.8 KW @ 1220	, CHR	,	\$300.00	(Christal)	Mairite
WFME,	94.7,	37 KW @ 571	, Religion	,	\$ NA	( --- )	Family
WHUD,	100.7,	50 KW @ 500	, EZ/Soft AC	APR,	\$100.00	(Katz)	(PEEKSKILL)
WLTW,	106.7,	7.8 KW @ 1223	, Soft AC	,	\$440.00	(Katz)	Viacom
WNCN,	104.3,	7.8 KW @ 1220	, Classical	CNN UNISUP,	\$170.00	(CMBS)	GAF
WNEW,	102.7,	7.8 KW @ 1220	, AOR	UNIPWR,	\$350.00	(Group W)	Westinghouse
WMXV,	105.1,	7.8 KW @ 1222	, AC	,	\$320.00	(Mc-Guild)	Bonneville
WPAT,	93.1,	5.4 KW @ 1420	, EZ	,	\$230.00	(MMR)	Park
WPLJ,	95.5,	6.7 KW @ 1345	, CHR	,	\$200.00	(Katz)	Cap Cities/ABC
WQCD,	101.9,	5.3 KW @ 1420	, Jazz	ABC,	\$270.00	(Christal)	Tribune Co.
WQHT,	97.1,	6.7 KW @ 1338	, CHR	ABC,	\$300.00	(HNWH)	Emmis
WQXR,	96.3,	7.8 KW @ 1223	, Classical	UNISUP,	\$175.00	(MMR)	New York Times
WRKS,	98.7,	7.8 KW @ 1223	, Black	SOURCE UNIPWR,	\$300.00	(Durpetti)	Summit
WSKQ,	97.9,	7.8 KW @ 1224	, Hispanic	,	\$100.00	( --- )	SBS
WXRK,	92.3,	7.6 KW @ 1223	, Classic AOR	ABC,	\$400.00	(Torbet)	Infinity
WYNY,	103.5,	6.7 KW @ 1391	, Country	NBC MBS,	\$240.00	(Durpetti)	Broadcasting Partners

Miscellaneous: WHTZ-F sold by Mairite to Shamrock . . .

NORFOLK

Arbitron Rank/Pop (12+): 33/1,191,200  
 MSA Rank/Pop: 34/1,390,000  
 ADI # 39  
 Average Person Ratings: 16.5  
 Market TSL: 21.75 hours

Stations: 28/27  
 Diaries: 1610/740:1/54.3%  
 Sample Target: 1450  
 % Below Line: 1.0  
 % Not Listed: 11.6

1992 Revenue: \$31,000,000  
 HH Inc.: \$34,700  
 Retail \$: 10.6 Bill  
 Pop per Station: 44,118  
 #1 Biller: WNOR-F \$4,200,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WOWI-F (B)	221/11.2	10.9	12.6	12.7	9.6	11.9	248/2830	2431/20.4	20.9	20.0	E	WOWI-F
2. WCMS-AF (C)	164/ 8.3	8.1	7.2	6.8	8.1	7.6	193/2280	1916/16.1	15.1	14.8	E	WCMS-AF
3. WGH -F (C)	153/ 7.8	6.2	7.0	4.5	4.5	6.4	170/2043	1794/15.1	14.6	9.9	C	WGH -F
4. WFOG-F (SAC)	149/ 7.6	7.1	7.8	7.6	7.8	7.5	157/1814	1653/13.9	14.7	14.8	D	WFOG-F
5. WNOR-AF (AOR)	144/ 7.4	6.4	7.3	7.7	6.5	7.2	150/2194	2101/17.6	16.7	16.0	F	WNOR-AF
6. WNIS (N/T)	94/ 4.8	5.1	3.0	3.9	3.1	4.2	99/1374	1265/10.6	10.3	7.0	B	WNIS
7. WKOC-F (AOR)	91/ 4.6	2.6	3.3	2.6	3.8	3.3	92/1254	1239/10.4	7.2	9.0	B	WKOC-F
8. WAFX-F (CL AOR)	72/ 3.7	3.8	5.4	4.8	4.4	4.4	92/1843	1519/12.8	14.5	14.9	D	WAFX-F
9. WNVZ-F (CHR)	71/ 3.6	5.4	4.3	4.0	4.9	4.3	74/1693	1583/13.3	18.6	17.2	D	WNVZ-F
10. WWDE-F (AC)	69/ 3.5	4.6	5.3	7.9	5.8	5.3	72/1523	1428/12.0	13.7	13.8	E	WWDE-F
11. WLTY-F (O)	64/ 3.3	3.7	4.4	4.3	4.6	3.9	76/1311	1113/ 9.3	9.5	11.4	C	WLTY-F
12. WMYA-F (AC)	61/ 3.1	2.4	1.9	2.2	3.6	2.4	67/935	796/ 6.7	6.7	8.0	B	WMYA-F
13. WHYK-F (AC)	60/ 3.0	2.4	1.2	1.0	0.8	1.9	61/1195	1166/ 9.8	7.4	2.5	B	WHYK-F
14. WMXN-F (AC)	59/ 3.0	3.8	4.7	5.9	6.4	4.3	70/1454	1301/10.9	14.2	15.7	C	WMXN-F
15. WJQI-F (SAC)	51/ 2.6	4.5	4.9	4.1	5.5	4.0	52/865	853/ 7.2	10.9	11.1	C	WJQI-F
16. WBSK (B)	45/ 2.3	1.6	1.2	2.1	1.2	1.8	45/486	486/ 4.1	3.5	3.5	A	WBSK
17. WPCE (G)	39/ 2.0	2.0	1.9	1.7	2.4	1.9	39/509	509/ 4.3	3.7	3.9	A	WPCE
18. WBSK-F (B)	31/ 1.6	0.8	0.5	1.0	0.5	1.0	34/460	417/ 3.5	3.3	1.8	B	WBSK-F
19. WTAR (N/T)	28/ 1.4	2.5	1.7	2.0	1.8	1.9	30/926	807/ 6.8	9.2	7.1	B	WTAR
20.												

12+ FM SHARE (METRO): 85.99% (1497 of 1741) (WIN 92: 87.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOWI-F>	1 WOWI-F	1 WOWI-F	1 WOWI-F<	1 WOWI-F	1 WCMS-AF	1 WCMS-AF	1 WFOG-F	1 WOWI-F>	1 WOWI-F>>	1 WOWI-F
2 WHYK-F>	2 WNOR-AF	2 WNOR-AF<	2 WGH -F	WGH -F	2 WFOG-F>	2 WOWI-F	2 WNIS	2 WGH -F<	2 WGH -F<	2 WCMS-F
3 WNVZ-F	3 WGH -F>	3 WGH -F>	3 WNOR-AF<	3 WCMS-AF	3 WNIS	3 WNOR-AF	3 WCMS-AF	3 WCMS-AF<	3 WMYA-F<	3 WGH -F>>
4	4 WKOC-F>	4 WCMS-AF	4 WCMS-AF	4 WNOR-AF	4 WGH -F	4 WGH -F	4 WOWI-F<	4 WNOR-AF<	4 WHYK-F<	4 WFOG-F<
5	5 WAFX-F	5 WKOC-F	5 WKOC-F	5 WKOC-F	5 WLTY-F	5 WFOG-F	5 WGH -F	5 WFOG-F>	5 WNOR-AF	5 WWDE-F
6	6 WNVZ-F	6 WAFX-F	6 WLTY-F<	6 WFOG-F	6 WBSK-F	6 WWDE-F<	WNOR-AF>	6 WKOC-F	6 WCMS-AF	6
7	7	7 WFOG-F	7 WWDE-F<	7 WLTY-F	7 WOWI-F<	7 WKOC-F	7 WKOC-F>	7 WNIS <	7 WNVZ-F	7
8	8	8 WWDE-F	8 WAFX-F	8 WNIS	8 WWDE-F	8 WNIS <	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WOWI-F>	1 WOWI-F>	1 WOWI-F	1 WOWI-F	1 WOWI-F	1 WOWI-F<	1 WNOR-AF	1 WNOR-AF	1 WNOR-AF	1 WNOR-AF
2 WGH -F>>	2 WGH -F>>	2 WGH -F>	2 WGH -F>	2 WGH -F<	2 WNOR-AF>>	2 WOWI-F>	2 WOWI-F	2 WOWI-F>	2 WGH -F<
3 WNOR-AF	3 WNOR-AF	3 WWDE-F	3 WCMS-AF	3 WFOG-F<	3 WNIS	3 WGH -F<	3 WKOC-F	3 WGH -F	3 WKOC-F<
4 WJQI-F	4 WMXN-F	4 WMYA-F	4 WFOG-F	4 WCMS-AF	4 WAFX-F	4 WKOC-F>	4 WGH -F>	4 WKOC-F	4 WCMS-AF
5 WNVZ-F	5 WNVZ-F	5 WNOR-AF	5 WMXN-F<	5 WWDE-F	5	5	5	5 WAFX-F	5 WOWI-F
6 WMXN-F	6 WFOG-F<	6 WMXN-F	6 WWDE-F	6 WMXN-F	6	6	6	6 WCMS-AF<	6 WNIS
7 WFOG-F	7 WJQI-F	7 WNVZ-F	7 WJQI-F	7 WMYA-F	7	7	7	7	7 WAFX-F
8	8	8 WFOG-F	8 WNOR-AF	8 WLTY-F	8	8	8	8	8

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WGH 1310	Newport News	0.4/2.3/	8/ 282
WKGM 940	Smithfield/Nf1k	0.4/0.8/	7/ 113
WPMH 1010	Portsmouth	0.3/1.2/	7/ 148
WTJZ 1270	Newport News	0.3/1.7/	6/ 213
WXEZ-F 94.1	Yorktown/NwptNw	1.0/2.7/	36/ 510
WXGM-F 99.1	Gloucester	0.5/1.0/	12/ 159
WDCK-F 96.5	Williamsburg	1.0/2.1/	28/ 484

NORFOLK

RADIO STATIONS

AM STATIONS

WBSK , 1350, 5 KW/1 KW (DA-2) , Black	AURN ABC, \$ 28.00 (Mc-Guild)	Ragan Henry
WNIS , 850, 5 KW/1 KW (DA-2) , News/Talk	NBC ABC, \$ 36.00 (MMR)	Sinclair
WPCE , 1400, 1 KW/250 W , Gospel	AURN UNIULT, \$ 23.00 (Mc-Guild)	Willis
WTAR , 790, 5 KW (DA-1) , Talk/News	CBS CNN, \$ 29.00 (Katz)	Benchmark

FM STATIONS

WAFX , 106.9, 100 KW @ 938 , Classic AOR	, \$ 63.00 (CBS)	Radio Ventures
WCMS , 100.5, 50 KW @ 499 , Country	ABC, \$ 86.00 (MMR)	
WFOG , 92.9, 50 KW @ 479 , EZ/SAC	UNIULT, \$ 64.00 (Banner)	Sunshine Wireless
WGH , 97.3, 74 KW @ 394 , Country	, \$ 39.00 (Eastman)	Susquehanna
WJQI , 94.9, 50 KW @ 499 , Soft AC	UNIPWR, \$ 46.00 (HNWH)	Coleman
WKOC , 93.7, 100 KW @ 997 , AOR	ABC, \$ 32.00 (Durpetti)	Benchmark (ELIZABETH CITY)
WXEZ , 94.1, 50 KW @ 500 , EZ	, \$ NA ( --- )	Eure
WLTY , 95.7, 40 KW @ 879 , Oldies	, \$ 61.00 (Katz)	Benchmark
WMXN , 105.3, 50 KW @ 500 , AC	, \$ 38.00 (Katz)	ML/Win
WMYA , 96.1, 50 KW @ 482 , Black AC	, \$ 31.00 (Torbet)	Willis (CAPE CHARLES)
WMYK , 92.1, 3.7 KW @ 413 , Black	SMN, \$ 25.00 (Torbet)	Willis (MOYOCK)
WNOR , 98.7, 46 KW @ 518 , AOR	, \$ 95.00 (Mc-Guild)	Saga
WNVZ , 104.5, 50 KW @ 479 , CHR	, \$ 63.00 (Banner)	Wilks-Schwartz
WOWI , 102.9, 50 KW @ 469 , Black	AURN, \$ 58.00 (Mc-Guild)	Ragan Henry
WWDE , 101.3, 50 KW @ 500 , AC	CBS, \$ 94.00 (Christal)	

Miscellaneous: WPMH (Portsmouth) sold to Epperson for \$140,000 . . .



OKLAHOMA CITY

Arbitron Rank/Pop (12+): 52/793,900

MSA Rank/Pop: 53/978,000  
ADI # 45

Average Person Ratings: 16.0  
Market TSL: 21.50 hours

Stations: 20/19  
Diaries: 1270/625:1/55.0%  
Sample Target: 1250  
% Below Line: 0.4  
% Not Listed: 7.8

1992 Revenue: \$23,900,000  
HH Inc.: \$26,669  
Retail \$: 7.5 B11  
Pop per Station: 41,784  
#1 Biller: KXXY-AF \$6,400,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. KXXY-AF (C)	248/19.5	18.8	18.8	17.9	18.0	18.8	292/3259	2549/32.1	31.9	31.3	G	KXXY-AF
2. KJYO-F (CHR)	146/11.5	11.1	10.1	9.6	10.9	10.6	159/2421	2070/26.1	22.1	24.6	C	KJYO-F
3. KEBC-F (C)	138/10.8	8.4	10.4	8.8	7.2	9.6	199/2944	1958/24.7	22.0	19.3	C	KEBC-F
4. KTOK (N/T)	100/7.8	7.1	8.8	7.4	6.9	7.8	110/1629	1408/17.7	16.9	15.4	D	KTOK
5. KATT-F (AOR)	84/6.6	6.2	6.4	9.0	7.3	7.1	121/2040	1228/15.5	16.4	18.4	D	KATT-F
6. KMGL-F (AC)	79/6.2	7.5	6.8	6.3	7.0	6.7	94/1383	1086/13.7	15.4	14.8	D	KMGL-F
7. KRXO-F (CL AOR)	78/6.1	6.5	5.9	6.6	6.1	6.3	94/1491	1238/15.6	16.2	15.5	D	KRXO-F
8. KOQL-F (O)	68/5.3	4.8	3.9	5.1	4.3	4.8	83/1245	934/11.8	12.7	13.3	C	KOQL-F
9. KYIS-F (AC/CHR)	50/3.9	2.1	3.2	2.8	3.8	3.0	53/1399	1169/14.7	10.0	11.9	C	KYIS-F
10. WKY (EZ)	46/3.6	4.5	4.3	7.2	6.2	4.9	52/879	684/8.6	9.7	11.1	B	WKY
11. KOMA-F (O)	31/2.4	2.9	3.4	2.6	2.6	2.8	38/933	680/8.6	10.3	7.2	C	KOMA-F
12. KNLT-F (REL)	30/2.4	2.7	1.8	2.1	1.4	2.3	30/523	481/6.1	6.5	5.0	A	KNLT-F
13. KTNT-F (J/NAC)	17/1.3	1.9	1.6	1.3	1.7	1.5	17/350	335/4.2	4.7	3.7	B	KTNT-F
14. KQCV (REL)	16/1.3	1.4	1.0	1.0	1.3	1.2	16/274	274/3.5	3.4	2.5	A	KQCV
15.												

12+ FM SHARE (METRO): 81.53% (958 of 1175) (WIN 92: 78.69%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KJYO-F>	1 KXXY-AF>	1 KXXY-AF>	1 KXXY-AF>	1 KXXY-AF>	1 KXXY-AF>	1 KXXY-AF>	1 KXXY-AF>	1 KXXY-AF>	1 KJYO-F	1 KXXY-F>
2 KXXY-AF	2 KJYO-F	2 KJYO-F	2 KRXO-F	2 KJYO-F	2 KTOK	2 KJYO-F	2 KEBC-F	2 KJYO-F	2 KATT-F	2 KEBC-F
3 KEBC-F	3 KATT-F	3 KRXO-F	3 KJYO-F	3 KRXO-F	3 KEBC-F	3 KEBC-F	3 KTOK	3 KEBC-F	3 KEBC-F	3 KJYO-F
4	4 KEBC-F	4 KEBC-F	4 KMGL-F	4 KMGL-F	4 KOQL-F	4 KTOK	4 KJYO-F	4 KATT-F	4 KXXY-AF	4 KTOK
5	5 KRXO-F	5 KATT-F	5 KOQL-F	5 KOQL-F	5 WKY	5	5 KMGL-F	5 KTOK	5 KMGL-F	5 KMGL-F
6	6	6	6 KEBC-F	6 KEBC-F	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KXXY-AF	1 KXXY-AF	1 KXXY-AF	1 KXXY-AF	1 KXXY-AF	1 KXXY-AF	1 KXXY-AF	1 KXXY-AF	1 KXXY-AF	1 KXXY-AF
2 KJYO-F	2 KJYO-F	2 KJYO-F	2 KJYO-F	2 KJYO-F	2 KJYO-F	2 KATT-F	2 KATT-F	2 KATT-F	2 KRXO-F
3 KEBC-F	3 KEBC-F	3 KEBC-F	3 KEBC-F	3 KMGL-F	3 KRXO-F	3 KRXO-F	3 KRXO-F	3 KRXO-F	3 KATT-F
4 KATT-F	4 KMGL-F	4 KMGL-F	4 KEBC-F	4 KEBC-F	4	4 KJYO-F	4 KJYO-F	4 KJYO-F	4 KOQL-F
5	5	5	5 KOQL-F	5 KOQL-F	5	5	5 KYIS-F	5 KEBC-F	5 KTOK
6	6	6	6	6	6	6	6	6	6 KEBC-F

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KOMA	1520	Oklahoma City	0.9/5.1/ 19/ 609
KTLV	1220	Midwest Cty/OK	0.3/0.9/ 4/ 69
KVSP	1140	Oklahoma City	0.9/1.6/ 12/ 137
WWLS	640	Moore/Norman	1.0/3.1/ 15/ 309
KRMG	740	Tulsa	0.4/1.7/ 16/ 298

RADIO STATIONS

KOMA	1520	50 KW (DA-N)	Oldies	CBS, \$29.00	(CBS)	Diamond
KVSP	1140	1 KW (DAYS)	AOR	BRN, \$19.00	(Banner)	
KQCV	800	250 W/500 W	Religion	\$14.00	(---	Bott
KTOK	1000	5 KW (DA-2)	News/Talk	ABC MBS, \$53.00	(Christal)	Clear Channel
WKY	930	5 KW (DA-N)	EZ	\$24.00	(Torbet)	Gaylord
WWLS	640	1 KW (DA-N)	Sports	CBS, \$18.00	(McGuilid)	(MOORE)
KATT-F	100.5	97 KW @ 1191	AOR	SOURCE, \$59.00	(Banner)	Surrey
KEBC-F	94.7	100 KW @ 1387	Country	ABC, \$38.00	(Banner)	Independence
KJYO-F	102.7	98 KW @ 899	CHR	\$43.00	(Christal)	Clear Channel
KOMA-F	92.5	100 KW @ 899	Oldies	CBS, \$37.00	(CBS)	Wilks-Schwartz
KMGL-F	104.1	99 KW @ 1361	AC	\$44.00	(Eastman)	Renda
KNLT-F	104.9	3.3 KW @ 298	Religion	APR, \$17.00	(---	CBN (BETHANY)
KOQL-F	101.9	98 KW @ 1387	Oldies	\$36.00	(Durpetti)	Entercom
KRXO-F	107.7	99 KW @ 991	Classic AOR	\$54.00	(CBS)	Diamond
KTNT-F	97.7	3 KW @ 298	Jazz/NAC	\$22.00	(K & P)	(EDMOND)
KXXY-F	96.1	98 KW @ 1171	Country	MBS, \$115.00	(Mc-Guild)	NewMarket
KYIS-F	98.9	100 KW @ 1099	CHR/AC	APR, \$30.00	(HNWH)	

Miscellaneous: KPRW changes to KVSP (March) . . .

OHAHA

Arbitron Rank/Pop (12+): 75/507,100  
 MSA Rank/Pop: 82/623,000  
 ADI # 73  
 Average Person Ratings: 17.0  
 Market TSL: 22.25 hours

Stations: 18/16  
 Diaries: 1005/505:1/59.0%  
 Sample Target: 980  
 % Below Line: 2.9  
 % Not Listed: 14.4

1992 Revenue: \$21,600,000  
 HH Inc.: \$35,758  
 Retail \$: 5.1 B11  
 Pop per Station: 31,693  
 #1 Biller: WOW -AF \$4,700,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. KQKQ-F (CHR)	101/11.7	10.6	11.3	12.7	8.6	11.6	125/2018	1464/28.9	26.9	24.7	D	KQKQ-F
2. KFAB (FS)	98/11.4	11.1	8.2	13.1	14.6	10.9	156/2525	1424/28.1	27.5	34.7	E	KFAB
3. WOW -F (C)	92/10.7	15.4	13.3	11.3	12.6	12.7	117/1488	1046/20.6	24.9	21.9	F	WOW -F
4. KEZO-F (AOR)	85/ 9.9	10.2	8.2	7.6	10.5	9.0	112/1548	1090/21.5	24.0	26.1	E	KEZO-F
5. KEFH-F (AC)	61/ 7.1	6.2	7.5	9.7	6.9	7.6	93/1461	1019/20.1	19.5	22.9	D	KEFH-F
6. KGOR-F (O)	59/ 6.9	5.4	7.1	7.4	6.0	6.7	81/1265	924/18.2	18.6	16.6	D	KGOR-F
7. KESY-AF (SAC)	55/ 6.4	7.6	7.0	8.0	8.8	7.3	68/1052	829/16.3	17.5	16.5	C	KESY-AF
8. KKAR (N/T)	41/ 4.8	4.6	4.4	3.1	2.9	4.2	44/793	731/14.4	11.6	8.2	B	KKAR
9. WOW (C)	38/ 4.4	4.9	4.6	2.8	4.1	4.2	76/1073	496/ 9.8	10.0	11.5		WOW
10. KRRK-F (AOR)	27/ 3.1	3.4	4.8	2.7	2.5	3.5	31/563	500/ 9.9	10.2	7.8	A	KRRK-F
11. KKCD-F (CL AOR)	24/ 2.8	2.9	3.2	3.9	3.1	3.2	26/535	530/10.5	9.5	7.8	B	KKCD-F
12. KYNN-F (C)	20/ 2.3	1.1	0.9	0.9	1.0	1.3	83/1150	362/ 7.1	5.9	4.9		KYNN-F
13. KXKT-F (CHR)	14/ 1.6	2.3	2.7	3.3	4.1	2.5	29/651	402/ 7.9	10.8	15.2	A	KXKT-F
14. KOTD (AC)	10/ 1.2	-----	-----	-----	0.5	0.3	16/152	101/ 2.0	0.0	1.4		KOTD
15.												

12+ FM SHARE (METRO): 72.86% (537 of 737) (WIN 92: 75.65%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQKQ-F>	1 KQKQ-F<	1 KQKQ-F	1 KEZO-F	1 KEZO-F	1 KFAB >	1 KFAB >	1 KEZO-F<	1 KQKQ-F	1 KQKQ-F	1 KFAB >>
2 KEZO-F	2 KEZO-F>	2 KEFH-F	2 KEFH-F<	2 WOW -F<	2 WOW -F>	2 KQKQ-F	2 WOW -F	2 WOW -F	2 KFAB >	2 WOW -F
3	3 WOW	3 KEFH-F<	3 KQKQ-F<	3 KGOR-F	3 KESY-AF	3 WOW -F	3 KEZO-F	3 KEZO-F	3 KEFH-F	3 KQKQ-F<
4	4 KEFH-F	4 WOW -F	4 KGOR-F	4 KEFH-F<	4 WOW	4 KEZO-F	4 KQKQ-F	4 KGOR-F	4 KEZO-F	4 KESY-F
5	5 KRRK-F	5 KGOR-F	5 WOW -F>	5 KQKQ-F	5 KGOR-F	5	5 KFAB	5 KEFH-F<	5 KGOR-F	5
6	6	6	6 KFAB	6 KFAB	6	6	6 KESY-AF	6 KFAB	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQKQ-F>	1 KQKQ-F>	1 KQKQ-F	1 KQKQ-F	1 KEFH-F<	1 KEZO-F>	1 KEZO-F>	1 KEZO-F>	1 KEZO-F>	1 KEZO-F>
2 KRRK-F	2 KEFH-F	2 KEFH-F	2 KEFH-F	2 KQKQ-F<	2 KQKQ-F>	2 KQKQ-F	2 KQKQ-F	2 KQKQ-F	2 KGOR-F
3 KEZO-F	3 KEZO-F	3 WOW -F	3 WOW -F	3 WOW -F	3 KRRK-F	3 WOW -F	3 WOW -F	3 KGOR-F	3 KFAB
4 KEFH-F>	4 WOW -F	4 KGOR-F	4 KEZO-F	4 KGOR-F	4 WOW -F	4 KKCD-F	4 KKCD-F	4 WOW -F	4 WOW -F
5	5	5 KEZO-F	5 KGOR-F	5 KEZO-F	5	5 KRRK-F	5 KKAR	5 KEFH-F	5 KQKQ-F
6	6	6	6	6	6	6	6 KEFH-F	6 KFAB	6 KEFH-F
7	7	7	7	7	7	7	7	7	7 KESY-AF

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA CUME
KCRO 660 Omaha	0.5/1.9/	8/	227
KEZQ-F			
KOIL 1290 Omaha	0.3/2.5/	3/	144
KMA 960 Shenandoah	0.6/1.7/	42/	501

RADIO STATIONS

KFAB, 1110, 50 KW (DA-N)	, FULL SERVICE	NBC, \$ 70.00 (Christal)	Henry
KKAR, 1180, 5 KW/1 KW	, TALK	CBS, MBS, \$ 22.00 (Katz)	
KOIL, 1290, 5 KW (DA-N)	, OLDIES	CBS UNIULT, \$ 20.00 (Banner)	
WOW, 590, 5 KW	, SEE WOW-FM		
KEFH-F, 96.1, 100 KW @ 1440, AC		, \$ 48.00 (McGuilld)	
KESY-F, 104.5, 100 KW @ 1087, SOFT AC/EZ		ABC, \$ 34.00 (Durpett1)	Sun Group
KEZO-F, 92.3, 100 KW @ 1210, AOR		, \$ 70.00 (Torbet)	Narragansett
KGOR-F, 99.9, 115 KW @ 1230, OLDIES		UNIPWR, \$ 46.00 (Christal)	Henry
KKCD-F, 105.9, 6 KW @ 328, CLASSIC AOR		, \$ 24.00 (Eastman)	
KQKQ-F, 98.5, 100 KW @ 508, CHR		, \$ 59.00 (Katz)	
KRRK-F, 93.3, 3.5 KW @ 426, AOR		, \$ 19.00 (---)	(BENNINGTON)
KXKT-F, 103.7, 100 KW @ 1246, CHR		, \$ 25.00 (Banner)	(ATLANTIC, IA)
WOW-F, 94.1, 100 KW @ 508, COUNTRY		ABC, \$ 84.00 (Torbet)	Great Empire

KYNN-F - See Lincoln

ORLANDO

Arbitron Rank/Pop (12+): 42/972,000  
 MSA Rank/Pop: 46/1,070,000  
 ADI # 23  
 Average Person Ratings: 15.9  
 Market TSL: 21.50 hours

Stations: 23/21  
 Diaries: 1308/743:1/47.8%  
 Sample Target: 1260  
 % Below Line: 2.4  
 % Not Listed: 10.7

1992 Revenue: \$44,200,000  
 HH Inc.: \$32,809  
 Retail \$: 10.6 Bill  
 Pop per Station: 46,285  
 #1 Biller: WWKA-F \$7,000,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WWKA-F (C)	150/ 9.7	12.0	10.8	10.4	11.2	10.7	271/3661	1704/17.5	22.6	21.6	h	WWKA-F
2. WJHM-F (B)	129/ 8.3	9.5	9.0	8.9	9.5	8.9	225/2854	1673/17.2	17.6	18.0	e	WJHM-F
3. WDBO (FS)	122/ 7.9	8.9	7.8	7.2	7.7	7.9	173/2257	1729/17.8	18.2	17.3	D	WDBO
4. WDIZ-F (AOR)	104/ 6.7	4.6	5.1	4.1	5.2	5.1	198/3027	1492/15.3	12.7	14.6	E	WDIZ-F
5. WXXL-F (CHR)	99/ 6.4	5.0	5.5	4.9	5.3	5.4	125/2205	1475/15.2	14.1	15.8	D	WXXL-F
6. WOMX-AF (AC)	94/ 6.1	6.3	5.4	5.1	5.2	5.7	158/2978	1741/17.9	16.0	16.2	D	WOMX-AF
7. WLOQ-F (J/NAC)	90/ 5.8	3.6	3.9	3.4	3.4	4.2	102/1172	925/ 9.5	9.5	10.4	C	WLOQ-F
8. WMMO-F (AOR)	87/ 5.6	4.6	4.8	5.9	5.0	5.2	114/1545	1237/12.7	11.3	11.4	f	WMMO-F
WMGF-F (SAC)	87/ 5.6	6.3	4.5	6.4	6.5	5.7	168/2695	1360/14.0	15.5	15.1	d	WMGF-F
10. WOCL-F (O)	79/ 5.1	6.0	4.7	5.4	4.1	5.3	139/2627	1186/12.2	16.2	13.2	f	WOCL-F
11. WWNZ-AF (N/T)	75/ 4.8	4.4	6.0	6.4	12.8	5.4	107/1862	1238/12.7	12.1	27.4	C	WWNZ-AF
12. WCFB-F (C)	68/ 4.4	3.3	2.0	1.8	2.3	2.9	131/1972	930/ 9.6	7.8	6.4	C	WCFB-F
13. WHTQ-F (AOR)	56/ 3.6	4.4	5.6	6.1	5.0	4.9	161/2691	1069/11.0	13.8	13.1	E	WHTQ-F
14. WVRI-F (AC)	50/ 3.2	3.7	4.7	5.4	4.7	4.3	113/1978	1023/10.5	11.7	14.0	e	WVRI-F

12+ FM SHARE (METRO): 87.26% (1205 of 1381) (WIN 92: 85.32%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJHM-F	1 WDIZ-F>	1 WDIZ-F	1 WMMO-F	1 WMMO-F	1 WWKA-F<	1 WWKA-F	1 WWKA-F	1 WJHM-F	1 WJHM-F<	1 WDBO >>
2 WXXL-F	2 WXXL-F<	2 WMMO-F<	2 WDIZ-F<	2 WOCL-F	2 WDBO >	2 WDBO	2 WDBO	2 WWKA-F	2 WXXL-F	2 WWKA-F
3	3 WJHM-F<	3 WJHM-F<	3 WOMX-AF	3 WWKA-F	3 WMGF-F	3 WDIZ-F	3 WDIZ-F	3 WWNZ-AF	3 WDBO	3 WJHM-F<
4	4 WMMO-F	4 WOMX-AF	WOCL-F	WDBO	4 WLOQ-F	4 WOMX-AF<	4 WMMO-F<	4 WXXL-F<	4 WLOQ-F	4 WLOQ-F<
5	5 WOMX-AF>	5 WXXL-F<	5 WLOQ-F<	5 WOMX-AF	5 WOCL-F	5 WJHM-F	5 WLOQ-F<	5 WDIZ-F<	5 WDIZ-F<	5 WDIZ-F<
6	6 WHTQ-F	6 WOCL-F<	6 WWKA-F	WDIZ-F<	6 WWNZ-AF	6 WMGF-F<	6 WOMX-AF	6 WDBO	6 WWKA-F	6 WXXL-F
7	7 WCFB-F<	7 WWKA-F	7 WDBO <	7 WMGF-F	7	7 WXXL-F<	7 WMGF-F<	7 WMMO-F	7 WMGF-F	7
8	8	8 WLOQ-F	8 WJHM-F<	WLOQ-F	8	8	8 WWNZ-AF	WOMX-AF	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXXL-F>	1 WOMX-AF	1 WMMO-F	1 WOMX-AF	1 WOMX-AF	1 WDIZ-F>>	1 WDIZ-F>>	1 WDIZ-F>	1 WDIZ-F>	1 WDBO
2 WOMX-AF	2 WXXL-F	2 WOMX-AF	2 WJHM-F<	2 WMGF-F	2 WXXL-F	2 WJHM-F	2 WMMO-F	2 WMMO-F	2 WDIZ-F
3 WJHM-F>	3 WMMO-F	3 WDIZ-F	3 WMMO-F	3 WWKA-F	3 WJHM-F>>	3 WXXL-F	3 WHTQ-F	3 WJHM-F	3 WOCL-F
4 WCFB-F	4 WJHM-F	4 WXXL-F	4 WXXL-F	4 WMMO-F	4	4 WMMO-F	4 WWNZ-AF	4 WDBO	4 WMMO-F
5 WONO	5 WDIZ-F<	5 WVRI-F	5 WMGF-F<	5 WOCL-F	5	5 WHTQ-F>	5 WOMX-AF	5 WOCL-F	5 WWNZ-AF
6	6 WVRI-F	6 WWKA-F	6 WWKA-F	6 WLOQ-F	6	6 WCFB-F	6 WWKA-F	6 WHTQ-F	6 WWKA-F<
7	7	7	7 WLOQ-F<	7 WJHM-F<	7	7	7 WJHM-F	7 WWKA-F	7 WLOQ-F<
8	8	8	8 WVRI-F	8 WVRI-F	8	8	8	8	8 WHTQ-F

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WGTO	540	Pine Hills/Orld	0.3/2.8/	6/ 352
WHBS	1270	Eatonville/Orl	0.5/1.5/	8/ 187
WHOD	990	Orlando	0.5/1.2/	10/ 141
WONQ	1030	Oviedo/Orlando	0.8/1.0/	13/ 126
WTLN-F	95.3	Apopka/Orlando	1.4/5.1/	24/ 575
WEZY-F	94.1	Lakeland	1.3/2.0/	82/ 886
WPCV-F	97.5	Winter Haven/Lk	1.1/4.1/168/	1753

RADIO STATIONS

WDBO	, 580,	5 KW (DA-N)	, Full Service	ABC, \$ 50.00	(Katz)	NewCity
WWNZ	, 740,	50 KW (DA-2)	, News/Talk	ABC AP, \$ 36.00	(Banner)	Paxson
WDIZ-F,	100.3,	100 KW @ 1187	, AOR	ABC, \$ 91.00	(MMR)	Shamrock-Lynett
WHTQ-F,	96.5,	100 KW @ 1597	, AOR	SOURCE, \$ 69.00	(Torbet)	TK
WJHM-F,	101.9,	28 KW @ 1584	, Black	, \$ 84.00	(HNWH)	Beasley (DYTNA BCH)
WLOQ-F,	103.1,	2.7 KW @ 351	, Jazz	, \$ 47.00	(Banner)	
WMGF-F,	107.7,	100 KW @ 1584	, Soft AC	NBC, \$ 55.00	(Banner)	Paxson
WMMO-F,	98.9,	38 KW @ 492	, AOR/AC	, \$ 78.00	(Eastman)	Granum
WOCL-F,	105.9,	100 KW @ 1581	, Oldies	AP, \$109.00	(Christal)	American (DELAND)
WOMX-F,	105.1,	100 KW @ 1309	, AC/CHR	, \$ 64.00	(Mc-Guild)	Nationwide
WJRR-F,	101.1,	100 KW @ 1597	, AOR	, \$100.00	(Banner)	Paxson (COCOA BEACH)
WTLN-F,	95.3,	3 KW @ 298	, Religion	, \$ 17.00	(Keystone)	(APOPKA)
WWKA-F,	92.3,	100 KW @ 1338	, Country	, \$137.00	(Katz)	NewCity
WXXL-F,	106.7,	100 KW @ 387	, CHR	, \$ 47.00	(Durpetti)	Taylor (LEESBURG)
WWNZ-F,	104.1,	100 KW @ 1597	, News/Talk	CBS, \$ 43.00	(Banner)	Press (COCOA BEACH)

WCFB-F - See Daytona Beach

Miscellaneous: WVRI-F changes to WJRR-F and format from AC to AOR (April) . . .

PHILADELPHIA

Arbitron Rank/Pop (12+): 5/4,114,800  
 MSA Rank/Pop: 4/4,940,000  
 ADI # 4  
 Average Person Ratings: 18.3  
 Market TSL: 24.00 hours

Stations: 31/26  
 Diaries: 2631/1564:1/48.6%  
 Sample Target: 2720  
 % Below Line: 2.5  
 % Not Listed: 11.3

1992 Revenue: \$137,400,000  
 HH Inc.: \$37,692  
 Retail \$: 36.8 Bill  
 Pop per Station: 158,261  
 #1 Biller: KYW \$17,000,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. KYW (N)	609/ 8.1	7.0	7.2	6.6	8.4	7.2	647/15300	13813/33.6	27.6	32.5	J	KYW
2. WWDB-F (T)	528/ 7.0	4.3	4.7	3.9	4.8	5.0	635/6612	5440/13.2	10.3	11.5	G	WWDB-F
3. WIOQ-F (CHR)	508/ 6.8	6.4	5.3	4.3	3.5	5.7	576/9075	7173/17.4	19.5	14.7	G	WIOQ-F
4. WYSP-F (CL AOR)	454/ 6.0	7.7	6.9	6.5	5.9	6.8	630/11373	8209/19.9	21.5	19.3	J	WYSP-F
5. WYXR-F (AC)	420/ 5.6	4.6	4.7	5.1	4.2	5.0	470/9005	7245/17.6	15.0	14.6	H	WYXR-F
6. WPEN (BB)	363/ 4.8	4.8	4.4	6.4	5.5	5.1	375/4029	3734/ 9.1	10.1	11.0	G	WPEN
7. WOGL-F (O)	352/ 4.7	4.1	4.7	5.1	3.8	4.6	454/8085	5985/14.5	12.6	14.3	I	WOGL-F
8. WJZ-F (J/NAC)	339/ 4.5	4.4	4.5	4.6	4.9	4.5	437/8698	6847/16.6	16.9	17.7	G	WJZ-F
9. WUSL-F (B)	328/ 4.4	4.8	6.0	6.9	7.1	5.5	379/5666	4753/11.6	12.2	14.1	I	WUSL-F
10. WEAZ-F (SAC)	322/ 4.3	4.6	4.1	5.3	6.0	4.6	414/6638	5231/12.7	11.8	14.9	H	WEAZ-F
11. WMMR-F (AOR)	312/ 4.1	5.1	5.8	5.5	6.2	5.1	412/8279	6024/14.6	15.2	18.5	I	WMMR-F
12. WXTU-F (C)	305/ 4.1	5.2	5.0	4.9	4.3	4.8	467/6333	4302/10.5	11.6	10.6	G	WXTU-F
13. WMGK-F (AC)	287/ 3.8	3.7	4.0	4.3	3.6	4.0	335/5530	4402/10.7	11.6	12.2	H	WMGK-F
14. WIP (SPRST)	266/ 3.5	4.1	3.2	2.8	3.4	3.4	320/5066	3975/ 9.7	12.5	10.4	G	WIP
15. WDAS-F (B)	242/ 3.2	3.3	3.1	3.5	3.4	3.3	297/3989	3473/ 8.4	8.0	9.1	D	WDAS-F
16. WFLN-F (CL)	201/ 2.7	2.7	3.0	2.4	2.9	2.7	256/3773	2971/ 7.2	7.4	7.7	F	WFLN-F
17. WIBF-F (AOR)	143/ 1.9					0.5	146/2427	2301/ 5.6	0.0	0.0		WIBF-F
18. WKSZ-F (SAC)	120/ 1.6	2.2	2.0	2.1	2.4	2.0	145/3104	2604/ 6.3	6.7	8.2	F	WKSZ-F
19. WHAT (B/T)	89/ 1.2	1.3	1.2	0.9	1.1	1.1	89/1047	1047/ 2.5	2.5	2.8	C	WHAT
20.												

