

AMERICAN RADIO

SPRING 1995 REPORT

(Arbitron Rating Period: 30 March 1995 - 21 June 1995)

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STATION TRADING ACTIVITY

(20 February 1995 through 23 August 1995)

<u>STATION</u>	<u>MARKET</u>	<u>GROUP OWNERS</u>	<u>PRICE</u>	<u>BROKER</u>
KKCW-F	Portland, OR	From Trumper to Citicasters (0)	\$ 30,000,000	(Star)
WCIB-F	Cape Cod	From Ardman to WPXC-F owner (0)	2,500,000	
KBAC-F	Santa Fe area	Sold to Bob Pittman	600,000	
KOJW, KBUY-F	Amarillo	Sold by Walton	500,000	(Fisher)
KCYT-F	Granbury, TX	Sold to Heftel	1,450,000	(Gammon)
KOKE-F	Austin area (Giddings)	From Beasley to Sinclair (0)	3,100,000	(Americom)
KGSR-F	Austin (Bastrop)	From Beasley to Sinclair (0)	5,300,000	(Americom)
WGRF-F, WUFX-F	Buffalo	From Rich to Charlie Banta (0)	12,450,000	(Star)
KRBB-F	Wichita	Sold to Triathalon	3,300,000	(Star)
KKCJ-F	Kansas City (Liberty)	From Ardman to Heritage (0)	5,000,000	
KXYQ-AF	Portland (Salem)	From Trumper to Heritage (0)	7,000,000	
WRAI, WLOI-F	San Juan	Sold to Primedia (0)	4,320,000	(MVP)
WRIO-F	Ponce, PR		1,500,000	(Rumbaut)
WSCR, WXRT-F	Chicago	From Diamond to Westinghouse (0)	60,000,000	
KYNN-F	Omaha (Lincoln)	From Midwest Comm. to Mitchell (0)	1,700,000	(Chapin)
KRRI-F	Las Vegas (Boulder)	Sold to American General	2,500,000	
WSPQ, WLQR-F	Toledo	Sold to Noble (0)	6,600,000	
KMUZ-F	Portland (Camas)	Sold to Apogee (0)	3,500,000	(Star)
KTCK	Dallas	Sold to SFX (0)	8,400,000 (E)	
WVSY-F	Charlottesville (Ruckersville)	From Bob Nelson to John Hicks	806,000	
WCLI, WNKI-F	Corning, NY	Sold to Paul Rothfuss	1,850,000	(Media Services)
WIOT, WQIX-F	Elmira area	Sold to Paul Rothfuss (0)	750,000	(Kozacko)
WCFB-F	Orlando (Daytona)	From Root to NewCity (0)	6,000,000	(Rumbaut)
FM CP	Key West	Sold to SBS (0)	180,000	
WSHO	New Orleans		675,000	
WNWN-F, WHEZ, WFAT-F	Kalamazoo area	Sold to Midwest Comm.	3,900,000	(Wells)
WPGR	Philadelphia		1,400,000	
KMJX-F, KDDK-F	Little Rock area	Sold to Ragan Henry (0)	10,000,000	(NBFC)
WEXP-F	Plattsburgh, NY	Sold to Hall (0)	1,100,000	(Americom)
WROQ (1470)	Farrell, PA	Sold to Zapis (0)	64,000	
WSVS	Crewe, VA	Sold by ABS	80,000	
WSUA	Miami	Sold to El Dorado	2,750,000	
WGUL-F	Tampa area	Sold to Citicasters (0)	5,500,000	
<u>Sale From Pourtales to Triathalon:</u>				
	KOAM, KFH, KXLK-F	Wichita (0)	3,500,000 (E)	
	KZKX-F, KTGL-F	Lincoln (0)	8,500,000 (E)	
			\$ 12,000,000 (Star)	
KVIV	El Paso		550,000	
WHRO (1470)	Huntington, WV	Sold to WFXN-F, WMLV-F owner	85,000	
KNBQ-F	Nebraska City	Sold to Henry (D in Omaha) (never closed)	3,500,000	(MVP)
WFTL	Ft. Lauderdale	Sold to Paxson (0)	1,960,000	
WICE (550)	Providence	Sold to Back Bay (0)	720,000	
KWNK	Oxnard (Simi Valley)	Sold to Noble	3,650,000	
WQDL-F	Vero Beach, FL	Sold to Commodore	3,080,000	(MVP)
WCOO-F, WUNX-F, WUNZ-F	Cape Cod	(0)	2,100,000	
WTDR-F, WEZC-F	Charlotte	From Trumper to SFX	23,500,000	(Star)
<u>Commonwealth stations sold to Crescent:</u>				
	KMZQ-F	Las Vegas	11,000,000 (E)	
	KRZY, KRST-F	Albuquerque	11,500,000 (E)	
			\$ 26,500,000 (MVP)	
<u>Keymarket stations sold to River City:</u>				
	KBLA	Santa Monica	\$ 4,700,000 (E)	
	WWL, WSMB, WLMG-F, KMEZ-F	New Orleans (0)	35,000,000 (E)	
	WLAC A/F, WJCE-F	Nashville area	26,000,000 (E)	
	WILK, WGBI, WKRZ-F, WGGY-F	WB/Scranton (0)	25,000,000 (E)	
	WJCE, WRVR-F, WQGY-F	Memphis area (0)	22,000,000 (E)	
	WBEN, WWKB, WMJQ-F, WKSE-F	Buffalo (0)	26,000,000 (E)	
			\$138,700,000 (Star)	
WAKX-F	Holland (Grand Rapids)	Sold to Jacor	3,750,000	(Blackburn)
WFMC	Goldsboro, NC	Sold to Curtis (0)	300,000	
WTAB	Tabor City, NC	Sold to Curtis	175,000	
KARX-F, KBUD-F	Amarillo area	(0)	493,000	(Satterfield & Perry)

STATION	MARKET	GRDUP OWNERS	PRICE	BROKER
KALF-F	Red Bluff, CA	Sold to Park Lane	\$ 1,600,000	(Exline)
KDZR-F	Denton (Dallas)	Sold to Heftel (D)	5,000,000	(Gammon)
KDWA (870)	Laughlin, NV	Sold to Heftel	300,000	(Gammon)
KDDM-F	Deessa, TX	From D&F to Vascocu/Dwens	300,000	
WRIE, WXKC-F	Erie	Taken over by AT&T	2,350,000	
WWBR-F	Trussville (Birmingham)	50% sold to American General	540,000	
WVDJ	Jacksonville	Sold by Timm	275,000	
WABT-F	Dundee, IL	Sold by Atlantic Morris	975,000	(D'Grady)
KMTW (1340)	Las Vegas	Sold by Max	350,000	
KQLD	Reno	Sold by PTI	325,000	
KLTN-F	Beaumont	From Gulfstar to Tichenor	3,650,000	
WLDW-F	Port Royal, SC	Sold to Adventure (D)	100,000	
WGKA	Atlanta	Sold to Roy Henderson	1,050,000	(Sailors)
WESL	East St. Louis	Sold by Willis	800,000	
WDPA	Chicago	Sold to Heftel	4,500,000	
WIHN-F	Bloomington, IL	Sold to Bob Kelly	930,000	(MVP; Donsbach)
WALL, WKQJ-F	Middletown, NY	From Atlantic Morris to Rob Dyson	3,550,000	(D'Grady)
WHSC A/F	Hartsville (Florence, SC)	Sold to GHB (Buck)	300,000	
WIBA A/F, WMAD A/F	Madison	From Double L to Dick Verne (D)	14,200,000	(Americom)
KFXX, KGON-F, KMUZ-F	Portland, DR	From Apogee to Entercom (D)	24,500,000	(Blackburn)
KMBQ-F	Wasilla, AK	99.7	520,000	
WZEA-F	Portsmouth, NH area		1,100,000	(Media Services)
WYDC-F	Gainesville area		750,000	(Hadden)
WKTU-F	Ocean City (Atlantic City)	From Atlantic Morris to WMGM-F owner (D)	850,000	(O'Grady)
KJMM-F	Bixby (Tulsa)	87.5%	875,000	
WMGL-F	Ravenel (Charleston, SC)	Sold to WWZ owner (Dudley)	NA	
WTDN A/F	Staunton, VA	Sold by Dgden Newspapers	1,000,000	
WLWW-F	Waxhaw, NC	51% sold to GHB (Buck)	325,000	

Parts of H&D sold to Spring (Bill Shamrock & Rick Zitelman):

WSUB, WQGN-F	Groton, CT	\$	
WKRS, WXLC-F	Waukegan, IL		
WFPG A/F	Atlantic City		
WBSM, WFHN-F	New Bedford, MA		
		\$ 15,240,000	(MVP)

WYNK A/F	Baton Rouge	From Narragansett to Gulfstar	11,500,000	(MVP)
WJBD, WFMF-F	Baton Rouge	From Jenne to Gulfstar (D)	8,500,000	(MVP)
KMBY-AM	Capitola (Montgomery)	Sold by AT&T Finance	425,000	(Jorgenson)
WHJX-F	Brunswick (Jacksonville)	Sold to Jacor (D)	4,500,000	(Media Services)
KCFI and 96.1 CP	Waterloo-CF		100,000	
KFBI-F	Pahrump (Las Vegas)	From Americom to Crescent (D)	6,000,000	(MVP)
K1SN A/F	Salt Lake	Sold to Trumper	5,250,000	(Chapin)
KUMT-F	Centerville (Salt Lake)	From Ragan Henry to Trumper (D)	1,850,000	(Star)
WBSB-F	Dade City, FL	Sold to Carl Marcocci	700,000	
WSMB	New Orleans	Sold to River City (D)	750,000	
KLEB-F (CP)	Galliano, LA	Sold to George Buck (GHB)	600,000	
WLLL, WGOL-F	Lynchburg		600,000	
KLSQ	Laughlin, NV	Sold to Heftel (D)	550,000	
KDEF	Albuquerque		125,000	
WCBZ-F	Greenville, NC area	Sold to WRHT-F owner (semi-D)	725,000	
WRAI	San Juan		685,000	
KDBX-F	Banks (Portland)	Sold to Salem	1,300,000	
KMEZ-F	Belle Chasse (New Orleans)	Sold to River City	1,950,000	
WSVE	Jacksonville	Sold to Willis	338,000	
WHHY A/F	Montgomery		7,100,000	
WXFX-F	Prattville (Montgomery)	Sold to WHHY A/F owner (D) by Downs	1,650,000	

Nassau Broadcasting: 67% sold to Spectrum Equity for \$4,500,000
 WHWH, WPST-F Trenton and WVPD, WSBG-F in Stroudsburg, PA

Wheeling-Pittsburgh sold to Patterson:

KRZR-F, KTHT-F	Fresno (D)	\$ 5,000,000
WIPI, WDDE-F	Allentown	11,400,000
WCHY A/F	Savannah	4,600,000
KSSK A/F, KUCC-F	Honolulu (D)	15,000,000
		\$ 36,000,000

STATION	MARKET	GROUP OWNERS	PRICE	BROKER
WJMZ-F	Anderson (Greenville, SC)	From AmCom to ABS (D)	\$ 5,300,000	(MVP)
KPIG-F	Freedom (Salinas-Mont.)		1,000,000	(Kalil)
WBB1	Madison (Huntsville)	Sold to Athens (D)	215,000	(Thornburn)
WKZY-F	LaBelle, FL	Sold to Intermart	160,000	
KLAV	Las Vegas	Sold to Hal Gore	90,000	
FM CP (102.9)	Hobbs, MN	Sold to Noalmark	53,000	
WVFN, WVIC-F, WMMQ-F	Lansing	Sold to WITL A/F owner (D)	4,500,000	(MVP)
WQXA A/F	York	Sold to Telemedia (D)	5,000,000	(Holt)
KBIC-F	Alice (Corpus Christi)		650,000	
WTYX-F	Jackson, MS	Sold by Holt	1,900,000	
KZZK A/F	Eugene	Sold to KZEL-F owner (D)	1,000,000	
WOGY-F	Memphis area	From Ardman to River City	3,000,000	
KTRW, KZZU-F	Spokane	Sold to KXLY A/F owner (D)	1,750,000	(Wood)
WEAQ, WIAL-F, WECL-F	Eau Claire, WI	Merged into duopoly	1,300,000	
KBLU, KTTI-F	Yuma, AZ	Sold to Commonwealth (D)	1,360,000	
KUFX-F	Gilroy (San Jose)	Sold to Baycom (semi-D)	9,700,000	
KYMS-F	Santa Ana	From Interstate to Way	9,100,000	(Schurz; Star)
KVSF	Santa Fe	Sold to Withers	200,000	
WPUT, WMJV-F, WMJU-F	New York suburbs	Sold to Gary Starr	3,000,000	
WMRW-F	Westhampton, NY	57% sold to Jarad	29,000	
WBRD, WDUV-F	Sarasota (Tampa)	Sold to Jacor (D)	14,000,000	
KCTC, KYMX-F	Sacramento	From Tribune to Henry	\$ 3,500,000 + KVOD-F in Denver	
KMYF-F	Monroe, LA	From Opus to KCTD owner (D)	728,000	
WSTP	Salisbury, NC	Sold by Dalton	210,000	(Gordon Rice)
KIXL	Del Valle (Austin)	Sold by Oppenheimer	1,400,000	
KAMA	El Paso	From Pinnacle to Tichenor (D)	490,000	(Star)
KAMZ-F	El Paso	From Pinnacle to New Wave (D)	2,000,000	(Star)
<u>Opus sold to Southeastern Broadcasting:</u>				
WSOK/WAEV-F	Savannah (D)	\$ 2,350,000		
WLVH-F	Savannah (D)	<u>2,000,000</u>		
		\$ 4,350,000		
<u>Apollo Radio sold to Regent:</u>				
WEZL-F, WLXY-F	Charleston, SC	\$		
KMXV, KUDL-F	Kansas City (D)			
KALL, KKAT-F, KODJ-F	Salt Lake (D)			
		<u>\$ 50,000,000</u>		(Star)
KHTN-F	Los Banos (Merced)	Sold to Buckley (D)	510,000	
WQNJ-F	Ocean Acres, NJ	Sold to New Wave (D)	1,100,000	(Blackburn)
WAYV-F	Atlantic City	Sold to Ragan Henry (D)	2,700,000	
WPTR	Albany, NY	Sold to Crawford	700,000	
KIOT-F	Los Lunas (Albuquerque)	Sold to Simmons	1,600,000	(Fisher; Media Svcs)
KAXT-F, KXDC-F	Carmel, CA	Sold to KPIG-F owner (D)	2,500,000	(Kalil)
WXFL-F	Florence, AL	Sold to WQLT-F owner (D)	566,000	
WMT A/F	Cedar Rapids	Sold to Palmer	14,000,000	
KKHG-F	Tucson	Sold to Apogee (D)	1,000,000	
KSBL-F	Carpinteria (S. Barbara)	Sold to KQSB, KTYD-F owner (D)	1,330,000	
WZAZ, WJBT-F	Jacksonville	From UNC to Jacor (D)	3,750,000	
WXLW	Indianapolis		700,000	
WBAN	Rantoul (Champaign)		175,000	
WBSS-F	Millville (Atlantic City)	Sold to Press	2,750,000	
WLIX	Long Island		1,100,000	
KVNA A/F	Flagstaff, AZ	Sold to Park Lane	575,000	
WKDA	Nashville	Sold by Dick	325,000	
<u>Pyramid sold to Evergreen Media:</u>				
WNUA-F	Chicago (D)	\$		
WYXR-F, WJJZ-F	Philadelphia (D)			
WHTT A/F, WSJZ-F	Buffalo (D)			
WRFX A/F, WEDJ-F	Charlotte (D)			
WXKS A/F, WJMN-F	Boston (D)			
		<u>\$316,000,000</u>		
WGGR-F	Greenwood (Indianapolis)	Sold to University (D)	2,150,000	
FM CP (94.7)	New Albany (Louisville)	Sold to WRKA-F owner (D)	1,040,000	
KUPL-AM	Portland, OR	From BayCom to Crawford	2,000,000	(LaRue)
WROV A/F	Roanoke	From Lisa to Benchmark (D)	5,800,000	(Bergner)
KCZY-F	Osage, IA	Sold to Jim Ingstad (D)	1,050,000	(Johnson)

STATION	MARKET	GROUP OWNERS	PRICE	BROKER
WLOU	Louisville		\$ 265,000	
KRCV	Reno	Sold to Lotus (D)	235,000	
FM CP (94.7)	Santa Fe	Sold to Withers	96,000	
KLO	Ogden	Sold to KSOS A/F owner (D)	313,000	
KMBX-F	Orem, UT	From Ragan Henry to Steve Marriott	1,250,000	
KIEZ	Carmel Valley, CA		375,000	(Miller)
KHNR	Honolulu	Sold to CD	600,000	
WRRF, WDLX-F	Green-Wash., NC	Sold to Pinnacle (D)	3,750,000	
WARA	Attleboro, MA	Sold to Back Bay	275,000	(Media Services)
WRCC A/F	Warner Robins, GA	Sold to Edward Taylor Comm. by Timm	500,000	

Elements of Liggett Group sold to Patterson:

WGRO A/F, WLHT-F	Grand Rapids (D)	\$ 19,000,000
WBCK, WBXX-F, WELL A/F	Battle Creek area (D)	<u>2,500,000</u>
		\$ 21,500,000

CAP CITIES/ABC SOLD TO OISNEY

WKHX A/F, WYAY-F	Atlanta (D)
WLS A/F	Chicago
WBAP, KSCS-F	Dallas-FW
WJR, WHYT-F	Detroit
KABC, KMPC, KLOS-F	Los Angeles (D)
KQRS A/F, KEGE-F	Minneapolis (D)
WABC, WPLJ-F	New York
KGO, KSFO	San Francisco (D)
WMAL, WRQX-F	Washington

CBS RADIO STATIONS SOLD TO WESTINGHOUSE

KCBS, KRQR-F	San Francisco
WODS-F	Boston
WBBM A/F	Chicago (D)
KRRW-F, KTXQ-F	Dallas (D)
WJW, WYST-F	Detroit (D)
KKRW-F	Houston (D)
KNX, KCBS-F	Los Angeles (D)
WCCO, WLTE-F	Minneapolis
WCBS A/F	New York
WGMP, WOGL-F	Philadelphia (D)
KMOX, KLOU-F	St. Louis
WARW-F	Washington

SHAMROCK BROADCASTING SOLD TO CHANCELLOR

WDFN, WWW-F	Detroit	\$ 18,000,000
KLAC, KZLA-F	Los Angeles	85,000,000
KABL, KBGG-F, KNEW, KSAN-F	San Francisco (D)	55,000,000
WFOX-F	Atlanta	45,000,000
WWSW A/F	Pittsburgh	13,000,000
KTBB-F	Houston	24,000,000
KMLE-F	Phoenix	38,000,000
WHTZ-F	New York	75,000,000
KXKL A/F, KZDG-F	Denver (D)	20,000,000
KFAN, KEFY-F	Minneapolis (D)	<u>24,000,000</u>
		\$ 397,000,000

KHQT-F	Los Altos (San Jose)	From Anaheim to Susquehanna	8,250,000	
WLRS-F	Louisville	From Liberty to Jim Chaplain	NA	
KLXK-F	Duluth	Sold to Brill (D)	700,000	
KCBN, KRNO-F, KWNZ-F	Reno	Sold to Patterson (D)	4,100,000	(Mahlman)
WGFT	Youngstown		250,000	
WJUK-F	Mt. Pleasant (Charleston SC)	Sold to Dudley (D)	900,000	
WTIC A/F	Hartford	From Chase to Amer. Radio Systems (D)	40,000,000	(Blackburn)
WBLK-F	Buffalo	Sold to Amer. Radio Systems (D)	8,000,000	(Blackburn)
KJCE, KKMJ-F, KPTY-F	Austin	From Amaturro to Amer. Radio Systems (D)	28,500,000	(Blackburn)
WFRL, WXXQ-F	Rockford	Sold to Connoisseur	2,300,000	(MVP)
WROK, WZOK-F	Rockford	Sold to Connoisseur (D)	5,000,000	(MVP)
KWIC-F	Topeka		444,000	
KOLT-F	Santa Fe (Albuquerque)	Sold to Crescent (D)	1,350,000	(Kalil)
WUTQ, WOUR-F	Utica	Sold by Bendat	1,350,000	(Kozacko)
KGBS	Dallas	Sold to Salem	4,850,000	(Saunders)
KVNU, KVFM-F	Logan, UT	Sold to Tom Joyner and George Beasley	600,000	(Media Services)
WCTX-F	Palmyra (Harrisburg, PA)	Sold to WTPA-F owner (semi-D)	870,000	
WJLW-F	Green Bay	Sold to Woodward		
KECR-F	El Cajon (San Diego)	From Family Stations to Douglas	12,000,000	

INDIVIDUAL MARKET REPORTS

NOTE: Following these definition pages the Individual Market Reports can be found in alphabetical order.

DEFINITIONS, CLARIFICATIONS AND EXPLANATIONS

NOTE: Even long-term subscribers should read these pages very carefully. There have been numerous changes and additions to American Radio. It will greatly increase your understanding of the Individual Market Reports if you are familiar with the systems and methodologies used.

The best way to explain and Individual Market Report is to go through it section by section. We will use an imaginary market and will start with the top of the market report on the far left.

Arbitron Rank/Pop (12+): 49/512,000
MSA Rank/Pop: 44/601,000
ADI #50
Average Person Rating: 18.4
Market TSL: 24.5 hours

The Arbitron rank is the 12+ population of the Arbitron metro survey area. The rank number (49 in this case) is the ranking among the 270 Arbitron Standard radio markets.

The MSA (metropolitan Statistical Area) rank is shown along with the total estimated population. Where the market has been split into two or more MSA's at least the largest MSA is listed.

The Arbitron ADI ranking can be found directly below the MSA rank.

The APR is the Average Person Rating. The APR indicated the percentage of the 12+ population which is using radio from 6 am-midnight, Mon-Sun (the Broadcast Week). The APR is roughly comparable to television's Persons Viewing Television (PVT) figures.

The market TSL shows the "Time Spent Listening" by the average radio listener in the market. In this case, the average listener spends 24.5 hours listening to radio.

Stations: 27/20
Diaries: 701/730:1/53.5%
Sample Target: 647
% Below Line: 3.3
% Not Listed: 8.6

There were 27 stations listed in the rating book for this market. Of those 27 a total of 20 stations were listed above the line (home to Arbitron metro). Thus a total of seven stations were licensed to cities outside of the metro, but they still qualified for inclusion in the rating book. You should be aware that some stations appear above the line by virtue of its chosen home city of identification rather than by its FCC authorized city of license.

The information on the "Diaries" is a bit complex, but it is all very important:

1st figure: 701 - the number of usable (in-tab) diaries returned from the market's metro

2nd figure: 730 - in the metro there was one diary returned for every 730 people 12+

3rd figure: 53.5% - total returned (in-tab) diaries expressed as a percentage of the total individuals who were sent a diary.

The sample target shows a number of in-tab diaries designated for the metro. This is basically Arbitron's goal for returned diaries. Remember that this number represents total diaries and does not necessarily refer to any individual demo. It is not a percentage of total people contacted. It is a percentage of total people sent diaries.

The % below line figure indicated the percentage of total radio listening earned by below the line stations.

This figure along with the "% Not Listed" figures indicate how much listening in the market is not available to the local commercial stations. This could have an affect on CPM's and also the effectiveness and salability of local radio.

This figure would reflect listening to distant stations, non-commercial and public stations, and local stations which did not have enough audience to qualify for listing in the book.

Est. 1994 Revenue: \$14,500,000
HH Income: \$25,700
Retail \$: 3.5 Bil
Pop Per Station: 25,600
#1 Biller: WAAA \$2,000,DDD

The revenue estimates are based upon calculations made in the 1995 edition of Duncan's Radio Market Guide. The figures are gross and they do not include trades.

HH Income means Consumer Spendable Income per household. This market's estimate is \$25,700.

Total retail sales in the market are estimated at 3.5 billion dollars. .

The data comes from Sales & Marketing Management and they are dated 1 October, 1993.

The population per Station shows the number of people (12+) per metro area radio station. The figure is calculated by dividing 12+ metro population by the number of "above-the-line" stations.

The #1 Biller shows the station I believe is the leading biller in the market and its estimated 1993 gross revenue. This data is extracted from the 1995 edition of Duncan's Radio Market Guide.

12+METRO	1/4/SHARE	WIN				12+ METRO				REVENUE LEVEL	
		95	FAL 94	SUM 94	SPG 4 94	12+ TSA	CUME/CUME RATING	FAL 94	SPG 94		
1. WAAA-F (AC)	513/10.0	8.1	9.3	8.1	7.5	8.9	527/6596	6262/20.4	19.6	1689	I

All of the figures in this section are based upon the Broadcast Week (Mon-Sun, 6 am-midnight). The audience figures are in hundreds. The ratings and shares are always percentages.

Next to the station's calls is a format code. The legend for this code is as follows:

- CHR - Contemporary Hit Radio, Top 40, Contemporary
- AC - Adult Contemporary
- O - Oldies (1955 to current)
- B - Black (audience predominantly black -- over 75%)
- U - Urban (majority of audience is non-white although a large segment is white)
- EZ - Easy Listening, Beautiful Music
- AOR - Album Oriented Rock, NR = New Rock, P = Progressive or Alternative
- CL - Classical
- C - Country
- T - Talk
- N - News
- SP - Hispanic/Spanish
- ST - Big Band/Nostalgia/Standards
- MOR/FS - Middle of the Road (MOR), Full Service, Variety
- J/NAC - Jazz, New Adult Contemp
- REL - Religion, Christian, Christian Music
- G - Gospel
- E - Ethnic
- ?? - Other, Unknown
- SAC - Soft Adult Contemporary
- CL AOR - Classic Rock, Classic AOR
- SPRTS - Sports/Talk

Then reading from left to right: WAAA has 51,300 listeners per quarter hour in the metro. This earns the station 10.0% share of audience during the latest rating period. Historical shares follow along with a four-book average for those markets with quarterly measurement.

Next is the TSA 1/4 Hour Average and Weekly cume. Then the Metro Cume and Cume Rating is shown. WAAA's cume rating is 20.4%. This means that 20.4% of this market's population (12+) listens to WAAA for five minutes or more during a given week. Historical cume ratings follow.

The "REVENUE LEVEL" gives an estimate of the revenue of most stations listed in this area. Not all stations have a revenue level included. In most cases these stations are out-of-market stations as you should look to their home markets for revenue information. For some stations (and, indeed entire markets) I was unable to make revenue estimates. Revenue levels come from the latest edition of Duncan's Radio Market Guide.

The codes for the revenue levels are as follows:

- | | |
|--------------------------------|----------------------------------|
| 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 | |

12+ METRO SHARE (METRO): 76.96% (3732 of 4849) (SPG 94: 76.10%)

These figures show how well FM radio is doing in the market--at least as far as listening levels are concerned. To calculate these figures I simply added up the Mon-Sun, 6 am-midnight, quarter hour numbers of all listed stations and divided it into the total numbers for the FM stations. There is, of course, listening to stations which do not qualify for a listing in the Arbitron report for the market. However, by definition this amount is small and it should not significantly affect the percentages.

DEMOGRAPHIC AND DAYPART RANKINGS

Directly below the FM Share figures are 21 demo and daypart rankings. The number of stations listed depends upon the size of the market. I am not allowed to print actual ratings figures per my agreement with Arbitron. All of these rankings are based on 1/4 HR. AVG. The criteria for the rankings is as follows:

- TEENS: Ages 12-17, Mon-Sun, 6A-MID, Metro
- 18-34: Adults 18-34, Mon-Sun, 6A-MID, Metro
- 18-49: Adults 18-49, Mon-Sun, 6A-MID, Metro
- 25-49: Adults 25-49, Mon-Sun, 6A-MID, Metro
- 25-54: Adults 25-54, Mon-Sun, 6A-MID, Metro
- 35+ : Adults 35+, Mon-Sun, 6A-MID, Metro
- 12+ AMD: Total persons, 12+, Mon-Fri, Metro, 6A-MID
- 12+ MID: Total persons, 12+, Mon-Fri, Metro, 1DA-3P
- 12+ PMD: Total persons, 12+, Mon-Fri, Metro, 3P-7P
- 12+ EVE: Total persons, 12+, Mon-Fri, Metro, 7P-MID
- OVERNIGHT: Total persons, 12+, Mon-Sun, 12MID-6A

- WDM 18-24: Women 18-24, Mon-Sun, 6A-MID, Metro
- WOM 18-34: Women 18-34, Mon-Sun, 6A-MID, Metro
- WDM 18-49: Women 18-49, Mon-Sun, 6A-MID, Metro
- WOM 25-34: Women 25-34, Mon-Sun, 6A-MID, Metro
- WDM 25-54: Women 25-54, Mon-Sun, 6A-MID, Metro

- MEN 18-24: Men 18-24, Mon-Sun, 6A-MID, Metro
- MEN 18-34: Men 18-34, Mon-Sun, 6A-MID, Metro
- MEN 18-49: Men 18-49, Mon-Sun, 6A-MID, Metro
- MEN 25-34: Men 25-34, Mon-Sun, 6A-MID, Metro
- MEN 25-54: Men 25-54, Mon-Sun, 6A-MID, Metro

NOTE: If a station's call letters are followed by a > symbol it means there is a very large difference between that station and the station following it in the ranking. The >> means that there is a huge difference between the marked station and the next ranked station. The difference is around 10 share points or the marked station has twice as much audience. Conversely, the < symbol means that the two ranked stations are very close in share.

<u>FDRMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>	<u>SPG 94</u> <u>%</u>
Country	153 (3)	176 (2)	329 (5)	13.9	14.1

This table is based on the broadcast week, 1/4 Hour Average, 12+ Metro. The table includes every format in the market and every station which shows up in the market's metro. In this market there are 15,300 people listening to 3 different AM stations programming country music. The FM figures are added to the AM to show a total for the market. 13.9% of radio listening in this market is devoted to stations programming country music.

The "Other Rated Stations" section includes all stations not listed on the 12+ METRD 1/4/SHARE column at the top of the individual market report. The city of license, 12+ metro share, 12+ cume rating, TSA 1/4 and TSA Cume are listed as well as the station's frequency.

CAPSULE STATION DESCRIPTIONS

WAAA-F, 92.5, 50 KW @ 500, CHR ABC, \$ 73.0D (Torbet) XYZ Group

I have greatly expanded the number of stations in each market which qualify for a capsule description. Now, nearly every station in the metro is included.

Our sample station, WAAA-F, has a frequency of 92.5. Its power is 50 KW and its Height Above Average Terrain (HAAT) is 500 feet. It is unfortunate but true that some stations attempt to deceive advertisers about their power and HAAT. I think I have found the true facilities' data for these stations. However, a few may have slipped by me. If you see any incorrect figures, please let me know.

For AM stations, night power is listed if it differs from day power. Directionality is indicated as follows:

- DA, DAYS - Directional daytime
- DA-1 - Directional day and night - 1 pattern
- DA-2 - Directional day and night - 2 patterns
- DA-N - Directional at night only
- DA-D - Directional during the day only

WAAA-F programs a CHR format.

Next is the station's network affiliation if it has one:

ABC	ABC	SMN	Satellite Music Network
AP	Associated Press Radio	SDURCE	Westwood One Source Radio Network
AURN	American Urban Radio	SRN	Salem Radio Network
BRN	Business Radio Network	SUN	Sun Radio Network
CBS	CBS Radio Network	TALKNT	Talknet
CNN	Cable News Network	TARN	Talk America Radio Network
CRC	Cadena Radio Centro	UPI	United Press International Radio Network
IBN	Independent Broadcasters Network	USA	USA Radio Network
PRN	People's Radio Network	WESTWD	Westwood One Radio Network
SBUSA	Sports Byline USA	1-DN-1	One-Dn-One Sports Radio Network

Spot rates are now calculated in just one way: my estimate of each station's average unit rate. The unit rate estimate is what I project is the average rate for all spots run on the station. This estimate is usually derived by taking the station's gross billings and working backwards with a formula based on spots per hour, the percentage of inventory sold and other factors.

Following the spot rate, the station's national representative can be found in the parenthesis. Next is the group ownership if there is any.

Next are the "Miscellaneous Comments." These include:

- CALL LETTER CHANGES: The old calls and new calls for stations which have changed calls since the last issue of American Radio. The date of the change is listed if it is available.
- FORMAT CHANGES: This table should probably be called "major format changes." It is nearly impossible to track down every subtle change in format for every station. I hope to list the major changes at major stations since the previous edition of American Radio.
- STATION SALES: This section lists the proposed sales in each market. These sales do not necessarily close. If I know the brokers involved, they are also listed. In some cases, I had to estimate the sale price.
- MISCELLANEOUS COMMENTS: These are various comments and observations which come to my mind as I process the data for each market.
- DUOPOLY REPORT: In the Spring and Fall editions there can be found a section analyzing the impact of duopoly in each market. It shows the stations involved in each duopoly and their group owner ("local" is indicated if there is no group). Next is shown the gross 12+ and 25-54 audience shares. Finally is an estimate of the duopolies share of the market's revenue.

AKRON

DUOPOLY REPORT	12+	25-54	REVENUE
-----	----	-----	-----
WAKR, WONE-F, WQMX-F (Local)	20.8%	19.8%	48.6%

RADIO STATIONS

WAKR , 1590, 5 KW (0A-N) , Full Service	WESTWO, CBS, \$40.00 (Christal)	WQMX duop
WHLO , 640, 5 KW/500 W (0A-2), Religion	ABC, \$15.00 (---)	Mortenson
WTOU , 1350, 5 KW (0A-1) , Talk	ABC, SMN, \$17.00 (Eastman)	Barnstable
WKOO-F, 96.5, 50 KW @ 440 , CHR/AC	, \$70.00 (Eastman)	Barnstable
WNIR-F, 100.1, 3 KW @ 315 , Talk	CBS, \$42.00 (K & P)	(KENT)
WONE-F, 97.5, 12 KW @ 889 , AOR	, \$54.00 (Christal)	WQMX duop
WQMX-F, 94.9, 16 KW @ 879 , Country	, \$43.00 (Christal)	(MEDINA)

Other Ranked Stations -- See Canton or Cleveland

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

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

ALBANY-SCHENECTEDY-TROY

Arbitron Rank/Pop (12+): 57/744,800

Stations: 31/30
Diaries: 1707/436:1/54.9%
Sample Target: 1785
% Below Line: 0.3
% Not Listed: 13.9

1994 Revenue: \$24,500,000
HH Inc.: \$38,308
Retail \$: 7.4 Bil
Pop per Station: 24,827
#1 Biller: WGNA-AF \$4,800,000

MSA Rank/Pop: 64/885,000
DMA # 54

Average Person Ratings: 16.4
Market TSL: 21.75 hours

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WGNA-AF (C)	149/12.2	12.8	12.2	11.1	13.0	12.1	251/2906	1741/23.4	21.5	22.1	F	WGNA-AF
2. WGY (FS)	105/ 8.6	9.1	8.1	8.9	8.4	8.7	141/2164	1495/20.1	21.5	20.4	D	WGY
3. WYJB-F (SAC)	104/ 8.5	6.8	8.2	6.0	7.1	7.4	118/1791	1388/18.6	17.4	13.5	C	WYJB-F
4. WFLY-F (CHR)	102/ 8.4	9.3	8.9	9.7	10.2	9.1	125/2363	1837/24.7	22.7	24.0	E	WFLY-F
5. WPYX-F (AOR)	79/ 6.5	6.8	7.3	6.9	6.8	6.9	122/2190	1459/19.6	16.5	20.5	E	WPYX-F
6. WRVE-F (AC/AOR)	78/ 6.4	6.3	7.3	7.4	6.4	6.9	98/1659	1292/17.3	17.8	15.3	D	WRVE-F
7. WKLI-F (AC)	70/ 5.7	4.8	5.1	6.3	5.9	5.5	73/1257	1144/15.4	13.9	13.2	D	WKLI-F
8. WABY (ST)	58/ 4.8	2.9	3.9	3.8	3.2	3.9	60/557	544/ 7.3	5.9	5.7	A	WABY
9. WQBK-FF (CL AOR)	49/ 4.0	4.2	3.6	3.9	4.1	3.9	80/1541	1089/14.6	13.5	12.8	C	WQBK-FF
10. WROW (T)	32/ 2.6	2.4	0.9	0.4	0.3	1.6	36/692	607/ 8.1	4.9	2.1		WROW
11. WZRQ-F (AOR-NR)	27/ 2.2	3.3	2.5	3.1	4.3	2.8	34/945	765/10.3	8.6	10.0	B	WZRQ-F
12. WYSR-F (O)	26/ 2.1	1.4	1.8	2.2	2.3	1.9	31/628	515/ 6.9	7.1	7.9		WYSR-F
13. WHRL-F (J)	21/ 1.7	1.1	0.7	1.1	1.3	1.2	22/296	276/ 3.7	3.1	4.0		WHRL-F
WTRY (O)	21/ 1.7	1.3	1.5	1.1	0.8	1.4	28/517	465/ 6.2	5.0	3.9		WTRY
15. WEQX-F (AOR-NR)	19/ 1.6	1.3	1.3	1.3	1.4	1.4	33/660	349/ 4.7	5.4	5.0	A	WEQX-F
16. WQBK (T)	18/ 1.5	2.8	2.3	2.8	1.9	2.4	18/406	370/ 5.0	6.6	7.3	B	WQBK
WXLE-F (AOR-P)	18/ 1.5	1.5	1.4	1.2	1.1	1.4	22/450	376/ 5.0	4.4	4.9	A	WXLE-F
18.												
19.												
20.												

12+ FM SHARE (METRO): 75.50% (792 of 1049) (SPG 94: 80.12%)

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 WGNA-AF>	1 WGNA-AF>	1 WGNA-AF>	1 WGNA-AF<	1 WGNA-AF	1 WGNA-AF	1 WGNA-AF	1 WFLY-F	1 WGY <
2 WQBK-FF	2 WGNA-AF<	2 WFLY-F<	2 WRVE-F	2 WRVE-F<	2 WGY >	2 WGY	2 WYJB-F	2 WYJB-F<	2 WGNA-AF<	2 WGNA-AF>>
3	3 WPYX-F>	3 WRVE-F<	3 WYJB-F	3 WYJB-F	3 WYJB-F	3 WFLY-F<	3 WRVE-F	3 WFLY-F	3 WGY >	3 WKLI-F<
4	4 WRVE-F	4 WPYX-F<	4 WPYX-F	4 WPYX-F	4 WABY	4 WYJB-F	4 WGY	4 WGY	4 WPYX-F	4 WFLY-F<
5	5 WQBK-FF	5 WYJB-F	5 WFLY-F<	5 WGY <	5 WRVE-F	5 WPYX-F	5 WFLY-F	5 WRVE-F<	5 WYJB-F	5 WRVE-F<
6	6 WKLI-F	6 WKLI-F	6 WKLI-F	6 WFLY-F	6 WKLI-F	6 WQBK-FF	6 WKLI-F	6 WPYX-F	6	6 WYJB-F
7	WYJB-F	7	7 WGY	WKLI-F	7	7	7 WPYX-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 WFLY-F	1 WFLY-F>	1 WEQX-F	1 WGNA-AF<	1 WGNA-AF	1 WPYX-F	1 WPYX-F>	1 WPYX-F	1 WPYX-F<	1 WGNA-AF<
2 WKLI-F	2 WGNA-AF<	WFLY-F	2 WFLY-F	2 WYJB-F	WQBK-FF	2 WGNA-AF	2 WGNA-AF	2 WGNA-AF	2 WPYX-F<
3 WGNA-AF	3 WKLI-F	3 WRVE-F	3 WKLI-F<	3 WKLI-F	3 WGNA-AF	3 WQBK-FF	3 WRVE-F	3 WRVE-F	3 WRVE-F
4 WYJB-F	WYJB-F	4 WYJB-F	4 WYJB-F	4 WRVE-F	4 WFLY-F	4 WRVE-F	4 WQBK-FF	4 WQBK-FF	4 WGY
5 WPYX-F	5 WRVE-F	WGNA-AF	5 WRVE-F	5 WFLY-F	WZRQ-F	5 WFLY-F	5 WFLY-F	5 WYJB-F	5 WYJB-F
WZRQ-F	6 WPYX-F	6 WKLI-F	6	6	6 WRVE-F	6 WZRQ-F	6 WGY	6 WFLY-F	6
7	7	7 WPYX-F	7	7	WKLI-F	7	7 WZRQ-F	7	7

ALBANY-SCHENECTEDY-TROY

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TS	TA
AC		14B (2)	148 (2)	14.1	15.8	WBKK-F (?) 97.7	AMSTERDAM	0.5/1.6/	9/ 180
AOR/CLASSIC/NR		202 (7)	202 (7)	19.3	20.7	WBUG (C) 1570	AMSTERDAM	0.2/0.6/	3/ 52
COUNTRY	6 (2)	165 (4)	171 (6)	16.3	16.6	WBUG-F (C) 101.1	FT. PLAIN	0.5/1.2/	31/ 286
NEWS/TALK	57 (3)		57 (3)	5.4	3.7	WCOA-F (C) 96.3	VOORHEESVILLE	0.7/4.1/	10/ 355
CHR		111 (2)	111 (2)	10.6	12.2	WCSS (FS) 1490	AMSTERDAM	0.5/1.1/	7/ 123
BLACK/URBAN						WEMX-F (CHR) 94.5	RAVENA	0.7/4.6/	9/ 351
SOFT AC/EZ		109 (2)	109 (2)	10.4	B.B	WIZR (ST) 930	JOHNSTOWN	0.3/1.0/	5/ 130
HISPANIC						WJKE-F (SAC) 101.3	STILLWATER	0.4/2.0/	7/ 184
OLDIES	21 (1)	26 (1)	47 (2)	4.5	3.6	WPTR (T) 1540	ALBANY	0.6/2.8/	7/ 228
FULL SVC/VARIETY	111 (2)		111 (2)	10.6	10.1	WWCP-F (AOR) 96.7	CLIFTON PARK	0.8/4.8/	11/ 406
STANDARDS	62 (2)		62 (2)	5.9	4.3	WZZM-F (C) 93.5	CORINTH	0.3/0.7/	9/ 140
RELIG/GOSPEL		4 (1)	4 (1)	0.4	0.4	WJIV-F (REL) 101.9	CHERRY VALLEY	0.3/1.8/	6/ 200
SPORTS									
CLASSICAL									
JAZZ		21 (1)	21 (1)	2.0	1.6				
OTHERS/UNKNOWN		6 (1)	6 (1)	0.6	2.3				
TOTALS	257 (10)	792 (21)	1049 (31)						

DUOPOLY REPORT	12+	25-54	REVENUE
WROW, WFLY-F, WYJB-F (Local)	22.1%	18.1%	21.6%
WQBK A/F, WQBJ-F (Local, semi-duopoly)	5.5%	4.7%	9.0%
WGNA A/F, WTRY, WPYX-F (Liberty)	20.4%	23.7%	33.1%
WWCP-F, WYSR-F, WMRW-F (Jarad)	2.9%	3.8%	< 3.0%
	50.9%	50.3%	65.1%

RADIO STATIONS

WABY , 1400, 1 KW , Standards	WESTWD, \$17.00 (Christal)	Bendat
WGY , 810, 50 KW , Full Service	ABC, \$57.00 (MMR)	Pennsylvania/Dame
WPTR , 1540, 50 KW (DA-1) , Talk/News	ABC, CBS, \$18.00 (Torbet)	
WQBK , 1300, 5 KW (DA-2) , Talk	WESTWD, ABC, \$20.00 (D&R)	
WROW , 590, 5 KW/1 KW(DA-2) , See WYJB-FM		
WTRY , 980, 5 KW (DA-N) , See WTRY-FM		
WCOA-F, 96.3, 0.2 KW @ 111B , Country	, \$16.00 (---)	(VOORHEES.)
WEQX-F, 102.7, 1.3 KW @ 759 , AOR - New Rock	AP, ABC, \$19.00 (---)	(MANCHESTER)
WFLY-F, 92.3, 17 KW @ 850 , CHR	ABC, \$64.00 (Torbet)	
WGNA-F, 107.7, 12 KW @ 981 , Country	WESTWD, \$95.00 (Katz)	Liberty
WRVE-F, 99.5, 15 KW @ 925 , AC/AOR	CBS, \$30.00 (MMR)	Pennsylvania/Dame
WHRL-F, 103.1, 3 KW @ 325 , Jazz/NAC	WESTWD, \$17.00 (---)	
WKLI-F, 100.9, 6 KW @ 285 , AC	, \$59.00 (Christal)	Bendat
WPYX-F, 106.5, 16 KW @ 909 , AOR	ABC, \$61.00 (Mc-Guild)	Liberty
WQBK-F, 103.9, 6 KW @ 302 , Classic AOR	CBS, WESTWD, \$40.00 (Banner)	
WYJB-F, 95.5, 12 KW @ 1023 , Soft AC	, \$42.00 (Torbet)	WFLY duop
WYSR-F, 98.3, 3 KW @ 328 , Oldies	WESTWD, \$25.00 (Mc-Guild)	Jarad (ROTTERDAM)
WXLE-F, 104.5, 5 KW @ 351 , AOR - PROG	, \$16.00 (---)	(MECHANIC.)
WZRO-F, 102.3, 4 KW @ 387 , AOR	SMN, \$17.00 (Eastman)	(BALSTON)

Miscellaneous: WPTR sold to Crawford for \$700,000. . . WTRY-F changes to WYSR-F changes to WYSR-F (May). . .