12+ FM SHARE (METRO): 75.69% (5050 of 6672) (WIN 92: 74.01%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIOQ-F>>	1 WYSP-F	1 WYSP-F	1 WYSP-F	1 WYSP-F	1 KYW	1 KYW	1 WWDB-F	1 WWDB-F<	1 WIOQ-F>	1 KYW >>
2 WJZ-F	2 WYXR-F	2 WYXR-F	2 WYXR-F	2 WOGL-F	2 WWDB-F	2 WYSP-F>	2 WYXR-F	2 WIOQ-F	2 WUSL-F	2 WWDB-F>>
3 WUSL-F	3 WIOQ-F	3 WIOQ-F	3 WIOQ-F	3 WYXR-F	3 WPEN	3 WJZ-F	3 WEAZ-F	3 KYW <	3 WWDB-F	3 WUSL-F>>
4	4 WMMR-F	4 WMMR-F	4 KYW	4 KYW	4 WOGL	4 WWDB-F	4 WIOQ-F<	4 WYXR-F	4 WYXR-F	4 WDAS-F
5	5 WUSL-F<	5 WOGL	5 WMMR-F	5 WMGK-F	5 WEAZ-F	5 WIOQ-F	5 WPEN <	5 WOGL-F	5 KYW	5 WXTU-F
6	6 WJZ-F>	6 WUSL-F	6 WMGK-F<	6 WMMR-F<	6 WXTU-F	6 WYXR-F<	6 WOGL-F<	6 WYSP-F	6 WJZ-F	6 WPEN
7	7 WDAS-F	WJZ-F	7 WIOQ-F	7 WIOQ-F	7 WFLN-F	7 WPEN	7 WYSP-F	WPEN	7 WMMR-F	7 WIOQ-F
8	8 WMGK-F<	KYW	8 WUSL-F	8 WWDB-F	8 WIP	8 WIP <	8 WMGK-F<	WMMR-F<	8 WDAS-F	8 WEAZ-F
9	9 WIBF-F	9 WMGK-F	WDAS	9 WXTU-F	9 WMGK-F	9 WOGL-F	9 WMMR-F	9 WUSL-F	9 WYSP-F<	9
10	10	10 WDAS	10 WJZ-F	WDAS-F	10 WYXR-F	10 WXTU-F	10 WXTU-F	10 WXTU-F	10 WIBF-F	10
			WWDB-F				KYW	WIP	WEAZ-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYXR-F	1 WYXR-F	1 WYXR-F>	1 WYXR-F	1 WYXR-F	1 WYSP-F>	1 WYSP-F>	1 WYSP-F>	1 WYSP-F>	1 WYSP-F
WIOQ-F	2 WIOQ-F	2 WMGK-F	2 WIOQ-F	2 WMGK-F	2 WIOQ-F	2 WMMR-F>	2 WMMR-F>	2 WMMR-F	2 WOGL-F
3 WJZ-F	3 WUSL-F	3 WIOQ-F<	3 WMGK-F	3 KYW	3 WIBF-F	3 WIOQ-F	3 WIP	3 WOGL-F	3 WMMR-F
4 WUSL-F>	4 WJZ-F	4 WYSP-F	4 WJZ-F<	4 WIOQ-F	4 WMMR-F	4 WIP	4 WYXR-F	4 WIP <	4 WIP
5 WMMR-F	5 WYSP-F	5 WUSL-F	5 WUSL-F	5 WOGL-F<	5 WJZ-F	5 WYXR-F	5 WIOQ-F	5 WIOQ-F	5 KYW
6 WDAS-F<	6 WMGK-F	6 WJZ-F>	6 WDAS-F	6 WDAS-F	6 WUSL-F	6 WIBF-F	6 WDAS-F	6 KYW <	6 WYXR-F
7 WYSP-F	7 WDAS-F<	7 WDAS-F	7 WUSP-F	7 WUSL-F	7 WYXR-F>	7 WJZ-F<	7 KYW <	7 WYXR-F	7 WWDB-F
8	8 WMMR-F	8 WMMR-F	KYW	WJZ-F	8	8 WUSL-F	8 WUSL-F	8 WUSL-F	8 WIOQ-F
9	9	KYW >	9 WOGL-F	WEAZ-F<	9	9	9 WMGK-F	9 WJZ-F	9 WXTU-F
10	10	10	WEAZ	10 WXTU-F	10	10	10	10 WWDB-F	10 WMGK-F

OTHER RATED STATIONS	METRO CUME	TSA	TSA
	SHARE/RTG/AQH/CUME		
WCOJ	1420	Coatesville	0.3/1.1/ 24/ 456
WDAS	1480	Philadelphia	0.7/2.7/ 56/1148
WEAZ	560	Philadelphia	0.9/2.8/ 86/1342
WNAP	1110	Norristown	0.4/0.8/ 30/ 356
WOGL	1210	Philadelphia	0.4/1.8/ 39/ 897
WWJZ	640	Mount Holly	0.7/0.9/ 64/ 633
WZZD	990	Philadelphia	0.5/2.2/ 41/ 904
WFMZ-F	100.7	Allentown	0.4/1.2/240/2285
WKXW-F	101.5	Trenton	0.5/2.6/131/2727
WPST-F	97.5	Trenton/Philly	0.9/5.1/120/2932
WRDR-F	104.9	Egg Harbor	0.3/0.9/ 70/1129
WZZO-F	95.1	Bethlehem	0.4/1.3/156/2317

PHILADELPHIA

RADIO STATIONS

AM STATIONS

KYW , 1060, 50 KW (DA-1) , NEWS	NBC APR, \$ 290.00 (Group W)	Westinghouse
WDAS, 1480, 5 KW/1 KW (DA-2) , GOSPEL	AURN, \$ 41.00 (McGuild)	Unity
WEAZ, 560, 5 KW (DA-2) , EZ	UNISUP, \$ NA (McGuild)	
WHAT, 1340, 1 KW , BLACK TALK	, \$ 43.00 ( --- )	
WIP , 610, 5 KW (DA-1) , SPORTS	MBS, \$ 80.00 (Katz)	Infinity
WOGL, 1210, 50 KW , SEE WOGL-FM		
WPEN, 950, 5 KW (DA-N) , NOSTALGIA/FS	UNIULT, \$ 130.00 (MMR)	Greater Media
WPGR, 1540, 50 KW (DAYS,DA) , OLDIES	, \$ NA (Durpetti)	Pyramid
WTEL, 860, 10 KW/500 W (DA-2), HISPANIC	, \$ 28.00 (Katz Hisp.)	Beasley
WZZD, 990, 50 KW/10 KW (DA-2), RELIGION	, \$ 30.00 ( --- )	Communicom

FM STATIONS

WDAS, 105.3, 3.3 KW @ 869, BLACK	, \$ 78.00 (McGuild)	Unity
WEAZ, 101.1, 14 KW @ 941, SOFT AC/EZ	UNISUP, \$ 180.00 (McGuild)	
WJZJ, 106.1, 23 KW @ 741, JAZZ/NAC	ABC, \$ 100.00 (Eastman)	Malrite
WFLN, 95.7, 50 KW @ 499, CLASSICAL	, \$ 104.00 (CMBS)	Marlin
WIOQ, 102.1, 27 KW @ 649, CHR/DANCE	, \$ 130.00 (Christal)	EZ
WKSZ, 100.3, 35 KW @ 600, CHR	, \$ 144.00 (HNWH)	
WMGK, 102.9, 8.5 KW @ 1181, AC	, \$ 170.00 (MMR)	Greater Media
WMHR, 93.3, 29 KW @ 669, AOR	SOURCE UNIPWR, \$ 283.00 (Group W)	Westinghouse
WOGL, 98.1, 13 KW @ 1000, OLDIES	CBS, \$ 180.00 (CBS)	CBS
WUSL, 98.9, 18 KW @ 830, BLACK	, \$ 195.00 (Katz)	Tak
WWDB, 96.5, 17 KW @ 866, TALK	ABC, \$ 105.00 (Banner)	Panache
WXTU, 92.5, 16 KW @ 899, COUNTRY	MBS UNIULT, \$ 140.00 (Banner)	Beasley
WYSP, 94.1, 16 KW @ 899, CLASSIC AOR	ABC, \$ 255.00 (Torbet)	Infinity
WYXR, 104.5, 16 KW @ 872, AC	, \$ 110.00 (Katz)	Pyramid

WAAF -- SEE WORCESTER

Miscellaneous: WEGX-F changes to WJZJ-F and format from CHR to Jazz/NAC (March) . . . WKSZ-F changes from AC to CHR (March) . . .

\*\*\*\*\* FORMAT CODES \*\*\*\*\*

* AC - Adult Contemporary	J/NAC- Jazz and New Adult Contemporary	*
* AOR - Album Oriented Rock	M/FS - Middle of Road, (MOR) Full Service	*
* B - Black (audience predominately black - over 75%)	N - News	*
* BB - Big Band, Nostalgia	O - Oldies (1955 to current)	*
* C - Country	REL - Religion, Christian	*
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary	*
* CL - Classical	SP - Hispanic/Spanish	*
* CL AOR - Classic AOR, Classic Rock	T - Talk	*
* E - Ethnic	U - Urban (majority of audience is non-white)	*
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	? - Others or Unknown	*
* G - Gospel		*

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\*\*\*\*\* REVENUE LEVEL CODES \*\*\*\*\*

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

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PHOENIX

Arbitron Rank/Pop (12+): 22/1,854,800  
 MSA Rank/Pop: 19/2,180,000  
 ADI # 20  
 Average Person Ratings: 17.1  
 Market TSL: 22.50 hours

Stations: 28/28  
 Diaries: 1728/1073:1/53.6%  
 Sample Target: 1780  
 % Below Line: 0.0  
 % Not Listed: 14.0

1992 Revenue: \$67,600,000  
 HH Inc.: \$32,545  
 Retail \$: 17.9 Bil  
 Pop per Station: 66,242  
 #1 Biller: KNIX-AF \$10,200,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. KNIX-F (C)	307/ 9.7	10.9	12.5	11.7	10.9	11.2	370/4926	4197/22.6	25.0	23.1	I	KNIX-F
2. KTAR (N/T)	269/ 8.5	7.5	6.8	7.5	8.0	7.6	283/4841	4583/24.7	21.4	20.5	H	KTAR
3. KMLE-F (C)	205/ 6.5	6.7	7.9	6.3	7.1	6.8	227/3427	3204/17.3	15.8	15.6	G	KMLE-F
4. KOY (BB)	195/ 6.1	6.1	3.2	4.2	3.9	4.9	213/2307	2095/11.3	9.3	8.9	C	KOY
5. KFYI (N/T)	189/ 6.0	5.2	5.5	4.1	3.2	5.2	199/2309	2170/11.7	11.2	8.0	D	KFYI
6. KKFR-F (CHR)	159/ 5.0	4.4	3.9	3.9	3.6	4.3	186/2647	2315/12.5	12.6	11.4	D	KKFR-F
7. KKLT-F (SAC)	153/ 4.8	4.7	4.9	6.4	4.8	5.2	169/2795	2582/13.9	13.2	12.0	F	KKLT-F
8. KUPD-F (AOR)	148/ 4.7	5.8	6.0	6.9	5.4	5.8	155/2550	2362/12.7	16.4	15.1	G	KUPD-F
9. KDKB-F (AOR)	143/ 4.5	3.3	4.1	4.1	3.5	4.0	170/2666	2347/12.7	11.8	11.8	E	KDKB-F
10. KESZ-F (AC)	128/ 4.0	2.9	2.9	3.1	3.6	3.2	131/2093	1999/10.8	8.5	10.3	E	KESZ-F
11. KPSN-F (O)	120/ 3.8	3.6	4.2	2.0	1.2	3.4	134/2096	1895/10.2	10.0	5.6	B	KPSN-F
12. KOOL-F (O)	99/ 3.1	2.8	2.7	3.6	3.4	3.0	106/2132	2006/10.8	9.6	11.9	F	KOOL-F
13. KSLX-AF (CL AOR)	96/ 3.1	4.0	3.2	4.1	4.9	3.6	102/2157	2043/11.0	13.3	13.9	F	KSLX-AF
14. KVRV-F (AC)	92/ 2.9	3.8	4.5	3.6	3.6	3.7	99/2311	2196/11.8	12.5	11.2	D	KVRV-F
15. KZON-F (AOR)	79/ 2.5	3.1	2.7	2.0	2.8	2.6	83/1269	1166/ 6.3	7.4	8.0	C	KZON-F
16. KOY -F (CHR)	61/ 1.9	3.4	4.0	3.5	3.3	3.2	74/2439	2112/11.4	14.3	13.4	D	KOY -F
17. KZRFX-F (AOR)	55/ 1.7	2.6	2.0	2.0	2.0	2.1	58/936	849/ 4.6	6.1	6.2	B	KZRFX-F
18. KEDJ-F (AOR)	49/ 1.5	1.4	1.7	1.5	2.2	1.5	49/772	747/ 4.0	3.9	5.0	C	KEDJ-F
19. KVVA (SP)	34/ 1.1	0.8	0.7	0.7	0.8	0.8	34/494	494/ 2.7	1.5	1.3		KVVA
20.												

12+ FM SHARE (METRO): 69.30% (1892 of 2730) (WIN 92: 70.25%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKFR-F>>	1 KUPD-F	1 KNIX-F	1 KNIX-F	1 KNIX-F>	1 KTAR	1 KTAR	1 KNIX-F	1 KNIX-F>	1 KTAR >	1 KTAR >>
2 KMLE-F	2 KDKB-F<	2 KMLE-F	2 KDKB-F	2 KDKB-F<	2 KNIX-F<	2 KNIX-F>	2 KFYI >	2 KTAR	2 KKFR-F	2 KMLE-F
3 KOY -F	3 KMLE-F	3 KUPD-F<	3 KMLE-F	3 KMLE-F<	3 KOY	3 KMLE-F<	3 KTAR <	3 KMLE-F<	3 KMLE-F	3 KNIX-F
4	4 KNIX-F>	4 KDKB-F	4 KPSN-F	4 KTAR <	4 KFYI >	4 KOY <	4 KOY	4 KFYI	4 KNIX-F>	4 KOY
5	5 KSLX-AF	5 KESZ-F<	5 KESZ-F<	5 KFYI <	5 KKLT-F	5 KESZ-F<	5 KKLT-F<	5 KUPD-F<	5 KOY	5 KFYI
6	6 KKFR-F	6 KPSN-F<	6 KTAR <	6 KPSN-F<	6 KMLE-F	6 KDKB-F	6 KMLE-F<	6 KKFR-F<	6 KUPD-F	6 KDKB-F
7	7 KESZ-F	7 KKLT-F	7 KKLT-F<	7 KKLT-F<	7 KPSN-F<	7 KKLT-F<	7 KDKB-F	7 KOY	7 KFYI	7
8	8 KPSN-F	8 KTAR	8 KFYI	8 KESZ-F	8	8 KUPD-F	8 KPSN-F	8 KKLT-F	8	8
9	9	8 KSLX-AF	9 KUPD-F	9 KUPD-F	9	9	9	9	9	9
10	10	9 KFYI	10 KZON-F	10 KZON-F	10	10	10	10 KDKB-F	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMLE-F>	1 KMLE-F>	1 KNIX-F	1 KNIX-F	1 KNIX-F>	1 KUPD-F>>	1 KUPD-F	1 KDKB-F>	1 KDKB-F	1 KDKB-F
2 KKFR-F>	2 KNIX-F	2 KMLE-F	2 KMLE-F	2 KPSN-F	2 KNIX-F	2 KDKB-F>	2 KUPD-F	2 KUPD-F	2 KFYI
3 KUPD-F	3 KUPD-F	3 KPSN-F	3 KPSN-F	3 KKLT-F<	3 KMLE-F	3 KNIX-F	3 KSLX-AF	3 KNIX-F	3 KTAR
4 KESZ-F	4 KKFR-F<	4 KVRV-F	4 KESZ-F<	4 KMLE-F	4 KOOL-F	4 KSLX-AF	4 KNIX-F	4 KFYI	4 KNIX-F
5 KEDJ-F	5 KPSN-F	5 KDKB-F	5 KKLT-F	5 KESZ-F	5 KKFR-F	5 KZRFX-F<	5 KFYI	5 KTAR	5 KSLX-AF
6 KSLX-AF	6 KESZ-F<	6 KKLT-F	6 KVRV-F	6 KVRV-F	6 KDKB-F	6 KMLE-F	6 KZRFX-F	6 KSLX-AF	6 KUPD-F<
7 KOY -F	7 KVRV-F	7 KESZ-F	7 KUPD-F	7 KZON-F	7 KZRFX-F	7 KTAR	7 KTAR	7 KMLE-F	7 KMLE-F
8	8 KDKB-F	8 KUPD-F	8 KZON-F	8 KTAR	8	8 KFYI	8 KESZ-F	8 KOOL-F	8 KESZ-F
9	9 KKLT-F	9	9	9	9	9	9	9	9

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KCWW	1580	Tempe/Phoenix	0.5/1.3/	27/ 298
KFNN	1510	Mesa/Phoenix	0.6/0.7/	25/ 139
KNNS	1360	Glendale	0.6/1.7/	18/ 323
KOOL	960	Phoenix	1.0/3.6/	33/ 679
KPHX	1480	Phoenix	0.5/1.5/	18/ 277
KUKQ	1060	Tempe	0.6/3.2/	21/ 627
KXAM	1310	Mesa/Phoenix	0.3/1.4/	12/ 276
KYOT	1230	Phoenix	0.4/1.6/	14/ 298

PHOENIX

RADIO STATIONS

AM STATIONS

KFYI	, 910,	5 KW (DA-N)	, Talk/News	CBS, \$ 50.00	(Durpetti)	Broadcast Group
KLFF	, 1360,	5 KW/1 KW (DA-N)	, Nostalgia	NBC, \$ 31.00	( --- )	
KIDR	, 740,	1 KW/292 W	, Children's Radio	, \$ NA	(CBS)	Bonneville
KOOL	, 960,	5 KW (DA-N)	, SEE KOOL-FM			
KOY	, 550,	5 KW/1 KW	, Nostalgia	UNISUP UNIULT, \$ 40.00	(Christal)	Sundance
KPHX	, 1480,	1 KW/500W (DA-2)	, Hispanic	, \$ 27.00	(Caballero)	
KSUN	, 1400,	1 KW	, Hispanic	, \$ 26.00	(Cabellero)	
KTAR	, 620,	5 KW (DA-N)	, News/Talk	CBS ABC, \$171.00	(CBS)	Pulitzer
KUKQ	, 1060,	5 KW/1 KW (DA-2)	, AOR	, \$ 25.00	(Banner)	
KVVA	, 860,	1 KW (DA-N)	, Hispanic	, \$ 25.00	(Lotus)	
KXAM	, 1310,	5 KW/500W (DA-2)	, Nostalgia	, \$ 20.00	( --- )	
KXEG	, 1010,	1 KW/250 W	, Religion	, \$ 13.00	( --- )	Mid-America Gospel

FM STATIONS

KDKB	, 93.3,	100 KW @ 1538	, AOR	, \$ 73.00	(Torbet)	Sandusky
KESZ	, 99.9,	100 KW @ 1670	, AC	, \$ 79.00	(Banner)	
KZRFX	, 100.3,	90 KW @ 2047	, AOR	ABC UNIPWR, \$ 36.00	(Roslin)	(GLOBE)
KKFR	, 92.3,	100 KW @ 1647	, CHR	, \$ 58.00	(Durpetti)	Broadcast Group
KKLT	, 98.7,	115 KW @ 1679	, Soft AC	, \$ 90.00	(CBS)	Pulitzer
KMLE	, 107.9,	100 KW @ 1000	, Country	, \$ 95.00	(Eastman)	Shamrock
KZON	, 101.5,	100 KW @ 1738	, AOR	APR, \$ 60.00	(MMR)	Sundance
KNIX	, 102.5,	98 KW @ 1620	, Country	, \$218.00	(Katz)	Buck Owens
KEDJ	, 106.3,	3 KW @ 325	, New AOR	NBC, \$ 40.00	(CMBS)	(SUN CITY)
KOOL	, 94.5,	100 KW @ 1653	, Oldies	, \$ 96.00	(HNWH)	Compass
KOY	, 95.5,	96 KW @ 1571	, CHR	, \$ 61.00	(Christal)	Sundance
KPSN	, 96.9,	100 KW @ 1558	, Oldies	, \$ 60.00	(CBS)	Bonneville
KSLX	, 100.7,	100 KW @ 1840	, Classic AOR	, \$ 81.00	(Eastman)	Great American
KUPD	, 97.9,	100 KW @ 1620	, AOR	, \$111.00	(Banner)	
KVRY	, 104.7,	100 KW @ 1548	, AC	, \$ 62.00	(Mc-Guild)	Nationwide

PITTSBURGH

Arbitron Rank/Pop (12+): 20/1,881,900  
 MSA Rank/Pop: 22/2,100,000  
 ADI # 17  
 Average Person Ratings: 17.8  
 Market TSL: 23.25 hours

Stations: 29/28  
 Diaries: 2057/915:1/61.2%  
 Sample Target: 1940  
 % Below Line: 0.4  
 % Not Listed: 10.9

1992 Revenue: \$56,700,000  
 HH Inc.: \$30,643  
 Retail \$: 14.7 B11  
 Pop per Station: 67,210  
 #1 Biller: KDKA \$9,400,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. KDKA (N/T)	490/14.7	15.2	13.8	13.1	12.0	14.2	595/7794	6228/33.1	34.4	31.2	H	KDKA
2. WDVE-F (AOR)	293/ 8.8	8.7	10.3	10.4	9.7	9.6	402/5489	3890/20.7	19.6	20.7	H	WDVE-F
3. WWSW-AF (AC)	256/ 7.7	7.3	9.4	9.3	8.8	8.4	333/5327	4143/22.0	20.5	24.7	H	WWSW-AF
4. WDSY-F (C)	223/ 6.7	8.1	6.4	7.0	6.0	7.1	309/3971	3004/16.0	15.8	14.0	F	WDSY-F
5. WSHH-F (SAC)	201/ 6.0	6.3	4.7	5.8	6.1	5.7	216/3318	2859/15.2	15.3	16.4	E	WSHH-F
6. WBZZ-F (CHR)	199/ 6.0	4.5	5.4	5.9	5.3	5.4	248/5017	3866/20.5	17.4	18.9	F	WBZZ-F
7. WAMO-F (B)	188/ 5.6	5.2	4.8	5.0	5.8	5.2	222/2411	2119/11.3	9.8	12.3	C	WAMO-F
8. WTAE (N/T)	165/ 4.9	5.8	5.4	4.6	5.6	5.2	168/2610	2547/13.5	15.5	14.0	F	WTAE
9. WJAS (BB)	148/ 4.4	4.3	5.1	4.0	4.2	4.4	150/1649	1600/ 8.5	9.7	8.7	B	WJAS
10. WVTY-F (AC)	141/ 4.2	2.7	3.8	3.7	4.1	3.6	155/2906	2642/14.0	11.5	14.4	D	WVTY-F
11. WLTJ-F (SAC)	137/ 4.1	3.0	4.1	4.5	5.2	3.9	183/2754	2235/11.9	11.3	13.2	D	WLTJ-F
12. WRRK-F (AOR)	114/ 3.4	2.9	2.8	3.6	2.9	3.2	158/3059	2323/12.3	10.1	10.6	C	WRRK-F
13. WQKB-F (C)	72/ 2.2	3.0	3.8	3.3	4.1	3.1	102/1881	1465/ 7.8	12.1	14.8	D	WQKB-F
14. KQV (N/T)	52/ 1.6	1.8	2.3	2.0	2.0	1.9	52/1322	1291/ 6.9	6.9	7.1	C	KQV
15.												

12+ FM SHARE (METRO): 65.84% (1960 of 2977) (WIN 92: 68.67%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBZZ-F	1 WDVE-F >>	1 WDVE-F >	1 WDVE-F	1 WWSW-AF	1 KDKA >>	1 KDKA >>	1 KDKA >	1 KDKA	1 KDKA >	1 KDKA >>
2 WAMO-F >>	2 WBZZ-F	2 WWSW-AF	2 WWSW-AF >	2 WDVE-F >	2 WWSW-AF	2 WDVE-F >	2 WDVE-F	2 WDVE-F	2 WAMO-F	2 WSHH-F <
3 WDVE-F	3 WDSY-F	3 WDSY-F	3 WDSY-F	3 WDSY-F	3 WSHH-F	3 WWSW-AF	3 WWSW-AF	3 WDSY-F	3 WBZZ-F <	3 WDSY-F
4 WRRK-F	4 WAMO-F	4 WBZZ-F	4 KDKA	4 KDKA	4 WTAE <	4 WSHH-F	4 WDSY-F <	4 WBZZ-F	4 WDVE-F	4 WDVE-F
5	5 WRRK-F <	5 WAMO-F	5 WVTY-F <	5 WSHH-F	5 WJAS	5 WBZZ-F	5 WSHH-F	WAMO-F <	5 WWSW-AF	5 WAMO-F
6	6 WVTY-F	6 WVTY-F	6 WBZZ-F <	6 WLTJ-F <	6 WDSY-F >	6 WDSY-F	6 WTAE	6 WWSW-AF	6 WDSY-F	6
7	7	7 KDKA	7 WLTJ-F <	7 WVTY-F	7 WLTJ-F	7 WLTJ-F	7 WVTY-F <	7 WVTY-F	7 WRRK-F <	7
8	8	8	8 WSHH-F <	8	8	8	8 WJAS	WSHH-F	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBZZ-F	1 WBZZ-F	1 WDSY-F	1 WBZZ-F	1 WWSW-AF	1 WDVE-F >>	1 WDVE-F >>	1 WDVE-F >>	1 WDVE-F >	1 WDVE-F >
2 WDVE-F	2 WDVE-F <	2 WBZZ-F <	2 WWSW-AF	2 WSHH-F	2 WRRK-F	2 WRRK-F	2 WWSW-AF	2 WWSW-AF >	2 WWSW-AF >
WAMO-F	3 WDSY-F	3 WDVE-F	WVTY-F	WDSY-F	3 WAMO-F >	3 WAMO-F	3 WRRK-F	3 KDKA	3 KDKA
4 WVTY-F >	4 WVTY-F	4 WVTY-F	WDSY-F	4 WLTJ-F <	4 WBZZ-F	4 WWSW-AF <	KDKA	4 WDSY-F <	4 WDSY-F >
5 WDSY-F	5 WAMO-F >	5 WLTJ-F <	5 WAMO-F	5 WVTY-F <	5	5 KDKA	5 WSHH-F >	5 WRRK-F	5 WTAE <
6	6 WLTJ-F	6 WSHH-F	6 WLTJ-F <	6 WBZZ-F	6	6	6 WDSY-F	6 WAMO-F	6 WSHH-F
7	7	7 WAMO-F	7 WDVE-F	7 KDKA <	7	7	WAMO-F	7	WRRK-F

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WASP	1130	Brownsville	0.8/1.0/ 28/ 258
WBCW	1530	Jeanette	0.5/0.7/ 17/ 132
WBVP	1230	Beaver Falls	0.4/1.3/ 13/ 272
WEEP	1080	Pittsburgh	0.7/2.1/ 29/ 471
WESA-F	98.3	Charlertoi	0.4/2.0/ 12/ 384
WHJB	620	Greensburg	0.3/2.2/ 11/ 475
WJPA-F	95.3	Washington	0.3/0.9/ 11/ 177
WMBS	590	Uniontown	0.8/2.3/ 30/ 526
WORD-F	104.7	Pittsburgh	1.2/3.0/ 51/ 747
WPIT	730	Pittsburgh	0.4/1.9/ 16/ 420
WWCS	540	Canonsburg	0.3/1.7/ 12/ 357
WWKS-F	106.7	Beaver Falls	1.3/4.5/ 64/1082
WXR-B	104.7	Pittsburgh	1.0/3.0/ 46/ 765
WVAQ-F	101.9	Morgantown	0.4/1.4/ 54/ 827



PITTSBURGH

RADIO STATIONS

AM STATIONS

KDKA, 1020, 50 KW	, News/Talk	NBC, \$151.00	(Group W)	Westinghouse
KQV, 1410, 5 KW (DA-2)	, News	CBS NBC-T, \$ 38.00	(Torbet)	
WEPP, 1080, 50 KW (DAYS, DA)	, Country	SMN, \$ NA	(Durpetti)	Entercom
WJAS, 1320, 5 KW (DA-N)	, Nostalgia	UNISUP CNN, \$ 35.00	(Eastman)	
WMBS, 590, 1 KW (DA-N)	, MOR/Full Service	CBS, \$ 17.00	(Regional)	(UNIONTOWN)
WPIT, 730, 5 KW/24 W	, Religion	, \$ NA	( --- )	Salem
WTAE, 1250, 5 KW (DA-N)	, Talk/News	ABC MBS, \$ 64.00	(Katz)	Hearst
WWSW, 970, 5 KW (DA-2)	, See WWSW-FM			

FM STATIONS

WAMO, 105.9, 72 KW @ 430	, Black	AURN, \$ 50.00	(HNWH)	Sheridan
WBZZ, 93.7, 41 KW @ 551	, CHR	, \$115.00	(Banner)	EZ
WDSY, 107.9, 50 KW @ 500	, Country	UNIPWR, \$ 54.00	(Durpetti)	Entercom
WDVE, 102.5, 55 KW @ 820	, AOR	SOURCE, \$141.00	(Christai)	Broadcast Alchemy
WLTJ, 92.9, 47 KW @ 889	, Soft AC	, \$ 60.00	(MMR)	Frischling
WQKB, 100.7, 17 KW @ 850	, Country	ABC, \$ 43.00	(Durpetti)	Signature
WORD, 104.7, 50 KW @ 500	, Religion	, \$ NA	(Salem)	Entercom
WPIT, 101.5, 48 KW @ 505	, Religion	, \$ NA	( --- )	Salem
WRRK, 96.9, 45 KW @ 531	, CL. AOR	ABC, \$ 45.00	(MMR)	Benns (BRADDOCK)
WSHH, 99.7, 11 KW @ 928	, Soft AC	UPI UNISUP, \$ 60.00	(Eastman)	Renda
WVTY, 96.1, 50 KW @ 500	, AC	, \$ 57.00	(Katz)	Hearst
WWSW, 94.5, 50 KW @ 810	, Oldies	ABC, \$140.00	(Mc-Guild)	Shamrock

Miscellaneous: WMPX-F changes to WQKB-F and from CHR to Country (Feb) . . . WRRK-F (Braddock) sold by Benns to Frischling for \$5,500,000 (Bergner) . . .

PORTLAND, OR

Arbitron Rank/Pop (12+): 25/1,473,700

Stations: 29/27  
Diaries: 1565/942:1/54.7%  
Sample Target: 1580  
% Below Line: 1.4  
% Not Listed: 13.9

1992 Revenue: \$52,500,000  
HH Inc.: \$32,021  
Retail \$: 13.0 B11  
Pop per Station: 54,581  
#1 Biller: KINK-AF \$6,800,000

MSA Rank/Pop: 42/1,430,000  
ADI # 26  
Average Person Ratings: 15.9  
Market TSL: 21.00 hours

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. KKRZ-F (CHR)	194/ 8.3	8.0	7.8	8.4	7.7	8.1	205/3316	3014/20.5	18.3	19.6	F	KKRZ-F
2. KXL (N/T)	187/ 8.0	8.2	7.0	6.4	6.5	7.4	205/2987	2661/18.1	17.3	14.2	F	KXL
3. KEX (FS)	185/ 7.9	7.5	6.4	10.7	9.0	8.1	198/3397	3127/21.2	20.9	23.0	G	KEX
4. KUPL-AF (C)	183/ 7.8	10.4	9.5	9.5	10.4	9.3	244/3146	2669/18.1	19.8	20.4	G	KUPL-AF
5. KINK-AF (AOR)	145/ 6.1	5.2	5.7	5.6	7.6	5.7	145/2223	2079/14.1	12.8	16.3	G	KINK-AF
6. KUFO-F (AOR)	132/ 5.6	7.1	5.8	6.7	4.5	6.3	145/2464	2133/14.5	15.5	12.4	E	KUFO-F
7. KKCW-F (AC)	130/ 5.5	5.6	6.3	5.8	5.8	5.8	146/2490	2222/15.1	13.9	14.4	G	KKCW-F
8. KWJJ-F (C)	126/ 5.4	4.2	6.5	5.1	5.1	5.3	152/2520	2110/14.3	11.7	11.2	C	KWJJ-F
9. KKSJN (BB)	119/ 5.1	3.5	3.8	4.4	3.8	4.2	123/1176	1131/ 7.7	7.7	7.8	C	KKSJN
10. KGON-F (AOR)	103/ 4.4	4.4	4.2	3.3	5.9	4.1	132/2513	2201/14.9	12.8	12.3	D	KGON-F
11. KKSJN-F (O)	100/ 4.3	6.1	5.9	6.0	5.1	5.6	128/2700	2249/15.3	17.9	15.6	F	KKSJN-F
12. KXYQ-F (CHR)	90/ 3.8	2.7	2.6	3.0	3.6	3.0	118/2346	1824/12.4	9.6	10.2	C	KXYQ-F
13. KXL -F (SAC)	71/ 3.0	2.6	4.2	3.3	3.5	3.3	79/1592	1408/ 9.6	8.3	9.7	D	KXL -F
14. KPQD-F (REL)	41/ 1.7	1.8	1.4	1.1	1.5	1.5	52/758	687/ 4.7	5.1	4.7	B	KPQD-F
15. KDBX-F (REL)	28/ 1.2	0.7	1.0	0.5	0.7	0.9	28/311	311/ 2.1	1.4	1.5		KDBX-F
16. KFXX (SPRTS)	25/ 1.1	1.4	1.4	1.1	1.0	1.3	25/443	443/ 3.0	3.8	2.5	B	KFXX
17. KWJJ (C)	23/ 1.0	0.8	0.8	1.6	1.6	1.0	28/564	475/ 3.2	3.2	4.4		KWJJ
18.												
19.												
20.												

12+ FM SHARE (METRO): 68.22% (1380 of 2023) (WIN 92: 69.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKRZ-F>>	1 KUFO-F	1 KINK-AF	1 KINK-AF	1 KINK-AF	1 KEX <	1 KEX <	1 KXL	1 KKRZ-F	1 KEX	1 KEX
2 KWJJ-F	2 KKRZ-F>	2 KUFO-F	2 KUPL-AF<	2 KUPL-AF	2 KXL >	2 KXL >	2 KUPL-AF	2 KUPL-AF	2 KKRZ-F>	2 KKRZ-F
KUFO-F	3 KWJJ-F	3 KUPL-AF<	3 KKCW-F	3 KKCW-F	3 KUPL-AF<	3 KKRZ-F<	3 KKSJN	3 KEX	3 KINK-AF<	3 KUFO-F
4	KGON-F	4 KKRZ-F	4 KGON-F	4 KXL	4 KKSJN >	4 KUPL-AF<	4 KWJJ-F	4 KINK-AF<	4 KUFO-F	4 KXL
5	5 KINK-AF<	5 KKCW-F	5 KXL	5 KKSJN-F	5 KINK-AF	5 KINK-AF<	KUFO-F<	5 KUFO-F<	5 KUPL-AF	5 KINK-F<
6	6 KUPL-AF	6 KGON-F	6 KKSJN-F<	6 KGON-F	6 KKCW-F	6 KKCW-F	6 KINK-AF<	6 KWJJ-F<	6 KWJJ-F	6 KKCW-F<
7	7 KXYQ-F	7 KWJJ-F	7 KUFO-F	7 KEX	7 KKSJN-F	7 KUFO-F	7 KEX <	7 KKCW-F	7 KGON-F	7 KKSJN-F
8	8 KKCW-F	8 KXL	8 KEX <	8 KUFO-F	8	8 KKSJN-F<	8 KKRZ-F	8 KGON-F	8	8
9	9	9	9 KXYQ-F	9	9	9	9 KKCW-F	9 KKSJN <	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKRZ-F>	1 KKRZ-F>	1 KINK-AF<	1 KINK-AF	1 KKCW-F	1 KUFO-F>	1 KUFO-F>	1 KGON-F<	1 KUFO-F>	1 KXL <
2 KWJJ-F	2 KUPL-AF	2 KUPL-AF	KKCW-F<	2 KUPL-AF	2 KKRZ-F>>	2 KGON-F<	2 KUFO-F>	2 KINK-AF<	2 KINK-AF
3 KKCW-F	KINK-AF<	3 KKCW-F	3 KKRZ-F	KINK-AF	3 KUPL-AF	3 KKRZ-F>	3 KWJJ-F	3 KGON-F<	3 KGON-F<
4 KUPL-AF	4 KWJJ-F	4 KKRZ-F	4 KUPL-AF	4 KKSJN-F	KGON-F	4 KWJJ-F	4 KINK-AF	4 KXL	4 KUFO-F
5 KINK-AF	KKCW-F	5 KWJJ-F	5 KWJJ-F	5 KKRZ-F<	5	5 KINK-AF<	5 KXL	5 KUPL-AF	5 KUPL-AF
KXYQ-F	6 KXYQ-F	6 KXYQ-F	6 KXYQ-F<	6 KEX <	6	6 KUPL-AF	6 KUPL-AF	6 KKRZ-F	6 KEX
KUFO-F	7	KGON-F	7 KKSJN-F	7 KXYQ-F	7	7	KXYQ-F	7 KWJJ-F	7 KKSJN-F
8	8	8	8	8	8	8	8	8 KKSJN-F	8 KKCW-F
9	9	9	9	9	9	9	9	9 KEX	9

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA/AQH	TSA/CUME
KBBT 970	Portland	0.7/2.6/	16/	386
KBMS 1480	Vncvr/Portland	0.5/1.5/	12/	274
KKEY 1150	Portland	0.5/1.4/	12/	212
KMUZ-F 94.7	Camas, WA	0.7/2.0/	16/	296
KMXI-F 106.7	Lake Oswego/Pt1	0.7/4.4/	20/	759
KPDQ 800	Portland	0.6/1.5/	14/	231
KSLM 1390	Salem	0.4/0.8/	9/	136
KWIP 880	Dallas/Salem	0.6/0.9/	13/	138
KFAT-F 106.1	Corvallis	0.9/1.0/	40/	384
KRKT-F 99.9	Albany/Corvallis	0.6/1.1/	49/	507

PORTLAND, OR

RADIO STATIONS

AM STATIONS

KBBT, 970, 5 KW (DA-1)	, AOR	, \$	N/A (Eastman)	Henry
KEX, 1190, 50 KW (DA-1)	, FULL SERVICE	ABC, \$	101.00 (Katz)	Great American
KFXJ, 1520, 50 KW/10 KW (DA-1)	, SPORTS	CNN, \$	26.00 (HNWH)	
KINK, 620, 5 KW (DA-N)	, SEE KINK-FM			
KKSN, 910, 5 KW (DA-2)	, NOSTALGIA	UNISP, UNILT, \$	35.00 (Christal)	Heritage
KUPL, 1330, 5 KW (DA-1)	, SEE KUPL-F			
KWJJ, 1080, 50 KW/10 KW (DA-N)	, SEE KWJJ-F			
KXL, 750, 50 KW/20 KW (DA-1)	, NEWS/TALK	CBS, \$	64.00 (McGuild)	Alexander
KZRC, 1010, 5 KW (DAYS)	, AOR	SMN, \$	22.00 (Torbet)	

FM STATIONS

KGON, 92.3, 100 KW @ 1266	, AOR	, \$	65.00 (HNWH)	Apogee
KINK, 101.9, 100 KW @ 1673	, PROG AOR	, \$	125.00 (MMR)	
KKCW, 103.3, 90 KW @ 1653	, AC	, \$	151.00 (Durpetti)	Trumper
KKRZ, 100.3, 95 KW @ 1433	, CHR	, \$	97.00 (Katz)	Great American
KKSN, 97.1, 100 KW @ 1000	, OLDIES	UNIULT, \$	70.00 (Christal)	Heritage
KMXI, 106.7, 94 KW @ 846	, AC/OLDIES	ABC, SOURCE, \$	40.00 (HNWH)	Fairmont
KPDQ, 93.7, 100 KW @ 941	, RELIGION	, \$	21.00 (---)	
KUFO, 101.1, 100 KW @ 1640	, AOR	, \$	60.00 (Eastman)	Henry
KUPL, 98.5, 100 KW @ 1105	, COUNTRY	APR, \$	100.00 (Banner)	Scripps-Howard
KWJJ, 99.5, 94 KW @ 869	, COUNTRY	UNISUP, ABC, \$	40.00 (HNWH)	Park
KXL, 95.5, 100 KW @ 991	, SOFT AC/EZ	, \$	54.00 (McGuild)	Alexander
KXYQ, 105.1, 100 KW @ 1840	, CHR	ABC, \$	41.00 (Torbet)	Van Halen (SALEM)

Miscellaneous: KGW changes to KINK in March . . . KMXI-F (Lake Oswego) sold by Fairmont to Bay-Com for \$3,625,000 . . .

PROVIDENCE

Arbitron Rank/Pop (12+): 31/1,283,100  
 MSA Rank/Pop: 58/918,000  
 ADI # 43  
 Average Person Ratings: 18.3  
 Market TSL: 23.75 hours

Stations: 45/24  
 Diaries: 1539/834:1/53.2%  
 Sample Target: 1530  
 % Below Line: 21.5  
 % Not Listed: 7.8

1992 Revenue: \$25,300,000  
 HH Inc.: \$34,562  
 Retail \$: 6.2 Bill  
 Pop per Station: 53,462  
 #1 Biller: WHJY-F \$4,100,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WPRO-F (CHR)	219/ 9.3	10.0	9.1	7.7	8.1	9.0	232/3949	3613/28.2	28.6	24.7	E	WPRO-F
2. WWLI-F (SAC)	207/ 8.8	6.8	6.9	6.6	7.4	7.3	218/2906	2637/20.6	16.7	16.0	E	WWLI-F
3. WHJY-F (AOR)	158/ 6.7	6.7	9.9	8.1	8.1	7.8	173/2578	2190/17.1	18.0	19.0	F	WHJY-F
4. WSNE-F (AC)	133/ 5.7	6.3	4.4	4.8	5.3	5.3	135/2274	2166/16.9	16.3	14.4	F	WSNE-F
5. WPRO (T)	130/ 5.5	5.9	4.0	5.1	4.3	5.1	131/2183	2136/16.6	14.8	15.3	D	WPRO
6. WWBB-F (O)	112/ 4.8	4.5	6.0	6.3	5.8	5.4	124/1905	1682/13.1	13.5	14.6	E	WWBB-F
7. WHJJ (N/T)	108/ 4.6	6.3	4.6	6.0	6.0	5.4	108/1320	1304/10.2	10.9	11.0	D	WHJJ
8. WWKX-F (CHR)	91/ 3.9	2.8	2.6	3.5	2.1	3.2	92/1665	1595/12.4	10.7	7.7		WWKX-F
9. WPLM-F (BB)	89/ 3.8	4.5	3.6	3.3	2.9	3.8	134/1967	1173/ 9.2	8.3	7.0		WPLM-F
10. WCTK-F (C)	86/ 3.7	4.7	4.7	4.5	3.7	4.4	119/1737	1289/10.0	10.4	8.3		WCTK-F
11. WWRX-F (CL AOR)	82/ 3.5	3.5	3.6	3.6	3.9	3.5	141/2472	1597/12.4	13.1	14.6		WWRX-F
12. WLKW (SAC)	53/ 2.3	2.0	3.7	2.0	3.9	2.5	54/973	957/ 7.5	5.0	6.5		WLKW
13. WFHN-F (CHR)	52/ 2.2	1.9	1.8	2.2	1.9	2.0	65/863	639/ 5.0	4.2	5.2		WFHN-F
14. WBRU-F (AOR)	49/ 2.1	2.4	4.0	4.2	2.7	3.2	64/1383	1100/ 8.6	8.8	7.5		WBRU-F
15. WCRB-F (CL)	48/ 2.0	0.8	1.0	0.7	1.8	1.1	65/821	556/ 4.3	2.8	3.3		WCRB-F
16. WBZ (N/T)	41/ 1.7	1.0	0.7	1.1	1.6	1.1	73/1340	654/ 5.1	5.1	4.2		WBZ
17. WAAF-F (AOR)	36/ 1.5	1.2	1.0	0.6	0.9	1.1	61/841	459/ 3.6	4.1	3.5		WAAF-F
18. WBCN-F (AOR)	31/ 1.3	0.8	0.9	0.7	1.0	0.9	100/1405	422/ 3.3	3.2	3.0		WBCN-F
19. WBSM (N/T)	25/ 1.1	1.3	1.6	1.1	1.9	1.3	30/312	250/ 1.9	2.5	2.9		WBSM
20.												

12+ FM SHARE (METRO): 74.94% (1621 of 2163) (WIN 92: 73.57%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WWKX-F	1 WPRO-F<	1 WPRO-F	1 WSNE-F	1 WWLI-F	1 WWLI-F	1 WPRO-F	1 WWLI-F>	1 WWLI-F	1 WPRO-F>	1 WWLI-F
2 WPRO-F>>	2 WHJY-F>	2 WHJY-F	2 WWLI-F	2 WSNE-F	2 WPRO	2 WWLI-F	2 WPRO-F	2 WPRO-F	2 WHJY-F	2 WPRO-F<
3	3 WWLI-F	3 WWLI-F	3 WHJY-F	3 WHJY-F<	3 WHJJ	3 WPRO	3 WHJY-F	3 WHJY-F	3 WWKX-F	3 WPRO
4	4 WWRX-F	4 WSNE-F>	4 WPRO-F	4 WPRO-F	4 WWBB-F<	4 WHJY-F<	4 WSNE-F	4 WHJJ	4 WWLI-F	4 WBZ
5	5 WSNE-F>	5 WWBB-F<	5 WWBB-F>	5 WWBB-F>	5 WPLM-F	5 WSNE-F	5 WPRO <	5 WSNE-F	5 WWBB-F>	5 WSAR
6	6 WWKX-F	6 WWRX-F>	6 WWRX-F	6 WPRO	6 WSNE-F>	6 WHJJ >	6 WWBB-F<	6 WWBB-F	6 WFHN-F	6 WHJJ <
7	7 WBRU-F	7 WCTK-F	7 WCTK-F	7 WCTK-F	7 WPRO-F<	7 WWBB-F	7 WHJJ	7 WCTK-F	7 WWRX-F	7 WNRI
8	8	8 WBRU-F	8 WPRO	8 WWRX-F	8 WCTK-F	8 WCTK-F	8 WWKX-F	8 WPLM-F	8 WPLM-F	8 WSNE-F
9	9	9	9	9	9 WLKW	9 WWRX-F<	9 WCTK-F	9 WPRO	9 WPRO	9
10	10	10	10	10	10	10 WCTK-F	10	10 WWKX-F	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPRO-F>>	1 WPRO-F>>	1 WPRO-F	1 WPRO-F>	1 WWLI-F	1 WHJY-F>>	1 WHJY-F>>	1 WHJY-F>>	1 WHJY-F>	1 WHJY-F>
2 WHJY-F	2 WWLI-F	2 WWLI-F	2 WWLI-F<	2 WSNE-F	2 WWRX-F	2 WWRX-F>	2 WWRX-F>	2 WWRX-F	2 WWBB-F
3 WWLI-F	3 WSNE-F<	3 WSNE-F>	3 WSNE-F>	3 WPRO-F>	3 WPRO-F	3 WPRO-F>	3 WCTK-F	3 WPRO-F	3 WCTK-F<
4 WWKX-F>	4 WHJY-F>	4 WHJY-F>	4 WHJY-F>	4 WWBB-F	4 WAAF-F>	4 WAAF-F	4 WBRU-F	4 WWBB-F	4 WWRX-F
5	5 WWKX-F	5 WWRX-F	5 WWBB-F>	5 WHJY-F>	5 WWLI-F	5 WPRO-F	5 WPRO-F	5 WWLI-F	5 WLI-F
6	6	6	6 WWKX-F	6 WPRO	6	6 WBRU-F	6 WWLI-F	6 WSNE-F	6 WPRO <
7	7	7	7	7 WCTK-F	7	7 WBCN-F	7 WWBB-F	7 WCTK-F	7 WSNE-F<
8	8	8	8	8	8	8 WCTK-F	8 WSNE-F	8 WPRO	8 WPRO-F>
9	9	9	9	9	9	9	9 WPRO	9 WBRU-F	9 WHJJ

PROVIDENCE

OTHER RATED STATIONS METRO CUME TSA TSA  
SHARE/RTG/AQH/CUME

WADK	1540	Newport	0.5/0.9/	12/	119
WALE	990	Providence	0.5/2.2/	23/	362
WARV	1590	Warwick/Prvdnce	0.5/1.5/	12/	191
WICE	550	Pawtucket/Prvdr	0.7/2.2/	20/	297
WNBH	1340	New Bedford	0.8/1.8/	19/	260
WNRI	1380	Woonsocket	0.9/1.7/	22/	217
WOON	1240	Woonsocket	0.4/1.3/	10/	163
WOTB-F	100.3	Middletown/Prov	0.8/3.2/	18/	470
WSAR	1480	Fall River	0.6/1.8/	15/	231
WWRX	1110	Providence	0.8/4.5/	21/	602
WBMX-F	98.5	Boston	0.8/2.8/	41/	732
WBOS-F	92.9	Brookline/Bstn	1.0/3.6/	44/	870
WCDJ-F	96.9	Boston	0.7/2.8/	40/	638
WCLB-F	105.7	Frammingham	0.9/2.1/	40/	633
WCTY-F	97.7	Norwich	0.6/1.1/	68/	853
WEEI	590	Boston	0.4/1.7/	20/	540
WFAN	660	New York	0.6/2.4/	31/	638
WHDH	850	Boston	0.9/2.7/	53/	1048
WMJX-F	106.7	Boston	0.9/2.3/	45/	780
WODS-F	103.3	Boston	0.9/3.9/	48/	982
WQRC-F	99.9	Barnstable/Hyns	0.6/0.9/	94/	788
WRKO	680	Boston	0.3/1.2/	54/	824
WVVE-F	102.3	Stonington	0.4/0.9/	39/	507
WXKS-F	107.9	Medford/Boston	0.6/4.8/	66/	1474
WZLX-F	100.7	Boston	0.9/3.5/	50/	1105
WZOU-F	94.5	Boston	0.6/5.2/	32/	1324

RADIO STATIONS

WALE, 990, 50 KW/500 W (DA-2), TALK				\$ 25.00 (---	
WWRX, 1110, 5 KW (DAYS), NEWS/TALK				CBS, \$ 24.00 (Durpetti)	
WHJJ, 920, 5 KW (DA-N), NEWS/TALK				NBC, \$ 50.00 (Katz)	Merv Griffin
WLKW, 790, 5 KW (DA-2), EZ					\$ 22.00 (Torbet)
WPRO, 630, 5 KW (DA-N), TALK/NEWS				ABC, \$ 53.00 (Banner)	Telemedia
WBRU-F, 95.5, 20 KW @ 440, AOR			APR, \$ 40.00 (MMR)		
WCTK-F, 98.1, 47 KW @ 508, COUNTRY				\$ 38.00 (Torbet)	Hall (NEW BEDFORD)
WFHN-F, 107.1, 3 KW @ 374, CHR				\$ 34.00 (Christal)	H & D (FAIRHAVEN, MA)
WHJY-F, 94.1, 50 KW @ 440, AOR			SOURCE, \$ 93.00 (Katz)		Merv Griffin
WPRO-F, 92.3, 39 KW @ 551, CHR			ABC, \$ 83.00 (Banner)		Telemedia
WSNE-F, 93.3, 30 KW @ 612, AC				\$ 80.00 (Eastman)	Beck-Ross (TAUNTON, MA)
WWBB-F, 101.5, 14 KW @ 940, OLDIES				\$ 69.00 (McGuild)	Wilks-Schwartz
WWKX-F, 106.3, 1.2 KW @ 194, CHR			UNIPWR, \$ 35.00 (Christal)		
WWLI-F, 105.1, 50 KW @ 500, SOFT AC				\$ 71.00 (McGuild)	Tele-Media
WWRX-F, 103.7, 50 KW @ 500, CLASSIC AOR			CNN, \$ 46.00 (Durpetti)		

Other Stations - See Boston or New Bedford

RALEIGH

Arbitron Rank/Pop (12+): 61/661,000  
 MSA Rank/Pop: 70/707,000  
 ADI # 32  
 Average Person Ratings: 14.9  
 Market TSL: 19.75 hours

Stations: 27/24  
 Diaries: 1253/528:1/55.5%  
 Sample Target: 1050  
 % Below Line: 5.7  
 % Not Listed: 16.6

1992 Revenue: \$27,300,000  
 HH Inc.: \$34,902  
 Retail \$: 6.4 B11  
 Pop per Station: 27,541  
 #1 Biller: WRDU-F \$5,000,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WQOK-F (B)	100/10.2	9.0	9.7	10.1	9.8	9.8	149/1926	1148/17.4	16.4	18.1	D	WQOK-F
2. WPTF (FS)	92/ 9.3	8.7	7.8	8.0	9.1	8.4	111/1533	1125/17.0	17.0	19.3	D	WPTF
3. WRAL-F (AC)	81/ 8.2	9.4	5.7	5.7	7.0	7.3	159/2934	1392/21.1	19.4	19.7	F	WRAL-F
4. WDCG-F (CHR)	72/ 7.3	6.9	8.5	6.0	7.0	7.2	126/2379	1382/20.9	19.9	22.7	D	WDCG-F
5. WQDR-F (C)	70/ 7.1	9.2	7.0	8.6	8.4	8.0	177/2701	1197/18.1	16.6	14.9	E	WQDR-F
6. WRDU-F (AOR)	67/ 6.8	8.1	6.2	8.2	9.3	7.3	142/2223	1146/17.3	20.3	20.9	G	WRDU-F
7. WTRG-F (O)	49/ 5.0	6.0	5.3	7.4	3.1	5.9	145/2132	816/12.3	15.4	11.4	D	WTRG-F
8. WPCM-F (C)	39/ 4.0	2.6	1.7	1.8	3.2	2.5	130/1703	640/ 9.7	8.4	6.7		WPCM-F
9. WZZU-F (CL AOR)	34/ 3.5	2.8	3.6	4.7	2.3	3.6	55/1549	845/12.8	14.5	13.9	C	WZZU-F
10. WFXC-F (AC)	30/ 3.0	3.2	3.4	3.4	4.1	3.3	34/668	602/ 9.1	9.9	9.6	B	WFXC-F
11. WYLT-F (SAC)	29/ 2.9	3.5	4.2	3.1	4.5	3.4	41/1066	693/10.5	11.2	14.4	C	WYLT-F
12. WNND-F (J/NAC)	27/ 2.7	1.4	1.5	1.9	2.3	1.9	28/557	494/ 7.5	5.8	7.5	B	WNND-F
13. WLLE (B)	25/ 2.5	1.3	1.6	2.0	1.7	1.9	26/282	265/ 4.0	2.6	3.8	A	WLLE
14. WKIX (BB)	18/ 1.8	2.3	2.4	1.7	2.8	2.0	32/397	291/ 4.4	4.9	4.5	A	WKIX
15. WJMH-F (B)	12/ 1.2	0.9	0.6	0.7	0.9	0.9	32/703	353/ 5.3	4.7	3.0		WJMH-F

12+ FM SHARE (METRO): 77.47% (636 of 821) (WIN 92: 78.47%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQOK-F	1 WQOK-F	1 WQOK-F	1 WRAL-F	1 WRAL-F	1 WPTF >>	1 WPTF <	1 WPTF >	1 WQOK-F<	1 WQOK-F>	1 WQOK-F>
2 WDCG-F>>	2 WRDU-F	2 WRAL-F	2 WRDU-F	2 WRDU-F<	2 WTRG-F<	2 WRAL-F	2 WRAL-F	2 WRAL-F	2 WDCG-F>	2 WPTF >>
3	3 WRAL-F	3 WRDU-F	3 WQOK-F	3 WPTF <	3 WRAL-F	3 WQOK-F	3 WQDR-F	3 WRDU-F	3 WRDU-F	3 WRDU-F
4	WDCG-F	4 WQDR-F	WQDR-F	4 WQDR-F<	4 WQDR-F	4 WRDU-F	4 WQOK-F<	4 WQDR-F	4 WRAL-F	WRAL-F
5	5 WQDR-F	5 WDCG-F>	5 WTRG-F	5 WQOK-F	5 WPCM-F	5 WQDR-F<	5 WRDU-F	5 WPTF <	5 WQDR-F	WQDR-F
6	6	6 WTRG-F	WPTF	6 WTRG-F	6 WQOK-F	6 WDCG-F>	6 WDCG-F	6 WDCG-F	6 WDCG-F	6
7	7	7	7 WZZU-F	7 WZZU-F	WNND-F	7	7 WTRG-F	7 WTRG-F	7	7
8	8	8	8	8	WLLE	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQOK-F	1 WQOK-F	1 WRAL-F>	1 WRAL-F	1 WRAL-F>	1 WQOK-F	1 WRDU-F	1 WRDU-F>	1 WRDU-F	1 WRDU-F
2 WDCG-F>	2 WDCG-F<	2 WRDU-F	2 WQOK-F	2 WTRG-F	2 WDCG-F	2 WQOK-F>	2 WZZU-F	2 WQOK-F>	2 WPTF
3 WQDR-F>	3 WRAL-F	WQOK-F	3 WDCG-F	3 WQOK-F	3 WRDU-F	3 WRAL-F	3 WQOK-F	3 WRAL-F	3 WQDR-F
4 WRAL-F	4 WQDR-F	4 WQDR-F	4 WQDR-F>	4 WQDR-F	4 WRAL-F>>	4 WZZU-F	4 WQDR-F	4 WQDR-F	4 WQOK-F
5	5 WRDU-F	5 WDCG-F	5 WTRG-F	5 WYLT-F	5	WDCG-F	5 WRAL-F	5 WPTF	5 WRAL-F
6	6	6 WYLT-F	WRDU-F	WPTF	6	6	6	6 WDCG-F<	6 WZZU-F
7	7	7	7	WDCG-F	7	7	7	7	7

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
WAUG 750	New Hope/Raleigh	0.6/1.5/	6/	97
WCHL 1360	Chapel Hill	0.4/1.7/	4/	129
WCLY 1550	Raleigh	0.7/1.7/	7/	128
WDNC 620	Durham/Raleigh	0.8/5.8/	12/	530
WFXK-F 104.3	Tarboro/Raleigh	0.9/3.3/	25/	556
WKTC-F 96.9	Tarboro/Rcky Mt	0.8/3.9/	78/	1065
WRTP 1530	Chapel Hill	1.0/1.3/	10/	86
WSRC 1410	Durham	0.9/2.3/	9/	156
WTIK 1310	Durham	0.5/1.4/	5/	92
WHLQ-F 102.5	Louisburg	0.4/1.0/	5/	101
WYRN 1480	Louisburg	0.1/ 0/	0/	0
WQMG-F 97.1	Greensboro	0.5/2.9/	28/	620

RALEIGH

RADIO STATIONS

WDNC, 620, 5 KW/1 KW (DA-2), NOSTALGIA	CBS, \$ 20.00 (HNWH)	
WKIX, 850, 10 KW/5 KW (DA-2), NOSTALGIA	UNISUP MBS, \$ 17.00 (CBS)	Universal/Alchemy
WLLS, 570, 500 W/55 W, BLACK/GOSPEL	AURN, \$ 16.00 (SMM)	
WPTF, 680, 50 KW (DA-N), FULL SERVICE	ABC,CNN, \$ 55.00 (McGuild)	
WDCG-F, 105.1, 100 KW @ 1525, CHR	ABC, \$ 49.00 (HNWH)	
WFXC-F, 107.1, 1.2 KW @ 505, BLACK	SMN, \$ 29.00 (Eastman)	Pinnacle
WNND-F, 103.9, 3 KW @ 298, JAZZ/NAC		(FUQUAY)
WQDR-F, 94.7, 99 KW @ 1128, COUNTRY	ABC, UNIULT, \$ 75.00 (McGuild)	
WQOK-F, 97.5, 100 KW @ 981, BLACK	ABC, \$ 50.00 (Durpetti)	Ragan Henry (S BOSTON)
WRAL-F, 101.5, 100 KW @ 1889, AC		Capitol-Goodman
WRDU-F, 106.1, 100 KW @ 1348, AOR	SOURCE, \$ 118.00 (MMR)	Voyager (WILSON)
WTRG-F, 100.7, 100 KW @ 1968, OLDIES	ABC CBS, \$ 55.00 (HNWH)	Joyner (ROCKY MOUNT)
WYLT-F, 96.1, 100 KW @ 984, SOFT AC	UNISUP, UNIPWR, \$ 42.00 (CBS)	Universal/Alchemy
WZZU-F, 93.9, 100 KW @ 1269, CLASSIC AOR	ABC, \$ 32.00 (Christal)	Village (BURLINGTON)

\*\*\*\*\* F O R M A T C O D E S \*\*\*\*\*

* AC - Adult Contemporary	J/NAC- Jazz and New Adult Contemporary	*
* AOR - Album Oriented Rock	M/FS - Middle of Road, (MOR) Full Service	*
* B - Black (audience predominately black - over 75%)	N - News	*
* BB - Big Band, Nostalgia	O - Oldies (1955 to current)	*
* C - Country	REL - Religion, Christian	*
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary	*
* CL - Classical	SP - Hispanic/Spanish	*
* CL AOR - Classic AOR, Classic Rock	T - Talk	*
* E - Ethnic	U - Urban (majority of audience is non-white)	*
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	? - Others or Unknown	*
* G - Gospel		*

\*\*\*\*\* R E V E N U E L E V E L C O D E S \*\*\*\*\*

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

RICHMOND

Arbitron Rank/Pop (12+): 55/744,200  
 MSA Rank/Pop: 61/861,000  
 Average Person Ratings: 17.0  
 Market TSL: 22.25 hours

Stations: 24/22  
 Diaries: 1300/572:1/57.5%  
 Sample Target: 1160  
 % Below Line: 1.3  
 % Not Listed: 12.1

1992 Revenue: \$28,500,000  
 HH Inc.: \$36,708  
 Retail \$: 7.1 Bil  
 Pop per Station: 33,827  
 #1 Biller: WRVA \$4,300,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WKHK-F (C)	174/13.8	12.7	11.6	14.0	10.8	13.0	193/1818	1641/22.1	22.5	20.4	E	WKHK-F
2. WCDX-F (B)	137/10.9	11.6	10.1	8.4	11.7	10.3	146/1517	1373/18.4	18.9	17.2	E	WCDX-F
3. WRVA (FS)	116/ 9.2	11.5	12.0	11.6	12.5	11.1	128/1625	1458/19.6	22.4	22.4	F	WRVA
4. WTVR-F (EZ)	88/ 7.0	5.8	7.2	6.0	7.9	6.5	107/1285	1074/14.4	13.0	16.2	C	WTVR-F
5. WMXB-F (AC)	86/ 6.8	8.2	7.3	7.1	5.9	7.3	100/1433	1289/17.3	18.4	15.6	E	WMXB-F
6. WRVQ-F (CHR)	84/ 6.7	6.0	6.9	7.4	6.5	6.8	99/1827	1533/20.6	19.6	18.5	E	WRVQ-F
7. WVGO-F (CL AOR)	77/ 6.1	4.1	4.2	4.8	5.0	4.8	82/913	805/10.8	11.7	11.2	C	WVGO-F
WRXL-F (AOR)	77/ 6.1	6.8	7.4	7.3	6.8	6.9	86/1444	1296/17.4	17.4	17.3	E	WRXL-F
9. WPLZ-F (B)	76/ 6.0	6.1	8.6	6.7	7.5	6.8	84/1186	1068/14.4	15.7	14.9	C	WPLZ-F
10. WDCK-F (O)	39/ 3.1	4.7	5.0	5.0	4.5	4.4	53/1034	879/11.8	12.6	13.5	C	WDCK-F
11. WLEE (T)	31/ 2.5	2.2	1.3	0.7	1.5	1.7	34/380	358/ 4.8	3.7	2.8	A	WLEE
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 79.44% (881 of 1109) (WIN 92: 76.71%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WCDX-F	1 WCDX-F	1 WKHK-F	1 WKHK-F	1 WKHK-F	1 WRVA	1 WRVA	1 WKHK-F	1 WKHK-F	1 WCDX-F	1 WRVA
2 WRVQ-F	2 WKHK-F	2 WCDX-F	2 WCDX-F	2 WCDX-F	2 WKHK-F	2 WKHK-F	2 WTVR-F	2 WCDX-F	2 WKHK-F	2 WPLZ-F
3 WPLZ-F	3 WMXB-F	3 WMXB-F	3 WMXB-F	3 WMXB-F	3 WTVR-F	3 WCDX-F	3 WMXB-F	3 WMXB-F	3 WRVA	3 WCDX-F
4	4 WVGO-F	4 WVGO-F	4 WVGO-F	4 WVGO-F	4 WCDX-F	4 WRVQ-F	4 WCDX-F	4 WRVA	4 WPLZ-F	4 WKHK-F
5	WRVQ-F	5 WRXL-F	5 WRXL-F	5 WRXL-F	5 WMXB-F	5 WMXB-F	5 WVGO-F	5 WRVQ-F	5	5
6	6	6 WRVQ-F	6 WPLZ-F	6 WPLZ-F	6 WPLZ-F	6 WRXL-F	6 WRXL-F	6 WTVR-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WCDX-F	1 WCDX-F	1 WMXB-F	1 WKHK-F	1 WKHK-F	1 WCDX-F	1 WKHK-F	1 WVGO-F	1 WKHK-F	1 WKHK-F
2 WKHK-F	2 WMXB-F	2 WCDX-F	2 WCDX-F	2 WMXB-F	2 WKHK-F	2 WCDX-F	2 WKHK-F	2 WCDX-F	2 WRXL-F
3 WRVQ-F	3 WKHK-F	3 WKHK-F	3 WMXB-F	3 WCDX-F	3 WRXL-F	3 WVGO-F	3 WRXL-F	3 WRXL-F	3 WVGO-F
4	4 WRVQ-F	4 WVGO-F	4 WRVQ-F	4 WVGO-F	WRVQ-F	WRXL-F	4 WCDX-F	4 WVGO-F	4 WCDX-F
5	5	5	5 WVGO-F	5 WRVQ-F	5	5	5 WMXB-F	5 WRVQ-F	5 WMXB-F
6	6	6	6	WPLZ-F	6	6	6	6	6 WPLZ-F

OTHER RATED STATIONS	METRO CUME	TSA	TSA
	SHARE/RTG/AQH/CUME		
WDYL-F 92.1	Chester/Richmond	0.5/2.4/ 7/	183
WFTH 1590	Richmond	1.3/2.2/ 18/	169
WGCV 1240	Petersburg	0.4/2.0/ 7/	185
WHAP 1340	Hopewell	0.3/0.8/ 4/	63
WREJ 1540	Richmond	0.6/1.2/ 7/	91
WRNL 910	Richmond	0.6/3.3/ 8/	248
WSTK 1290	Colonial Hghts	1.2/1.8/ 15/	138
WSVS-F 104.7	Crewe/Richmond	0.8/4.6/ 40/	667
WSVV-F 100.3	Petersburg	0.8/2.2/ 10/	167
WTVR 1380	Richmond	0.9/3.2/ 12/	252
WXGI 950	Richmond	1.1/2.9/ 14/	228
WAFX-F 106.9	Suffolk/Norfolk	1.0/3.3/ 23/	452
WOWI-F 102.9	Norfolk	0.3/0.8/ 17/	226



RICHMOND

RADIO STATIONS

WANT, 990, 1 KW/16 W	, BLACK	NBN, \$ 15.00 (---	
WFTH, 1590, 5 KW (DAYS)	, GOSPEL	UNIULT, \$ 14.00 (---	
WLEE, 1320, 5 KW (DAYS)	, TALK	CNN NBC-T, \$ 16.00 (---	
WRNL, 910, 5 KW (DA-N)	, AOR	MBS CBS, \$ NA (Katz)	Capitol-Goodman
WRVA, 1140, 50 KW (DA-1)	, FULL SERVICE	CBS, \$ 94.00 (Christal)	Clear Channel
WTVR, 1380, 5 KW (DA-2)	, NOSTALGIA	ABC, \$ 20.00 (MMR)	Park
WXGI, 950, 5 KW/50 W	, COUNTRY	NBC, \$ 15.00 (---	
WCDX-F, 92.7, 2.4 KW @ 367,	BLACK	, \$ 55.00 (MMR)	Sinclair (MECHANICSVILLE)
WDYL-F, 92.1, 3 KW @ 298,	RELIGION	CNN, \$ 16.00 (---	(CHESTER)
WKHK-F, 95.3, 13 KW @ 449,	COUNTRY	UNIULT, \$ 75.00 (Banner)	ABS (COLONIAL HGTS)
WMXB-F, 103.7, 20 KW @ 840,	AC	APR, \$ 72.00 (Eastman)	Radio Ventures
WPLZ-F, 99.3, 3 KW @ 328,	BLACK	ABC UNIPWR, \$ 43.00 (MMR)	
WRVQ-F, 94.5, 200 KW @ 351,	CHR	ABC, \$ 90.00 (Christal)	Clear Channel
WRXL-F, 102.1, 140 KW @ 321,	AOR	, \$ 99.00 (Katz)	Capitol-Goodman
WTVR-F, 98.1, 50 KW @ 840,	EZ/SOFT AC	ABC, \$ 41.00 (MMR)	Park
WVGO-F, 106.5, 8 KW @ 1233,	CLASSIC AOR	, \$ 32.00 (Christal)	Benchmark

WDCK, WAFX -- See Norfolk

Miscellaneous: WRNL, WRXL-F sold by Capitol to Clear Channel for \$9,200,000 . . .

RIVERSIDE-SAN BERNARDINO

Arbitron Rank/Pop (12+): 29/1,302,400  
 MSA Rank/Pop: 11/2,440,000  
 Los Angeles ADI  
 Average Person Ratings: 16.6  
 Market TSL: 22.00 hours

Stations: 46/17  
 Diaries: 1445/901:1/45.3%  
 Sample Target: 1420  
 % Below Line: 52.1  
 % Not Listed: 10.5

1992 Revenue: \$17,600,000  
 HH Inc.: \$36,090  
 Retail \$: 17.4 B11  
 Pop per Station: 76,611  
 #1 Biller: KFRG-F \$6,800,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. KFRG-F (C)	197/ 9.1	10.8	11.0	8.3	9.6	9.8	254/3640	2674/20.5	21.0	20.7	G	KFRG-F
2. KFI (T)	146/ 6.8	5.9	6.8	6.0	5.1	6.4	227/2960	1799/13.8	12.9	10.4		KFI
3. KGGI-F (CHR)	145/ 6.7	8.5	8.4	8.9	8.7	8.1	215/3598	2579/19.8	20.8	23.3	E	KGGI-F
4. KOST-F (AC)	105/ 4.9	4.8	3.4	4.6	4.9	4.4	177/3021	2036/15.6	14.4	13.9		KOST-F
5. KLOS-F (AOR)	98/ 4.5	4.2	4.6	5.3	6.1	4.7	167/2568	1610/12.4	12.4	14.2		KLOS-F
6. KIIS-F (CHR)	86/ 4.0	4.8	2.3	3.7	3.0	3.7	137/3083	1904/14.6	14.6	11.3		KIIS-F
7. KHTX-F (O)	68/ 3.1	2.6	2.2	3.2	2.7	2.8	91/1160	929/ 7.1	8.4	7.6	B	KHTX-F
8. KCAL-F (AOR)	66/ 3.1	3.0	4.9	3.5	4.5	3.6	100/1808	1316/10.1	9.9	10.6	D	KCAL-F
9. KRTH-F (O)	61/ 2.8	4.0	3.0	3.3	3.2	3.3	110/2015	1277/ 9.8	11.4	11.6		KRTH-F
10. KRSD (BB)	57/ 2.6	2.7	1.4	1.4	0.6	2.0	58/628	548/ 4.2	4.2	2.8		KRSD
11. KKBT-F (B)	56/ 2.6	1.7	2.9	2.4	1.6	2.4	78/822	521/ 4.0	4.4	5.7		KKBT-F
12. KBIG-F (AC)	52/ 2.4	2.1	1.9	1.7	2.3	2.0	84/1404	983/ 7.5	7.1	7.0		KBIG-F
13. KOLA-F (AC)	50/ 2.3	0.7	1.3	0.8	1.5	1.3	60/1294	936/ 7.2	3.8	6.4		KOLA-F
14. KROQ-F (AOR)	48/ 2.2	1.8	1.9	1.9	2.0	2.0	68/1296	916/ 7.0	6.5	6.5		KROQ-F
15. KLSX-F (AOR)	47/ 2.2	1.4	1.7	1.5	1.3	1.7	90/1423	834/ 6.4	5.7	5.5		KLSX-F
16. KQLZ-F (AOR)	43/ 2.0	2.5	2.0	4.0	3.5	2.6	66/1629	996/ 7.6	7.7	9.8		KQLZ-F
17. KWRP-F (SAC)	42/ 1.9	2.1	2.2	1.4	2.0	1.9	42/412	399/ 3.1	2.8	3.4		KWRP-F
18.												
19.												
20.												

12+ FM SHARE (METRO): 77.30% (1495 of 1934) (WIN 92: 80.31%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KGGI-F>>	1 KGGI-F	1 KFRG-F>	1 KFRG-F>	1 KFRG-F>	1 KFRG-F	1 KFRG-F	1 KFRG-F<	1 KFRG-F	1 KGGI-F>	1 KFRG-F
2 KROQ-F	2 KLOS-F	2 KLOS-F<	2 KLOS-F	2 KFI	2 KFI >>	2 KLOS-F<	2 KFI >>	2 KGGI-F>	2 KOST-F	2 KFI
3 KIIS-F	KFRG-F	3 KOST-F<	3 KOST-F	3 KLOS-F<	3 KRSD	3 KFI >	3 KOST-F	3 KOST-F	3 KFI >	3 KLSX-F
4 KPWR-F	4 KOST-F<	4 KGGI-F	4 KFI >	4 KOST-F>	4 KOST-F	4 KGGI-F	4 KGGI-F	4 KLOS-F	4 KFRG-F<	4 KGGI-F
5 KKBT-F	5 KIIS-F	5 KFI	5 KHTX-F	5 KHTX-F	5 KRTH-F	5 KIIS-F	5 KLOS-F<	5 KFI	5 KROQ-F	5 KOLA-F<
6	KCAL-F>	6 KIIS-F	6 KCAL-F	6 KCAL-F	KWRP-F	6 KLSX-F	6 KHTX-F	6 KIIS-F	6 KKBT-F	6 KNX
7	7 KHTX-F<	7 KCAL	7 KLSX-F	7 KGGI-F	7 KHTX-F	7 KOST-F	7 KIIS-F	7 KHTX-F	7 KIIS-F	7 KRSD
8	8 KROQ-F	8 KHTX-F	8 KRTH-F	8 KRTH-F	8 KNX	8 KRSD	8 KRTH-F	8 KBIG-F	8 KCAL-F	8 KCAL-F
9	KQLZ-F	9 KRTH-F	KGGI-F<	9 KLSX-F	9 KLOS-F	9 KKBT-F	9 KBIG-F	KCAL-F	9 KKGQ-F<	9
10	KFI	KLSX-F	10 KOLA-F	KOLA-F	KOLA-F	10 KHTX-F	KCAL-F	10 KRTH-F	10 KOLA-F	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KGGI-F	1 KFRG-F	1 KFRG-F>	1 KFRG-F>	1 KFRG-F>	1 KGGI-F>	1 KLOS-F	1 KLOS-F	1 KLOS-F>	1 KLOS-F
2 KIIS-F>	2 KGGI-F	2 KOST-F	2 KOST-F	2 KOST-F>	2 KIIS-F	2 KCAL-F	2 KCAL-F>	2 KFRG-F<	KFRG-F
3 KOST-F	3 KOST-F	3 KGGI-F	3 KGGI-F	3 KFI	3 KQLZ-F	3 KGGI-F	3 KLSX-F	3 KCAL-F	3 KFI >
4 KFRG-F	4 KIIS-F	4 KBIG-F	4 KIIS-F<	4 KBIG-F	4 KROQ-F	4 KIIS-F	4 KOST-F	4 KFI	4 KLSX-F<
5 KKBT-F	5 KBIG-F	5 KLOS-F	5 KBIG-F	5 KGGI-F	KCAL-F	5 KQLZ-F	5 KHTX-F	KGGI-F	5 KCAL-F<
6 KDIF	6 KKBT-F	6 KKBT-F	6 KFI	6 KHTX-F	6 KLAX-F	6 KOST-F	KFRG-F	6 KLSX-F<	6 KOST-F
KROQ-F	7 KLOS-F	7 KFI	7 KKBT-F	7 KKBT-F	7 KLOS-F	7 KLSX-F	7 KQLZ-F	7 KOST-F	7 KHTX-F
KBIG-F	8 KFI	8 KTWV-F	8 KHTX-F	8 KLOS-F	8	KFRG-F	KIIS-F	8 KIIS-F	8 KOLA-F
KDIF	9 KHTX-F	9 KIIS-F	9 KLOS-F	KIIS-F	9	9 KROQ-F	KFI	9 KOLA-F	9 KRTH-F
10	10 KCAL-F	10	10 KRTH-F	10 KRTH-F	10	KHTX-F	10	KHTX-F	10 KGGI-F

RIVERSIDE-SAN BERNARDINO

OTHER RATED STATIONS METRO CUME TSA TSA  
SHARE/RTG/AQH/CUME

KAEV-F	103.9	Lk Arrowhd/Rvrs	0.6/3.6/	14/ 493
KAKT-F	92.7	Riverside	1.2/2.5/	27/ 328
KATY-F	101.3	Idyllwild/Hemet	0.4/1.2/	12/ 172
KCAL	1410	Redlands	1.6/3.6/	43/ 521
KCKC	1350	San Bernardino	1.0/3.0/	22/ 419
KDIF	1440	Riverside/SB	1.3/3.3/	30/ 442
KHSJ	1320	Hemet	0.3/0.9/	7/ 113
KLFE	1240	San Bernardino	1.0/1.7/	24/ 253
KMET	1490	Banning	0.3/0.8/	7/ 100
KTOT-F	101.7	Big Bear Lake	0.6/0.9/	14/ 115
KABC	790	Los Angeles	0.7/2.2/	33/ 418
KBRT	740	Avalon	0.4/1.1/	13/ 223
KCBS-F	93.1	Los Angeles	1.6/6.1/	68/1455
KFWB	980	Los Angeles	1.0/4.3/	41/1035
KKGO-F	105.1	Los Angeles	1.3/3.4/	38/ 650
KLAX-F	97.9	Long Beach	1.3/1.9/	37/ 363
KLIT-F	101.9	Glendale/LA	0.4/2.4/	15/ 567
KLVE-F	107.5	Los Angeles	1.4/3.6/	31/ 551
KMPC	710	Los Angeles	0.8/1.7/	20/ 378
KNAC-F	105.5	Long Beach/LA	0.3/0.9/	14/ 298
KNX	1070	Los Angeles	1.6/6.6/	64/1516
KPWR-F	105.9	Los Angeles	1.3/5.7/	47/1222
KRLA	1110	Pasadena	0.3/1.0/	11/ 155
KTNQ	1020	Los Angeles	0.6/1.1/	12/ 158
KTWV-F	94.7	Los Angeles	1.6/4.8/	53/ 904
KWVE-F	107.9	San Clemente	0.6/1.5/	21/ 309
KWXY-F	98.5	Cathedral City	0.3/1.1/	15/ 268
KYSR-F	98.7	Los Angeles	1.3/3.7/	66/ 873
KZLA-F	93.9	Los Angeles	0.9/3.3/	27/ 540

RADIO STATIONS

KCAL, 1410,	5 KW/4 KW (DA-N),	HISPANIC	, \$ 26.00 (Lotus)	
KCKC, 1350,	5 KW/500 W (DA-2),	COUNTRY	ABC, \$ 35.00 (HNWH)	All Pro
KDIF, 1440,	1 KW	, HISPANIC	UPI, \$ 20.00 (Katz Hisp.)	
KMEN, 1290,	5 KW (DA-2)	, SPORTS	SHN, \$ 17.00 (McGuild)	American
KRSO, 590,	1 KW (DA-2)	, NOSTALGIA	NBC, UNISUP, \$ 23.00 (Eastman)	Henry
KAEV-F, 103.9,	38 W @ 2539,	COUNTRY	, \$ 25.00 (HNWH)	All Pro
KCAL-F, 96.7,	1.8 KW @ 377,	AOR	, \$ 50.00 (Torbet)	Anaheim
KFRG-F, 95.1,	50 KW @ 321,	COUNTRY	ABC, \$ 91.00 (MMR)	Amaturo
KGGI-F, 99.1,	2.6 KW @ 1843,	CHR	ABC, \$ 70.00 (McGuild)	American
KHTX-F, 97.5,	68 KW @ 1571,	OLDIES	, \$ 45.00 (Eastman)	Henry
KOLA-F, 99.9,	31 KW @ 1630,	OLDIES	ABC, \$ 35.00 (Torbet)	Anaheim
KAKT-F, 92.7,	3 KW @ 299,	AC	MBS, \$ 30.00 (Banner)	
KWRP-F, 96.1,	60 W @ 1522,	EZ	, \$ 25.00 ( --- )	

Miscellaneous: KQLH-F changes to KAKT-F and format from AC to Country (Feb) . . . KCKC-F changes to KAEV-F (December) . . . KRZE-F (Ontario) sold for \$4,200,000 (Blackburn, MVP) . . .

ROCHESTER

Arbitron Rank/Pop (12+): 46/831,800  
 MSA Rank/Pop: 51/995,000  
 ADI # 69  
 Average Person Ratings: 16.8  
 Market TSL: 22.00 hours

Stations: 18/14  
 Diaries: 1282/649:1/56.1%  
 Sample Target: 1260  
 % Below Line: 3.7  
 % Not Listed: 13.3

1992 Revenue: \$23,500,000  
 HH Inc.: \$36,263  
 Retail \$: 7.6 Bill  
 Pop per Station: 59,414  
 #1 Biller: WCMF-F \$5,400,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WHAM (N/T)	210/15.1	13.4	12.0	13.5	13.0	13.5	229/2842	2452/29.5	27.5	26.9	E	WHAM
2. WBEE-F (C)	176/12.6	13.3	10.5	13.2	11.2	12.4	219/2330	1855/22.3	22.6	20.8	D	WBEE-F
3. WCMF-F (AOR)	175/12.5	15.1	15.3	16.3	14.8	14.8	213/2751	2292/27.6	28.7	29.7	G	WCMF-F
4. WPXY-F (CHR)	118/ 8.5	8.1	9.2	7.9	10.5	8.4	126/2047	1875/22.5	23.8	25.4	D	WPXY-F
5. WVOR-F (AC)	100/ 7.2	6.5	6.2	7.1	7.0	6.8	104/1511	1438/17.3	18.3	18.8	D	WVOR-F
6. WRMM-AF (SAC)	93/ 6.7	7.3	6.2	6.6	0.2	6.7	99/1656	1549/18.6	18.9	0.0	D	WRMM-AF
7. WKLX-F (O)	79/ 5.7	4.9	6.6	4.6	4.6	5.4	86/1417	1249/15.0	14.0	13.5	D	WKLX-F
8. WDKX-F (B)	72/ 5.2	4.7	5.1	5.5	4.6	5.1	72/858	849/10.2	7.9	9.3	B	WDKX-F
9. WBBF (BB)	49/ 3.5	4.0	3.7	3.8	4.3	3.8	50/640	604/ 7.3	8.7	7.3	A	WBBF
10. WMAX-F (AOR)	37/ 2.7	2.2	2.6	2.2	----	2.4	37/606	597/ 7.2	7.1	0.0	A	WMAX-F
11. WRQI-F (CL AOR)	36/ 2.6	3.2	3.6	2.2	4.7	2.9	44/1098	917/11.0	11.5	12.1	B	WRQI-F
12. WYLF (BB)	27/ 1.9	0.7	0.6	----	0.5	0.8	33/207	145/ 1.7	1.6	1.2		WYLF
13.												
14.												
15.												

12+ FM SHARE (METRO): 75.04% (908 of 1210) (WIN 92: 76.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPXY-F>>	1 WCMF-F>>	1 WCMF-F>	1 WCMF-F<	1 WBEE-F	1 WHAM >	1 WHAM <	1 WHAM	1 WHAM	1 WPXY-F>	1 WHAM >>
2 WCMF-F	2 WPXY-F<	2 WBEE-F	2 WBEE-F>	2 WCMF-F	2 WBEE-F>	2 WCMF-F>	2 WBEE-F<	2 WBEE-F<	2 WCMF-F<	2 WBEE-F<
3	3 WBEE-F	3 WVOR-F	3 WHAM	3 WHAM	3 WVOR-F<	3 WBEE-F>	3 WCMF-F>	3 WCMF-F>	3 WHAM <	3 WCMF-F>>
4	4 WDKX-F	4 WPXY-F	4 WVOR-F	4 WVOR-F	4 WRMM-AF<	4 WVOR-F	4 WVOR-F	4 WPXY-F>	4 WBEE-F>	4 WKLX-F
5	5	5 WHAM	5 WRMM-AF	5 WRMM-AF	5 WKLX-F	5	5 WRMM-AF	5 WVOR-F	5 WDKX-F	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPXY-F	1 WPXY-F<	1 WBEE-F>	1 WBEE-F<	1 WBEE-F	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>
2 WCMF-F	2 WCMF-F<	2 WDKX-F	2 WPXY-F<	2 WRMM-AF	2 WBEE-F>	2 WBEE-F	2 WHAM	2 WBEE-F	2 WBEE-F
3 WDKX-F	3 WDKX-F	3 WCMF-F	3 WRMM-AF	3 WVOR-F	3	3 WHAM	3 WBEE-F>	3 WHAM	3 WHAM >
4	4 WBEE-F	4 WRMM-AF	4 WVOR-F<	4 WPXY-F	4	4	4 WRQI-F	4 WVOR-F	4 WKLX-F
5	5	5 WPXY-F	5 WCMF-F<	5 WHAM	5	5	5	5	5

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA/AQH	TSA/CUME
WJZR-F 105.9 Rochester		0.4/0.8/	9/ 80	
WWVG 1460 Rochester		0.6/2.6/	8/ 219	
CFMX-F 103.1 Cobourg, ON		0.7/1.2/	10/ 98	
WBEN 930 Buffalo		0.5/0.9/	14/ 139	
WHTT-F 104.1 Buffalo		0.6/0.9/	9/ 106	

RADIO STATIONS

WBBF, 950, 1 KW (DA-2)	, NOSTALGIA	UNIULT, \$ 25.00 (Katz)	Heritage
WHAM, 1180, 50 KW	, FULL SERVICE	CBS, NBC-T, \$ 58.00 (McGuild)	Lincoln
WBEE-F, 92.5, 50 KW @ 500,	COUNTRY	UNIULT, \$ 64.00 (Katz)	Heritage
WCMF-F, 96.5, 50 KW @ 449,	AOR	\$ 106.00 (Torbet)	Stoner
WDKX-F, 103.9, .8 KW @ 541,	BLACK	\$ 30.00 (Williams)	
WKLX-F, 98.9, 37 KW @ 564,	OLDIES	\$ 51.00 (Banner)	
WPXY-F, 97.9, 50 KW @ 400,	CHR	\$ 68.00 (Christal)	Pyramid
WRQI-F, 95.1, 50 KW @ 496,	CL AOR	\$ 28.00 (HNWH)	(BRISTOL)
WRMM-F, 101.3, 27 KW @ 195,	SOFT AC	\$ 55.00 (Christal)	Stoner
WVOR-F, 100.5, 50 KW @ 479,	AC	\$ 87.00 (McGuild)	Lincoln
WMAX-F, 106.7, 3.5 KW @ 266,	AOR/AC	\$ 16.00 (Eastman)	(IRONDUQUOIT)

SACRAMENTO

Arbitron Rank/Pop (12+): 28/1,310,100  
 MSA Rank/Pop: 30/1,480,000  
 ADI # 19  
 Average Person Ratings: 16.7  
 Market TSL: 22.25 hours

Stations: 34/26  
 Diaries: 1493/877:1/49.6%  
 Sample Target: 1480  
 % Below Line: 5.2  
 % Not Listed: 15.5

1992 Revenue: \$53,900,000  
 HH Inc.: \$37,407  
 Retail \$: 11.8 Bil  
 Pop per Station: 50,388  
 #1 Biller: KFBK \$10,000,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. KFBK (N/T)	295/13.5	13.6	12.8	10.7	11.8	12.6	350/4383	3421/26.1	25.0	24.3	I	KFBK
2. KSFM-F (CHR)	142/ 6.5	7.7	7.2	7.7	8.0	7.3	199/3332	2190/16.7	18.2	17.4	F	KSFM-F
3. KGBY-F (AC)	135/ 6.2	5.5	4.0	5.5	4.3	5.3	138/2176	1939/14.8	13.7	12.8	E	KGBY-F
4. KRXQ-F (AOR)	129/ 5.9	6.0	6.7	5.3	7.3	6.0	150/2267	1867/14.3	13.9	14.8	F	KRXQ-F
5. KYMX-F (SAC)	126/ 5.7	5.9	4.9	5.9	4.5	5.6	149/2383	1786/13.6	12.4	13.4	D	KYMX-F
6. KRAK-F (C)	124/ 5.7	7.1	9.5	6.2	8.6	7.1	183/2802	2010/15.3	16.6	19.2	G	KRAK-F
7. KSEG-F (CL AOR)	113/ 5.2	3.7	6.2	6.0	5.6	5.3	164/2640	2025/15.5	11.7	14.7	F	KSEG-F
8. KXOA-F (AC)	96/ 4.4	3.5	4.5	5.0	4.6	4.3	116/1969	1694/12.9	12.8	14.4	G	KXOA-F
9. KNCI-F (C)	91/ 4.1	5.2	4.3	5.1	3.4	4.7	147/2462	1780/13.6	14.7	11.5	C	KNCI-F
10. KQPT-F (AOR)	89/ 4.1	1.9	3.0	2.4	3.1	2.8	98/1241	1091/ 8.3	6.8	8.1	C	KQPT-F
11. KHYL-F (O)	73/ 3.3	3.7	4.1	2.6	4.4	3.4	114/2542	1832/14.0	12.3	11.1	D	KHYL-F
12. KRAK (C)	55/ 2.5	1.9	2.1	2.7	2.5	2.3	134/1533	760/ 5.8	5.4	6.3	F	KRAK
13. KCTC (EZ)	54/ 2.5	2.2	2.5	2.9	3.8	2.5	57/904	863/ 6.6	5.5	6.8	B	KCTC
14. KWOD-F (CHR)	50/ 2.3	2.5	2.4	3.2	3.5	2.6	62/1337	1020/ 7.8	8.5	11.0	C	KWOD-F
15. KGO (N/T)	33/ 1.5	2.0	1.6	1.4	1.4	1.6	52/892	485/ 3.7	5.5	4.9		KGO
16. KRCX (SP)	32/ 1.5	2.0	1.3	0.9	0.9	1.4	32/325	325/ 2.5	2.3	2.9	C	KRCX
17. KNBR (N/T)	24/ 1.1	0.9	1.4	1.3	1.5	1.2	94/1431	457/ 3.5	3.5	5.0		KNBR
18. KRFD-F (AOR)	21/ 1.0	0.6	0.5	0.6	0.4	0.7	22/524	465/ 3.5	3.0	2.7		KRFD-F
19.												
20.												