ALBUQUERQUE

Arbitron Rank/Pop (12+): 69/534,000

Stations: 30/28
 Diaries: 1481/361:1/51.7%
 Sample Target: 1500
 % Below Line: 1.7
 % Not Listed: 11.9

1994 Revenue: \$24,000,000
 HH Inc.: \$32,504
 Retail \$: 6.1 Bil
 Pop per Station: 19,071
 #1 Biller: KRST-F \$4,500,000

MSA Rank/Pop: 79/659,000

DMA # 44

Average Person Ratings: 16.7

Market TSL: 22.00 hours

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. KRST-F (C)	83/ 9.3	11.6	10.1	13.1	10.7	11.0	107/1604	1252/23.4	24.2	24.1	F	KRST-F
2. KKOB (FS/T)	78/ 8.7	9.5	9.3	10.1	9.2	9.4	98/1329	983/18.4	25.6	21.4	E	KKOB
3. KKOB-F (AC)	60/ 6.7	6.6	5.2	8.0	7.1	6.6	73/1506	1076/20.1	18.4	21.3	D	KKOB-F
4. KMGA-F (SAC)	55/ 6.2	6.0	6.3	5.1	4.6	5.9	75/1083	794/14.9	13.7	15.1	C	KMGA-F
KKSS-F (CHR)	55/ 6.2	6.4	6.1	7.0	7.1	6.4	79/1299	861/16:1	15.7	17.6	C	KKSS-F
6. KTEG-F (AOR-NR)	48/ 5.4	4.4	3.7	1.9	1.8	3.9	59/1039	836/15.7	10.7	9.4	A	KTEG-F
KASY-F (C)	48/ 5.4	3.9	5.3	3.3	5.1	4.5	62/1006	773/14.5	14.3	12.9	B	KASY-F
8. KHTZ-F (O-70's)	38/ 4.3	5.0	2.6	1.7	3.6	3.4	48/903	714/13.4	9.2	9.7	B	KHTZ-F
KIVA (ST)	38/ 4.3	4.2	3.6	3.9	3.1	4.0	40/395	361/ 6.8	7.0	6.6	A	KIVA
10. KHFM-F (CL)	36/ 4.0	4.6	4.8	3.4	4.7	4.2	51/750	544/10.2	12.6	9.9	B	KHFM-F
11. KZRR-F (AOR)	32/ 3.6	4.6	4.3	5.7	5.2	4.6	46/820	629/11.8	15.5	15.7	D	KZRR-F
12. KZKL-F (O)	31/ 3.5	4.2	6.1	5.1	4.2	4.7	34/637	605/11.3	12.1	12.7	C	KZKL-F
13. KLVO-F (SP)	27/ 3.0	1.3	---	0.2	0.1	1.5	38/418	304/ 5.7	0.2	0.6		KLVO-F
14. KIOT-F (AOR-P)	20/ 2.2	2.2	2.6	2.1	1.3	2.3	35/458	313/ 5.9	8.1	4.0	B	KIOT-F
15. KZRQ-F (AOR)	19/ 2.1	2.8	3.8	2.6	3.3	2.8	32/615	464/ 8.7	10.1	9.4	B	KZRQ-F
16. KRZN-F (J)	17/ 1.9	1.8	0.3	---	---	1.4	17/263	252/ 4.7	2.1	---		KRZN-F
17. KLSK-F (CL AOR)	16/ 1.8	1.5	2.5	3.6	3.1	2.4	29/708	498/ 9.3	11.2	12.1	C	KLSK-F
18. KOLT-F (C)	12/ 1.3	2.2	2.0	2.7	1.8	2.1	25/545	323/ 6.0	8.4	8.7	B	KOLT-F
19. KKXS (SP)	10/ 1.1	0.5	2.1	1.2	1.2	1.2	10/142	128/ 2.4	2.7	3.2		KKXS
20. KHTL (T)	9/ 1.0	0.2	0.7	0.4	0.7	0.6	9/175	175/ 3.3	2.1	3.0		KHTL

12+ FM SHARE (METRO): 78.63% (618 of 786) (SPG 94: 77.98%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKSS-F>	1 KTEG-F<	1 KRST-F	1 KRST-F	1 KRST-F	1 KKOB >	1 KKOB	1 KKOB	1 KRST-F	1 KKSS-F>	1 KKOB
2 KTEG-F>	2 KRST-F	2 KKOB-F	2 KKOB-F	2 KKOB-F	2 KRST-F	2 KRST-F	2 KRST-F	2 KKSS-F	2 KTEG-F<	KTEG-F
3	3 KKSS-F	3 KMGA-F	3 KMGA-F	3 KMGA-F	3 KIVA	3 KKOB-F	3 KMGA-F	3 KMGA-F	3 KRST-F	3 KKOB-F
4	4 KKOB-F	4 KTEG-F<	4 KKOB	4 KKOB	4 KKOB-F	4 KMGA-F	4 KKOB-F	4 KKOB-F	4 KHFM-F	4 KRST-F
5	5 KMGA-F	5 KKSS-F<	5 KHTZ-F	5 KHTZ-F<	KMGA-F	5 KASY-F	5 KASY-F	KTEG-F	5 KKOB	5 KASY-F
6	6 KHTZ-F	6 KHTZ-F	6 KZRR-AF	6 KASY-F	KHFM-F	6 KTEG-F	6 KTEG-F	6 KKOB <	6	6
7	7	7	7	7	7	KZRR-AF	7	7 KASY-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 KTEG-F	1 KKSS-F	1 KRST-F	1 KRST-F	1 KRST-F	1 KTEG-F	1 KTEG-F	1 KKOB-F	1 KKOB	1 KKOB >
KKSS-F	KRST-F<	2 KKOB-F	2 KMGA-F<	2 KMGA-F	2 KZRQ-F	2 KRST-F	KRST-F	2 KHTZ-F	2 KHTZ-F<
3 KKOB-F	3 KKOB-F	KMGA-F	3 KKOB-F	3 KKOB-F>	3 KKSS-F	3 KZRQ-F	KZRR-AF	KRST-F	3 KKOB-F
KRST-F	KTEG-F	4 KKSS-F	4 KKSS-F	4 KZKL-F	KPST-F	4 KZRR-AF	4 KHTZ-F	KZRR-AF	KRST-F
5 KMGA-F	5 KMGA-F	5 KTEG-F	5 KTEG-F	5 KASY-F	5 KASY-F	5 KKSS-F	5 KTEG-F	5 KKOB-F	5 KZRR-AF<
KHTZ-F	6	KHTZ-F	6 KZKL-F	6 KHFM-F	KKOB-F	6 KHTZ-F	KZRQ-F	KTEG-F	6 KASY-F
KASY-F	7	7	7	7	KZRR-AF	7	7	7	7
KLVO-F									

ALBUQUERQUE

FORMATS	AM	FM	TOTAL	%	SPG 94	%	OTHER	RATED STATIONS	METRO CLM% TDA TDA	SHARE/RTG/AGH/CLM%
AC		60 (1)	60 (1)	7.6	10.1		KABQ (SP)	1350 ALBUQUERQUE	0.3/1.4/	3/ 73
AOR/CLASSIC/NR		142 (6)	142 (6)	18.1	18.8		KALY (SP)	1240 LOS RANCHOS	0.4/1.5/	4/ 89
COUNTRY	7 (1)	143 (3)	150 (4)	19.1	20.7		KARS (SP)	860 BELEN	0.6/0.6/	5/ 46
NEWS/TALK	9 (1)		9 (1)	1.1	1.8		KDEF (SPPTS)	1150 ALBUQUERQUE	0.6/2.2/	5/ 119
CHR		55 (1)	55 (1)	7.0	8.1		KHFN (?)	1050 LOS RANCHOS	0.3/1.8/	3/ 109
BLACK/URBAN							KNTK-F (PEL)	107.1 ALBUQUERQUE	0.8/2.6/	7/ 167
SOFT AC/EZ		55 (1)	55 (1)	7.0	9.3		KRLL (C)	1580 ALBUQUERQUE	0.8/1.0/	7/ 56
HISPANIC	22 (4)	27 (1)	49 (5)	6.2	3.2		KRZY (SPPTS)	1450 ALBUQUERQUE	0.7/2.8/	6/ 149
OLDIES		77 (3)	77 (3)	9.8	5.5		KBOM-F (D)	106.7 LOS ALAMOS	0.9/4.1/	17/ 428
FULL SVC/VARIETY	78 (1)		78 (1)	9.9	10.5		KTMN-F (ACP)	98.5 LOS ALAMOS	0.8/3.3/	17/ 387
STANDARDS	38 (1)		38 (1)	4.8	3.5					
RELIG/GOSPEL		7 (1)	7 (1)	0.9	1.3					
SPORTS	11 (2)		11 (2)	1.4	D.0					
CLASSICAL		36 (1)	36 (1)	4.6	5.3					
JAZZ		17 (1)	17 (1)	2.2	0.0					
OTHERS/UNKNOWN	3 (1)		3 (1)	0.4	1.9					
TOTALS	168 (11)	618 (19)	786 (30)							

DUOPOLY REPORT	12+	25-54	REVENUE
KIVA, KZKL-F, KZRO-F (Territorial)	9.9%	7.0%	9.6%
KLSK-F, KZRR A/F (River City)	5.4%	6.9%	16.3%
KKOB A/F, KHTL, KMGA-F (Citadel)	22.6%	23.4%	33.3%
KHFN, KTEG-F, KHTZ-F (Local)	10.0%	9.2%	4.0%
KKIM, KARS, KLVO-F (Guardian)	3.6%	3.9%	< 2.0%
RADIO STATIONS	51.5%	50.4%	64.2%

SCARBOROUGH REPORT
Indexed against \$100,000+ Households

	HIGHEST	LOWEST	
1. KZRR-F	169	1. KXKS	0
2. KLSK-F	168	2. KOLT-F	38
3. KMGA-F	158	3. KZRO-F	56
4. KIOT-F	139	4. KKSS-F	64
5. KHFM-F	131	5. KIVA	79

AM STATIONS

KABQ, 1350, 5 KW/500 W (DA-2), Hispanic	, \$ 14.00 (Lotus)	
KARS, 860, 250 W/188 W, Hispanic	ABC, \$ 15.00 (Lotus)	(BELEN)
KIVA, 1310, 5 KW/500 W (DA-2), Standards	WESTWD, \$ 16.00 (Torbet)	
KJBO, 1050, 1 KW/500 W (DA-1), Oldies	SMN, \$ 15.00 (---)	(LOS RANCHOS)
KKOB, 770, 50 KW (DA-2), Full Service	ABC, \$ 60.00 (McGuild)	Citadel
KHTL, 920, 1 KW/500 W (DA-N), Talk/News	WESTWD, CNN, \$ 20.00 (---)	Citadel
KXKS, 1190, 10 KW (DAYS), Hispanic	UPI, AP, \$ 18.00 (Caballero)	

FM STATIONS

KTEG, 107.9, 23 KW @ 4130, AOR-NR	, \$ 22.00 (Banner)	
KASY, 103.3, 23 KW @ 4185, Country	, \$ 26.00 (Christal)	
KBAC, 98.1, 100 KW @ 1036, AOR	, \$ 19.00 (---)	(LAS VEGAS)
KHFM, 96.3, 20 KW @ 4133, Classical	, \$ 29.00 (CMBS)	
KIOT, 102.5, 17 KW @ 4159, AOR-Prog	, \$ 19.00 (---)	Simmons (LOS LUNAS)
KHTZ, 100.3, 23 KW @ 4110, Oldies - 70's	, \$ 23.00 (Banner)	KAMX owner (D)
KKOB, 93.3, 22 KW @ 4149, AC	, \$ 60.00 (McGuild)	Citadel
KKSS, 97.3, 100 KW @ 1876, CHR	, \$ 29.00 (D & R)	Sungroup (SANTA FE)
KLSK, 104.1, 100 KW @ 1876, Classic AOR	, \$ 31.00 (Eastman)	River City (SANTA FE)
KLVO, 97.7, 100 KW @ 872, Hispanic	, \$ NA (---)	(BELEN)
KMGA, 99.5, 23 KW @ 4130, AC	WESTWD, \$ 30.00 (Christal)	
KOLT, 105.9, 100 KW @ 1935, Country	ABC, \$ 23.00 (Katz)	Citadel (SANTA FE)
KRST, 92.3, 22 KW @ 4159, Country	, \$ 90.00 (Katz)	Crescent
KRZN, 101.3, 6 KW @ 328, Jazz	, \$ 15.00 (---)	
KZKL, 101.7, 3 KW @ 105, Oldies	, \$ 28.00 (Christal)	Territorial (RIO RANCHO)
KZRO, 105.1, 100 KW @ 1935, AOR	SMN, \$ 19.00 (Torbet)	Territorial (SANTA FE)
KZRR, 94.1, 23 KW @ 4130, AOR	Source, \$ 53.00 (Eastman)	River City

Miscellaneous: KRZY, KRST-F sold by Commonwealth to Crescent for \$15,500,000 (E) (MVP). . . KUCU-F changed to KNTK-F (Dec) and now has a religious format. . . KARS-F changed to KLVO-F (Feb) and now uses a Hispanic format. . . KDEF sold for \$125,000. . . KIOT-F (Los Lunas) sold to Simmons for \$1,600,000 (Fisher; Media Services) . . . KOLT-F (Santa Fe) sold to Crescent (D) for \$1,350,000 (Kalil). . .

ALLENTOWN-BETHLEHEM

Arbitron Rank/Pop (12+): 63/604,700

Stations: 41/13
Diaries: 1174/515:1/59.1%
Sample Target: 1210
% Below Line: 24.0%
% Not Listed: 13.1%

1994 Revenue: \$18,700,000
HH Inc.: \$38,501
Retail \$: 5.4 Bil
Pop per Station: 46,515
#1 Biller: WLEV-F \$4,300,000

MSA Rank/Pop: 83/623,000

Philadelphia DMA

Average Person Ratings: 17.7

Market TSL: 23.25 hours

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WAEB-F (CHR)	123/11.5	13.1	10.8	10.8	11.6	11.6	131/2042	1807/29.9	28.8	30.7	D	WAEB-F
2. WLEV-F (AC)	116/10.8	10.6	8.4	9.6	9.9	9.9	118/1572	1412/23.4	20.0	22.6	F	WLEV-F
3. WZZO-F (AOR)	101/ 9.4	9.3	12.0	11.6	13.0	10.6	119/1678	1353/22.4	24.0	27.4	E	WZZO-F
4. WFMZ-F (SAC)	93/ 8.7	10.1	12.2	10.8	9.2	10.5	124/1409	1130/18.7	19.4	19.1	C	WFMZ-F
5. WODE-F (O)	80/ 7.5	6.6	6.7	7.2	7.3	7.0	116/1926	1404/23.2	19.1	19.8	E	WODE-F
6. WAEB (N/T)	51/ 4.8	5.9	4.4	5.0	6.4	5.0	52/906	874/14.5	13.2	14.6	C	WAEB
7. WKAP (ST)	42/ 3.9	2.7	2.9	2.3	2.7	3.0	42/370	370/ 6.1	6.6	5.6		WKAP
8. WXTU-F (C)	30/ 2.8	1.8	3.0	2.8	2.5	2.6	49/686	458/ 7.6	8.1	7.5		WXTU-F
9. WYSP-F (CL AOR)	24/ 2.2	2.6	2.7	1.7	2.4	2.3	29/618	464/ 7.7	10.3	9.9		WYSP-F
10. WRNJ-F (C)	21/ 2.0	1.6	1.4	0.8	0.6	1.5	27/522	426/ 7.0	5.2	2.1		WRNJ-F
11. WABC (T)	18/ 1.7	1.6	1.8	1.3	1.0	1.6	36/450	249/ 4.1	2.9	2.0		WABC
12. WEST (ST)	16/ 1.5	3.0	2.2	2.4	2.1	2.3	17/263	253/ 4.2	4.2	5.1	A	WEST
13.												
14.												
15.												

12+ FM SHARE (METRO): 78.86% (735 of 932) (SPG 94: 75.99%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ M10	12+ PMD	12+ EVE	OVERNIGHT
1 WAEB-F>>	1 WAEB-F	1 WAEB-F<	1 WLEV-F	1 WLEV-F	1 WFMZ-F	1 WAEB-F	1 WAEB-F<	1 WAEB-F<	1 WAEB-F<	1 WODE-F
2 WZZO-F	2 WZZO-F	2 WLEV-F<	2 WAEB-F<	2 WAEB-F<	2 WODE-F<	2 WLEV-F	2 WLEV-F	2 WLEV-F<	2 WLEV-F	2 WAEB-F
3	3 WLEV-F>	3 WZZO-F>	3 WZZO-F<	3 WODE-F	3 WLEV-F>	3 WFMZ-F	3 WZZO-F	3 WZZO-F	3 WZZO-F>	3 WAEB
4	4	4 WODE-F	4 WODE-F	WZZO-F>	4 WAEB	4 WZZO-F	4 WFMZ-F	4 WFMZ-F	4 WFMZ-F	4 WFMZ-F
5	5	5	5	5	5 WKAP	5 WODE-F	5 WODE-F	5 WODE-F	5 WODE-F	5 WZZO-F
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 WAEB-F	1 WAEB-F>>	1 WAEB-F	1 WAEB-F	1 WAEB-F<	1 WAEB-F	1 WZZO-F>>	1 WZZO-F	1 WZZO-F>	1 WZZO-F
2 WLEV-F	2 WLEV-F>	2 WLEV-F	2 WLEV-F>	2 WLEV-F>	2 WZZO-F	2 WAEB-F	2 WLEV-F	2 WLEV-F	2 WLEV-F
3 WZZO-F	3 WZZO-F>	3 WXTU-F	3 WODE-F>	3 WODE-F	3 WLEV-F	3 WLEV-F>	3 WYSP-F	3 WAEB-F	3 WODE-F>
4	4	4 WZZO-F	4 WZZO-F	4 WFMZ-F	4 WPLY-F	4	4 WAEB-F	4 WODE-F	4 WAEB-F
5	5	5 WPLJ-F	5 WFMZ-F	5	5 WSBG	5	5	5	5
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER	RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		126 (2)	126 (2)	13.5	14.7	WGPA (FS)	1100 BETHLEHEM	0.9/2.5/	10/	151
AOR/CLASSIC/NR		143 (5)	143 (5)	15.3	17.1	WIPI (SPRTS)	1230 EASTON	0.7/1.6/	8/	102
COUNTRY		63 (4)	63 (4)	6.8	5.6	WTKZ (T)	1320 ALLENTOWN	0.7/3.3/	8/	201
NEWS/TALK	105 (5)	4 (1)	109 (6)	11.7	12.0	WYNS (O)	1160 LEHIGHTON	0.6/1.4/	6/	96
CHR		176 (8)	176 (8)	18.9	16.1	WBYN-F (REL)	107.5 BOYERTOWN	0.9/2.5/	16/	262
BLACK/URBAN		13 (2)	13 (2)	1.4	0.5	WHCY-F (C)	106.3 BLAIRSTOWN NJ	0.4/1.7/	14/	259
SOFT AC/EZ		93 (1)	93 (1)	10.0	10.7	WIOV-F (C)	105.1 EPHRATA	0.7/2.3/	14/	257
HISPANIC						WKRZ-F (CHR)	98.5 WILKES-BARRE	0.5/1.8/	17/	324
						WQEQ-F (O)	103.1 FREELAND	0.4/0.8/	5/	68
OLDIES	6 (1)	92 (3)	98 (4)	10.5	9.6	WRFY-F (CHR)	102.5 READING	0.6/4.5/	30/	519
FULL SVC/VARIETY	10 (1)		10 (1)	1.1	1.8	WSBG-F (CHR)	93.5 STROUOSBERG	0.8/2.4/	24/	439
STANDARDS	62 (3)		62 (3)	6.7	7.9	WZMT-F (CL AOR)	97.9 HAZLETON	0.7/1.7/	17/	283
RELIG/GOSPEL		10 (1)	10 (1)	1.1	1.4					
SPORTS	14 (2)		14 (2)	1.5	0.0	SEE PHILADELPHIA OR NEW YORK FOR MORE ABOUT THE FOLLOWING:				
CLASSICAL		9 (1)	9 (1)	1.0	1.5	KYW	1.3/ 6.1	WMGK-F	0.7/ 2.0	WPST-F 1.0/ 4.1
JAZZ		6 (1)	6 (1)	0.6	0.5	WDAS-F	0.5/ 0.8	WMMR-F	0.4/ 2.4	WUSL-F 0.7/ 2.9
OTHERS/UNKNOWN					0.6	WFLN-F	0.8/ 2.7	WOR	1.3/ 2.8	WQDB-F 0.4/ 2.1
						WIOQ-F	0.8/ 4.2	WPEN	0.4/ 0.9	WXRK-F 0.7/ 1.8
						WJP	0.6/ 2.8	WPLJ-F	0.5/ 1.5	WYXR-F 0.9/ 4.4
TOTALS	197 (12)	735 (29)	932 (41)			WJZ-F	0.6/ 2.0	WPLY-F	0.7/ 2.9	

04.1, 50 KW @ 500, CHR	, \$ 45.00 (Katz)	Comodore	
00.7, 17 KW @ 869, EZ	, \$ 50.00 (Torbet)	Dean	
06.1, 50 KW @ 500, AC	, \$ 93.00 (McGuild)	Telemidia	
09.9, 50 KW @ 449, Oldies	, \$ 70.00 (D & R)	Patterson	
07.1, 3 KW @ 394, Country	SMN, \$ NA (---)		(BELVIDERE, NJ)
05.1, 30 KW @ 630, AOR	, \$ 73.00 (Katz)	Comodore	

Other Ranked Stations -- See Philadelphia or New York

ous: WKKW changed calls to WKAP (March). . . WFMZ-F sale to Telemidia was canceled. . .
 WKAP now programs Standards. . . WIPI, WODE-F sold by Wheeling-Pittsburgh to Patterson
 for \$11,400,000 (E). . .

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

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

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

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

ALTOONA

Arbitron Rank/Pop (12+): 230/110,300

Stations: 17/10
Diaries: 608/181:1/61.5%
Sample Target: 610
% Below Line: 7.2
% Not Listed: 15.5

1994 Revenue: \$4,700,000
HH Inc.: \$27,215
Retail \$: 1.24 Bil
Pop per Station: 11,030
#1 Biller: WFGY-F \$2,500,000

MSA Rank/Pop: 258/132,000
DMA # 93 (w/Johnstown)
Average Person Ratings: 16.3
Market TSL: 22.50 hours

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	SPG 93	Revenue Level	
1. WFGY-F (C)	48/26.7	----	24.9	----	24.6	----	154/1744	427/38.7	44.9	35.6	D	WFGY-F
2. WPRR-F (CHR)	22/12.2	----	11.2	----	12.3	----	32/634	325/29.5	32.8	28.3	B	WPRR-F
3. WHPA-F (AC)	17/ 9.4	----	9.6	----	12.3	----	19/281	237/21.5	21.9	23.5	B	WHPA-F
4. WRTA (T)	12/ 6.7	----	9.1	----	11.1	----	14/232	182/16.5	16.9	20.4	B	WRTA
WFBG (FS)	12/ 6.7	----	6.1	----	1.8	----	13/157	143/13.0	14.4	11.3	A	WFBG
6. WALY-F (O)	11/ 6.1	----	7.1	----	8.8	----	15/277	207/18.8	20.2	22.9	A	WALY-F
7. WBXQ-F (AOR)	9/ 5.0	----	4.1	----	1.2	----	15/302	151/13.7	15.0	8.2	A	WBXQ-F
8. WKMC (ST)	5/ 2.8	----	3.6	----	4.1	----	5/90	75/ 6.8	8.6	7.9	A	WKMC
9.												
10.												

12+ FM SHARE (METRO): 79.61% (121 of 152) (SPG 94: 73.21%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPRR-F>>	1 WPRR-F	1 WFGY-F>	1 WFGY-F>>	1 WFGY-F>>	1 WFGY-F>>	1 WFGY-F>>	1 WFGY-F>>	1 WFGY-F>>	1 WFGY-F>	1 WFGY-F>>
2 WFGY-F	2 WFGY-F>	2 WPRR-F	2 WHPA-F	2 WHPA-F	2 WRTA	2 WPRR-F<	2 WHPA-F<	2 WPRR-F	2 WPRR-F>>	2 WRTA-F
3	3 WBXQ-F	3 WHPA-F	3 WPRR-F	3 WPRR-F	WFBG	3 WRTA	3 WPRR-F	3 WHPA-F	3	3 WPRR-F
4	4	4	4	4	WHPA-F	4 WHPA-F	4	4	4	4
5	5	5	5	5	5	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 WPRR-F	1 WPRR-F>>	1 WFGY-F	1 WFGY-F<	1 WFGY-F	1 WFGY-F	1 WFGY-F	1 WBXQ-F	1 WFGY-F>>	1 WFGY-F>>
2	2 WFGY-F>	WHPA-F	2 WPRR-F<	2 WHPA-F	WPRR-F	2 WBXQ-F	WFGY-F	2 WPRR-F	2 WHPA-F
3	3 WHPA-F	3 WPRR-F	3 WHPA-F>	3 WPRR-F	3	WPRR-F	WQWK-F	3 WBXQ-F	3
4	4	4	4	4 WALY-F	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 94	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		21 (3)	21 (3)	13.8	11.3	WJSM-F (REL) 92.7	MARTINSBURG 0.6/2.2/ 1/ 39		
AOR/CLASSIC/NR		16 (4)	16 (4)	10.5	8.9	WVAM (T) 1430	ALTOONA 1.1/6.0/ 2/ 87		
COUNTRY		48 (1)	48 (1)	31.6	29.2				
NEWS/TALK	14 (2)		14 (2)	9.2	14.3	WDVE-F (AOR) 102.5	PITTSBURGH 1.1/2.9/ 9/ 219		
CHR		22 (1)	22 (1)	14.5	13.1	WKYE-F (AC) 95.5	JOHNSTOWN 1.7/5.0/ 37/ 531		
BLACK/URBAN						WLAK-F (AC) 103.5	HUNTINGTON 0.6/1.8/ 35/ 357		
SOFT AC/EZ		1 (1)	1 (1)	0.7	0.0	WOOX-F (O) 100.9	BEDFORD 0.6/1.4/ 3/ 51		
HISPANIC						WQHG-F (SAC) 106.3	HUNTINGTON 0.6/1.4/ 5/ 100		
OLDIES		12 (2)	16 (2)	10.5	8.9	WQKK-F (AOR) 99.1	EBENSBURG 1.1/5.2/ 28/ 408		
FULL SVC/VARIETY	12 (1)		12 (1)	7.9	8.3	WQWK-F (AOR) 97.1	UNIVERSITY PRK 1.7/7.0/ 29/ 454		
STANDARDS	5 (1)		5 (1)	3.3	4.2				
RELIG/GOSPEL		1 (1)	1 (1)	0.7	1.8				
SPORTS									
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN									
TOTALS	31 (4)	121 (13)	152 (17)						

ALLENTOWN-BETHLEHEM

DUOPOLY REPORT	12+	25-54	REVENUE
-----	-----	-----	-----
WAEB A/F, WZZO-F (Commodore)	25.7%	25.2%	40.1%

RADIO STATIONS

WAEB, 790, 3.8 KW/1 KW (DA-2), News/Talk	CBS, WESTWD, \$ 34.00 (Katz)	Commodore
WEST, 1400, 1 KW, Standards	SMN, WESTWD, \$ 18.00 (McGuild)	Telemidia
WTKZ, 1320, 5 KW/1 KW (DA-2), Talk	WESTWD, \$ 16.00 (O & R)	Holt
WKAP, 1470, 5 KW (DA-N), Standards	, \$ 23.00 (Eastman)	HGF
WAEB-F, 104.1, 50 KW @ 500, CHR	, \$ 45.00 (Katz)	Commodore
WFMZ-F, 100.7, 17 KW @ 869, EZ	, \$ 50.00 (Torbet)	Dean
WLEV-F, 96.1, 50 KW @ 500, AC	, \$ 93.00 (McGuild)	Telemidia
WOOE-F, 99.9, 50 KW @ 449, Oldies	, \$ 70.00 (O & R)	Patterson
WRNJ-F, 107.1, 3 KW @ 394, Country	SMN, \$ NA (---)	(BELVIDERE, NJ)
WZZO-F, 95.1, 30 KW @ 630, AOR	, \$ 73.00 (Katz)	Commodore

Other Ranked Stations -- See Philadelphia or New York

Miscellaneous: WXXK changed calls to WKAP (March). . . WFMZ-F sale to Telemidia was canceled. . . WKAP now programs Standards. . . WIPI, WOOE-F sold by Wheeling-Pittsburgh to Patterson for \$11,400,000 (E). . .

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

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

ALTOONA

Arbitron Rank/Pop (12+): 230/110,300

Stations: 17/10
Diaries: 608/181:1/61.5%
Sample Target: 610
% Below Line: 7.2
% Not Listed: 15.5

1994 Revenue: \$4,700,000
HH Inc.: \$27,215
Retail \$: 1.24 Bil
Pop per Station: 11,030
#1 Biller: WFGY-F \$2,500,000

MSA Rank/Pop: 258/132,000
DMA # 93 (w/Johnstown)
Average Person Ratings: 16.3
Market TSL: 22.50 hours

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	SPG 93	Revenue Level	
1. WFGY-F (C)	48/26.7	----	24.9	----	24.6	----	154/1744	427/38.7	44.9	35.6	D	WFGY-F
2. WPRR-F (CHR)	22/12.2	----	11.2	----	12.3	----	32/634	325/29.5	32.8	28.3	B	WPRR-F
3. WHPA-F (AC)	17/ 9.4	----	9.6	----	12.3	----	19/281	237/21.5	21.9	23.5	B	WHPA-F
4. WRTA (T)	12/ 6.7	----	9.1	----	11.1	----	14/232	182/16.5	16.9	20.4	B	WRTA
WFBG (FS)	12/ 6.7	----	6.1	----	1.8	----	13/157	143/13.0	14.4	11.3	A	WFBG
6. WALY-F (O)	11/ 6.1	----	7.1	----	8.8	----	15/277	207/18.8	20.2	22.9	A	WALY-F
7. WBXQ-F (AOR)	9/ 5.0	----	4.1	----	1.2	----	15/302	151/13.7	15.0	8.2	A	WBXQ-F
8. WKMC (ST)	5/ 2.8	----	3.6	----	4.1	----	5/90	75/ 6.8	8.6	7.9	A	WKMC
9.												
10.												

12+ FM SHARE (METRO): 79.61% (121 of 152) (SPG 94: 73.21%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MID	12+ PMO	12+ EVE	OVERNIGHT
1 WPRR-F>>	1 WPRR-F	1 WFGY-F>	1 WFGY-F>>	1 WFGY-F>>	1 WFGY-F>>	1 WFGY-F>>	1 WFGY-F>>	1 WFGY-F>>	1 WFGY-F>	1 WFGY-F>>
2 WFGY-F	2 WFGY-F>	2 WPRR-F	2 WHPA-F	2 WHPA-F	2 WRTA	2 WPRR-F<	2 WHPA-F<	2 WPRR-F	2 WPRR-F>>	2 WRTA-F
3	3 WBXQ-F	3 WHPA-F	3 WPRR-F	3 WPRR-F	WFBG	3 WRTA	3 WPRR-F	3 WHPA-F	3	3 WPRR-F
4	4	4	4	4	WHPA-F	4 WHPA-F	4	4	4	4
5	5	5	5	5	5	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 WPRR-F	1 WPRR-F>>	1 WFGY-F	1 WFGY-F<	1 WFGY-F	1 WFGY-F	1 WFGY-F	1 WBXQ-F	1 WFGY-F>>	1 WFGY-F>>
2	2 WFGY-F>	WHPA-F	2 WPRR-F<	2 WHPA-F	WPRR-F	2 WBXQ-F	WFGY-F	2 WPRR-F	2 WHPA-F
3	3 WHPA-F	3 WPRR-F	3 WHPA-F>	3 WPRR-F	3	WPRR-F	WQWK-F	3 WBXQ-F	3
4	4	4	4	4 WALY-F	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		21 (3)	21 (3)	13.8	11.3	WJSM-F (REL) 92.7	MARTINSBURG 0.6/2.2/ 1/	39	
AOR/CLASSIC/NR		16 (4)	16 (4)	10.5	8.9	WVAM (T) 1430	ALTOONA 1.1/6.0/ 2/	87	
COUNTRY		48 (1)	48 (1)	31.6	29.2				
NEWS/TALK	14 (2)		14 (2)	9.2	14.3	WDVE-F (AOR) 102.5	PITTSBURGH 1.1/2.9/ 9/	219	
CHR		22 (1)	22 (1)	14.5	13.1	WKYE-F (AC) 95.5	JOHNSTOWN 1.7/5.0/ 37/	531	
BLACK/URBAN						WLAK-F (AC) 103.5	HUNTINGTON 0.6/1.8/ 35/	357	
SOFT AC/EZ		1 (1)	1 (1)	0.7	0.0	WOOX-F (O) 100.9	BEDFORD 0.6/1.4/ 3/	51	
HISPANIC						WQHG-F (SAC) 106.3	HUNTINGTON 0.6/1.4/ 5/	100	
						WQKK-F (AOR) 99.1	EBENSBURG 1.1/5.2/ 28/	408	
						WQWK-F (AOR) 97.1	UNIVERSITY PRK 1.7/7.0/ 29/	454	
OLDSIES		12 (2)	16 (2)	10.5	8.9				
FULL SVC/VARIETY	12 (1)		12 (1)	7.9	8.3				
STANDARDS	5 (1)		5 (1)	3.3	4.2				
RELIG/GOSPEL		1 (1)	1 (1)	0.7	1.8				
SPORTS									
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN									
TOTALS	31 (4)	121 (13)	152 (17)						

ALTOONA

DUOPOLY REPORT 12+ 25-54 REVENUE

WBXQ-F, WBRX-F 5.0% 5.0% N/A%

(Local)

RADIO STATIONS

WFBG ,	1290,	5 KW/1 KW (DA-N),	Full Service	WESTWD, \$11.00	(Christal)	
WKMC ,	1370,	5 KW/38 W (DA-1),	Standards	WESTWD CNN, \$11.00	(Roslin)	(ROARING SPG)
WRTA ,	1240,	1 KW	Talk	TALKNT SUN, \$16.00	(---)	
WVAM ,	1430,	5 KW/1 KW (DA-N),	Talk	CNN WESTWD, \$12.00	(Torbet)	
WALY-F,	103.9,	3.1 KW @ 984	, Oldies	WESTWD AP, \$16.00	(Katz)	(BELLWOOD)
WBXQ-F,	94.3,	0.4 KW @ 958	, AOR	ABC, \$ NA	(Banner)	(CRESSON)
WFGY-F,	98.1,	30 KW @ 1020	, Country	CBS, \$43.00	(Christal)	O'Leary
WHPA-F,	104.9,	0.3 KW @ 1417	, AC	CNN, \$17.00	(Roslin)	(HOLLIDAYSBURG)
WPRR-F,	100.1,	3 KW @ 954	, CHR	, \$20.00	(Torbet)	

WBXQ-F -- see Johnstown

Miscellaneous: WBRX-F (Patten) sold to WBXQ-F owner (D) for \$235,000. . .



ANCHORAGE

Arbitron Rank/Pop (12+): 164/201,600
 MSA Rank/Pop: 173/256,000
 No DMA
 Average Person Ratings: 17.0
 Market TSL: 22.50 hours

Stations: 17/17
 Diaries: 768/263:1/51.0%
 Sample Target: 795
 % Below Line: 0.0
 % Not Listed: 14.9

1994 Revenue: \$13,000,000
 HH Inc.: \$50,466
 Retail \$: 3.0 Bil
 Pop per Station: 11,859
 #1 Biller: KBFX-F \$1,750,000

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. KWHL-F (AOR)	42/12.2	9.9	8.0	6.6	7.7	----	48/541	459/22.8	18.6	17.3	C	KWHL-F
2. KGOT-F (CHR)	26/ 7.6	9.3	9.0	6.9	8.7	----	29/537	481/23.9	24.6	24.0	B	KGOT-F
3. KBRJ-F (C)	25/ 7.3	5.7	5.9	3.8	3.8	----	26/374	338/16.8	14.7	16.7	B	KBRJ-F
4. KLEF-F (CL)	24/ 7.0	4.0	5.6	6.0	3.2	----	27/317	283/14.0	12.1	10.5	B	KLEF-F
5. KEAG-F (O)	23/ 6.7	5.4	6.5	6.0	8.0	----	31/404	295/14.6	14.2	16.9	B	KEAG-F
6. KASH-F (C)	22/ 6.4	9.6	7.4	10.4	8.7	----	31/446	344/17.1	18.7	20.2	C	KASH-F
7. KMXS-F (AC)	20/ 5.8	3.7	---	---	---	----	22/425	398/19.7	13.7	---	A	KMXS-F
8. KBFX-F (CL AOR)	19/ 5.5	4.8	9.9	11.9	11.5	----	20/438	386/19.1	16.1	23.4	C	KBFX-F
9. KENI (N/T)	18/ 5.2	7.1	7.1	7.9	5.1	----	28/281	207/10.3	15.1	11.3	B	KENI
10. KYMG-F (AC)	18/ 5.2	6.2	7.1	7.2	6.7	----	21/333	264/13.1	16.1	17.9	C	KYMG-F
11. KNIK-F (J)	13/ 3.8	3.1	4.0	3.8	4.2	----	13/197	164/ 8.1	9.3	9.0	B	KNIK-F
12. KKRO-F (O-70's)	12/ 3.5	5.9	8.3	6.9	7.1	----	14/361	304/15.1	15.9	21.0	B	KKRO-F
13. KHAR (ST)	10/ 2.9	4.0	3.1	1.9	3.5	----	11/148	130/ 6.4	6.3	5.0	A	KHAR
14. KFQD (AC)	8/ 2.3	2.8	2.8	3.1	4.5	----	11/180	99/ 4.9	7.7	8.6	A	KFQD
15. KBYR (T)	7/ 2.0	2.8	2.8	3.1	1.9	----	10/173	132/ 6.5	11.0	8.7	A	KBYR

12+ FM SHARE (METRO): 83.56% (244 of 292) (SPG 94: 80.28%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KGOT-F>	1 KWHL-F>>	1 KWHL-F>	1 KWHL-F	1 KWHL-F	1 KLEF-F	1 KWHL-F>	1 KWHL-F>	1 KWHL-F>	1 KWHL-F	1 KGOT-F
2 KWHL-F>>	2 KMXS-F	2 KBRJ-F<	2 KMXS-F	2 KEAG-F	KEAG-F<	2 KGOT-F	2 KLEF-F<	2 KGOT-F<	2 KGOT-F>	2 KWHL-F
3 KBRJ-F<	3 KEAG-F	3 KEAG-F	3 KEAG-F	3 KMXS-F	3 KENI >	KASH-F<	3 KASH-F<	3 KLEF-F	3 KBRJ-F	KMXS-F
4	4 KASH-F	KMXS-F	4 KASH-F	4 KASH-F	4 KYMG-F	4 KBRJ-F<	4 KBRJ-F	4 KEAG-F	4	4 KENI
5	KGOT-F	5 KASH-F	KBFX-F	5 KBFX-F	5	5 KBFX-F	5 KMXS-F	5 KASH-F	5	5
6	6	6	KBRJ-F	KBRJ-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 KASH-F	1 KMXS-F	1 KMXS-F	1 KMXS-F	1 KMXS-F	1 KWHL-F	1 KWHL-F>>	1 KWHL-F	1 KWHL-F>>	1 KWHL-F>
KBRJ-F	2 KWHL-F	2 KWHL-F	2 KYMG-F	2 KYMG-F	2 KGOT-F	2 KGOT-F	2 KBRJ-F	2 KBRJ-F	2 KEAG-F
KGOT-F	3 KASH-F	3 KASH-F	3 KASH-F	KEAG-F	3 KBRJ-F	KBRJ-F>	3 KASH-F	3 KBFX-F	KENI
KWHL-F	4 KBRJ-F	4	4 KEAG-F	4 KASH-F	4	4 KASH-F	KBFX-F	4 KEAG-F	4 KBFX-F
KYMG-F	5	5	5 KBRJ-F	5 KLEF-F	5	5 KBFX-F	5	5 KGOT-F	5 KBRJ-F
6	6	6	KWHL-F	6	6	6	6	6	6

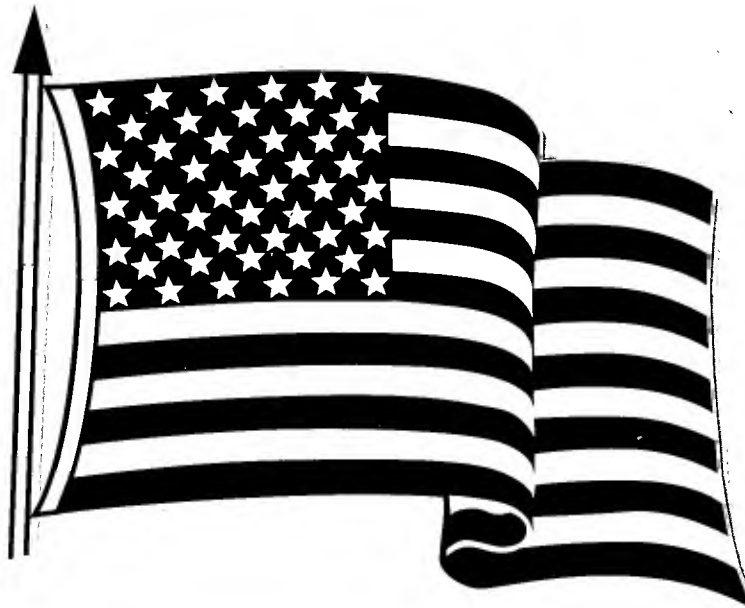
FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC	8 (1)	38 (2)	46 (3)	15.8	11.1	KKSD (T) 1080 ANCHORAGE	0.6/4.9/ 2/ 118		
AOR/CLASSIC/NR		61 (2)	61 (2)	20.9	20.1	KYAK (C) 650 ANCHORAGE	0.9/4.9/ 5/ 183		
COUNTRY	3 (1)	47 (2)	50 (3)	17.1	16.3				
NEWS/TALK	27 (3)		27 (3)	9.2	11.8				
CHR		26 (1)	26 (1)	8.9	10.0				
BLACK/URBAN									
SOFT AC/EZ									
HISPANIC									
OLDIES		35 (2)	35 (2)	12.0	16.6				
FULL SVC/VARIETY									
STANDARDS	10 (1)		10 (1)	3.4	3.5				
RELIG/GOSPEL									
SPORTS									
CLASSICAL		24 (1)	24 (1)	8.2	6.2				
JAZZ		13 (1)	13 (1)	4.5	4.5				
OTHERS/UNKNOWN									
TOTALS	48 (6)	244 (11)	292 (17)						

ANCHORAGE

OUOPOLY REPORT	12+	25-54	REVENUE
KENI, KKS0, KASH-F, KBFX-F (Community Pacific)	17.7%	19.6%	34.6%
KEAG-F, KKRO-F (Tom Ingstad)	10.2%	13.2%	14.2%
KYAK, KGOT-F, KYMG-F (Local)	13.7%	10.2%	16.0%
	41.6%	43.0%	64.8%

RADIO STATIONS

KBYR , 700, 10 KW	Talk	CBS, \$13.00 (IMN)	Northern TV
KENI , 550, 5 KW (0A -1)	News/Talk	WESTWD ABC, \$22.00 (O & R)	Community Pacific
KF00 , 750, 50 KW	AC	ABC, \$16.00 (Mc-Guild)	
KHAR , 590, 5 KW	Standards	WESTWD, \$14.00 (Katz)	
KKS0 , 1080, 10 KW	Talk	ABC SMN, \$13.00 (MMR)	Community Pacific
KYAK , 650, 50 KW (DA-1)	Country	WESTWD, \$16.00 (Christal)	
KASH-F, 107.5, 100 KW @ -289	Country	ABC, \$40.00 (MMR)	Community Pacific
KBFX-F, 100.5, 25 KW @ 174	AOR/Classic	, \$33.00 (MMR)	Community Pacific
KBRJ-F, 104.1, 55 KW @ 62	Country	, \$19.00 (Katz)	
KEAG-F, 97.3, 100 KW @ 594	Oldies	, \$25.00 (Banner)	Tom Ingstad
KGOT-F, 101.3, 26 KW @ -66	CHR	WESTWD, \$25.00 (Christal)	
KLEF-F, 98.1, 25 KW @ 30	Classical	, \$21.00 (CMBS)	
KMXS-F, 103.1, 27 KW @ -180	AC	, \$ NA (Mc-Guild)	
KNIK-F, 105.3, 51 KW @ 256	Jazz	CBS, \$20.00 (---)	Northern TV
KKRO-F, 102.1, 25 KW @ 164	Oldies (70's)	, \$26.00 (Katz)	Tom Ingstad
KWHL-F, 106.5, 100 KW @ -89	AOR	, \$31.00 (Mc-Guild)	
KYMG-F, 98.9, 100 KW @ 500	AC	AP, \$30.00 (Banner)	



ANN ARBOR

Arbitron Rank/Pop (12+): 145/249,400

Stations: 26/4
Diaries: 694/359:1/49.7%
Sample Target: 680
% Below Line: 64.2
% Not Listed: 27.4

1994 Revenue: NA
HH Inc.: \$51,009
Retail \$: 2.8 Bil
Pop per Station: 62,350
#1 Biller: WIQB-F NA

MSA Rank/Pop: NA
Detroit DMA
Average Person Ratings: 14.9
Market TSL: 19.75 hours

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level
1. WJR (FS)	38/10.2	10.6	10.4	9.1	10.8	----	52/829	641/25.7	25.1	23.9	WJR
2. WJLB-F (B)	23/ 6.2	5.9	7.8	4.4	5.2	----	23/354	347/13.9	11.1	13.5	WJLB-F
3. WWW-F (C)	19/ 5.1	4.5	6.6	7.1	6.4	----	22/367	336/13.5	10.7	15.8	WWW-F
4. WKQI-F (AC)	17/ 4.6	3.4	3.5	3.0	4.7	----	18/423	406/16.3	13.2	15.1	WKQI-F
5. WJZZ-F (J)	15/ 4.0	1.4	1.3	1.6	1.1	----	15/161	161/ 6.5	3.6	5.2	WJZZ-F
6. WNIC-F (AC)	14/ 3.8	2.8	2.0	4.1	3.6	----	15/400	383/15.4	11.5	10.9	WNIC-F
7. CIMX-F (AOR-NR)	13/ 3.5	3.4	3.5	4.7	4.1	----	13/351	341/13.7	12.7	13.2	CIMX-F
WIQB-F (AQR)	13/ 3.5	3.1	4.5	5.2	5.0	----	20/549	429/17.2	15.2	15.6	WIQB-F
9. WHYT-F (CHR)	12/ 3.2	4.5	3.5	3.0	5.5	----	12/405	394/15.8	15.6	15.0	WHYT-F
10.											

12+ FM SHARE (METRO): 76.30% (206 of 270) (SPG 94: 7B.37%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJLB-F	1 WJLB-F>	1 WJLB-F	1 WJR	1 WJR	1 WJR	>> 1 WJR	>>>1 WJR	> 1 WJR	1 WJLB-F>	1 WNIC-F
2 WHYT-F	2 WIQB-F	2 WKQI-F	2 WKQI-F	2 WKQI-F	2	2 WJLB-F	2 WWW-F	2 WWW-F	2 WJZZ-F	WJLB-F
WWW-F	WNIC-F	3 WJR	3 WJZZ-F	3 WJZZ-F	3	3 WKQI-F	3 WJLB-F	3 WJLB-F	3 WWW-F	3 WQRS-F
WYCD-F	CIMX-F	4	4	4 WJLB-F	4	4	4 WNIC-F	4 WIQB-F	4	4
5	5	5	5	WWW-F	5	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 WJLB-F	1 WJLB-F>>	1 WJLB-F	1 WJLB-F>	1 WJLB-F	1 WHYT-F	1 CIMX-F	1 WXYT-F	1 WJR	1 WJR
2	2 WNIC-F	2 WJZZ-F	2 WNIC-F	WJZZ-F	WRIF-F	2 WIQB-F	CIMX-F	2 WKQI-F	2 WKQI-F>
3	3 WIQB-F	3 WNIC-F	3 WJZZ-F	3 WKQI-F	3 WIQB-F	WHYT-F	3	3 WHYT-F	3 CIMX-F
4	4	4	WKQI-F	WWW-F	WJLB-F	WJLB-F	4	CIMX-F	4
5	5	5	5	WJR	CIMX-F	WRIF-F	5	5	5
				WNIC-F					

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		31 (2)	31 (2)	11.5	6.9	WAAM (FS) 1600 ANN ARBOR	2.4/8.1/ 9/ 201
AOR/CLASSIC/NR		57 (6)	57 (6)	21.1	22.3	WTKA (T) 1050 ANN ARBOR	0.5/3.3/ 2/ 91
COUNTRY		30 (2)	30 (2)	4.2	13.8	WQKL-F (O) 107.1 ANN ARBOR	1.9/B.2/ 10/ 231
NEWS/TALK	12 (3)		12 (3)	4.4	5.6		
CHR		12 (1)	12 (1)	1.7	4.4	SEE DETROIT FOR MORE ABOUT THE FOLLOWING:	
BLACK/URBAN		30 (2)	30 (2)	11.1	12.9	WCSX-F 2.7/11.3	WOMC-F 1.3/ 7.1 WYCD-F 3.0/ 7.9
SOFT AC/EZ		4 (1)	4 (1)	1.5	5.6	WLLZ-F 1.6/ 9.3	WQRS-F 2.4/ 7.1 WYST-F 0.8/ 6.7
HISPANIC						WLTJ-F 1.1/ 8.9	WRIF-F 2.4/11.7 CIDR-F 1.6/ 5.9
OLDIES		15 (3)	15 (3)	5.6	6.3	WMUZ-F 0.8/ 2.8	WWJ 1.9/ 9.5 CKWM 1.3/ 2.6
FULL SVC/VARIETY	47 (2)		47 (2)	17.4	14.4	WMXD-F 1.9/ 7.3	WXYT 0.8/ 2.4
STANDARDS	5 (1)		5 (1)	1.9	1.3		
RELIG/GOSPEL		3 (1)	3 (1)	1.1	0.6		
SPORTS							
CLASSICAL		9 (1)	9 (1)	3.3	3.4		
JAZZ		15 (1)	15 (1)	5.6	1.6		
OTHERS/UNKNOWN							
TOTALS	64 (6)	206 (20)	270 (26)				

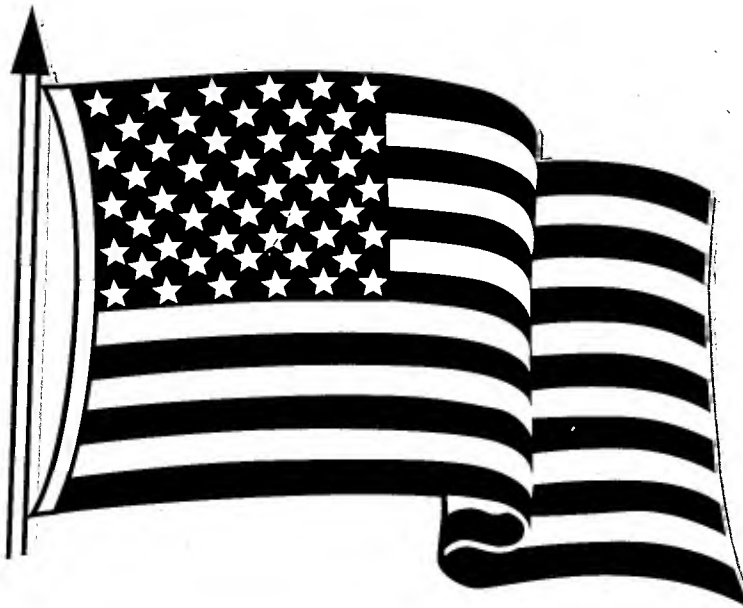
DUOPPLY REPORT	12+	25-54	REVENUE
WTKA, WAMX, WQKL-F, WIQB-F	5.9%	8.5%	N/A%

ANN ARBOR

RADIO STATIONS

WAAM , 1600, 5 KW (0A-2)	, Standards/FS	WESTWD SMN, \$17.00 (Direct)	
WTKA , 1050, 10 KW/500 W (0A-1)	, Talk/FS	ABC, \$13.00 (Michigan)	WIQB owner (0)
WIQB-F, 102.9, 49 KW @ 500	, AOR	WESTWD, \$57.00 (Christal)	
WQKL-F, 107.1, 3 KW @ 259	, Oldies	, \$24.00 (Michigan)	WIWB owner (0)

Other ranked stations -- see Detroit



APPLETON-OSHKOSH

Arbitron Rank/Pop (12+): 137/271,000
 MSA Rank/Pop: 145/334,000
 OMA # 70 (w/Green Bay)
 Average Person Ratings: 16.5
 Market TSL: 21.50 hours

Stations: 20/13
 Diaries: 732/370:1/64.5%
 Sample Target: 710
 % Below Line: 20.4
 % Not Listed: 15.0

1994 Revenue: \$10,600,000
 HH Inc.: \$37,657
 Retail \$: 3.2 Bil
 Pop per Station: 20,846
 #1 Biller: WAPL-F \$2,400,000

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WIXX-F (CHR)	67/15.0	12.7	12.5	9.6	7.3	----	176/2406	932/34.4	34.5	33.0		WIXX-F
2. WAPL-F (AOR)	48/10.7	12.2	9.9	8.8	11.1	----	120/1752	704/26.0	25.6	26.6	D	WAPL-F
3. WUSW-F (C)	39/ 8.7	9.2	8.6	11.2	12.2	----	42/607	521/19.2	18.1	19.7	C	WUSW-F
4. WHBY (FS)	37/ 8.3	8.3	6.2	6.6	6.7	----	41/520	451/16.6	19.8	13.8	C	WHBY
5. WNAM (ST)	34/ 7.6	6.5	6.4	5.3	6.9	----	50/606	383/14.1	12.7	13.2	A	WNAM
6. WOZZ-F (AOR/CL)	27/ 6.0	5.3	5.7	5.9	2.7	----	49/1013	531/19.6	18.0	19.5	B	WOZZ-F
7. WROE-F (SAC)	26/ 5.8	6.9	6.4	8.1	5.8	----	31/536	426/15.7	13.7	16.0	C	WROE-F
8. WVBO-F (O)	25/ 5.6	6.9	6.4	5.7	7.1	----	36/730	474/17.5	19.8	15.6	C	WVBO-F
9. WPKR-F (C)	22/ 4.6	3.7	3.1	3.5	4.2	----	83/976	417/15.4	10.9	10.6	B	WPKR-F
10. WOSH (T)	10/ 2.2	3.7	3.1	4.6	3.8	----	12/244	181/ 6.7	11.5	9.8	B	WOSH
11. WQLH-F (AC)	8/ 1.8	0.9	1.2	2.6	1.1	----	38/731	212/ 7.8	6.7	6.8		WQLH-F
12. WNCY-F (C)	8/ 1.8	---	---	---	---	----	21/236	85/ 3.1	---	---		WNCY-F
13. WKFX-F (O)	7/ 1.6	2.1	2.9	2.0	2.4	----	23/400	160/ 5.9	9.2	10.7	A	WKFX-F
14.												
15.												

12+ FM SHARE (METRO): 74.74% (284 of 380) (SPG 94: 71.43%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MID	12+ PMO	12+ EVE	OVERNIGHT
1 WIXX-F>>>	1 WAPL-F	1 WIXX-F<	1 WAPL-F	1 WIXX-F<	1 WNAM <	1 WIXX-F	1 WIXX-F<	1 WIXX-F>	1 WIXX-F>>	1 WAPL-F<
2 WIXX-F>>>	2 WAPL-F>	2 WAPL-F>	2 WIXX-F	2 WAPL-F	2 WHBY >	2 WHBY <	2 WAPL-F	2 WAPL-F	2 WAPL-F>	2 WUSW-F
3 WOZZ-F	3 WUSW-F	3 WUSW-F	3 WUSW-F	3 WUSW-F<	3 WUSW-F<	3 WAPL-F<	3 WHBY-F	3 WUSW-F	3 WOZZ-F	3 WIXX-F
4 WUSW-F	4 WOZZ-F	4 WVBO-F	4 WVBO-F	4 WVBO-F<	4 WVBO-F	4 WUSW-F	4 WNAM	4 WNAM	4 WNAM	4 WNAM
5 5	5 WVBO-F	5 WOZZ-F	5 WOZZ-F	5 WOZZ-F	5 5	5 5	5 WPKR-F	5 WPKR-F	5 5	5 5
6 6	6 6	6 6	6 WHBY	6 WHBY	6 6	6 6	6 6	6 6	6 6	6 6
7 7	7 7	7 7	7 7	7 7	7 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 WIXX-F	1 WIXX-F>>	1 WIXX-F	1 WIXX-F>>	1 WIXX-F>	1 WAPL-F	1 WAPL-F>	1 WAPL-F	1 WAPL-F>>	1 WAPL-F>
2 WAPL-F	2 WAPL-F>	2 WAPL-F	2 WROE-F<	2 WROE-F	2 WIXX-F	2 WIXX-F>	2 WIXX-F	2 WIXX-F	2 WIXX-F
3 3	3 WOZZ-F	3 WOZZ-F	3 WAPL-F	3 WUSW-F	3 3	3 WOZZ-F	3 WOZZ-F	3 WOZZ-F	3 WHBY
4 4	4 WROE-F	4 WUSW-F	4 WUSW-F	4 WVBO-F	4 4	4 WUSW-F	4 4	4 WUSW-F	4 WOZZ-F
5 5	5 WUSW-F	5 5	5 WOZZ-F	5 WOZZ-F	5 5	5 5	5 5	5 WVBO-F	5 WUSW-F
									WVBO-F

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
AC		8 (1)	8 (1)	2.1	0.5	WMBE (E) 1530	CHILTON 0.4/1.2/ 5/ 78
AOR/CLASSIC/NR		75 (2)	75 (2)	19.7	17.8	WRJQ (ST) 1570	APPLETON 0.9/3.4/ 8/ 147
COUNTRY	5 (1)	73 (4)	78 (5)	20.5	20.1		
NEWS/TALK	10 (1)		10 (1)	2.6	3.5	WCUB (FS) 980	TWO RIVERS 0.4/1.3/ 7/ 156
CHR		67 (1)	67 (1)	17.6	14.3	WEZR-F (SAC) 107.5	BRILLION 0.7/2.5/ 13/ 198
BLACK/URBAN						WGEE (C) 1360	GREEN BAY 1.1/4.5/ 29/ 449
SOFT AC/EZ		29 (2)	29 (2)	7.6	10.3	WGEE-F (C) 99.7	STURGEON BAY 0.9/4.4/ 60/ 810
HISPANIC						WTMJ (FS) 620	MILWAUKEE 0.4/2.4/ 15/ 320
OLOIES		32 (2)	32 (2)	8.4	10.5		
FULL SVC/VARIETY	41 (3)		41 (3)	10.8	8.7		
STANAOAROS	38 (2)		38 (2)	10.0	10.3		
RELIG/GOSPEL					1.6		
SPORTS							
CLASSICAL							
JAZZ							
OTHERS/UNKNOWN	2 (1)		2 (1)	0.5	2.3		
TOTALS	96 (8)	284 (12)	380 (20)				

APPLETON-OSHKOSH

DUOPOLY REPORT	12+	25-54	REVENUE
WNFL, WNCY-F, WROE-F (Central States)	7.6%	8.9%	N/A%
WOSH, WVBO-F, WFDL-F (Midwest Family)	7.8%	10.2%	N/A%
WOZZ-F, WGEE-F, WIXX-F, WGEE (Midwest Comm.)	23.0% 38.4%	23.1% 42.2%	N/A% N/A%

NOTE: Revenue shares are not calcuable because of overlap with Green Bay.

RADIO STATIONS

WHBY , 115D, 5 KW (DA-2)	, Full Service	CBS, \$30.00 (Eastman)	Woodward
WMBE , 1530, 250 W (DAYS)	, Polka/Ethnic	, \$11.00 (---)	
WNAM , 1280, 5 KW (DA-2)	, Standards	WESTWD ABC, \$13.00 (K & P)	
WOSH , 1490, 1 KW	, Talk	WESTWD TALKNT, \$16.00 (Mc-Guild)	Midwest Family
WRJQ , 1570, 1 KW/5DD W (DA-N)	, Standards	, \$11.00 (---)	
WAPL-F, 105.7, 100 KW @ 1174	, AOR	ABC, \$63.00 (Eastman)	Woodward
WKFX-F, 104.9, 1.4 KW @ 479	, Oldies	WESTWD, \$15.00 (Christal)	Central States
WNCY-F, 100.3, 5D KW @ 5D0	, Country	, \$ NA (K & P)	Central States
WOZZ-F, 93.5, 5D KW @ 492	, Classic AOR	, \$18.00 (Banner)	Midwest Comm. (NEW LONDON)
WPKR-F, 99.5, 50 KW @ 298	, Country	WESTWD, \$16.00 (---)	(OMRO)
WROE-F, 94.3, 5.6 KW @ 338	, Soft AC	AP, \$34.00 (Christal)	Central States
WUSW-F, 96.9, 6 KW @ 328	, Country	ABC, \$38.00 (K & P)	
WVBO-F, 103.9, 6 KW @ 318	, Oldies	, \$26.00 (Mc-Guild)	

Other ranked stations -- See Green Bay



ASHEVILLE

Arbitron Rank/Pop (12+): 180/172,800

Stations: 14/7

1994 Revenue: \$6,100,000

MSA Rank/Pop: 193/203,000

Diaries: 611/283:1/57.8%

HH Inc.: \$27,693

Greenville DMA

Sample Target: 610

Retail \$: 1.69 Bil

Average Person Ratings: 16.6

% Below Line: 22.7

Pop per Station: 24,686

Market TSL: 22.00 hours

% Not Listed: 23.1

#1 Biller: WWNC \$2,600,000

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	SPG 93	Revenue Level	
1. WWNC (C/FS)	53/18.5	----	18.3	----	24.2	----	55/620	507/29.3	33.1	33.0	D	WWNC
2. WKSF-F (C)	51/17.8	----	17.9	----	11.9	----	107/1326	595/34.4	32.8	29.6	D	WKSF-F
3. WMYI-F (AC)	25/ 8.7	----	14.7	----	8.3	----	50/647	328/19.0	27.2	21.9		WMYI-F
4. WZLS-F (AOR)	18/ 6.3	----		----		----	21/305	240/13.9	0.0	0.0	A	WZLS-F
5. WFBC-F (CHR)	12/ 4.2	----	3.6	----	2.5	----	16/271	181/10.5	12.4	8.0		WFBC-F
6. WMIT-F (REL)	11/ 3.8	----	2.4	----	1.8	----	26/343	185/10.7	10.1	8.0	B	WMIT-F
WISE (ST)	11/ 3.8	----	4.8	----	5.1	----	18/194	89/ 5.2	10.4	7.7	A	WISE
8. WSPA-F (SAC)	10/ 3.5	----	1.2	----	3.6	----	17/328	195/11.3	5.2	8.6		WSPA-F
9. WESC-F (C)	9/ 3.1	----	4.0	----	14.1	----	31/493	164/ 9.5	16.6	27.0		WESC-F
10. WFGW (REL)	6/ 2.1	----	0.8	----		----	6/107	90/ 5.2	5.1	0.0	A	WFGW

12+ FM SHARE (METRO): 65.91% (145 of 220) (SPG 94: 64.83%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKSF-F	1 WKSF-F>>	1 WKSF-F>	1 WKSF-F	1 WKSF-F>	1 WWNC >>	1 WWNC >>	1 WWNC <	1 WKSF-F>	1 WKSF-F>>	1 WWNC
2 WFBC-F>>	2 WZLS-F<	2 WMYI-F	2 WMYI-F	2 WMYI-F	2 WKSF-F	2 WKSF-F	2 WKSF-F>	2 WWNC	2 WWNC	2 WKSF-F>
3	3 WMYI-F	3 WZLS-F	3 WZLS-F<	3 WWNC	3	3 WMYI-F	3 WMYI-F	3 WMYI-F	3 WFBC-F	3
4	4	4 WWNC	4 WWNC	4 WZLS-F	4	4	4	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 WKSF-F	1 WKSF-F>>	1 WKSF-F	1 WKSF-F>	1 WKSF-F	1 WKSF-F	1 WKSF-F>>	1 WKSF-F	1 WKSF-F>	1 WKSF-F
2 WZLS-F	2 WMYI-F	2 WMYI-F	2 WMYI-F	2 WWNC	2 WJMZ-F	2 WZLS-F	2 WZLS-F	2 WZLS-F<	2 WZLS-F
WMYI-F	3 WZLS-F	3 WZLS-F	3 WWNC	WMYI-F	3	3 WFBC-F	3	3 WMYI-F	3 WMYI-F
4	4	4	4 WZLS-F	4	4	4	4	4	4 WWNC

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		25 (1)	25 (1)	11.4	20.0	WSKY (FS) 1230 ASHEVILLE	1.7/6.7/ 5/ 115		
AOR/CLASSIC/NR		20 (2)	20 (2)	9.1	3.8				
COUNTRY	53 (1)	63 (3)	116 (4)	52.7	54.6	WFNO-F (C) 93.3 FOREST CITY	1.0/3.8/ 7/ 226		
NEWS/TALK						WJMZ-F (B) 107.3 ANDERSON	1.4/2.4/ 5/ 71		
CHR		12 (1)	12 (1)	5.5	5.4	WXRC-F (AOR) 95.7 HICKORY	0.7/3.0/ 7/ 126		
BLACK/URBAN		4 (1)	4 (1)	1.8	1.6				
SOFT AC/EZ		10 (1)	10 (1)	4.5	1.6				
HISPANIC									
OLDIES					4.9				
FULL SVC/VARIETY	5 (1)		5 (1)	2.3	2.7				
STANDARDS	11 (1)		11 (1)	5.0	6.5				
RELIG/GOSPEL	6 (1)	11 (1)	17 (2)	7.7	4.3				
SPORTS									
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN									
TOTALS	85 (4)	145 (10)	220 (14)						

DUOPOLY REPORT	12+	25-54	REVENUE
WISE, WTZO (Local)	3.8%	2.0%	N/A%

ASHEVILLE

RADIO STATIONS

WISE , 1310, 5 KW/1 KW (DA-N) , Standards	SMN, \$12.00 (---)	
WSKY , 1230, 1 KW/250 W , Full Service	CBS, \$10.00 (---)	
WWNC , 570, 5 KW (DA-N) , Country/FS	WESTWD ABC, \$50.00 (Mc-Guild) Osborn	
WMIT-F, 106.9, 36 KW @ 3090 , Religion	AP, \$16.00 (---)	(BLACK MT.)
WKSF-F, 99.9, 48 KW @ 2621 , Country	WESTWD ABC, \$40.00 (Mc-Guild) Osborn	
WZLS-F, 96.5, 0.5 KW @ 1115 , AOR	, \$ NA (---)	(BILTMORE)

Other ranked stations -- see Greenville, SC

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

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

ATLANTA

Arbitron Rank/Pop (12+): 12/2,770,000

Stations: 21/19
Diaries: 3534/ 784:1/50.2%
Sample Target: 3300
% Below Line: 0.8
% Not Listed: 13.6

1994 Revenue: \$149,600,000
HH Inc.: \$39,849
Retail \$: 30.4 Bil
Pop per Station: 145,789
#1 Biller: WVEE-F \$18,500,000

MSA Rank/Pop: 9/3,380,000

DMA # 11

Average Person Ratings: 16.2

Market TSL: 21.25 hours

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WVEE-F (B)	535/11.9	11.9	11.2	12.1	11.1	11.8	600/6241	5625/20.3	18.7	17.6	J	WVEE-F
2. WKHX-F (C)	430/ 9.6	10.4	9.9	9.2	10.5	9.8	501/6142	5281/19.1	20.8	19.8	I	WKHX-F
3. WSB (FS/T)	322/ 7.2	6.7	6.4	5.8	5.9	6.5	339/5647	5317/19.2	18.5	16.3	I	WSB
4. WNNX-F (AOR-NR)	277/ 6.2	5.2	4.9	5.7	5.6	5.5	304/5039	4367/15.8	14.4	14.0	H	WNNX-F
5. WPCH-F (SAC)	275/ 6.1	6.5	7.2	6.9	6.1	6.7	306/5242	4706/17.0	17.1	17.7	I	WPCH-F
6. WKLS-F (AOR)	252/ 5.6	4.6	4.1	4.7	5.5	4.8	293/4572	3767/13.6	13.1	13.3	I	WKLS-F
7. WALR-AF (B/AC)	250/ 5.6	5.5	4.6	4.7	4.9	5.1	293/4209	3796/13.7	13.0	11.5	G	WALR-AF
8. WSTR-F (CHR)	231/ 5.2	5.7	4.9	5.6	5.2	5.4	276/5548	4855/17.5	16.8	16.8	I	WSTR-F
9. WSB -F (AC)	195/ 4.4	5.7	6.5	6.7	6.3	5.8	214/4735	4197/15.2	17.9	17.1	I	WSB -F
10. WFOX-F (O)	193/ 4.3	4.5	4.0	3.9	4.1	4.2	241/5186	4311/15.6	13.4	13.3	H	WFOX-F
11. WZGC-F (CL AOR)	170/ 3.8	3.6	4.2	4.5	3.3	4.0	202/4525	3869/14.0	13.2	13.0	H	WZGC-F
12. WYAY-F (C)	167/ 3.7	4.0	4.5	3.7	4.8	4.0	303/4286	2855/10.3	11.4	11.6	F	WYAY-F
13. WGST (N/T)	129/ 2.9	3.6	3.3	3.8	3.8	3.4	131/2639	2482/ 9.0	8.9	12.9	J	WGST
14. WAOK (G)	126/ 2.8	2.3	2.5	1.9	2.3	2.4	126/1462	1462/ 5.3	5.3	4.8	C	WAOK
15. WGST-F (N/T)	125/ 2.8	2.5	2.5	2.3	1.8	2.5	130/1970	1864/ 6.7	6.1	6.8		WGST-F
16. WJZF-F (J)	104/ 2.3	2.4	2.8	3.3	2.7	2.7	111/2158	5281/19.1	8.7	6.4	D	WJZF-F
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 83.49% (3232 of 3871) (SPG 94: 82.87%)

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 WSB	1 WVEE-F<	1 WKHX-F	1 WVEE-F	1 WVEE-F>>	1 WVEE-F>
2 WNNX-F	2 WNNX-F	2 WKHX-F	2 WKHX-F	2 WKHX-F	2 WKHX-F	2 WKHX-F	2 WVEE-F	2 WKHX-F	2 WKHX-F	2 WSB
3 WKHX-F<	3 WKLS-F	3 WKLS-F	3 WKLS-F	3 WKLS-F<	3 WPCH-F	3 WSB	> 3 WPCH-F	3 WNNX-F<	3 WALR-AF<	3 WALR-F
4 WSTR-F	4 WKHX-F<	4 WNNX-F	4 WALR-AF	4 WALR-AF	4 WALR-AF	4 WPCH-F<	4 WSB	4 WKLS-F	4 WNNX-F<	4 WKHX-F
5	5 WSTR-F>	5 WALR-AF	5 WPCH-F	5 WPCH-F	5 WFOX-F	5 WNNX-F	5 WKLS-F	5 WPCH-F	5 WSB	5 WYAY-F
6	6 WZGC-F	6 WSTR-F	6 WSTR-F<	6 WSB	6 WVEE-F	6 WKLS-F	6 WNNX-F	6 WSTR-F	6 WSTR-F	6
7	7	7	7 WSB -F	7 WFOX-F	7	7 WSTR-F	7 WSTR-F	7 WSTR-F	7	7
8	8	8	WNNX-F<	8 WSB -F	8	8	8	8	8	8
9	9	9	9 WSB	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 WVEE-F>	1 WVEE-F>	1 WVEE-F>	1 WVEE-F>	1 WVEE-F<	1 WVEE-F>	1 WVEE-F	1 WKLS-F	1 WVEE-F	1 WKLS-F
2 WNNX-F	2 WSTR-F	2 WSTR-F	2 WKHX-F	2 WKHX-F	2 WNNX-F	2 WKLS-F<	WVEE-F	2 WKLS-F>	2 WVEE-F
3 WKHX-F	3 WNNX-F	3 WNNX-F	3 WALR-AF	3 WALR-AF	3 WKLS-F	3 WNNX-F>	3 WNNX-F	3 WNNX-F	3 WSB
4 WSTR-F	4 WKHX-F	4 WSB -F	4 WSTR-F<	WPCH-F	4 WKHX-F	4 WZGC-F>	4 WZGC-F	4 WZGC-F	4 WZGC-F
5 WPCH-F	5 WSB -F	5 WKHX-F	5 WPCH-F	5 WSTR-F	5 WZGC-F	5	5 WKHX-F	5 WSTR-F	5 WGST-F
6 WSB -F	6 WALR-AF	6 WKLS-F	6 WSB -F<	6 WFOX-F<	6 WSTR-F	6	6 WALR-AF	6 WSB	6 WNNX-F
7 WALR-AF	7 WPCH-F	7 WALR-AF	7 WNNX-F	7 WSB -F	7 WYAY-F	7	7 WSB -F	7	7 WALR-AF
8	8	8 WYAY-F	8	8	8	8	8	8	8

ATLANTA

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		195 (1)	195 (1)	5.0	7.3	WCNN (SPRTS) 680 N. ATLANTA	0.7/2.9/ 36/ 890
AOR/CLASSIC/NR		699 (3)	699 (3)	18.1	16.4	WYZE (G) 1480 ATLANTA	0.5/1.2/ 22/ 331
COUNTRY		611 (3)	611 (3)	15.8	17.6		
NEWS/TALK	129 (1)	125 (1)	254 (2)	6.6	7.6	WTSH-F (C) 107.1 ROCKMART	0.3/1.2/ 49/ 812
CHR		231 (1)	231 (1)	6.0	6.0	WVJF-F (REL) 93.3 MANCHESTER	0.5/1.6/ 32/ 595
BLACK/URBAN	8 (1)	777 (2)	785 (3)	20.3	18.5		
SOFT AC/EZ		275 (1)	275 (1)	7.1	7.1		
HISPANIC							
OLDIES		193 (1)	193 (1)	5.0	4.7		
FULL SVC/VARIETY	322 (1)		322 (1)	8.3	6.7		
STANDARDS					1.1		
RELIG/GOSPEL	148 (2)	22 (1)	170 (1)	4.4	3.5		
SPORTS	32 (1)		32 (1)	0.8	0.0		
CLASSICAL					0.4		
JAZZ		104 (1)	104 (1)	2.7	3.2		
OTHERS/UNKNOWN							
TOTALS	639 (6)	3232 (15)	3871 (21)				

DUOPOLY REPORT

	12+	25-54	REVENUE
WSB A/F, WJZF-F (Cox, still pending)	13.9%	15.1%	18.7%
WKHX A/F, WYAY-F (Cap Cities/ABC)	13.3%	12.2%	12.8%
	27.2%	27.3%	31.5%

SCARBOROUGH REPORT
Indexed against \$100,000+ Households

HIGHEST		LOWEST	
1. WFOX-F	200	1. WAOK	12
2. WGST	200	2. WALR-F	33
3. WCNN	188	3. WVEE-F	43
4. WPCF-F	181	4. WKHX-F	76

RADIO STATIONS

AM STATIONS

WAOK, 1380, 5 KW	Gospel	\$ 50.00	(Mc-Guild)	Granum
WCNN, 680, 50 KW/10 KW (DA-N)	Sports	\$ 33.00	(Banner)	Midwestern (Dickey)
WGKA, 1190, 10 KW (DAYS)	Classical	\$ 35.00	(CMBS)	
WGST, 640, 50 KW/1 KW (DA-2)	News/Talk	\$180.00	(Eastman)	Jacor
WQXI, 790, 5 KW/1 KW (DA-N)	Standards	\$ 50.00	(CBS)	Jefferson-Pilot
WSB, 750, 50 KW	Full Service/Talk	\$215.00	(Christal)	Cox

FM STATIONS

WALR, 104.7, 100 KW @ 981	Black/AC	WESTWD, \$110.00	(Banner)	Midwestern (Dickey)	(ATHENS)
WFOX, 97.1, 97 KW @ 1571	Oldies	WESTWD, \$173.00	(Group W)	Shamrock	(GAINESVILLE)
WGST, 105.7, 50 KW @ 492	See WGST-AM				(CANTOR)
WJZF, 104.1, 60 KW @ 1217	Jazz	\$ NA	(Christal)	Cox	(LA GRANGE)
WKHX, 101.5, 99 KW @ 968	Country	\$200.00	(Katz)	Cap Cities/ABC	
WKLS, 96.1, 99 KW @ 984	AOR	Source, \$210.00	(Katz)	Great American	
WNNX, 99.7, 100 KW @ 1033	AOR - New Rock	\$148.00	(MMR)	Susquehanna	
WPCF, 94.9, 99 KW @ 983	Soft AC	CBS, \$240.00	(Eastman)	Jacor	
WSB, 98.5, 100 KW @ 918	AC	\$200.00	(Christal)	Cox	
WSTR, 94.1, 100 KW @ 909	CHR/AC	\$170.00	(CBS)	Jefferson-Pilot	
WVEE, 103.3, 100 KW @ 1020	Black	ABC, \$300.00	(Mc-Guild)	Granum	
WYAY, 106.7, 99 KW @ 1401	Country	ABC, \$155.00	(Katz)	Cap Cities/ABC	
WZGC, 92.9, 99 KW @ 909	Classic AOR	\$185.00	(O&R)	Infinity	

Miscellaneous: WGKA sold to Roy Henderson for \$1,050,000 (Sailors). . . WFOX-F sold by Shamrock to Chancellor for \$45,000,000 (E). . . WKHX A/F, WYAY-F sold by Cap Cities/ABC to Disney (D) for \$ _____ (E). . .

ATLANTIC CITY - CAPE MAY

Arbitron Rank/Pop (12+): 132/282,400
 MSA Rank/Pop: 144/335,000
 Philadelphia DMA
 Average Person Ratings: 17.2
 Market TSL: 22.50 hours

Stations: 34/19
 Diaries: 955/296:1/47.8%
 Sample Target: 900
 % Below Line: 14.0
 % Not Listed: 15.7

1994 Revenue: \$12,700,000
 HH Inc.: \$37,773
 Retail \$: 3.4 Bil
 Pop per Station: 14,863
 #1 Biller: WFPG-F \$2,400,000

12+ METRD	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRD CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WTHH-FF (B)	32/ 6.6	8.6	6.9	6.1	6.4	----	32/346	332/11.8	12.3	10.3	B	WTHH-FF
2. WRDR-F (ST)	30/ 6.2	3.6	5.2	5.1	7.8	----	35/338	294/10.4	9.7	11.1	B	WRDR-F
WZXL-F (ADR)	30/ 6.2	5.5	9.1	9.3	4.9	----	40/728	522/18.5	19.3	18.1	C	WZXL-F
4. WDND (T)	26/ 5.4	6.1	4.3	3.9	5.5	----	26/265	257/ 9.1	12.7	9.7		WDND
5. WKDE-F (C)	25/ 5.2	5.5	3.7	2.8	3.5	----	28/269	247/ 8.7	11.5	9.1		WKDE-F
WMGM-F (AC)	25/ 5.2	2.7	3.5	2.0	4.6	----	25/411	398/14.1	10.7	10.5	B	WMGM-F
7. WBSS-F (CHR)	24/ 4.9	5.5	6.0	6.3	5.5	----	34/645	486/17.2	18.6	18.2	B	WBSS-F
8. WFPG-F (SAC)	23/ 4.7	7.8	5.0	10.5	13.0	----	24/469	448/15.9	16.6	17.5	D	WFPG-F
9. WKTU-F (D)	22/ 4.5	2.5	5.4	3.4	1.2	----	23/298	282/10.0	9.4	10.6	B	WKTU-F
WMID (ST)	22/ 4.5	4.2	4.3	3.9	2.9	----	22/201	201/ 7.1	9.5	7.2		WMID
11. WAYV-F (AC/CHR)	18/ 3.7	5.3	5.4	4.7	8.1	----	19/428	423/15.0	17.2	15.1	C	WAYV-F
WCMC (ST)	18/ 3.7	3.8	2.6	3.2	---	----	18/169	169/ 6.0	6.3	5.3		WCMC
13. WJSE-F (ADR/NR)	14/ 2.9	---	1.1	1.2	0.9	----	14/209	196/ 6.9	---	3.0		WJSE-F
14. WMID-F (ADR/CL)	13/ 2.7	3.6	5.6	4.1	4.9	----	13/316	301/10.7	11.1	13.1	B	WMID-F
15.												

12+ FM SHARE (METRD): 79.71% (326 of 409) (SPG 94: 84.65%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	DVERNIGHT
1 WBSS-F>	1 WZXL-F	1 WZXL-F	1 WMGM-F<	1 WMGM-F	1 WRDR-F	1 WOND >	1 WZXL-F	1 WMGM-F<	1 WTHH-FF	1 WRDR-F
2 WZXL-F	2 WBSS-F	2 WTHH-FF	2 WZXL-F	WTHH-FF<	2 WDND	2 WTHH-FF	2 WRDR-F	2 WZXL-F<	2 WMGM-F	2 WDND
3	3 WTHH-FF	WMGM-F	3 WTHH-FF	3 WKTU-F	3 WMID	3 WRDR-F	3 WFPG-F<	3 WTHH-FF	3 WBSS-F	WZXL-F
4	4 WMGM-F	4 WBSS-F	4 WKOE-F	WZXL-F	4 WCMC	4 WKDE-F	4 WTHH-FF<	4 WRDR-F	4 WOND	4 WTHH-FF
5	5 WAYV-F	5 WKDE-F	5 WFPG-F	5 WKDE-F	WFPG-F	5 WZXL-F	5 WMGM-F	5 WDND	WZXL-F	WBSS-F
6	6 WJSE-F	6	6	6 WFPG-F	6	6	6	6	6	6

WDM 18-24	WDM 18-34	WDM 25-34	WDM 18-49	WDM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBSS-F	1 WBSS-F	1 WAYV-F	1 WAYV-F	1 WTHH-FF	1 WJSE-F	1 WZXL-F>	1 WZXL-F	1 WZXL-F>	1 WZXL-F
2 WAYV-F	WAYV-F	WTHH-FF	WTHH-FF<	WKTU-F	2 WTHH-FF	2 WJSE-F	2 WKDE-F	2 WMGM-F	2 WKDE-F
3 WZXL-F	3 WTHH-FF	3 WBSS-F	3 WBSS-F	3 WMGM-F	WZXL-F	3 WTHH-FF	3 WIP	3 WTHH-FF	3 WMGM-F
4	4 WMGM-F	4	4 WMGM-F	4 WAYV-F	4	WBSS-F	4	4 WKDE-F	4 WTHH-FF
5	5 WZXL-F	5	5 WZXL-F	5 WFPG-F	5	WKDE-F	5	5 WJSE-F	5 WFPG-F
6	6	6	6	6 WKDE-F	6	6	6	6 WMID-F	6

FDRMATS	AM	FM	TOTAL	%	SPG 94	OTHER RATED STATION	METRD CUME SHARE/RTG/AQH/CUME	TSA	TSA		
AC		58 (6)	58 (6)	14.2	13.4	WCZT-F (AC)	94.3	AVALDN	0.8/3.0/ 4/ 93		
ADR/CLASSIC/NR		74 (6)	74 (6)	18.1	20.3	WDDX-F (ADR-P)	93.1	WILDWDDD	1.9/4.9/ 10/ 155		
COUNTRY		36 (2)	36 (1)	8.8	10.1	WFNN-F (AC)	98.7	VILLAS	0.8/2.5/ 4/ 99		
NEWS/TALK	32 (4)	4 (1)	36 (5)	8.8	10.1	WFPG (T)	1450	ATLANTIC CTY	0.4/2.9/ 2/ 83		
CHR		31 (3)	31 (3)	7.6	9.2	WABC (T)	770	NEW YDRK	0.4/1.4/ 2/ 53		
BLACK/URBAN		38 (3)	38 (3)	9.3	6.9						
SDFT AC/EZ		23 (1)	23 (1)	5.6	6.4	SEE PHILADELPHIA FOR MDRE ABOUT THE FDLLDING:					
HISPANIC						KYW	0.4/ 3.6	WMGK-F	0.6/ 2.2	WMDB-F	1.4/ 3.2
DLIES		27 (3)	27 (3)	6.6	6.9	WBEB-F	0.8/ 3.0	WMMR-F	0.8/ 4.7	WXTU-F	2.3/ 5.8
FULL SVC/VARIETY						WIDQ-F	0.8/ 4.6	WDGL-F	0.4/ 3.2	WYSP-F	0.8/ 4.2
STANDARDS	40 (2)	30 (1)	70 (3)	17.1	16.1	WIP	2.3/ 6.4	WPLY-F	0.6/ 4.3	WYXR-F	0.6/ 2.3
RELIG/GDSPEL						WJUZ-F	0.4/ 1.6	WUSL-F	1.2/ 3.6		
SPDRS	11 (1)		11 (1)	2.7	0.0						
CLASSICAL											
JAZZ		2 (1)	2 (1)	0.5	0.0						
DTHERS/UNKNDWN											
TDTALS	83 (7)	326 (21)	409 (34)								

ATLANTIC CITY - CAPE MAY

DUOPOLY REPORT	12+	25-54	REVENUE
-----	----	-----	-----
WKTU-F, WMGM-F (Local)	9.7%	15.6%	10.7%
WCMC, WZXL-F, WAYV-F (Ragan Henry, pending)	13.6%	12.8%	25.6%
	23.3%	28.4%	36.3%

RADIO STATIONS

WCMC , 1230, 1 KW	, Standards	SMN, \$15.00	(O & R)	Ragan Henry	(WILLOWOOD)
WMIO , 1340, 1 KW	, Standards	WESTWD, \$16.00	(Banner)		
WONO , 1400, 1 KW	, Talk	ABC, CNN, \$14.00	(Mc-Guild)		(PLEASANTVILLE)
WAYV-F, 95.1, 50 KW @ 331	, AC/CHR	, \$38.00	(Katz)	Ragan Henry	
WBSS-F, 97.3, 50 KW @ 466	, CHR	, \$24.00	(O & R)	Press	(MILLVILLE)
WFNN-F, 98.7, 3 KW @ 292	, AC	SMN, \$17.00	(O & R)	Scott	(VILLAS)
WFPG-F, 96.9, 50 KW @ 358	, Soft AC	, \$70.00	(Eastman)	Spring	
WJSE-F, 102.7, 3.3 KW @ 295	, AOR-New Rock	, \$ NA	(---)		(PETERSBURG)
WKOE-F, 106.3, 3 KW @ 308	, Country	SMN, \$18.00	(Eastman)		(OCEAN CITY)
WKTU-F, 98.3, 3 KW @ 100	, Oldies	, \$16.00	(Christal)	WMGM owner	(OCEAN CITY)
WMGM-F, 103.7, 50 KW @ 348	, AC	, \$18.00	(Mc-Guild)		
WMIO-F, 99.3, 3.4 KW @ 289	, Classic AOR	, \$23.00	(Banner)		(PLEASANT.)
WROR-F, 104.9, 10 KW @ 508	, Standards	AP, \$19.00	(---)		(EGG HARBOR)
WTHH-F, 96.1, 2.3 KW @ 371	, Black	SMN, \$15.00	(---)		(MARGATE)
WZXL-F, 100.7, 38 KW @ 331	, AOR	, \$30.00	(O & R)	Ragan Henry	(WILLOWOOD)

Other ranked stations -- see Philadelphia

Miscellaneous: WKTU-F (Ocean City) sold to WMGM-F owner for \$850,000 (O'Grady). . . WFPG A/F sold by H & O to Spring for \$2,750,000 (MVP). . . WAYV-F sold to Ragan Henry (O) by Osborn for \$2,700,000. . . WBSS-F sold to Press for \$2,750,000. . .