12+ FM SHARE (METRO): 67.76% (1255 of 1852) (WIN 92: 68.98%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KSFM-F >>	1 KRXQ-F	1 KFBK	1 KFBK >	1 KFBK >	1 KFBK >>	1 KFBK >>	1 KFBK >>	1 KFBK >	1 KSFM-F	1 KFBK >>
2 KRXQ-F	2 KGBY-F	2 KGBY-F	2 KGBY-F	2 KGBY-F	2 KYMX-F	2 KGBY-F	2 KGBY-F	2 KGBY-F	2 KRXQ-F	2 KGO >>
3 KWOD-F >	3 KFBK <	3 KRXQ-F	3 KSEG-F <	3 KSEG-F	3 KRAK-F	3 KSFM-F	3 KYMX-F <	3 KSFM-F	3 KFBK	3 KRAK-F <
4 KSEG-F	4 KSEG-F	4 KSEG-F	4 KQPT-F	4 KQPT-F <	4 KQPT-F	4 KRAK-F	4 KXOA-F <	4 KRXQ-F <	4 KYMX-F <	4 KRXQ-F
5 KRAK-F	5 KSFM-F	5 KSFM-F <	5 KRXQ-F	5 KRAK-F	5 KCTC	5 KRXQ-F	5 KRAK-F <	5 KRAK-F <	5 KSEG-F <	5 KSEG-F
6	6 KRAK-F <	6 KQPT-F	6 KXOA-F <	6 KYMX-F	KXOA-F	6 KYMX-F <	6 KSFM-F	6 KYMX-F	6 KRAK-F	6
7	7 KXOA-F	7 KYMX-F	7 KRAK-F	7 KRXQ-F <	KRAK	7 KXOA-F	7 KSEG-F	KSEG-F	7 KQPT-F	7
8	8	8 KXOA-F	8 KYMX-F	8 KXOA-F	KNCI-F	8 KSEG-F	8 KRXQ-F	KNCI-F	8 KWOD-F	8
9	9	9	9	9	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KGBY-F <	1 KGBY-F >	1 KGBY-F >>	1 KGBY-F >	1 KGBY-F	1 KRXQ-F >	1 KRXQ-F >	1 KFBK <	1 KFBK >	1 KFBK >>
2 KRXQ-F >	2 KRXQ-F	2 KSEG-F	2 KYMX-F	2 KFBK	2 KSFM-F	2 KFBK	2 KRXQ-F	2 KRXQ-F	2 KSEG-F
3 KSFM-F	3 KSFM-F	3 KQPT-F	3 KFBK <	3 KYMX-F	3 KSEG-F >	3 KSEG-F >	3 KSEG-F >	3 KSEG-F >	3 KRXQ-F
4 KWOD-F	4 KSEG-F	4 KSFM-F	4 KXOA-F	4 KRAK-F	4 KYMX-F	4 KSFM-F	4 KRAK-F	4 KQPT-F <	4 KQPT-F
5 KNCI-F	5 KNCI-F	5 KRXQ-F	5 KSFM-F	5 KQPT-F	KWOD-F	5 KRAK-F	5 KXOA-F	5 KSFM-F	5 KRAK-F
6	6 KYMX-F	6 KRAK-F	6 KQPT-F	6 KXOA-F	6 KRAK-F	6 KXOA-F	6 KSFM-F	6 KRAK-F	6 KGBY-F <
7	7 KXOA-F <	KFBK	KNCI-F	7 KHYL-F <	7 KXOA-F	7	7	7 KXOA-F	7 KXOA-F
8	8 KWOD-F <	8	8 KRXQ-F	8 KSFM-F	8	8	8	8 KGBY-F	8 KYMX-F
9	9	9	9	9	9	9	9	9	9

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KFIA 710 Carmichael	0.9/2.4/ 22/ 505
KFIA-F 101.9 Shngle Sp/Scrm	0.7/2.8/ 15/ 422
KOWL 1490 S. Lake Tahoe	0.1/0.4/ 3/ 54
KQBR-F 105.5 Davis/Scrmnto	0.7/3.0/ 17/ 438
KRLT-F 93.9 S L/Tahoe	0.2/0.4/ 5/ 69
KSAC 1240 Sacramento	0.4/2.1/ 9/ 306
KSMJ 1380 Sacramento	0.6/2.5/ 16/ 395
KSTE 650 Rancho Cordova	0.3/2.3/ 11/ 452
KXOA 1470 Sacramento	0.5/2.6/ 12/ 353
KZSA-F 92.1 Placrvlle/Sacmt	0.7/1.7/ 16/ 223
KABL 960 Oakland/SF	0.1/0.0/ 0/ 0
KABL-F 98.1 San Fran/Oaklnd	0.2/0.8/ 16/ 253
KCBS 740 San Francisco	0.5/2.7/ 52/1046
KCVR 1570 Lodi/Stockton	0.4/1.1/ 48/ 467
KFRC 610 San Francisco	0.9/3.5/ 75/1166
KMEL-F 106.1 San Francisco	0.5/1.9/ 47/1204

SACRAMENTO

RADIO STATIONS

AM STATIONS

KCTC	,	1320,	5 KW (DA-2)	,	EZ/Nostalgia	UNIULT UNISUP,	\$ 31.00	(Christal)	Tribune Co.
KFBK	,	1530,	50 KW (DA-2)	,	News/Talk	ABC APR,	\$159.00	(Group W)	Westinghouse
KRAK	,	1140,	50 KW (DA-2)	,	SEE KRAK-FM				
KRCX	,	1110,	5 KW/500 W (DA-2),	,	Hispanic		\$ 39.00	(Katz Hisp.)	Fuller-Jeffrey
KSAC	,	1240,	1 KW	,	Sports	NBC CBS,	\$ 25.00	( --- )	
KSMJ	,	1380,	5 KW (DA-2)	,	Oldies	SMN,	\$ NA	(MMR)	Booth
KXOA	,	1470,	5 KW/1 KW (DA-2)	,	Oldies		\$ 27.00	(Banner)	Brown

FM STATIONS

KGBY-F,	92.5,	50 KW @ 449	,	AC	,	\$ 57.00	(Group W)	Westinghouse
KHYL-F,	101.1,	36 KW @ 173	,	Oldies	,	\$ 61.00	(Eastman)	American Media
KNCI-F,	98.5,	50 KW @ 500	,	Country	,	\$ 60.00	(Mc-Guild)	Nationwide
KQPT-F,	100.5,	115 KW @ 380	,	Prog AOR	SOURCE,	\$ 59.00	(Durpetti)	Brown
KRAK-F,	105.1,	50 KW @ 500	,	Country	,	\$190.00	(Katz)	EZ
KRXQ-F,	93.7,	25 KW @ 298	,	AOR	,	\$ 95.00	(Torbet)	Fuller-Jeffrey
KSEG-F,	96.9,	50 KW @ 500	,	Classic AOR	,	\$ 58.00	(Christal)	Great American
KSFM-F,	102.5,	50 KW @ 500	,	CHR	,	\$ 81.00	(MMR)	Booth
KWOD-F,	106.5,	50 KW @ 500	,	CHR	CBS ABC,	\$ 46.00	(HNWH)	
KXOA-F,	107.9,	50 KW @ 404	,	AC	,	\$140.00	(Banner)	Brown
KYMX-F,	96.1,	50 KW @ 476	,	AC	,	\$ 65.00	(Christal)	Tribune Co.

Miscellaneous: KQBR-F (Davis) sold to EZ for \$2,000,000 . . .

\*\*\*\*\* F O R M A T C O D E S \*\*\*\*\*

* AC - Adult Contemporary	J/NAC- Jazz and New Adult Contemporary	*
* AOR - Album Oriented Rock	M/FS - Middle of Road, (MOR) Full Service	*
* B - Black (audience predominately black - over 75%)	N - News	*
* BB - Big Band, Nostalgia	O - Oldies (1955 to current)	*
* C - Country	REL - Religion, Christian	*
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary	*
* CL - Classical	SP - Hispanic/Spanish	*
* CL AOR - Classic AOR, Classic Rock	T - Talk	*
* E - Ethnic	U - Urban (majority of audience is non-	*
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	white)	*
* G - Gospel	? - Others or Unknown	*

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\*\*\*\*\* R E V E N U E L E V E L C O D E S \*\*\*\*\*

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

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SAGINAW-BAY CITY-MIDLAND

Arbitron Rank/Pop (12+): 117/325,800  
 MSA Rank/Pop: 120/408,000  
 ADI # 57 (w/Flint)  
 Average Person Ratings: 17.0  
 Market TSL: 22.25 hours

Stations: 20/14  
 Diaries: 823/396:1/53.2%  
 Sample Target: 820  
 % Below Line: 6.1  
 % Not Listed: 13.5

1992 Revenue: \$11,500,000  
 HH Inc.: \$30,637  
 Retail \$: 3.1 Bill  
 Pop per Station: 23,271  
 #1 Biller: WHNN-F \$2,400,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WKQC-F (C)	84/15.2	11.4	14.0	12.2	14.3	13.2	159/1796	812/24.9	25.1	28.1	D	WKQC-F
2. WSGW (FS)	60/10.8	10.6	12.2	10.7	10.0	11.1	74/875	680/20.9	20.4	19.3	C	WSGW
3. WHNN-F (O)	58/10.5	9.6	10.8	9.3	10.4	10.1	138/1967	805/24.7	20.9	22.5	D	WHNN-F
4. WKQZ-F (AOR)	39/ 7.0	8.3	5.3	6.5	9.2	6.8	86/1296	590/18.1	16.5	18.9	B	WKQZ-F
5. WIOG-F (CHR)	34/ 6.1	6.6	8.2	8.5	8.5	7.3	126/2398	732/22.5	22.6	29.9	C	WIOG-F
WGER-F (SAC)	34/ 6.1	7.7	5.7	8.2	7.9	6.9	35/525	493/15.1	18.1	16.1	C	WGER-F
7. WIXC-F (C)	27/ 4.9	4.0	3.8	3.3	2.5	4.0	33/422	368/11.3	11.0	5.2	A	WIXC-F
8. WKNX (BB)	24/ 4.3	1.5	3.2	2.0	4.0	2.8	27/264	196/ 6.0	4.2	4.2	A	WKNX
9. WTCF-F (AC)	23/ 4.2	6.2	5.0	5.6	3.3	5.3	23/496	457/14.0	15.7	9.2	A	WTCF-F
10. WTLZ-F (B)	21/ 3.8	6.2	7.2	5.1	5.3	5.6	29/468	305/ 9.4	9.7	9.2	B	WTLZ-F
11. WCEN-F (C)	18/ 3.2	3.7	3.7	3.3	1.6	3.5	90/931	206/ 6.3	7.4	6.9	B	WCEN-F
12. WSAM (O)	12/ 2.2	2.3	1.0	1.3	1.1	1.7	14/354	245/ 7.5	6.4	5.6	A	WSAM
13. WJR (FS)	11/ 2.0	1.2	1.8	2.2	2.1	1.8	89/1339	225/ 6.9	6.0	6.7	A	WJR
WBTZ-FF (AOR)	11/ 2.0	1.7	1.8	2.0	---	1.9	36/819	366/ 7.1	8.1	0.0	A	WBTZ-FF

12+ FM SHARE (METRO): 76.62% (367 of 479) (WIN 92: 77.10%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTCF-F >>	1 WKQZ-F	1 WHNN-F <	1 WHNN-F	1 WKQC-F	1 WSGW <	1 WKQC-F	1 WKQC-F >	1 WSGW	1 WHNN-F <	1 WHNN-F >
2 WTLZ-F >	2 WKQC-F >	2 WKQC-F	2 WKQC-F >	WHNN-F >	2 WKQC-F	2 WSGW >	2 WHNN-F	2 WKQC-F	2 WKQC-F	2 WSGW
3 WIOG-F	3 WBTZ-FF	3 WKQZ-F	3 WKQZ-F	3 WKQZ-F	3 WHNN-F >	3 WHNN-F >	3 WSGW >	3 WHNN-F >	3 WSGW	WKQZ-F
4	4 WIOG-F	4 WIOG-F	4 WIOG-F	4 WSGW	4 WGER-F	4 WKQZ-F	4 WKQZ-F	4 WGER-F	4 WTCF-F	4
5	5 WHNN-F	5 WIXC-F	5 WSGW	5 WIOG-F	5	WIOG-F	WGER-F	5 WKQZ-F	5 WKQZ-F	5
6	6	6	6	6	6	6	6	6	6 WTLZ-F	6
									WIXC-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKQZ-F	1 WKQZ-F	1 WIOG-F	1 WHNN-F >	1 WHNN-F >	1 WKQC-F	1 WKQC-F	1 WKQZ-F	1 WKQC-F	1 WKQC-F >
2 WTCF-F	2 WIOG-F	2 WKQZ-F	2 WKQC-F	2 WKQC-F	2 WBTZ-FF	2 WKQZ-F >>	WKQC-F >	2 WHNN-F	2 WHNN-F
3 WKQC-F	3 WKQC-F	3 WHNN-F	WIOG-F	3 WGER-F	3 WKQZ-F	3 WBTZ-FF	3 WBTZ-FF	3 WKQZ-F >	3 WSGW
WIXC-F	4 WHNN-F	4 WKQC-F	4 WKQZ-F	4 WIOG-F	WHNN-F	4	4	4 WBTZ-FF	4 WKQZ-F
WIOG-F	5 WTCF-F	5	5	5	5	5	5	5	5
WCEN-F	6	6	6	6	6	6	6	6	6
WBTZ-FF	7	7	7	7	7	7	7	7	7

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WCRZ-F	107.9	Flint	0.7/2.5/	93/1274
WDZZ-F	92.7	Flint	0.4/4.1/	66/ 864
WFDF	910	Flint	0.9/4.7/	24/ 463
WOWE-F	98.9	Vassar/Flint	0.9/2.7/	22/ 343
WWCK-F	105.5	Flint	1.3/5.5/	78/1030

RADIO STATIONS

WMAX, 1460,		NEWS	CNN, \$	13.00 ( --- )	
WKNX, 1210,	10 KW (DAYS)	NOSTALGIA	AP, \$	10.00 (Patt)	
WSAM, 1400,	1 KW (DA-2)	OLDIES	ABC, \$	12.00 (HNWH)	MacDonald Booth
WSGW, 790,	5 KW/1 KW (DA-2),	FULL SERVICE	NBC, MBS, \$	36.00 (Katz)	
WCEN-F, 94.5,	100 KW @	981, COUNTRY	UNISUP, MBS, \$	19.00 (Patt)	(MT. PLEASANT)
WGER-F, 106.3,	2 KW @	380, SOFT AC	MBS, \$	28.00 (Katz)	
WHNN-F, 96.1,	100 KW @	1020, OLDIES	UNIULT, \$	54.00 (Eastman)	Liggett Booth
WIOG-F, 102.5,	86 KW @	800, CHR/AC	ABC, SOURCE, \$	55.00 (Katz)	
WKQC-F, 98.1,	50 KW @	492, COUNTRY	ABC, \$	41.00 (HNWH)	MacDonald
WKQZ-F, 93.3,	38 KW @	554, AOR	UNIPWR ABC, \$	29.00 (Banner)	
WBTZ-F, 100.9,	2.6 KW @	500, AOR	UNIPWR ABC, \$	13.00 (Banner)	(PINCONNING)
WTCF-F, 100.5,	3 KW @	328, CHR	CNN, \$	10.00 (---)	(CARROLLTON)
WTLZ-F, 107.1,	5 KW @	398, BLACK	AURN, \$	20.00 (Roslin)	Taylor
WIXC-F, 97.3,	3 KW @	328, COUNTRY	, \$	NA (Durpetti)	(ESSEXVILLE)

Other Ranked Stations - See Flint and Detroit

ST. LOUIS

Arbitron Rank/Pop (12+): 18/2,034,500  
 MSA Rank/Pop: 14/2,490,000  
 ADI # 18  
 Average Person Ratings: 17.6  
 Market TSL: 23.25 hours

Stations: 32/32  
 Diaries: 2045/995:1/55.5%  
 Sample Target: 1940  
 % Below Line: 0.0  
 % Not Listed: 6.3

1992 Revenue: \$66,300,000  
 HH Inc.: \$35,186  
 Retail \$: 18.8 Btl  
 Pop per Station: 63,578  
 #1 Biller: KMOX \$18,500,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. KMOX (N/T)	621/17.3	15.3	17.5	19.0	18.7	17.3	700/8245	7106/34.9	33.2	38.0	J	KMOX
2. WIL -F (C)	369/10.3	10.0	7.9	9.0	6.7	9.3	437/5031	4074/20.0	19.2	14.9	F	WIL -F
3. KSHE-F (AOR)	309/ 8.6	8.1	8.6	8.4	7.3	8.4	380/4343	3486/17.1	17.6	17.5	H	KSHE-F
4. KMJM-F (B)	215/ 6.0	7.2	7.6	7.3	7.0	7.0	217/2350	2239/11.0	11.5	11.4	G	KMJM-F
5. KEZK-F (SAC)	203/ 5.7	6.0	4.6	4.2	4.8	5.1	228/3850	3443/16.9	16.1	14.5	E	KEZK-F
6. WKBQ-F (CHR)	195/ 5.4	4.0	4.8	3.6	4.8	4.4	228/3982	3366/16.5	15.0	15.3	D	WKBQ-F
KSD -F (CL AOR)	195/ 5.4	5.0	4.9	5.4	5.2	5.2	213/3571	3180/15.6	16.4	16.4	F	KSD -F
8. KYKY-F (AC)	189/ 5.3	5.0	4.7	5.6	5.1	5.2	195/3280	3062/15.1	14.9	16.4	H	KYKY-F
9. KLOU-F (O)	126/ 3.5	3.3	4.0	3.4	4.8	3.5	143/3301	2777/13.6	12.3	14.9	E	KLOU-F
10. WKKX-F (C)	119/ 3.3	3.7	3.3	2.8	2.8	3.3	162/2168	1821/ 9.0	8.8	8.4	C	WKKX-F
11. WRTH (BB)	81/ 2.3	1.6	1.5	2.1	1.6	1.9	85/1215	1150/ 5.7	4.1	4.3	B	WRTH
12. KPNT-F (AOR)	71/ 2.0	0.9	1.7	1.1	1.0	1.4	86/1536	1240/ 6.1	5.2	5.9	B	KPNT-F
13. KFUF-F (CL)	67/ 1.9	2.4	2.0	2.8	2.6	2.3	72/1388	1277/ 6.3	8.6	7.6	B	KFUF-F
14. KRJY-F (SAC)	61/ 1.7	2.1	2.4	1.1	1.8	1.8	65/1249	1098/ 5.4	6.2	6.5	C	KRJY-F
15. KATZ (B)	59/ 1.6	1.8	2.2	1.2	1.4	1.7	59/724	724/ 3.6	4.7	3.6	B	KATZ
16. WIBV (FS)	52/ 1.5	2.2	1.4	1.1	1.2	1.5	56/1148	1103/ 5.4	5.2	3.4	A	WIBV
WEW (BB)	52/ 1.5	1.1	2.0	1.0	2.3	1.4	56/657	620/ 3.0	2.0	3.2	A	WEW
18. KUSA (C)	48/ 1.3	1.0	1.2	1.3	1.3	1.2	70/1172	821/ 4.0	4.2	5.1	B	KUSA
KATZ-F (B)	48/ 1.3	1.3	1.1	2.0	1.4	1.4	49/837	817/ 4.0	3.9	4.8	B	KATZ-F
20. WCBW-F (REL)	45/ 1.3	0.8	0.8	1.5	0.7	1.1	47/764	713/ 3.5	2.8	3.1	B	WCBW-F
21. WFXB-F (AOR)	42/ 1.2	1.4	1.7	1.6	1.6	1.5	43/917	862/ 4.2	6.5	5.6	B	WFXB-F
22.												
23.												
24.												
25.												

12+ FM SHARE (METRO): 68.04% (2284 of 3357) (WIN 92: 64.28%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMJM-F<	1 KSHE-F>	1 KSHE-F	1 KSHE-F<	1 WIL -F<	1 KMOX >>	1 KMOX >>	1 KMOX >	1 KMOX	1 KMOX >	1 KMOX >>
2 WKBQ-F>>	2 KSD -F<	2 WIL -F	2 WIL -F<	2 KMOX	2 WIL -F>	2 WIL -F>	2 WIL -F	2 KSHE-F<	2 KMJM-F	2 WIL -F
3 KSHE-F	3 WIL -F	3 KSD -F	3 KMOX	3 KSHE-F	3 KEZK-F>	3 KSHE-F	3 KSHE-F	3 WIL -F>	3 KSHE-F	3 KMJM-F
4	4 KMJM-F	4 KMOX	4 KSD -F	4 KEZK-F	4 KLOU-F	4 WKBQ-F	4 KEZK-F	4 KEZK-F<	4 WIL -F	4 KSHE-F>>
5	5 WKBQ-F	5 KYKY-F	5 KEZK-F	5 KSD -F	5 KYKY-F<	5 KMJM-F	5 KYKY-F<	5 KSD -F	5 WKBQ-F>	5 KEZK-F
6	6 KYKY-F	6 KMJM-F	6 KYKY-F	6 KYKY-F	6 WRTH	6 KYKY-F<	6 KSD -F>	6 KYKY-F	6 KEZK-F	6 KSD -F
7	7	7 KEZK-F<	7 KMJM-F	7 KMJM-F<	7 WKKX-F	7 KSD -F	7 KMJM-F	7 WKBQ-F	7	7
8	8	8 WKBQ-F	8 KLOU-F	8 KLOU-F	8 KSD -F	8 KEZK-F	8 KLOU-F	8 KMJM-F	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMJM-F	1 KMJM-F<	1 KYKY-F	1 KYKY-F<	1 WIL -F<	1 KSHE-F>>	1 KSHE-F>>	1 KSHE-F>>	1 KSHE-F>	1 KSHE-F
2 WKBQ-F	2 KSHE-F	2 KSHE-F	2 WIL -F<	2 KEZK-F	2 KSD -F<	2 KSD -F<	2 WIL -F<	2 WIL -F<	2 KMOX
3 KSHE-F	3 KYKY-F<	3 KSD -F	3 KEZK-F	3 KYKY-F	3 WKBQ-F	3 WIL -F>	3 KSD -F>	3 KSD -F	3 WIL -F
4 KYKY-F>	4 WKBQ-F	4 WIL -F	4 KMJM-F	4 KMOX >	4 WIL -F	4 KMJM-F<	4 KMOX	4 KMOX >	4 KSD -F>
5 WIL -F	5 WIL -F	5 KEZK-F	5 WKBQ-F	5 KSD -F	5	5 WKBQ-F	5 KMJM-F	5 KMJM-F	5 KEZK-F
6	6 KSD -F	6 KMJM-F	6 KSHE-F	6 KMJM-F	6	6	6	6 WKKX-F<	6 WKKX-F>
7	7	7 WKBQ-F	7 KSD -F	7 KLOU-F	7	7	7	7 WKBQ-F	7 KLOU-F
8	8	8	8 KMOX	8 WKBQ-F	8	8	8	8	8 KMJM-F

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA
KASP 1380	St. Louis	0.4/0.9/ 13/ 201
KEZK 590	Wood River/St.L	0.2/1.3/ 7/ 297
KIRL 1460	St. Charles/StL	0.4/1.9/ 16/ 391
KSIV 1320	Clayton/StLouis	0.5/1.8/ 18/ 399
KSTL 690	St. Louis	0.3/0.7/ 11/ 148
KXEN 1010	Festus/St Louis	0.3/0.6/ 12/ 158
KXOK 630	St. Louis	0.5/3.1/ 22/ 728
KXOK-F 97.1	Florissant/StLs	0.8/4.3/ 31/ 890
WBGZ 1570	Alton	0.4/0.9/ 14/ 200
WESL 1490	E. St. Louis	0.7/2.0/ 25/ 420
WGNU 920	Granite City	0.8/2.1/ 28/ 419



ST. LOUIS

RADIO STATIONS

AM STATIONS

KATZ, 1600,	5 KW (DA-N)	, BLACK	SMN ABC, \$ 35.00 (K & P)	Noble
KEZK, 59,	1 KW (DA-2)	, SEE KEZK-FM		
KMOX, 1120,	50 KW	, TALK/FULL SERVICE	CBS, \$ 322.00 (CBS)	CBS
KSIV, 1320,	5 KW/125 W	, RELIGION	, \$ 19.00 (---)	Bott
KUSA, 550,	5 KW (DA-N)	, NEWS	MBS, \$ 40.00 (McGuild)	Gannett
KXOK, 630,	5 KW (DA-2)	, BLACK	, \$ 30.00 (MMR)	
KXEN, 1010,	50 KW (DAYS, DA)	, RELIGION	, \$ 24.00 (---)	Mid America Gospel
WESL, 1490,	700 W/1 KW (DA-1),	GOSPEL	AURN UNIULT, \$ 23.00 (K & P)	Willis
WEW, 770,	1 KW (DAYS)	, NOSTALGIA	, \$ 26.00 (Roslin)	
WIBV, 1260,	5 KW (DA-2)	, MOR	MBS, NBC-T, \$ 20.00 (---)	
WRTH, 1430,	5 KW (DA-2)	, NOSTALGIA	UNISUP ABC, \$ 40.00 (Eastman)	Heritage
KASP, 1380,	5 KW/1 KW (DA-2)	, SPORTS	UNIULT UNISUP, \$ 24.00 (Katz)	Evergreen

FM STATIONS

KATZ, 100.3,	50 KW @ 489,	BLACK	ABC, \$ 36.00 (K & P)	Noble
KEZK, 102.5,	100 KW @ 1027,	SOFT AC/EZ	UNIULT, \$ 79.00 (Durpetti)	Compass
KFUO, 99.1,	100 KW @ 1027,	CLASSICAL	NBC, \$ 43.00 (CHBS)	
KPNT, 105.7,	100 KW @ 1374,	AOR	, \$ 42.00 (Durpetti)	(ST. GENEVIEVE)
WFXB, 101.1,	50 KW @ 594,	AOR	, \$ NA (---)	River Cities
KXOK, 97.1,	100 KW @ 561,	BLACK AC	UNIULT, \$ 38.00 (MMR)	Frischling
KLOU, 103.3,	100 KW @ 918,	OLDIES	CBS, \$ 78.00 (CBS)	CBS
KMJM, 107.7,	100 KW @ 1027,	BLACK	, \$ 100.00 (McGuild)	Noble
KRJY, 96.3,	100 KW @ 551,	SOFT AC	, \$ 46.00 (Banner)	
KSD, 93.7,	100 KW @ 859,	CLASSIC AOR	, \$ 112.00 (McGuild)	Gannett
KSHE, 94.7,	100 KW @ 1027,	AOR	, \$ 156.00 (HNWH)	Emmis
KYKY, 98.1,	100 KW @ 541,	AC	, \$ 139.00 (Katz)	EZ
WCBW, 104.9,	10 KW @ 620,	RELIGION	, \$ 21.00 (---)	Universal (COLUMBIA)
WIL, 92.3,	100 KW @ 1020,	COUNTRY	ABC, \$ 90.00 (Eastman)	Heritage
WKBQ, 106.5,	90 KW @ 1027,	CHR	, \$ 64.00 (Christal)	Frischling
WKKX, 104.1,	39 KW @ 551,	COUNTRY	, \$ 46.00 (Banner)	(JERSEYVILLE, IL)

Miscellaneous: KFXB-F changes to KPNT-F (Feb) . . . KUSA: from Country to News (March) . . .

SALINAS-MONTEREY-SANTA CRUZ

Arbitron Rank/Pop (12+): 77/492,700  
 MSA Rank/Pop: 134/362,300 (Monterey)  
 188,244,400 (Santa Cruz)  
 ADI # 113  
 Average Person Ratings: 16.0  
 Market TSL: 21.25 hours

Stations: 33/21  
 Diaries: 1029/479:1/49.7%  
 Sample Target: 970  
 % Below Line: 23.7  
 % Not Listed: 17.1

1992 Revenue: \$12,000,000  
 HH Inc.: \$39,277  
 Retail \$: 4.4 Bill  
 Pop per Station: 23,461  
 #1 Biller: KDON-AF \$2,075,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. KTOM-AF (C)	81/10.2	6.2	7.4	10.1	6.0	8.5	82/1068	1049/21.3	16.3	15.9	C	KTOM-AF
2. KDON-F (CHR)	65/ 8.2	9.1	10.5	11.0	9.9	9.7	67/1121	1061/21.5	22.6	25.3	D	KDON-F
3. KWAV-F (AC)	49/ 6.2	4.8	6.0	4.4	4.7	5.3	52/742	710/14.4	12.3	13.9	C	KWAV-F
4. KGO (N/T)	45/ 5.7	6.3	6.9	5.9	8.2	6.2	51/873	808/16.4	14.6	17.4		KGO
5. KMBY-F (AOR)	33/ 4.2	3.7	4.8	4.8	2.7	4.4	33/533	524/10.6	9.5	9.4	B	KMBY-F
6. KUFX-F (CL AOR)	30/ 3.8	4.1	3.4	2.2	3.5	3.4	31/637	606/12.3	12.2	11.2		KUFX-F
7. KBOQ-F (CL)	28/ 3.5	4.3	3.3	4.1	5.3	3.8	28/507	504/10.2	9.9	11.6	B	KBOQ-F
8. KCBS (N/T)	25/ 3.2	2.5	2.1	1.9	2.5	2.4	26/473	433/ 8.8	8.7	9.4		KCBS
9. KRAY-F (SP)	24/ 3.0	3.4	2.3	2.0	2.9	2.7	24/315	315/ 6.4	7.9	6.4	B	KRAY-F
10. KTGE (SP)	23/ 2.9	5.2	4.7	6.3	4.0	4.8	23/317	317/ 6.4	7.8	6.4	B	KTGE
11. KSCO (T)	22/ 2.8	2.7	1.4	1.3	1.1	2.0	22/316	316/ 6.4	6.2	3.4	A	KSCO
KIEZ (BB)	22/ 2.8	1.4	0.8	-----	-----	1.3	22/167	167/ 3.4	2.9	0.0	A	KIEZ
13. KMXZ-F (AC)	19/ 2.4	1.1	2.1	1.6	2.7	1.8	20/374	344/ 7.0	6.6	7.1	B	KMXZ-F
14. KPIG-F (C)	18/ 2.3	2.3	1.7	2.2	3.3	2.1	18/271	271/ 5.5	4.6	5.8	B	KPIG-F
KOCN-F (SAC)	18/ 2.3	3.5	3.1	1.9	3.0	2.7	18/363	359/ 7.3	7.6	7.4	B	KOCN-F
16. KLFA-F (SP)	17/ 2.2	1.3	2.9	2.9	1.8	2.3	17/174	174/ 3.5	2.7	3.0	A	KLFA-F
KCTY (SP)	17/ 2.2	2.4	1.9	2.0	3.1	2.1	17/292	292/ 5.9	5.5	4.8		KCTY
18. KXDC-F (J/NAC)	16/ 2.0	1.3	1.7	2.0	2.1	1.8	16/265	265/ 5.4	4.4	4.0	A	KXDC-F
19. KNBR (T)	15/ 1.9	1.5	2.4	1.8	2.1	1.9	18/316	288/ 5.8	5.7	6.6		KNBR
20. KLOK (SP)	14/ 1.8	0.6	0.4	0.9	0.8	0.9	16/232	208/ 4.2	1.6	2.1		KLOK
KBAY-F (SAC)	14/ 1.8	5.4	4.5	3.0	4.8	3.7	19/364	319/ 6.5	9.3	8.6		KBAY-F
22.												
23.												
24.												
25.												

12+ FM SHARE (METRO): 67.28% (440 of 654) (WIN 92: 70.66%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDON-F >>	1 KTOM-AF	1 KTOM-AF	1 KTOM-AF	1 KTOM-AF >	1 KTOM-AF	1 KTOM-AF	1 KTOM-AF >	1 KTOM-AF >	1 KDON-F	1 KDON-F
2 KMXZ-F	2 KDON-F	2 KWAV-F	2 KWAV-F >	2 KWAV-F >	2 KGO >	2 KDON-F	2 KWAV-F	2 KDON-F	2 KGO >	2 KQKE
3	3 KMBY-F	3 KDON-F >	3 KGO	3 KGO	3 KCBS	3 KGO	3 KDON-F	3 KWAV-F	3 KWAV-F	3 KCTY
4	4 KWAV-F >	4 KMBY-F	4 KMBY-F	4 KMBY-F	4 KWAV-F	4 KWAV-F >	4 KGO	4 KGO	4 KTOM-AF <	4 KGO
5	5 KUFX-F	5 KUFX-F	KDON-F	5 KDON-F	5 KIEZ <	5 KMBY-F	5 KSCO	5 KMBY-F	5 KBOQ-F	5 KTOM-F
6	6 KTGE	6 KGO	6 KPIG-F	6 KUFX-F	6 KBOQ-F	6 KTGE	6 KMBY-F	6 KUFX-F	6 KMXZ-F	6
7	7 KMXZ-F	7 KRAY-F	7 KUFX-F	7 KPIG-F	7 KSCO	7 KCBS	7 KIEZ	7 KCBS	7 KRAY-F	7
8	8	8 KTGE	KXDC-F	8 KRAY-F	8	8 KRAY-F	8 KUFX-F	8 KBOQ-F	KMBY-F	8
9	9	9 KPIG-F	KRAY-F	9 KXDC-F	9	9 KNBR	9 KCBS	9 KMXZ-F	9 KLFA-F	9
10	10	10	10	10	10	10 KSCO	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54	
1 KWAV-F	1 KTOM-AF	1 KTOM-AF >	1 KWAV-F	1 KTOM-AF	1 KDON-F	1 KMBY-F	1 KMBY-F >	1 KTOM-AF	1 KTOM-AF >	
2 KDON-F	KWAV-F >	2 KWAV-F >	2 KTOM-AF >	2 KWAV-F >	2 KMXZ-F	2 KDON-F	2 KTOM-AF >	2 KMBY-F	2 KMBY-F >	
3 KTGE	3 KDON-F	3 KDON-F	3 KDON-F >	3 KDON-F	3 KUFX-F	3 KTOM-AF	3 KOME-F	3 KDON-F	3 KGO	
4 KLOK	4 KTGE	4 KMBY-F	4 KTGE	4 KGO >	4 KMBY-F >	4 KUFX-F	4 KWAV-F	4 KUFX-F	4 KPIG-F	
5 KUFX-F	5 KMBY-F	5 KOME-F	5 KUFX-F	5 KXDC-F	5	KMXZ-F >	KLFA-F	5 KGO	5 KWAV-F	
KRAY-F	6 KUFX-F	KTGE	KGO	KOCN-F	6	6 KSJO-F	KDON-F	6 KPIG-F	6 KUFX-F	
KOCN-F	KLOK	7	KOCN-F	7	7	7 KLOK-F	7 KGO	7 KWAV-F	7 KCBS	
8	8	8	8 KRAY-F	8	8	8	8 KUFX-F	8 KRAY-F	8 KRAY-F	
9	9	9	9	9	9	9	9	9 KRAY-F	9 KMXZ-F	
10	10	10	10	10	10	10	10	10 KCTY	10 KLFA-F	
									10 KBOQ-F	

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KKMC	840	Gonzales/Slinas	0.5/2.2/	4/ 106
KLAU	1540	Capitola/Mntery	0.4/1.8/	3/ 88
KNRY	1240	Monterey/Salins	0.4/1.6/	3/ 78
KQKE	700	Soledad/Monterey	0.1/ 0/ 0/	0
KQKE-F	99.5	Greenfield/Mntry	0.5/2.4/	5/ 124
KARA-F	105.7	Santa Clara	0.8/2.1/	6/ 105
KAZA	1290	Gilroy	0.9/1.9/	9/ 109
KDBQ-F	99.1	Santa Cruz/SJ	0.9/5.9/	8/ 326
KMEL-F	106.1	San Francisco	0.5/2.4/	6/ 137
KOME-F	98.5	San Jose/San Fr	1.3/3.0/	10/ 155
KSJO-F	92.3	San Jose	1.3/4.0/	11/ 225

SALINAS-MONTEREY-SANTA CRUZ

RADIO STATIONS

KCTY	,	980,	1 KW/247W (DA-1),	Hispanic		CBS, \$ NA	(Lotus)	
KSCO	,	1080,	10 KW/5 KW (DA-2),	Talk		CNN NBC-T, \$15.00	(---	
KTGE	,	1570,	5 KW/500W (DA-1),	Hispanic		, \$13.00	(Caballero)	
KTOM	,	1380,	5 KW (DA-2)	, see KTOM-F				
KBOQ-F	,	92.7,	1 KW @ 567	, Classical		, \$25.00	(CMBS)	
KRAY-F	,	103.9,	5.8 KW @ 134	, Hispanic		, \$26.00	(Lotus)	
KDON-F	,	102.5,	19 KW @ 2270	, CHR		, \$45.00	(Christal)	Henry
KMXZ-F	,	93.5,	.9 W @ 1519	, AC/CHR	UNISUP UNIULT,	\$15.00	(Eastman)	(HOLLISTER)
KLFA-F	,	93.9,	5.4 KW @ 702	, Hispanic		, \$14.00	(Caballero)	(KING CITY)
KMBY-F	,	107.1,	.9 KW @ 604	, AOR		, \$30.00	(HNWH)	
KOCN-F	,	104.9,	1.9 KW @ 600	, Soft AC	MBS UNISUP,	\$23.00	(Torbet)	
KPIG-F	,	107.5,	2.9 KW @ 335	, Country		, \$15.00	(Banner)	
KQKE-F	,	99.5,	50 KW @ 492	, Soft AC	APR,	\$13.00	(CMBS)	Mt. Wilson (GREENFIELD)
KTOM-F	,	100.7,	1 KW @ 2420	, Country	ABC,	\$41.00	(Katz)	Magic
KWAV-F	,	96.9,	18 KW @ 2450	, AC	APR,	\$38.00	(HNWH)	Buckley
KXDC-F	,	101.7	.8 KW @ 590	, Jazz/NAC		, \$14.00	(---	

Other Ranked Stations - See San Jose and San Francisco

Miscellaneous: KIEZ, KKL-F sold for \$840,000 . . .

SALT LAKE CITY

Arbitron Rank/Pop (12+): 36/1,070,000

HSA Rank/Pop: 46/1,080,000

ADI # 41

Average Person Ratings: 14.6

Market TSL: 19.50 hours

Stations: 29/29

Diaries: 1380/775:1/57.5%

Sample Target: 1380

% Below Line: 0.0

% Not Listed: 7.8

1992 Revenue: \$31,400,000

HH Inc.: \$29,410

Retail \$: 7.7 Bill

Pop per Station: 36,896

#1 Biller: KKAT-F \$4,500,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. KSFI-F (SAC)	199/12.7	12.1	10.0	8.4	8.9	10.8	224/3221	2852/26.7	23.5	21.8	E	KSFI-F
2. KKAT-F (C)	140/ 9.0	10.4	12.1	12.9	10.4	11.1	163/2602	2244/21.0	24.1	22.5	F	KKAT-F
3. KSOP-AF (C)	114/ 7.3	7.1	6.2	6.8	7.1	6.9	162/2577	1911/17.9	16.7	16.1	D	KSOP-AF
4. KSL (FS)	109/ 7.0	7.0	5.1	5.2	6.1	6.1	142/2613	2143/20.0	23.4	19.4	F	KSL
5. KLZX-AF (CL AOR)	85/ 5.5	6.0	6.8	6.3	6.7	6.2	91/1603	1454/13.6	14.9	14.3	E	KLZX-AF
6. KUTQ-F (CHR)	81/ 5.2	5.2	4.3	5.3	4.1	5.0	84/1876	1752/16.4	14.7	15.2	C	KUTQ-F
7. KISN-F (CHR)	80/ 5.1	5.0	5.0	5.1	3.8	5.1	95/2000	1731/16.2	15.0	14.8	D	KISN-F
8. KBER-F (AOR)	76/ 4.9	5.5	5.0	6.0	6.9	5.3	80/1757	1626/15.2	15.0	17.1	C	KBER-F
9. KXRK-F (AOR)	59/ 3.9	3.6	3.8	2.2	2.5	3.4	63/859	836/ 7.8	9.1	6.1		KXRK-F
10. KVRI-F (AC)	51/ 3.3	2.1	3.7	2.3	3.8	2.8	52/1204	1133/10.6	8.8	14.1	C	KVRI-F
11. KALL (FS)	49/ 3.1	3.8	2.3	2.4	2.4	2.9	49/1083	1043/ 9.7	10.3	7.7		KALL
12. KBZN-F (J/NAC)	46/ 2.9	2.4	2.3	2.5	2.5	2.5	54/656	595/ 5.6	6.3	5.9		KBZN-F
13. KDYL (BB)	45/ 2.9	2.0	3.3	2.3	2.8	2.6	46/571	532/ 5.0	4.3	5.0		KDYL
14. KALL-F (O)	40/ 2.6	2.2	2.8	2.8	2.3	2.6	54/1117	926/ 8.7	6.8	7.9		KALL-F
15. KZHT-F (CHR)	35/ 2.2	1.6	2.8	2.1	2.3	2.2	37/1034	940/ 8.8	8.0	9.7		KZHT-F
16. KTKK (N/T)	34/ 2.2	2.0	2.5	2.2	1.9	2.2	34/475	475/ 4.4	4.5	3.2		KTKK
17. KRSP-F (AOR)	33/ 2.1	3.0	2.1	3.1	2.3	2.6	35/1045	999/ 9.3	9.9	9.0		KRSP-F
18. KUMT-F (AOR)	28/ 1.8	0.6	1.6	1.9	2.3	1.5	28/499	475/ 4.4	2.2	5.1		KUMT-F
19. KMXB-F (AC)	28/ 1.8	1.6	2.3	2.5	2.7	2.0	31/688	634/ 5.9	5.6	7.0		KMXB-F
20. KSOS-F (AC)	23/ 1.5	1.3	2.2	2.0	1.1	1.8	29/674	565/ 5.3	3.9	3.8		KSOS-F
21. KISN (AC)	21/ 1.3	1.2	0.2	1.3	1.1	1.0	21/844	817/ 7.6	6.2	7.4		KISN
22. KFAM (EZ)	18/ 1.2	1.5	1.0	1.0	1.3	1.2	22/355	299/ 2.8	3.3	2.6		KFAM
23.												
24.												
25.												