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

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

***** R E V E N U E L E V E L C O 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	

AUGUSTA

Arbitron Rank/Pop (12+): 112/357,100

Stations: 22/21
Diaries: 917/389:1/50.9%
Sample Target: 810
% Below Line: 1.8
% Not Listed: 13.6

1994 Revenue: \$10,300,000
HH Inc.: \$31,185
Retail \$: 3.8 Bil
Pop per Station: 17,005
#1 Biller: WBBQ-AF \$2,500,000

MSA Rank/Pop: 104/457,000
DMA # 110

Average Person Ratings: 15.4
Market TSL: 20.25 hours

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WKXC-F (C)	69/12.5	13.1	15.3	14.2	12.5	----	92/1036	854/23.9	24.4	25.1	D	WKXC-F
2. WBBQ-AF (AC)	51/ 9.2	12.7	11.1	15.2	17.2	----	73/1302	920/25.8	26.2	26.1	D	WBBQ-AF
3. WFXA-F (B)	50/ 9.1	7.7	11.8	17.5	18.1	----	56/894	797/22.3	20.2	21.9	C	WFXA-F
4. WEKL-F (C)	33/ 6.0	2.4	4.4	3.2	3.4	----	34/525	499/14.0	8.8	12.2	A	WEKL-F
5. WZNY-F (AC/CHR)	32/ 5.8	4.5	5.4	4.6	6.3	----	39/750	565/15.8	13.9	15.1	C	WZNY-F
6. WRXR-F (AOR)	29/ 5.3	5.6	4.6	4.0	6.1	----	36/549	462/12.9	12.7	11.4	B	WRXR-F
7. WSLT-F (SAC)	24/ 4.4	5.2	3.0	6.0	4.2	----	26/429	407/11.4	12.3	11.2	A	WSLT-F
WAKB-F (B)	24/ 4.4	5.7	2.8	---	0.9	----	29/454	350/ 9.8	10.4	5.6	A	WAKB-F
9. WGAC (N/T)	23/ 4.2	5.9	5.9	6.7	5.2	----	32/393	347/ 9.7	12.3	12.5	B	WGAC
10. WKZK (G)	21/ 3.8	4.5	2.0	2.3	2.9	----	21/197	193/ 5.4	5.3	4.1	A	WKZK
WAEJ-F (B)	21/ 3.8	4.5	3.1	---	---	----	26/457	393/11.0	9.9	9.1	A	WAEJ-F
12. WGOR-F (O)	18/ 3.3	1.5	3.0	3.3	2.7	----	22/398	352/ 9.9	7.6	8.0	A	WGOR-F
WKBG-F (C)	18/ 3.3	3.2	1.5	---	---	----	26/356	286/ 8.0	7.3	4.0	A	WKBG-F
14. WTHB (G)	15/ 2.7	1.7	4.8	4.4	2.5	----	18/185	173/ 4.8	3.2	4.9	A	WTHB
WCHZ-F (AOR-NR)	15/ 2.7	2.2	2.0	1.1	1.8	----	21/340	296/ 8.3	6.8	5.9	A	WCHZ-F

12+ FM SHARE (METRO): 85.71% (408 of 476) (SPG 94: 82.69%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFXA-F>	1 WFXA-F	1 WKXC-F>	1 WKXC-F	1 WKXC-F	1 WKXC-F<	1 WKXC-F	1 WKXC-F	1 WKXC-F	1 WFXA-F<	1 WBBQ-AF
2 WKXC-F	WKXC-F	2 WFXA-F<	2 WBBQ-AF<	2 WBBQ-AF	2 WBBQ-AF>	2 WBBQ-AF	2 WBBQ-AF	2 WFXA-F	2 WKXC-F>	2 WFXA-F
3 WAEJ-F	3 WEKL-F<	3 WEKL-F<	3 WEKL-F	3 WEKL-F	3 WGAC	3 WFXA-F	3 WEKL-F	3 WBBQ-AF	3 WBBQ-AF	3 WKXC-F
4 WZNY-F	4 WRXR-F	4 WBBQ-AF	4 WFXA-F	4 WFXA-F	4 WKZK	4 WEKL-F	4 WFXA-F	4 WEKL-F	4	4
5	5 WZNY-F	5 WRXR-F	5 WRXR-F	5 WRXR-F	5	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 WFXA-F	1 WKXC-F<	1 WKXC-F	1 WKXC-F<	1 WBBQ-AF<	1 WRXR-F	1 WRXR-F<	1 WEKL-F	1 WEKL-F<	1 WEKL-F<
2 WAEJ-F	2 WFXA-F>	2 WBBQ-AF	2 WBBQ-AF	2 WKXC-F>	WFXA-F	2 WEKL-F>	2 WRXR-F	2 WRXR-F<	2 WKXC-F>
WSLT-F	3 WBBQ-AF	3 WFXA-F	3 WFXA-F>	3 WFXA-F	3 WFXC-F	3 WFXA-F	3 WKXC-F	3 WKXC-F	3 WRXR-F<
WZNY-F	4 WZNY-F	4	4 WZNY-F	4 WZNY-F	WZNY-F	4 WKXC-F	WFXA-F	4 WFXA-F	4 WFXA-F
5	5 WSLT-F	5	5 WAKB-F	5 WAKB-F	5	5 WZNY-F	5	5	5 WBBQ-AF

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC	3 (1)	48 (1)	51 (2)	10.7	21.0	WAEG-F (B)	92.3 EVANS 1.1/3.4/ 9/ 162
AOR/CLASSIC/NR		44 (2)	44 (2)	9.2	7.7	WAJY-F (T)	102.7 NEW ELLENTON SC 1.1/3.0/ 7/ 130
COUNTRY		132 (5)	132 (5)	27.7	24.2	WKIM (B/G)	1250 AUGUSTA 1.1/2.2/ 6/ 84
NEWS/TALK	23 (1)	6 (1)	29 (2)	6.1	6.9	WKSX-F (O)	92.7 JOHNSTON SC 0.5/1.7/ 3/ 81
CHR		32 (1)	32 (1)	6.7	0.4	WTHO-F (C)	101.7 THOMSON 0.4/2.2/ 15/ 169
BLACK/URBAN		101 (4)	101 (4)	21.2	22.1	WCOS-F (C)	97.5 COLUMBIA SC 1.8/3.2/ 16/ 200
SOFT AC/EZ		24 (1)	24 (1)	5.0	3.4		
HISPANIC							
OLDIES		21 (2)	21 (2)	4.4	3.9		
FULL SVC/VARIETY							
STANDARDS							
RELIG/GOSPEL	42 (3)		42 (3)	8.8	7.9		
SPORTS							
CLASSICAL							
JAZZ							
OTHERS/UNKNOWN					2.8		
TOTALS	68 (5)	408 (17)	476 (22)				

AUGUSTA

QUOPOLY REPORT	12+	25-54	REVENUE
WRXR-F, WKBG-F (Mutlimarket)	8.6%	10.8%	7.0%
WBBQ A/F, WZNY-F (Local)	15.0%	16.2%	35.0%
WKXC-F, WSLT-F (Buck)	16.9%	16.9%	23.8%
WTHB, WAKB-F, WFXA-F (Oavis)	16.2%	15.3%	16.8%
	56.7%	59.2%	82.6%

RAIO STATIONS

WGAC , 580, 5 KW/1 KW (OA-N)	, News/Talk	CBS, \$18.00	(O & R)	Beasley	
WKZK , 1600, 500 W (OAYS)	, Gospel	AURN, \$12.00	(Oora)	Oavis	
WTHB , 1550, 5 KW/11 W	, Gospel/Black	ABC, \$10.00	(Katz)		
WAEJ-F, 100.9, 6 KW @ 328	, Black	, \$ NA	(---)	Jones	(WAYNESBORO)
WAKB-F, 96.9, 0.8 KW @ 1364	, Black	, \$ NA	(K & P)		(WRENS)
WBBQ-F, 104.3, 100 KW @ 1000	, CHR/AC	ABC, \$71.00	(Eastman)		
WCHZ-F, 95.1, 6 KW @ 328	, AOR-NR	, \$13.00	(---)		(HARLEM)
WFXA-F, 103.1, 3 KW @ 298	, Black	ABC CBS, \$30.00	(Katz)	Oavis	
WGOR-F, 93.9, 13 KW @ 456	, Oldies	WESTWO CNN, \$12.00	(O & R)	Beasley	(MARTINEZ)
WKBG-F, 107.7, 25 KW @ 577	, Country	ABC, \$ NA	(Banner)	Multimarket	(MARTINEZ)
WKXC-F, 99.5, 23 KW @ 728	, Country	, \$43.00	(Mc-Guild)	GHB	(AIKEN, SC)
WRXR-F, 96.3, 15 KW @ 899	, AOR	ABC, \$22.00	(Christal)	Multimarket	(AIKEN, SC)
WSLT-F, 98.3, 2.8 KW @ 485	, Soft AC	, \$15.00	(Mc-Guild)	GHB	(CLEARWATER, SC)
WTHO-F, 101.7, 3 KW @ 298	, Country	WESTWO, \$10.00	(Regional)		(THOMSON)
WXFG-F, 102.3, 1.5 KW @ 666	, Country	ABC, \$18.00	(Katz)		
WZNY-F, 105.7, 100 KW @ 1168	, AC	UNISTR AP, \$41.00	(Katz)	WBBQ owner (O)	



AUSTIN

Arbitron Rank/Pop (12+): 54/785,100

Stations: 25/20
 Diaries: 1856/423:1/49.5%
 Sample Target: 1785
 % Below Line: 3.9
 % Not Listed: 19.4

1994 Revenue: \$32,400,000
 HH Inc.: \$34,564
 Retail \$: 8.6 Bil
 Pop per Station: 39,255
 #1 Biller: KASE-F \$7,500,000

MSA Rank/Pop: 60/948,000

OMA # 69

Average Person Ratings: 15.6

Market TSL: 20.75 hours

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. KASE-F (C)	169/13.8	14.1	13.7	14.6	15.9	14.1	197/2526	2199/28.0	25.0	27.0	H	KASE-F
2. KHFI-F (CHR)	114/ 9.3	9.1	7.8	9.4	10.1	8.9	122/2155	1964/25.0	21.4	23.9	E	KHFI-F
3. KLBJ-F (AOR)	100/ 8.1	7.0	5.7	6.2	5.9	6.8	106/1547	1435/18.3	17.7	16.5	E	KLBJ-F
4. KKMJ-F (SAC)	83/ 6.8	7.3	7.9	6.5	6.3	7.1	88/1423	1315/16.7	17.7	16.2	F	KKMJ-F
5. KLBJ (N/T)	76/ 6.2	6.7	6.5	5.5	7.5	6.2	83/1323	1180/15.1	16.7	16.1	E	KLBJ
6. KVET-F (C)	74/ 6.0	5.0	7.0	6.0	6.1	6.0	71/1294	1227/15.6	16.7	14.8	O	KVET-F
7. KEYI-F (AC)	57/ 4.6	5.0	2.7	3.9	3.2	4.1	61/1186	1067/13.6	10.6	11.8	C	KEYI-F
8. KPEZ-F (CL AOR)	42/ 3.4	3.0	4.9	4.6	4.6	4.0	46/1004	944/12.0	14.7	13.4	O	KPEZ-F
9. KGSR-F (AOR-P)	41/ 3.3	3.9	3.6	4.0	3.7	3.7	42/688	674/ 8.6	9.8	9.1	O	KGSR-F
10. KUTZ-F (AOR)	34/ 2.8	2.8	3.5	3.4	2.8	3.1	49/897	688/ 8.8	8.7	9.4	C	KUTZ-F
11. KPTY-F (CHR/AC)	31/ 2.5	2.3	2.4	3.5	3.5	2.7	33/762	694/ 8.8	7.7	11.1		KPTY-F
12. KVET (T/C)	27/ 2.2	1.5	1.8	2.0	1.7	1.9	27/497	481/ 6.1	6.6	5.3		KVET
13. KNNC-F (AOR-NR)	26/ 2.1	2.0	2.0	2.0	1.7	2.0	28/709	638/ 8.1	8.7	7.9		KNNC-F
14. KHHT-F (O-70's)	20/ 1.6	1.5	2.1	1.9	2.3	1.8	31/750	537/ 6.8	9.2	8.8		KHHT-F
15.												

12+ FM SHARE (METRO): 83.01% (821 of 989) (SPG 94: 81.70%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MIO	12+ PMO	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 KHFI-F<	2 KLBJ-F	2 KLBJ-F	2 KLBJ-F	2 KLBJ	2 KVET-F<	2 KLBJ	2 KHFI-F	2 KASE-F>	2 KHFI-F
3	3 KLBJ-F>>	3 KHFI-F>	3 KHFI-F>	3 KHFI-F<	3 KKMJ-F	3 KLBJ-F	3 KLBJ-F	3 KLBJ-F	3 KLBJ-F	3 KLBJ-F
4	4	4 KKMJ-F	4 KKMJ-F<	4 KKMJ-F	4 KVET-F	4 KHFI-F	4 KHFI-F<	4 KKMJ-F>	4	4 KEYI-F
5	5	5 KVET-F	5 KVET-F	5 KVET-F	5 KEYI-F	5 KKMJ-F	5 KKMJ-F	5 KLBJ	5	5 KVET-F
6	6	6	6	6 KEYI-F	6	6	6	6	6	6
7	7	7	7	7 KLBJ	7	7	7	7	7	7
8	8	8	8	8	8	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 KHFI-F	1 KHFI-F<	1 KASE-F	1 KASE-F>	1 KASE-F>	1 KASE-F	1 KLBJ-F	1 KLBJ-F	1 KLBJ-F	1 KLBJ-F<
2 KLBJ-F	2 KASE-F>	2 KHFI-F	2 KHFI-F<	2 KKMJ-F>	2 KLBJ-F	2 KASE-F<	2 KASE-F	2 KASE-F	2 KASE-F
3 KASE-F	3 KKLBF	3 KKMJ-F	3 KKMJ-F	3 KHFI-F	3 KHFI-F	3 KHFI-F>	3 KHFI-F	3 KHFI-F	3 KLBJ
4 KKMJ-F	4 KLBJ-F>	4 KLBJ-F	4 KLBJ-F	4 KEYI-F	4 KUTZ-F	4 KUTZ-F	4 KVET-F	4 KVET-F	4 KHFI-F<
5 KPTY-F	5	5 KGSR-F	5 KVET-F	5 KVET-F	5 KPTY-F	5 KVET-F	5 KUTZ-F	5 KLBJ	5 KVET-F
6	6	6 KPEZ-F	6	6	6 KNNC-F	6	KSAH	6 KPEZ-F	6 KPEZ-F
7	7	7 KVET-F	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		57 (1)	57 (1)	5.8	3.8	KELG (SP) 1440	ELGIN 0.5/1.4/ 6/	112	
AOR/CLASSIC/NR		243 (5)	243 (5)	24.6	22.0	KFIT (G) 1050	SUNSET VALLEY 0.3/1.2/ 4/	95	
COUNTRY		247 (3)	247 (3)	25.0	30.5	KFON (T) 1490	AUSTIN 0.7/2.0/ 8/	158	
NEWS/TALK	123 (4)		123 (4)	12.4	10.4	KIXL (REL) 970	OEL VALLE 0.7/2.5/ 9/	206	
CHR		145 (2)	145 (2)	14.7	11.9	KJCE (B) 1370	ROLLINGWOOD 0.7/2.1/ 10/	179	
BLACK/URBAN	9 (1)		9 (1)	0.9	0.0	KKLB-F (SP) 92.5	ELGIN 1.0/3.4/ 12/	279	
SOFT AC/EZ		83 (1)	83 (1)	8.4	7.4	KSAH (SP) 720	UNIVERSAL CTY 1.5/2.0/ 20/	166	
HISPANIC	24 (2)	21 (2)	45 (4)	4.6	5.9	KSMG-F (O) 105.3	SEQUIN 0.4/0.8/ 6/	100	
OLOIES		25 (2)	25 (2)	2.5	5.5	KXTN-F (SP) 107.5	SAN ANTONIO 0.7/2.4/ 11/	207	
FULL SVC/VARIETY						WACO-F (C) 99.9	WACO 0.3/1.6/ 39/	545	
STANOAROS						WOAI (N/T) 1200	SAN ANTONIO 1.0/3.6/ 20/	429	
RELIG/GOSPEL	12 (2)		12 (2)	1.2	1.2				
SPORTS									
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN					0.6				
TOTALS	168 (9)	821 (16)	989 (25)						

AUSTIN

DUOPOLY REPORT -----	12+ -----	25-54 -----	REVENUE -----
KLBJ A/F, KHHT-F (Local)	15.9%	16.9%	23.4%
KPEZ-F, KHFI-F (Clear Channel)	12.7%	11.6%	17.1%
KJCE, KPTY-F, KKMJ-F (Amaturo)	10.0%	9.9%	14.6%
KASE-F, KVET A/F (Local)	22.0%	21.8%	28.6%
KTXZ, KELG, KKLB-F (Local)	1.5%	2.1%	< 2.0%
KOKE-F, KGSR-F (Sinclair)	3.3%	4.8%	8.5%
	65.4%	67.1%	94.2%

RADIO STATIONS

KELG , 144D, 500 W	Hispanic	, \$ 15.00	(Caballero)	
KIXL , 970, 1 KW (DA-1)	Religion	USA, \$ 16.00	(Republic)	Signature
KLBJ , 590, 5 KW/1 KW (DA-N)	News/Talk	CBS, WESTWD, \$ 60.00	(Eastman)	
KVET , 1300, 5 KW/1 KW (DA-2)	Country/Talk	ABC, \$ NA	(Katz)	
KASE-F, 100.7, 100 KW @ 1191	Country	, \$145.00	(Katz)	
KEYI-F, 103.5, 100 KW @ 1256	AC	, \$ 39.00	(Christal)	
KPTY-F, 94.7, 97 KW @ 1256	CHR/AC	WESTWD, \$ 33.00	(MMR)	Amaturo (LULING)
KGSR-F, 107.1, 46 KW @ 518	AOR-PROG	, \$ 42.00	(D&R)	Sinclair (BASTROP)
KHFI-F, 96.7, 100 KW @ 686	CHR	, \$ 54.00	(Christal)	Clear Channel (GEORGETOWN)
KHHT-F, 93.3, 93 KW @ 1948	Oldies - 70's	WESTWD, \$ 30.00	(Eastman)	KL&J duop (KILLEEN)
KKLB-F, 92.5, 1.6 KW @ 449	Hispanic	, \$ 27.00	(Caballero)	(ELGIN)
KKMJ-F, 95.5, 100 KW @ 1000	Soft AC	, \$ 75.00	(MMR)	Amaturo
KLBJ-F, 93.7, 100 KW @ 1050	AOR	, \$ 68.00	(Eastman)	
KNNC-F, 107.7, 8 KW @ 538	AOR - New Rock	, \$ 25.00	(K&P)	(GEORGETOWN)
KPEZ-F, 102.3, 20 KW @ 686	Classic AOR	, \$ 44.00	(Christal)	Clear Channel
KUTZ-F, 98.9, 19 KW @ 1814	AOR	ABC, SMN, \$ 28.00	(Torbet)	Shamrock (Lynett) (LAMPASAS)
KVET-F, 98.1, 100 KW @ 686	Country	ABC, \$ 55.00	(Katz)	KASE owner (D)

Miscellaneous: KOKE-F and KGSR-F sold by Beasley to Sinclair (D); KGSR-F (Bastrop) for \$5,300,000 and KOKE-F (Giddings) for \$3,100,000 (Americom). . . KIXL (De Valle) sold by Oppenheimer for \$1,400,000. . . KJCE, KKMJ-F, KPTY-F from Amaturo to Amer. Radio Systems (D) for \$28,500,000 (Blackburn). . .

BAKERSFIELD

Arbitron Rank/Pop (12+): 88/412,500

Stations: 25/23
Diaries: 1315/314:1/51.7%
Sample Target: 1245
% Below Line: 2.1%
% Not Listed: 19.2%

1994 Revenue: \$14,200,000

HH Inc.: \$32,490

Retail \$: 4.1 Bil

Pop per Station: 17,935

#1 Biller: KUZZ-F \$3,000,000

MSA Rank/Pop: 87/620,000

DMA # 121

Average Person Ratings: 15.8

Market TSL: 21.50 hours

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. KUZZ-F (C)	102/15.6	12.6	16.7	16.0	13.5	15.2	108/1326	1186/28.8	29.4	27.4	E	KUZZ-F
2. KKXX-F (CHR)	68/10.4	10.9	8.7	7.4	10.4	9.4	68/958	936/22.7	21.3	24.9	C	KKXX-F
3. KERN (N/T)	44/ 6.7	7.1	8.1	7.0	8.4	7.2	44/527	522/12.7	14.6	14.5	C	KERN
4. KRAB-F (AOR)	40/ 6.1	9.3	7.8	8.2	7.5	7.9	40/710	699/16.9	17.6	17.6	C	KRAB-F
5. KERN-F (O)	24/ 5.4	3.2	3.9	5.7	4.3	4.6	36/596	558/13.5	11.4	14.1	B	KERN-F
6. KGFM-F (SAC)	30/ 4.6	5.8	4.1	5.1	6.6	4.9	30/509	491/11.9	10.3	14.7	B	KGFM-F
7. KIWI-F (SP)	29/ 4.4	3.6	4.5	6.2	5.3	4.7	30/375	344/ 8.3	7.3	9.0	C	KIWI-F
8. KKBB-F (CL AOR)	19/ 2.9	3.0	0.9	---	0.9	1.7	22/353	326/ 7.9	4.0	3.0		KKBB-F
9. KLLY-F (AC)	18/ 2.8	4.9	3.3	4.7	3.7	3.9	19/410	394/ 9.6	9.4	10.2	B	KLLY-F
10. KNZR (N/T)	17/ 2.6	2.4	1.1	1.9	2.6	2.0	18/362	348/ 8.4	5.0	8.3		KNZR
KWAC (SP)	17/ 2.6	1.7	3.2	1.4	2.2	2.2	17/201	194/ 4.7	4.8	4.5	B	KWAC
12. KCWR (C)	15/ 2.3	1.5	2.4	2.8	1.2	2.3	17/239	225/ 5.5	5.4	4.1	A	KCWR
13. KSUV-F (SP)	13/ 2.0	3.3	4.4	3.2	3.6	3.2	13/272	262/ 6.4	7.1	7.5	B	KSUV-F
14. KTIE-F (C)	11/ 1.7	2.0	2.1	1.6	1.4	1.9	11/280	263/ 6.4	7.0	7.0	A	KTIE-F
KCNQ-F (C)	11/ 1.7	1.2	1.1	1.3	1.2	1.3	11/91	87/ 2.1	1.6	1.6		KCNQ-F

12+ FM SHARE (METRO): 78.75% (415 of 527) (SPG 94: 75.22%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKXX-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 KKXX-F	1 KUZZ-F>>
2 KUZZ-F<	2 KKXX-F>	2 KKXX-F>	2 KKXX-F	2 KKXX-F	2 KERN	2 KKXX-F	2 KERN	2 KKXX-F>	2 KUZZ-F>	2 KKXX-F
3 KRAB-F>	3 KRAB-F>	3 KRAB-F	3 KERN	3 KERN	3 KERN-F>	3 KERN	3 KKXX-F>	3 KERN-F<	3 KRAB-F>	3 KRAB-F
4	4 KIWI-F	4 KERN	4 KERN-F	4 KERN-F	4 KKXX-F	4 KRAB-F	4 KGFM-F<	4 KRAB-F	4	4
5	5 KGFM-F	5 KERN-F	5 KGFM-F	5 KGFM-F	5 KGFM-F	5 KERN-F	5 KERN-F	5 KERN	5	5
6	6 KKBB-F	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 KKXX-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 KKXX-F>	2 KKXX-F	2 KKXX-F>	2 KKXX-F<	2 KKXX-F	2 KKXX-F<	2 KKBB-F	2 KKXX-F<	2 KERN >
3 KRAB-F	3 KGFM-F	3 KGFM-F	3 KGFM-F>	3 KGFM-F>	3 KIWI-F	3 KRAB-F	3 KERN	3 KERN	3 KKBB-F
4	4 KRAB-F	4 KRAB-F	4 KERN-F	4 KERN-F	4 KRAB-F	4 KKBB-F	KRAB-F	4 KRAB-F	4 KKXX-F
5	5	5 KLLY-F	KRAB-F	5 KLLY-F	5	5 KERN	5 KKXX-F	5 KIWI-F	5 KRAB-F
6	6	6	6	6	6	6	KIWI-F	6	6

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		18 (1)	18 (1)	3.4	5.5	KBID (ST) 1350 BAKERSFIELD	1.1/1.7/ 7/ 72
AOR/CLASSIC/NR		63 (3)	63 (3)	12.0	9.8	KCHJ (SP) 1010 DELANO	0.8/2.6/ 12/ 207
COUNTRY	15 (1)	124 (3)	139 (4)	26.4	21.7	KGEO (SPRTS)1230 BAKERSFIELD	0.8/3.0/ 5/ 144
NEWS/TALK	61 (2)		61 (2)	11.6	15.5	KHIS-F (REL) 96.5 BAKERSFIELD	1.2/3.9/ 9/ 175
CHR		78 (2)	78 (2)	14.8	14.3	KYLD-F (?) 104.3 SHAFTER	0.8/2.0/ 5/ 82
BLACK/URBAN						KVLI-AF(ST) 104.5 LAKE ISABELLA	1.4/2.1/ 9/ 86
SOFT AC/EZ		30 (1)	30 (1)	5.7	7.9	KZBA-F (SP) 97.7 SHAFTER	0.8/2.6/ 6/ 124
HISPANIC	22 (2)	47 (3)	69 (5)	13.1	16.7	KBOS-F (CHR) 94.9 TULARE	1.5/4.5/ 53/ 781
OLDIES		35 (1)	35 (1)	6.6	5.7	KLOS-F (AOR) 95.5 LOS ANGELES	0.6/2.0/ 23/ 287
FULL SVC/VARIETY							
STANDARDS	9 (2)	7 (1)	16 (3)	3.0	1.2		
RELIG/GOSPEL		8 (1)	8 (1)	1.5	1.7		
SPORTS	5 (1)		5 (1)	0.9	0.0		
CLASSICAL							
JAZZ							
OTHERS/UNKNOWN		5 (1)	5 (1)	0.9	0.0		
TOTALS	112 (8)	415 (17)	527 (25)				

BAKERSFIELD

DUOPOLY REPORT	12+	25-54	REVENUE
KCWR, KTIE-F, KUZZ-F (Buck Owens)	19.6%	17.9%	24.6%
KRAB-F, KKXX-F (Mondosphere)	16.5%	12.5%	21.1%
KSUV A/F, KZBA-F (Z-Spanish)	2.8%	3.2%	4.3%
KNZR, KLLY-F, KKBB-F (Buckley)	8.3%	10.7%	12.1%
KWAC, KIWI-F, KCHJ (Local)	7.8%	5.9%	13.4%
	55.0%	50.2%	75.5%

RADIO STATIONS

KCWR , 550, 5 KW (DA-2) , Country	, \$ NA	(Katz)	Buck Owens
KERN , 1410, 1 KW , News/Talk	TALKNT, ABC, \$ NA	(Christal)	American General
KNZR , 1560, 10 KW (DA-2) , News	CBS, CNN, \$ NA	(O & R)	Buckley
KWAC , 1490, 1 KW , Hispanic	, \$ NA	(Lotus)	
KKBB-F, 99.3, 6 KW @ 144 , Classic AOR	WESTWD, \$ NA	(D&R)	Buckley
KERN-F, 94.1, 4.5 KW @ 1309 , Oldies	, \$ NA	(Christal)	American General
KGFM-F, 101.5, 4.8 KW @ 1279 , Soft AC/EZ	WESTWD, \$ NA	(Christal)	
KIWI-F, 92.1, 6 KW @ 164 , Hispanic	, \$ NA	(CMBS)	
KZBA-F, 97.7, 3 KW @ 298 , Hispanic	, \$ NA	(Canada)	Z-Spanish (SHAFTER)
KKXX-F, 105.3, 35 KW @ 581 , CHR	, \$ NA	(Banner)	KRAB duop (OELAND)
KLLY-F, 95.3, 13 KW @ 462 , AC	AP, \$ NA	(D & R)	Buckley (OIL DALE)
KRAB-F, 106.3, 4 KW @ 374 , AOR	CBS, \$ NA	(Banner)	(GREENACRE)
KUZZ-F, 107.9, 5.8 KW @ 1358 , Country	, \$77.00	(Katz)	Buck Owens
KSUV-F, 102.9, 21 KW @ 364 , Hispanic	, \$ NA	(Caballero)	Z-Spanish

Miscellaneous: KKBB-F is now programming Classic AOR. . .



BALTIMORE

Arbitron Rank/Pop (12+): 18/2,049,500

Stations: 38/22
Diaries: 3051/ 672:1/52.4%
Sample Target: 2880
% Below Line: 15.4
% Not Listed: 12.4

1994 Revenue: \$70,100,000
HH Inc.: \$37,655
Retail \$: 20.6 Bil
Pop per Station: 93,159
#1 Biller: WBAL \$12,100,000

MSA Rank/Pop: 17/2,500,000

OMA # 23

Average Person Ratings: 18.0

Market TSL: 23.50 hours

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO			Revenue Level	
								CUME/CUME RATING	FAL 94	SPG 94		
1. WPOC-F (C)	314/ 8.5	8.1	10.9	8.3	7.5	9.0	348/3837	3403/16.6	19.8	17.3	H	WPOC-F
2. WBAL (N/T)	309/ 8.4	7.4	7.4	8.0	8.8	7.8	324/4187	3966/19.4	18.8	21.5	I	WBAL
3. WLIF-F (SAC)	252/ 6.8	6.2	5.4	4.4	5.2	5.7	270/3243	3020/14.7	13.7	12.1	H	WLIF-F
4. WMMX-F (AC)	206/ 5.6	5.6	5.7	6.2	5.3	5.8	212/3468	3319/16.2	15.4	15.6	H	WMMX-F
5. WQSR-F (O)	195/ 5.3	5.5	6.3	5.3	5.9	5.6	206/3357	3099/15.1	16.2	14.3	H	WQSR-F
6. WERQ-F (B)	187/ 5.1	5.5	6.0	4.8	6.0	5.4	195/3059	2761/13.5	14.3	14.0	E	WERQ-F
7. WHFS-F (AOR-P)	182/ 4.9	3.4	3.8	4.3	3.9	4.1	193/3007	2769/13.5	11.8	12.7		WHFS-F
8. WXYV-F (B)	180/ 4.9	6.1	5.6	4.8	6.7	5.4	187/3072	2826/13.8	13.7	15.4	G	WXYV-F
9. WOCT-F (O-70's)	148/ 4.0	3.6	3.7	3.8	3.6	3.8	162/2802	2620/12.8	11.2	11.6	D	WOCT-F
10. WIYY-F (AOR)	143/ 3.9	4.0	3.7	6.2	4.4	4.5	163/3255	2828/13.8	13.3	14.4	G	WIYY-F
11. WWIN-F (B/AC)	136/ 3.7	4.8	3.3	3.5	2.9	3.8	136/1863	1859/ 9.1	8.0	7.0	D	WWIN-F
12. WCBM (T)	129/ 3.5	2.9	3.0	2.9	3.1	3.1	131/1594	1556/ 7.6	7.0	6.3	D	WCBM
13. WCAO (G)	97/ 2.6	2.1	2.7	2.7	3.0	2.5	100/1349	1246/ 6.1	4.3	5.3	C	WCAO
14. WJFK (T)	67/ 1.8	2.1	2.1	1.9	2.0	2.0	69/1054	1011/ 4.9	5.9	4.9		WJFK
15. WRBS-F (REL)	59/ 1.6	1.5	1.3	2.1	1.5	1.6	61/996	929/ 4.5	3.6	3.7		WRBS-F

12+ FM SHARE (METRO): 74.06% (2395 of 3234) (SPG 94: 73.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MID	12+ PMO	12+ EVE	OVERNIGHT
1 WERQ-F	1 WHFS-F	1 WPOC-F	1 WMMX-F<	1 WPOC-F<	1 WBAL	1 WBAL	1 WLIF-F	1 WPOC-F	1 WBAL <	1 WBAL >>
2 WXYV-F<	2 WERQ-F	WMMX-F	2 WPOC-F	2 WMMX-F	2 WPOC-F	2 WPOC-F	2 WLIF-F	2 WLIF-F	2 WERQ-F	2 WXYV-F
3 WHFS-F	3 WIYY-F	3 WHFS-F<	3 WLIF-F	3 WLIF-F<	3 WLIF-F	3 WQSR-F	3 WBAL	3 WBAL	3 WPOC-F<	3 WERQ-F<
4	4 WMMX-F	4 WLIF-F	4 WOCT-F	4 WQSR-F	4 WQSR-F>	4 WLIF-F	4 WMMX-F	WMMX-F<	4 WXYV-F	4 WPOC-F
5	WXYV-F	5 WERQ-F<	5 WQSR-F	5 WOCT-F	5 WCBM	5 WMMX-F<	5 WQSR-F	5 WHFS-F	5 WHFS-F<	5 WQSR-F<
6	6 WPOC-F	6 WOCT-F<	6 WBAL <	6 WBAL	6 WMMX-F	6 WXYV-F	6 WHFS-F	6 WERQ-F	6 WLIF-F	6 WLIF-F<
7	7 WOCT-F	7 WIYY-F	7 WWIN-F	7 WWIN-F	7 WWIN-F	7 WERQ-F	7 WERQ-F	7 WIYY-F	7	7 WMMX-F
8	8	8 WXYV-F	8	8	8	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 WHFS-F	1 WERQ-F<	1 WMMX-F	1 WMMX-F	1 WLIF-F<	1 WIYY-F<	1 WIYY-F<	1 WIYY-F	1 WIYY-F	1 WBAL
2 WERQ-F	2 WMMX-F	2 WERQ-F	2 WLIF-F<	2 WMMX-F	2 WHFS-F	2 WHFS-F>	2 WOCT-F	2 WHFS-F	2 WOCT-F
3 WXYV-F	3 WHFS-F<	3 WLIF-F	3 WPOC-F	3 WPOC-F>	3 WERQ-F	3 WERQ-F	3 WHFS-F	3 WOCT-F	3 WQSR-F<
4 WMMX-F	4 WXYV-F	4 WPOC-F	4 WERQ-F<	4 WQSR-F	4 WXYV-F	4 WOCT-F	4 WERQ-F	4 WBAL <	4 WPOC-F
5 WPOC-F	5 WLIF-F	5 WOCT-F	5 WXYV-F	5 WERQ-F<	5 WPOC-F	5 WXYV-F<	5 WPOC-F	5 WPOC-F	5 WIYY-F
6 WIYY-F	WPOC-F	6 WHFS-F	6 WHFS-F	6 WXYV-F	6 WOCT-F	6 WPOC-F	6 WJFK-F	6 WMMX-F<	6 WMMX-F
7 WLIF-F	7	7 WXYV-F	7	7 WWIN-F	7 WJFK-F	7 WJFK-F	7 WWIN-F	7 WQSR-F	7 WWIN-F<
8	8	8 WIYY-F	8	8	WMMX-F	8	WMMX-F	8	8 WHFS-F
9	9	9	9	9	9 WPGC-F	9	9 WXYV-F	9	9

BALTIMORE

FORMATS	AM	FM	TOTAL	%	SPG 94	OTHER RATED STATIONS	METRO CUME TSA TSA
	--	--			%		SHARE/RTG/AQH/CUME
AC		276 (3)	276 (3)	8.5	7.7	WWLG (ST) 1360 BALTIMORE	0.9/2.3/ 35/ 527
AOR/CLASSIC/NR		417 (5)	417 (5)	12.9	13.6	WBGR (G) 860 BALTIMORE	0.6/2.0/ 22/ 405
COUNTRY		355 (3)	355 (3)	11.0	9.6	WBMD (REL) 750 BALTIMORE	0.4/0.9/ 14/ 201
NEWS/TALK	541 (4)	13 (1)	554 (5)	17.1	17.3	WGRX-F (AOR) 100.7 WESTMINSTER	0.9/6.1/ 67/1820
CHR					2.4	WITH (ST) 1230 BALTIMORE	0.9/3.0/ 33/ 626
BLACK/URBAN	47 (1)	618 (6)	665 (7)	20.6	20.2	WOLB (B/T) 1010 BALTIMORE	1.3/1.6/ 47/ 326
SOFT AC/EZ		279 (3)	279 (3)	8.6	10.6	WRNR-F (AOR) 103.1 GRASONVILLE	0.5/1.9/ 20/ 426
HISPANIC						WWIN (G) 1400 BALTIMORE	1.1/2.9/ 41/ 585
OLOIES		378 (4)	378 (4)	11.7	8.0	WWMD-F (SAC) 104.7 HAGERSTOWN	0.4/0.9/ 41/ 559
FULL SVC/VARIETY	11 (1)		11 (1)	0.3	1.1	SEE WASHINGTON FOR MORE ABOUT THE FOLLOWING:	
STANDARDS	66 (2)		66 (2)	2.0	1.2	WARW-F 0.3/ 1.6	WHUR-F 1.1/ 4.8
RELIG/GOSPEL	174 (4)	59 (1)	233 (5)	7.2	7.6	WASH-F 0.7/ 2.6	WJFK-F 0.4/ 1.2
SPORTS						WBIG-F 0.6/ 2.6	WKYS-F 0.5/ 2.4
CLASSICAL						WFRE-F 0.3/ 1.4	WMAL 0.3/ 1.2
JAZZ						WGAY-F 0.4/ 1.3	WMZQ-F 0.8/ 2.9
OTHERS/UNKNOWN					0.6		
TOTALS	839 (12)	2395 (26)	3234 (38)				

DUOPOLY REPORT	12+	25-54	REVENUE	SCARBOROUGH REPORT			
				Indexed against \$100,000+ Households			
				HIGHEST		LOWEST	
WMMX-F, WOCT-F (Capitol)	9.6%	13.2%	16.8%	1. WCBM	217	1. WCAO	0
WWIN A/F, WOLB, WERQ-F (Radio One)	11.2%	11.2%	8.6%	2. WHFS-F	152	2. WWIN-F	17
	20.8%	24.4%	25.4%	3. WBAL	146	3. WIYY-F	56
				4. WMMX-F	140	4. WPOC-F	74
				5. WLIF-F	136	5. WXYV-F	76

RADIO STATIONS

AM STATIONS

WBAL, 1090, 50 KW (DA-N), News/Talk	CBS, \$ 160.00 (D&R)	Hearst
WBGR, 860, 2.5 KW/100 W (DA-1), Gospel	AURN, \$ 30.00 (Roslin)	Mortenson
WCAO, 600, 5 KW (DA-1), Gospel	WESTWD, \$ 41.00 (Mc-Guild)	Granum
WCBM, 680, 10 KW/5 KW (DA-2), Talk	ABC, WESTWD, \$ 47.00 (Katz)	
WITH, 1230, 1 KW, Standards	WESTWO, \$ 35.00 (Roslin)	Guardian
WWIN, 1400, 1 KW, Gospel	, \$ 28.00 (Torbet)	Radio One

FM STATIONS

WERQ, 92.3, 37 KW @ 571, Black/CHR	AP, \$ 87.00 (MMR)	Radio One
WGRX, 100.7, 16 KW @ 859, AOR	ABC, \$ 48.00 (MMR)	Shamrock-Lynett (WESTMINSTER)
WIYY, 97.9, 14 KW @ 951, AOR	ABC, \$ 136.00 (D&R)	Hearst
WLIF, 101.9, 14 KW @ 961, Soft AC	, \$ 150.00 (Eastman)	Infinity
WPOC, 93.1, 16 KW @ 859, Country	ABC, \$ 165.00 (Mc-Guild)	Nationwide
WQSR, 105.7, 50 KW @ 492, Oldies	, \$ 170.00 (Christal)	Amer. Radio Systems
WRBS, 95.1, 50 KW @ 500, Religion	, \$ 25.00 (---)	
WOCT, 104.3, 50 KW @ 420, Oldies - 70's	, \$ 80.00 (Banner)	Capitol
WWIN, 95.9, 3 KW @ 298, Black/AC	, \$ 70.00 (Torbet)	Radio One
WMMX, 106.5, 7.4 KW @ 1217, AC	, \$ 170.00 (Katz)	Capitol
WXYV, 102.7, 50 KW @ 400, Black	, \$ 142.00 (Mc-Guild)	Granum

OTHER RANKED STATIONS -- See Washington

Miscellaneous: WSSF changed calls to WOCT-F. . .

BATON ROUGE

Arbitron Rank/Pop (12+): 81/446,600

Stations: 19/13
Diaries: 1084/412:1/48.5%
Sample Target: 1070
% Below Line: 8.8
% Not Listed: 15.9

1994 Revenue: \$17,500,000
HH Inc.: \$35,076
Retail \$: 4.9 Bil
Pop per Station: 34,353
#1 Biller: WYNK-AF \$3,600,000

MSA Rank/Pop: 91/558,000
DMA # 94
Average Person Ratings: 16.3
Market TSL: 21.75 hours

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WYNK-F (C)	116/15.9	14.6	13.5	14.7	16.7	14.7	212/2746	1354/30.3	29.2	30.8	E	WYNK-F
2. KQXL-F (B)	79/10.8	9.7	14.7	11.7	11.6	11.7	102/1184	877/19.6	21.7	20.5	D	KQXL-F
3. WXOK (B)	69/ 9.5	8.1	10.5	10.1	8.4	9.6	76/862	739/16.5	16.7	14.5	C	WXOK
4. KRVE-F (AC)	51/ 7.0	6.0	6.8	6.9	8.4	6.7	55/938	783/17.5	16.5	20.1	C	KRVE-F
5. WFMF-F (CHR)	48/ 6.6	8.4	5.2	5.5	5.5	6.4	76/1603	837/18.7	18.1	18.9	C	WFMF-F
6. WJBO (N/T)	37/ 5.1	5.2	5.7	5.4	4.3	5.4	41/645	588/13.2	16.1	12.1	C	WJBO
7. WKJN-F (C)	35/ 4.8	4.2	5.3	4.4	3.7	4.7	56/1094	711/15.9	17.5	15.9	D	WKJN-F
8. WTGE-F (AOR)	31/ 4.3	6.3	2.7	5.4	4.4	4.7	74/1446	615/13.8	10.9	15.3	C	WTGE-F
9. WGGZ-F (O)	27/ 3.7	3.7	2.4	3.1	4.3	3.2	59/1034	514/11.5	9.8	13.3	C	WGGZ-F
WCKW-F (CL AOR)	27/ 3.7	2.2	2.3	3.5	3.6	2.9	94/1331	480/10.7	8.8	13.2		WCKW-F
11. WNDC (G)	23/ 3.2	2.4	1.0	2.5	2.1	2.3	23/208	201/ 4.5	3.0	4.7		WNDC
12. WQUE-F (B)	23/ 3.2	4.2	3.7	3.6	2.5	3.7	55/736	336/ 7.5	9.9	7.1		WQUE-F
13. WYCT-F (C)	20/ 2.7	2.8	3.2	3.6	3.3	3.1	30/595	425/ 9.5	11.4	9.7	B	WYCT-F
14. WQCK-F (REL)	11/ 1.5	0.4	2.9	2.0	1.2	1.7	13/327	166/ 3.7	7.7	5.5		WQCK-F

12+ FM SHARE (METRO): 81.08% (497 of 613) (SPG 94: 80.80%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	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 WJBO
KQXL-F	2 WYNK-F	2 KQXL-F	2 KRVE-F<	2 KRVE-F<	2 WXOK >	2 WXOK	2 WXOK	2 KQXL-F>	2 WFMF-F	2 KQXL-F
3	3 KRVE-F<	3 KRVE-F	3 KQXL-F>	3 KQXL-F	3 WJBO	3 KQXL-F>	3 KQXL-F	3 WRVE-F	3 WYNK-F	WYNK-F
4	4 WFMF-F<	4 WXOK	4 WKJN-F	4 WXOK	4 KQXL-F<	4 KRVE-F	4 KRVE-F	4 WFMF-F	4 WXOK <	4 WXOK
5	5 WTGE-F	5	WXOK	5 WKJN-F	5 KRVE-F	5	5 WJBO	5 WTGE-F	5 WTGE-F	5
6	6	6	6	6	6	6	6	6	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 WYNK-F	1 KQXL-F	1 KRVE-F	1 WYNK-F	1 WYNK-F>	1 WTGE-F	1 WCKW-F	1 KQXL-F	1 WYNK-F>	1 WYNK-F>>
2 KQXL-F	2 KRVE-F	2 WYNK-F	2 KRVE-F<	2 KRVE-F	2 KQXL-F	KQXL-F	WCKW-F	2 KQXL-F	2 KQXL-F
3 WFMF-F	3 WYNK-F<	3 KQXL-F	3 KQXL-F>	3 WXOK <	WYNK-F	3 WTGE-F	3 WFMF-F	3 WCKW-F	3 WKJN-F
4 WTGE-F	4 WFMF-F	4 WFMF-F	4 WXOK	4 KQXL-F	WCKW-F	WYNK-F	4 WYNK-F	4 WTGE-F	4 WCKW-F
5 WQUE-F	5	WKJN-F	5	5	5	5	5 WJBO	5	5 KRVE-F
6	6	WXOK	6	6	6	6	6	6	6 WGGZ-F
7	7	7	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		51 (1)	51 (1)	8.3	10.3	WYNK (C) 1380	BATON ROUGE 0.3/1.6/ 3/ 130
AOR/CLASSIC/NR		58 (2)	58 (2)	9.5	9.8		
COUNTRY	2 (1)	171 (3)	173 (4)	28.2	27.7	KHOM-F (O) 104.1	HOUMA 0.4/4.6/ 40/ 766
NEWS/TALK	42 (2)		42 (2)	6.9	6.9	WRNO-F (O) 99.5	NEW ORLEANS 0.4/1.6/ 24/ 308
CHR		48 (1)	48 (1)	7.8	6.5	WWL (N/T) 870	NEW ORLEANS 0.7/3.8/ 38/ 574
BLACK/URBAN	69 (1)	102 (2)	171 (3)	28.0	26.8	WYLD (G) 940	NEW ORLEANS 0.4/1.3/ 5/ 112
SOFT AC/EZ							
HISPANIC							
OLDIES		33 (3)	33 (3)	5.4	8.1		
FULL SVC/VARIETY							
STANDARDS							
RELIG/GOSPEL	26 (2)	11 (1)	37 (3)	6.0	3.8		
SPORTS							
CLASSICAL							
JAZZ							
OTHERS/UNKNOWN							
TOTALS	116 (6)	497 (13)	613 (19)				

BATON ROUGE

DUOPOLY REPORT	12+	25-54	REVENUE
WXOK, KOXL-F, WYCT-F (Citywide)	23.0%	20.7%	25.7%
WJBO, WFMF-F, WYNK A/F (Gulfstar, pending)	27.9%	25.7%	40.0%
	50.9%	46.4%	65.7%

RADIO STATIONS

WIBR , 1300, 5 KW/1 KW (DA-2) ,	Talk	SEN, \$16.00	(Eastman)	
WJBO , 1150, 5 KW (DA-1) ,	Talk/News	CBS, \$44.00	(Christal)	Gulfstar
WNDC , 910, 1 KW (DA-1) ,	Gospel	, \$15.00	(---)	
WXOK , 1460, 5 KW/1 KW (DA-3) ,	Black	AURN, \$21.00	(Banner)	Citywide
KOXL-F, 106.5, 50 KW @ 298 ,	Black	AURN, ABC, \$36.00	(Banner)	Citywide (NEW ROADS)
KRVE-F, 96.1, 43 KW @ 449 ,	AC	, \$30.00	(Katz)	(BRUSLY)
WFMF-F, 102.5, 100 KW @ 1260 ,	CHR	WESTWD, \$50.00	(Christal)	Gulfstar
WGGZ-F, 9B.1, 100 KW @ 1499 ,	Oldies	WESTWD, \$37.00	(Katz)	
WKJN-F, 103.3, 100 KW @ 1004 ,	Country	WESTWD, \$57.00	(Eastman)	(HAMMOND)
WQCK-F, 92.7, 32 KW @ 604 ,	Religion	, \$16.00	(---)	(CLINTON)
WTGE-F, 100.7, 100 KW @ 1499 ,	AOR	, \$30.00	(Eastman)	
WYCT-F, 94.1, 100 KW @ 981 ,	Country	, \$18.00	(Banner)	Citywide (KENTWOOD)
WYNK-F, 101.5, 100 KW @ 1499 ,	Country	ABC, \$90.00	(Torbet)	Gulfstar

Other Ranked Stations - See New Orleans

Miscellaneous: WYNK A/F sold by Narragansett to Gulfstar for \$11,500,000 (MVP). . . WJBO, WFMF-F sold by Jenne to Gulfstar (0) for \$8,500,000 (MVP). . .