12+ FM SHARE (METRO): 78.54% (1131 of 1440) (WIN 92: 80.29%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KUTQ-F >>	1 KKAT-F	1 KSFI-F >	1 KSFI-F >	1 KSFI-F >	1 KSFI-F	1 KSFI-F	1 KSFI-F >	1 KSFI-F >	1 KUTQ-F	1 KSFI-F <
2 KKAT-F >	2 KSFI-F	2 KKAT-F	2 KKAT-F	2 KKAT-F	2 KSL >	2 KSL <	2 KKAT-F	2 KKAT-F	2 KSFI-F	2 KSL >>
3 KZHT-F	3 KLZX-AF	3 KLZX-AF	3 KLZX-AF	3 KSOS-F	3 KSOS-F >	3 KKAT-F >	3 KSOP-AF	3 KSOP-AF	3 KKAT-F	3 KSOP-F
4 KBER-F <	4 KBER-F <	4 KISN-F	4 KSOP-AF	4 KLZX-AF	4 KKAT-F	4 KLZX-AF	4 KSL <	4 KSL	4 KBER-F	4 KBER-F
5	5 KISN-F	5 KSOP-AF	5 KISN-F >	5 KISN-F	5 KDYL	5 KSOP-AF	5 KLZX-AF	5 KUTQ-F <	5 KSOP-AF	5 KISN-F <
6	6 KXRK-F >	6 KBER-F	6 KBZN-F <	6 KSL <	6 KALL	6 KISN-F	6 KISN-F	6 KISN-F <	6 KSL	6 KLZX-F <
7	7 KUTQ-F	7 KXRK-F	7 KVRI-F	7 KBZN-F	7	7 KBER-F	7 KBZN-F	7 KLZX-AF	7 KISN <	7 KKAT-F
8	8	8 KVRI-F	8	8	8	8	8	8 KBER-F	8 KBER-F	8 KLZX-AF
9	9	9	9	9	9	9	9	9 KALL	9 KXRK-F	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KXRK-F	1 KSFI-F	1 KSFI-F	1 KSFI-F >	1 KSFI-F >>	1 KBER-F	1 KLZX-AF	1 KLZX-AF >	1 KLZX-AF	1 KLZX-AF
2 KKAT-F >	KKAT-F <	2 KISN-F	2 KKAT-F <	2 KKAT-F <	2 KKAT-F	2 KBER-F	2 KSFI-F	2 KSFI-F <	KSFI-F
3 KISN-F	3 KISN-F >	3 KKAT-F >	3 KISN-F >	3 KISN-F >	3 KXRK-F	3 KKAT-F	KBER-F	3 KKAT-F	3 KSOP-AF
4 KSFI-F	4 KXRK-F	4 KLZX-AF	4 KSOP-AF	4 KSOP-AF >	4 KUTQ-F	4 KSFI-F	4 KKAT-F >	4 KSOP-AF <	4 KKAT-F
5 KUTQ-F	5 KUTQ-F	5 KUMT-F	5 KXRK-F	5 KBZN-F	5 KRSP-F	5 KXRK-F	5 KTKK	5 KBER-F >	5 KSL
6 KBER-F	6 KLZX-AF	6 KUTQ-F	6 KUTQ-F	KALL-F	6 KLZX-AF >	6 KRSP-F	6 KSOP-AF	6 KVRI-F	6 KBZN-F
7	7 KBER-F	7 KBZN-F	7 KLZX-AF	7	7	7 KISN-F	KXRK-F	7 KSL	KBER-F <
8	8	8	KVRI-F	8	8	8	KVRI-F	8 KXRK-F	8
9	9	9	KBZN-F	9	9	9	KISN-F	KBZN-F	9
10	10	10	10	10	10	10	KBZN-F	10	10

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA /AQH	TSA /CUME
KANN 1120	Roy/Salt Lk Cty	0.5/1.5/	8/ 168	
KCNR 1320	Salt Lake City	0.7/3.4/	12/ 396	
KKBE-F 95.5	Ogden/Slt.Lk.Ct	0.4/3.3/	10/ 399	
KLO 1430	Ogden	0.4/1.8/	8/ 210	
KRGQ-F 107.9	Roy/Slt Lk City	0.9/2.0/	15/ 275	

SALT LAKE CITY

RADIO STATIONS

AM STATIONS

KALL,	910,	5 KW/1KW (DA-N)	,	Full Service/Talk	ABC MBS, \$30.00	(Eastman)	Apollo
KDYL,	1280,	5 KW/500W (DA-N)	,	Nostalgia	SMN, \$29.00	(CBS)	
KISN,	570,	5 KW (DA-1)	,	SEE KISN-FM			
KSL,	1160,	50 KW	,	Full Service	CNN CBS, \$75.00	(CBS)	Bonneville
KTKK,	630,	1 KW/500 W (DA-2)	,	Talk	ABC NBC, \$30.00	(K & P)	
KCPX,	1320,	5 KW (DA-1)	,	AC	MBS, \$20.00	(MHR)	John Price

FM STATIONS

KALL,	94.1,	40 KW @ 3060	,	Oldies/AC	ABC, \$31.00	(Eastman)	Apollo
KUHT,	105.7,	7 KW @ 3660	,	AOR	\$23.00	(Eastman)	Ragan Henry
KBER,	101.1,	25 KW @ 3739	,	AOR	\$49.00	(Torbet)	(OGDEN)
KBZN,	97.9,	26 KW @ 3769	,	Jazz/NAC	\$26.00	(Eastman)	(OGDEN)
KVRI,	98.7,	40 KW @ 2929	,	AC	\$47.00	(Christal)	John Price
KISN,	97.1,	30 KW @ 3651	,	CHR	\$61.00	(Mc-Guild)	
KKBE,	95.5,	50 KW @ 679	,	CHR	\$28.00	(Schubert)	(OGDEN)
KKAT,	101.9,	26 KW @ 3739	,	Country	\$93.00	(Banner)	Apollo (OGDEN)
KLZX,	93.3,	26 KW @ 3739	,	Classic AOR	ABC, \$66.00	(Christal)	Citadel
KMXB,	107.5,	45 KW @ 2850	,	AC	\$34.00	(Eastman)	Ragan Henry (OREM)
KQOL,	106.5,	8 KW @ 2709	,	Sports	MBS, BRN, \$24.00	( --- )	(SPANISH FORK)
KZHT,	94.9,	48 KW @ 2798	,	CHR	\$33.00	(Torbet)	Devine (PROVO)
KRSP,	103.5,	28 KW @ 3628	,	AOR	ABC, \$48.00	(CBS)	
KSFI,	100.3,	26 KW @ 3739	,	EZ/Soft AC	\$65.00	(CBS)	
KSOP,	104.3,	25 KW @ 3638	,	Country	\$54.00	(MHR)	
KSOS,	106.9,	68 KW @ 2368	,	AC	\$20.00	( --- )	(BRIGHAM)
KUTQ,	99.5,	40 KW @ 2952	,	CHR	SOURCE, NBC, \$32.00	(K & P)	Citadel (BOUNTIFUL)
KXRK,	96.1,	55 KW @ 2631	,	AOR	UNIULT UNISUP, \$19.00	(HNWH)	(PROVO)

Miscellaneous: KCPX-F changes to KVRI-F (Jan) . . .

SAN ANTONIO

Arbitron Rank/Pop (12+): 35/1,107,100  
 MSA Rank/Pop: 36/1,350,000  
 ADI # 36  
 Average Person Ratings: 17.8  
 Market TSL: 23.50 hours

Stations: 30/29  
 Diaries: 1427/776:1/51.3%  
 Sample Target: 1390  
 % Below Line: 0.5  
 % Not Listed: 7.7

1992 Revenue: \$41,100,000  
 HH Inc.: \$29,279  
 Retail \$: 10.1 Bill  
 Pop per Station: 38,175  
 #1 Biller: KCYY \$7,700,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. KCYY-F (C)	195/ 9.9	7.7	8.3	9.7	12.1	8.9	252/3065	2453/22.2	18.8	22.2	H	KCYY-F
2. KXTN-AF (SP)	183/ 9.3	8.4	8.5	9.4	8.9	8.9	207/2261	1929/17.4	16.7	17.0	E	KXTN-AF
3. KTFM-F (CHR)	174/ 8.8	8.4	8.3	8.0	10.0	8.4	183/2783	2556/23.1	22.6	22.2	E	KTFM-F
4. KQXT-F (SAC)	132/ 6.7	4.9	6.0	5.1	5.2	5.7	144/1853	1652/14.9	13.0	13.3	E	KQXT-F
5. KAJA-F (C)	120/ 6.1	7.4	6.2	7.4	6.3	6.8	139/2330	1992/18.0	18.3	17.6	E	KAJA-F
6. KISS-F (AOR)	114/ 5.8	4.0	5.7	5.8	5.3	5.3	125/1719	1509/13.6	13.1	13.8	C	KISS-F
7. KKYX (C)	107/ 5.4	1.7	3.0	3.3	3.8	3.3	174/1620	946/ 8.5	4.9	8.2	C	KKYX
8. WOAI (N/T)	92/ 4.7	5.6	4.7	5.2	5.5	5.0	123/2335	1779/16.1	14.9	16.0	G	WOAI
9. KTSA (N/T)	90/ 4.6	4.1	3.8	3.5	2.5	4.0	116/1717	1342/12.1	10.7	8.0	C	KTSA
10. KZEP-F (AOR)	82/ 4.2	4.9	3.9	3.6	3.8	4.2	84/1540	1440/13.0	11.4	10.9	D	KZEP-F
11. KSMG-F (O)	59/ 3.0	3.5	3.5	4.8	3.3	3.7	67/1341	1196/10.8	10.9	11.7	D	KSMG-F
12. KCOR (SP)	57/ 2.9	3.5	4.7	3.4	3.4	3.6	57/754	739/ 6.7	5.6	6.2	D	KCOR
13. KSRR-F (CHR/AC)	51/ 2.6	3.1	4.6	3.4	3.6	3.4	55/1231	1114/10.1	11.4	11.7	C	KSRR-F
14. KDIL-F (C)	48/ 2.4	2.2	1.6	2.0	2.2	2.0	61/1108	885/ 8.0	6.5	7.8	C	KDIL-F
15. KRIO-F (SP)	45/ 2.3	2.1	1.4	1.5	1.6	1.8	45/894	882/ 8.0	6.6	5.6	A	KRIO-F
16. KLUP (BB)	43/ 2.2	2.8	2.5	2.0	1.3	2.4	46/615	565/ 5.1	5.3	3.9	B	KLUP
17. KONO-F (O)	39/ 2.0	2.8	2.8	2.1	1.7	2.4	50/1302	1024/ 9.2	9.6	10.0	B	KONO-F
18. KSJL-F (B)	38/ 1.9	1.8	1.7	1.8	0.5	1.8	41/449	415/ 3.7	3.6	2.0	C	KSJL-F
19. KSLR (REL)	23/ 1.2	1.3	1.0	0.6	0.7	1.0	29/584	504/ 4.6	3.3	3.4	A	KSLR
20. KONO (O)	22/ 1.1	2.5	0.4	0.5	0.8	1.1	23/476	414/ 3.7	5.3	0.0		KONO

12+ FM SHARE (METRO): 70.47% (1284 of 1822) (WIN 92: 73.29%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KTFM-F>>	1 KCYY-F<	1 KCYY-F	1 KCYY-F	1 KCYY-F<	1 KXTN-AF	1 KCYY-F	1 KCYY-F	1 KTFM-F	1 KTFM-F>	1 KCYY-F>>
2 KCYY-F	2 KISS-F	2 KXTN-AF	2 KXTN-AF	2 KXTN-AF>	2 KKYX	2 KTFM-F	2 KQXT-F	2 KQXT-F	2 KXTN-AF	2 KTFM-F
3 KXTN-AF>	3 KTFM-F	3 KTFM-F	3 KQXT-F	3 KQXT-F>	3 KCYY-F	3 KXTN-AF	3 KXTN-AF	3 KXTN-AF>	3 KCYY-F>	3 KXTN-F
4 KISS-F	4 KXTN-AF	4 KQXT-F<	4 KZEP-F	4 KZEP-F<	4 WOAI	4 WOAI	4 KTSA	4 KQXT-F	4 KQXT-F	4 KTSA
5 KDIL-F	5 KAJA-F	5 KISS-F	5 KTFM-F	5 KTFM-F	5 KQXT-F	5 KQXT-F	5 KISS-F	5 KISS-F	5 KISS-F	5 WOAI
6	6 KZEP-F	6 KAJA-F	6 KAJA-F<	6 KAJA-F<	6 KTSA	6 KAJA-F	6 KTFM-F	6 KAJA-F>	6 KAJA-F	6
7	7 KQXT-F	7 KZEP-F	7 KISS-F<	7 KTSA	7 KAJA-F	7 KISS-F	7 KKYX	7 KZEP-F<	7 WOAI	7
8	8	8	8	8 KISS-F	8 KCOR	8 KQXT-F	8 KISS-F<	8 KKYX	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KTFM-F>	1 KTFM-F<	1 KCYY-F	1 KCYY-F	1 KCYY-F	1 KISS-F>>	1 KISS-F>	1 KISS-F	1 KISS-F	1 KXTN-AF
2 KCYY-F>	2 KCYY-F>	2 KXTN-AF	2 KTFM-F	2 KXTN-AF<	2 KTFM-F	2 KCYY-F	2 KCYY-F<	2 KXTN-AF<	2 KCYY-F>
3 KAJA-F>	3 KXTN-AF	3 KQXT-F	3 KQXT-F	3 KQXT-F>	3 KAJA-F	3 KXTN-AF	3 KXTN-AF	3 KCYY-F	3 KISS-F<
4 KXTN-AF	4 KQXT-F	4 KTFM-F	4 KXTN-AF>	4 KTFM-F	4 KCYY-F>	4 KZEP-F	4 KZEP-F	4 KZEP-F	4 KZEP-F
5 KISS-F	5 KAJA-F>	5 KZEP-F	5 KAJA-F>	5 KAJA-F	5	5 KTFM-F	5 KTSA	5 KAJA-F<	5 KTSA
6	6 KZEP-F	6 KAJA-F	6 KZEP-F	6 KZEP-F	6	6 KAJA-F	6 KTFM-F	6 KTFM-F	6 KQXT-F
7	7	7	7 KSJL-F	7 KTSA	7	7	7	7 KQXT-F	7 KSMG-F
8	8	8	8	8 KSJL-F	8	8	8	8	8 KAJA-F

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KCHG	810	Somerset/Sn Ant	0.3/1.2/	6/ 132
KCHL	1480	San Antonio	0.8/1.0/	16/ 111
KDRY	1100	Alamo Heights	0.3/1.9/	10/ 258
KEDA	1540	San Antonio	1.0/2.8/	22/ 361
KGNB	1420	New Braunfels	0.5/1.8/	10/ 196
KSAH	720	Universal City	0.8/1.6/	30/ 240
KVAR	1160	San Antonio	1.0/2.1/	19/ 229
KWED	1580	Seguin	0.4/1.1/	8/ 119
KEYI-F	103.5	San Marcos	0.5/1.7/	16/ 345

SAN ANTONIO

RADIO STATIONS

AM STATIONS

KCOR, 1350,	5 KW (DA-N)	, HISPANIC		, \$ 57.00 (Katz)	Tichenor
KEDA, 1540,	5 KW/1 KW (DA-N)	, HISPANIC		, \$ 25.00 (Caballero)	
KKYX, 680,	50 KW/10 KW (DA-N)	, COUNTRY	ABC	, \$ 54.00 (Katz)	New City
KONO, 860,	5 KW/1 KW	, SEE KONO-FM			
KSAH, 720,	10 KW/1 KW (DA-2)	, HISPANIC		, \$ 22.00 (Caballero)	
KTSA, 550,	5 KW (DA-N)	, TALK/NEWS	NBC-T ABC	, \$ 29.00 (Banner)	
KONJ, 1310,	5 KW/280 W (DA-1)	, HISPANIC		, \$ 25.00 (Schubert)	Tichenor
WOAI, 1200,	50 KW	, NEWS/TALK	CBS	, \$ 88.00 (Christal)	Clear Channel

FM STATIONS

KAJA, 97.3,	100 KW @ 984,	COUNTRY		, \$ 58.00 (Christal)	Clear Channel
KCYY, 100.3,	98 KW @ 581,	COUNTRY		, \$ 100.00 (Katz)	NewCity
KISS, 99.5,	100 KW @ 1112,	AOR		, \$ 44.00 (CBS)	Adams
KDIL, 106.7,	100 KW @ 1017,	COUNTRY	ABC	, \$ 50.00 (Katz)	
KONO, 101.1,	100 KW @ 649,	OLDIES	NBC	, \$ 40.00 (MMR)	(FREDICKSBURG)
KQXT, 101.9,	100 KW @ 669,	SOFT AC/EZ		, \$ NA (Group W)	Clear Channel
KRIO, 94.1,	22 KW @ 695,	COUNTRY		, \$ 25.00 ( --- )	(FLORESVILLE)
KSJL, 96.1,	100 KW @ 479,	URBAN	NBC	, \$ 49.00 (Eastman)	Inner City
KSMG, 105.3,	100 KW @ 1250,	OLDIES		, \$ 60.00 (CBS)	Rusk
KSRR, 92.9,	100 KW @ 1017,	HISPANIC		, \$ 41.00 (MMR)	Tichenor
KTFM, 102.7,	100 KW @ 669,	CHR		, \$ 70.00 (Banner)	
KXTN, 107.5,	100 KW @ 1469,	HISPANIC		, \$ 53.00 (Mc-Guild)	Tichenor
KZEP, 104.5,	100 KW @ 659,	CLASSIC AOR		, \$ 55.00 (HNWH)	Lotus

Miscellaneous: KKYX-F changes to KDIL-F (Jan) . . . KZVE changes to KONJ (Feb) . . . KSAQ-F changes to KSJL-F and format from AOR to Urban (Mar) . . . KSJL-AM changes to News/Talk (Mar) . . . KSRR-F changes from AC to Hispanic (Mar) . . . KSJL-AM sold by Inner City to Clear Channel for \$800,000 (Hague) . . . KVAR sold to Harte Hanks TV (KENS-TV) for \$1,030,000 (Media Brokers) . . . KONO-AM sold by Booth/Genesis for \$1,125,000 (Barger) . . .

SAN DIEGO

Arbitron Rank/Pop (12+): 15/2,176,900  
 MSA Rank/Pop: 13/2,540,000  
 ADI # 25  
 Average Person Ratings: 17.3  
 Market TSL: 22.75 hours

Stations: 40/34  
 Diaries: 2051/1061:1/51.2%  
 Sample Target: 1920  
 % Below Line: 6.4  
 % Not Listed: 9.3

1992 Revenue: \$83,000,000  
 HH Inc.: \$41,672  
 Retail \$: 19.2 Btl  
 Pop per Station: 64,026  
 #1 Biller: KFMB \$9,700,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. KSON-AF (C)	297/ 7.9	7.9	8.8	7.6	8.2	8.1	297/3235	3235/14.9	17.0	16.8	H	KSON-AF
2. KSDO (N/T)	251/ 6.7	6.5	5.3	5.4	5.1	6.0	251/3152	3152/14.5	13.3	11.7	G	KSDO
3. KFMB-F (AC)	181/ 4.8	5.5	5.4	5.7	5.0	5.3	181/3222	3222/14.8	15.2	13.4	H	KFMB-F
4. KGB -F (AOR)	174/ 4.6	4.2	5.8	4.5	5.3	4.8	174/2864	2864/13.2	12.2	16.9	H	KGB -F
5. KJQY-F (SAC)	172/ 4.6	4.1	4.3	4.8	5.4	4.4	172/2379	2379/10.9	10.7	13.5	G	KJQY-F
6. XHTZ-F (CHR)	167/ 4.4	4.5	4.4	4.2	3.5	4.4	167/3117	3117/14.3	14.3	12.9	C	XHTZ-F
7. KBZS-F (O)	153/ 4.1	3.3	3.2	2.6	2.0	3.3	153/2551	2551/11.7	10.6	6.3	D	KBZS-F
8. XTRA-F (AOR)	152/ 4.0	4.4	5.7	5.7	4.5	4.9	152/2893	2893/13.3	13.4	13.5	G	XTRA-F
9. KYXY-F (AC)	150/ 4.0	3.1	3.3	4.2	4.1	3.6	150/2507	2507/11.5	10.3	12.4	F	KYXY-F
KFMB (FS)	150/ 4.0	3.4	4.9	4.0	3.6	4.1	150/2325	2325/10.7	11.3	9.4	H	KFMB
11. KIFM-F (J)	139/ 3.7	3.7	2.9	3.6	3.6	3.5	139/2032	2032/ 9.3	9.6	9.7	F	KIFM-F
12. KPOP (BB)	137/ 3.6	3.3	3.2	3.6	3.9	3.4	137/1399	1399/ 6.4	5.8	7.2	C	KPOP
13. KFSD-F (CL)	132/ 3.5	2.6	3.5	2.8	3.1	3.1	132/2132	2132/ 9.8	7.6	7.8	D	KFSD-F
14. KKLQ-AF (CHR)	130/ 3.5	3.5	4.2	5.6	4.9	4.2	130/3086	3086/14.2	15.4	17.5	G	KKLQ-AF
15. XHRM-F (B)	125/ 3.3	2.9	1.8	2.9	1.3	2.7	125/2134	2134/ 9.8	9.0	5.0	C	XHRM-F
16. KFI (T)	115/ 3.1	2.7	2.1	1.6	1.4	2.4	115/1791	1791/ 8.2	6.5	4.4		KFI
17. KCLX-F (CL AOR)	93/ 2.5	2.9	2.6	2.3	3.0	2.6	93/1778	1778/ 8.2	9.3	10.1	C	KCLX-F
18. KIOZ-F (AOR)	81/ 2.2	3.1	2.5	4.4	3.2	3.0	81/1378	1378/ 6.3	7.6	7.7	C	KIOZ-F
19. XTRA (SPRTS)	70/ 1.9	3.6	1.1	1.3	1.8	2.0	70/1436	1436/ 6.6	9.9	5.3	D	XTRA
20. XLTN-F (SP)	55/ 1.5	1.1	1.4	1.6	1.8	1.4	55/812	812/ 3.7	3.0	5.0		XLTN-F
21. KNX (N)	53/ 1.4	1.3	1.6	1.8	1.4	1.5	53/1411	1411/ 6.5	5.3	5.1		KNX
22. KCBQ-F (O)	51/ 1.4	1.8	1.5	1.9	2.6	1.6	51/1293	1293/ 5.9	6.5	8.2	E	KCBQ-F
23. KOWF-F (C)	40/ 1.1	0.7	0.4	0.9	0.7	0.8	40/560	560/ 2.6	2.3	2.4		KOWF-F
KURS (SP)	40/ 1.1	---	---	---	---	0.3	40/397	397/ 1.8	0.0	0.0		KURS

12+ FM SHARE (METRO): 69.50% (2368 of 3407) (WIN 92: 73.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 XHTZ-F>>	1 XTRA-F<	1 KSON-AF	1 KSON-AF	1 KSON-AF>	1 KSDO	1 KSDO	1 KSDO	1 KSON-AF>	1 XHTZ-F<	1 KSON-F>>
2 KKLQ-AF	2 KSON-AF	2 KGB -F<	2 KGB -F	2 KSON-AF	2 KSON-AF	2 KSON-AF	2 KSON-AF	2 KFMB-F<	2 KSON-AF>	2 KFSD-F
3 XHRM-F>>	3 KGB -F	3 KFMB-F	3 KFMB-F	3 KIFM-F	3 KPOP	3 KFMB-F	3 KJQY-F	3 KJQY-F	3 KKLQ-AF	3 KSDO
4 XTRA-F	4 KFMB-F<	4 XTRA-F	4 KIFM-F	4 KYXY-F	4 KFMB	4 KFMB	4 KYXY-F	4 KGB -F	4 XHRM-F	4 KFMB
KFMB-F	5 XHTZ-F	5 KBZS-F	5 KJQY-F	5 KSDO	5 KFSD-F	5 KGB -F	5 KFMB-F<	5 XHTZ-F	5 KFSD-F	5 KKLQ-F
6	6 XHRM-F	6 KIFM-F	6 KSDO	6 KJQY-F	6 KJQY-F	6 KYXY-F	6 KFI	6 KYXY-F	6 KGB -F	6 KABC
7	7 KKLQ-AF	7 KJQY-F	7 KBZS-F	7 KFI <	7 KJQY-F	7 KGB -F	7 KJQY-F	7 XTRA-F	7 XTRA-F	7 KGB -F
8	8 KIOZ-F<	8 XHTZ-F	8 KYXY-F	8 KFMB	8 KYXY-F	8 XHTZ-F<	8 XTRA-F	8 KIFM-F	8 KJQY-F	8 KFI
9	9 KJQY-F	9 XHRM-F	9 XTRA-F<	9 XTRA-F	9 KIFM-F	9 KPOP <	9 XTRA-F	9 XTRA-F	9 KYXY-F<	9
10	10 KBZS-F	10 KKLQ-AF	10 KCLX-F	10 KCLX-F	10 KBZS-F	10 XTRA-F	10 KIFM-F	10 KBZS-F	10 KIFM-F	10
		KSDO				KBZS-F	KFMB		KBZS-F	
		KYXY-F								

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KFMB-F	1 KFMB-F>	1 KFMB-F>	1 KFMB-F	1 KSON-AF	1 XTRA-F	1 KGB -F	1 KGB -F>	1 KGB -F	1 KSON-AF<
2 KKLQ-AF	2 KSON-AF	2 KSON-AF	2 KSON-AF>	2 KFMB-F	2 XHTZ-F	2 XTRA-F	2 KSON-AF	2 KSON-AF	2 KGB -F>
3 XHTZ-F	3 XTRA-F	3 KJQY-F	3 KJQY-F	3 KJQY-F	3 KKLQ-AF	3 KSON-AF	3 XTRA-F<	3 XTRA-F>	3 KSDO
4 XTRA-F	4 KJQY-F	4 XTRA-F	4 KYXY-F	4 KYXY-F>	4 KSON-AF	4 XHRM-F	4 XHRM-F	4 KBZS-F	4 KIFM-F
5 KSON-AF>	5 XHTZ-F<	5 KYXY-F	5 KBZS-F	5 KIFM-F	5 KIOZ-F	5 XHTZ-F	5 KCLX-F	5 KIFM-F<	5 KFMB
6 XHRM-F	6 KKLQ-AF	6 KGB -F	6 KIFM-F<	6 KBZS-F	6 XHRM-F<	6 KIOZ-F	6 KIFM-F	6 XHRM-F	6 XTRA-F
KIOZ-F	7 KGB -F	7 XLTN-F	7 KKLQ-AF<	7 KSDO	7 KGB -F	7 XTRA	7 KJQY-F	7 KSDO	7 KCLX-F
8 XHRM-F	8 KYXY-F	8 KCLX-F	8 XTRA-F	8 KGB -F	8 KBZS-F>	8 KKLQ-AF	8 XTRA	8 XHTZ-F<	8 KBZS-F
9	9 XLTN-F	9 KIFM-F	9 KGB -F	9 XLTN-F	9	9 KBZS-F	9 XHTZ-F	9 XTRA <	9 KFSD-F
10	10 KBZS-F	10	10 XHTZ-F	10 KCLX-F	10	10 KCLX-F	10	10 KCLX-F	10 KYXY-F
									KFMB

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
KBNN-F	100.1	Julian	0.3/1.0/ 11/ 221
KCBQ	1170	San Diego	1.0/2.9/ 37/ 621
KCEO	1000	Vista/San Diego	0.9/3.0/ 32/ 655
KGHG	1320	Oceanside	0.5/1.3/ 17/ 290
KKOS-F	95.9	Carlsbad	0.3/1.7/ 12/ 364
KPRZ	1210	San Marcos/SD	0.8/2.0/ 30/ 426
KSPA	1450	Escondido/SD	0.5/1.3/118/ 290
XEMO	860	Tijuana	1.0/3.4/ 39/ 750
XHFG-F	107.3	Tijuana/SnDiego	0.3/1.4/ 13/ 308
XHKY-F	95.7	Tijuana/SD	0.5/1.5/ 19/ 328
KABC	790	Los Angeles	0.4/1.0/ 15/ 224
KLOS-F	95.5	Los Angeles	0.4/1.8/ 16/ 386
KOST-F	103.5	Los Angeles	0.4/1.2/ 16/ 255
KWVE-F	107.9	San Clemente	0.6/2.4/ 24/ 514



SAN DIEGO

RADIO STATIONS

AM STATIONS

KCBQ, 1170, 50 KW/5 KW (DA-2) ,	SEE KCBQ-FM			
KCEO, 1000, 2.5 KW/250 W (DA-1) ,	BUSINESS NEWS	BRN ABC, \$ 30.00	( --- )	
KFMB, 760, 5 KW (DA-N) ,	Full Service	CBS, \$170.00	(Mc-Guild)	Midwest TV
KPOP, 1360, 5 KW/1 KW	Nostalgia	NBC, UNISUP, \$ 47.00	(Katz)	Brown
KSDO, 1130, 10 KW (DA-2) ,	News/Talk	ABC, \$109.00	(Durpetti)	Gannett
XTRA, 690, 50 KW (DA-2) ,	Sports	MBS, \$ 55.00	(MMR)	Noble

FM STATIONS

KCBQ, 105.3, 29 KW @ 620 ,	Oldies	\$ 83.00	(HNWH)	Adams
KFMB, 100.7, 30 KW @ 620 ,	AC	\$144.00	(Mc-Guild)	Midwest TV
KFSD, 94.1, 100 KW @ 640 ,	Classical	\$ 71.00	(HNWH)	Lotus
KGB, 101.5, 50 KW @ 500 ,	AOR	\$159.00	(Katz)	Brown
KIFM, 98.1, 28 KW @ 640 ,	Jazz	\$100.00	(CBS)	
KIOZ, 102.1, 10 KW @ 980 ,	AOR	\$ 51.00	(Torbet)	(OCEANSIDE)
KJQY, 103.7, 36 KW @ 581 ,	Soft AC	\$128.00	(MMR)	Capstar
KBZS, 94.9, 22 KW @ 328 ,	Oldies	\$ 60.00	(Banner)	Anaheim
KKLQ, 106.5, 50 KW @ 440 ,	CHR	\$165.00	(Christal)	
KCLX, 102.9, 32 KW @ 617 ,	Classic AOR	ABC, \$ 70.00	(Durpetti)	Gannett
KSON, 97.3, 50 KW @ 440 ,	Country	\$171.00	(Banner)	Jeff-Pilot
KYXY, 96.5, 41 KW @ 541 ,	AC	\$ 95.00	(Eastman)	
XHRM, 92.5, 100 KW @ ? ,	Black	ABC, \$ 45.00	(Banner)	(TIJUANA)
XHTZ, 90.3, 100 KW @ 994 ,	CHR	\$ 40.00	( --- )	(TIJUANA)
XLTN, 104.5, 60 KW @ 994 ,	Hispanic	\$ 35.00	(Katz Hisp)	(TIJUANA)
XTRA, 91.1, 100 KW @ 686 ,	AOR	\$135.00	(MMR)	Noble (TIJUANA)

Miscellaneous: KKLQ A/F: sold by Edens to owners of KGMG/KIOZ-F for \$13,000,000 (Kall) . . .

\*\*\*\*\* F O R M A T C O D E S \*\*\*\*\*

* AC - Adult Contemporary	J/NAC- Jazz and New Adult Contemporary	*
* AOR - Album Oriented Rock	M/FS - Middle of Road, (MOR) Full Service	*
* B - Black (audience predominately black - over 75%)	N - News	*
* BB - Big Band, Nostalgia	O - Oldies (1955 to current)	*
* C - Country	REL - Religion, Christian	*
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary	*
* CL - Classical	SP - Hispanic/Spanish	*
* CL AOR - Classic AOR, Classic Rock	T - Talk	*
* E - Ethnic	U - Urban (majority of audience is non-	*
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	white)	*
* G - Gospel	? - Others or Unknown	*
*		*

\*\*\*\*\* R E V E N U E L E V E L C O D E S \*\*\*\*\*

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



SAN FRANCISCO

OTHER RATED STATIONS METRO CUME TSA TSA  
SHARE/RTG/AQH/CUME

KARA-F	105.7	Santa Clara/SJ	0.9/2.7/	82/1541
KBRG-F	104.9	Frmnt/San Fran	0.5/1.5/	45/ 812
KDBK-F	98.9	San Francisco	0.4/2.3/	0/ 0
KDIA	1310	Oakland/SF	0.9/2.4/	80/1304
KFAX	1100	San Francisco	0.6/1.9/	50/1065
KIQI	1010	San Francisco	0.9/2.2/	80/1185
KKIQ-F	101.7	Livermore/Plsnt	0.8/1.4/	78/ 834
KHGG-F	97.7	Monte Rio	0.3/1.0/	29/ 587
KNEW	910	Oakland/SJ	0.7/2.6/	60/1499
KRPQ-F	104.9	Rohnert Park	0.4/1.3/	36/ 678
KSRO	1350	Santa Rosa	0.4/0.9/	38/ 476
KUIC-F	95.3	Vacaville/Frflld	0.4/0.9/	34/ 584
KXFX-F	101.7	Santa Rosa	0.5/1.3/	42/ 686
KZST-F	100.1	Santa Rosa	0.6/1.2/	49/ 649
KRAK	1140	Sacramento	0.4/0.9/	147/1890
KSEG-F	96.9	Sacramento	0.4/1.1/	176/2826
KSFH-F	102.5	Woodland/Scrmnt	0.4/1.5/	215/3675

RADIO STATIONS

AM STATIONS

KABL	960	5 KW (DA-1)	, SEE KABL-FM		
KCBS	740	50 KW (DA-2)	, NEWS	CBS , \$ 245.00 (CBS)	CBS
KDIA	1310	5 KW (DA-1)	, BLACK	, \$ 41.00 (---)	
KEST	1450	1 KW	, ETHNIC	, \$ 45.00 (---)	Douglas
KFAX	1100	50 KW (DA-1)	, RELIGION	, \$ 40.00 (---)	Salem
KFRC	610	5 KW	, NOSTALGIA	MBS, UNISUP, \$ 90.00 (Katz)	Alliance
KGO	810	50 KW	, TALK/NEWS	ABC , \$ 350.00 (Banner)	Cap. Cities/ABC
KIQI	1010	10 KW/500W (DA-1)	, HISPANIC	, \$ 50.00 (Caballero)	
KNBR	680	50 KW	, TALK	NBC , \$ 161.00 (Eastman)	Susquehanna
KNEW	910	5 KW (DA-N)	, COUNTRY	, \$ NA (McGuil'd)	Malrite
KOFY	1050	50 KW/1 KW (DA-2)	, HISPANIC	, \$ 60.00 (Lotus)	
KSFO	560	5 KW (DA-N)	, OLDIES	UNIPWR , \$ 106.00 (MHR)	

FM STATIONS

KABL	98.1	100 KW @ 940, AC	UNISUP , \$ 105.00 (Crystal)	Shamrock
KBLX	102.9	7 KW @ 1290, JAZZ/URBAN	, \$ 110.00 (HNWH)	Inner City
KBRG	104.9	3 KW @ 300, HISPANIC	, \$ 53.00 (Katz Hisp)	
KDBK	98.9	7 KW @ 1450, AC	ABC , \$ 75.00 (Katz)	Viacom
KDFC	102.1	33 KW @ 1050, CLASSICAL	, \$ 78.00 (CHBS)	
KFOG	104.5	8 KW @ 1450, AOR	SOURCE , \$ 130.00 (Eastman)	Susquehanna
KFRC	99.7	45 KW @ 1240, OLDIES	, \$ 85.00 (Katz)	Alliance
KIOI	101.3	125 KW @ 1161, AC	, \$ 222.00 (Durpett1)	Fairmont
KITS	105.3	15 KW @ 1200, AOR	, \$ 150.00 (HNWH)	Entercom
KJAZ	92.7	2 KW @ 400, JAZZ	, \$ 75.00 (K & P)	
KKHI	95.7	7 KW @ 1306, CLASSICAL	, \$ 88.00 (HNWH)	Buckley
KKSF	103.7	8 KW @ 1469, JAZZ/NAC	, \$ 155.00 (Banner)	Brown
KMEL	106.1	69 KW @ 1289, CHR	, \$ 205.00 (Crystal)	Evergreen
KOIT	96.5	33 KW @ 1410, SOFT AC	, \$ 200.00 (Torbet)	Bonneville
KRQR	97.3	82 KW @ 1099, AOR	CBS , \$ 155.00 (CBS)	CBS
KSAN	94.9	30 KW @ 1210, COUNTRY	, \$ 210.00 (McGuil'd)	Malrite
KSOL	107.7	9 KW @ 1161, BLACK/URBAN	APR , \$ 110.00 (MHR)	United
KYA	93.3	50 KW @ 500, OLDIES	UNIPWR , \$ 97.00 (MHR)	

Other Ranked Stations - See San Jose

Miscellaneous: KFRC A/F: from Bedford to Alliance for \$20,150,000 (MVP) . . . KNEW/KSAN-F: from Malrite to Shamrock . . .

SAN JOSE

Arbitron Rank/Pop (12+): 30/1,287,100  
 MSA Rank/Pop: 31/1,470,000  
 San Francisco ADI  
 Average Person Ratings: 15.9  
 Market TSL: 20.75 hours

Stations: 38/13  
 Diaries: 1631/789:1/51.4%  
 Sample Target: 1540  
 % Below Line: NA  
 % Not Listed: NA

1992 Revenue: \$29,000,000  
 HH Inc.: \$51,455  
 Retail \$: 12.9 Bill  
 Pop per Station: 99,007  
 #1 Biller: KEZR-F \$4,250,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. KBAY-F (SAC)	127/ 6.2	6.0	6.0	5.5	6.1	5.9	163/2167	1449/11.3	10.8	12.2	E	KBAY-F
2. KHQT-F (CHR)	104/ 5.1	4.7	5.7	5.6	6.5	5.3	119/2289	1810/14.1	13.7	15.5	D	KHQT-F
3. KEZR-F (AC)	88/ 4.3	3.7	5.0	4.0	3.4	4.3	94/1966	1713/13.3	11.1	10.4	F	KEZR-F
4. KSJO-F (AOR)	86/ 4.2	5.2	4.7	5.0	4.3	4.8	129/2642	1786/13.9	13.5	12.6	F	KSJO-F
5. KLOK (SP)	83/ 4.1	2.3	1.2	1.7	1.4	2.3	136/1239	559/ 4.3	6.1	3.6	C	KLOK
6. KOMF-F (AOR)	78/ 3.8	3.7	4.2	3.4	4.2	3.8	146/2233	1368/10.6	10.8	11.0	E	KOMF-F
7. KRTY-F (C)	73/ 3.6	3.0	3.1	3.5	3.5	3.3	92/1415	1134/ 8.8	7.8	9.2	C	KRTY-F
8. KUFX-F (CL AOR)	70/ 3.4	1.7	2.2	2.4	2.8	2.4	119/2787	1674/13.0	8.5	9.8	D	KUFX-F
9. KARA-F (O)	63/ 3.1	3.3	3.5	3.6	3.5	3.4	81/1489	1213/ 9.4	8.1	8.2	E	KARA-F
10. KDFC-AF (CL)	51/ 2.5	2.8	1.7	1.6	2.1	2.2	107/1825	905/ 7.0	6.5	5.9		KDFC-AF
11. KLIV (BB)	18/ 0.9	0.9	0.5	0.6	0.8	0.7	20/456	429/ 3.3	3.2	3.3	A	KLIV
12. KNTA (SP)	10/ 0.5	0.5	----	0.5	0.6	0.4	10/182	164/ 1.3	2.6	1.9	B	KNTA
13.												
14.												
15.												

12+ FM SHARE (METRO): NA

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KHQT-F>>	1 KOMF-F<	1 KSJO-F<	1 KEZR-F<	1 KBAY-F	1 KBAY-F>>	1 KSJO-F	1 KBAY-F>	1 KBAY-F	1 KHQT-F>	1 KBAY-F
2 KLOK	2 KSJO-F	2 KEZR-F<	2 KSJO-F	2 KEZR-F	2 KDFC-AF	2 KBAY-F	2 KEZR-F	2 KHQT-F	2 KOMF-F	2 KOMF-F
3 KSJO-F	KHQT-F	3 KOMF-F	KRTY-F	3 KRTY-F	3 KRTY-F	3 KHQT-F	3 KHQT-F	KEZR-F	3 KLOK	3 KDFC-F
4	4 KLOK	4 KHQT-F	KOME-F	KOME-F<	4 KEZR-F	4 KLOK	4 KOME-F<	4 KOME-F<	4 KBAY-F	4 KRTY-F
5	5 KEZR-F	5 KLOK	5 KBAY-F	5 KSJO-F	5	5 KEZR-F	5 KARA-F	5 KUFX-F	5	KLOK
6	6	6	6 KUFX-F	6	6	6	6	6 KRTY-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KHQT-F>	1 KHQT-F>	1 KEZR-F	1 KEZR-F	1 KBAY-F	1 KSJO-F	1 KSJO-F	1 KOMF-F<	1 KSJO-F	1 KSJO-F<
2 KLOK	2 KEZR-F	KARA-F	2 KHQT-F	2 KEZR-F>	KHQT-F	KOME-F>	2 KSJO-F	2 KOMF-F>	2 KOMF-F
3 KSJO-F	3 KLOK	3 KHQT-F	3 KBAY-F	3 KARA-F	3 KOME-F>	3 KLOK <	3 KLOK >	3 KLOK	3 KBAY-F<
4	4 KEZR-F>	4 KOMF-F<	4 KLOK	4 KRTY-F	4 KEZR-F	4 KHQT-F>	4 KRTY-F	4 KUFX-F	4 KLOK
5 KOMF-F>	5 KSJO-F	5 KLOK	KARA-F	5 KUFX-F	5 KUFX-F	5 KUFX-F	5 KUFX-F	5 KRTY-F	5 KUFX-F
6	6	6 KUFX-F	6	6	6	6	KHQT-F	6	KRTY-F

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

RADIO STATIONS

KAZA, 1290,	5 KW (DAYS, DA)	, HISPANIC	CRC, \$ 33.00 (Caballero)
KEEN, 1370,	5 KW (DA-2)	, EZ	UNISUP UPI, \$ NA (MMR)
KLOK, 1170,	50 KW/5 KW (DA-2)	, HISPANIC	, \$ 37.00 (Katz Hisp)
KNTA, 1430,	1 KW (DA-1)	, HISPANIC	, \$ 40.00 (Lotus)
KSJX, 1500,	10 KW/5 KW (DA-2)	, AOR	, \$ 22.00 (Durpetti)
KARA-F, 105.7,	50 KW @ 500	, OLDIES	, \$ 82.00 (MMR)
KBAY-F, 100.3,	15 KW @ 2578	, EZ	, \$ 74.00 (MMR)
KEZR-F, 106.5,	50 KW @ 430	, AC	, \$ 80.00 (Christal)
KHQT-F, 97.7,	1.6 KW @ 449	, CHR	, \$ 61.00 (HNWH)
KOME-F, 98.5,	13 KW @ 880	, AOR	, \$ 100.00 (Torbet)
KRTY-F, 95.3,	.4 KW @ 859	, COUNTRY	UNISUP UNIULT, \$ 41.00 (HNWH)
KSJO-F, 92.3,	50 KW @ 466	, AOR	ABC, \$ 68.00 (Mc-Guild)
KUFX-F, 94.5,	1.2 KW @ 2535	, CL AOR	, \$ 70.00 (Durpetti)
KDBQ-F, 99.1,	1.1 KW @ 2617	, AOR	ABC, \$ NA (Katz)

SEATTLE-TACOMA

Arbitron Rank/Pop (12+): 13/2,365,100  
 MSA Rank/Pop: 23/2,450,000 S  
 ADI # 14  
 Average Person Ratings: 16.4  
 Market TSL: 21.25 hours

Stations: 31/31  
 Diaries: 1956/1209:1/52.2%  
 Sample Target: 1980  
 % Below Line: 0.0  
 % Not Listed: 10.5

1992 Revenue: \$91,900,000  
 HH Inc.: \$37,172  
 Retail \$: 23.0 Bil  
 Pop per Station: 76,293  
 #1 Biller: KIRO \$17,500,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. KIRO (N/T)	299/ 7.7	7.5	7.6	7.4	7.3	7.6	327/5641	4973/21.0	21.8	21.2	J	KIRO
2. KMPS-AF (C)	294/ 7.6	7.7	8.4	7.8	9.0	7.9	340/4737	3965/16.8	16.4	13.8	H	KMPS-AF
3. KBSG-AF (O)	215/ 5.6	5.6	5.3	5.2	5.3	5.4	267/5058	4155/17.6	15.9	14.2	H	KBSG-AF
4. KUBE-F (CHR)	208/ 5.4	6.4	6.6	6.2	6.1	6.2	240/4243	3678/15.6	16.3	16.8	G	KUBE-F
5. KOMO (FS)	192/ 5.0	5.8	5.3	4.4	4.3	5.1	216/4153	3576/15.1	17.3	13.3	G	KOMO
6. KRPM-F (C)	187/ 4.8	4.9	4.4	4.0	3.8	4.5	216/3472	2862/12.1	9.7	9.1	F	KRPM-F
7. KISW-F (AOR)	183/ 4.7	4.0	3.9	3.9	3.4	4.1	220/3288	2628/11.1	11.4	10.2	E	KISW-F
8. KLSY-F (AC)	175/ 4.5	3.7	5.3	4.5	3.6	4.5	181/2915	2758/11.7	12.4	11.0	G	KLSY-F
9. KVI (N/T)	160/ 4.1	3.0	2.5	2.1	1.1	2.9	172/2184	1940/ 8.2	7.9	3.6	B	KVI
10. KING-F (CL)	147/ 3.8	4.6	3.2	3.1	4.1	3.7	160/2632	2254/ 9.5	9.6	9.1	E	KING-F
11. KZOK-F (CL AOR)	135/ 3.5	3.7	3.5	4.3	3.7	3.8	157/3285	2853/12.1	10.9	12.1	F	KZOK-F
12. KNDD-F (AOR)	130/ 3.4	2.7	3.0	3.3	2.4	3.1	135/2333	2122/ 9.0	8.3	7.7	C	KNDD-F
13. KXRX-F (AOR)	129/ 3.3	3.8	4.0	4.2	4.4	3.8	180/3006	2556/10.8	10.4	10.2	G	KXRX-F
14. KPLZ-F (CHR)	121/ 3.1	4.2	3.7	4.7	5.1	3.9	149/3774	3053/12.9	13.6	17.8	G	KPLZ-F
15. KLTX-F (SAC)	115/ 3.0	2.7	2.4	2.9	2.3	2.8	119/1852	1752/ 7.4	6.8	6.9	D	KLTX-F
17. KING (T)	115/ 3.0	3.2	2.1	2.8	2.9	2.8	133/2087	1802/ 7.6	6.8	7.4	D	KING
17. KMTT-F (AOR)	110/ 2.8	2.8	1.8	2.3	2.3	2.4	128/2197	1708/ 7.2	7.7	5.9	D	KMTT-F
18. KIXI (BB)	96/ 2.5	3.0	2.5	3.5	3.3	2.9	128/1851	1531/ 6.5	7.7	8.3	B	KIXI
19. KEZX-F (SAC)	92/ 2.4	2.1	3.3	2.5	3.4	2.6	125/1498	1248/ 5.3	3.9	5.4	C	KEZX-F
20. KJR (SPRTS)	83/ 2.1	1.9	1.3	1.8	2.3	1.8	86/2107	1937/ 8.2	6.8	7.3	C	KJR
21. KRWM-F (SAC)	67/ 1.7	1.7	3.2	2.9	2.9	2.4	73/1223	1082/ 4.6	5.3	6.2	D	KRWM-F
22. KIRO-F (N/T)	54/ 1.4	1.0	1.9	2.3	1.7	1.6	61/1718	1565/ 6.6	4.8	4.6	C	KIRO-F
23. KCMS-F (REL)	48/ 1.2	1.3	2.0	2.2	1.7	1.7	53/1019	831/ 3.5	4.4	4.6	B	KCMS-F
24.												
25.												

12+ FM SHARE (METRO): 69.10% (2393 of 3463) (WIN 92: 70.93%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KUBE-F >>	1 KISW-F	1 KMPS-AF	1 KMPS-AF	1 KMPS-AF	1 KIRO >	1 KIRO >	1 KIRO	1 KMPS-AF	1 KUBE-F	1 KIRO >>
2 KPLZ-F <	2 KNDD-F	2 KBSG-AF <	2 KBSG-AF	2 KBSG-AF	2 KMPS-AF	2 KMPS-AF	2 KVI <	2 KIRO	2 KMPS-AF	2 KRPM-F
3 KMPS-AF >	3 KUBE-F	3 KISW-F	3 KLSY-F	3 KLSY-F <	3 KOMO	3 KOMO	3 KMPS-AF	3 KBSG-AF	3 KLSY-F	3 KMPS-F
4 KBSG-AF	4 KMPS-AF <	4 KLSY-F	4 KRPM-F	4 KRPM-F	4 KBSG-AF	4 KUBE-F <	4 KBSG-AF <	4 KRPM-F	4 KJR	4 KING
5	5 KXRX-F	5 KUBE-F	5 KZOK-F	KIRO	5 KRPM-F	5 KBSG-AF	5 KISW-F <	5 KUBE-F	5 KISW-F	5 KBSG-F
6	6 KLSY-F <	KRPM-F <	KMTT-F	6 KZOK-F <	6 KING-F	6 KVI	6 KOMO	6 KISW-F <	6 KING-F	6 KLSY-F
7	7 KZOK-F	7 KZOK-F	7 KIRO	7 KMTT-F	7 KVI	7 KISW-F <	KLSY-F <	7 KLSY-F <	7 KBSG-AF	7 KOMO
8	8 KMTT-F	8 KXRX-F	8 KISW-F <	8 KOMO	8 KIXI	8 KLSY-F <	8 KRPM-F	8 KXRX-F	8 KPLZ-F	8 KJR <
9	9 KPLZ-F	KNDD-F	9 KXRX-F	KISW-F <	9 KLSY-F	9 KRPM-F	9 KLTX-F	9 KOMO	KIRO	9 KING-F
10	10	10 KMTT-F	10 KLTX-F	10 KVI	KING	10	10 KZOK-F	10 KNDD-F	10 KXRX-F	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KISW-F <	1 KMPS-AF	1 KMPS-AF	1 KMPS-AF	1 KMPS-AF	1 KISW-F >	1 KISW-F	1 KXRX-F <	1 KISW-F	1 KMPS-AF
2 KUBE-F	2 KUBE-F	2 KLSY-F >	2 KBSG-AF <	2 KBSG-AF <	2 KUBE-F >	2 KXRX-F	2 KZOK-F	2 KXRX-F	2 KZOK-F <
3 KMPS-AF	3 KLSY-F	3 KMTT-F	3 KLSY-F	3 KLSY-F >	3 KXRX-F	3 KNDD-F	KMTT-F	3 KZOK-F	3 KIRO <
KPLZ-F	4 KNDD-F	KUBE-F	4 KUBE-F	4 KRPM-F	KPLZ-F	4 KZOK-F	4 KISW-F	4 KRPM-F <	4 KRPM-F <
5 KNDD-F >	5 KISW-F	KNDD-F <	5 KLTX-F	KLTX-F <	5 KNDD-F	5 KMTT-F	5 KNDD-F >	5 KMPS-AF	5 KXRX-F <
6 KLSY-F	6 KPLZ-F >	6 KBSG-AF	6 KPLZ-F <	6 KIRO	6 KVI	6 KUBE-F	6 KVI	6 KBSG-AF <	6 KBSG-AF
7	7 KBSG-AF	7 KRPM-F	7 KISW-F <	7 KUBE-F	7 KRIZ-AA	7 KVI	7 KLSY-F	7 KMTT-F	7 KVI
8	8 KZOK-F	8 KZOK-F	8 KNDD-F	8 KOMO	KLSY-F	8 KRSY-F	8 KRPM-F	KIRO <	KMTT-F
9	9 KRPM-F	9 KPLZ-F	9 KRPM-F	9 KING-F	9	9	9	9 KVI <	KISW-F
10	10	10 KRWM-F	10 KMTT-F	10 KMTT-F	10	10	10	10 KNDD-F	10 KNDD-F

METRO CUME TSA TSA  
 SHARE/RTG/AQH/CUME

OTHER RATED STATIONS				
KCIS	630	Edmonds	0.6/2.6/	25/ 609
KGNW	820	Burien/Seattle	0.6/2.4/	25/ 605
KKMO	1360	Tacoma/Seattle	0.4/0.8/	16/ 198
KRIZ-AA	1420	Renton/Seattle	0.7/0.7/	29/ 176
KZOK	1590	Seattle	0.3/0.9/	13/ 223

SEATTLE-TACOMA

RADIO STATIONS

AM STATIONS

KBLE, 1050, 5 KW/543 W	, RELIGION	, \$ 25.00 (---)	
KCIS, 630, 5 KW/2.5 KW (DA-2)	, RELIGION	UPI, \$ 35.00 (---)	
KING, 1090, 50 KW (DA-2)	, TALK/NEWS	CNN ABC, \$ 53.00 (MMR)	
KIRO, 710, 50 KW (DA-N)	, NEWS/TALK	CBS, \$ 285.00 (Torbet)	Bonneville
KIXI, 880, 50 KW/10 KW (DA-2)	, NOSTALGIA	UNISUP UNIULT, \$ 50.00 (Schubert)	Sandusky
KJR, 950, 5 KW (DA-N)	, SPORTS/TALK	, \$ 50.00 (CBS)	Ackerly
KKFX, 1250, 5 KW (DA-N)	, BLACK	ABC, \$ 37.00 (HNWH)	Bingham
KMPS, 1300, 5 KW (DA-N)	, SEE KMPS-F		
KOMO, 1000, 50 KW (DA-N)	, FULL SERVICE	ABC, \$ 105.00 (Katz)	
KVI, 570, 5 KW	, NEWS/TALK	HBS, \$ 45.00 (Banner)	Golden West

FM STATIONS

KBSG, 97.3, 55 KW @ 2890	, OLDIES	, \$ 101.00 (Torbet)	Viacom
KCMS, 105.3, 115 KW @ 718	, RELIGION	UPI, \$ 44.00 (Radio Spot)	
KEZX, 98.9, 100 KW @ 1109	, EZ	ABC, \$ 50.00 (Durpetti)	Park
KING, 98.1, 100 KW @ 699	, CLASSICAL	, \$ 77.00 (MMR)	
KISW, 99.9, 100 KW @ 1148	, AOR	, \$ 94.00 (McGuild)	Nationwide
KRWM, 106.9, 100 KW @ 820	, SOFT AC	, \$ 63.00 (Banner)	Brown
KLSY, 92.5, 58 KW @ 2342	, AC	APR ABC, \$ 91.00 (Christal)	Sandusky
KLTX, 95.7, 100 KW @ 1181	, SOFT AC	, \$ 59.00 (CBS)	Ackerly
KMPS, 94.1, 98 KW @ 1167	, COUNTRY	APR, \$ 155.00 (Eastman)	EZ
KNDD, 107.7, 100 KW @ 1194	, AOR	, \$ 52.00 (Torbet)	Viacom
KPLZ, 101.5, 100 KW @ 1200	, CHR	, \$ 130.00 (Banner)	Golden West
KRPM, 106.1, 58 KW @ 2342	, COUNTRY	UNIPWR, \$ 68.00 (Christal)	Heritage
KMTT, 103.7, 100 KW @ 1670	, AC/ROCK	ABC, \$ 57.00 (Durpetti)	Entercom
KUBE, 93.3, 100 KW @ 1289	, CHR	, \$ 130.00 (MMR)	Cook Inlet
KIRO, 100.7, 100 KW @ 731	, NEWS/TALK	CBS, \$ 55.00 (Torbet)	Bonneville
KXRX, 96.5, 81 KW @ 1220	, AOR	, \$ 107.00 (Katz)	Shamrock
KZOK, 102.5, 100 KW @ 1171	, CLASSIC AOR	, \$ 69.00 (HNWH)	Chrysler Capital

SHREVEPORT

Arbitron Rank/Pop (12+): 123/306,900  
 MSA Rank/Pop: 134/360,000  
 ADI # 71  
 Average Person Ratings: 16.8  
 Market TSL: 22.50 hours

Stations: 15/15  
 Diaries: 807/380:1/48.6%  
 Sample Target: 810  
 % Below Line: 2.7  
 % Not Listed: 9.9

1992 Revenue: \$9,800,000  
 HH Inc.: \$25,952  
 Retail \$: 2.7 B11  
 Pop per Station: 20,460  
 #1 Biller: KRMD-AF \$2,900,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. KRMD-AF (C)	117/22.7	22.1	21.2	21.4	23.1	21.9	160/1719	1111/36.2	35.2	35.5	D	KRMD-AF
KMJJ-F (B)	117/22.7	19.6	19.1	19.3	18.5	20.2	128/969	838/27.3	24.8	24.2	C	KMJJ-F
3. KVKI-F (AC)	40/ 7.8	8.3	5.9	5.5	3.8	6.9	55/864	556/18.1	15.5	12.1	B	KVKI-F
4. KOKA (B)	36/ 7.0	6.4	5.9	8.2	6.6	6.9	37/385	346/11.3	10.9	12.7	A	KOKA
5. KITT-F (AC)	26/ 5.0	4.8	4.9	4.2	4.8	4.7	48/822	348/11.3	12.7	14.2	C	KITT-F
6. KWKH-F (C)	25/ 4.8	6.2	7.5	7.8	5.6	6.6	38/734	419/13.7	15.0	14.9	C	KWKH-F
7. KEEL (BB)	22/ 4.3	5.2	7.5	6.1	6.8	5.8	32/559	335/10.9	15.8	15.4	A	KEEL
8. KTAL-F (AOR)	21/ 4.1	2.9	3.5	6.1	5.0	4.2	73/890	336/10.9	9.8	10.9	B	KTAL-F
9. KLKL-F (O)	20/ 3.9	1.7	1.8	4.2	3.8	2.9	31/401	281/ 9.2	8.1	10.1	A	KLKL-F
10. KWKH (C)	17/ 3.3	3.1	3.5	2.1	3.6	3.0	27/436	253/ 8.2	9.2	9.0		KWKH
11. KTUX-F (CHR)	14/ 2.7	5.0	4.7	5.5	5.0	4.5	27/698	337/11.0	13.2	15.5	B	KTUX-F
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 82.58% (384 of 465) (WIN 92: 76.58%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KMJJ-F>>	1 KMJJ-F>>	1 KRMD-AF<	1 KRMD-AF	1 KRMD-AF	1 KRMD-AF>>	1 KRMD-AF	1 KRMD-AF>>	1 KMJJ-F	1 KMJJ-F>>	1 KOKA >>
2 KRMD-AF	2 KRMD-AF	2 KMJJ-F>>	2 KMJJ-F>>	2 KMJJ-F>>	2 KMJJ-F	2 KMJJ-F>>	2 KMJJ-F>	2 KRMD-AF>>	2 KRMD-AF>>	2 KMJJ-F
3	3	3 KVKI-F	3 KITT-F	3 KVKI-F	3 KOKA	3 KOKA	3 KVKI-F	3	3	3

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMJJ-F>>	1 KMJJ-F>>	1 KMJJ-F>	1 KMJJ-F	1 KRMD-AF	1 KMJJ-F>>	1 KMJJ-F>>	1 KMJJ-F	1 KRMD-AF	1 KRMD-AF>>
2 KRMD-AF>	2 KRMD-AF>>	2 KRMD-AF	2 KRMD-AF>>	2 KMJJ-F>>	2 KRMD-AF	2 KRMD-AF>>	2 KRMD-AF	2 KMJJ-F>>	2 KMJJ-F>>
3	3	3	3	3	3	3	3	3 KTAL-F	3 KLKL-F
									3 KEEL

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
KASO 1240 Minden	0.4/1.1/	2/	35	
KDKS-F 103.7 Haughton	1.0/3.1/	7/	134	
KIOU 1480 Shreveport	0.6/1.1/	4/	40	

RADIO STATIONS

KEEL , 710, 50 KW/5 KW (DA-2),	Nostalgia	ABC UNISUP, \$23.00	(Katz)	Multimedia
KOKA , 980, 5 KW/80 W (DA-1),	Gospel	AURN NBC, \$18.00	(HNWH)	
KWKH , 1130, 50 KW (DA-N)	SEE KWKH-FH			
KITT-F, 93.7, 100 KW @ 1010	AC	ABC, \$34.00	(Katz)	Multimedia
KLKL-F, 92.1, 3.3 KW @ 298	Oldies	, \$21.00	(Durpetti)	Dowe (BENTON)
KMJJ-F, 100.1, 3 KW @ 298	Black	AURN, \$26.00	(McGuild)	Sun Group
KRMD-F, 101.1, 100 KW @ 1118	Country	, \$53.00	(Eastman)	AmCom
KTAL-F, 98.1, 100 KW @ 1361	ADR	, \$28.00	(Banner)	(TEXARKANA)
KTUX-F, 98.9, 100 KW @ 718	CHR	, \$25.00	(Banner)	(CARTHAGE)
KVKI-F, 96.5, 100 KW @ 797	AC	, \$22.00	(Mc-Guild)	
KWKH-F, 94.5, 100 KW @ 321	Country	MBS, \$41.00	(Christal)	Great Empire

SPOKANE

Arbitron Rank/Pop (12+): 103/359,800  
 MSA Rank/Pop: 130/359,000  
 ADI # 80  
 Average Person Ratings: 15.7  
 Market TSL: 20.50 hours

Stations: 21/21  
 Diaries: 836/430:1/57.3%  
 Sample Target: 830  
 % Below Line: 0.0  
 % Not Listed: 13.3

1992 Revenue: \$12,100,000  
 HH Inc.: \$27,026  
 Retail \$: 3.2 Bil  
 Pop per Station: 17,133  
 #1 Biller: NA \$0

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level
1. KDRK-F (C)	62/11.0	15.4	12.3	12.4	9.7	12.8	100/1231	853/23.7	26.0	18.8	KDRK-F
2. KISC-F (AC)	59/10.4	8.2	9.1	9.7	9.2	9.4	68/999	785/21.8	19.8	20.6	KISC-F
3. KZZU-F (CHR)	50/ 8.8	10.6	10.2	9.6	9.3	9.8	67/1051	833/23.2	22.6	24.1	KZZU-F
4. KEYF-AF (O)	49/ 8.7	7.0	7.9	8.5	6.2	8.0	60/900	741/20.6	20.7	15.7	KEYF-AF
5. KXLY (N/T)	40/ 7.1	7.0	5.3	4.4	6.4	5.9	46/655	553/15.4	16.6	14.7	KXLY
6. KEZE-F (AOR)	37/ 6.5	5.6	8.6	7.1	9.3	6.9	45/708	565/15.7	13.7	13.9	KEZE-F
7. KXLY-F (SAC)	33/ 5.8	5.7	6.9	6.4	6.6	6.2	51/741	521/14.5	13.3	14.0	KXLY-F
8. KAQQ (BB)	28/ 4.9	4.8	4.0	5.0	3.8	4.7	36/396	274/ 7.6	9.3	7.7	KAQQ
9. KGA (C)	23/ 4.1	4.5	3.0	4.8	6.2	4.1	29/468	372/10.3	8.3	10.9	KGA
10. KKZX-F (CL AOR)	20/ 3.5	4.1	6.3	6.7	7.8	5.2	28/538	427/11.9	11.7	13.8	KKZX-F
11. KJRB (T)	17/ 3.0	3.8	3.2	3.0	1.9	3.3	21/392	341/ 9.5	9.2	6.3	KJRB
KCDA-F (C)	17/ 3.0	1.3	1.8	3.0	2.1	2.3	24/276	223/ 6.2	4.8	4.6	KCDA-F
13. KNFR-F (C)	15/ 2.7	2.3	3.3	3.0	2.6	2.8	29/496	370/10.3	8.6	8.3	KNFR-F
14. KTSL-F (REL)	11/ 1.9	2.0	1.1	1.8	2.9	1.7	12/181	158/ 4.4	3.6	5.3	KTSL-F
15. KKCH-F (C)	9/ 1.6	1.4	1.6	0.5	1.0	1.3	9/123	117/ 3.3	3.3	2.4	KKCH-F

12+ FM SHARE (METRO): 73.32% (360 of 491) (WIN 92: 74.47%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KZZU-F>>	1 KDRK-F	1 KISC-F	1 KISC-F	1 KISC-F	1 KXLY	1 KDRK-F	1 KEYF-AF<	1 KDRK-F	1 KZZU-F	1 KXLY >
2 KISC-F	2 KEZE-F	2 KDRK-F	2 KEYF-AF	2 KEYF-AF	2 KEYF-AF	2 KXLY <	2 KISC-F<	2 KISC-F	2 KISC-F	2 KDRK-F>
KDRK-F	3 KZZU-F	3 KEYF-AF	3 KDRK-F	3 KDRK-F>	3 KISC-F	3 KISC-F	3 KDRK-F>	3 KEYF-AF	3 KDRK-F	3 KEZE-F
4	4 KISC-F	4 KEZE-F	4 KEZE-F>	4 KEZE-F	4 KXLY-F<	4 KEYF-AF<	4 KZZU-F	4 KZZU-F	4 KEZE-F	4
5	5	5 KZZU-F	5	5 KXLY-F	5 KDRK-F	5 KZZU-F>	5 KXLY-F	5 KEZE-F	5 KXLY >	5
6	6	6	6	6	KAQQ	6	6 KXLY	6 KXLY-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KDRK-F	1 KDRK-F>	1 KDRK-F	1 KISC-F	1 KISC-F>	1 KKZX-F	1 KEZE-F>>	1 KEZE-F>>	1 KEZE-F	1 KEYF-AF
2 KZZU-F>	2 KISC-F	2 KDRK-F>	2 KDRK-F	2 KEYF-AF	KEZE-F	2 KZZU-F	2 KDRK-F	2 KEYF-AF	2 KISC-F
3 KEYF-AF	3 KZZU-F	3 KEYF-AF	3 KEYF-AF>	3 KDRK-F>	3 KZZU-F>	KDRK-F>	3 KISC-F	3 KISC-F	3 KEZE-F
KISC-F	4 KEYF-AF	KZZU-F	4 KZZU-F	4 KXLY-F	4 KDRK-F	4 KKZX-F	4 KZZU-F	KDRK-F	4 KDRK-F>
5	5	5	5	5	5	KISC-F	5	5 KZZU-F	5 KZZU-F
								KKZX-F	KXLY

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AGH	TSA/CUME
KSBN 1230 Spokane	0.4/1.8/	2/	64	
KSVY 1550 Spokane	0.5/1.6/	3/	76	
KTRW 970 Spokane	1.1/2.3/	9/	104	
KUDY 1280 Spokane	0.5/1.8/	3/	76	
KVNI 1080 Coeur D Alene	1.2/2.9/	7/	105	

RADIO STATIONS

KAQQ , 590, 5 KW , Nostalgia	UNISUP CNN, \$16.00 (MMR)	Silverado
KGA , 1510, 50 KW (DA-N) , Country	ABC, \$ NA (Eastman)	Citadel
KJRB , 790, 5 KW (DA-N) , Talk	UNISUP NBC, \$15.00 (Katz)	Apollo
KTRW , 970, 5 KW/i KW (DA-N), Country	UNIULT, \$14.00 (Christal)	Highsmith
KXLY , 920, 5 KW , News/Talk	CBS MBS, \$22.00 (Torbet)	Morgan Murphy
KAAR-F, 95.3, 1.3 KW @ 672 , Oldies	APR, \$14.00 ( --- )	Sunbrook (MEDICAL LAKE)
KCDA-F, 103.1, 2.4 KW @ 1886 , Country	SMN, \$15.00 (Roslin)	(COEUR d'ALENE)
KDRK-F, 93.7, 56 KW @ 2378 , Country	, \$50.00 (Eastman)	Citadel
KEYF-F, 101.1, 100 KW @ 843 , Oldies	, \$24.00 ( --- )	(CHENEY)
KEZE-F, 105.7, 100 KW @ 1909 , AOR	ABC, \$31.00 (Katz)	Citadel
KISC-F, 98.1, 94 KW @ 2030 , AC	, \$43.00 (MMR)	Silverado
KNFR-F, 96.1, 56 KW @ 2378 , Soft AC	, \$21.00 (MMR)	Silverado (OPPORTUNITY)
KKZX-F, 98.9, 100 KW @ 1614 , Classic AOR	, \$25.00 (HNWH)	Pourtales
KXLY-F, 99.9, 37 KW @ 2998 , EZ/Soft AC	, \$28.00 (Torbet)	Morgan Murphy
KZZU-F, 92.9, 85 KW @ 2080 , CHR	, \$36.00 (Christal)	Highsmith



SPRINGFIELD, MA

Arbitron Rank/Pop (12+): 73/508,000  
 MSA Rank/Pop: 85/596,000  
 ADI # 97  
 Average Person Ratings: 17.4  
 Market TSL: 23.00 hours

Stations: 28/14  
 Diaries: 990/513:1/51.9%  
 Sample Target: 980  
 % Below Line: 23.5  
 % Not Listed: 14.7

1992 Revenue: \$11,500,000  
 HH Inc.: \$34,910  
 Retail \$: 4.7 Bil  
 Pop per Station: 36,285  
 #1 Biller: WAQY-AF \$2,900,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WPKX-F (C)	91/10.3	11.6	9.6	8.1	10.6	9.9	91/919	892/17.6	19.6	17.9	C	WPKX-F
2. WHYN-F (AC)	80/ 9.0	10.3	8.1	7.8	8.7	8.8	89/1184	1064/20.2	21.2	22.7	D	WHYN-F
WHYN (FS)	80/ 9.0	9.7	6.1	8.6	6.2	8.4	81/1034	1024/20.2	19.1	14.2	C	WHYN
4. WAQY-AF (AOR)	77/ 8.7	7.8	11.8	10.7	8.6	9.8	80/1348	1221/24.0	24.2	23.3	D	WAQY-AF
5. WMAS-F (AC)	76/ 8.6	8.8	10.0	7.4	6.9	8.7	78/1054	1015/20.0	19.3	17.5	C	WMAS-F
6. WMAS (BB)	64/ 7.2	4.5	6.2	5.2	6.6	5.8	64/467	467/ 9.2	7.3	10.2	B	WMAS
7. WTIC-F (CHR)	51/ 5.8	4.7	7.9	7.4	6.9	6.4	51/960	960/18.9	18.4	20.9		WTIC-F
8. WRCH-F (SAC)	32/ 3.6	2.8	2.8	3.1	3.6	3.1	32/489	476/ 9.4	8.6	7.7		WRCH-F
9. WNNZ (N/T)	24/ 2.7	2.8	2.5	2.3	2.0	2.6	27/388	371/ 7.3	6.9	5.1	B	WNNZ
10. WCCC-F (AOR)	23/ 2.6	1.6	1.8	2.7	2.7	2.2	23/515	503/ 9.9	7.1	8.6		WCCC-F
11. WKSS-F (CHR)	22/ 2.5	2.1	2.1	2.1	1.8	2.2	22/507	507/10.0	10.7	10.6		WKSS-F
12. WAAF-F (AOR)	21/ 2.4	3.7	3.0	2.5	2.7	2.9	25/508	423/ 8.3	7.7	8.4		WAAF-F
13. WHMP (EZ)	19/ 2.1	1.6	1.3	2.1	2.0	1.8	19/285	285/ 5.6	4.3	3.8	A	WHMP
14. WDRC-F (O)	16/ 1.8	1.8	2.6	2.8	2.5	2.3	16/357	326/ 6.4	7.2	8.4		WDRC-F
15. WHMP-F (CHR)	13/ 1.5	1.7	1.4	1.2	1.4	1.5	18/463	405/ 8.0	7.2	8.6	A	WHMP-F

12+ FM SHARE (METRO): 70.56% (532 of 754) (WIN 92: 74.31%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTIC-F>>	1 WAQY-AF>	1 WAQY-AF	1 WHYN-F<	1 WHYN-F<	1 WHYN	1 WHYN >	1 WPKX-F<	1 WPKX-F	1 WTIC-F<	1 WHYN >
2 WAQY-AF>>	2 WMAS-F	2 WMAS-F	2 WMAS-F	2 WMAS-F<	2 WPKX-F<	2 WHYN-F	2 WHYN-F<	2 WAQY-AF<	2 WPKX-F<	2 WTIC-F
3 WTIC-F	3 WHYN-F	3 WHYN-F<	3 WPKX-F	3 WPKX-F	3 WMAS	3 WPKX-F<	3 WMAS-F	3 WHYN-F	3 WAQY-AF>	3 WAQY-F
4	4 WHYN-F	4 WPKX-F>	4 WAQY-AF>	4 WAQY-AF	4 WHYN-F	4 WMAS-F<	4 WHYN <	4 WMAS-F	4 WHYN-F	4 WHYN-F
5	5 WPKX-F	5 WTIC-F	5	5 WHYN	5 WMAS-F	5 WAQY-AF	5 WAQY-AF	5 WHYN	5 WMAS <	5
6	6	6	6	6	6	6 WMAS >	6 WMAS >	6 WTIC-F<	6 WHYN	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WTIC-F>	1 WMAS-F	1 WMAS-F	1 WMAS-F	1 WMAS-F	1 WAQY-AF>	1 WAQY-AF>>	1 WAQY-AF>>	1 WAQY-AF>	1 WPKX-F<
2 WAQY-AF	2 WHYN-F	2 WHYN-F>	2 WHYN-F>	2 WHYN-F>	2 WAAF-F	2 WPKX-F	2 WPKX-F>	2 WPKX-F>	2 WAQY-AF
3 WKSS-F	3 WAQY-AF	3 WAQY-AF>	3 WPKX-F	3 WPKX-F>	3 WTIC-F>	3 WCCC-F	3 WCCC-F	3 WHYN-F	3 WHYN-F
4 WMAS-F	4 WTIC-F>	4	4 WAQY-AF	4 WHYN	4	4 WAAF-F	4 WMAS-F	4 WMAS-F	4 WHYN
5	5	5	5	5	5	5 WTIC-F	5 WHYN-F	5 WCCC-F	5 WMAS-F

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WACE 730	Chicopee/Spfld	0.7/2.7/	6/ 137
WARE 1250	Ware	0.8/3.8/	7/ 191
WRNX-F 100.9	Amherst/Nrthmpt	0.5/2.4/	4/ 125
WTTT 1430	Amherst/Nthmptn	0.6/1.7/	5/ 97
WBZ 1030	Boston	0.5/3.0/	7/ 175
WFAN 660	New York	0.3/1.6/	3/ 80
WHCN-F 105.9	Hartford	0.7/3.9/	6/ 201
WSRS-F 96.1	Worcester	0.9/3.7/	8/ 189
WTIC 1080	Hartford	1.0/4.6/	10/ 239
WVYZ-F 92.5	Waterbury	0.3/2.0/	3/ 104
WYSR-F 104.1	Waterbury/Hrtfd	0.8/3.8/	7/ 195
WZMX-F 93.7	Hartford	0.3/2.9/	3/ 154

RADIO STATIONS

WHMP, 1400, 1 KW	, EZ/FS	NBC, \$	13.00 (K & P)	Sillerman (NORTHAMPTON)
WHYN, 560, 5 KW/1 KW (DA-2),	FULL SERVICE	ABC, \$	37.00 (McGuild)	Wilks-Schwartz
WMAS, 1450, 1 KW	, NOSTALGIA	HBS, \$	28.00 (Banner)	Lappin
WNNZ, 640, 50 KW/1 KW (DA-2),	TALK/NEWS	HBS, CBS, \$	14.00 (Eastman)	
WSPR, 1270, 5 KW/1 KW (DA-2),	TALK	, \$	12.00 (Roslin)	
WAQY-F, 102.1, 17 KW @ 781, AOR		, \$	55.00 (Katz)	Saga
WHMP-F, 99.3, 3 KW @ 321, CHR		, \$	15.00 (K & P)	Sillerman (NORTHAMPTON)
WHYN-F, 93.1, 9 KW @ 1000, AC		, \$	59.00 (McGuild)	Wilks-Schwartz
WMAS-F, 94.7, 50 KW @ 194, AC		, \$	33.00 (Banner)	Lappin
WPKX-F, 97.9, 2.2 KW @ 528, COUNTRY		, \$	25.00 (Durpetti)	(ENFIELD)

Other Ranked Stations -- See Hartford or Boston

SYRACUSE

Arbitron Rank/Pop (12+): 69/546,000  
 MSA Rank/Pop: 78/656,000  
 ADI # 68  
 Average Person Ratings: 16.9  
 Market TSL: 22.00 hours

Stations: 27/19  
 Diaries: 1048/521:1/56.7%  
 Sample Target: 1020  
 % Below Line: 6.3  
 % Not Listed: 18.2

1992 Revenue: \$17,200,000  
 HH Inc.: \$33,946  
 Retail \$: 5.0 Bil  
 Pop per Station: 28,736  
 #1 Biller: WYYY-F \$4,400,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WSYR (FS)	109/11.8	10.3	8.9	12.1	12.7	10.8	120/1478	1351/24.7	25.8	25.0	E	WSYR
2. WAQX-F (AOR)	107/11.6	9.6	10.4	10.0	8.1	10.4	114/1598	1413/25.9	21.9	20.0	C	WAQX-F
3. WNTQ-F (CHR)	96/10.4	11.1	11.2	9.7	9.3	10.6	115/1861	1433/26.2	29.2	28.1	D	WNTQ-F
4. WYYY-F (AC)	76/ 8.2	7.9	9.1	11.1	10.8	9.1	100/1615	1317/24.1	23.7	27.9	F	WYYY-F
5. WRHP-F (SAC/EZ)	55/ 5.9	6.9	6.7	6.6	5.8	6.5	77/760	617/11.3	13.4	11.7	B	WRHP-F
6. WSEN-AF (O)	35/ 3.7	4.0	5.0	4.0	4.5	4.2	40/858	712/13.0	15.1	16.4	C	WSEN-AF
7. WTKW-F (AOR)	34/ 3.7	2.0	---	---	---	1.4	44/572	444/ 8.1	3.1	0.0		WTKW-F
8. WPCX-F (C)	33/ 3.6	4.6	3.8	3.1	3.5	3.8	67/998	555/10.2	10.8	8.0		WPCX-F
9. WKFM-F (CL AOR)	31/ 3.4	5.6	5.9	7.0	5.2	5.5	56/1020	802/14.7	17.2	16.7	C	WKFM-F
WEZG-F (SAC)	31/ 3.4	2.7	4.2	3.3	3.6	3.4	34/540	519/ 9.5	9.7	10.6	B	WEZG-F
11. WFBL (BB)	27/ 2.9	3.1	3.3	2.2	2.1	2.9	37/458	369/ 6.8	7.0	6.5	A	WFBL
12. WSCP-AF (C)	17/ 1.8	1.5	1.2	1.3	1.4	1.5	17/147	147/ 2.7	2.7	2.3	A	WSCP-AF
WFRG-F (C)	17/ 1.8	1.0	1.7	1.5	2.2	1.5	57/567	243/ 4.5	3.7	4.4		WFRG-F
WHEN (FS)	17/ 1.8	2.2	3.5	3.0	3.4	2.6	17/589	511/ 9.4	10.7	11.4	B	WHEN
15. WOUR-F (AOR)	13/ 1.4	1.1	1.8	1.7	1.0	1.5	33/439	274/ 5.0	5.1	5.7		WOUR-F
WOLF (B)	13/ 1.4	2.3	2.0	1.1	2.1	1.7	13/195	185/ 3.4	3.5	3.1	A	WOLF
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 75.43% (571 of 757) (WIN 92: 72.86%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNTQ-F>>	1 WAQX-F>	1 WAQX-F	1 WAQX-F	1 WAQX-F	1 WSYR >	1 WSYR	1 WAQX-F	1 WAQX-F	1 WSYR	1 WSYR >>
2 WAQX-F	2 WNTQ-F	2 WNTQ-F	2 WNTQ-F	2 WNTQ-F	2 WRHP-F>	2 WNTQ-F	2 WSYR <	2 WNTQ-F	2 WNTQ-F	2 WYYY-F<
3	3 WYYY-F>>	3 WYYY-F>	3 WNTQ-F>	3 WNTQ-F	3 WYYY-F	3 WAQX-F	3 WYYY-F	3 WSYR	3 WAQX-F>>	3 WNTQ-F
4	4 WTKW-F	4 WSYR	4 WSYR >	4 WSYR >	4 WAQX-F	4 WYYY-F>	4 WNTQ-F<	4 WYYY-F>	4 WYYY-F	4
5	5	5 WTKW-F	5 WTKW-F	5 WTKW-F	5 WFBL	5 WRHP-F	5 WRHP-F>	5 WRHP-F	5 WKFM-F	5
6	6	6	6 WEZG-F	6 WEZG-F	6 WSEN-AF	6	6 WSEN-AF	6 WKFM-F<	6	6
7	7	7	7	7	7 WPCX-F	7	7 WTKW-F	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNTQ-F>	1 WYYY-F	1 WYYY-F>>	1 WYYY-F	1 WYYY-F>	1 WAQX-F>>	1 WAQX-F>>	1 WAQX-F>>	1 WAQX-F>>	1 WAQX-F>>
2 WAQX-F	2 WNTQ-F>	2 WNTQ-F>	2 WNTQ-F>	2 WNTQ-F>	2 WNTQ-F>>	2 WNTQ-F>	2 WKFM-F	2 WNTQ-F>	2 WSYR
3 WYYY-F>>	3 WAQX-F	3 WAQX-F>	3 WAQX-F>	3 WAQX-F	3 WOUR-F	3 WKFM-F	3 WTKW-F	3 WSYR	3 WNTQ-F
4	4	4	4 WSEN-AF	4 WEZG-F	4	4 WTKW-F	4 WNTQ-F	4 WTKW-F	4 WYYY-F
5	5	5	5	5 WSYR	5	5	5	5 WKFM-F	5 WTKW-F
6	6	6	6	6 WRHP-F	6	6	6	6	6 WKFM-F
				WPCX-F					

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WGES-F	105.5	Oswego	0.4/2.3/	4/ 124
WNDR	1260	Syracuse	1.2/4.8/	16/ 313
WSGO	1440	Oswego	0.3/1.0/	3/ 55
WBEE-F	92.5	Rochester	0.5/2.3/	69/ 702
WKDY-F	93.5	Rensselaer	0.3/0.8/	3/ 118
WKLL-F	94.9	Frankfort/Utica	0.5/1.7/	10/ 255
WLZW-F	98.7	Utica/Rome	0.3/2.1/	8/ 193
WRCK-F	107.3	Utica	0.4/2.6/	14/ 289
WUUU-F	102.5	Rome/Utica	0.9/2.7/	13/ 348

SYRACUSE

RADIO STATIONS

WFBL, 1390, 5 KW (DA-N)	, NOSTALGIA	CNN, UNISUP	, \$ 16.00 (Christal)	Wilks-Schwartz
WHEN, 620, 5 KW/1 KW (DA-N)	, FULL SERVICE/AC	CBS, ABC	, \$ 21.00 (MMR)	Park
WNDR, 1260, 5 KW (DA-N)	, COUNTRY	ABC, UNISUP	, \$ 18.00 (McGuild)	Osborn
WOLF, 1490, 1 KW	, BLACK	AURN	, \$ 14.00 (---)	
WSYR, 570, 5 KW (DA-2)	, FULL SERVICE	MBS NBC	, \$ 67.00 (Katz)	NewCity
WAQX-F, 95.7, 25 KW @ 298, AOR		ABC	, \$ 41.00 (Banner)	
WEZG-F, 100.9, 3 KW @ 164, SOFT AC		UNISUP	, \$ 24.00 (Eastman)	Levite
WKFM-F, 104.7, 50 KW @ 466, COUNTRY			, \$ 47.00 (Christal)	NewCity
WMHR-F, 102.9, 20 KW @ 781, RELIGION			, \$ 13.00 (---)	
WNTQ-F, 93.1, 97 KW @ 659, CHR			, \$ 53.00 (McGuild)	Osborn
WRHP-F, 107.9, 50 KW @ 500, COUNTRY		ABC	, \$ 32.00 (MMR)	Park
WSEN-F, 92.1, 25 KW @ 298, OLDIES		CBS, UNISUP	, \$ 30.00 (HNWH)	Buckley
WYYY-F, 94.5, 100 KW @ 649, AC			, \$ 99.00 (Katz)	NewCity
WPCX-F, 106.9, 14 KW @ 469, COUNTRY		SHN	, \$ 19.00 (Market 4)	(AUBURN)

Other Ranked Stations - See Utica

Miscellaneous: WKFM-F sold by Wilks-Schwartz to NewCity for \$3,750,000 (Blackburn) . . . WKFM-F changes from Classic AOR to Country (March) . . . WRHP-F changes from EZ to Country (March) . . .