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

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

BINGHAMTON

Arbitron Rank/Pop (12+): 155/220,200

Stations: 16/12
Diaries: 843/261:1/61.0%
Sample Target: 770
% Below Line: 2.2
% Not Listed: 18.7

1994 Revenue: \$7,700,000
HH Inc.: \$32,392
Retail \$: 2.1 Bil
Pop per Station: 18,350
#1 Biller: WHWK-F \$2,000,000

MSA Rank/Pop: 167/264,000

DMA # 150

Average Person Ratings: 16.5

Market TSL: 21.75 hours

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level
1. WHWK-F (C)	71/19.6	19.5	20.2	23.1	20.3	----	129/1205	688/31.2	29.2	30.3	D WHWK-F
2. WAAL-F (CHR/AC)	52/14.3	9.8	10.5	12.2	15.5	----	70/1053	644/29.2	28.7	29.7	C WAAL-F
3. WMXW-F (SAC)	42/11.6	10.1	8.8	8.9	11.5	----	47/629	512/23.3	20.9	24.0	C WMXW-F
4. WMBF (T)	29/ 8.0	13.6	11.1	11.1	9.3	----	33/429	386/17.5	20.8	23.8	B WMBF
5. WMRV-F (AC)	26/ 7.2	7.4	8.2	7.2	6.1	----	50/823	514/23.3	22.3	20.7	B WMRV-F
6. WKGB-F (AOR)	21/ 5.8	6.5	7.7	8.1	10.4	----	28/378	318/14.4	16.4	17.9	B WKGB-F
7. WGRG-F (CHR)	14/ 3.9	4.7	5.7	5.3	2.1	----	16/430	397/18.0	16.8	15.9	A WGRG-F
8. WINR (ST)	11/ 3.0	5.9	3.4	6.4	4.3	----	13/276	229/10.4	9.9	9.1	A WINR
9. WMTT-F (AOR-NR)	10/ 2.8	---	---	---	---	----	10/150	144/ 6.5	---	---	WMTT-F

12+ FM SHARE (METRO): B2.71% (244 of 295) (SPG 94: 78.52%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WMRV-F>>	1 WAAL-F>>	1 WAAL-F<	1 WAAL-F<	1 WHWK-F<	1 WHWK-F>>	1 WHWK-F>	1 WHWK-F	1 WHWK-F<	1 WAAL-F<	1 WMXW-F
2 WGRG-F	2 WHWK-F	2 WHWK-F>	2 WHWK-F	2 WAAL-F	2 WMBF	2 WMXW-F<	2 WAAL-F	2 WAAL-F	2 WHWK-F>	2 WAAL-F
3 WHWK-F	3 WKGB-F	3 WMXW-F>	3 WMXW-F	3 WMXW-F>>	3 WMXW-F>	3 WAAL-F	3 WMXW-F>	3 WMXW-F	3 WMXW-F	3 WHWK-F
4 WAAL-F	4 WMXW-F	4 WKGB-F	4	4 WKGB-F	4	4 WMBF	4 WMBF	4 WMRV-F	4 WMRV-F	4 WMBF
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 WAAL-F	1 WAAL-F>	1 WAAL-F	1 WHWK-F>	1 WHWK-F>>	1 WAAL-F	1 WAAL-F>>	1 WAAL-F	1 WAAL-F>>	1 WAAL-F>
2 WHWK-F	2 WHWK-F>	2 WHWK-F	2 WAAL-F	2 WMXW-F	2 WKGB-F	2 WKGB-F	2 WKGB-F	2 WKGB-F	2 WHWK-F
3 WGRG-F	3 WMRV-F	3 WMXW-F	3 WMXW-F	3 WAAL-F>	3 WMRV-F	3 WMXW-F	3 WMXW-F	3 WHWK-F	3 WMXW-F
4	4 WMXW-F	4	4 WMRV-F	4 WMRV-F	4	4 WMTT-F	4	4 WMXW-F	4 WKGB-F
5	5	5	5	5	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		28 (2)	28 (2)	9.5	10.6	WEBO (ST) 1330	OWEGO 0.6/2.4/ 3/ 61		
AOR/CLASSIC/NR		33 (3)	33 (3)	11.2	10.6	WENE (T) 1430	ENDICOTT 1.4/6.0/ 5/ 145		
COUNTRY	4 (1)	75 (3)	79 (4)	26.8	28.5	WKOP (C) 1360	BINGHAMTON 1.1/3.5/ 4/ 77		
NEWS/TALK	34 (2)		34 (2)	11.5	14.4				
CHR		66 (2)	66 (2)	22.4	20.8	WGGY-F (C) 101.3	SCRANTON 0.6/2.1/ 25/ 273		
BLACK/URBAN						WHGL-F (C) 100.3	CANTON PA 0.6/1.4/ 19/ 32B		
SOFT AC/EZ		42 (1)	42 (1)	14.2	10.9	WQNY-F (CL AOR) 103.7	ITHACA 0.6/2.9/ 14/ 155		
HISPANIC						WYXL-F (AC) 97.3	ITHACA 0.6/1.9/ 13/ 206		
OLDIES									
FULL SVC/VARIETY									
STANDARDS	13 (2)		13 (2)	4.4	4.2				
RELIG/GOSPEL									
SPORTS									
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN									
TOTALS	51 (5)	244 (11)	295 (16)						

DUOPOLY REPORT	12+	25-54	REVENUE
WENE, WMRV-F, WMXW-F (Enterprise)	20.2%	23.2%	26.3%

BINGHAMTON

RADIO STATIONS

WINR , 680, 1 KW/500 W (DA-2) , Standards	CBS, \$14.00 (Roslin)	
WNBF , 1290, 5 KW (DA-N) , News/Talk	WESTWD TALKNT, \$23.00 (Katz)	Wicks
WAAL-F, 99.1, 7 KW @ 1089 , CHR	ABC, \$39.00 (Eastman)	Regional
WGRG-F, 101.7, 1 KW @ 558 , CHR	, \$14.00 (D & R)	(OWEGO)
WHWK-F, 98.1, 10 KW @ 961 , Country	, \$46.00 (Katz)	Wicks
WKGB-F, 92.5, 1.3 KW @ 708 , AOR	Source, \$23.00 (D & R)	(SUSQUEHANNA)
WMRV-F, 105.7, 35 KW @ 571 , AC	WESTWD, \$22.00 (Christal)	Enterprise (ENDICOTT)
WMXW-F, 103.3, 0.6 KW @ 1014 , Soft AC	, \$34.00 (Christal)	Enterprise (VESTAL)



BIRMINGHAM

Arbitron Rank/Pop (12+): 53/785,400

Stations: 24/19
Diaries: 1445/544:1/47.6%
Sample Target: 1395
% Below Line: 6.4
% Not Listed: 11.2

1994 Revenue: \$29,900,000
HH Inc.: \$31,869
Retail \$: 7.7 Bil
Pop per Station: 41,337
#1 Biller: WZZK-AF \$7,500,000

MSA Rank/Pop: 66/877,000
DMA # 50

Average Person Ratings: 16.1
Market TSL: 21.25 hours

12+ METRD	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRD CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WZZK-AF (C)	191/15.1	13.7	15.2	18.6	18.4	15.7	262/3451	2303/29.3	32.8	32.6	H	WZZK-AF
2. WENN-F (B)	133/10.5	11.0	10.6	10.7	11.4	10.7	179/2216	1599/20.4	18.6	19.5	E	WENN-F
3. WMJJ-F (AC)	110/ 8.7	8.1	7.4	7.9	8.0	8.0	127/1716	1456/18.5	15.8	18.2	E	WMJJ-F
4. WERC (N/T)	84/ 6.7	6.8	8.4	7.6	8.0	7.4	87/1192	1113/14.2	14.8	13.7	D	WERC
5. WZRR-F (ADR)	69/ 5.5	7.4	6.6	5.9	5.6	6.4	121/1828	1189/15.1	15.9	15.1	E	WZRR-F
6. WDDL-F (D)	66/ 5.2	4.2	6.0	5.1	3.8	5.1	105/1581	1032/13.1	12.7	11.2	C	WDDL-F
7. WAGG (G)	60/ 4.8	4.1	3.2	3.5	3.5	3.9	60/672	672/ 8.6	6.5	7.5	A	WAGG
8. WAPI (ST)	56/ 4.4	3.1	2.7	2.7	2.5	3.2	57/746	697/ 8.9	7.6	6.2	B	WAPI
9. WMXQ-F (CHR/AC)	56/ 4.4	4.9	3.4	4.4	5.2	4.3	73/1561	1193/15.2	11.9	17.5	D	WMXQ-F
10. WTUG-F (B)	49/ 3.9	3.3	3.5	3.8	4.6	3.6	94/1333	792/10.1	8.3	9.8		WTUG-F
11. WATV (B)	39/ 3.1	3.0	4.1	3.9	4.8	3.5	39/563	563/ 7.2	8.2	8.7	B	WATV
12. WDJC-F (REL)	38/ 3.0	2.5	3.5	2.5	2.9	2.9	53/1103	719/ 9.2	9.3	8.8	C	WDJC-F
13. WWRB-F (ADR)	32/ 2.7	2.5	3.1	2.1	3.4	2.6	36/577	548/ 7.0	7.1	5.9		WWRB-F
14. WQWC-F (C)	30/ 2.4	3.1	2.7	2.1	0.8	2.6	57/1222	718/ 9.1	10.6	3.7		WQWC-F
15. WJLD (B)	26/ 2.1	1.3	1.6	1.7	1.7	1.7	26/481	477/ 6.1	5.1	5.2		WJLD
16. WJDX (SPRTS)	23/ 1.8	2.3	1.5	1.0	2.1	1.7	32/754	583/ 7.4	7.1	6.7	B	WJDX
17.												
18.												
19.												
20.	12+ FM SHARE (METRD):	72.14%	(808 of 1120)	(SPG 94: 72.86%)								

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	DVERNIGHT
1 WENN-F>	1 WZZK-AF	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-AF>
2 WZZK-AF>	2 WENN-F<	2 WMJJ-F<	2 WMJJ-F	2 WMJJ-F	2 WERC	2 WMJJ-F	2 WMJJ-F	2 WMJJ-F<	2 WZZK-AF>>	2 WENN-F
3 WTUG-F	3 WMJJ-F	3 WENN-F>	3 WENN-F>	3 WENN-F	3 WMJJ-F<	3 WENN-F	3 WERC	3 WENN-F>	3	3 WERC
4	4 WZRR-F	4 WZRR-F	4 WDDL-F	4 WDDL-F	4 WAPI <	4 WERC >	4 WENN-F	4 WDDL-F	4	4 WAPI
5	5 WTUG-F	5 WDDL-F	5 WZRR-F	5 WZRR-F	5 WENN-F<	5	5 WDDL-F	5 WZRR-F	5	5 WMJJ-F
6	6 WMXQ-F	6 WMXQ-F	6 WERC	6 WERC	6 WDDL-F	6	6	6	6	6 WDDL-F
7	7	7	7 WMXQ-F	7	7	7	7	7	7	7

WDM 18-24	WDM 18-34	WDM 25-34	WDM 18-49	WDM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZZK-AF	1 WMJJ-F	1 WMJJ-F	1 WMJJ-F	1 WMJJ-F	1 WENN-F	1 WZZK-AF>	1 WZZK-AF	1 WZZK-AF	1 WZZK-AF>
2 WENN-F	2 WZZK-AF<	2 WENN-F	2 WZZK-AF	2 WZZK-AF	2 WZRR-F	2 WZRR-F<	2 WERC	2 WZRR-F	2 WERC <
3 WMJJ-F	3 WENN-F>	3 WZZK-AF	3 WENN-F>	3 WENN-F	3 WWRB-F	3 WENN-F	3 WZRR-F	3 WENN-F	3 WENN-F
4 WMXQ-F	4 WMXQ-F	4 WMXQ-F	4 WMXQ-F	4 WDDL-F	4 WZRR-F	4 WWRB-F	4 WENN-F	4 WERC	4 WZRR-F
5 WTUG-F	5 WTUG-F	5 WZRR-F	5 WDDL-F	5 WMXQ-F	5 WTUG-F	5 WERC	5 WJDX	5 WDDL-F	5 WDDL-F
6	6 WZRR-F	6 WTUG-F	6	6	6 WMXQ-F	6 WMJJ-F	6 WMJJ-F	6 WMJJ-F	6 WMJJ-F

FORMATS	AM	FM	TOTAL	%	SPG 94 %	DTHR RATED	STATIDNS	METRD CUME SHARE/RTG/AQH/CUME	TSA TSA
AC		110 (1)	110 (1)	9.8	9.7	WAYE (G)	1220 BIRMINGHAM	1.0/2.8/ 12/ 218	
ADR/CLASSIC/NR		103 (2)	103 (2)	9.2	9.9	WDJC (G)	1260 BIRMINGHAM	0.3/0.9/ 5/ 78	
COUNTRY	8 (1)	233 (5)	241 (6)	21.5	32.2	WKLD-F (C)	97.7 DNCNTA	0.6/1.3/ 8/ 122	
NEWS/TALK	84 (1)		84 (1)	7.5	11.8				
CHR		67 (2)	67 (2)	6.0	6.1	WHMA-F (C)	100.5 ANNISTDN	0.6/1.8/ 92/ 835	
BLACK/URBAN	65 (2)	182 (2)	247 (4)	22.1	24.9	WQEN-F (CHR)	103.7 GADSDEN	0.9/2.4/ 57/ 996	
SDFT AC/EZ		9 (1)	9 (1)	0.8	0.7	WRSB-F (EZ)	96.9 DECATUR	0.7/1.9/ 33/ 484	
HISPANIC						WTXT-F (C)	98.1 FAYETTE	0.3/1.3/ 70/ 801	
OLDIES		66 (1)	66 (1)	5.9	4.1				
FULL SVC/VARIETY									
STANDARDS	56 (1)		56 (1)	5.0	2.8				
RELIG/GDSPEL	75 (3)	38 (1)	114 (4)	10.2	2.7				
SPDRS	23 (1)		23 (1)	2.1	0.0				
CLASSICAL									
JAZZ									
DTHRS/UNKNDWN									
TOTALS	312 (9)	808 (15)	1120 (24)						

BIRMINGHAM

DUOPOLY REPORT	12+	25-54	REVENUE
WZZK A/F, WOOL-F (NewCity)	20.3%	22.5%	31.1%
WJDX, WZRR-F, WAPI, WMXQ-F (Dick)	16.1%	15.5%	23.4%
WERC, WMJJ-F, WOWC-F (Local)	17.8%	20.9%	21.4%
	54.2%	58.9%	75.9%

SCARBOROUGH REPORT
Indexed against \$100,000+ Households

HIGHEST		LOWEST	
1. WEPB	206	1. WATV	26
2. WJEP-F	193	2. WTUG-F	61
3. WJDX	192	3. WZZK-F	64
4. WOOL-F	133	4. WENN-F	70

RADIO STATIONS

WAGG	, 1320,	5 KW/110 W	, Gospel	AURN, \$ 26.00	(D&R)	
WAPI	, 1070,	50 KW/5 KW (OA-N)	, Standards	WESTWD, \$ 24.00	(Christal)	Dick
WATV	, 900,	1 KW/165 W	, Black	SMN, ABC, \$ 18.00	(Banner)	
WERC	, 960,	5 KW (OA-N)	, News/Talk	ABC, WESTWD, \$ 44.00	(Mc-Guild)	Ameron
WJLO	, 1400,	1 KW	, Black	WESTWD, SMN, \$ 19.00	(K & P)	
WJDX	, 690,	50 KW/500 W	, Sports	, \$ 20.00	(Christal)	Dick
WZZK	, 610,	5 KW/1 KW(OA-N)	, ... See WZZK-FM			
WMXQ-F	, 94.5,	98 KW @ 1210	, CHR	, \$ 55.00	(Christal)	Dick
WDJC-F	, 93.7,	99 KW @ 1007	, Religion	, \$ 24.00	(Crawford)	Crawford
WENN-F	, 107.7,	100 KW @ 1036	, Black	AURN, \$ 56.00	(D&R)	
WMJJ-F	, 96.5,	100 KW @ 1027	, AC	, \$ 97.00	(Mc-Guild)	Ameron
WOOL-F	, 106.9,	99 KW @ 994	, Oldies	ABC, \$ 70.00	(Katz)	NewCity
WOWC-F	, 102.5,	83 KW @ 2096	, Country	, \$ 30.00	(...)	Ameron (JASPER)
WWRB-F	, 105.9,	1.4 KW @ 672	, AOR	WESTWD, \$ 18.00	(...)	American General (TRUSSVILLE)
WZRR-F	, 99.5,	100 KW @ 869	, AOR - Classic	, \$100.00	(Christal)	Dick
WZZK-F	, 104.7,	99 KW @ 1299	, Country	, \$157.00	(Katz)	NewCity
WTUG-F	, 92.9,	100 KW @ 984	, Black	AURN, \$ 25.00	(Eastman)	(TUSCALOOSA)

Miscellaneous: WWRB-F (Trussville): 50% sold to American General for \$540,000. . .



BLOOMINGTON, IL

Arbitron Rank/Pop (12+): 226/114,900

Stations: 12/4
Diaries: 629/183:1/59.3%
Sample Target: 610
% Below Line: 20.0
% Not Listed: 24.2

1994 Revenue: \$5,600,000
HH Inc.: \$37,900
Retail \$: 1.3 Bil
Pop per Station: 28,725
#1 Biller: WJBC \$2,600,000

MSA Rank/Pop: 235/139,000

Peoria DMA

Average Person Ratings: 14.4

Market TSL: 19.00 hours

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	SPG 93	Revenue Level
1. WJBC (FS)	38/23.0	----	21.8	----	26.9	----	46/473	390/33.9	36.6	42.1	D
2. WBWN-F (C)	23/13.9	----	14.5	----	21.5	----	44/492	280/24.4	25.3	32.8	C
3. WBNQ-F (CHR)	22/13.3	----	13.4	----	14.0	----	35/569	412/35.9	40.0	35.6	C
4. WIHN-F (AC)	9/ 5.5	----	7.8	----	5.4	----	10/226	184/16.0	19.5	15.8	B
5. WSWT-F (SAC)	8/ 4.8	----	1.7	----	----	----	11/201	118/10.3	6.8	----	----
6. WWCT-F (AOR)	7/ 4.2	----	7.8	----	5.9	----	14/305	172/15.0	20.2	17.9	WWCT-F
7. WMXP-F (AC/CHR)	6/ 3.6	----	3.4	----	4.3	----	12/328	231/20.1	23.1	19.1	WMXP-F
8. WGLO-F (O)	4/ 2.4	----	----	----	----	----	6/135	79/ 6.9	----	----	WGLO-F
9.											
10.											

12+ FM SHARE (METRO): 64.80% (81 of 125) (SPG 94: 66.17%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBNQ-F	1 WBNQ-F>	1 WBNQ-F	1 WBWN-F	1 WBWN-F<	1 WJBC >>	1 WJBC >>	1 WJBC >	1 WJBC	1 WBNQ-F	1 WJBC >
2 WBWN-F	2 WBWN-F>	2 WBWN-F>>	2 WBNQ-F	2 WJBC	2 WBWN-F>	2 WBNQ-F<	2 WBWN-F	2 WBWN-F	2 WJBC	2 WBNQ-F
3	3	3 WIHN-F	WJBC	3 WBNQ-F	3 WSWT-F	3 WBWN-F>	WBNQ-F>	WBNQ-F>	3 WBWN-F>	WBWN-F
4	4	WJBC	4	4	4	4	4	4 WIHN-F	4 WIHN-F	4
5	5	5	5	5	5	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 WBNQ-F	1 WBNQ-F>>	1 WBNQ-F	1 WBNQ-F	1 WBNQ-F	1 WBNQ-F	1 WBNQ-F	1 WBWN-F	1 WBWN-F	1 WBWN-F
2 WBWN-F	2 WBWN-F>>	2 WBWN-F	2 WBWN-F>	WJBC	2 WWCT-F	2 WBWN-F	2	2 WBNQ-F	2 WJBC >
3 WMXP-F	3 WMXP-F	3	3 WJBC	3 WBWN-F	3	WJBC	3	3 WWCT-F	3 WIHN-F
4	4	4	4	4	4	4 WIHN-F	4	4 WIHN-F	4
5	5	5	5	5	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		15 (2)	15 (2)	12.2	4.5	WBBM (N) 780 CHICAGO	0.6/2.3/ 1/ 52		
AOR/CLASSIC/NR		7 (1)	7 (1)	5.7	10.5	WFYR-F (C) 97.3 ELMWOOD	1.2/2.3/ 2/ 57		
COUNTRY		25 (2)	25 (2)	20.3	19.5	WLS (T) 890 CHICAGO	1.8/6.5/ 8/ 142		
NEWS/TALK	4 (2)		4 (2)	3.3	3.0	WPOK (ST) 1080 PONTIAC	1.2/1.2/ 5/ 55		
CHR		22 (1)	22 (1)	17.9	18.0				
BLACK/URBAN									
SOFT AC/EZ		8 (1)	8 (1)	6.5	2.3				
HISPANIC									
OLDIES		4 (1)	4 (1)	3.3	11.3				
FULL SVC/VARIETY	38 (1)		38 (1)	30.9	30.8				
STANDARDS	2 (1)		2 (1)	1.6	0.0				
RELIG/GOSPEL									
SPORTS									
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN									
TOTALS	44 (4)	81 (8)	123 (12)						

BLOOMINGTON, IL
.....

DUOPOLY REPORT
.....

NONE AS OF AUGUST 1995. . .

RADIO STATIONS
.....

WJBC	,	1230,	1 KW	,	Full Service	ABC, \$48.00	(Mc-Guild)	Bloomington
WBNO-F,	101.5,	50 KW @ 459	,	CHR	,	\$35.00	(Mc-Guild)	Bloomington
WBWN-F,	104.1,	32 KW @ 299	,	Country	USA, \$26.00	(---)		Keister (LEFOT)
WIHN-F,	96.7,	6 KW @ 299	,	Oldies	ABC, \$18.00	(Christal)		Kelly (NORMAL)

Other ranked stations -- see Peoria

Miscellaneous: WIHN-F sold to Kelly for \$930,000 (MVP; Donsbach). . .



BOISE

Arbitron Rank/Pop (12+): 134/277,700

Stations: 15/15
 Diaries: 710/391:1/60.1%
 Sample Target: 690
 % Below Line: 0.0
 % Not Listed: 15.0

1994 Revenue: \$12,000,000
 HH Inc.: \$34,540
 Retail \$: 3.1 Bil
 Pop per Station: 18,513
 #1 Biller: KCIX-F \$2,400,000

MSA Rank/Pop: 142/345,000

OMA # 128

Average Person Ratings: 14.7

Market TSL: 19.50 hours

12+ METRO	1/4/SHARE	FAL		SPG		4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO			Revenue Level	
		94	94	93	93			CUME/CUME	FAL 94	SPG 94		
1. KQFC-F (C)	43/10.6	11.3	7.7	14.9	12.3	----	54/697	551/19.8	20.6	17.3	C	KQFC-F
2. KIZN-F (C)	41/10.1	9.4	7.0	8.0	4.6	----	57/766	535/19.3	19.4	20.6	B	KIZN-F
3. KZMG-F (CHR)	37/ 9.1	8.0	8.9	8.5	7.2	----	49/802	675/24.3	20.1	21.8	B	KZMG-F
4. KARO-F (0-70's)	36/ 8.8	1.2	7.5	5.7	4.4	----	51/659	485/17.5	7.3	13.6		KARO-F
5. KCIX-F (AC)	32/ 7.9	6.7	8.7	8.2	10.3	----	40/590	479/17.2	17.8	18.3	0	KCIX-F
KIOO (N/T)	32/ 7.9	7.0	7.2	5.9	7.2	----	42/553	432/15.6	15.0	14.8	B	KIOO
7. KLTB-F (O)	23/ 5.7	5.3	6.8	6.2	7.4	----	29/641	478/17.2	14.3	15.9	C	KLTB-F
8. KXLT-F (SAC)	21/ 5.2	4.8	---	---	---	----	28/326	291/10.5	12.0	---	A	KXLT-F
9. KGEM (ST)	16/ 3.9	2.7	3.1	3.4	3.1	----	18/248	214/ 7.7	7.2	6.2	A	KGEM
KBOI (FS)	16/ 3.9	7.5	6.5	8.2	7.2	----	25/553	396/14.3	19.7	14.0	C	KBOI
KJOT-F (AOR)	16/ 3.9	7.5	9.7	7.1	10.8	----	21/414	321/11.6	15.6	18.0	C	KJOT-F
12. KLCI-F (AOR/CL)	14/ 3.4	4.1	2.9	1.6	4.1	----	18/334	241/ 8.7	12.2	10.1	A	KLCI-F
13. KQXR-F (AOR)	13/ 3.2	3.6	2.4	4.1	---	----	18/296	261/ 9.4	9.3	6.6	A	KQXR-F
14. KFXO-F (AC)	4/ 1.0	2.7	2.4	2.1	3.6	----	4/259	217/ 7.8	9.3	9.2	A	KFXO-F

12+ FM SHARE (METRO): 80.92% (280 of 346) (SPG 94: 75.56%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MIO	12+ PMO	12+ EVE	OVERNIGHT
1 KZMG-F>>	1 KARO-F	1 KARO-F<	1 KARO-F	1 KARO-F<	1 KIOO	1 KIOO	1 KIOO	1 KQFC-F<	1 KZMG-F>	1 KIDO
2 KIZN-F	2 KIZN-F	2 KIZN-F	2 KCIX-F<	2 KCIX-F<	2 KQFC-F	2 KQFC-F<	2 KIZN-F	2 KIZN-F	2 KQFC-F<	2 KQFC-F
KQFC-F	3 KZMG-F>	3 KQFC-F	3 KIZN-F	3 KIZN-F	3 KCIX-F	3 KCIX-F<	3 KQFC-F<	3 KZMG-F<	3 KCIX-F	3
4	4 KQFC-F	KCIX-F	4 KQFC-F	4 KQFC-F	4 KLTB-F	4 KLTB-F	4 KARO-F	4 KARO-F	4 KIZN-F	4
5	5 KQXR-F	5 KZMG-F	5 KLTB-F	5 KLTB-F	5	5 KIZN-F<	5 KCIX-F	5 KCIX-F	5	5
6	6	6	6	6	6	6 KZMG-F	6	6	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 KIZN-F	1 KIZN-F	1 KARO-F	1 KCIX-F	1 KCIX-F>	1 KQXR-F	1 KARO-F>	1 KARO-F	1 KARO-F	1 KARO-F
KZMG-F	2 KZMG-F	2 KIZN-F	2 KIZN-F>	2 KARO-F	2 KQFC-F	2 KQXR-F	2 KJOT-F	2 KJOT-F<	2 KJOT-F
3 KQFC-F	KARO-F>	3 KCIX-F	3 KZMG-F	KIZN-F	3 KZMG-F	3 KJOT-F	3 KIZN-F	3 KQFC-F	3 KIZN-F
KCIX-F	4 KCIX-F	KZMG-F	KZMG-F	4 KQFC-F	4	4 KIZN-F	4	4 KIOO	4 KIOO
5	5 KQFC-F	5	5 KQFC-F	5 KXLT-F	5	KQFC-F	5	KIZN-F	5 KQFC-F
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 94	OTHER RATEO STATIONS	METRO CUME TSA TSA
	---	---	-----	-	-	-----	SHARE/RTG/AQH/CUME
AC		36 (2)	36 (2)	10.4	13.6	KBGN (REL) 1060 CALOWELL	0.5/1.9/ 4/ 83
AOR/CLASSIC/NR		43 (3)	43 (3)	12.4	17.2		
COUNTRY		84 (2)	84 (2)	24.3	16.9		
NEWS/TALK	32 (1)		32 (1)	9.2	10.3		
CHR		37 (1)	37 (1)	10.7	10.3		
BLACK/URBAN							
SOFT AC/EZ		21 (1)	21 (1)	6.1	8.6		
HISPANIC							
OLOIES		59 (2)	59 (2)	17.1	7.8		
FULL SVC/VARIETY	16 (1)		16 (1)	4.6	7.5		
STANDARDS	16 (1)		16 (1)	4.6	3.6		
RELIG/GOSPEL	2 (1)		2 (1)	0.6	1.7		
SPORTS							
CLASSICAL							
JAZZ					1.1		
OTHERS/UNKNOWN					1.4		
TOTALS	66 (4)	280 (11)	346 (15)				

BOISE

OUOPOLY REPORT	12+	25-54	REVENUE
KIZN-F, KZMG-F (Local)	19.2%	16.2%	13.8%
KBOI, KLCI-F, KQFC-F (Pacific NW)	17.9%	17.4%	27.5%
K100, KLTB-F, KARO-F (Sundance)	22.4%	26.5%	19.2%
	59.5%	60.1%	60.5%

RADIO STATIONS

KBOI , 670, 50 KW (DA-N) , Full Service	WESTWD ABC, \$24.00 (Katz)	Pacific NW	
KGEM , 1140, 10 KW (DA-2) , Standards	WESTWD, \$13.00 (MMR)		
K100 , 630, 5 KW (DA-2) , News/Talk	WESTWD, \$19.00 (Christal)	Sundance	
KCIX-F, 105.9, 49 KW @ 2699 , AC	, \$47.00 (Mc-Guild)		
KFXD-F, 94.9, 49 KW @ 2692 , AC	, \$18.00 (---)		(NAMPA)
KHEZ-F, 103.3, 54 KW @ 2588 , Soft AC	NBC, \$16.00 (Christal)	Sundance	(CALDWELL)
KIZN-F, 92.3, 44 KW @ 2499 , Country	, \$19.00 (Banner)		
KJOT-F, 105.1, 53 KW @ 2588 , AOR	, \$33.00 (MMR)		
KLCI-F, 96.9, 44 KW @ 2519 , AOR/Classic	SMN, \$15.00 (K & P)	Pacific NW	(NAMPA)
KLTB-F, 104.3, 52 KW @ 2578 , Oldies	, \$26.00 (Christal)	Sundance	
KQFC-F, 97.9, 47 KW @ 2499 , Country	, \$43.00 (Katz)	Pacific NW	
KQXR-F, 100.3, 100 KW @ 708 , AOR	, \$14.00 (S.R.)		(PAYETTE)
KXLT-F, 107.9, 45 KW @ 2638 , Soft AC	, \$ NA (Mc-Guild)		(EAGLE)
KZMG-F, 93.1, 50 KW @ 2361 , CHR	, \$22.00 (Banner)		(NEW PLYMOUTH)

Miscellaneous: KHEZ-F changed to KARO-F and format from Soft AC to Oldies - 70's. . .

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

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

BOSTON

Arbitron Rank/Pop (12+): 10/3,206,100

Stations: 36/30
Diaries: 3682/ 870:1/49.7%
Sample Target: 3615
% Below Line: 2.3
% Not Listed: 14.9

1994 Revenue: \$153,800,000
HH Inc.: \$46,402
Retail \$: 33.3 Bil
Pop per Station: 106,870
#1 Biller: WBCN-F \$18,000,000

MSA Rank/Pop: 7/3,780,000

OMA # 6

Average Person Ratings: 17.6

Market TSL: 23.25 hours

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WBZ (N)	446/ 7.9	9.0	8.0	7.7	8.0	8.2	578/9866	7315/22.8	23.5	22.4	J	WBZ
2. WRKO (T)	404/ 7.2	7.1	7.5	4.5	5.8	6.6	468/5822	4731/14.8	14.5	14.3	I	WRKO
3. WXKS-F (CHR)	327/ 5.8	5.6	6.0	7.2	6.5	6.2	398/8485	6478/20.2	20.5	22.6	J	WXKS-F
4. WJMN-F (CHR)	288/ 5.1	5.7	5.5	5.9	5.8	5.6	407/7395	4837/15.1	15.3	16.5	G	WJMN-F
5. WBMX-F (AC)	273/ 4.8	4.8	4.6	4.4	4.7	4.7	326/5797	4545/14.2	13.3	14.2	I	WBMX-F
6. WBCN-F (AOR)	252/ 4.5	5.1	5.4	4.7	5.0	4.9	346/6223	4435/13.8	15.8	14.2	J	WBCN-F
7. WEEI (SPRTS)	238/ 4.2	3.3	3.3	2.8	2.8	3.4	284/4893	4061/12.7	10.8	9.4	H	WEEI
8. WZLX-F (CL AOR)	233/ 4.1	5.3	4.2	4.6	4.3	4.6	308/5508	4036/12.6	13.5	13.9	I	WZLX-F
9. WODS-F (O)	229/ 4.1	4.4	4.7	5.3	4.6	4.6	333/6259	4349/13.6	14.6	14.1	H	WODS-F
10. WMJX-F (AC)	221/ 3.9	4.8	4.2	4.9	5.3	4.5	255/5078	4236/13.2	14.0	15.4	I	WMJX-F
11. WCRB-F (CL)	209/ 3.7	3.9	3.5	2.5	3.0	3.4	296/4619	3163/ 9.9	10.6	9.4	E	WCRB-F
12. WBOS-F (AOR-P)	188/ 3.3	2.4	2.8	2.8	3.8	2.8	253/4645	3392/10.6	9.4	11.4	H	WBOS-F
WEGQ-F (O-70's)	188/ 3.3	2.4	2.2	1.2	1.1	2.3	254/4714	3437/10.7	8.2	5.0	C	WEGQ-F
14. WSSH-F (SAC)	181/ 3.2	3.7	3.4	2.9	3.5	3.3	225/3832	2879/ 9.0	10.2	9.8	G	WSSH-F
15. WAAF-F (AOR)	156/ 2.8	2.8	2.9	2.4	2.5	2.7	313/5415	2721/ 8.5	8.3	7.3	F	WAAF-F
16. WKLB-F (C)	135/ 2.4	2.3	1.6	2.3	2.5	2.2	195/3023	2121/ 6.6	5.5	6.3		WKLB-F
17. WXKS (ST)	113/ 2.0	1.7	2.5	2.3	1.8	2.1	115/1504	1491/ 4.7	4.9	4.1	B	WXKS
18. WBCS-F (C)	108/ 1.9	2.3	1.8	1.9	1.5	2.0	193/3083	1794/ 5.6	5.7	5.1	E	WBCS-F
19. WFNX-F (AOR-NR)	101/ 1.8	2.0	2.5	2.4	2.3	2.2	122/2698	2291/ 7.1	7.6	6.6	D	WFNX-F
20. WILD (B)	59/ 1.0	1.3	1.2	1.5	1.4	1.3	60/621	590/ 1.8	2.0	2.3	C	WILD

12+ FM SHARE (METRO): 69.45% (3326 of 4789) (SPG 94: 69.38%)

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

EDGTON
1995

FORMAT	AM	FM	TOTAL	%	%	STATION	POWER	CLASS	STATION	POWER	CLASS
AC		563 (4)	563 (4)	11.8	13.4	WFOU (F50)	100	EDGTON	100	EDGTON	100
ADP/CLASSIC/MP		995 (8)	995 (8)	20.6	23.7	WFOU-F (C1)	100	EDGTON	100	EDGTON	100
COUNTRY		269 (3)	269 (3)	5.4	5.7	WAAF (C1)	90	EDGTON	90	EDGTON	90
NEWS/ITALY	1144 (5)		1144 (5)	23.9	23.9	WFOU (F50)	100	EDGTON	100	EDGTON	100
CHP		632 (3)	632 (3)	13.2	14.1	WFOU (F50)	100	EDGTON	100	EDGTON	100
BLACK/UPBAN	59 (1)		59 (1)	1.2	1.4	WFOU (F50)	100	EDGTON	100	EDGTON	100
SOFT AC/EZ		181 (1)	181 (1)	3.8	5.0	WFOU-F (C1)	90	EDGTON	90	EDGTON	90
HISPANIC						WFOU-F (C1)	90	EDGTON	90	EDGTON	90
OLDIES		417 (2)	417 (2)	8.7	5.3						
FULL SVC/VARIETY	20 (1)		20 (1)	0.4	1.4	WFOU-F (C1)	100	EDGTON	100	EDGTON	100
STANDARDS	178 (3)		178 (3)	3.7	2.1	WFOU-F (C1)	100	EDGTON	100	EDGTON	100
RELIG/GOSPEL	62 (2)		62 (2)	1.3	0.5	WFOU-F (C1)	100	EDGTON	100	EDGTON	100
SPORTS						WFOU-F (C1)	90	EDGTON	90	EDGTON	90
CLASSICAL		241 (2)	241 (2)	5.0	4.1	WFOU-F (C1)	90	EDGTON	90	EDGTON	90
JAZZ		37 (1)	37 (1)	0.8	0.0	WFOU-F (C1)	90	EDGTON	90	EDGTON	90
OTHERS/UNKNOWN					0.5						
TOTALS	1463 (12)	3326 (24)	4789 (36)								

DUOPOLY REPORT	12+	25-54	REVENUE
WRKO, WEEI, WBMX-F, WEGO-F (American Radio Systems)	19.5%	21.0%	22.6%
WBOS-F, WSSH-F (Granum)	6.5%	8.6%	8.8%
WBCN-F, WZLX-F (Infinity)	8.6%	11.5%	19.0%
WMEX, WMJX-F, WBCS-F (Greater Media)	5.8%	6.9%	9.6%
WXKS A/F, WJMN-F (Evergreen, pending)	12.9%	9.5%	15.1%
	53.3%	57.5%	75.1%

COAREFOUR REPORT
Indexed against \$100,000+ Households

HIGHEST	POWER	LOWEST	POWER
1. WEEI	167	1. WBCS-F	62
2. WOPR-F	171	2. WJMN-F	64
3. WBOS-F	155	3. WYOS-F	64
4. WFNX-F	138	4. WAAF-F	91
5. WOODS-F	135	5. WFOU	98

RADIO STATIONS

AM STATIONS

WZB, 1030, 50 KW (OA-1)	, News	ABC, \$ 270.00 (Group W)	Westinghouse
WBNW, 590, 5 KW (OA-1)	, Business News	ABC, \$ 130.00 (---)	
WEEI, 850, 50 KW (OA-2)	, Sports	ABC, AP, \$ 110.00 (Eastman)	Amer. Radio Systems
WILB, 1090, 5 KW (OAYS)	, Black	AURN, ABC, \$ 50.00 (Roslin)	
WRKO, 680, 50 KW (OA-2)	, Talk	WESTWD, CBS, \$ 190.00 (Eastman)	Amer. Radio Systems
WXKS, 1430, 5 KW/1 KW (DA-N)	, Standards	WESTWD, \$ 55.00 (Katz)	Pyramid

FM STATIONS

WAAF, 107.3, 19 KW @ 822, AOR	, \$ 120.00 (O&R)	Zapis (WORCESTER)
WBCN, 104.1, 19 KW @ 741, AOR	, \$ 360.00 (Torbet)	Infinity
WBCS, 96.9, 13 KW @ 1010, Country	, \$ 130.00 (Mc-Guild)	Greater Media
WBMX, 98.5, 9 KW @ 1145, AC	, \$ 240.00 (Christal)	Amer. Radio Systems
WBOS, 92.9, 9 KW @ 1149, AOR-PROG.	, \$ 145.00 (MMR)	Granum
WEGO, 93.7, 50 KW @ 430, Oldies - 70's	, \$ 80.00 (K & F)	Amer. Radio Systems
WKLB, 105.7, 9 KW @ 1144, Country	, \$ 125.00 (Christal)	Fairbanks
WCRB, 102.5, 15 KW @ 918, Classical	, \$ 100.00 (CMBS)	
WFNX, 101.7, 1.7 KW @ 440, AOR - New Rock	, \$ 50.00 (Torbet)	
WJMN, 94.5, 12 KW @ 1053, CHR	, \$ 170.00 (Katz)	Pyramid
WMJX, 106.7, 25 KW @ 718, AC	, \$ 250.00 (Mc-Guild)	Greater Media
WOODS, 103.3, 16 KW @ 886, Oldies	CBS, \$ 200.00 (CBS)	CBS
WPLM, 99.1, 50 KW @ 430, Jazz	WESTWD, \$ 45.00 (O&R)	(PLYMOUTH)
WSSH, 99.5, 32 KW @ 600, Soft AC	, \$ 190.00 (MMR)	Granum
WXKS, 107.9, 24 KW @ 722, CHR	, \$ 288.00 (Katz)	Pyramid
WZLX, 100.7, 20 KW @ 219, Classic AOR	WESTWD, \$ 190.00 (Christal)	Infinity
WAAF -- See Worcester		

Miscellaneous: WCLB-F changed to WKLB. . . WXKS A/F, WJMN-F sold by Pyramid to Evergreen (0) for \$ _____ . . .
WOODS-F sold by CBS to Westinghouse for \$ _____ . . .

BRIEGEPORT

Arbitron Rank/Pop (12+): 109/360,800 Stations: 32/4 1994 Revenue: \$24,500,000 (Fairfield County)
 MSA Rank/Pop: 69/814,000 (Fairfield County) Diaries: 1155/312:1/51.9% HH Inc.: \$52,759
 New York OMA Sample Target: 1120 Retail \$: 8.7 Bil
 Average Person Ratings: 17.4 % Below Line: 56.6 Pop per Station: 90,200
 Market TSL: 22.75 hours % Not Listed: 15.6 #1 Biller: WEBE-F
 WEZN-F \$5,400,000

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WICC (FS)	79/12.6	12.8	13.9	14.4	13.4	----	THERE IS NO TSA	959/26.6	27.9	29.5	0	WICC
2. WEZN-F (SAC)	78/12.4	11.5	11.9	13.3	11.6	----		1077/29.9	29.2	30.4	G	WEZN-F
3. WEBE-F (AC)	59/ 9.4	8.9	9.9	10.9	7.9	----		730/20.2	22.6	23.7	G	WEBE-F
4. WKCI-F (CHR)	36/ 5.7	6.4	6.1	7.9	6.7	----		640/17.7	20.2	18.4		WKCI-F
5. WFAN (SPRTS)	30/ 4.8	5.6	5.0	4.4	5.8	----		501/13.9	14.1	15.2		WFAN
6. WPLR-F (AOR)	27/ 4.3	6.2	6.5	5.9	6.4	----		441/12.2	15.0	15.7		WPLR-F
7. WOHT-F (U/CHR)	25/ 4.0	2.9	3.3	2.6	2.1	----		351/ 9.7	10.3	9.5		WOHT-F
8. WRKS-F (B/AC)	19/ 3.0	2.1	3.4	2.1	3.7	----		258/ 7.2	8.1	8.0		WRKS-F
9. WWYZ-F (C)	18/ 2.9	1.9	2.0	2.9	2.4	----		235/ 6.5	5.1	5.3		WWYZ-F
10. WCBS (N)	17/ 2.7	3.7	3.4	3.5	2.8	----		451/12.5	14.7	10.6		WCBS

NOTE: THE BRIEGEPORT METRO AND TSA ARE THE SAME.