\*\*\*\*\* F O R M A T C O D E S \*\*\*\*\*

* AC - Adult Contemporary	J/NAC- Jazz and New Adult Contemporary	*
* AOR - Album Oriented Rock	M/FS - Middle of Road, (MOR) Full Service	*
* B - Black (audience predominately black - over 75%)	N - News	*
* BB - Big Band, Nostalgia	O - Oldies (1955 to current)	*
* C - Country	REL - Religion, Christian	*
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary	*
* CL - Classical	SP - Hispanic/Spanish	*
* CL AOR - Classic AOR, Classic Rock	T - Talk	*
* E - Ethnic	U - Urban (majority of audience is non-white)	*
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	? - Others or Unknown	*
* G - Gospel		*

\*\*\*\*\* R E V E N U E L E V E L C O D E S \*\*\*\*\*

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

TAMPA-ST. PETERSBURG

Arbitron Rank/Pop (12+): 21/1,865,400  
 MSA Rank/Pop: 20/2,110,000  
 ADI # 16  
 Average Person Ratings: 16.9  
 Market TSL: 22.75 hours

Stations: 27/24  
 Diaries: 1848/1009:1/50.9%  
 Sample Target: 1810  
 % Below Line: 6.4  
 % Not Listed: 11.3

1992 Revenue: \$58,600,000  
 HH Inc.: \$29,615  
 Retail \$: 18.0 B11  
 Pop per Station: 77,725  
 #1 Biller: WQYK-AF \$10,500,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WQYK-F (C)	457/14.5	13.7	12.3	11.9	12.3	13.1	508/5147	4418/23.7	22.6	21.0	I	WQYK-F
2. WMTX-AF (AC)	215/ 6.8	4.8	6.3	6.0	6.2	6.0	234/3037	2696/14.5	12.5	14.4	G	WMTX-AF
3. WWRM-F (SAC)	208/ 6.6	7.7	7.5	7.7	8.4	7.4	241/3282	2942/15.8	16.0	18.3	G	WWRM-F
4. WFLZ-F (CHR)	198/ 6.3	6.3	6.5	4.9	6.3	6.0	302/4610	3096/16.6	16.4	16.6	E	WFLZ-F
5. WGUL-AF (BB)	191/ 6.1	5.8	5.1	4.5	4.1	5.4	216/1994	1845/ 9.9	9.1	8.2	C	WGUL-AF
WFLA (N/T)	191/ 6.1	7.2	7.0	7.1	7.8	6.8	233/3224	2512/13.5	15.1	15.7	E	WFLA
7. WDUV-F (SAC)	181/ 5.8	3.1	4.3	5.4	4.5	4.7	330/3773	2148/11.5	8.7	9.1	D	WDUV-F
8. WUSA-AF (AC)	180/ 5.8	6.7	6.0	6.5	6.4	6.3	198/2977	2643/14.2	15.8	14.5	H	WUSA-AF
9. WXTB-F (AOR)	172/ 5.5	5.3	6.0	6.9	5.6	5.9	203/2509	2104/11.3	11.8	11.2	F	WXTB-F
10. WYNF-F (AOR)	168/ 5.3	4.3	4.5	3.9	5.2	4.5	244/3750	2469/13.2	12.5	13.2	G	WYNF-F
11. WRBQ-F (CHR)	120/ 3.8	4.0	4.3	4.3	4.1	4.1	132/3193	2751/14.7	14.8	15.8	E	WRBQ-F
12. WYUU-F (O)	110/ 3.5	3.6	3.7	3.6	3.4	3.6	119/2289	1969/10.6	10.1	10.5	E	WYUU-F
13. WHPT-F (AC/AOR)	104/ 3.3	3.6	4.1	5.0	4.8	4.0	194/2617	1733/ 9.3	9.5	11.6	E	WHPT-F
14. WRBQ (B)	52/ 1.7	1.5	2.5	1.7	1.5	1.9	61/821	744/ 4.0	3.6	2.3		WRBQ
15. WSUN (T)	50/ 1.6	1.5	0.7	1.4	2.0	1.3	68/1195	777/ 4.2	4.6	5.1	B	WSUN
16. WLVU-F (BB)	44/ 1.4	1.8	1.3	1.6	1.5	1.5	67/731	635/ 3.4	3.5	3.7	B	WLVU-F
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 82.38% (2300 of 2792) (WIN 92: 80.92%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLZ-F>>	1 WXTB-F	1 WQYK-F>	1 WQYK-F	1 WQYK-F>	1 WQYK-F>	1 WQYK-F>	1 WQYK-F>	1 WQYK-F>>	1 WQYK-F	1 WFLA >>
2 WXTB-F	2 WQYK-F	2 WMTX-AF	2 WMTX-AF	2 WMTX-AF	2 WGUL-AF	2 WYNF-F	2 WMTX-AF<	2 WFLZ-F	2 WFLZ-F>	2 WQYK-F>
3 WRBQ-F	3 WFLZ-F	3 WYNF-F	3 WYNF-F	3 WYNF-F	3 WWRM-F	3 WMTX-AF	3 WWRM-F	3 WMTX-AF<	3 WXTB-F	3 WHPT-F
4	4 WYNF-F	4 WXTB-F	4 WUSA-AF	4 WUSA-AF	4 WDUV-F<	4 WWRM-F<	4 WFLA <	4 WXTB-F	4 WUSA-AF	4 WXTB-F<
5	5 WMTX-AF>	5 WUSA-AF	5 WWRM-F	5 WWRM-F	5 WFLA	5 WFLA	5 WGUL-AF<	5 WUSA-AF<	5 WFLA <	5 WMTX-F
6	6 WRBQ-F	6 WFLZ-F	6 WHPT-F	6 WHPT-F	6 WMTX-AF<	6 WGUL-AF<	6 WUSA-AF	6 WWRM-F<	6 WYNF-F<	6 WWRM-F
7	7	7 WHPT-F<	7 WFLZ-F	7 WFLZ-F	7 WUSA-AF	7 WUSA-AF<	7 WDUV-F	7 WFLA <	7 WMTX-AF	7
8	8	8	8	8	8	8 WFLZ-F	8 WXTB-F	8 WDUV-F	8 WHPT-F	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFLZ-F	1 WFLZ-F	1 WMTX-AF	1 WQYK-F	1 WQYK-F	1 WXTB-F>>	1 WXTB-F	1 WYNF-F	1 WQYK-F	1 WQYK-F
2 WXTB-F	2 WMTX-AF<	2 WFLZ-F<	2 WMTX-AF>	2 WMTX-AF>	2 WQYK-F>	2 WYNF-F	2 WXTB-F	2 WYNF-F	2 WYNF-F>
3 WRBQ-F	3 WQYK-F>	3 WQYK-F>	3 WUSA-AF	3 WUSA-AF	3 WFLZ-F	3 WQYK-F>	3 WQYK-F>	3 WXTB-F>	3 WMTX-AF
4	4 WXTB-F	4 WHPT-F	4 WFLZ-F>	4 WWRM-F	4	4 WFLZ-F>	4 WUSA-AF	4 WMTX-AF>	4 WXTB-F
5 WUSA-AF	5 WRBQ-F	5 WUSA-AF	5 WRBQ-F<	5 WFLZ-F	5	5 WMTX-AF<	5 WFLZ-F	5 WFLA	5 WFLA
6	6 WUSA-AF	6 WXTB-F	6 WYUU-F	6 WYUU-F	6	6	6 WHPT-F<	6 WHPT-F<	6 WUSA-AF
7	7	7	7 WWRM-F	7	7	7	7	7	7 WWRM-F

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WEND 760	Brandon/Tampa	0.3/0.8/ 11/ 149
WFNS 910	Plant City	0.7/3.0/ 22/ 577
WHNZ 570	Pinellas Park/T	0.9/4.1/ 39/1079
WQYK 1010	Seffner/Tampa	0.8/2.2/ 32/ 516
WRXB 1590	St Pete Bch/Tam	0.6/1.4/ 18/ 254
WTMP 1150	Tampa	0.9/2.3/ 29/ 477
WMGF-F 107.7	Mt Dora/Orlando	0.3/1.0/ 33/ 416
WPCV-F 97.5	Winter Haven	0.3/1.5/162/1706

TAMPA-ST. PETERSBURG

RADIO STATIONS

AM STATIONS

WDAE, 1250, 5 KW (DA-2)	, SEE WUSA-FM		
WFLA, 970, 5 KW (DA-2)	, TALK	ABC, \$ 58.00 (Eastman)	Jacor
WGUL, 860, 2 KW/1.6KW (DA-2)	, SEE WGUL-F		
WHNZ, 570, 5 KW/10 KW (DA-2)	, TALK	MBS CNN, \$ 40.00 (Banner)	Paxson
WMTX, 1040, 5 KW (DAYS)	, SEE WMTX-F		
WQYK, 1010, 50 KW/5 KW (DA-2)	, SEE WQYK-F		
WRBQ, 1590, 5 KW/1 KW (DA-2)	, SEE WRBQ-F		
WSUN, 1590, 5 KW/1 KW (DA-2)	, BLACK	AURN ABC, \$ 24.00 (K & P)	
WSUN, 620, 10 KW (DA-N)	, TALK	NBC, \$ 44.00 (Durpetti)	Cox
WTMP, 1150, 5 KW/2.5 KW(DA-2)	, BLACK	AURN UNIPWR, \$ 35.00 (HNWH)	

FM STATIONS

WFLZ, 93.3, 100 KW @ 1358, CHR		ABC, \$ 88.00 (Eastman)	Jacor
WGUL, 105.5, 3.7 KW @ 256, NOSTALGIA		UNIULT UNISUP, \$ 44.00 (K & P)	Marcocci
WLVU, 106.3, 3.3 KW @ 298, NOSTALGIA		APR, \$ 31.00 (---)	
WMTX, 95.7, 100 KW @ 607, AC		, \$ 95.00 (MMR)	Metroplex
WQYK, 99.5, 100 KW @ 551, COUNTRY		, \$ 170.00 (Katz)	Infinity
WRBQ, 104.7, 100 KW @ 561, COUNTRY		ABC, \$ 90.00 (Christal)	Clear Channel
WWRM, 107.3, 100 KW @ 620, SOFT AC		, \$ 136.00 (Durpetti)	Cox
WXTB, 97.9, 100 KW @ 600, AOR		ABC, \$ 69.00 (Banner)	Great American
WUSA, 100.7, 100 KW @ 600, AC		, \$ 150.00 (McGuild)	Gannett
WYNF, 94.9, 100 KW @ 1290, AOR		CBS, \$ 130.00 (CBS)	CBS
WYUU, 92.5, 50 KW @ 400, OLDIES		, \$ 80.00 (HNWH)	Entercom
WDUV, 103.3, 100 KW @ 581, EZ		MBS, \$ 72.00 (Christal)	(BRADENTON)
WHPT, 102.5, 100 KW @ 1666, AC/AOR		, \$ 60.00 (Banner)	Paxson (SARASOTA)

Miscellaneous: WRBQ-F: From CHR to Country (April) . . . WTMP sold by Broadcap for \$625,000 . . .

TOLEDO

Arbitron Rank/Pop (12+): 72/510,200  
 MSA Rank/Pop: 83/620,000  
 ADI # 64  
 Average Person Ratings: 16.4  
 Market TSL: 21.50 hours

Stations: 25/17  
 Diaries: 1166/438:1/53.1%  
 Sample Target: 1120  
 % Below Line: 9.8  
 % Not Listed: 13.8

1992 Revenue: \$13,800,000  
 HH Inc.: \$31,175  
 Retail \$: 4.8 Btl  
 Pop per Station: 30,011  
 #1 Biller: WIOT-F \$2,600,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WKKO-F (C)	92/11.0	10.7	9.6	10.5	9.6	10.4	131/1606	1095/21.5	20.4	17.8	D	WKKO-F
2. WIOT-F (AOR)	87/10.4	11.0	12.8	11.5	12.8	11.4	140/2024	1231/24.1	24.3	24.7	D	WIOT-F
3. WSPD (FS)	72/ 8.6	11.1	8.2	7.8	6.3	8.9	87/1182	947/18.6	19.2	14.7	C	WSPD
4. WVKS-F (CHR)	66/ 7.9	9.4	8.4	9.9	8.9	8.9	108/2038	1341/26.3	25.5	26.5	C	WVKS-F
5. WWMW-F (AC)	61/ 7.3	6.5	7.9	8.0	7.7	7.4	71/1215	981/19.2	18.5	19.7	D	WWMW-F
6. WLQR-F (SAC)	60/ 7.2	5.4	7.3	5.9	6.6	6.4	100/1177	766/15.0	14.6	16.2	C	WLQR-F
7. WXKR-F (CL AOR)	52/ 6.2	4.2	4.1	3.2	2.7	4.4	78/1091	768/15.1	11.9	9.8	B	WXKR-F
8. WRQN-F (O)	45/ 5.4	4.2	4.1	4.6	7.1	4.6	59/1113	764/15.0	14.3	17.7	B	WRQN-F
9. WJR (FS)	38/ 4.5	5.5	3.3	3.5	3.0	4.2	111/1432	610/12.0	12.4	9.7		WJR
10. WWMW (N)	21/ 2.5	2.3	1.1	1.0	0.5	1.7	21/339	314/ 6.2	7.0	4.7	A	WWMW
WVOI (B)	21/ 2.5	2.2	3.2	2.3	2.3	2.5	21/342	342/ 6.7	6.3	6.1	A	WVOI
WTOD (C)	21/ 2.5	2.7	2.3	4.0	3.7	2.9	30/354	232/ 4.5	3.7	6.1		WTOD
13.												
14.												
15.												

12+ FM SHARE (METRO): 71.75% (518 of 722) (WIN 92: 74.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVKS-F>>	1 WIOT-F>	1 WIOT-F>	1 WIOT-F	1 WKKO-F	1 WKKO-F	1 WKKO-F>	1 WKKO-F	1 WIOT-F	1 WIOT-F	1 WSPD >>
2 WIOT-F>	2 WVKS-F	2 WXKR-F	2 WXKR-F	2 WIOT-F	2 WSPD >	2 WSPD >	2 WSPD <	2 WKKO-F	2 WVKS-F	2 WIOT-F<
3 WTWR-F	3 WXKR-F>	WVKS-F<	WKKO-F	3 WWMW-F	3 WLQR-F	3 WIOT-F	3 WIOT-F	3 WVKS-F	3 WSPD	3 WKKO-F
4	4 WWMW-F	4 WKKO-F	4 WWMW-F	4 WXKR-F	4 WWMW-F<	4 WWMW-F<	4 WLQR-F	4 WLQR-F	4 WWMW-F	4 WJR >
5	5 WKKO-F	5 WWMW-F	5 WVKS-F	5 WRQN-F	5 WRQN-F<	5 WVKS-F	5 WWMW-F	5 WWMW-F	5 WXKR-F<	5 WXKR-F
6	6	6 WLQR-F	6 WRQN-F	6 WJR	6 WJR	6 WXKR-F	6 WXKR-F	6 WXKR-F	6 WKKO-F<	6 WRQN-F
7	7	7	7	7	7	7	7	7	7 WLQR-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WVKS-F	1 WVKS-F	1 WVKS-F>	1 WVKS-F	1 WKKO-F	1 WIOT-F>>	1 WIOT-F>	1 WIOT-F	1 WIOT-F	1 WXKR-F
2 WIOT-F>>	2 WIOT-F>	2 WWMW-F	2 WKKO-F<	2 WWMW-F	2 WXKR-F>>	2 WXKR-F>>	2 WXKR-F>>	2 WXKR-F>>	2 WIOT-F>
3 WLQR-F	3 WWMW-F	3 WIOT-F	3 WWMW-F	3 WVKS-F	3 WVKS-F	3 WVKS-F	3 WWMW-F	3 WKKO-F	3 WKKO-F
4 WTWR-F	4 WLQR-F	4 WLQR-F	4 WIOT-F	4 WLQR-F	4 WKKO-F	4 WWMW-F	4 WVKS-F	4 WRQN-F<	4 WWMW-F
5 WWMW-F	5 WKKO-F	5 WKKO-F	5 WLQR-F	5 WRQN-F	5	5	5	5 WWMW-F	5 WRQN-F
6 WKKO-F									

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WCWA 1230 Toledo	0.6/4.3/ 5/	281	
WFOB 1430 Fostoria/BwlgGr	0.5/1.2/ 7/	131	
WHMQ-F 107.7 N Baltimore	1.1/1.7/ 46/	390	
WMTR-F 96.1 Archbold/Wauson	0.7/2.7/ 12/	244	
WRED-F 95.7 Gibbonsburg	0.4/2.8/ 7/	191	
WTWR-F 98.3 Monroe/Toledo	1.8/9.1/ 23/	729	
CIMX-F 88.7 Windsor/Detroit	0.5/2.9/ 5/	165	
CKLW 800 Windsor	1.8/5.5/ 22/	505	
WJLB-F 97.9 Detroit	1.2/2.9/ 10/	166	
WLZZ-F 104.5 Montpelier/Bryn	0.5/1.4/ 22/	297	
WONW 1280 Defiance	0.4/0.8/ 28/	218	
WRIF-F 101.1 Detroit	0.5/2.3/ 16/	279	
WWJ 950 Detroit	0.5/1.3/ 4/	116	

TOLEDO

RADIO STATIONS

WCWA	,	1230,	1 KW	,	Oldies	MBS CBS, \$12.00	(Eastman)	Reams
WSPD	,	1370,	5 KW (DA-N)	,	Full Service/Talk/News	NBC, \$30.00	(Christal)	
WTOD	,	1560,	5 KW (DAYS, DA)	,	SEE WKKO-FM			
WVOI	,	1520,	1 KW (DA-2)	,	Black	AURN UNIPWR, \$16.00	(Regional)	
WWWM	,	1470,	1 KW (DA-2)	,	News	SMN, \$12.00	(Durpetti)	Dickey
WIOT-F,		104.7,	50 KW @ 540	,	ADR	SOURCE, \$55.00	(Eastman)	Reams
WKKO-F,		99.9,	50 KW @ 500	,	Country	ABC, \$62.00	(Katz)	Booth
WLQR-F,		101.5,	19 KW @ 810	,	Soft AC	, \$31.00	(Christal)	
WRQN-F,		93.5,	4.1 KW @ 397	,	Oldies	ABC, \$34.00	(Katz)	ABS (BOWLING GREEN)
WTWR-F,		98.3,	1.4 KW @ 500	,	AC	AP, \$12.00	(Patt)	(MONROE)
WVKS-F,		92.5,	50 KW @ 479	,	CHR	ABC, \$41.00	(McGuild)	Noble
WWWM-F,		105.5,	2.7 KW @ 344	,	AC	, \$40.00	(Durpetti)	Dickey
WXKR-F,		94.5,	30 KW @ 630	,	CL ADR	ABC, \$17.00	(HNWH)	(PORT CLINTON)

Other Ranked Stations - See Detroit

Miscellaneous: WSPD, WLQR-F sold by Commonwealth (PA) to Keymarket for \$4,000,000 (Hepburn) . . . WVKS-F sold by Noble to Keymarket for \$4,000,000 (Hepburn) . . .

TUCSON

Arbitron Rank/Pop (12+): 65/579,800  
 MSA Rank/Pop: 77/666,000  
 ADI # 79  
 Average Person Ratings: 17.1  
 Market TSL: 22.75 hours

Stations: 24/21  
 Diaries: 1079/537:1/56.1%  
 Sample Target: 1030  
 % Below Line: 2.1  
 % Not Listed: 13.4

1992 Revenue: \$17,500,000  
 HH Inc.: \$26,940  
 Retail \$: 4.8 Bil  
 Pop per Station: 27,609  
 #1 Biller: KIIM-F/KCUB \$4,000,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. KIIM-F (C)	178/17.9	18.5	20.1	19.6	18.9	19.0	196/2140	1962/33.8	32.6	33.4	F	KIIM-F
2. KWFN-AF (D)	84/ 8.5	8.0	8.8	6.8	8.2	8.0	100/1537	1291/22.3	20.4	19.8	D	KWFN-AF
3. KKLD-F (AC)	79/ 8.0	7.9	8.2	7.5	7.8	7.9	86/1065	997/17.2	18.6	16.5	C	KKLD-F
4. KRQQ-F (CHR)	78/ 7.9	9.3	10.3	10.2	10.0	9.4	93/1799	1546/26.7	24.8	27.8	D	KRQQ-F
5. KLPX-F (AOR)	77/ 7.8	6.9	6.9	10.8	9.3	8.1	83/1189	1083/18.7	18.7	20.5	D	KLPX-F
6. KGVY (BB)	63/ 6.4	2.7	1.9	3.0	2.1	3.5	63/361	361/ 6.2	4.1	4.2	A	KGVY
7. KNST (N/T)	60/ 6.0	7.4	3.9	4.5	5.3	5.4	60/1005	981/16.9	17.7	15.4	C	KNST
8. KTZR (SP)	28/ 2.8	3.0	0.6	2.7	2.5	2.3	28/259	259/ 4.5	4.6	4.0	A	KTZR
9. KTZN-F (SAC)	27/ 2.7	2.0	3.0	2.8	2.4	2.6	27/528	523/ 9.0	9.0	10.2	A	KTZN-F
10. KOHT-F (SP)	24/ 2.4	0.6	0.3	0.4	----	0.9	24/337	337/ 5.8	2.8	0.0		KOHT-F
11. KXEW (SP)	23/ 2.3	2.1	2.3	1.2	1.7	2.0	23/237	237/ 4.1	4.0	4.1	B	KXEW
12. KMRR (BB)	23/ 2.3	2.9	3.4	3.1	3.1	2.9	23/325	325/ 5.6	5.7	7.3	A	KMRR
13. KRKN-F (AOR)	16/ 1.6	0.9	1.4	0.6	----	1.1	16/285	273/ 4.7	3.6	0.0		KRKN-F
14. KQTL (SP)	16/ 1.6	0.7	1.3	1.1	1.4	1.2	20/233	175/ 3.0	2.9	2.9		KQTL

12+ FM SHARE (METRO): 67.52% (580 of 859) (WIN 92: 70.52%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KRQQ-F>>	1 KIIM-F	1 KIIM-F>	1 KIIM-F>>	1 KIIM-F>>	1 KIIM-F>	1 KIIM-F>	1 KIIM-F>	1 KIIM-F>>	1 KIIM-F	1 KIIM-F>>
2 KOHT-F	2 KLPX-F>	2 KLPX-F	2 KKLD-F<	2 KWFN-AF	2 KGVY	2 KRQQ-F	2 KNST	2 KLPX-F<	2 KRQQ-F>	2 KLPX-F>
KJYK	3 KRQQ-F>	3 KWFN-AF<	3 KWFN-AF	3 KKLD-F	3 KWFN-AF	3 KKLD-F	3 KWFN-AF	3 KKLD-F<	3 KWFN-AF	3 KWFN-F
KIIM-F	4 KWFN-AF	4 KKLD-F	KLPX-F	4 KLPX-F	4 KKLD-F	4 KWFN-AF	4 KKLD-F	4 KWFN-AF	KLPX-F	4 KNST
5	5	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRQQ-F	1 KIIM-F>	1 KIIM-F>	1 KIIM-F>>	1 KIIM-F>>	1 KIIM-F	1 KLPX-F	1 KLPX-F>	1 KIIM-F>	1 KIIM-F>
KIIM-F>>	2 KRQQ-F	2 KLPX-F>	2 KKLD-F	2 KKLD-F>	2 KLPX-F	2 KIIM-F>	2 KIIM-F>	2 KLPX-F	2 KWFN-AF
3 KLPX-F	3 KLPX-F	3 KRQQ-F	3 KRQQ-F	3 KWFN-AF	3 KRQQ-F>	3 KRQQ-F	3 KNST	3 KWFN-AF>	3 KLPX-F>
4	4 KKLD-F	4 KKLD-F>	4 KLPX-F	4 KLPX-F	4	4 KWFN-AF	4 KWFN-AF	4 KRQQ-F	4 KNST
									KKLD-F

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
KCUB 1290 Tucson	0.9/4.3/	9/	260	
KGMS-F 97.1 Green Valley	1.1/2.8/	11/	165	
KJYK 1490 Tucson	1.4/5.8/	14/	338	
KTKT 990 Tucson	1.2/5.7/	12/	383	
KTUC 1400 Tucson	1.1/4.2/	11/	243	
KVOI 690 Tucson	0.5/2.2/	5/	125	
KOY 550 Maricopa	0.6/1.6/	10/	153	
KUPD-F 97.9 Tempe/Phoenix	0.9/3.7/	15/	313	
KZR-F 100.3 Globe	0.6/2.3/	6/	175	



TUCSON

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RADIO STATIONS

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AM STATIONS

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KNST, 790, 5 KW/500 W (DA-2), NEWS	ABC, HBS, \$ 28.00 (Mc-Guild)	Prism
KCUB, 1290, 1 KW, SEE KIIM-F		
KGVY, 1080, 1 KW (DAYS), NOSTALGIA	APR, \$ 20.00 (K & P)	
KJYK, 1490, 1 KW (DA-1), CHR	, \$ 14.00 (MMR)	Behan
KMRR, 1330, 2 KW/5 KW (DA-2), NOSTALGIA	SMN, \$ 17.00 (Eastman)	
KWFM, 940, 1 KW/250 W (DA-2), SEE KWFM-F		Prism
KQTL, 1210, 10 KW/1 KW (DA-2), HISPANIC	, \$ 17.00 (Caballero)	
KTKT, 990, 10 KW/1 KW (DA-N), NEWS/TALK	CNN, UNISUP, \$ 16.00 (HNWH)	Lotus
KTUC, 1400, 1 KW, TALK	CBS, APR, \$ 13.00 (Roslin)	
KTZR, 1450, 1 KW, HISPANIC	, \$ 12.00 (SBS)	
KXEW, 1600, 1 KW (DA-2), HISPANIC	CRC, \$ 14.00 (Lotus)	

FM STATIONS

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KIIM-F, 99.5, 93 KW @ 2037, COUNTRY	, \$ 83.00 (Katz)	
KKLD-F, 94.9, 100 KW @ 1952, AC	, \$ 41.00 (MMR)	Behan
KLPX-F, 96.1, 93 KW @ 88, ADR	, \$ 45.00 (HNWH)	Lotus
KRQQ-F, 93.7, 91 KW @ 2030, CHR	, \$ 63.00 (McGuild)	Prism
KTZN-F, 92.1, 50 KW @ 500, AC	, \$ 14.00 (Eastman)	(GREEN VALLEY)
KWFM-F, 92.9, 90 KW @ 2038, OLDIES	CBS, \$ 47.00 (Durpetti)	Prism

Miscellaneous: KNST and KWFM swap frequencies; KNST goes to 790 and KWFM to 940 . . . KTZN-F (Green Valley) sold to Lotus for \$1,500,000 (Questcom) . . .

TULSA

Arbitron Rank/Pop (12+): 63/614,000  
 MSA Rank/Pop: 72/746,000  
 ADI # 59  
 Average Person Ratings: 17.3  
 Market TSL: 22.75 hours

Stations: 19/19  
 Diaries: 1209/508:1/54.8%  
 Sample Target: 1120  
 % Below Line: 0.0  
 % Not Listed: 11.7

1992 Revenue: \$21,000,000  
 HH Inc.: \$26,033  
 Retail \$: 5.3 Bill  
 Pop per Station: 32,315  
 #1 Biller: KWEN-F \$4,200,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. KWEN-F (C)	172/16.2	18.1	18.6	18.7	17.2	17.9	242/2783	1814/29.5	34.3	32.9	F	KWEN-F
2. KRMG (FS)	128/12.0	11.3	7.6	9.3	9.7	10.1	147/1854	1509/24.6	23.5	21.1	D	KRMG
3. KBEZ-F (SAC)	93/ 8.7	7.4	6.8	6.3	6.0	7.3	108/1399	1118/18.2	15.4	14.1	C	KBEZ-F
4. KMOD-F (CL AOR)	76/ 7.1	6.9	6.0	6.3	6.1	6.6	106/1567	1098/17.9	16.4	14.8	D	KMOD-F
5. KMYZ-F (AOR)	62/ 5.8	7.1	10.0	8.7	8.4	7.9	114/1802	1162/18.9	17.2	21.2	D	KMYZ-F
6. KRAV-F (AC)	61/ 5.7	4.9	4.5	5.5	4.8	5.2	78/1125	861/14.0	11.7	9.9	C	KRAV-F
7. KVOO (C)	55/ 5.2	5.3	4.6	5.4	4.5	5.1	85/960	610/ 9.9	10.7	9.1	E	KVOO
8. KTOW-F (B)	38/ 3.6	2.1	2.5	2.5	1.6	2.7	40/470	416/ 6.8	3.7	4.1	A	KTOW-F
9. KVOO-F (C)	37/ 3.5	4.2	4.1	4.0	3.2	3.9	66/1004	606/ 9.9	11.2	10.3		KVOO-F
KAYI-F (CHR)	37/ 3.5	2.9	4.5	5.0	5.7	4.0	55/115	745/12.1	11.0	18.6	B	KAYI-F
11. KTFX-F (C)	35/ 3.3	3.6	4.7	4.4	4.2	4.0	66/988	623/10.1	11.7	10.5	B	KTFX-F
12. KTHK-F (AOR)	31/ 2.9	1.8	2.0	2.1	1.9	2.2	38/834	638/10.4	6.4	8.8	A	KTHK-F
13. KQLL-F (O)	30/ 2.8	4.7	4.5	4.3	4.2	4.1	54/936	643/10.5	11.1	12.2	B	KQLL-F
14. KCMA-F (CL)	22/ 2.1	1.3	2.0	1.2	2.5	1.6	28/443	384/ 6.3	3.9	5.2	B	KCMA-F
15. KXOJ-F (REL)	17/ 1.6	1.3	1.7	0.6	1.4	1.3	19/332	277/ 4.2	4.8	4.3	A	KXOJ-F
16. KGTO (O)	16/ 1.5	2.0	1.4	2.3	2.5	1.8	16/205	193/ 3.1	4.0	3.1	A	KGTO
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 76.89% (722 of 939) (WIN 92: 80.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KWEN-F>	1 KWEN-F>	1 KWEN-F>	1 KWEN-F>	1 KWEN-F>	1 KRMG	1 KWEN-F	1 KWEN-F	1 KWEN-F>	1 KWEN-F>	1 KRMG
2 KMYZ-F	2 KMOD-F	2 KMOD-F	2 KMOD-F<	2 KRMG	2 KWEN-F	2 KRMG >	2 KRMG	2 KRMG >	2 KMOD-F	KBEZ-F>
3 KTOW-F	3 KMYZ-F>	3 KRMG	3 KRMG >	3 KMOD-F	3 KBEZ-F>	3 KBEZ-F	3 KBEZ-F>	3 KMOD-F	3 KRAV-F	3 KWEN-F>
4 KAYI-F	4 KRAV-F	4 KMYZ-F	4 KRAV-F	4 KBEZ-F	4 KVOO >	4 KMOD-F	4 KMOD-F<	4 KBEZ-F	4 KRMG	4 KVOO
5	5 KRMG	5 KRAV-F	5 KBEZ-F<	5 KRAV-F	5 KRAV-F	5 KVOO	5 KRAV-F	5 KMYZ-F	5 KMYZ-F	5
6	6 KTHK-F	6 KBEZ-F	6 KMYZ-F	6 KMYZ-F	6	6	6 KVOO <	6 KRAV-F	6 KTOW-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KWEN-F>	1 KWEN-F>>	1 KWEN-F>>	1 KWEN-F>>	1 KWEN-F>>	1 KMOD-F	1 KMOD-F>	1 KMOD-F>	1 KWEN-F	1 KWEN-F
2 KBEZ-F	2 KMYZ-F	2 KMYZ-F	2 KBEZ-F	2 KBEZ-F	2 KRMG	2 KMYZ-F	2 KWEN-F	2 KMOD-F	2 KRMG
3 KMYZ-F	3 KRAV-F	3 KRAV-F	3 KRAV-F	3 KRMG	KMYZ-F	KWEN-F	3 KMYZ-F>	3 KRMG >	3 KMOD-F<>
KAYI-F	KBEZ-F	4 KMOD-F	4 KRMG <	4 KRAV-F	4 KWEN-F>>	4 KRMG >	4 KRMG	4 KMYZ-F>	4 KMYZ-F<
5	5 KMOD-F	5 KBEZ-F	5 KMYZ-F	5 KMOD-F	5	5 KTHK-F	5 KTHK-F	5 KTHK-F	5 KRAV-F
6	KAYI-F	6	KMOD-F	6 KQLL-F	6	6	KRAV-F	6	6 KTHK-F

OTHER RATED STATIONS METRO CUME TSA SHARE/RTG/AQH/CUME

KCFO 970 Tulsa	1.2/2.3/ 15/ 175
KCKI-F 99.5 Henryetta/Tulsa	1.0/5.2/ 18/ 560
KQLL 1430 Tulsa	0.5/1.7/ 5/ 107

RADIO STATIONS

KCFO, 970, 2.5 KW/1 KW (DA-2), RELIGION	, \$ 12.00 (---)	Salem
KGTO, 1050, 1 KW (DAYS), NOSTALGIA	CNN, \$ 13.00 (Torbet)	
KRMG, 740, 50 KW/25 KW (DA-2), FULL SERVICE	NBC-T ABC, \$ 52.00 (Katz)	NewCity
KVOO, 1170, 50 KW (DA-N), COUNTRY	UNISUP UNIULT, \$ NA (HNWH)	Great Empire
KAYI-F, 106.9, 100 KW @ 1010, CHR	SOURCE, \$ 35.00 (Torbet)	Naragansett (MUSKOGEE)
KBEZ-F, 92.9, 100 KW @ 1319, SOFT AC/EZ	, \$ 33.00 (Eastman)	Renda
KCMA-F, 92.1, 27 KW @ 656, CLASSICAL	, \$ 19.00 (CMBS)	
KMOD-F, 97.5, 96 KW @ 1328, CL AOR	, \$ 64.00 (Christal)	Clear Channel
KMYZ-F, 104.5, 70 KW @ 1128, CHR	ABC, \$ 48.00 (Banner)	Shamrock-Lynette (PRYOR)
KQLL-F, 106.1, 100 KW @ 1322, OLDIES	, \$ 25.00 (Banner)	Federated (OWASSO)
KRAV-F, 96.5, 100 KW @ 1328, AC	UNISUP, \$ 28.00 (Torbet)	
KCKI-F, 99.5, 100 KW @ 981, AOR	UNISUP, \$ 17.00 (Schubert)	(HENRYETTA)
KTFX-F, 103.3, 100 KW @ 1279, COUNTRY	, \$ 21.00 (---)	
KTHK-F, 94.1, 18 KW @ 817, CLASSIC AOR	, \$ 22.00 (---)	(OKMULGEE)
KTOW-F, 102.3, 1.7 KW @ 436, BLACK	, \$ 17.00 (---)	(SAND SPRINGS)
KVOO-F, 98.5, 100 KW @ 1227, COUNTRY	NBC UNIULT, \$ 55.00 (Durpetti)	Great Empire
KWEN-F, 95.5, 96 KW @ 1328, COUNTRY	, \$ 84.00 (Katz)	NewCity

Miscellaneous: KSTM-F (Henryetta) sold to Gerock Swanson for \$2,000,000 . . . KSTM-F changes to KCKI-F (March) and from AOR to Country . . . KAYI-F (Muskogee) sold by Naragansett to Renda for \$1,480,000 (Questcom) . . .

WASHINGTON

Arbitron Rank/Pop (12+): 7/3,434,300  
 MSA Rank/Pop: 6/3,820,000  
 ADI # 7  
 Average Person Ratings: 16.7  
 Market TSL: 22.00 hours

Stations: 35/31  
 Diaries: 2478/1386:1/51.7%  
 Sample Target: 2370  
 % Below Line: 2.1  
 % Not Listed: 14.9

1992 Revenue: \$145,500,000  
 HH Inc.: \$48,038  
 Retail \$: 33.3 B11  
 Pop per Station: 110,783  
 #1 Biller: WMZQ-AF \$13,900,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WPGC-F (CHR/B)	492/ 8.6	9.3	8.9	8.6	8.8	8.9	569/8094	7064/20.6	19.6	19.2	I	WPGC-F
2. WMZQ-AF (C)	379/ 6.7	6.4	5.2	7.6	6.1	6.5	469/6342	5022/14.6	14.6	13.7	I	WMZQ-AF
3. WRQX-F (CHR)	306/ 5.3	4.6	4.6	4.4	3.9	4.7	341/5796	5035/14.7	12.9	13.0	H	WRQX-F
4. WMAL (FS)	302/ 5.3	4.3	4.3	4.3	4.9	4.6	322/4621	4040/11.8	12.2	14.1	H	WMAL
5. WGAY-F (SAC)	246/ 4.3	3.9	4.3	5.4	5.0	4.5	296/4367	3656/10.6	11.4	13.3	H	WGAY-F
6. WKYS-F (B)	238/ 4.1	5.2	5.9	5.7	4.3	5.2	254/4904	4441/12.9	13.2	12.8	H	WKYS-F
7. WJFK-F (CL AOR)	229/ 4.0	4.1	3.1	3.3	3.0	3.6	282/3985	3485/10.1	9.7	9.5	G	WJFK-F
8. WMMJ-F (B/AC)	200/ 3.5	3.8	4.8	3.0	4.0	3.8	203/2627	2601/ 7.6	8.0	8.1	G	WMMJ-F
9. WWDC-F (AOR)	197/ 3.4	3.9	4.1	3.6	4.0	3.8	313/6133	4494/13.1	13.0	13.3	H	WWDC-F
WHUR-F (B)	197/ 3.4	3.0	3.8	3.8	2.9	3.5	210/4767	4405/12.8	11.6	11.1	F	WHUR-F
11. WGMS-F (CL)	188/ 3.3	3.7	3.8	2.6	2.9	3.3	200/3066	2768/ 8.1	8.2	8.4	G	WGMS-F
12. WTOP (N)	185/ 3.2	3.9	3.0	3.6	3.7	3.4	213/5256	4514/13.1	13.1	14.9	I	WTOP
13. WXTR-F (O)	181/ 3.2	3.5	2.8	2.6	3.2	3.0	228/3193	3245/ 9.4	11.4	11.0	H	WXTR-F
14. WJZE-F (J/NAC)	173/ 3.0	2.7	1.8	2.8	1.1	2.6	201/2782	2495/ 7.3	7.6	4.8	E	WJZE-F
15. WHFS-F (AOR)	166/ 2.9	2.8	3.1	3.0	2.9	3.0	232/3969	3119/ 9.1	8.0	8.0	E	WHFS-F
16. WASH-F (AC)	161/ 2.8	3.4	3.8	4.1	3.2	3.5	191/3654	3300/ 9.6	10.6	10.0	H	WASH-F
17. WLTT-F (AC)	159/ 2.8	2.1	2.6	2.6	3.0	2.5	182/3820	3293/ 9.6	8.8	10.5	H	WLTT-F
18. WCXR-F (CL AOR)	122/ 2.1	2.4	2.9	2.5	3.3	2.5	130/3183	2936/ 8.5	9.7	10.4	H	WCXR-F
19. WYCB (G)	107/ 1.9	1.4	0.7	0.7	1.4	1.2	107/1219	1219/ 3.5	2.7	3.1	D	WYCB
WWRC (T)	107/ 1.9	2.1	1.4	1.3	2.1	1.7	115/1973	1781/ 5.2	5.1	5.2	D	WWRC
21. WOL (B/T)	86/ 1.5	1.5	2.0	2.0	1.7	1.8	87/1143	1127/ 3.3	3.2	3.6	D	WOL
22. WTEM (SPRTS)	60/ 1.0	0.9	0.6	---	0.4	0.6	66/1545	1403/ 4.1	5.7	1.2	C	WTEM
23. WWDC (BB)	57/ 1.0	1.1	1.1	1.6	1.2	1.2	60/844	812/ 2.4	2.7	2.7	C	WWDC
24. WAVA-F (REL)	55/ 1.0	1.2	0.8	1.0	1.9	1.0	62/1370	1157/ 3.4	2.8	7.8		WAVA-F
25.												

12+ FM SHARE (METRO): 79.42% (3878 of 4883) (WIN 92: 79.38%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPGC-F>>	1 WPGC-F>	1 WPGC-F	1 WRQX-F<	1 WMZQ-AF	1 WMAL	1 WPGC-F	1 WMAL	1 WPGC-F	1 WPGC-F>>	1 WPGC-F>>
2 WRQX-F	2 WRQX-F	2 WRQX-F	2 WPGC-F<	2 WRQX-F<	2 WGAY-F	2 WMZQ-AF<	2 WMZQ-AF	2 WMZQ-AF	2 WMMJ-F	2 WMZQ-F
WKYS-F	3 WMZQ-AF	3 WMZQ-AF	3 WMZQ-AF	3 WPGC-F	3 WMZQ-AF	3 WMAL	3 WPGC-F	3 WRQX-F	4 WMZQ-AF	4 WMAL
4 WMZQ-AF	4 WWDC-F<	4 WJFK-F<	4 WJFK-F	4 WJFK-F<	4 WTOP <	4 WRQX-F<	4 WRQX-F	4 WJFK-F	5 WMAL	5 WKYS-F
5	5 WJFK-F<	5 WKYS-F	5 WMMJ-F	5 WMMJ-F	5 WGMS-F	5 WTOP	5 WGAY-F	5 WMAL	6 WRQX-F	6 WTOP
6	6 WKYS-F	6 WWDC-F	6 WKYS-F	6 WJZE-F<	6 WXTR-F	6 WJFK-F<	6 WJFK-F	6 WWDC-F	7 WKYS-F	7 WHUR-F
7	7 WHFS-F	7 WMMJ-F	7 WJZE-F	7 WKYS-F<	7 WMMJ-F	7 WKYS-F>	7 WWDC-F<	7 WKYS-F	8 WWRC	8 WKYS-F
8	8 WHUR-F	8 WHUR-F	8 WXTR-F	8 WXTR-F	8 WASH-F	8 WGAY-F	8 WJZE-F	8 WGAY-F	9 WXTR-F	9 WWRC
9	9 WJZE-F	9 WHFS-F<	9 WWDC-F	9 WMAL <	9 WRQX-F	9 WWDC-F	9 WLTT-F	9 WXTR-F	10 WKYS-F	10 WXTR-F
10	10 WCXR-F	10 WJZE-F	10 WHUR-F	10 WGAY-F	10 WPGC-F	10 WGMS-F	10 WKYS-F	10 WJZE-F	10 WXTR-F	10 WXTR-F
							WGMS-F			
							WASH-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPGC-F>>	1 WPGC-F	1 WRQX-F	1 WPGC-F	1 WRQX-F	1 WPGC-F>	1 WPGC-F	1 WJFK-F	1 WPGC-F	1 WJFK-F<
2 WRQX-F	2 WRQX-F>	2 WPGC-F	2 WRQX-F>	2 WPGC-F<	2 WWDC-F	2 WWDC-F<	2 WMZQ-AF	2 WJFK-F	2 WMZQ-AF
3 WHFS-F	3 WMZQ-AF	3 WMZQ-AF	3 WMZQ-AF<	3 WMZQ-AF	3 WHFS-F	3 WJFK-F	3 WPGC-F	3 WWDC-F<	3 WPGC-F
4 WHUR-F	4 WKYS-F>	4 WJZE-F<	4 WKYS-F	4 WKYS-F<	4 WRQX-F	4 WMZQ-AF<	4 WWDC-F	4 WMZQ-AF	4 WWDC-F<
5 WMZQ-AF	5 WLTT-F	5 WKYS-F>	5 WMMJ-F	5 WMMJ-F<	5 WKYS-F	5 WHFS-F	5 WHFS-F	5 WRQX-F	5 WMAL
6 WKYS-F	6 WJZE-F<	6 WMMJ-F	6 WJZE-F<	6 WGAY-F<	6 WJFK-F	6 WRQX-F	6 WRQX-F	6 WHFS-F	6 WMMJ-F
7 WLTT-F	7 WHUR-F	7 WLTT-F	7 WHUR-F<	7 WJZE-F	7 WIYY-F	7 WKYS-F<	7 WJZE-F	7 WMAL	7 WXTR-F<
8	8 WHFS-F	8 WWDC-F	8 WLTT-F<	8 WXTR-F	8 WCXR-F	8 WCXR-F	8 WCXR-F<	8 WKYS-F	8 WRQX-F<
9	9 WWDC-F	9 WJFK-F	9 WGAY-F	9 WLTT-F	9	9	9 WHUR-F	9 WCXR-F	9 WJZE-F
10	10 WMMJ-F	10 WHUR-F	10 WASH-F	10 WASH-F	10	10	10	10 WXTR-F	10 WHFS-F
								10 WHUR-F	

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WFRE-F	99.9	Frederick	0.6/2.0/	76/1228
WILC	900	Laurel	0.4/0.9/	22/ 343
WPGC	1580	Morningside	0.3/1.3/	18/ 456
WQSI	820	Frederick	0.3/0.8/	19/ 295
WRCY-F	107.7	Warrenton/Wash	0.6/1.9/	62/1131
WUST	1120	Washington	0.7/1.5/	40/ 520
WFLS-F	93.3	Fredericksburg	0.6/1.9/	106/1518
WIYY-F	97.9	Baltimore	0.9/4.8/	127/2976
WPOC-F	93.1	Baltimore	0.3/1.3/	154/1994
WXVY-F	102.7	Baltimore	0.3/2.1/	38/1051

WASHINGTON

RADIO STATIONS

AM STATIONS

WCPT,	730,	5 KW/20W (DA-1)	,	News	UNISUP CNN,	\$ 32.00	(Group W)	Westinghouse
WDCT,	1310,	5 KW/500 W	,	Religion	,	\$ 27.00	( --- )	Marsh
WFAX,	1220,	5 KW (DAYS)	,	Religion	,	\$ 21.00	( --- )	
WMAL,	630,	5 KW (DA-2)	,	Full Service	ABC,	\$175.00	(Katz)	Cap Cities/ABC
WMDO,	1540,	5 KW (DAYS)	,	Hispanic	,	\$ 37.00	(Katz Hisp.)	
WOL,	1450,	1 KW	,	Black Talk	AURN UNIULT,	\$ 52.00	(Schubert)	Almic
WTOP,	1500,	50 KW (DA-2)	,	News	CBS APR,	\$170.00	(CBS)	Evergreen
WWDC,	1260,	5 KW (DA-2)	,	Nostalgia	UNISUP UNIULT,	\$ 45.00	(Christal)	
WWRC,	980,	5 KW (DA-N)	,	Talk	ABC,	\$ 58.00	(MMR)	Greater Media
WYCB,	1340,	1 KW	,	Gospel	AURN,	\$ 38.00	( --- )	
WTEM,	570,	5 KW/1 KW	,	Sports	CBS,	\$ 49.00	(Katz)	Colfax

FM STATIONS

WASH,	97.1,	26 KW @ 686	,	AC	UNISUP,	\$169.00	(HNWH)	Evergreen
WAVA,	105.1,	50 KW @ 498	,	Religion	UNIULT,	\$ NA	( --- )	Salem
WCXR,	105.9,	28 KW @ 649	,	Classic AOR	,	\$171.00	(Group W)	Westinghouse
WGAY,	99.5,	21 KW @ 771	,	Soft AC/EZ	,	\$157.00	(MMR)	Greater Media
WGMS,	103.5,	46 KW @ 508	,	Classical	MBS,	\$125.00	(Durpetti)	Colfax
WHFS,	99.1,	50 KW @ 459	,	Prog AOR	APR,	\$ 79.00	(Banner)	Duchossois (ANNAPOLIS)
WHUR,	96.3,	24 KW @ 669	,	Black	,	\$ 83.00	(Durpetti)	Howard Univ.
WJFK,	106.7,	23 KW @ 731	,	Classic AOR	ABC,	\$ 78.00	(Torbet)	Infinity
WJZE,	100.3,	40 KW @ 331	,	Jazz	APR,	\$ 68.00	(Mc-Guild)	Colfax
WKYS,	93.9,	50 KW @ 479	,	Black	,	\$180.00	(HNWH)	Albimar
WLTT,	94.7,	23 KW @ 741	,	AC	,	\$159.00	(CBS)	CBS
WMMJ,	102.3,	2.9 KW @ 479	,	Black AC/Oldies	ABC MBS,	\$ 78.00	(Mc-Guild)	Almic
WMZQ,	98.7,	50 KW @ 489	,	Country	,	\$250.00	(Christal)	Viacom
WPGC,	95.5,	50 KW @ 500	,	CHR/Urban	,	\$175.00	(Banner)	Cook Inlet
WRQX,	107.3,	36 KW @ 590	,	AC/CHR	ABC,	\$100.00	(Katz)	Cap Cities/ABC
WWDC,	101.1,	32 KW @ 761	,	AOR	UNIPWR,	\$170.00	(Christal)	
WXTR,	104.1,	22 KW @ 764	,	Oldies	,	\$154.00	(Mc-Guild)	Radio Ventures

WEST PALM BEACH

Arbitron Rank/Pop (12+): 48/821,200  
 MSA Rank/Pop: 60/885,000  
 ADI # 46  
 Average Person Ratings: 16.0  
 Market TSL: 21.75 hours

Stations: 36/16  
 Diaries: 1272/646:1/47.4%  
 Sample Target: 1180  
 % Below Line: 30.6  
 % Not Listed: 11.2

1992 Revenue: \$26,100,000  
 HH Inc.: \$37,870  
 Retail \$: 8.9 Bill  
 Pop per Station: 51,325  
 #1 Biller: WRMF-F \$6,400,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WRMF-F (AC)	118/ 9.0	9.6	10.7	9.9	9.4	9.8	167/2292	1470/17.9	18.9	17.7	G	WRMF-F
2. WEAT-F (SAC)	102/ 7.8	7.4	9.6	8.2	12.0	8.3	157/2407	1425/17.4	18.2	22.0	E	WEAT-F
3. WJNO (N/T)	101/ 7.7	7.5	7.1	7.7	8.4	7.5	135/1651	1136/13.8	15.1	14.1	E	WJNO
4. WRLX-F (SAC)	82/ 6.2	2.5	3.0	2.8	2.4	3.6	88/1103	963/11.7	7.1	5.9	B	WRLX-F
5. WIRK-F (C)	81/ 6.2	6.7	6.6	7.5	6.1	6.8	109/1473	980/11.9	13.5	12.8	E	WIRK-F
6. WKGR-F (AOR)	66/ 5.0	5.8	5.0	5.3	5.2	5.3	102/1861	1070/13.0	14.8	13.7	E	WKGR-F
7. WOVV-F (CHR)	51/ 3.9	3.6	4.1	3.4	3.3	3.8	83/1597	1000/12.2	13.2	12.2	D	WOVV-F
8. WEDR-F (B)	45/ 3.4	2.4	2.8	1.9	2.7	2.6	131/2127	674/ 8.2	6.3	7.0		WEDR-F
9. WPOW-F (CHR)	33/ 2.5	1.6	1.2	2.4	1.6	1.9	140/2355	679/ 8.3	5.7	6.6		WPOW-F
WOLL-F (D)	33/ 2.5	4.0	1.8	2.9	4.0	2.8	42/846	699/ 8.5	10.3	7.9	D	WOLL-F
11. WSHE-F (AOR)	32/ 2.4	1.9	2.6	2.3	2.4	2.3	152/2096	610/ 7.4	6.6	8.9		WSHE-F
12. WZZR-F (CHR)	31/ 2.4	2.0	2.5	2.3	2.7	2.3	61/820	449/ 5.5	5.5	5.8		WZZR-F
13. WEAT (EZ)	29/ 2.2	2.2	2.0	2.2	0.7	2.2	33/620	460/ 5.6	5.4	0.0		WEAT
14. WKIS-F (C)	28/ 2.1	2.5	1.6	2.2	1.5	2.1	126/2058	508/ 6.2	7.6	5.7		WKIS-F
15. WTHI-F (CL)	27/ 2.1	1.3	1.8	1.7	1.1	1.7	93/1490	479/ 5.8	4.3	4.2		WTHI-F
16. WLVE-F (J/NAC)	26/ 2.0	1.2	1.1	2.0	1.3	1.6	103/1301	284/ 3.5	3.3	4.1		WLVE-F
WYFX (B)	26/ 2.0	1.5	1.6	0.8	1.8	1.5	58/608	338/ 4.1	3.1	4.5		WYFX
18. WIOD (N/T)	23/ 1.7	2.4	2.7	1.7	1.8	2.1	137/1839	331/ 4.0	8.0	5.6		WIOD
WHQT-F (B)	23/ 1.7	2.2	2.4	1.9	2.4	2.0	102/1934	534/ 6.5	6.1	7.4		WHQT-F
20. WLYF-F (SAC)	21/ 1.6	1.3	2.6	1.5	2.2	1.8	181/2121	427/ 5.2	5.1	5.7		WLYF-F
WBZT (N/T)	21/ 1.6	2.1	1.2	1.1	0.5	1.5	30/473	384/ 4.7	6.1	2.5	A	WBZT
22. WZTA-F (AOR)	18/ 1.4	2.3	1.8	1.9	1.4	1.8	109/1832	440/ 5.4	6.2	5.2		WZTA-F
23. WDBF (BB)	16/ 1.2	1.6	1.9	1.7	1.3	1.6	16/350	324/ 3.9	4.0	3.5		WDBF
24. WHYI-F (AC)	15/ 1.1	1.3	1.4	1.1	0.7	1.2	95/2287	482/ 5.9	6.3	5.2		WHYI-F
WPOH (B)	15/ 1.1	2.1	1.1	1.1	1.3	1.4	15/230	230/ 2.8	3.6	3.2	A	WPOH
26. WJQY-F (SAC)	14/ 1.1	---	0.7	1.0	0.4	0.7	87/1390	291/ 3.5	0.0	3.2		WJQY-F
27.												
28.												
29.												
30.												

12+ FM SHARE (METRO): 75.68% (884 of 1168) (WIN 92: 74.81%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOVV-F>	1 WRMF-F	1 WRMF-F>	1 WRMF-F>	1 WRMF-F>	1 WJNO <	1 WJNO	1 WRMF-F	1 WRMF-F>	1 WEDR-F	1 WJNO >>
2 WPOW-F	2 WKGR-F>	2 WKGR-F	2 WKGR-F	2 WKGR-F	2 WEAT-F	2 WRMF-F	2 WEAT-F	2 WJNO	2 WRLX-F	2 WRLX-F
WEDR-F>	3 WOVV-F	3 WIRK-F>	3 WIRK-F>	3 WIRK-F>	3 WRLX-F	3 WEAT-F	3 WRLX-F<	3 WEAT-F<	3 WIRK-F	3 WIRK-F
4 WPOH	WIRK-F	4 WOVV-F	4 WEAT-F	4 WEAT-F>	4 WRMF-F	4 WIRK-F>	4 WJNO	4 WRLX-F	4 WEAT-F	4 WRMF-F
5	5 WZZR-F	5 WEDR-F	5 WEDR-F	5 WEDR-F	5 WIRK-F>	5 WKGR-F<	5 WIRK-F	5 WKGR-F	5 WPOW-F	5 WEDR-F
6	WEDR-F	6 WEAT-F<	6 WOVV-F	WOVV-F	6 WEAT	6 WRLX-F	6 WKGR-F	6 WIRK-F	WOVV-F	WPBR
7	7 WSHE-F	7 WZZR-F<	7 WSHE-F	7 WOLL-F<	7 WOLL-F	7 WOVV-F>	7 WOVV-F	7 WOVV-F	WJNO	7
8	WPOW-F	8 WSHE-F	8 WLVE-F	8 WSHE-F	8 WTHI-F	8 WEDR-F	8 WEDR-F	8 WEDR-F	8 WRMF-F	8
9	9	9 WPOW-F	WOLL-F	WLVE-F	9	WEAT	9 WZZR-F	9 WSHE-F	9 WHQT-F	9
10	10	WKIS-F	10	10	10	10	10 WIOD	WPOW-F	WKGR-F	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WOVV-F	1 WRMF-F>	1 WRMF-F>>	1 WRMF-F>>	1 WRMF-F>>	1 WZZR-F	1 WKGR-F	1 WKGR-F>	1 WRMF-F	1 WRMF-F>
2 WRMF-F	2 WOVV-F<	2 WKGR-F>	2 WOVV-F	2 WEAT-F	2 WKGR-F	2 WZZR-F>	2 WZZR-F	2 WKGR-F	2 WIRK-F
3 WIRK-F	3 WKGR-F	3 WOVV-F	WKGR-F	3 WKGR-F	3 WPOW-F	3 WRMF-F	WRMF-F	3 WIRK-F	3 WKGR-F>
4 WPOW-F	4 WIRK-F>	4 WHQT-F	4 WIRK-F	4 WIRK-F	4 WSHE-F	4 WIRK-F	4 WKIS-F	4 WZZR-F>	4 WJNO
5 WEDR-F>	5 WHQT-F	5 WIRK-F	5 WEAT-F	5 WOVV-F>	WRMF-F	5 WSHE-F	WEDR-F	5 WEDR-F	5 WZZR-F
6	WEDR-F	6 WSHE-F	6 WEDR-F	6 WRLX-F	WIRK-F>	WEDR-F	WIRK-F	6 WSHE-F	WIOD
7	7	7	7 WHQT-F	7 WSHE-F	7 WEDR-F	7 WPOW-F	7 WIOD	WJNO	WEDR-F
8	8	8	8 WSHE-F	WYFX	WOVV-F	WKIS-F	8 WSHE-F	8 WIOD	8 WOLL-F
9	9	9	WYFX	9	WZTA-F	9	9	9 WZTA-F	9

WEST PALM BEACH

OTHER RATED STATIONS METRO CUME TSA TSA  
SHARE/RTG/AQH/CUME

WPBR	1340	Palm Beach	0.5/2.1/ 7/ 211
WSBR	740	Boca Rtn/WP1mBc	0.5/2.7/ 14/ 440
WSWN	900	Belle Glade	0.9/1.7/ 14/ 201
WFLC-F	97.3	Miami/Ft.Laud.	0.8/2.5/ 94/1514
WHLG-F	102.3	Stuart	0.5/1.2/113/ 800
WINZ	940	Miami	0.8/2.8/ 75/1345
WMRZ	790	South Miami	0.5/2.1/ 83/1031
WMXJ-F	102.7	Pompano Beach	0.7/2.7/ 83/1634
WQAM	560	Miami/Ft.Ldrdle	0.8/2.8/ 62/1037
WQBA-F	107.5	Miami/Ft.Lauder	1.0/1.8/ 28/ 411

RADIO STATIONS

WEAT, 850, 5 KW/1 KW (DA-2) , SEE WEAT-F	, \$		
WJNO, 1230, 1 KW , NEWS/TALK	CBS, ABC, \$ 57.00 (Banner)	Fairbanks	
WYFX, 1040, 25 KW/1 KW (DA-2) , BLACK	AURN, \$ 20.00 (K & P)		
WEAT-F, 104.3, 56 KW @ 1250, EZ/SOFT AC	, \$ 77.00 (Durpetti)	Taylor	
WIRK-F, 107.9, 100 KW @ 341, COUNTRY	ABC, \$ 60.00 (HNWH)	Price	
WKGR-F, 98.7, 100 KW @ 1381, AOR	UPI, \$ 58.00 (Christal)	Amaturo	(FORT PIERCE)
WRLX-F, 92.1, 6 KW @ 380, SOFT AC/EZ	, \$ 30.00 (Banner)		
WOLL-F, 94.3, 6 KW @ 328, OLDIES	, \$ 38.00 (Katz)	Lappin	
WOVV-F, 95.5, 100 KW @ 981, CHR	SOURCE, \$ 50.00 (McGuild)	Ardman	(FORT PIERCE)
WRMF-F, 97.9, 100 KW @ 1348, AC	, \$ 125.00 (Banner)	Fairbanks	

Other Ranked Stations - See Miami

WICHITA

Arbitron Rank/Pop (12+): 88/401,800  
 MSA Rank/Pop: 102/458,000  
 ADI # 61  
 Average Person Ratings: 15.1  
 Market TSL: 19.75 hours

Stations: 18/18  
 Diaries: 916/439:1/56.3%  
 Sample Target: 870  
 % Below Line: 0.0  
 % Not Listed: 8.7

1992 Revenue: \$16,500,000  
 HH Inc.: \$35,665  
 Retail \$: 3.7 Bil  
 Pop per Station: 22,322  
 #1 Biller: KFDI-AF \$5,900,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. KZSN-AF (C)	84/13.9	12.6	15.3	15.6	12.8	14.3	120/1350	1007/25.1	25.6	26.4	D	KZSN-AF
2. KFDI-F (C)	83/13.7	13.6	12.6	13.0	15.0	13.2	109/1417	1060/26.4	25.7	27.6	G	KFDI-F
3. KKRD-F (CHR)	74/12.2	8.9	10.2	7.6	7.6	9.7	82/1199	1024/25.5	22.5	21.6	C	KKRD-F
4. KRBB-F (AC)	55/ 9.0	6.8	6.9	5.9	5.8	7.2	67/890	708/17.6	18.2	13.9	C	KRBB-F
5. KNSS (N/T)	40/ 6.6	6.3	6.5	6.6	4.4	6.5	44/517	484/12.0	13.5	11.0	C	KNSS
6. KFDI (C)	38/ 6.3	5.5	6.1	7.1	7.0	6.3	67/707	483/12.0	11.6	13.9		KFDI
7. KICT-F (AOR)	34/ 5.6	6.1	6.9	6.2	9.3	6.2	67/854	540/13.4	15.0	17.5	B	KICT-F
8. KRZZ-F (CL AOR)	33/ 5.4	6.3	5.6	5.9	5.3	5.8	40/606	520/12.9	13.7	13.4	C	KRZZ-F
9. KEYN-F (O)	24/ 3.9	4.8	3.7	3.8	3.8	4.1	29/509	399/ 9.9	11.2	12.6	B	KEYN-F
10. KOEZ-F (SAC)	20/ 3.3	5.8	4.0	5.6	5.2	4.7	33/480	330/ 8.2	11.0	11.2	A	KOEZ-F
11. KTLI-F (AC)	15/ 2.5	3.5	0.6	2.0	0.5	2.2	15/252	202/ 5.0	7.2	3.6	A	KTLI-F
KQAM (O)	15/ 2.5	1.2	1.8	3.3	1.2	2.2	15/219	212/ 5.3	4.8	4.7	A	KQAM
13. KXLK-F (AC)	13/ 2.1	3.8	4.4	3.1	4.4	3.3	20/481	376/ 9.4	10.1	11.1	B	KXLK-F
14. KYQQ-F (C)	10/ 1.6	1.5	2.1	2.6	3.2	1.9	24/477	265/ 6.6	7.8	12.2	A	KYQQ-F
15. KFH (AC)	8/ 1.3	0.8	1.3	1.5	2.1	1.2	10/277	217/ 5.4	4.9	6.4		KFH

12+ FM SHARE (METRO): 79.46% (441 of 555) (WIN 92: 81.60%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKRD-F>>	1 KKRD-F	1 KZSN-AF	1 KZSN-AF	1 KZSN-AF	1 KFDI-F>	1 KFDI-F	1 KFDI-F	1 KZSN-AF	1 KKRD-F>>	1 KKRD-F
2	2 KZSN-AF	2 KRBB-F<	2 KRBB-F>	2 KRBB-F	2 KZSN-AF	2 KZSN-AF	2 KZSN-AF<	2 KKRD-F<	2 KZSN-AF>	2 KZSN-F
3	3 KRBB-F	3 KKRD-F>	3 KKRD-F	3 KFDI-F	3 KFDI >	3 KKRD-F>	3 KRBB-F	3 KFDI-F	3 KRZZ-F	3 KRZZ-F
4	4 KICT-F	4 KRZZ-F	4 KFDI-F	4 KKRD-F>	4 KNSS	4 KRBB-F	4 KNSS >	4 KRBB-F>	4 KICT-F	4 KFDI-F
5	5	KICT-F	5 KRZZ-F	5 KRZZ-F	5	5	5 KKRD-F>	5 KRZZ-F	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKRD-F	1 KZSN-AF	1 KZSN-AF	1 KZSN-AF	1 KZSN-AF>	1 KKRD-F>>	1 KKRD-F<	1 KRZZ-F	1 KRZZ-F<	1 KZSN-AF<
2 KZSN-AF	2 KKRD-F<	2 KRBB-F	2 KRBB-F	2 KRBB-F>	2 KRZZ-F	2 KRZZ-F	2 KZSN-AF	2 KKRD-F	2 KRZZ-F
KRBB-F>	3 KRBB-F>	3 KKRD-F	3 KKRD-F>	3 KKRD-F	3 KICT-F>	3 KZSN-AF	3 KRBB-F	3 KZSN-AF	3 KRBB-F
4	4	4 KICT-F	4	KFDI-F	4	KICT-F	4 KICT-F	4 KRBB-F	4 KFDI-F
5	5	5	5	5	5	5	5	5 KNSS	5 KNSS

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	CUME	TSA	TSA
KJRG 950 Newton	0.5/1.3/	6/	109	
KSGL 900 Wichita	1.0/2.8/	7/	133	

RADIO STATIONS

KFDI, 1070, 10 KW/1 KW (DA-N), COUNTRY	ABC, \$ NA (Torbet)	Great Empire
KFH, 1330, 5 KW (DA-N), OLDIES	AP, CBS, \$ NA (Banner)	Midcontinent
KNSS, 1240, 1 KW, NEWS/TALK	NBC, CNN, \$ 21.00 (Durpetti)	
KQAM, 1410, 5 KW/1 KW (DA-2), NOSTALGIA	SMN, \$ 13.00 (Eastman)	Clear Channel
KZSN, 1480, 5 KW/1 KW (DA-2), SEE KZSN-FM		
KTLI-F, 99.1, 45 KW @ 515, ??	, \$ 18.00 (---)	(EL DORADO)
KEYN-F, 103.7, 100 KW @ 859, OLDIES	, \$ 29.00 (Eastman)	Clear Channel
KFDI-F, 101.3, 100 KW @ 1138, COUNTRY	ABC, \$ 105.00 (Torbet)	Great Empire
KICT-F, 95.1, 100 KW @ 899, AOR	ABC, \$ 28.00 (McGuil'd)	Lakoduk
KKRD-F, 107.3, 100 KW @ 859, CHR	, \$ 38.00 (HNWH)	
KOEZ-F, 92.3, 100 KW @ 640, EZ/SOFT AC	UNIULT, \$ 22.00 (---)	(NEWTON)
KRBB-F, 97.9, 100 KW @ 987, AC	, \$ 33.00 (Crystal)	
KRZZ-F, 96.3, 50 KW @ 494, CLASSIC AOR	, \$ 36.00 (Durpetti)	(DERBY)
KXLK-F, 105.3, 100 KW @ 987, AC	AP, \$ 29.00 (Banner)	Midcontinent (HAYSVILLE)
KYQQ-F, 106.5, 100 KW @ 1115, CHR	, \$ 19.00 (K & P)	(ARKANSAS CITY)
KZSN-F, 102.1, 100 KW @ 1032, COUNTRY	, \$ 48.00 (Katz)	Southern Skies (HUTCHINSON)

Miscellaneous: KBUZ-F changes to KTLI-F (Jan) . . .

WILKES BARRE-SCRANTON

Arbitron Rank/Pop (12+): 62/630,200  
 MSA Rank/Pop: 70/740,000  
 ADI # 50  
 Average Person Ratings: 17.8  
 Market TSL: 23.75 hours

Stations: 40/30  
 Diaries: 1096/575:1/57.6%  
 Sample Target: 1100  
 % Below Line: 8.3  
 % Not Listed: 17.0

1992 Revenue: \$16,200,000  
 HH Inc.: \$28,134  
 Retail \$: 5.5 B11  
 Pop per Station: 21,006  
 #1 Biller: WKRZ-F \$4,800,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WKRZ-F (CHR)	149/13.3	16.4	15.3	15.8	14.4	15.2	180/2549	2159/34.3	33.9	36.0	F	WKRZ-F
2. WEZX-F (AOR)	84/ 7.5	7.2	7.9	7.9	7.1	7.6	95/1055	956/15.2	13.9	15.9	D	WEZX-F
3. WDLS-FF (C)	66/ 5.9	5.3	4.9	5.3	3.5	5.4	79/893	795/12.6	11.0	8.4	B	WDLS-FF
4. WNAK (BB/EZ)	58/ 5.2	4.9	5.8	4.1	6.9	5.0	58/504	486/ 7.7	7.9	7.8	B	WNAK
5. WARM (FS)	53/ 4.7	4.1	5.7	6.6	3.9	5.3	58/882	817/13.0	11.5	11.5	C	WARM
6. WMGS-F (AC)	48/ 4.3	5.2	3.8	4.8	4.9	4.5	50/797	714/11.3	11.9	13.4	C	WMGS-F
7. WEJL (BB)	41/ 3.7	4.2	4.0	3.4	4.0	3.8	41/458	458/ 7.3	8.1	7.9	B	WEJL
8. WGGY-F (C)	40/ 3.6	2.5	3.0	2.8	3.4	3.0	44/701	583/ 9.3	8.4	9.3	A	WGGY-F
9. WBAX (BB)	34/ 3.0	1.4	1.5	1.6	1.6	1.9	34/304	304/ 4.8	4.4	4.6	A	WBAX
10. WTLQ-F (CHR)	30/ 2.7	1.9	2.2	2.5	2.1	2.3	30/697	666/10.6	9.3	8.7	A	WTLQ-F
11. WWSH-F (EZ/SAC)	26/ 2.3	2.0	3.5	2.7	2.5	2.6	29/492	426/ 6.8	6.4	6.5	A	WWSH-F
12. WILK (N/T)	23/ 2.1	2.8	3.6	2.4	3.5	2.7	23/469	447/ 7.1	7.3	8.9	B	WILK
13. WZZO-F (AOR)	22/ 2.0	2.4	1.7	2.3	1.2	2.1	39/534	324/ 5.1	4.6	5.5	A	WZZO-F
14. WSBG-F (CHR)	21/ 1.9	1.7	2.1	1.5	2.1	1.8	22/294	256/ 4.1	5.2	5.1	A	WSBG-F
15. WHLM-F (CHR)	19/ 1.7	2.0	1.3	1.8	1.3	1.7	31/414	315/ 5.0	5.2	4.5	A	WHLM-F
16. WSGD-F (O)	18/ 1.6	2.7	2.4	1.7	2.0	2.1	29/450	273/ 4.3	7.0	5.5	A	WSGD-F
17. WICK-AA (EZ)	17/ 1.5	0.6	0.5	1.3	1.2	1.0	17/282	282/ 4.5	2.3	4.4	A	WICK-AA
18.												
19.												
20.												

12+ FM SHARE (METRO): 70.08% (651 of 929) (WIN 92: 67.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WKRZ-F>>	1 WKRZ-F	1 WKRZ-F>	1 WKRZ-F>	1 WKRZ-F>	1 WNAK <	1 WKRZ-F>>	1 WKRZ-F>	1 WKRZ-F>	1 WKRZ-F	1 WKRZ-F
2 WTLQ-F	2 WEZX-F>>	2 WEZX-F>	2 WEZX-F>	2 WEZX-F>	2 WKRZ-F	2 WEZX-F>	2 WEZX-F>	2 WEZX-F>	2 WEZX-F>	2 WEZX-F
3	3 WTLQ-F	3 WDLS-FF>	3 WDLS-FF>	3 WDLS-FF>	3 WDLS-FF	3 WARM	3 WDLS-FF	3 WDLS-FF>	3 WARM	WARM >
4	4 WDLS-FF	4 WMGS-F	4 WMGS-F	4 WMGS-F	4 WARM	4 WMGS-F<	4 WMGS-F	4 WMGS-F	4 WDLS-FF>	4 WDLS-FF
5	5 WMGS-F	5 WGGY-F	5 WGGY-F	5 WGGY-F>	5 WEJL	5 WDLS-FF<	5 WEJL <	5 WGGY-F>	5 WTLQ-F	5
6	6	6 WZZO-F	6 WZZO-F	6 WSGD-F	6 WBAX	6 WNAK	6 WNAK	6 WWSH-F<	6 WMGS-F	6
7	7	7	7 WSGD-F	7 WZZO-F	7 WMGS-F	7 WEJL >	7 WARM <	7 WTLQ-F<	7	7
8	8	8	8	8 WARM	8 WGGY-F	8 WSBG-F<	8 WGGY-F	8 WARM	8	8
9	9	9	9	9	9 WWSH-F	9 WGGY-F	9 WILK	9 WEJL <	9	9
10	10	10	10	10	10 WILK	10	WBAX	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKRZ-F	1 WKRZ-F>	1 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F>>	1 WEZX-F>	1 WEZX-F>	1 WEZX-F>	1 WEZX-F	1 WEZX-F
2 WKRZ-F>>	2 WEZX-F>>	2 WEZX-F>	2 WEZX-F>	2 WMGS-F>	2 WKRZ-F>>	2 WKRZ-F>>	2 WKRZ-F>	2 WKRZ-F>	2 WKRZ-F
3 WTLQ-F>	3 WMGS-F>	3 WMGS-F>	3 WMGS-F>	3 WDLS-FF	3 WZZO-F	3 WZZO-F	3 WDLS-FF	3 WDLS-FF>	3 WDLS-FF>
4 WWSH-F	4 WTLQ-F	4 WGGY-F>	4 WDLS-FF>	4 WEZX-F	4	4	4 WTLQ-F	4 WZZO-F	4 WGGY-F
5 WSBG-F	5 WSBG-F	5 WDLS-FF	5 WGGY-F	5 WGGY-F	5	5	5	5 WGGY-F	5 WMGS-F>
6 WMGS-F	6 WGGY-F	6	6 WGGY-F	6 WWSH-F	6	6	6	6 WTLQ-F	6 WZZO-F
7 WDLS-FF	7 WDLS-FF	7	7	7 WEJL	7	7	7	7 WMGS-F	7 WSGD-F

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WARD 1550	Pittston	0.6/3.3/	7/ 207
WCDL 1440	Carbondale	1.2/2.0/	30/ 178
WGBI 910	Scrntn/Wiks Brr	0.6/2.0/	7/ 138
WJMW 550	Bloomsburg	0.5/1.7/	7/ 167
WKAB-F 103.5	Berwick	0.4/1.6/	4/ 122
WPMR-F 107.9	Tobyhanna	0.4/1.4/	6/ 113
WQEQ-F 103.1	Freeland/Hazltn	1.3/3.5/	21/ 305
WVPO 840	Stroudsburg	1.1/1.8/	12/ 114
WVWL-F 104.9	Scranton/WB	0.4/2.2/	4/ 139
WYMK-F 107.7	Tunkhannock	1.0/2.0/	21/ 186
WYOS-F 92.1	Nanticoke	1.3/3.4/	15/ 216
WYXY-F 97.1	Mountaintop	1.0/3.1/	11/ 211
WABC 770	New York	0.5/2.2/	10/ 191
WAEB-F 104.1	Allentown	0.5/2.2/	24/ 351
WFHZ-F 100.7	Allentown	1.4/2.9/	29/ 308
WILQ-F 105.1	Williamsport	0.8/1.7/	37/ 317
WLEV-F 96.1	Easton	1.1/2.8/	29/ 297
WODE 1230	Easton/Allentwn	0.1/0.0/	0/ 0
WODE-F 99.9	Easton/Allentwn	1.0/2.9/	22/ 418
WXTU-F 92.5	Philadelphia	0.4/1.6/	7/ 202
WYSP-F 94.1	Philadelphia	0.5/2.4/	6/ 196



WILKES BARRE-SCRANTON

RADIO STATIONS

WARM	,	590,	5 KW (DA-2)	,	Full Service	CBS NBC, \$37.00	(Mc-Guild)	Susquehanna
WBAX	,	1240,	1 KW	,	Nostalgia	CNN SMN, \$14.00	(Torbet)	
WEJL	,	630,	500 W/32 W	,	Nostalgia/FS	ABC UNISUP, \$18.00	(Christal)	Shamrock-Lynett
WILK	,	980,	5 KW/1 KW (DA-2)	,	Talk	CNN ABC, \$15.00	(Katz)	Keymarket
WNAK	,	730,	1 KW (DAYS)	,	Nostalgia/FS	NBC, \$22.00	(K & P)	
WDLS-F,		93.7,	.8 KW @ 679	,	Country			(DALLAS)
WEZX-F,		107.1,	1.9 KW @ 1266	,	AOR	ABC, \$39.00	(Christal)	Shamrock-Lynett
WGGY-F,		101.3,	7 KW @ 1109	,	Country	CBS, \$19.00	(Torbet)	Keymarket
WHLM-F,		106.5,	36 KW @ 577	,	CHR	UNIULT, \$16.00	(Banner)	(BLOOMSBURG)
WKRZ-F,		98.5,	8.7 KW @ 1171	,	CHR			Keymarket
WMGS-F,		92.9,	5.3 KW @ 1384	,	AC			Susquehanna
WSBG-F,		93.5,	1 KW @ 781	,	CHR	AP, \$13.00	(Mkt 4)	(STROUDSBERG)
WSGD-F,		94.3,	1.1 KW @ 771	,	Oldies			(Eastman)
WTLQ-F,		102.3,	3 KW @ 72	,	CHR	ABC, \$18.00	(Eastman)	(PITTSTON)
WDDL-F,		104.9,	.3 KW @ 1092	,	Soft AC	ABC, \$14.00	(Roslin)	
WWSH-F,		97.9,	20 KW @ 728	,	EZ	UNISUP, \$19.00		(K & P)
WYOS-F,		92.1,	.9 KW @ 663	,	Oldies	CNN, \$16.00	(Torbet)	(HAZLETON)

Miscellaneous: WGBI-F changes to WGGY-F and format from AC to Country (March) . . . WYHY-F to WBHT-F and format from AC to CHR (April) . . . WAZL/WWSH-F sold to owners of WKAB-F for \$750,000 (Media Services) . . .

\*\*\*\*\* FORMAT CODES \*\*\*\*\*

* AC - Adult Contemporary	J/NAC- Jazz and New Adult Contemporary	*
* AOR - Album Oriented Rock	M/FS - Middle of Road, (MOR) Full Service	*
* B - Black (audience predominately black - over 75%)	N - News	*
* BB - Big Band, Nostalgia	O - Oldies (1955 to current)	*
* C - Country	REL - Religion, Christian	*
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary	*
* CL - Classical	SP - Hispanic/Spanish	*
* CL AOR - Classic AOR, Classic Rock	T - Talk	*
* E - Ethnic	U - Urban (majority of audience is non-white)	*
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	? - Others or Unknown	*
* G - Gospel		*

\*\*\*\*\* REVENUE LEVEL CODES \*\*\*\*\*

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

YORK

Arbitron Rank/Pop (12+): 101/360,400  
 MSA Rank/Pop: 114/415,000  
 ADI #44 (w/Harrisburg & Lancaster)  
 Average Person Ratings: 16.9  
 Market TSL: 22.25 hours

Stations: 31/10  
 Diaries: 841/429:1/64.9%  
 Sample Target: 810  
 % Below Line: 42.0  
 % Not Listed: 13.0

1992 Revenue: \$12,100,000  
 HH Inc.: \$32,405  
 Retail \$: 3.2 Bill  
 Pop per Station: 36,040  
 #1 Biller: WARM-F \$3,600,000

12+ METRO	1/4/SHARE	FAL 92	SUM 92	SPG 92	WIN 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 92	WIN 92	Revenue Level	
1. WARM-F (AC)	68/11.1	10.5	11.9	14.1	14.2	11.9	139/1744	841/23.3	20.9	26.0	E	WARM-F
2. WGTY-F (C)	67/11.0	13.9	9.7	10.0	9.4	11.1	73/920	768/21.3	22.3	20.6	C	WGTY-F
3. WSBA (FS)	46/ 7.5	5.4	7.8	4.9	4.6	6.4	48/638	555/15.4	15.7	11.8	D	WSBA
4. WRKZ-F (C)	40/ 6.6	9.0	5.9	7.7	8.3	7.3	155/1809	572/15.9	16.6	15.7		WRKZ-F
5. WYCR-F (CHR)	39/ 6.4	6.8	5.3	8.3	6.3	6.7	55/1379	754/20.9	19.9	22.3	C	WYCR-F
6. WROZ-F (SAC)	30/ 4.9	3.7	5.1	4.0	6.5	4.4	115/1684	486/13.5	10.1	11.8		WROZ-F
7. WGRX-F (CL AOR)	23/ 3.8	3.5	3.2	4.0	4.0	3.6	27/613	454/12.6	10.0	10.8		WGRX-F
8. WRVV-F (AC/AOR)	22/ 3.6	3.7	4.0	1.8	0.5	3.3	122/1799	295/ 8.2	10.7	3.2		WRVV-F
9. WTPA-F (AOR)	21/ 3.4	3.2	4.0	4.0	4.2	3.7	118/1544	379/10.5	8.7	10.0		WTPA-F
10. WWMD-F (SAC)	19/ 3.1	2.3	2.2	1.8	0.9	2.3	34/508	234/ 6.5	5.7	3.8		WWMD-F
12. WHP (FS)	17/ 2.8	1.5	2.4	2.8	1.7	2.5	59/1310	395/11.0	7.9	9.6	B	WHTF-F
13. WNNK-F (CHR)	14/ 2.3	1.7	1.3	2.0	2.3	1.8	117/1861	292/ 8.2	7.8	8.3		WNNK-F
14. WQXA-F (CHR)	10/ 1.6	3.9	4.1	5.8	4.6	3.9	40/1076	286/ 7.9	11.7	11.5	B	WQXA-F
15. WWKL-F (AC)	9/ 1.5	1.2	2.2	2.5	2.5	1.9	69/1190	234/ 6.5	6.0	6.1		WWKL-F
18. WIYY-F (AOR)	9/ 1.5	1.2	1.6	2.0	1.4	1.6	12/235	201/ 5.6	5.3	4.1		WIYY-F
19. WGET (FS)	9/ 1.5	0.8	1.4	0.8	1.1	1.1	9/140	140/ 3.9	3.3	3.5		WGET

12+ FM SHARE (METRO): 82.86% (440 of 531) (WIN 92: 84.42%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYCR-F>>	1 WARM-F>	1 WARM-F	1 WARM-F>	1 WARM-F	1 WSBA <	1 WARM-F<	1 WARM-F>	1 WGTY-F	1 WYCR-F>	1 WARM-F
2 WQXA-F>	2 WGTY-F	2 WGTY-F>	2 WGTY-F>	2 WGTY-F>	2 WGTY-F	2 WGTY-F<	2 WGTY-F>	2 WARM-F>	2 WGTY-F	2 WRKZ-F
3 WNNK-F	3 WYCR-F	3 WYCR-F	3 WRKZ-F<	3 WRKZ-F	3 WARM-F	3 WSBA >	3 WRKZ-F	3 WYCR-F<	3 WARM-F>	3 WGTY-F>
4 WGTY-F	4 WTPA-F	4 WRKZ-F	4 WRVV-F	4 WRVV-F<	4 WRKZ-F>	4 WRKZ-F	4 WROZ-F<	4 WROZ-F<	4 WSBA	4 WGET
5	5 WGRX-F	5 WRVV-F	5 WROZ-F	5 WROZ-F	5 WWMD-F	5 WYCR-F>	5 WHP	5 WSBA	5 WHTF-F	5 WSBA
6	6	6 WGRX-F<	6 WROZ-F	6 WSBA	6 WROZ-F	6 WROZ-F	6 WSBA	6 WRKZ-F	6 WTPA-F	6
7	7	7 WTPA-F	7 WHTF-F	7	7	7	7 WRVV-F	7 WGRX-F	7 WROZ-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYCR-F>	1 WARM-F>>	1 WARM-F>>	1 WARM-F>>	1 WARM-F>	1 WYCR-F>	1 WGRX-F	1 WGRX-F	1 WGTY-F	1 WGTY-F
2 WARM-F>>	2 WGTY-F	2 WGTY-F>>	2 WGTY-F	2 WGTY-F>	2 WTPA-F	2 WTPA-F	2 WHTF-F	2 WGRX-F	2 WRVV-F
3 WRKZ-F	3 WYCR-F>	3 WROZ-F	3 WYCR-F	3 WROZ-F	3 WGRX-F	3 WHTF-F	3 WTPA-F	3 WTPA-F	3 WRKZ-F
4 WGTY-F	4 WROZ-F	4	4 WROZ-F	4 WSBA	4 WGTY-F>	4 WYCR-F	4 WRVV-F	4 WRVV-F	4 WHTF-F
5	5	5	5 WRKZ-F	5	5 WHFS-F	5 WGTY-F	5 WGTY-F	5 WHTF-F	5 WGRX-F
6	6	6	6	6	6 WRKZ-F	6 WRVV-F	6	6 WRKZ-F	6 WARM-F
7	7	7	7	7	7 WMMX-F	7	7	7 WYCR-F	7
8	8	8	8	8	8 WIYY-F	8	8	8 WARM-F	8

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WGCB-F	96.1	York	0.5/2.2/	7/ 247
WHVR	1280	Hanover	1.1/4.4/	7/ 160
WOYK	1350	York	1.1/3.1/	7/ 133
WBAL	1090	Baltimore	0.8/3.2/	9/ 151
WDAC-F	94.5	Lancaster	0.7/3.4/	96/1119
WFRE-F	99.9	Frederick	0.8/2.4/	5/ 101
WHFS-F	99.1	Annapolis	0.5/1.5/	3/ 69
WIMX-F	99.3	Harrisburg	0.7/2.2/	43/ 745
WIOV-F	105.1	Ephrata/Lancast	0.8/2.4/	78/1106
WLAN-F	96.9	Lancaster	0.8/4.0/	51/1112
WLIF-F	101.9	Baltimore	1.0/2.0/	6/ 71
WPOC-F	93.1	Baltimore	1.3/4.4/	8/ 178
WMMX-F	106.5	Baltimore	0.8/1.9/	5/ 69
WXYV-F	102.7	Baltimore	0.3/2.0/	4/ 93

RADIO STATIONS

WGET, 1320,	1 KW/500 W (DA-2), FULL SERVICE	NBC-T	MBS, \$ 13.00 (Banner)	(GETTYSBURG)
WHVR, 1280,	5 KW/500 W (DA-2), AC/MOR	NBC	\$ 12.00 (HNWH)	
WSBA, 910,	5 KW/1 KW (DA-2), FULL SERVICE		\$ 47.00 (Eastman)	Susquehanna
WARM-F, 103.3,	6.4 KW @ 1305, AC		\$ 75.00 (Eastman)	Susquehanna
WGTY-F, 107.7,	16 KW @ 850, COUNTRY	MBS	\$ 34.00 (Banner)	(GETTYSBURG)
WHTF-F, 92.7,	1.4 KW @ 699, CLASSIC AOR	SOURCE	\$ 25.00 (McGuil'd)	(STARVIEW)
WQXA-F, 105.7,	25 KW @ 215, CHR		\$ 28.00 (Durpetti)	
WYCR-F, 98.5,	11 KW @ 928, CHR		\$ 37.00 (HNWH)	

Other Ranked Stations -- See Harrisburg, Lancaster and Baltimore

**REVENUE SHARE/AUDIENCE SHARE AND STATION AUDIENCE BREAKDOWNS**

This annual report serves two purposes. First it examines the relationship between a station's audience share and its revenue share. Over 1200 stations are individually listed and the following information is provided for each station:

- Call letters, market and format
- Revenue and revenue share
- Audience share
- Revenue rank, 12+ rank and 25-54 rank
- Conversion ratio or "power" ratio

Additionally, national mean are provided for formats and by market size.

The second part of this book breaks down the audiences of nearly 1500 stations. For each station the following is provided:

- Time-spent-listening
- Turnover ratio
- % 12-24, % 25-54, % 55+
- Station with the highest shared listening (cume)
- % Male, % Female
- % Exclusive Cume
- % of listening at home

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This is a brand new publication. It is not a newsletter but more like a journal in which I offer my opinion about events and trends in the radio industry as well as in depth analysis of issues. It is opinionated and well researched. Duncan's Radio Comments gives me the chance to offer you some interpretations and elaborations on the data I use in my other publications. I guarantee you will find it informative and interesting.

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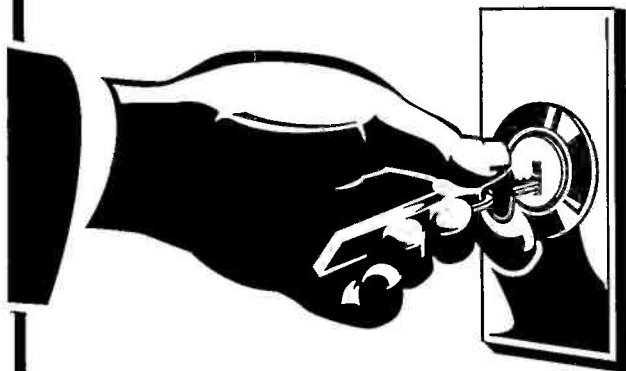
### DUNCAN'S RADIO YEARBOOK

This is another new publication. It was published for the first time in March 1993 and annually thereafter. It is a collaborative effort between my company and Tom Buono's BIA. DUNCAN'S RADIO YEARBOOK is a direct competitor to "Broadcasting" magazine's yearbook which, frankly, we believe is no longer a very good product. Our yearbook is a complete and accurate directory of all radio stations in the United States and of companies providing goods and services to the radio industry.

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