12+ FM SHARE (METRO): 68.36% (363 of 531) (SPG 94: 66.73%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MIO	12+ PMO	12+ EVE	OVERNIGHT
1 WOHT-F>>	1 WEZN-F	1 WEZN-F<	1 WEZN-F	1 WEZN-F	1 WICC >	1 WICC >>	1 WEVE-F<	1 WEZN-F	1 WEZN-F	1 WEZN-F>
2 WKCI-F>	2 WEBE-F	2 WEBE-F>	2 WEBE-F>	2 WEBE-F>	2 WEZN-F	2 WEZN-F	2 WEZN-F>	2 WEBE-F	2 WOHT-F	2 WICC >
3	3 WKCI-F	3 WKCI-F	3 WPLR-F	3 WICC	3 WEBE-F	3 WEBE-F	3 WICC	3 WICC	3 WRKS-F	3 WFAN
4	4 WPLR-F	4 WPLR-F	4 WICC	4 WPLR-F	4	4 WFAN	4 WKCI-F	4	4 WKCI-F	4 WCBS
5	5	5	5	5	5	5	5	5	5 WICC	5 WEBE-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 WEBE-F	1 WEZN-F	1 WEZN-F>	1 WEZN-F	1 WEZN-F>>	1 WOHT-F	1 WPLR-F>	1 WPLR-F	1 WEBE-F<	1 WEBE-F
2 WKCI-F	2 WEBE-F	2 WEBE-F>	2 WEBE-F>	2 WEBE-F	2 WPLR-F	2 WEBE-F	2 WEBE-F	2 WPLR-F	2 WFAN
3 WEZN-F	3 WKCI-F>	3 WKCI-F	3 WKCI-F	3 WICC >	3 WFAN	3 WFAN	3 WFAN	3 WFAN	3 WPLR-F
4 WSKQ-F	4	4 WRKS-F	4 WICC	4	4 WKCI-F	4 WKCI-F	4 WEZN-F	4 WEZN-F	4 WEZN-F
5	5	5	5	5	5 WEZN-F	5 WEZN-F	5 WKCI-F	5	5
6	6	6	6	6	6 WEFX-F	6 WOHT-F	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATEO STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		61 (2)	61 (2)	11.5	11.2	WCUM (SP) 1450	BRIEGEPORT 2.1/2.5/ 13/ 91
AOR/CLASSIC/NR		63 (6)	63 (6)	11.9	15.1	WFIF (REL) 1500	MILFORD 0.8/2.1/ 5/ 77
COUNTRY		21 (2)	21 (2)	4.0	2.7		
NEWS/TALK	36 (3)		36 (3)	6.8	14.4	WORC-F (O) 102.9	HARTFORD 1.3/4.7/ 8/ 170
CHR		44 (3)	44 (3)	8.3	10.4	WEFX-F (CL AOR) 95.9	NORWALK 1.7/6.6/ 11/ 237
BLACK/URBAN		44 (2)	44 (2)	8.3	7.2	WELI (FS) 96.0	NEW HAVEN 0.3/1.5/ 2/ 53
SOFT AC/EZ		78 (1)	78 (1)	14.7	14.1	WKHL-F (O) 96.7	STAMFORD 1.0/4.0/ 6/ 144
HISPANIC	13 (1)	12 (1)	25 (2)	4.7	1.1	WKSS-F (CHR) 95.7	HARTFORD 0.5/2.9/ 3/ 103
OLDSIES		27 (4)	27 (4)	5.1	2.7	WMRQ-F (AOR-NR) 104.1	WATERBURY 1.3/5.5/ 8/ 199
FULL SVC/VARIETY	81 (2)		81 (2)	15.3	16.2	WRKI-F (AOR) 95.1	BROOKFIELD 1.4/6.7/ 9/ 242
STANDARDS	3 (1)		3 (1)	0.6	1.8	WZMX-F (O-70s) 93.7	HARTFORD 1.1/4.5/ 7/ 162
RELIG/GOSPEL	5 (1)		5 (1)	0.9	0.5	SEE NEW YORK FOR MORE ABOUT THE FOLLOWING:	
SPORTS	30 (1)		30 (1)	5.6	0.0	WABC 2.2/ 5.2	WOR 0.8/ 3.9
CLASSICAL		4 (1)	4 (1)	0.8	0.3	WALK-F 0.3/ 3.4	WQCO-F 1.4/ 3.6
JAZZ		9 (1)	9 (1)	1.7	1.3	WAXQ-F 0.3/ 2.4	WQEW 0.5/ 1.8
OTHERS/UNKNOWN						WCBS-F 1.0/ 2.3	WQXR-F 0.6/ 1.8
TOTALS	168 (9)	363 (23)	531 (32)			WHTZ-F 0.8/ 5.5	WSKQ-F 1.9/ 3.5
							WXRK-F 1.0/ 3.8
							WYNY-F 0.5/ 3.0

BRIDGEPORT

DUOPOLY REPORT

NONE AS OF AUGUST 1995.

RADIO STATIONS

WFIF	,	1500,	5 KW (DAYS, DA)	,	Religion	,	\$ 12.00	(---)		(MILFORD)
WICC	,	600,	1 KW/500 W (OA-2)	,	Full Service	,	\$ 49.00	(Banner)	Fairfield/ML	
WEBE-F	,	107.9,	50 KW @ 384	,	AC	,	\$102.00	(Banner)	Fairfield/ML	(WESTPORT)
WEZN-F	,	99.9,	28 KW @ 669	,	Soft AC	,	\$114.00	(Katz)	NewCity	
WEFX-F	,	95.9,	3 KW @ 298	,	Classic AOR	,	\$ 58.00	(Eastman)		(NORWALK)
WRKI-F	,	95.1,	50 KW @ 469	,	AOR	,	\$ 53.00	(Eastman)	Gary Starr	(BROOKFIELD)

Other ranked stations -- see New York, Hartford, or New Haven



BUFFALO-NIAGARA FALLS

Arbitron Rank/Pop (12+): 40/995,600

Stations: 24/21
Diaries: 2103/473:1/56.1%
Sample Target: 2130
% Below Line: 3.7
% Not Listed: 9.9

1994 Revenue: \$35,300,000
HH Inc.: \$32,534
Retail \$: 9.2 Bil
Pop per Station: 47,410
#1 Biller: WBEN \$5,000,000

MSA Rank/Pop: 44/1,190,000

DMA # 41

Average Person Ratings: 17.4

Market TSL: 22.75 hours

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WYRK-F (C)	171/ 9.9	10.8	11.1	9.2	11.5	10.3	199/2176	1888/19.0	20.6	21.5	F	WYRK-F
2. WKSE-F (CHR)	149/ 8.6	6.3	6.1	8.0	7.9	7.3	159/2741	2443/24.5	21.7	22.4	D	WKSE-F
3. WBEN (FS/T)	131/ 7.6	8.7	9.9	8.9	7.6	8.8	138/2024	1835/18.4	30.6	18.2	G	WBEN
4. WECK (ST)	112/ 6.5	5.2	5.5	5.7	4.6	5.7	113/1129	1105/11.1	10.5	10.1	A	WECK
WHTT-F (O)	112/ 6.5	6.1	6.7	7.2	6.1	6.6	120/2172	1886/18.9	21.2	19.4	F	WHTT-F
6. WJYE-F (SAC)	111/ 6.4	8.5	8.2	7.4	7.6	7.6	125/1764	1653/16.6	19.1	20.2	E	WJYE-F
7. WGR (T)	109/ 6.3	6.5	7.2	5.5	6.1	6.4	123/2160	1881/18.9	21.0	18.8	E	WGR
8. WGRF-F (AOR/CL)	102/ 5.9	4.7	5.2	6.5	7.3	5.6	128/1999	1671/16.8	17.8	19.5	E	WGRF-F
WUFX-F (AOR)	102/ 5.9	5.2	5.1	6.2	6.2	5.6	126/1883	1587/15.9	15.1	16.9	D	WUFX-F
10. WMJQ-F (AC)	97/ 5.6	6.3	4.1	5.4	4.4	5.4	144/2440	1708/17.2	16.4	15.6	D	WMJQ-F
11. WBLK-F (B)	84/ 4.9	6.3	6.2	6.6	7.0	6.0	86/1052	1014/10.2	9.6	11.0	C	WBLK-F
12. WSJZ-F (J)	76/ 4.4	3.3	2.9	3.4	2.8	3.5	82/1458	1261/12.7	12.7	12.4		WSJZ-F
13. CKEY-F (AOR)	40/ 2.3	3.0	2.0	0.4	0.3	1.9	42/852	807/ 8.1	7.2	0.8		CKEY-F
14. WNUC-F (C)	34/ 2.0	1.0	1.2	1.3	1.8	1.4	60/1016	654/ 6.6	6.7	7.0	A	WNUC-F
15. WWKB (T)	26/ 1.5	1.6	1.6	1.3	2.1	1.5	31/624	554/ 5.6	6.1	6.5	B	WWKB

12+ FM SHARE (METRO): 71.26% (1111 of 1559) (SPG 94: 74.26%)

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

FORMATS	AM	FM	TOTAL	%	SPG 94	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		97 (1)	97 (1)	6.2	8.4	WOCX-F (REL)	99.5	BUFFALO	0.5/2.5/ 14/ 359
AOR/CLASSIC/NR		268 (5)	268 (5)	17.2	17.6	WHTT (O)	1120	BUFFALO	0.2/1.4/ 3/ 144
COUNTRY	12 (1)	205 (2)	217 (3)	13.9	15.1	WJUL (O)	1440	NIAGARA FALLS	0.3/1.4/ 6/ 142
NEWS/TALK	157 (3)		157 (3)	10.1	9.6	WLVL (FS)	1340	LOCKPORT	0.4/1.7/ 7/ 167
CHR		149 (1)	149 (1)	9.6	8.8	WUFO (B)	1080	AMHERST	1.2/2.1/ 20/ 210
BLACK/URBAN	20 (1)	84 (1)	104 (2)	6.7	9.1	WWWS (N/T)	1400	BUFFALO	1.3/4.7/ 22/ 468
SOFT AC/EZ		111 (1)	111 (1)	7.1	8.5	WXRL (C)	1300	LANCASTER	0.7/2.8/ 12/ 289
HISPANIC						CFNY-F (AOR)	102.1	TORONTO	0.7/3.3/ 12/ 352
OLDSIES	9 (2)	112 (1)	121 (3)	7.8	6.8	CHTZ-F (AOR)	97.7	ST. CATHERINES	0.7/3.4/ 12/ 369
FULL SVC/VARIETY	138 (2)		138 (2)	8.9	9.4				
STANDARDS	112 (1)		112 (1)	7.2	5.1				
RELIG/GOSPEL		9 (1)	9 (1)	0.6	1.5				
SPORTS									
CLASSICAL									
JAZZ		76 (1)	76 (1)	4.9	0.0				
OTHERS/UNKNOWN									
TOTALS	448 (10)	1111 (14)	1559 (24)						

BUFFALO-NIAGARA FALLS

OUOPOLY REPORT	12+	25-54	REVENUE
-----	----	-----	-----
WHTT A/F, WSJZ-F (Pyramid)	11.1%	16.4%	16.1%
WBEN, WWKB, WMJQ-F, WKSE-F (Keymarket)	23.3%	19.2%	31.2%
WECK, WJYE-F, WYRK-F (American Radio Systems)	22.8%	18.6%	24.1%
WGR, WWWS, WGRF-F, WUFX-F (Charlie Banta)	19.4%	22.2%	24.9%
	76.6%	76.4%	95.1%

SCARBOROUGH REPORT
Indexed against \$100,000+ Households

HIGHEST		LOWEST	
1. WBEN	142	1. WECK	0
2. WMJQ-F	138	2. WBLK-F	20
3. WJYE-F	130	3. WUFX-F	31

RADIO STATIONS

AM STATIONS

WBEN, 930, 5 KW (DA-N)	, Full Service	CBS, \$ 60.00 (D&R)	River City
WECK, 1230, 1 KW	, Standards	WESTWD, \$ 24.00 (Mc-Guild)	Amer. Radio Systems
WGR, 550, 5 KW (OA-N)	, News/Talk	ABC, \$ 70.00 (Katz)	
WWKB, 1520, 50 KW (DA-1)	, Talk	ABC, CNN, \$ 28.00 (D&R)	River City

FM STATIONS

WBLK, 93.7, 50 KW @ 400, Black		CBS, \$ 40.00 (MMR)	
WSJZ, 92.9, 91 KW @ 581, Jazz		, \$ 49.00 (Eastman)	Pyramid
WDCX, 99.5, 110 KW @ 640, Religion		, \$ 24.00 (---)	Crawford
WGRF, 96.9, 13 KW @ 889, AOR - Classic		, \$ 66.00 (Katz)	WGR Owner (D)
WHTT, 104.1, 50 KW @ 390, Oldies		, \$100.00 (MMR)	Pyramid
WJYE, 96.1, 50 KW @ 479, Soft AC		WESTWD, \$ 75.00 (Mc-Guild)	Amer. Radio Systems
WKSE, 98.5, 46 KW @ 420, CHR		, \$ 54.00 (D&R)	River City
WMJQ, 102.5, 105 KW @ 1338, AC/CHR		, \$ 60.00 (D&R)	River City
WNUC, 107.7, 12 KW @ 800, Country		WESTWD, \$ 25.00 (---)	(WETHERSFIELD)
WUFX, 103.3, 49 KW @ 341, AOR		CBS, \$ 50.00 (Katz)	WGR Owner (D)
WYRK, 106.5, 50 KW @ 390, Country		, \$ 90.00 (Christal)	Amer. Radio Systems

Miscellaneous: WBUF-F changes to Jazz (Mar). . . WGRF-F and WUFX-F sold by Rich to Charlie Banta (O) for \$12,450,000 (Star). . . WBEN, WWKB, WMJQ-F, WKSE-F sold by Keymarket to River City (O) for \$24,000,000 (E) (Star). . . WBUF changes to WSJZ-F (April) . . . WHTT A/F, WSJZ-F sold by Pyramid to Evergreen (O) for \$ _____ . . . WBLK-F sold to Amer. Radio Systems (D) for \$8,000,000 (Blackburn). . .

CANTON

Arbitron Rank/Pop (12+): 118/335,000
MSA Rank/Pop: 122/403,000
Cleveland DMA
Average Person Ratings: 17.3
Market TSL: 22.75 hours

Stations: 33/10
Diaries: 810/414:1/57.1%
Sample Target: 810
% Below Line: 44.5
% Not Listed: 14.5

1994 Revenue: \$8,800,000
HH Inc.: \$30,382
Retail \$: 3.7 Bil
Pop per Station: 33,500
#1 Biller: WHBC \$2,000,000

12+ METRO	1/4/SHARE	SPG				4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING			Revenue Level	
		94	94	93	93			94	94	94		
1. WHBC (FS)	92/15.9	13.5	10.6	13.0	12.8	----	93/941	930/27.8	26.3	21.8	D	WHBC
2. WOXX-F (C)	63/10.9	10.6	14.2	15.4	11.2	----	129/1395	801/23.9	18.5	24.2		WOXX-F
3. WHBC-F (AC)	58/10.0	10.2	10.2	11.5	12.1	----	70/1112	875/26.1	22.6	23.3	C	WHBC-F
4. WRQK-F (AOR)	31/ 5.4	5.4	4.7	6.9	7.2	----	65/1030	595/17.8	17.6	14.5	C	WRQK-F
5. WONE-F (AQR)	27/ 4.7	5.4	6.3	4.1	4.7	----	48/774	435/13.0	12.4	13.0		WONE-F
6. WZKL-F (O)	26/ 4.5	7.1	8.1	5.7	7.4	----	35/774	542/16.2	14.9	17.5	C	WZKL-F
7. WQMX-F (C)	25/ 4.3	3.3	5.6	3.2	2.1	----	37/650	395/11.8	9.5	11.5		WQMX-F
8. WKDD-F (CHR)	17/ 2.9	4.3	2.7	2.9	3.3	----	22/559	414/12.4	9.9	10.3		WKDD-F
9. WNIR-F (T)	15/ 2.6	2.4	1.4	2.5	3.5	----	19/264	215/ 6.4	5.4	4.0		WNIR-F
10. WKNR (SPRST)	14/ 2.4	1.9	2.2	0.8	2.1	----	14/216	189/ 5.6	6.3	6.3		WKNR

12+ FM SHARE (METRO): 70.65% (349 of 494) (SPG 94: 79.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRQK-F	1 WOXX-F	1 WOXX-F<	1 WHBC-F	1 WHBC-F	1 WHBC >>	1 WHBC >>	1 WHBC <	1 WHBC-F<	1 WHBC >	1 WHBC
2 WHMS-F	2 WRQK-F<	2 WHBC-F>	2 WOXX-F>	2 WOXX-F>	2 WHBC-F	2 WHBC-F	2 WHBC-F	2 WOXX-F<	2 WOXX-F>	2 WHBC-F
3 WOXX-F	3 WONE-F	3 WONE-F	3 WONE-F	3 WONE-F	3 WOXX-F	3 WOXX-F	3 WOXX-F	3 WRQK-F<	3 WRQK-F>	3 WOXX-F
4 WQMX-F	4 WHBC-F	4 WRQK-F	4 WZKL-F<	4 WZKL-F	4	4 WZKL-F	4	4 WRQK-F	4 WHBC-F	4 WZAK-F
5	5 WQMX-F	5 WQMX-F	5 WRQK-F	5 WQMX-F	5	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 WOXX-F	1 WOXX-F>	1 WHBC-F	1 WHBC-F<	1 WHBC-F>	1 WRQK-F	1 WRQK-F<	1 WONE-F	1 WONE-F<	1 WOXX-F
2	2 WHBC-F	2 WONE-F	2 WOXX-F>>	2 WOXX-F>>	2 WONE-F	2 WONE-F>	2 WRQK-F	2 WOXX-F	2 WONE-F<
3	3 WQMX-F	WKDD-F	3	3	3 WOXX-F	3 WNCX-F	3 WNCX-F	3 WRQK-F	3 WHBC-F
4	4 WKDD-F	4	4	4	4	4 WOXX-F	4	4 WHBC-F	4 WZKL-F
5	5 WRQK-F	5	5	5	5	5	5	5 WZKL-F	5 WQMX-F
6	6 WONE-F	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		70 (4)	70 (4)	14.2	14.3	WCER (?) 900 CANTON	0.7/2.0/ 4/ 67		
AOR/CLASSIC/NR		80 (5)	80 (5)	16.2	16.4	WDPN (FS) 1310 ALLIANCE	0.7/3.3/ 4/ 111		
COUNTRY		94 (4)	94 (4)	19.0	25.2	WINW (ST) 1520 CANTON	1.2/1.6/ 7/ 53		
NEWS/TALK	6 (1)	15 (1)	21 (2)	4.3	6.3	WNPQ-F (AC) 95.9 NEW PHILA.	0.9/4.8/ 14/ 272		
CHR		25 (3)	25 (3)	5.1	5.0	WRCW (FS) 1060 CANTON	0.3/1.8/ 2/ 61		
BLACK/URBAN		8 (1)	8 (1)	1.6	1.5	WTOF-F (REL) 98.1 CANTON	1.4/5.1/ 12/ 332		
SOFT AC/EZ		11 (1)	11 (1)	2.2	2.1	WEGW-F (AOR/CL)107.5 WHEELING	0.3/1.2/ 8/ 110		
HISPANIC						SEE CLEVELAND, AKRON OR YOUNGSTOWN FOR MORE ABOUT THE FOLLOWING:			
OLDIES		34 (2)	34 (2)	6.9	10.9	WDOK-F 1.9/ 6.9 WMJI-F 1.4/ 4.9	WQKT-F 0.5/ 2.7		
FULL SVC/VARIETY	98 (3)		98 (3)	19.8	14.7	WENZ-F 0.5/ 2.5 WMMS-F 1.6/ 5.2	WRMR 0.7/ 2.0		
STANDARDS	21 (3)		21 (3)	4.3	0.8	WGAR-F 0.5/ 4.3 WNCX-F 1.9/ 7.9	WSOM 1.7/ 2.7		
RELIG/GOSPEL	2 (1)	8 (1)	10 (2)	2.0	2.5	WHLO 0.3/ 3.3 WNWV-F 0.7/ 3.0	WWWE 1.0/ 3.3		
SPORTS	14 (1)		14 (1)	2.8	0.0	WHOT-F 0.9/ 5.1 WOAL-F 0.7/ 5.8	WZAK-F 1.4/ 5.1		
CLASSICAL		4 (1)	4 (1)	0.8	0.4	WLTF-F 0.5/ 4.0			
JAZZ			4 (1)	0.8	0.0				
OTHERS/UNKNOWN	4 (1)		4 (1)	0.8	0.0				
TOTALS	145 (10)	349 (23)	494 (33)						

DUPLICATE REPORT

NOV 25 01 1995

RADIO STATIONS

WHBC	1480	5 PW @ 515	FULL SERVICE	AFC, \$42,000 (ESTIMATE)
WHBC-F	94.1	45 PW @ 515	AC	AFC, \$42,000 (ESTIMATE)
WPKR-F	106.9	28 PW @ 341	ASP/CHR	AFC, \$31,500 (ESTIMATE)
WIOF-F	98.1	36 PW @ 574	Religious	UCA, \$35,000 (ESTIMATE)
WZLH-F	92.5	50 PW @ 505	Oldies	\$34,000 (ESTIMATE) (ALLIANCE)

Other ranked stations: see Akron, Cleveland or Youngstown

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

- * AC - Adult Contemporary
- * AOR - Album Oriented Rock, NR - New Rock, P - Progressive
- * B - Black (audience predominately black - over 75%)
- * C - Country
- * CHR - Contemporary Hit Radio, Top 40, Contemporary
- * CL - Classical
- * CL AOR - Classic AOR, Classic Rock
- * E - Ethnic
- * EZ - EZ Listening, Beautiful Music, Some Very Soft AC
- * G - Gospel
- * J - Jazz and New Adult Contemporary
- * M/FS - Middle of Road, (MOR) Full Service
- * N - News
- * O - Oldies (1955 to current)
- * REL - Religion, Christian
- * SAC - Soft Adult Contemporary
- * SP - Hispanic/Spanish
- * ST - Big Band, Nostalgia, Standards
- * T - Talk
- * U - Urban (majority of audience is non-white)
- * ? - 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
- * B - \$ 500,000 to \$ 999,999
- * C - \$ 1,000,000 to \$ 1,999,999
- * D - \$ 2,000,000 to \$ 2,999,999
- * E - \$ 3,000,000 to \$ 3,999,999
- * F - \$ 4,000,000 to \$ 4,999,999
- * G - \$ 5,000,000 to \$ 6,999,999
- * H - \$ 7,000,000 to \$ 9,999,999
- * I - \$ 10,000,000 to \$14,999,999
- * J - \$ 15,000,000 to \$19,999,999
- * K - \$ 20,000,000 +

CEGAR RAPIOS

Arbitron Rank/Pop (12+): 199/145,900

Stations: 12/9
 Diaries: 818/178:1/63.8%
 Sample Target: 830
 % Below Line: 4.8
 % Not Listed: 16.5

1994 Revenue: \$9,300,000
 HH Inc.: \$37,637
 Retail \$: 2.0 Bil
 Pop per Station: 16,211
 #1 Biller: KHAK-F \$2,500,000

MSA Rank/Pop: 212/178,000
 OMA # 87 (w/Waterloo & Oubuque)
 Average Person Ratings: 15.8
 Market TSL: 20.75 hours

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	SPG 93	Revenue Level
1. KHAK-F (C)	51/22.2	----	23.5	----	18.3	----	118/1359	568/38.9	38.4	32.8	O KHAK-F
2. WMT (FS)	31/13.5	----	10.9	----	17.0	----	77/972	343/23.5	21.1	32.1	O WMT
3. WMT -F (AC)	22/ 9.6	----	12.6	----	9.2	----	44/616	353/24.2	25.7	21.3	C WMT -F
4. KRNA-F (AOR)	20/ 8.7	----	9.7	----	11.8	----	64/982	305/20.9	21.8	24.8	C KRNA-F
5. KDAT-F (AC)	15/ 6.5	----	-----	----	-----	----	27/493	265/18.2	0.0	0.0	A KOAT-F
6. KKRO-F (O)	14/ 6.1	----	3.8	----	5.7	----	29/650	270/18.5	16.1	18.9	C KKRO-F
KQCR-F (CHR)	14/ 6.1	----	9.7	----	10.9	----	29/689	321/22.0	25.7	28.3	B KQCR-F
8. KMRY (ST)	9/ 3.9	----	4.6	----	2.2	----	16/201	133/ 9.1	8.3	7.6	A KMRY
9. KFMW-F (AOR)	8/ 3.5	----	3.8	----	0.9	----	23/514	186/12.7	13.0	11.6	C KFMW-F
10. KCRG (N)	5/ 2.2	----	1.7	----	3.5	----	12/340	192/13.2	8.4	11.9	A KCRG

12+ FM SHARE (METRO): 76.04% (146 of 192) (SPG 94: 78.39%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MIO	12+ PMO	12+ EVE	OVERNIGHT
1 KQCR-F>	1 KHAK-F>	1 KHAK-F>>	1 KHAK-F>	1 KHAK-F>>	1 KHAK-F<	1 KHAK-F>	1 KHAK-F>>	1 KHAK-F>>	1 KHAK-F<	1 WMT
2 KHAK-F	2 KRNA-F	2 KRNA-F	2 WMT -F	2 WMT -F	2 WMT >>	2 WMT >	2 WMT <	2 WMT	2 KQCR-F	2 WMT -F
3	3 WMT -F	WMT -F	3 KRNA-F	3 KOAT-F	3	3 WMT -F	3 WMT -F	3 WMT -F	3 WMT	3 WMT
4	KKRQ-F	4	4 KOAT-F	KRNA-F	4	4	4	KRNA-F<	4 KRNA-F	4
5	5	5	5	5	5	5	5	5 KOAT-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 KHAK-F	1 KHAK-F	1 KHAK-F	1 KHAK-F>	1 KHAK-F>>	1 KHAK-F	1 KHAK-F	1 KHAK-F	1 KHAK-F>	1 KHAK-F>
2 KQCR-F	2 WMT -F>	WMT -F	2 WMT -F	2 WMT -F>	2 KRNA-F	2 KRNA-F>	2 KRNA-F	2 KRNA-F>	2 KRNA-F<
KRNA-F	3 KRNA-F	3	3 KOAT-F	3 KOAT-F	3	3 KRRO-F	3 KRRO-F	3 KRRO-F	3 KRRO-F
4	4 KDAT-F	4	4	4	4	4	4	4	4 WMT -F
5	5	5	5	5	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATEO STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		37 (2)	37 (2)	19.3	15.1	KBOB-F (C) 99.7	MUSCATINE 0.9/5.3/ 41/ 653
AOR/CLASSIC/NR		28 (2)	28 (2)	14.6	16.1	WHO (FS) 1040	OES MOINES 0.4/2.4/ 15/ 299
COUNTRY		53 (2)	53 (2)	27.6	31.2		
NEWS/TALK	5 (1)		5 (1)	2.6	0.0		
CHR		14 (1)	14 (1)	7.3	13.1		
BLACK/URBAN							
SOFT AC/EZ							
HISPANIC							
OLOIES		14 (1)	14 (1)	7.3	4.5		
FULL SVC/VARIETY	32 (2)		32 (2)	16.7	13.6		
STANOAROS	9 (1)		9 (1)	4.7	5.5		
RELIG/GOSPEL					1.0		
SPORTS							
CLASSICAL							
JAZZ							
OTHERS/UNKNOWN							
TOTALS	46 (4)	146 (8)	192 (12)				

CEDAR RAPIDS
.....

DUOPOLY REPORT	12*	25-54	REVENUE
KHAK-F, KDAT-F (Local)	28.7%	33.8%	26.9%
KOCR-F, KPNA-F (Local)	14.8%	12.5%	20.0%
	43.5%	46.3%	46.9%

RADIO STATIONS
.....

KCRG , 1600, 5 KW (OA-N) , News	ABC, \$ 9.00 (K & F)	
KMPY , 1450, 1 KW (OA-1) , Standards	SMN, \$10.00 (...)	
WMT , 600, 5 KW (OA-N) , Full Service	WESTWU CBS, \$39.00 (Katz) Palmer	
KHAK-F, 98.1, 100 KW @ 459 , Country	ABC, \$50.00 (Crystal)	
KKRQ-F, 100.7, 100 KW @ 531 , Oldies	ABC, \$15.00 (Banner) Ingstad (IOWA CITY)	
KOCR-F, 102.9, 100 KW @ 390 , CHR	, \$22.00 (D & F) KPNA owner (O)	
KRNA-F, 94.1, 100 KW @ 981 , AOP	, \$27.00 (D & F) (IOWA CITY)	
KDAT-F, 104.5, 100 KW @ 551 , AC	, \$10.00 (...) KHAK-F owner (O)	
WMT -F, 96.5, 100 KW @ 1771 , AC	CBS WESTWU, \$33.00 (Katz) Palmer	

KFMW-F -- See Waterloo

Miscellaneous: KTOF-F sold to KHAK owner (O) for \$345,000. . . KTOF-F changes to KDAT-F and format from Religion to AC. . . WMT A/F sold to Palmer for \$14,000,000. . . KCRG reclassified as News. . .



CHARLESTON, SC

Arbitron Rank/Pop (12+): 82/439,000

MSA Rank/Pop: 92/546,000
DMA # 104

Average Person Ratings: 17.6
Market TSL: 23.25 hours

Stations: 23/21
Diaries: 1091/402:1/54.1%
Sample Target: 1035
% Below Line: 1.4
% Not Listed: 11.7

1994 Revenue: \$13,400,000
HH Inc.: \$32,346
Retail \$: 4.4 Bil
Pop per Station: 20,905
#1 Biller: WEZL-F \$2,900,000

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WWZ-F (B)	102/13.2	11.6	13.7	11.0	11.9	12.4	116/1260	1028/23.4	21.7	21.4	C	WWZ-F
2. WEZL-F (C)	88/11.4	8.8	9.8	7.5	10.1	9.4	88/1049	971/22.1	19.0	22.6	D	WEZL-F
3. WAVF-F (AOR)	67/ 8.7	8.1	7.9	9.8	7.8	8.6	72/829	767/17.5	17.2	18.3	C	WAVF-F
4. WBUB-F (C)	54/ 7.0	5.7	6.8	5.9	7.9	6.4	80/990	667/15.2	15.8	17.4	C	WBUB-F
5. WTMA (N/T)	39/ 5.1	5.8	4.9	7.6	5.2	5.9	43/528	492/11.2	12.3	12.5	C	WTMA
6. WMGL-F (B/AC)	38/ 4.9	5.4	4.5	3.8	3.8	4.7	38/526	503/11.5	10.3	9.6	A	WMGL-F
7. WXLY-F (O)	37/ 4.8	4.7	4.1	5.2	4.7	4.7	43/687	589/13.4	12.0	14.6	B	WXLY-F
8. WSUY-F (SAC)	35/ 4.5	5.4	3.5	4.3	3.0	4.4	35/413	413/ 9.4	9.8	9.3	B	WSUY-F
9. WSSX-F (CHR/AC)	34/ 4.4	5.8	5.7	6.7	6.1	5.7	35/765	688/15.7	16.7	15.7	C	WSSX-F
10. WYBB-F (CL AOR)	29/ 3.8	2.9	3.8	3.9	3.8	3.6	30/517	474/10.8	14.2	13.3	B	WYBB-F
11. WXTC-F (AC)	27/ 3.5	3.0	2.6	4.3	4.2	3.4	34/631	520/11.8	10.8	11.9	C	WXTC-F
12. WSSP-F (ST)	25/ 3.2	3.2	3.3	2.3	2.7	3.0	25/292	274/ 6.2	6.2	5.3	A	WSSP-F
13. WQIZ (G)	19/ 2.5	1.9	2.4	1.2	2.4	2.0	37/195	94/ 2.1	2.7	2.7	A	WQIZ
14. WZJY (G)	17/ 2.2	1.1	2.2	1.5	3.1	1.8	17/192	180/ 4.1	2.9	4.0		WZJY
15. WPAL (B)	15/ 1.9	2.8	2.2	3.2	2.7	2.5	15/200	200/ 4.6	6.5	7.4	A	WPAL
16. WPAL-F (B)	11/ 1.4	1.2	1.2	1.1	0.7	1.2	26/434	256/ 5.8	5.7	3.3		WPAL-F
17. WJUK-F (O-70's)	10/ 1.3	1.4	1.9	1.1	2.7	1.4	10/270	238/ 5.4	5.5	7.4	A	WJUK-F
18. WTUA-F (G)	8/ 1.0	2.6	1.9	1.1	1.3	1.7	22/248	112/ 2.6	2.3	2.3	A	WTUA-F
19.												
20.												

12+ FM SHARE (METRO): 85.61% (583 of 6B1) (SPG 94: 83.04%)

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

CHARLESTON, SC

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		27 (1)	27 (1)	4.0	4.8	WTMZ (T) 910 N. CHARLESTON	0.5/2.4/ 4/ 109
AOR/CLASSIC/NR		102 (3)	102 (3)	15.0	16.3	WMBZ-F (?) 98.9 MCCCELLAN	0.9/2.4/ 10/ 139
COUNTRY		142 (2)	142 (2)	20.9	20.5	WXTC (SPRTS) 1390 CHARLESTON	0.5/2.5/ 4/ 115
NEWS/TALK	43 (2)		43 (2)	6.3	6.8		
CHR		34 (1)	34 (1)	5.0	6.9	WFXH-F (CL AOR)106.1 HILTON HEAD	0.8/2.2/ 15/ 208
BLACK/URBAN	15 (1)	156 (4)	171 (5)	25.1	21.8	WMDM-F (B) 101.3 SUMTER	0.6/2.7/ 35/ 544
SOFT AC/EZ		35 (1)	35 (1)	5.1	3.4		
HISPANIC							
OLDIES		47 (2)	47 (2)	6.9	5.3		
FULL SVC/VARIETY							
STANDARDS		25 (1)	25 (1)	3.7	5.5		
RELIG/GOSPEL	36 (2)	8 (1)	44 (3)	6.5	7.8		
SPORTS	4 (1)		4 (1)	0.6	0.0		
CLASSICAL							
JAZZ							
OTHERS/UNKNOWN		7 (1)	7 (1)	1.0	0.8		
TOTALS	98 (6)	583 (17)	681 (23)				

DUOPOLY REPORT	12+	25-54	REVENUE
WQIZ, WBUB-F, WJUK-F (Local)	10.8%	9.4%	12.7%
WTMA, WTMZ, WSUY-F, WSSX-F (Wicks)	14.5%	15.8%	25.8%
WEZL-F, WXLY-F (Regent)	16.2%	18.7%	28.7%
WSSP-F, WXTC A/F (EBE)	7.2%	7.2%	9.0%
WWWZ-F, WMGL-F (Dudley)	18.1%	17.2%	14.5%
	66.8%	68.3%	90.7%

RADIO STATIONS

WPAL , 730, 25 KW/100 W	Black	ABC, AURN, \$18.00	(K & P)	
WQIZ , 810, 5 KW (DAYS)	Gospel	AURN, \$14.00	(Eastman)	(ST. GEORGE)
WTMA , 1250, 5 KW/1 KW	News/Talk	WESTWD, ABC, \$27.00	(Katz)	Wicks
WZJY , 1480, 880 W/40 W	Gospel	CNN, WESTWD, \$15.00	(---)	(MT PLEASANT)
WAVF-F, 96.1, 100 KW @ 538	AOR	, \$44.00	(Christal)	
WBUB-F, 107.5, 100 KW @ 863	Country	, \$39.00	(Mc-Guild)	(ST GEORGE)
WEZL-F, 103.5, 100 KW @ 659	Country	WESTWO, \$60.00	(Banner)	Apollo
WJUK-F, 104.5, 50 KW @ 656	Oldies - 70's	, \$17.00	(McGuild)	(MT. PLEASANT)
WMGL-F, 101.7, 7 KW @ 423	Black/AC	ABC, \$19.00	(D & R)	Oudley
WNCK-F, 99.7, 100 KW @ 1210	EZ (?)	WESTWD, \$15.00	(K & P)	(RAVENAL)
WSSX-F, 95.1, 100 KW @ 1000	CHR/AC	, \$26.00	(Katz)	Wicks
WSUY-F, 100.5, 18 KW @ 394	Soft AC	WESTWD, \$23.00	(Katz)	Wicks
WTUA-F, 105.9, 3 KW @ 328	Gospel	AURN, \$15.00	(---)	(ST.STEPHENS)
WSSP-F, 94.3, 6 KW @ 298	Standards	SMN, \$18.00	(McGuild)	EBE
WWWZ-F, 93.3, 50 KW @ 492	Black	AURN, \$34.00	(D & R)	Oudley
WXLY-F, 102.5, 100 KW @ 1000	Oldies	WESTWD, \$23.00	(Banner)	Apollo
WXTC-F, 96.9, 100 KW @ 1768	AC	, \$27.00	(Mc-Guild)	EBE
WYBB-F, 98.1, 50 KW @ 500	Classic AOR	, \$21.00	(Eastman)	Martin
				(FOLLY BCH)

Miscellaneous: WMGL-F sold to WWWZ-F owner (Dudley) for \$ NA . . . WEZL-F, WXLY-F from Apollo to Regent (D) for \$ _____ (Star). . . WJUK-F (Mt. Pleasant) sold to Oudley for \$900,000. . .

CHARLESTON, WV

Arbitron Rank/Pop (12+): 156/216,600
 MSA Rank/Pop: 169/257,000
 DMA #57 (w/Huntington)
 Average Person Ratings: 15.5
 Market TSL: 21.25 hours

Stations: 16/13
 Diaries: 760/285:1/55.3%
 Sample Target: 680
 % Below Line: 4.8
 % Not Listed: 12.2

1994 Revenue: \$8,900,000
 HH Inc.: \$29,753
 Retail \$: 2.2 Bil
 Pop per Station: 16,662
 #1 Biller: WQBE-AF \$3,100,000

12+ METRO	1/4/SHARE	FAL		SPG		4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING		FAL		SPG		Revenue Level	
		94	94	93	93			94	94	94	94				
1. WQBE-F (C)	69/20.5	31.9	27.3	24.6	24.1	----	134/1738	848/39.2	45.6	43.7				D	WQBE-F
2. WKWS-F (C)	36/10.7	6.6	9.2	14.5	11.9	----	80/1127	578/26.7	21.5	20.7					WKWS-F
3. WWSR-F (CHR)	31/ 9.2	8.9	7.4	9.8	9.5	----	43/707	464/21.4	21.6	22.8					WWSR-F
4. WVAF-F (AC)	29/ 8.6	11.8	11.0	8.0	9.1	----	35/673	472/21.8	24.4	24.8				C	WVAF-F
WKLC-F (AOR)	29/ 8.6	6.6	5.5	7.1	9.1	----	52/873	421/19.4	16.0	16.0					WKLC-F
6. WKAZ-F (C)	22/ 6.5	1.0	1.2	3.6	4.9	----	33/445	349/16.1	5.5	7.4					WKAZ-F
7. WCHS (FS)	20/ 6.0	9.5	9.2	6.5	7.9	----	23/411	340/15.7	19.3	18.1					WCHS
8. WCAW (ST)	12/ 3.6	3.3	2.5	0.9	0.3	----	15/148	114/ 5.3	6.2	6.3					WCAW
9. WCZR (B)	9/ 2.7	1.0	1.5	---	0.6	----	9/80	80/ 3.7	3.8	4.0					WCZR
10. WRVZ-F (O)	8/ 2.4	---	---	---	---	----	8/161	116/ 5.4	---	---					WRVZ-F
11. WBES-F (SAC)	7/ 2.1	1.3	4.9	5.0	4.9	----	10/233	187/ 8.6	7.0	10.5					WBES-F
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 82.71% (244 of 295) (SPG 94: 80.29%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WWSR-F>>	1 WKLC-F	1 WQBE-F	1 WQBE-F	1 WQBE-F	1 WQBE-F>>	1 WQBE-F>>	1 WQBE-F>	1 WQBE-F	1 WQBE-F>	1 WQBE-F>>
2 WKWS-F	2 WQBE-F<	2 WKWS-F<	2 WKWS-F	2 WKWS-F<	2 WKWS-F	2 WVAF-F	2 WKWS-F	2 WKWS-F>	2 WKWS-F<	2 WKWS-F
3 WQBE-F	3 WWSR-F<	3 WKLC-F	3 WVAF-F	3 WVAF-F	3 WVAF-F	3 WKLC-F	3 WKLC-F	3 WVAF-F	3 WWSR-F>	3 WKLC-F
4	4 WKWS-F<	4 WVAF-F<	4 WKLC-F<	4 WKAZ-F	4 WCHS	4 WWSR-F<	4 WVAF-F	4 WWSR-F	4	4 WWSR-F
5	5 WKAZ-F	5 WWSR-F	5 WKAZ-F	5 WKLC-F	5	5 WKWS-F	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 WWSR-F	1 WWSR-F	1 WKWS-F	1 WKWS-F	1 WQBE-F	1 WKLC-F	1 WKLC-F>>	1 WKLC-F	1 WKLC-F	1 WQBE-F
2 WKWS-F	2 WKWS-F	WQBE-F	2 WQBE-F	2 WKWS-F	2 WQBE-F	2 WQBE-F	2 WKAZ-F	WQBE-F>	2 WKLC-F>
3 WKLC-F	3 WQBE-F	WVAF-F	WVAF-F	WVAF-F	3 WKWS-F	3 WKAZ-F>	3	3 WKWS-F	3 WKAZ-F
4	4 WKLC-F	4	4 WWSR-F	4 WKAZ-F	4	4 WKWS-F	4	4 WKAZ-F	WKWS-F
5	5 WVAF-F	5	5	5 WWSR-F	5	5	5	5	5 WVAF-F

FORMATS	AM	FM	TOTAL	%	SPG 94	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		29 (1)	29 (1)	9.8	12.9	WJYP-F (REL) 100.9 S. CHARLESTON	1.5/5.6/ 7/ 167		
AOR/CLASSIC/NR		29 (1)	29 (1)	9.8	7.2	WQBE (SPRTS)950 CHARLESTON	1.5/6.0/ 6/ 159		
COUNTRY		127 (3)	127 (3)	43.1	44.1	WSCW (REL) 1410 S. CHARLESTON	1.5/3.3/ 5/ 71		
NEWS/TALK					3.9				
CHR		33 (2)	33 (2)	11.2	9.0	WEMM-F (REL) 107.9 HUNTINGTON	1.8/4.2/ 14/ 323		
BLACK/URBAN	9 (1)		9 (1)	3.1	1.8	WKEE-F (CHR) 100.5 HUNTINGTON	0.6/2.3/ 28/ 416		
SOFT AC/EZ		7 (1)	7 (1)	2.4	5.7				
HISPANIC									
OLDIES		8 (1)	8 (1)	2.7	0.0				
FULL SVC/VARIETY	20 (1)		20 (1)	6.8	10.8				
STANDARDS	12 (1)		12 (1)	4.1	2.9				
RELIG/GOSPEL	5 (1)	11 (2)	16 (3)	5.4	1.8				
SPORTS	5 (1)		5 (1)	1.7	0.0				
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN									
TOTALS	51 (5)	244 (11)	295 (16)						

CHARLESTON, WV

DUOPOLY REPORT	12+	25-54	REVENUE
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WVSR-F, WBES-F (Ardman)	11.3%	10.5%	N/A%
WCAW, WCHS, WKWS-F, WVAF-F (West Virginia Radio)	28.9%	29.7%	N/A%
	40.2%	40.2%	55.0% (Est.)

RADIO STATIONS

WCZR , 1490, 1 KW (DA-1) , Black			
WCHS , 580, 5 KW (OA-N) , Full Service	WESTWD CBS, \$18.00 (Banner)	West Virginia	
WQBE , 950, 5 KW/1 KW (OA-N), Talk/Sports	IBN ABC, \$12.00 (Christal)	Bristol	
WCAW , 680, 50 KW/250 W (OA-N), Standards	CBS, \$12.00 (Banner)	West Virginia	
WSCW , 1410, 5 KW (OAYS) , Religion	, \$10.00 (---)	CLW	
WBES-F, 94.5, 9 KW @ 525 , Soft AC	WESTWD, \$15.00 (K & P)	Ardman (DUNBAR)	
WKLC-F, 105.1, 3.6 KW @ 1663 , AOR	Source ABC, \$29.00 (Eastman)	L.M. (ST. ALBANS)	
WJYP-F, 100.9, 3 KW @ 298 , Religion	, \$11.00 (---)	CLW	
WKAZ-F, 107.3, 24 KW @ 676 , Country	WESTWD, \$16.00 (Banner)	(MIAMI)	
WKWS-F, 96.1, 45 KW @ 515 , Country	, \$19.00 (Banner)	West Virginia	
WQBE-F, 97.5, 50 KW @ 500 , Country	ABC, \$57.00 (Christal)	Bristol	
WVAF-F, 99.9, 50 KW @ 430 , AC	ABC, \$32.00 (Banner)	West Virginia	
WVSR-F, 102.7, 50 KW @ 403 , CHR	WESTWD, \$30.00 (Katz)	Ardman	



CHARLOTTE

Arbitron Rank/Pop (12+): 37/1,060,500

Stations: 24/22
 Diaries: 2111/502:1/49.3%
 Sample Target: 1965
 % Below Line: 2.7
 % Not Listed: 15.5

1994 Revenue: \$47,900,000
 HH Inc.: \$35,767
 Retail \$: 11.0 Bil
 Pop per Station: 48,205
 #1 Biller: WSOC-F \$7,900,000

MSA Rank/Pop: 43/1,280,000

OMA # 30

Average Person Ratings: 15.9

Market TSL: 21.00 hours

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WSOC-F (C)	177/10.5	10.0	11.4	10.0	11.2	10.5	296/4226	2402/22.6	23.7	22.3	H	WSOC-F
2. WPEG-F (B)	160/ 9.5	10.5	10.1	10.2	10.9	10.1	224/2494	1711/16.1	16.4	16.5	G	WPEG-F
3. WRFX-F (AOR)	142/ 8.4	8.6	8.5	9.5	8.2	8.8	228/3552	2322/21.9	19.9	20.3	H	WRFX-F
4. WBT (FS/T)	138/ 8.2	6.8	7.2	7.2	7.4	7.4	160/1973	1668/15.7	15.1	16.6	F	WBT
5. WTOR-F (C)	119/ 7.0	5.2	5.8	7.3	7.3	6.3	183/2893	1573/14.8	17.1	18.6	F	WTDR-F
6. WEZC-F (SAC)	88/ 5.2	5.7	5.3	3.8	4.9	5.0	126/2148	1419/13.4	12.4	13.8	O	WEZC-F
7. WEDJ-F (CHR)	79/ 4.7	5.4	4.6	5.0	4.9	4.9	155/3181	1781/16.8	15.1	16.3	D	WEDJ-F
8. WWMG-F (O)	78/ 4.6	5.1	4.3	4.8	4.8	4.7	146/2407	1364/12.9	11.8	12.5	E	WWMG-F
9. WBT -F (AC/CHR)	75/ 4.4	5.0	5.8	6.7	6.4	5.5	128/2627	1485/14.0	16.1	19.2	F	WBT -F
10. WSSS-F (O-70's)	72/ 4.3	3.8	5.5	2.3	2.7	4.0	120/2264	1387/13.1	14.9	8.8	E	WSSS-F
11. WBAV-F (B/AC)	63/ 3.7	3.9	4.5	4.0	4.0	4.0	74/1268	967/ 9.1	8.8	9.7	C	WBAV-F
12. WXRC-F (AOR)	48/ 2.8	1.8	1.6	2.1	2.7	2.1	90/1760	896/ 8.4	7.5	8.5	C	WXRC-F
13. WIST-F (ST)	36/ 2.1	0.1	---	---	---	---	41/399	354/ 3.3	---	---	---	WIST-F
14. WEND-F (AOR-NR)	31/ 1.8	1.5	0.5	2.5	1.7	1.6	58/899	531/ 5.0	2.6	4.0	---	WEND-F

12+ FM SHARE (METRO): 85.70% (1223 of 1427) (SPG 94: 86.75%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MID	12+ PMO	12+ EVE	OVERNIGHT
1 WPEG-F	1 WPEG-F<	1 WRFX-F	1 WRFX-F	1 WRFX-F<	1 WBT <	1 WRFX-F	1 WSOC-F	1 WSOC-F	1 WPEG-F>	1 WBT
2 WEDJ-F>>	2 WRFX-F>	2 WPEG-F<	2 WSOC-F	2 WSOC-F	2 WSOC-F>	2 WSOC-F<	2 WBT	2 WPEG-F	2 WBT	2 WPEG-F
3 WRFX-F	3 WSOC-F	3 WSOC-F	3 WPEG-F	3 WTDR-F<	3 WWMG-F	3 WBT	3 WPEG-F	3 WTDR-F<	3 WEDJ-F	3 WSOC-F
4	4 WTDR-F	4 WTOR-F	4 WEZC-F<	4 WEZC-F<	4 WEZC-F	4 WPEG-F<	4 WTOR-F	4 WRFX-F	4 WSOC-F	4 WTDR-F
5	5 WEDJ-F	5 WEZC-F<	5 WPEG-F	5 WPEG-F	5 WTOR-F	5 WBT -F	5 WRFX-F	5 WBT	5 WTDR-F	5 WEZC-F
6	6	6 WBT -F	6 WBT -F	6 WBT	6	6 WTDR F	6 WEZC-F	6	6 WRFX-F	6 WSSS-F
7	7	7	7	7 WBT -F	7	7	7	7	7	7
8	8	8	8	8	8	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 WPEG-F	1 WPEG-F	1 WSOC-F	1 WPEG-F	1 WSOC-F	1 WPEG-F	1 WRFX-F>	1 WRFX-F	1 WRFX-F>>	1 WRFX-F>
2 WEDJ-F	2 WSOC-F>	2 WPEG-F	2 WSOC-F	2 WEZC-F	2 WRFX-F	2 WPEG-F	2 WXRC-F	2 WPEG-F	2 WSOC-F
3 WRFX-F	3 WEDJ-F	3 WBT -F	3 WEND-F<	3 WPEG-F<	3 WTOR-F	3 WTOR-F	3 WPEG-F	3 WSOC-F	3 WBT
4 WSOC-F	4 WRFX-F<	4 WEDJ-F	4 WTDR-F<	4 WTOR-F<	4 WEDJ-F	4 WXRC-F	4 WTDR-F	4 WTOR-F	4 WTDR-F<
5	5 WTDR-F	5 WTOR-F	5 WBT -F	5 WBT -F	5 WSOC-F	5 WSOC-F	5 WSSS-F	5 WBT <	5 WSSS-F<
6	6 WBT -F	6 WBAV-F	6 WBAV-F	6 WBAV-F	6	6 WEDJ-F	6 WSOC-F	6 WSSS-F	6 WWMG-F<
7	7	7 WRFX-F	7 WRFX-F	7	7	7	7 WEZC-F	7	7 WPEG-F
8	8	8	8	8	8	8	8 WBT	8	8
9	9	9	9	9					

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA 12/	TSA 163
AC		75 (1)	75 (1)	5.3	12.1	WBAV (B/O)	1600	CHARLOTTE	0.7/1.5/ 12/ 163
AOR/CLASSIC/NR		221 (3)	221 (3)	15.5	13.2	WCCJ-F (?)	92.7	HARRISBURG	0.6/1.4/ 10/ 156
COUNTRY	8 (1)	319 (3)	328 (4)	23.0	23.5	WGSP (G)	1310	CHARLOTTE	0.7/1.9/ 12/ 204
NEWS/TALK						WHVN (REL)	1240	CHARLOTTE	0.4/1.5/ 6/ 154
CHR		79 (1)	79 (1)	5.5	5.7	WIST (ST)	1480	CHARLOTTE	0.8/1.2/ 13/ 122
BLACK/URBAN	12 (1)	223 (2)	235 (3)	16.5	18.9	WIXE (C)	1190	MONROE	0.5/0.6/ 8/ 65
SOFT AC/EZ		88 (1)	88 (1)	6.2	5.8	WRFX (SPRTS)	610	CHARLOTTE	0.5/2.7/ 10/ 296
HISPANIC						WRHI (FS)	1340	ROCK HILL SC	0.4/1.3/ 7/ 140
OLDIES		150 (2)	150 (2)	10.5	6.4	WFMX-F (C)	105.7	STATESVILLE	1.4/4.6/ 97/1770
FULL SVC/VARIETY	145 (2)		145 (2)	10.2	8.8	WMIT-F (REL)	106.9	BLACK MTN	1.3/4.5/ 69/1258
STANDARDS	13 (1)	36 (1)	49 (2)	3.4	0.0				
RELIG/GOSPEL	18 (2)	22 (1)	40 (3)	2.8	3.7				
SPORTS	8 (1)		8 (1)	0.6	---				
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN		10 (1)	10 (1)	0.7	2.5				
TOTALS	204 (8)	1223 (16)	1427 (24)						

CHARLOTTE

DUOPOLY REPORT	12+	25-54	REVENUE
WSOC-F, WSSS-F (EZ)	14.8%	15.2%	23.0%
WTOR-F, WEZC-F (SFX)	12.2%	14.1%	15.2%
WRFX A/F, WBAV A/F, WPEG-F, WEDJ-F (Evergreen, pending)	27.5%	25.6%	34.8%
	54.5%	54.9%	73.0%

SCARBOROUGH REPORT
Indexed against \$100,000+ Households

HIGHEST		LOWEST	
1. WWMG-F	236	1. WBAV-F	7
2. WRFX-AM	173	2. WPEG-F	63
3. WBT	170	3. WTOR-F	68
4. WSSS-F	142	4. WSOC-F	85

RADIO STATIONS

WBT , 1110, 50 KW (0A-N) , Full Service/Talk	CBS , \$ 90.00 (Banner)	Jefferson-Pilot
WBT -F, 107.9, 98 KW @ 1692, AC/CHR	, \$ 70.00 (Banner)	Jefferson-Pilot
WBAV-F, 101.9, 99 KW @ 987, Black AC	AURN , \$ 47.00 (Katz)	Evergreen
WEDJ-F, 95.1, 100 KW @ 1542, CHR	Source , \$ 42.00 (Eastman)	Pyramid
WEZC-F, 102.9, 31 KW @ 1535, Soft AC	ABC, UNISTR , \$ 70.00 (Christal)	SFX (HICKORY)
WSSS-F, 104.7, 100 KW @ 1230, Oldies - 70's	, \$ 60.00 (---)	EZ
WPEG-F, 97.9, 95 KW @ 1610, Black	CBS, WESTWD , \$ 115.00 (Katz)	Evergreen
WENO-F, 106.5, 100 KW @ 1004, AOR-NR	, \$ 25.00 (Southern)	Dalton (SALISBURY)
WIST-F, 106.1, 20 KW @ 364, Standards	SMN, ABC , \$ NA (----)	(WAXHAW)
WRFX-F, 99.7, 100 KW @ 1043, AOR	, \$ 145.00 (Mc-Guild)	Pyramid
WSOC-F, 103.7, 100 KW @ 1050, COUNTRY	, \$ 160.00 (D&R)	EZ
WTOR-F, 96.9, 100 KW @ 1548, COUNTRY	, \$ 90.00 (Christal)	SFX (STATESVILLE)
WWMG-F, 96.1, 100 KW @ 1738, OLDIES	CBS , \$ 62.00 (Katz)	Dalton (SHELBY)
WXRC-F, 95.7, 100 KW @ 1276, AOR	ABC , \$ 26.00 (---)	(HICKORY)

Miscellaneous: WTOR-F, WEZC-F sold by Trumper to SFX (0) for \$23,500,000 (Star). . . WRDX-F changes to WEND-F and format to AOR-NR (May). . . WLWW-F changes to WIST-F and format to Standards (April). . . WRFX A/F, WEDJ-F sold by Pyramid to Evergreen (0) for \$ _____ . . .



CHATTANOOGA

Arbitron Rank/Pop (12+): 96/377,300

Stations: 19/19
Diaries: 1385/272:1/54.8%
Sample Target: 1260
% Below Line: 0.0
% Not Listed: 18.3

1994 Revenue: \$15,600,000
HH Inc.: \$29,638
Retail \$: 4.1 Bil
Pop per Station: 19,858
#1 Biller: WUSY-F \$5,000,000

MSA Rank/Pop: 110/441,000
DMA # 83

Average Person Ratings: 15.5
Market TSL: 20.50 hours

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WUSY-F (C)	118/20.2	22.9	20.5	22.9	23.5	21.6	243/2954	1412/37.4	36.3	41.5	G	WUSY-F
2. WDEF-F (SAC)	56/ 9.6	9.8	8.8	9.8	7.9	9.5	81/1225	775/20.5	19.9	21.0	D	WDEF-F
3. WSKZ-F (AOR/CL)	54/ 9.2	7.1	7.6	7.7	5.5	7.9	124/1507	743/19.7	19.0	19.2	D	WSKZ-F
4. WJTT-F (B)	34/ 5.8	6.6	9.3	8.4	8.2	7.5	37/516	433/11.5	11.9	12.9	C	WJTT-F
5. WZST-F (CHR)	31/ 5.3	5.0	1.9	---	---	4.1	39/610	474/12.6	8.8	---	A	WZST-F
6. WLMX-F (AC)	27/ 4.6	4.0	4.5	5.2	5.8	4.6	28/515	431/11.4	10.4	14.5	C	WLMX-F
7. WDOO-F (C)	24/ 4.1	4.5	4.5	3.6	4.0	4.2	46/1002	570/15.1	14.2	15.3	B	WDOO-F
8. WDOO (ST)	22/ 3.8	1.4	2.5	2.1	2.7	2.5	22/224	198/ 5.2	5.1	6.0	A	WDOO
9. WKXJ-F (CHR)	19/ 3.2	3.4	3.2	3.2	3.6	3.3	36/642	438/11.6	9.3	8.1	A	WKXJ-F
10. WNOO (B)	18/ 3.1	3.1	2.9	2.5	2.4	2.9	18/201	180/ 4.8	4.8	5.6	A	WNOO
11. WGOW (T)	16/ 2.7	3.1	3.9	3.2	3.6	3.2	16/326	301/ 8.0	9.1	8.3	B	WGOW
12. WOGT-F (O)	14/ 2.4	2.1	3.9	4.5	3.8	3.2	18/387	338/ 9.0	10.1	10.0	A	WOGT-F
13. WBOX-F (T)	10/ 1.7	2.3	1.5	1.6	1.5	1.8	11/209	189/ 5.0	6.4	6.5	A	WBOX-F
14. WFXS-F (AOR)	8/ 1.4	2.3	3.0	3.0	3.8	2.4	8/183	147/ 3.9	8.7	9.1	B	WFXS-F
15. WMPZ-F (B/AC)	7/ 1.2	2.3	---	---	---	---	7/180	155/ 4.1	---	---		WMPZ-F

12+ FM SHARE (METRO): 85.36% (408 of 478) (SPG 94: 82.93%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZST-F	1 WSKZ-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 WUSY-F	2 WUSY-F>	2 WSKZ-F>>	2 WSKZ-F>	2 WSKZ-F>	2 WDEF-F>>	2 WDEF-F>	2 WSKZ-F<	2 WSKZ-F	2 WJTT-F<	2 WJTT-F
3 WJTT-F	3 WZST-F	3 WDEF-F	3 WDEF-F	3 WDEF-F	3	3 WSKZ-F>	3 WDEF-F>	3 WDEF-F	3 WZST-F	3 WSKZ-F
4	4 WJTT-F	4 WJTT-F	4 WJTT-F	4 WLMX-F	4	4 WJTT-F	4	4 WJTT-F	4 WSKZ-F	4 WDEF-F
5	5	5 WLMX-F	5 WLMX-F	5 WJTT-F	5	5	5	5 WZST-F	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 WUSY-F	1 WUSY-F	1 WSKZ-F	1 WUSY-F>>	1 WUSY-F>>	1 WUSY-F	1 WSKZ-F	1 WSKZ-F	1 WSKZ-F<	1 WSKZ-F<
2 WZST-F	2 WSKZ-F>	2 WUSY-F	2 WSKZ-F	2 WDEF-F	2 WZST-F	2 WUSY-F>	2 WUSY-F	2 WUSY-F>>	2 WUSY-F>>
3 WSKZ-F	3 WZST-F	3 WJTT-F	3 WDEF-F	3 WLMX-F	3 WSKZ-F	3 WZST-F	3 WJTT-F	3 WJTT-F	3 WDEF-F
4 WKXJ-F	4 WJTT-F	4 WZST-F	4 WLMX-F	4 WSKZ-F	4 WJTT-F	4 WJTT-F	4 WZST-F	4 WDEF-F	4
5	5	5 WDEF-F	5 WJTT-F	5 WJTT-F	5	5	5	5 WZST-F	5
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 94	OTHER RATED STATIONS	METRO CUME TSA	SHARE/RTG/AQH/CUME
AC		27 (1)	27 (1)	5.6	8.7	WDEF (T) 1370 CHATTANOOGA	0.7/3.9/	4/ 154
AOR/CLASSIC/NR		62 (2)	62 (2)	13.0	11.0	WFLI (REL) 1070 LOOKOUT MTN	1.0/2.2/	6/ 107
COUNTRY	4 (1)	142 (2)	146 (3)	30.5	34.1	WQCH (C) 1590 LAFAYETTE GA	0.7/1.5/	4/ 58
NEWS/TALK	20 (2)	10 (1)	30 (3)	6.3	4.3	WSGC-F (O) 101.9 RINGOLD GA	1.0/4.0/	8/ 233
CHR		50 (2)	50 (2)	10.5	4.3			
BLACK/URBAN	18 (1)	41 (2)	59 (3)	12.3	12.6			
SOFT AC/EZ		56 (1)	56 (1)	11.7	10.4			
HISPANIC								
OLDIES		20 (2)	20 (2)	4.2	7.3			
FULL SVC/VARIETY								
STANDARDS	22 (1)		22 (1)	4.6	3.3			
RELIG/GOSPEL	6 (1)		6 (1)	1.3	1.6			
SPORTS								
CLASSICAL								
JAZZ								
OTHERS/UNKNOWN					2.4			
TOTALS	70 (6)	408 (13)	478 (19)					

CHATTANOOGA

DUOPOLY REPORT	12+	25-54	REVENUE
WGOW, WSKZ-F, WOGT-F (Bloomington)	14.3%	19.0%	20.1%
WFXS-F, WBDX-F (Local)	3.1%	4.5%	4.6%
WCVT, WLMX-F, WZST-F (Wicks)	9.9%	9.3%	10.1%
	27.3%	32.8%	34.8%

RADIO STATIONS

WDEF, 1370, 5 KW (DA-N)	, -- SEE WDEF-FM			
WDOB, 1310, 5 KW (OA-N)	, Standards	SMN	\$ 15.00 (Banner)	Bahakel
WFLI, 1070, 50 KW/2.5 KW(DA-2)	, Religion	ABC	\$ 14.00 (---)	Benns (LOOKOUT MT.)
WGOW, 1150, 5 KW/1 KW (DA-N)	, Talk	WESTWD	\$ 20.00 (Christal)	Bloomington
WNOO, 1260, 5 KW (OAYS)	, Black	AURN	\$ 15.00 (Banner)	
WBOX-F, 102.7, .3 KW @ 1374	, Talk	IBN, WESTWO	\$ 15.00 (---)	WFXS duop (TRENTON)
WDEF-F, 92.3, 100 KW @ 1181	, Soft AC	CBS	\$ 40.00 (Eastman)	Park
WDOB-F, 96.5, 100 KW @ 1079	, Country	WESTWD	\$ 21.00 (Banner)	Bahakel
WFXS-F, 102.3, 3 KW @ 285	, AOR		\$ 19.00 (Banner)	(SODDY-DAISY)
WJTT-F, 94.3, 3 KW @ 298	, Black		\$ 40.00 (D & R)	(REDBANK)
WKXJ-F, 97.3, 16 KW @ 856	, CHR		\$ 19.00 (Roslin)	(S.PITTS)
WLMX-F, 105.5, 3 KW @ 269	, AC	ABC	\$ 41.00 (Mc-Guild)	Wicks (ROSSVILLE)
WMPZ-F, 93.7, 3 KW @ 328	, Black/AC	ABC	\$ 15.00 (Dora)	(RINGGLO, GA)
WOGT-F, 107.9, 2.9 KW @ 968	, Oldies	WESTWO	\$ 18.00 (Christal)	Bloomington (EAST RIOGE)
WGGC-F, 101.9, .7 KW @ 702	, Oldies	SMN	\$ 17.00 (Banner)	(RINGGOLD, GA)
WSKZ-F, 106.5, 100 KW @ 1079	, Classic AOR		\$ 46.00 (Christal)	Bloomington
WUSY-F, 100.7, 100 KW @ 1191	, Country	WESTWD	\$ 91.00 (Katz)	Colonial
WZST-F, 98.1, 1 KW @ 794	, CHR		\$ NA (Mc-Guild)	Wicks (SIGNAL, MT)

Miscellaneous: WFXS-F changes from AOR to Talk (Feb). . .

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

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

***** R E V E N U E L E V E L C O 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	

CHICAGO

Arbitron Rank/Pop (12+): 3/6,880,700

Stations: 38/38
 Diaries: 5608/1227:1/47.5%
 Sample Target: 5205
 % Below Line: 0.0
 % Not Listed: 10.8

1994 Revenue: \$296,000,000
 HH Inc.: \$43,426
 Retail \$: 74.3 Bil
 Pop per Station: 181,071
 #1 Biller: WGN \$37,100,000

MSA Rank/Pop: 3/8,570,000

DMA # 3

Average Person Ratings: 18.2

Market TSL: 23.50 hours

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WGCI-F (B)	747/ 6.0	6.4	6.3	7.4	7.0	6.5	757/9468	9211/13.4	12.9	14.4	J	WGCI-F
2. WGN (FS/T)	721/ 5.8	7.1	6.9	6.4	6.9	6.6	853/11265	9405/13.7	16.6	15.5	K	WGN
3. WUSN-F (C)	588/ 4.7	4.3	4.1	4.2	4.4	4.3	602/7798	7398/10.8	11.3	11.7	K	WUSN-F
4. WMAQ (N/SPRTS)	498/ 4.0	3.6	2.2	2.0	1.9	3.0	549/11329	10216/14.8	10.2	11.6	J	WMAQ
5. WVAZ-F (B/AC)	490/ 3.9	3.9	4.3	3.5	3.4	3.9	493/6441	6358/ 9.2	9.5	9.0	I	WVAZ-F
6. WBBM-F (CHR)	488/ 3.9	4.0	4.3	4.3	4.9	4.1	495/10318	10051/14.6	15.0	16.2	J	WBBM-F
7. WLIT-F (SAC)	487/ 3.9	4.1	4.1	4.2	3.7	4.1	496/7457	7247/10.5	11.2	11.2	I	WLIT-F
8. WJMK-F (O)	477/ 3.8	3.4	3.1	2.6	3.5	4.1	506/9968	9447/13.7	11.0	12.3	I	WJMK-F
9. WKQX-F (AOR-NR)	475/ 3.8	3.4	3.1	2.6	3.5	3.2	502/10356	9869/14.3	13.5	13.6	I	WKQX-F
10. WBBM (N)	471/ 3.8	3.4	3.9	4.1	4.2	3.8	499/10209	9239/13.4	15.1	15.4	J	WBBM
11. WNUA-F (J)	438/ 3.5	3.2	3.5	3.6	2.5	3.5	452/6831	6630/ 9.6	9.8	8.1	I	WNUA-F
12. WXRT-F (AOR-P)	393/ 3.1	2.8	2.7	2.7	2.6	2.8	397/5711	5573/ 8.1	7.3	8.0	H	WXRT-F
WRGX-F (AOR)	393/ 3.1	3.0	3.1	2.8	2.7	3.0	438/8046	7360/10.7	11.1	9.3	H	WRGX-F
14. WLS (T)	385/ 3.1	2.9	3.5	3.4	3.2	3.2	459/6022	4769/ 6.9	7.7	7.6	G	WLS
15. WOJO-F (SP)	378/ 3.0	2.7	2.7	2.8	2.8	2.8	378/3717	3711/ 5.4	4.6	5.1	G	WOJO-F
16. WLUP-F (T/AOR)	301/ 2.4	3.2	3.3	3.2	3.1	3.0	308/4953	4769/ 6.9	8.5	9.3	J	WLUP-F
17. WEJM-F (B)	282/ 2.3	1.9	2.3	1.5	0.8	2.0	284/4221	4186/ 6.1	5.7	3.2		WEJM-F
18. WTMX-F (AC)	268/ 2.1	2.4	2.4	2.2	2.6	2.3	281/6170	5992/ 8.7	8.5	9.3	H	WTMX-F
19. WCKG-F (CL AOR)	265/ 2.1	2.3	2.3	2.6	2.6	2.3	275/7561	7226/10.5	9.8	10.3	I	WCKG-F
WPNT-F (AC/CHR)	265/ 2.1	1.9	2.2	2.6	1.8	2.2	278/6221	6047/ 8.8	9.0	8.1	H	WPNT-F
21. WYSY-F (O-70's)	260/ 2.1	1.7	1.8	2.4	2.6	2.0	274/5845	5731/ 8.3	6.7	8.3	E	WYSY-F
22. WAIT (ST)	225/ 1.8	2.4	1.1	1.1	1.8	1.6	237/2454	2341/ 3.4	2.8	2.5		WAIT
23. WSCR (SPRTS)	220/ 1.8	1.6	1.8	1.4	1.6	1.7	244/2873	2646/ 3.8	3.6	3.7	E	WSCR
24. WNIB-F (CL)	215/ 1.7	2.0	1.9	1.1	1.1	1.7	217/3957	3872/ 5.6	5.8	4.6	E	WNIB-F
25. WFMT-F (CL)	187/ 1.5	1.3	1.1	1.4	1.1	1.3	189/3179	3076/ 4.5	4.0	3.7	E	WFMT-F
26. WGCI (B/O)	176/ 1.4	1.4	1.1	1.3	1.2	1.3	176/2510	2493/ 3.6	3.3	3.8		WGCI
27. WMVP (SPRTS)	166/ 1.3	1.2	1.3	0.9	1.0	1.2	178/3703	3407/ 5.0	4.8	4.0	G	WMVP
28. WIND (SP)	149/ 1.2	1.1	1.3	0.9	0.7	1.1	153/2149	2103/ 3.1	3.0	2.5	G	WIND
29. WJJD (T)	128/ 1.0	1.1	2.3	2.5	2.6	1.7	132/2230	2109/ 3.1	6.1	7.3	F	WJJD
30. WTAQ (SP)	114/ 0.9	0.6	0.6	0.6	0.9	0.7	114/1150	1150/ 1.7	1.4	2.0		WTAQ

12+ FM SHARE (METRO): 69.59% (7764 of 11157) (SPG 94: 68.72%)

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 WGCI-F	1 WGN >	1 WGN >	1 WUSN-F	1 WGCI-F	1 WGCI-F>	1 WGN
2 WGCI-F<	2 WKQX-F<	2 WVAZ-F<	2 WVAZ-F	2 WUSN-F	2 WMAQ <	2 WBBM	2 WLIT-F	2 WUSN-F	2 WBBM-F	2 WBBM >
3 WKQX-F	3 WRGX-F	3 WUSN-F<	3 WXRT-F	3 WVAZ-F	3 WBBM	3 WGCI-F	3 WGCI-F	3 WBBM-F	3 WKQX-F	3 WGCI-F
WEJM-F	4 WBBM-F	4 WXRT-F	4 WUSN-F	4 WJMK-F	4 WUSN-F	4 WGN	4 WUSN-F	4 WGN	4 WMAQ	4 WVAZ-F
5	5 WOJO-F	5 WJMK-F	5 WJMK-F	5 WXRT-F	5 WLS	5 WRGX-F	5 WMAQ	5 WJMK-F	5 WVAZ-F	5 WLS
6	WXRT-F	WKQX-F	6 WNUA-F	6 WNUA-F	6 WMAQ	6 WLS	6 WLIT-F	6 WGN	6 WMAQ >	6 WMAQ >
7	7 WUSN-F	WRGX-F	7 WLIT-F	7 WLIT-F	7 WLIT-F	7 WLIT-F	7 WNUA-F	7 WMAQ	7 WEJM-F	7 WNUA-F
8	8 WLUP-F	8 WBBM-F	8 WLUP-F	8 WOJO-F	8 WVAZ-F	8 WLS	8 WXRT-F	8 WLUP-F	8 WUSN-F	8
9	9 WVAZ-F	9 WOJO-F	9 WOJO-F	9 WLUP-F	9	9 WJMK-F	9 WJMK-F	9 WVAZ-F	9 WNUA-F	9
10	10 WEJM-F	10 WNUA-F	10	10 WMAQ	10	10 WVAZ-F	10 WKQX-F	10	10 WBBM	10
						WKQX-F	WVAZ-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 WGCI-F	1 WGCI-F>	1 WGCI-F	1 WGCI-F>	1 WGCI-F	1 WRGX-F	1 WRGX-F	1 WRGX-F	1 WGCI-F<	1 WXRT-F
2 WBBM-F	2 WKQX-F	2 WXRT-F	2 WVAZ-F<	2 WVAZ-F	2 WGCI-F	2 WGCI-F	2 WGCI-F	2 WRGX-F	2 WLUP-F
3 WKQX-F	3 WBBM-F	3 WVAZ-F	3 WUSN-F	3 WUSN-F	3 WBBM-F	3 WKQX-F	3 WXRT-F	3 WXRT-F	3 WUSN-F
4 WUSN-F	4 WUSN-F	4 WKQX-F	4 WLIT-F	4 WLIT-F	4 WKQX-F	4 WBBM-F	4 WLUP-F	4 WLUP-F	4 WGCI-F
5 WLIT-F	5 WVAZ-F	5 WOJO-F	5 WJMK-F	5 WJMK-F	5 WEJM-F	5 WLUP-F<	5 WKQX-F	5 WKQX-F	5 WJMK-F
6 WRGX-F	6 WOJO-F	6 WUSN-F	6 WBBM-F	6 WNUA-F	6 WOJO-F	6 WOJO-F	6 WOJO-F	6 WJMK-F	6 WNUA-F
7 WOJO-F	7 WLIT-F	7 WTMX-F	7 WPNT-F	7 WXRT-F	7 WLUP-F	7 WXRT-F	7 WSCR	7 WSCR	7 WSCR
8 WEJM-F	8 WXRT-F	8 WLIT-F	8 WKQX-F	8 WPNT-F	8 WCKG-F	8 WEJM-F	8 WUSN-F	8 WVAZ-F	8 WVAZ-F
9 WTMX-F	9 WTMX-F	9 WYSY-F	9 WXRT-F	9 WTMX-F	9 WXRT-F	9 WCKG-F	9 WYSY-F	9 WOJO-F	9 WOJO-F
10	10 WRGX-F	10 WBBM-F	10 WTMX-F	10 WOJO-F	10 WJMK-F	10 WUSN-F	10 WCKG-F	10 WNUA-F	10 WRGX-F
				WYSY-F				WCKG-F	

CHICAGO

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		533 (2)	533 (2)	4.8	4.9	WABT-F (AOR) 103.9 DUNDEE, IL	0.4/1.3/ 57/ 943
AOR/CLASSIC/NR		1647 (6)	1647 (6)	14.8	17.8	WBUS-F (CHR) 99.9 KANKAKEE, IL	0.3/2.4/ 55/2097
COUNTRY		640 (2)	640 (2)	5.7	5.7	WCCO-F (C) 98.3 CREST HILL	0.4/1.1/ 58/ 845
NEWS/TALK	1482 (4)	378 (2)	1860 (6)	16.7	14.9	WILL-F (AOR) 95.1 KENOSHA, WI	0.5/1.6/ 81/1311
						WLS -F (T) 94.7 CHICAGO	0.6/3.0/ 80/2180
CHR		530 (2)	530 (2)	4.8	5.9	WOPA (SP) 1200 CHICAGO	0.5/1.0/ 62/ 720
BLACK/URBAN	254 (2)	1519 (3)	1773 (5)	15.9	15.6	WVON (8/T) 1450 CICERO	0.6/1.0/ 78/ 670
SOFT AC/EZ		487 (1)	487 (1)	4.4	4.1	WYCA-F (REL) 92.3 HAMMOND	0.6/1.6/ 75/1106
HISPANIC	325 (3)	378 (1)	703 (4)	6.3	5.2		
OLDIES		737 (2)	737 (2)	6.6	6.8		
FULL SVC/VARIETY	721 (1)		721 (1)	6.5	7.8		
STANDARDS	225 (1)		225 (1)	2.0	5.0		
RELIG/GOSPEL		75 (1)	75 (1)	0.7	0.9		
SPORTS	386 (2)		386 (2)	3.5	0.0		
CLASSICAL		402 (2)	402 (2)	3.6	2.5		
JAZZ		438 (1)	438 (1)	3.9	2.8		
OTHERS/UNKNOWN							
TOTALS	3393 (13)	7764 (25)	11157 (38)				

DUOPOLY REPORT	12+	25-54	REVENUE
WJJD, WJMK-F, WUSN-F (Infinity)	9.5%	10.8%	13.4%
WMVP, WLUP-F, WRCX-F, WVAZ-F	16.5%	19.4%	19.3%
WEJM A/F, WNUA-F (Evergreen, pending)			
WCKG-F, WYSY-F (Cox)	4.2%	5.9%	5.2%
WSCR, WMAQ, WXRT-F (Westinghouse, pending)	8.9%	10.4%	10.9%
	39.1%	46.5%	48.8%

SCARBOROUGH REPORT MEDIAN HOUSEHOLD INCOME			
	HIGHEST		LOWEST
1.	WSCR \$63,400	1.	WIND \$29,300
2.	WMVP 59,100	2.	WOJO-F 29,900
3.	WLUP-F 57,400	3.	WGN 38,400
4.	WXRT-F 53,800	4.	WGCI-F 38,600
5.	WCKG-F 51,700		WVAZ-F 38,600

CHICAGO

RADIO STATIONS

AM STATIONS

WBBM	780	50 KW	News	CBS	\$ 265.00 (CBS)	CBS
WGLT	1590	5 KW (DA 2)	Black Studies	AURN	\$ 8A (Mc Guire)	Gannett
WGB	720	50 KW	Full Service	ABC	\$ 600.00 (Christal)	Truhome Co.
WMBD	560	5 KW (DA 2)	Hispanic		\$ 94.00 (Katz)	Fischer
WJIB	1160	50 KW/5 KW (DA 2)	Talk	WEST40, AP	\$ 27.00 (Katz)	Infinity
WFTS	890	50 KW	Talk	ABC	\$ 175.00 (Banner)	Cap. Cities/ABC
WMAQ	670	50 KW	News/Sports	WEST40, CHR	\$ 210.00 (Group W)	Westinghouse
WMPW	1000	50 KW (DA 2)	Sports		\$ 90.00 (MMR)	Evergreen
WSCR	830	5 KW (DA 2)	Sports		\$ 120.00 (CBS)	Westinghouse
WLAQ	1500	5 KW/500W (DA 2)	Hispanic	CBS, CRC	\$ 50.00 (Toros)	Foris

FM STATIONS

WBBM	97.5	4.5 KW @ 1500	CHR	CBS	\$ 225.00 (CBS)	CBS
WCKB	105.9	4.1 KW @ 1500	Classical, ADR		\$ 128.00 (Katz)	Cox
WMBI	98.7	16 KW @ 1171	Classical/Fine Arts		\$ 105.00 (D&R)	
WGLT	107.5	5 KW @ 500	Black		\$ 529.00 (Mc Guire)	Gannett
WMBY	104.5	4.0 KW @ 820	Oldies	WEST40	\$ 295.00 (Katz)	Infinity
WJIB	106.5	5 KW @ 567	Black	ABC	\$ 48.00 (D&R)	Evergreen (LAWSON)
WJZZ	101.1	6 KW @ 1171	ADR - New Rock	Source	\$ 185.00 (D&R)	Emitt
WJLL	95.9	4 KW @ 1500	Soft AC		\$ 258.00 (Christal)	Viacom
WJVS	94.7	4.5 KW @ 1500	Soft AC - AM			
WJWP	97.9	6 KW @ 1171	Talk/ADR		\$ 505.00 (MMR)	Evergreen
WJWB	97.1	8 KW @ 1191	Classical		\$ 125.00 (CMBS)	
WJWA	95.5	8 KW @ 1171	Jazz		\$ 265.00 (Eastman)	Pyramid
WJWB	105.1	8 KW @ 1174	Hispanic		\$ 140.00 (Katz Group)	Fischer
WJWB	100.5	8 KW @ 1171	AC/CHR		\$ 158.00 (Eastman)	Century
WJWB	101.9	4.5 KW @ 1550	AC		\$ 145.00 (Mc Guire)	Bonneville
WJWB	99.5	6 KW @ 1171	Country		\$ 355.00 (Forbet)	Infinity
WJWB	101.7	6 KW @ 1171	Black/AC	WPT	\$ 265.00 (Banner)	Evergreen
WJWB	105.5	4.5 KW @ 1548	ADR		\$ 168.00 (MMR)	Evergreen
WJWB	95.1	7 KW @ 1509	ADR - P		\$ 125.00 (CBS)	Westinghouse
WJWB	107.9	25 KW @ 741	Oldies (70's)		\$ 85.00 ()	Cox (AUPORA)

Miscellaneous: WJWB reclassified as talk. WSCR, WJZZ sold by Deannod to Westinghouse (D) for \$60,000,000.
 WJWB sold to Deftel for \$4,500,000. WJWA sold by Pyramid to Evergreen (D) for \$____ (E).
 WJWB A/I sold by Cap Cities/ABC to Disney for \$____ (E). WJWB A/I sold by CBS to Westinghouse (D) for \$____ (E).

CINCINNATI

Arbitron Rank/Pop (12+): 25/1,548,800
 MSA Rank/Pop: 30/1,920,000
 OMA # 29
 Average Person Ratings: 16.0
 Market TSL: 21.00 hours

Stations: 27/20
 Diaries: 2780/557:1/51.7%
 Sample Target: 2520
 % Below Line: 3.8
 % Not Listed: 13.1

1994 Revenue: \$69,000,000
 HH Inc.: \$36,838
 Retail \$: 17.3 Bil
 Pop per Station: 77,440
 #1 Biller: WLW \$16,000,000

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WLW (FS/T)	319/12.9	10.9	9.9	12.4	12.8	11.5	371/5290	4563/29.5	27.3	31.2	J	WLW
2. WEBN-F (AOR)	230/ 9.3	8.0	7.0	8.1	8.6	8.1	248/3582	3307/21.4	20.0	21.5	H	WEBN-F
3. WUBE-F (C)	221/ 8.9	10.4	9.8	9.6	7.8	9.7	240/3141	2819/18.2	20.0	18.2	H	WUBE-F
4. WIZF-F (B)	145/ 5.9	5.9	5.8	6.1	5.3	5.9	145/1632	1629/10.5	9.7	10.9	O	WIZF-F
5. WKRQ-F (CHR)	139/ 5.6	5.2	4.8	6.3	7.3	5.5	156/3268	2948/19.0	18.1	22.9	H	WKRQ-F
6. WGRR-F (O)	126/ 5.1	6.0	5.2	5.7	6.8	5.5	138/2468	2280/14.7	14.2	16.5	H	WGRR-F
7. WCKY (T)	122/ 4.9	6.1	6.6	4.8	5.2	5.6	126/1865	1778/11.5	14.8	12.7	F	WCKY
8. WSAI (ST)	120/ 4.9	5.1	5.5	4.5	4.4	5.0	125/1283	1243/ 8.0	8.6	8.4	B	WSAI
9. WRRM-F (SAC)	109/ 4.4	5.4	5.1	3.7	4.2	4.7	113/1952	1854/12.0	13.6	12.0	F	WRRM-F
10. WOFX-F (CL AOR)	93/ 3.8	2.7	3.8	3.0	3.6	3.3	106/2277	2010/13.0	13.2	13.5	E	WOFX-F
11. WNNK-F (AC)	93/ 3.8	3.9	3.8	3.7	3.3	3.8	96/1955	1860/12.0	13.6	12.6	F	WNNK-F
12. WYGY-F (C)	88/ 3.6	3.8	3.0	4.5	3.7	3.7	101/1977	1765/11.4	9.4	11.3	O	WYGY-F
13. WPPT-F (O-70's)	77/ 3.1	2.7	3.4	3.8	4.6	3.3	80/2026	1877/12.1	12.0	13.2	C	WPPT-F
14. WAQZ-F (AOR-NR)	54/ 2.2	1.5	1.7	1.7	1.5	1.8	54/1205	1180/ 7.6	7.6	5.5	B	WAQZ-F
15. WAKW-F (REL)	50/ 2.0	1.5	1.3	1.1	1.4	1.5	53/808	778/ 5.0	4.6	4.6		WAKW-F
16. WCIN (B)	25/ 1.0	1.4	1.5	1.8	0.8	1.4	25/455	455/ 2.9	3.3	2.5	A	WCIN
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 71.30% (1533 of 2150) (SPG 94: 71.11%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MIO	12+ PMO	12+ EVE	OVERNIGHT
1 WIZF-F<	1 WEBN-F>>	1 WEBN-F	1 WLW <	1 WLW	1 WLW >	1 WLW >	1 WLW	1 WLW <	1 WLW >>	1 WLW >
2 WKRQ-F	2 WUBE-F	2 WLW <	2 WEBN-F	2 WEBN-F<	2 WUBE-F	2 WUBE-F<	2 WUBE-F<	2 WEBN-F<	2 WIZF-F	2 WEBN-F
3 WEBN-F	3 WKRQ-F<	3 WUBE-F	3 WUBE-F>	3 WUBE-F	3 WSAI	3 WUBE-F>>	3 WEBN-F>	3 WUBE-F	3 WEBN-F	3 WUBE-F
4	4 WIZF-F<	4 WGRR-F<	4 WGRR-F	4 WGRR-F	4 WGRR-F	4 WSAI	4 WCKY	4 WKRQ-F	4 WUBE-F	4 WIZF-F
5	5 WLW <	5 WKRQ-F	5 WKRQ-F<	5 WKRQ-F	5 WGRR-F	5 WCKY <	5 WSAI <	5 WIZF-F	5	5 WKRQ-F
6	6 WOFX-F	6 WGRR-F	6 WIZF-F<	6 WRRM-F<	6	6 WKRQ-F<	6 WGRR-F<	6 WGRR-F	6	6 WCKY
7	7	7	7 WOFX-F<	7 WIZF-F	7	7 WGRR-F	7 WRRM-F	7 WSAI <	7	7
8	8	8	8	8 WNNK-F	8	8	8 WKRQ-F	8 WCKY	8	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 WEBN-F	1 WEBN-F<	1 WEBN-F	1 WUBE-F	1 WUBE-F	1 WEBN-F>>	1 WEBN-F>>	1 WEBN-F>>	1 WEBN-F	1 WLW
2 WIZF-F	2 WKRQ-F<	2 WKRQ-F	2 WKRQ-F<	2 WKRQ-F<	2 WIZF-F	2 WLW	2 WLW	2 WLW >	2 WEBN-F>
3 WKRQ-F	3 WUBE-F<	3 WUBE-F	3 WIZF-F	3 WGRR-F	3 WUBE-F	3 WUBE-F<	3 WUBE-F	3 WUBE-F	3 WUBE-F
4 WUBE-F	4 WIZF-F>	4 WIZF-F	4 WEBN-F	4 WRRM-F<	4 WYGY-F	4 WOFX-F	4 WOFX-F	4 WOFX-F	4 WOFX-F<
5 WYGY-F	5 WRRM-F	5 WOFX-F	5 WGRR-F<	5 WIZF-F	5 WOFX-F	5	5 WNNK-F	5 WGRR-F	5 WGRR-F
6 WAQZ-F	6 WYGY-F	6 WNNK-F	6 WRRM-F	6 WLW	6 WAQZ-F	6	6 WAQZ-F	6	6
7	7	7 WRRM-F	7	7 WEBN-F	7	7	7 WKRQ-F	7	7
8	8	8 WYGY-F	8	8	8	8	8	8	8

CINCINNATI

FORMATS	AM	FM	TOTAL	%	SPG 94	OTHER RATED STATIONS	METRO CUME TSA TSA
	--	--	---	---	---	-----	SHARE/RTG/AQH/CUME
AC		93 (1)	93 (1)	4.3	8.3	WNLT-F (REL) 104.3 HARRISON	0.4/1.3/ 10/ 222
AOR/CLASSIC/NR		400 (5)	400 (5)	18.6	16.0	WNOP (J) 740 NEWPORT, KY	0.4/0.7/ 11/ 115
COUNTRY		335 (4)	335 (4)	15.6	16.4	WUBE (SPRTS) 1230 CINCINNATI	0.4/1.7/ 9/ 276
NEWS/TALK	122 (1)		122 (1)	5.7	6.2	WOXY-F (AOR) 97.7 OXFORD	0.6/1.7/ 16/ 149
CHR		154 (2)	154 (2)	7.2	8.7	WFCJ-F (REL) 93.7 MIAMISBURG	0.3/1.5/ 19/ 339
BLACK/URBAN	25 (1)	145 (1)	170 (2)	7.9	7.2	WGTZ-F (CHR) 92.9 EATON	0.6/3.2/ 32/ 928
SOFT AC/EZ		117 (2)	117 (2)	5.4	0.8	WHKO-F (C) 99.1 DAYTON	0.8/3.7/ 67/1256
HISPANIC						WLQT-F (SAC) 99.9 KETTERING	0.3/1.5/ 17/ 381
OLDIES		201 (2)	201 (2)	9.3	12.8	WPFB (ST) 910 MIDDLETOWN	0.4/1.4/ 11/ 223
FULL SVC/VARIETY	319 (1)		319 (1)	14.8	14.9	WPFB-F (C) 105.9 MIDDLETOWN	1.0/3.8/ 29/ 701
STANDARDS	131 (2)		131 (2)	6.1	6.0	WTUE-F (AOR) 104.7 DAYTON	0.3/1.8/ 26/ 640
RELIG/GOSPEL		68 (3)	68 (3)	3.2	2.2		
SPORTS	9 (1)		9 (1)	0.4			
CLASSICAL							
JAZZ	11 (1)		11 (1)	0.5			
OTHERS/UNKNOWN					0.4		
TOTALS	617 (7)	1533 (20)	2150 (27)				

DUOPOLY REPORT	12+	25-54	REVENUE
-----	-----	-----	-----
WLW, WCKY, WEBN-F, WPPT-F (Jacor)	30.2%	29.5%	42.8%
WUBE A/F, WYGY-F (Chancellor)	12.9%	13.4%	15.4%
WWNK-F, WKRQ-F (Citicasters)	9.4%	10.6%	14.9%
WAOZ, WSAI, WAQZ-F (Local, SMA'd to Jacor)	7.1%	3.2%	2.4%
	59.6%	56.7%	75.5%

SCARBOROUGH REPORT
Indexed against \$100,000+ Households

HIGHEST		LOWEST	
1. WLW	159	1. WAKW-F	16
2. WRRM-F	132	2. WIZF-F	36
3. WAQZ-F	131	3. WUBE-F	44
4. WOFX-F	130	4. WWNK-F	86

RADIO STATIONS

AM STATIONS

WCIN, 1480, 5 KW/500 W (DA-2), Black		\$ 20.00 (---)	
WSAI, 1530, 50 KW (DA-N), Standards		ABC, \$ 54.00 (Mc-Guild)	
WBND, 1160, 5 KW/1 KW (DA-2), Standards		SMN, \$ 23.00 (Roslin)	(FLORENCE, KY)
WLW, 700, 50 KW, Talk/Full Service AP, ABC, \$240.00 (Eastman)			Jacor
WCKY, 550, 5 KW/1KW (DA-2), Talk		CBS, \$ NA (Eastman)	Jacor

FM STATIONS

WAKW, 93.3, 50 KW @ 500, Religion		\$ NA (---)	
WAQZ, 107.1, 3 KW @ 298, AOR - New Rock		\$ 25.00 (K & P)	(MILFORD)
WEBN, 102.7, 17 KW @ 876, AOR		\$165.00 (Eastman)	Jacor
WGRR, 103.5, 20 KW @ 790, Oldies		\$125.00 (Banner)	Dalton (HAMILTON)
WPPT, 92.5, 16 KW @ 909, Oldies - 70's		\$ 59.00 (Mc-Guild)	Jacor
WIZF, 100.9, 1.2 KW @ 466, Black		\$ 47.00 (---)	(ERLANGER, KY)
WKRQ, 101.9, 16 KW @ 876, CHR		ABC, \$111.00 (Katz)	Citicasters
WOFX, 94.9, 11 KW @ 1056, Classic AOR		\$ 90.00 (Katz)	Heritage
WRRM, 98.5, 18 KW @ 807, Soft AC		\$ 84.00 (MMR)	Susquehanna
WUBE, 105.1, 11 KW @ 918, Country		ABC, \$160.00 (Christal)	Chancellor
WWNK, 94.1, 32 KW @ 600, AC		\$103.00 (MMR)	Citicasters
WYGY, 96.5, 20 KW @ 810, Country		\$ 35.00 (Christal)	Chancellor (HAMILTON)

CLEVELAND

Arbitron Rank/Pop (12+): 22/1,766,100
 MSA Rank/Pop: 20/2,230,000
 DMA # 12
 Average Person Ratings: 17.1
 Market TSL: 22.50 hours

Stations: 26/22
 Diaries: 2753/642:1/56.7%
 Sample Target: 2715
 % Below Line: 2.3%
 % Not Listed: 10.6%

1994 Revenue: \$68,600,000
 HH Inc.: \$35,282
 Retail \$: 20.0 Bil
 Pop per Station: 80,277
 #1 Biller: WMJI-F \$9,000,000

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WGAR-F (C)	254/ 8.4	8.9	10.6	8.0	8.9	9.0	328/4201	2949/16.7	19.2	18.8	H	WGAR-F
2. WZAK-F (B)	245/ 8.1	7.7	8.0	7.6	6.7	7.9	287/3412	2686/15.2	14.4	14.0	G	WZAK-F
3. WOOK-F (SAC)	230/ 7.6	7.2	7.3	5.8	7.5	7.0	292/4333	3115/17.6	21.0	17.4	G	WOOK-F
4. WMJI-F (O)	213/ 7.1	7.6	8.1	8.3	8.0	7.8	288/4643	3308/18.7	21.9	20.8	H	WMJI-F
5. WMMS-F (AOR)	197/ 6.5	6.4	5.9	7.7	6.7	6.6	256/4527	3254/18.4	18.5	20.0	G	WMMS-F
6. WOAL-F (AC)	185/ 6.1	5.9	5.0	5.9	5.1	5.7	231/4445	3300/18.7	16.8	17.6	F	WOAL-F
7. WRMR (ST)	175/ 5.8	6.5	7.2	6.0	6.9	6.4	213/2261	1777/10.1	10.9	11.4	C	WRMR
8. WNCX-F (CL AOR)	171/ 5.7	6.2	5.9	5.9	5.9	5.9	253/4384	2880/16.3	16.5	17.8	G	WNCX-F
9. WLTF-F (AC)	157/ 5.2	4.4	6.0	5.8	6.0	5.4	197/3692	2821/16.0	14.9	15.2	G	WLTF-F
10. WWWE (N/T)	137/ 4.5	4.4	3.2	4.9	4.4	4.3	193/3289	2260/12.8	11.8	11.2	E	WWWE
11. WKNR (SPRTS)	126/ 4.2	1.9	2.8	3.8	4.0	3.2	168/3020	2249/12.7	11.0	12.2	C	WKNR
12. WNWV-F (J)	122/ 4.0	2.8	3.7	3.1	2.9	3.4	151/2157	1670/ 9.5	9.3	7.7	D	WNWV-F
13. WZJM-F (CHR)	100/ 3.3	3.5	3.5	3.1	4.2	3.4	116/2807	2380/13.5	12.1	14.9	C	WZJM-F
14. WCLV-F (CL)	88/ 2.9	3.4	2.5	1.8	1.6	2.7	100/1716	1479/ 8.4	7.3	5.6	C	WCLV-F
15. WENZ-F (AOR-NR)	60/ 2.0	2.5	2.0	1.9	2.3	2.1	92/2545	1694/ 9.6	8.3	9.0	C	WENZ-F
16. WJMO (B/O)	56/ 1.9	1.7	1.6	2.1	2.1	1.8	57/900	875/ 5.0	5.3	5.7	B	WJMO
17. WERE (T)	40/ 1.3	1.0	0.9	0.6	0.6	1.0	41/749	702/ 4.0	4.2	3.5		WERE
18.												
19.												
20.												

12+ FM SHARE (METRO): 77.95% (2104 of 2699) (SPG 94: 76.81%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZAK-F	1 WMMS-F<	1 WZAK-F<	1 WGAR-F	1 WGAR-F<	1 WMJI-F	1 WMJI-F	1 WDOK-F	1 WGAR-F	1 WKNR <	1 WGAR-F
2 WMMS-F	2 WZAK-F<	2 WGAR-F<	2 WNCX-F<	2 WMJI-F	2 WOOK-F<	2 WNCX-F	2 WGAR-F>	WZAK-F	2 WZAK-F	2 WZAK-F
3 WZJM-F	3 WNCX-F	3 WNCX-F	3 WMJI-F<	3 WDOK-F	3 WRMR	3 WGAR-F	3 WWWE <	3 WDOK-F	3 WMMS-F>	3 WWWE
4	4 WGAR-F	4 WMMS-F<	4 WDOK-F<	4 WNCX-F	4 WGAR-F	4 WDOK-F	4 WRMR <	4 WMMS-F	4 WGAR-F	4 WOAL-F
5	5 WOAL-F	5 WOAL-F	5 WOAL-F<	5 WOAL-F<	5 WWWE	WZAK-F	5 WMJI-F<	5 WOAL-F	5 WZJM-F<	5 WMJI-F
6	6	6 WDOK-F<	6 WZAK-F<	6 WZAK-F	6 WLTF-F	6 WMMS-F	6 WOAL-F<	6 WMJI-F	6 WDOK-F	6 WDOK-F
7	7	7 WMJI-F<	7 WLTF-F	7 WLTF-F	7	7 WOAL-F<	7 WZAK-F<	WRMR	7 WDOK-F	7
8	8	8 WLTF-F	8	8	8	8 WLTF-F	8 WLTF-F	8	8 WOAL-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 WZAK-F	1 WZAK-F<	1 WGAR-F	1 WDOK-F	1 WDOK-F	1 WMMS-F	1 WNCX-F<	1 WNCX-F	1 WNCX-F	1 WNCX-F<
2 WMMS-F	2 WGAR-F<	2 WOAL-F	WOAL-F<	2 WLTF-F	2 WZAK-F	2 WMMS-F	2 WGAR-F	2 WMMS-F	2 WMJI-F
3 WOAL-F	3 WOAL-F	3 WZAK-F	3 WZAK-F<	3 WGAR-F<	3 WNCX-F	3 WZAK-F	3 WMMS-F	3 WGAR-F<	WGAR-F>
4 WGAR-F	4 WMMS-F	4 WDOK-F	4 WLTF-F<	4 WMJI-F	4 WZJM-F	4 WGAR-F	WZAK-F	4 WZAK-F	4 WKNR-F
5 WZJM-F	5 WNCX-F	5 WNCX-F	5 WGAR-F	WOAL-F	5 WOAL-F	5 WKNR-F	5 WKNR-F	5 WMJI-F	5 WMMS-F
6 WNCX-F	WDOK-F	6 WLTF-F	6 WMJI-F	6 WZAK-F	6 WGAR-F	6 WENZ-F	6 WWWE-F	6 WKNR-F<	WWWE
7	7 WZJM-F	7 WMMS-F	7	7	7	WZJM-F	7 WNWV-F	7 WOAL-F	WZAK-F
8	8	8	8	8	8	8	8	8	8

CLEVELAND

FDRMATS	AM	FM	TDOTAL	%	SPG 94	%	DOTHER RATED STATIDNS	METRD CUME TSA TSA
-----	--	--	-----	-	-	-	-----	SHARE/RTG/AQH/CUME
AC		342 (2)	342 (2)	12.7	12.5	WABQ (G) 1540	CLEVELAND	0.8/2.4/ 25/ 424
ADR/CLASSIC/NR		460 (4)	460 (4)	17.0	15.2	WELW (FS) 1330	WILLDUGHBY	0.4/1.3/ 11/ 228
COUNTRY		267 (2)	267 (2)	9.9	10.8	WEOL (FS) 930	ELYRIA	0.4/1.9/ 15/ 368
NEWS/TALK	177 (2)		177 (2)	6.6	10.9	WHK (SPRSTS)1420	CLEVELAND	0.4/2.2/ 14/ 465
						WZLE-F (REL) 104.9	LDRAIN	0.4/1.3/ 12/ 277
CHR		125 (3)	125 (3)	4.6	7.9			
BLACK/URBAN	56 (1)	245 (1)	301 (2)	11.2	9.9	WKDD-F (CHR) 96.5	AKRDN	0.5/3.2/ 95/2004
SDFT AC/EZ		230 (1)	230 (1)	8.5	8.4	WDNE-F (AOR) 97.5	AKRDN	1.1/4.7/162/2787
HISPANIC						WQMX-F (C) 94.9	MEDINA	0.4/2.4/123/2015
						WZDD-F (CHR) 102.5	EDGEWDD	0.3/1.0/ 24/ 492
DLDIES		213 (1)	213 (1)	7.9	9.0			
FULL SVC/VARIETY	24 (2)		24 (2)	0.9	1.0			
STANDARDS	175 (1)		175 (1)	6.5	7.8			
RELIG/GDSPEL	25 (1)	11 (1)	36 (2)	1.3	1.6			
SPDRTS	138 (2)		138 (2)	5.1	0.0			
CLASSICAL		88 (1)	88 (1)	3.3	1.8			
JAZZ		122 (1)	122 (1)	4.5	3.2			
DTHERS/UNKNOWN								
TDOTALS	595 (9)	2104 (17)	2699 (26)					

DUPDPLY REPDRT 12+ 25-54 REVENUE

SCARBROUGH REPDRT
Indexed against \$100,000+ Households

WHK, WMJI-F, WMMS-F
(OmniAmerica)

14.0% 15.3% 23.1%

HIGHEST

LDWEST

WZAK-F, WZJM-F, WJMD
(Zapis, semi-duopoly)

13.3% 11.7% 13.7%

27.3% 27.0% 36.8%

1. WENZ-F	276	1. WRMR	29
2. WCLV-F	258	2. WZAK-F	44
3. WKNR	212	3. WJMD-F	108
4. WLTF-F	164		

RADID STATIDNS

AM STATIDNS

WABQ, 1540, 1 KW (DAYS)	, Gospel	AURN, \$ 21.00	(---)	
WERE, 1300, 5 KW (DA-1)	, Talk	CNN, WESTWD, \$ 39.00	(Mc-Guild)	Clear Channel
WHK, 1420, 5 KW (DA-N)	, Business News	WESTWD, \$ 43.00	(Katz)	DmniAmerica
WJMD, 1490, 1 KW	, Black/Dldies	ABC, \$ 27.00	(D&R)	Zapis
WKNR, 1220, 50 KW (DA-N)	, Sports	ABC, CBS, \$ 40.00	(CBS)	
WRMR, 850, 10 KW/5 KW (DA-2)	, Standards	AP, UNISTR, \$ 39.00	(MMR/Espanol)	
WWWE, 1100, 50 KW	, News/Talk	AP, ABC, \$ 71.00	(Christal)	Secret

FM STATIDNS

WCLV, 95.5, 31 KW @ 620	, Classical	, \$ 60.00	(CMBS)	
WDDK, 102.1, 12 KW @ 1004	, Soft AC	, \$152.00	(MMR/Espanol)	
WENZ, 107.9, 70 KW @ 390	, CHR-New Rock	Source, WESTWD, \$ 58.00	(McGuild)	Ardman
WGAR, 99.5, 50 KW @ 500	, Country	ABC, \$155.00	(McGuild)	Nationwide
WZJM, 92.3, 40 KW @ 236	, CHR	ABC, \$ 50.00	(D&R)	Zapis
WLTF, 106.5, 11 KW @ 1059	, AC	AP, \$161.00	(Christal)	Secret
WMJI, 105.7, 27 KW @ 899	, Dldies	WESTWD, \$180.00	(Katz)	OmniAmerica
WMMS, 100.7, 34 KW @ 600	, ADR	WESTWD, Source, \$184.00	(Katz)	DmniAmerica
WNCX, 98.5, 16 KW @ 961	, Classic ADR	ABC, WESTWD, \$102.00	(Mc-Guild)	Clear Channel
WNWV, 107.3, 50 KW @ 466	, Jazz	CBS, \$ 58.00	(Torbet)	(ELYRIA)
WQAL, 104.1, 11 KW @ 1059	, AC/CHR	WESTWD, \$ 89.00	(Banner)	Fairfield/ML
WZAK, 93.1, 28 KW @ 620	, Black	ABC, \$115.00	(D & R)	Zapis

COLORADO SPRINGS

Arbitron Rank/Pop (12+): 102/369,500
 MSA Rank/Pop: 106/459,000
 OMA # 102 (w/Pueblo)
 Average Person Ratings: 16.4
 Market TSL: 21.50 hours

Stations: 23/17
 Diaries: 1183/312:1/56.3%
 Sample Target: 1200
 % Below Line: 8.3
 % Not Listed: 16.2

1994 Revenue: \$13,300,000
 HH Inc.: \$33,512
 Retail \$: 4.2 Bil
 Pop per Station: 21,735
 #1 Biller: KKCS-F \$3,200,000

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. KKCS-AF (C)	73/11.9	9.9	9.5	9.6	11.1	10.2	90/1067	834/22.6	21.3	22.3	E	KKCS-AF
2. KKFM-F (AOR/CL)	59/ 9.7	9.3	7.2	9.3	8.1	8.9	81/1095	805/21.8	20.5	19.5	O	KKFM-F
3. KKMG-F (CHR)	56/ 9.2	9.1	10.2	10.2	9.5	9.7	75/1147	796/21.5	23.8	22.8	C	KKMG-F
4. KVOR (N/T)	42/ 6.9	6.4	6.5	7.2	6.5	6.8	42/572	569/15.4	15.7	15.1	B	KVOR
5. KSPZ-F (O)	34/ 5.6	5.9	7.3	4.1	7.4	5.7	47/779	619/16.8	20.3	19.0	C	KSPZ-F
KILO-F (AOR)	34/ 5.6	5.9	8.2	7.9	6.9	6.9	61/859	520/14.1	16.8	14.1	B	KILO-F
7. KVUU-F (AC)	31/ 5.1	5.6	6.5	6.3	9.2	5.9	38/771	578/15.6	15.7	15.1	C	KVUU-F
KKLI-F (SAC)	31/ 5.1	4.0	7.0	5.6	5.6	5.4	34/554	464/12.6	15.8	17.5	C	KKLI-F
9. KCMN (ST)	23/ 3.8	5.2	2.2	1.8	1.4	3.3	23/172	159/ 4.3	3.4	3.7	A	KCMN
10. KOA (T)	22/ 3.6	4.0	4.2	4.5	3.7	4.1	33/618	417/11.3	13.4	11.5		KOA
KROO-F (SAC)	22/ 3.6	4.0	4.7	4.8	3.9	4.3	27/578	425/11.5	14.3	10.1	B	KRDO-F
12. KIKX-F (C)	20/ 3.3	3.5	3.0	2.3	1.4	3.0	28/526	384/10.4	8.7	7.2	A	KIKX-F
13. KCCY-F (C)	19/ 3.1	2.4	1.3	2.0	1.1	2.2	68/914	336/ 9.1	5.2	4.9		KCCY-F
14. KBIQ-F (REL)	14/ 2.3	3.2	1.3	3.1	2.1	2.5	15/265	235/ 6.4	5.3	6.1	A	KBIQ-F
15.												

12+ FM SHARE (METRO): 79.92% (406 of 508) (SPG 94: 83.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ M10	12+ PMD	12+ EVE	OVERNIGHT
1 KKM-F>	1 KKCS-AF<	1 KKCS-AF<	1 KKFM-F<	1 KKCS-AF<	1 KVOR	1 KKCS-AF	1 KKCS-AF>	1 KKCS-AF	1 KKM-F>	1 KVOR >
2 KILO-F>	2 KKFM-F	2 KKFM-F>	2 KKCS-AF>	2 KKFM-F>	2 KKCS-AF	2 KKFM-F	2 KKFM-F	2 KKFM-F<	2 KILO-F	2 KKFM-F<
3	3 KKM-F	3 KKM-F>	3 KVUU-F	3 KKLI-F<	3 KSPZ-F	3 KVOR	3 KVOR <	3 KKM-F	3 KKFM-F	3 KKM-F
4	4 KILO-F>	4 KVUU-F<	4 KKLI-F	4 KSPZ-F<	4 KKLI-F<	4 KKM-F	4 KKM-F	4 KILO-F	4 KKCS-F<	4 KKCS-F
5	5 KVUU-F	5 KILO-F	5 KKM-F	5 KVUU-F<	5 KKFM-F	5 KKLI-F	5 KSPZ-F<	5 KSPZ-F	5 KOA	5
6	6	6	6 KSPZ-F	6 KVOR	6 KCMN	6	6 KVUU-F	6	6 KVOR	6
7	7	7	7	7 KKM-F	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 KKM-F	1 KKCS-AF	1 KKCS-AF	1 KKCS-AF>	1 KKCS-AF>	1 KKM-F	1 KKFM-F	1 KKFM-F	1 KKFM-F	1 KKFM-F>
2 KVUU-F	2 KVUU-F<	2 KVUU-F	2 KVUU-F	2 KSPZ-F	2 KKCS-AF	2 KKCS-AF<	2 KILO-F	2 KKCS-AF	2 KKCS-AF>
3 KILO-F	3 KKM-F	3 KKFM-F	3 KKM-F	3 KVUU-F	3 KKFM-F	3 KKM-F<	3 KKCS-AF	3 KKM-F	3 KVOR
4 KKCS-AF	4 KILO-F	4 KRDO-F	4 KKFM-F	4 KSPZ-F	4 KILO-F	4 KILO-F>	4 KIKX-F	4 KILO-F	4 KILO-F
6	6	6	6 KKM-F	6 KKLI-F	6	6	6	6	6
			6 KIKX-F	6					6 KIKX-F
			6 KILO-F						6 KKLI-F
									6 KKM-F

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		34 (2)	34 (2)	6.7	11.3	KGFT-F (REL)	100.7 PUEBLO 1.0/4.7/ 11/ 235
AOR/CLASSIC/NR		93 (2)	93 (2)	18.3	18.5	KHII-F (C)	105.5 SECURITY 1.0/5.0/ 6/ 208
COUNTRY	2 (1)	116 (4)	118 (5)	23.2	20.0	KRDO (SPRST/T)	1240 COLORADO SPGS 0.7/4.5/ 4/ 182
NEWS/TALK	70 (4)		70 (4)	13.8	12.6	KTWK (T)	740 COLORADO SPGS 0.5/2.5/ 5/ 131
CHR		56 (1)	56 (1)	11.0	11.7	KGHF (ST)	1350 PUEBLO 0.5/1.7/ 11/ 168
BLACK/URBAN						KTLC (T)	760 THORNTON 0.5/1.3/ 3/ 53
SOFT AC/EZ		53 (2)	53 (2)	10.4	11.7	KVOD-F (CL)	99.5 DENVER 0.3/1.8/ 2/ 67
HISPANIC						KWXM-F (AC/CHR)	107.5 LAKEWOOD 0.5/0.9/ 3/ 41
OLDIES		34 (1)	34 (1)	6.7	9.1		
FULL SVC/VARIETY							
STANDARDS	26 (2)		26 (2)	5.1	1.7		
RELIG/GOSPEL		20 (2)	20 (2)	3.9	3.3		
SPORTS	4 (1)		4 (1)	0.8			
CLASSICAL		2 (1)	2 (1)	0.4			
JAZZ							
OTHERS/UNKNOWN							
TOTALS	102 (8)	406 (15)	508 (23)				

COLORADO SPRINGS

DUOPOLY REPORT	12+	25-54	REVENUE
-----	----	----	-----
KVOR, KSPZ-F, KTWK, KVUU-F (Pourtales)	18.1%	19.4%	26.3%
KKFM-F, KKMG-F (Citadel)	18.9%	18.3%	24.1%
	37.0%	37.7%	50.4%

RADIO STATIONS

KCMN, 1530, 1 KW (DAYS)	, Standards	WESTWD, CNN	, \$ 14.00 (---)	
KR00, 1240, 1 KW (0A-1)	, Sports/Talk	ABC, 1 ON 1	, \$ 12.00 (D & R)	
KTWK, 740, 3.5 KW/1.6 KW(0A-2)	, Talk	CNN, UNISTR	, \$ 15.00 (Katz)	Pourtales
KVOR, 1300, 5 KW/1 KW	, News/Talk	ABC, CBS	, \$ 27.00 (Katz)	Pourtales
KBIO-F, 96.1, .5 KW @ 2014	, Religion		, \$ 13.00 (---)	(FOUNTAIN)
KGFT-F, 100.7, 13 KW @ 2122	, Religion		, \$ 19.00 (Salem)	(PUEBLO)
KIKX-F, 102.7, 100 KW @ 2001	, Oldies-70's	WESTWD	, \$ 22.00 (Torbet)	Wiskes/Abaris
KILO-F, 93.9, 83 KW @ 2109	, AOR		, \$ 33.00 (Eastman)	Bahakel
KKCS-F, 101.9, 79 KW @ 2178	, Country		, \$ 54.00 (Torbet)	Walton
KKFM-F, 98.1, 71 KW @ 2289	, AOR - Classic		, \$ 40.00 (McGuild)	Citadel
KKLI-F, 106.3, 1.6 KW @ 2224	, Soft AC		, \$ 25.00 (D & R)	Tippie (WIDEFIELD)
KKMG-F, 98.9, 70 KW @ 2299	, CHR		, \$ 24.00 (Christal)	Citadel (PUEBLO)
KHII-F, 105.5, .4 KW @ 2293	, Country		, \$ 17.00 (D & R)	(SECURITY)
KRDO-F, 95.1, 96 KW @ 2011	, EZ/Soft AC	ABC	, \$ 22.00 (D & R)	
KSPZ-F, 92.9, 72 KW @ 2129	, Oldies	WESTWD	, \$ 34.00 (Katz)	Pourtales
KVUU-F, 99.9, 68 KW @ 2001	, AC/CHR		, \$ 26.00 (Katz)	Pourtales (PUEBLO)

KOA -- See Denver

COLUMBIA, SC

Arbitron Rank/Pop (12+): 90/398,600

Stations: 19/18
Diaries: 1380/289:1/54.4%
Sample Target: 1275
% Below Line: 0.3
% Not Listed: 13.6

1994 Revenue: \$16,900,000
HH Inc.: \$34,799
Retail \$: 4.6 Bil
Pop per Station: 22,144
#1 Biller: WDM-F \$3,500,000

MSA Rank/Pop: 103/480,000
DMA # 82
Average Person Ratings: 15.7
Market TSL: 20.75 hours

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WDM-F (B)	110/17.6	17.5	16.4	17.7	17.1	17.3	174/1693	968/24.3	22.3	25.6	E	WDM-F
2. WCOS-F (C)	74/11.9	13.0	13.1	10.6	12.2	12.2	122/1762	864/21.7	22.7	24.0	E	WCOS-F
3. WNOK-F (CHR)	57/ 9.1	8.0	9.8	6.5	8.3	8.4	97/1525	907/22.8	21.8	21.4	D	WNOK-F
4. WTCB-F (AC)	46/ 7.4	6.7	7.4	6.3	7.9	7.0	70/1027	683/17.1	16.5	15.5	C	WTCB-F
5. WSCQ-F (EZ/SAC)	42/ 6.7	5.1	4.3	6.8	5.6	5.7	56/601	437/11.0	10.8	11.5	B	WSCQ-F
6. WFMV-F (G/B)	35/ 5.6	7.7	5.1	4.4	5.9	5.7	39/520	475/11.9	11.5	9.7	A	WFMV-F
7. WVOC (N/T)	30/ 4.8	5.1	7.9	7.4	5.3	6.3	38/550	442/11.1	17.9	13.1	C	WVOC
8. WARQ-F (AOR)	29/ 4.6	4.8	4.9	3.9	5.3	4.6	35/604	510/12.8	12.7	11.1	A	WARQ-F
9. WMFX-F (CL AOR)	27/ 4.3	5.1	5.2	7.7	5.1	5.6	39/781	608/15.3	13.2	15.6	C	WMFX-F
10. WOMG-F (O)	26/ 4.2	5.3	6.0	4.2	5.4	4.9	31/539	471/11.8	13.2	14.3	C	WOMG-F
11. WHKZ-F (C)	22/ 3.5	3.9	2.2	4.0	5.0	3.4	25/446	395/ 9.9	10.3	10.9	C	WHKZ-F
12. WOIC (B)	17/ 2.7	2.0	1.3	1.9	1.5	2.0	18/224	209/ 5.2	3.4	3.6	A	WOIC
13.												
14.												
15.												

12+ FM SHARE (METRO): 88.68% (478 of 539) (SPG 94: 90.94%)

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

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA
AC		46 (1)	46 (1)	8.5	9.1	WCOS (C) 1400 COLUMBIA	0.2/2.2/ 1/ 103	
AOR/CLASSIC/NR		56 (2)	56 (2)	10.4	12.0	WISW (T) 1320 COLUMBIA	0.6/3.8/ 5/ 218	
COUNTRY	1 (1)	96 (2)	97 (3)	18.0	20.7	WKWQ-F (B) 93.1 BATESBURG	1.0/3.6/ 6/ 151	
NEWS/TALK	34 (2)	2 (1)	36 (3)	6.7	6.1	WLXC-F (T) 98.5 LEXINGTON	0.3/2.8/ 4/ 158	
CHR		57 (1)	57 (1)	10.6	9.6	WOXL (REL) 1470 COLUMBIA	0.6/1.6/ 4/ 73	
BLACK/URBAN	17 (1)	153 (4)	170 (5)	31.5	22.0	WTGH (G) 620 CAYCE	0.8/2.4/ 6/ 110	
SOFT AC/EZ		42 (1)	42 (1)	1.7	6.8	WBAV-F (B/AC) 101.9 GASTONICA NC	0.3/1.5/ 4/ 114	
HISPANIC								
OLDIES		26 (1)	26 (1)	4.8	6.3			
FULL SVC/VARIETY								
STANDARDS								
RELIG/GOSPEL	9 (2)		9 (2)	1.7	7.5			
SPORTS								
CLASSICAL								
JAZZ								
OTHERS/UNKNOWN								
TOTALS	61 (6)	478 (13)	539 (19)					

CDLUMBIA, SC

OUDDPLY REPDRT	12+	25-54	REVENUE
WDCS A/F, WVDC, WHKZ-F (Benchmark)	20.4%	19.5%	34.1%
WDIC, WMFX-F, WNDK-F (Local)	16.1%	18.4%	19.4%
WDM-F, WARQ-F (Radio Equity)	22.2%	18.9%	23.0%
WISW, WOMG-F, WTCB-F (Bloomington)	12.2%	16.4%	20.0%
	70.9%	73.2%	95.4%

RADID STATIONNS

WDIC, 1230, 1 KW (DA-1), Black	AURN, ABC, \$ 15.00 (Katz)	WMFX owner (O)
WTGH, 620, 1 KW/125 W (DA-1), Gospel	AURN, \$ 14.00 (---)	Willis
WVDC, 560, 5 KW (DA-N), News/Talk	WESTWD, \$ 30.00 (Banner)	
WARQ-F, 93.5, 2.8 KW @ 443, ADR	, \$ 24.00 (Banner)	Radio Equity
WDCS-F, 97.5, 100 KW @ 984, Country	ABC, \$ 76.00 (Katz)	Benchmark
WFMV-F, 95.3, 3 KW @ 328, Gospel	CNN, \$ 17.00 (---)	(S. CDNGAREE)
WHKZ-F, 96.7, 3.3 KW @ 443, Country	, \$ 28.00 (Katz)	Benchmark
WKWQ-F, 93.1, 2.1 KW @ 561, Black/AC	SMN, \$ 16.00 (Torbet)	(BATESBURG)
WMFX-F, 102.3, 3 KW @ 321, ADR/Classic	, \$ 31.00 (D & R)	(ST.ANDREWS)
WNOK-F, 104.7, 100 KW @ 1000, CHR	ABC, \$ 41.00 (Katz)	WMFX owner (D)
WOMG-F, 103.1, 3 KW @ 298, Oldies	, \$ 30.00 (---)	Bloomington
WSCQ-F, 100.1, 5.9 KW @ 331, EZ	CBS, \$ 22.00 (Eastman)	
WTCB-F, 106.7, 100 KW @ 787, AC	, \$ 51.00 (Christal)	Bloomington (DRANGEBURG)
WDM-F, 101.3, 100 KW @ 1322, Black	ABC, WESTWD, \$ 70.00 (D & R)	Radio Equity (SUMTER)

Miscellaneous: WDMG-AM changes calls to WISW (Mar). . .

COLUMBUS, GA

Arbitron Rank/Pop (12+): 160/211,400

Stations: 13/12
Diaries: 711/297:1/50.5%
Sample Target: 640
% Below Line: 1.3
% Not Listed: 12.7

1994 Revenue: \$8,100,000
HH Inc.: \$25,204
Retail \$: 2.2 Bil
Pop per Station: 17,617
#1 Biller: WGSY-F \$1,250,000

MSA Rank/Pop: 162/284,000
DMA # 122
Average Person Ratings: 14.9
Market TSL: 20.00 hours

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	SPG 93	Revenue Level	
1. WFXE-F (B)	61/19.4	----	15.0	----	11.7	----	79/922	664/31.4	27.4	25.3	B	WFXE-F
2. WVRK-F (AOR)	39/12.4	----	8.7	----	10.3	----	58/710	388/18.4	16.7	18.3	C	WVRK-F
3. WKNF-F (C)	37/11.8	----	11.1	----	9.2	----	63/668	448/21.2	18.7	18.7	C	WKNF-F
4. WAGH-F (B/AC)	36/11.5	----	8.7	----	11.4	----	37/539	394/18.6	22.4	22.7	B	WAGH-F
5. WGSY-F (AC)	26/ 8.3	----	12.0	----	11.7	----	35/630	484/22.9	25.0	28.0	C	WGSY-F
6. WRCG (T)	17/ 5.4	----	6.0	----	8.9	----	21/226	196/ 9.3	12.9	16.1	B	WRCG
7. WSTH-F (C)	14/ 4.5	----	7.5	----	11.7	----	51/777	275/13.0	17.4	25.1	C	WSTH-F
8. WCGQ-F (AC/CHR)	13/ 4.1	----	6.3	----	4.7	----	29/569	275/13.0	18.4	18.3	B	WCGQ-F
WOKS (B/O)	13/ 4.1	----	6.6	----	6.1	----	13/216	216/10.2	11.7	13.4		WOKS
10. WEAM (G)	8/ 2.5	----	2.4	----	2.5	----	8/125	125/ 5.9	4.7	4.5	A	WEAM

12+ FM SHARE (METRO): 85.40% (234 of 274) (SPG 94: 80.53%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ M10	12+ PMD	12+ EVE	OVERNIGHT
1 WFXE-F>>>1	WFXE-F	1 WFXE-F<	1 WVRK-F	1 WFXE-F<	1 WKNF-F	1 WFXE-F>	1 WFXE-F	1 WFXE-F>	1 WFXE-F>>	1 WFXE-F<
2	2 WVRK-F>	2 WVRK-F	WFXE-F	2 WVRK-F<	2 WFXE-F	2 WVRK-F<	WVRK-F	2 WVRK-F<	2 WKNF-F<	2 WAGH-F
3	3 WAGH-F	3 WAGH-F	3 WAGH-F	3 WAGH-F	3 WAGH-F	3 WAGH-F	3 WKNF-F	3 WKNF-F>	3 WVRK-F	3 WKNF-F
4	4 WKNF-F	4 WKNF-F	4 WKNF-F	4 WKNF-F	WRCG	4 WKNF-F	4	4 WGSY-F	4	4
5	5	5	5	5 WGSY-F	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 WFXE-F	1 WFXE-F>	1 WVRK-F	1 WFXE-F	1 WGSY-F	1 WVRK-F	1 WFXE-F	1 WFXE-F	1 WVRK-F	1 WFXE-F<
2 WAGH-F	2 WAGH-F	2 WAGH-F	2 WAGH-F	WAGH-F<	2 WFXE-F	WVRK-F>>	2 WAGH-F	2 WFXE-F>	2 WVRK-F
WGSY-F	3 WVRK-F	WFXE-F	WGSY-F	3 WFXE-F	3 WKNF-F	3 WKNF-F	WVRK-F	3 WKNF-F<	3 WAGH-F
4	WGSY-F	4 WGSY-F	4 WVRK-F	4 WVRK-F	4	WAGH-F	4 WKNF-F	4 WAGH-F	4 WKNF-F
5	5	5	5	5	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		39 (2)	39 (2)	14.2	13.4	WPNX (C) 1460 COLUMBUS	0.6/3.4/ 2/ 81		
AOR/CLASSIC/NR		39 (1)	39 (1)	14.2	9.7	WVJ-F (REL) 93.3 MANCHESTER	1.3/5.0/ 15/ 277		
COUNTRY		41 (2)	41 (2)	15.0	20.8				
NEWS/TALK	17 (1)		17 (1)	6.2	6.7	WZHT-F (B) 105.7 TROY AL	1.3/5.4/ 28/ 424		
CHR					7.0				
BLACK/URBAN	13 (1)	101 (3)	114 (4)	41.6	35.6				
SOFT AC/EZ									
HISPANIC									
OLOIES	2 (1)		2 (1)	0.7	1.7				
FULL SVC/VARIETY									
STANDARDS									
RELIG/GOSPEL	8 (1)	4 (1)	12 (2)	4.4	5.0				
SPORTS									
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN									
TOTALS	40 (4)	234 (9)	274 (13)						

DUOPOLY REPORT

NONE AS OF AUGUST 1995. . .

RADIO STATIONS

WEAM	, 1580,	<u>2.3</u> KW/1 KW (OA-1)	,	Gospel	,	\$ 8.00	(---)	
WOKS	, 1340,	1 KW (DA-1)	,	Black/Oldies	AURN,	\$ NA	(Katz)	Davis
WPNX	, 1460,	5 KW/1 KW (DA-2)	,	Oldies	SMN,	\$ 8.00	(Mc-Guild)	
WRCG	, 1420,	5 KW (DA-N)	,	Talk	ABC CBS,	\$14.00	(Christal)	McClure
WAGH-F	, 98.3,	6 KW @ 328	,	Black/AC	SMN,	\$18.00	(K & P)	(FT. MITCHELL)
WCGQ-F	, 107.3,	100 KW @ 1010	,	CHR/AC	ABC,	\$19.00	(Christal)	McClure
WFXE-F	, 104.9,	6 KW @ 289	,	Black	ABC,	\$25.00	(Katz)	Davis
WGSY-F	, 100.1,	6 KW @ 328	,	AC	,	\$30.00	(Torbet)	Woodfin (PHOENIX CITY)
WKCN-F	, 99.3,	50 KW @ 493	,	Country	,	\$22.00	(---)	(LUMPKIN)
WSTH-F	, 106.1,	100 KW @ 981	,	Country	WESTWD ABC,	\$34.00	(Katz)	(ALEX. CITY)
WVFJ-F	, 93.3,	100 KW @ 1250	,	Religion	,	\$ 9.00	(Regional)	(MANCHESTER)
WVRK-F	, 102.9,	100 KW @ 1519	,	AOR	WESTWD ABC,	\$30.00	(Mc-Guild)	

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

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

COLUMBUS, OH

Arbitron Rank/Pop (12+): 33/1,215,700
 MSA Rank/Pop: 38/1,440,000
 DMA # 35
 Average Person Ratings: 15.0
 Market TSL: 19.75 hours

Stations: 25/24
 Diaries: 2178/558:1/55.2%
 Sample Target: 2145
 % Below Line: 1.0
 % Not Listed: 14.3

1994 Revenue: \$55,500,000
 HH Inc.: \$36,788
 Retail \$: 15.1 Bil
 Pop per Station: 50,654
 #1 Biller: WSNY-F \$9,900,000

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WNCI-F (CHR)	170/ 9.3	7.9	8.2	7.3	8.5	8.2	210/3717	2867/23.6	20.6	21.7	H	WNCI-F
2. WCOL-F (C)	162/ 8.9	7.4	7.6	8.6	6.2	8.1	178/2381	2064/17.0	16.8	15.7	E	WCOL-F
3. WTVN (FS)	143/ 7.9	9.2	9.3	9.5	8.0	9.0	164/2673	2154/17.7	18.6	17.8	H	WTVN
4. WSNY-F (AC)	133/ 7.3	7.5	6.9	7.9	7.8	7.4	140/2459	2263/18.6	19.4	17.4	H	WSNY-F
WBZX-F (AOR)	132/ 7.3	8.4	6.7	7.1	7.8	7.4	166/2758	2129/17.5	15.6	14.6	F	WBZX-F
6. WLVO-F (AOR)	116/ 6.4	6.1	5.6	5.9	6.1	6.0	147/2536	2056/16.9	15.6	15.5	H	WLVO-F
7. WCKX-F (B)	90/ 4.9	4.2	5.7	3.9	4.7	4.7	90/1375	1354/11.1	9.6	8.9	B	WCKX-F
8. WBNS-F (O)	84/ 4.6	4.6	4.7	4.8	4.2	4.7	99/2023	1636/13.5	14.2	13.2	D	WBNS-F
9. WHOK-F (C)	69/ 3.8	4.4	4.6	5.2	5.2	4.5	109/2042	1388/11.4	10.8	12.8	F	WHOK-F
10. WVKO (B)	65/ 3.6	2.7	4.2	3.6	3.0	3.5	65/824	824/ 6.8	7.1	6.7	C	WVKO
11. WCEZ-F (SAC)	58/ 3.2	3.4	2.1	2.3	2.0	2.8	69/947	833/ 6.9	6.2	5.6	A	WCEZ-F
12. WCLT-F (C)	49/ 2.7	2.4	2.1	2.5	2.7	2.4	99/1250	591/ 4.9	5.0	6.3	B	WCLT-F
13. WAKS-F (O-70's)	47/ 2.6	2.5	2.7	2.3	1.1	2.5	62/1206	1055/ 8.7	8.0	5.2	B	WAKS-F
WLLD-F (C)	47/ 2.6	3.6	2.8	3.1	3.3	3.0	49/914	885/ 7.3	9.9	9.0	E	WLLD-F
15. WWCD-F (AOR-NR)	40/ 2.2	2.6	2.5	2.5	2.9	2.5	40/1071	979/ 8.1	8.8	6.6	C	WWCD-F
16. WCOL (T)	25/ 1.4	1.6	1.4	1.6	1.7	1.5	27/528	500/ 4.1	4.1	4.6	A	WCOL
17. WBNS (SPRTS)	19/ 1.0	2.0	2.4	2.2	1.8	1.9	20/490	478/ 3.9	10.5	5.2	B	WBNS
18.												
19.												
20.												

12+ FM SHARE (METRO): 79.99% (1247 of 1559) (SPG 94: 78.76%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNCI-F<	1 WBZX-F<	1 WNCI-F	1 WCOL-F	1 WCOL-F	1 WTVN	1 WNCI-F	1 WTVN	1 WNCI-F	1 WSNY-F<	1 WTVN
2 WBZX-F	2 WNCI-F	2 WCOL-F	WLVO-F	2 WSNY-F<	2 WCOL-F	2 WTVN	2 WCOL-F	2 WCOL-F<	2 WNCI-F<	2 WCOL-F
3 WCKX-F	3 WLVO-F	3 WLVO-F<	3 WNCI-F<	3 WLVO-F<	3 WSNY-F	3 WCOL-F<	3 WSNY-F<	3 WBZX-F	3 WCKX-F<	3 WCKX-F
4 WCOL-F	4 WCOL-F	4 WBZX-F	4 WSNY-F	4 WNCI-F	4 WBNS-F	4 WLVO-F	4 WNCI-F<	4 WSNY-F	4 WBZX-F<	4 WLVO-F
5	5 WSNY-F	5 WSNY-F>	5 WBZX-F	5 WTVN <	5 WNCI-F	5 WSNY-F	5 WBZX-F	5 WLVO-F	5 WCOL-F	5 WBZX-F
6	6 WCKX-F	6 WCKX-F	6 WTVN	6 WBZX-F	6 WCEZ-F	6 WBZX-F	6 WLVO-F	6 WTVN	6	6 WBNS-F
7	7	7 WBNS-F<	7 WBNS-F	7 WBNS-F	7	7	7 WBNS-F	7 WCKX-F	7	7
8	8	8 WTVN	8	8	8	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 WNCI-F>	1 WNCI-F>	1 WNCI-F<	1 WNCI-F	1 WSNY-F<	1 WBZX-F>	1 WBZX-F>	1 WBZX-F	1 WBZX-F<	1 WLVO-F
2 WBZX-F	2 WSNY-F	2 WSNY-F	2 WSNY-F	2 WNCI-F<	2 WNCI-F	2 WLVO-F>	2 WLVO-F>>	2 WLVO-F>	2 WCOL-F<
WCKX-F	3 WCOL-F	3 WCOL-F	3 WCOL-F>	3 WCOL-F>	3 WCKX-F	3 WCOL-F	3 WCOL-F	3 WCOL-F	3 WBZX-F
4 WCOL-F	WCKX-F	4 WLVO-F	4 WCKX-F	4 WBNS-F	WCOL-F	4 WNCI-F	4 WNCI-F	4 WNCI-F	4 WTVN
5 WSNY-F	5 WBZX-F	5 WCKX-F	5 WBNS-F	5 WLVO-F	WLVO-F	5 WWCD-F	WWCD-F	5 WTVN	5 WSNY-F
6 WHOK-F	WLVO-F	6 WVKO-F	6 WLVO-F	6 WCKX-F	6 WWCD-F	6 WCKX-F	6 WTVN	6 WSNY-F	6 WNCI-F
7	7	WVLO-F	7	7	7	7	7 WSNY-F	7	7
8	8	8	8	8	8	8	8	8	8

COLUMBUS, OH

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		140 (2)	140 (2)	9.0	9.2	WAHC-F (CHR) 107.1 CIRCLEVILLE	0.8/3.7/ 15/ 501
AOR/CLASSIC/NR		288 (3)	288 (3)	18.5	19.7	WHTH (C) 790 HEATH	0.5/1.0/ 9/ 123
COUNTRY	26 (2)	327 (4)	353 (6)	22.6	22.2	WMNI (C) 920 COLUMBUS	0.9/2.4/ 19/ 336
NEWS/TALK	25 (1)		25 (1)	1.6	2.4	WNKO-F (AC) 101.7 NEWARK	0.4/1.3/ 9/ 184
CHR		185 (2)	185 (2)	11.9	13.0	WRFD (REL) 880 COLUMBUS	0.8/2.3/ 19/ 397
BLACK/URBAN	65 (1)	90 (1)	155 (2)	9.9	9.1	WSWZ-F (O) 103.5 LANCASTER	0.5/2.0/ 15/ 292
SOFT AC/EZ		58 (1)	58 (1)	3.7	2.4	WTJY-F (REL) 103.1 JOHNSTOWN	1.0/2.5/ 20/ 369
HISPANIC						WLW (FS/T) 700 CINCINNATI	1.0/3.8/ 38/ 909
OLDSIES		140 (3)	140 (3)	9.0	7.3		
FULL SVC/VARIETY	162 (2)		162 (2)	10.4	11.8		
STANDARDS					2.1		
RELIG/GOSPEL	15 (1)	19 (1)	34 (2)	2.2	0.0		
SPORTS	19 (1)		19 (1)	1.2	0.0		
CLASSICAL							
JAZZ							
OTHERS/UNKNOWN					0.8		
TOTALS	312 (8)	1247 (17)	1559 (25)				

DUOPOLY REPORT 12+ 25-54 REVENUE

SCARBOROUGH REPORT Indexed against \$100,000+ Households

STATION	12+	25-54	REVENUE	HIGHEST	LOWEST
WCOL A/F, WNCI-F (Nationwide)	19.6%	20.1%	19.8%	1. WTVN 157	1. WCKX-F 25
WLOH, WHOK-F, WLLQ-F (OmniAmerica)	6.4%	5.8%	14.2%	2. WBNS-F 151	2. WHOK-F 52
	26.0%	25.9%	34.0%	3. WCOL-AM 150	3. WVKO 54
				4. WUCD-F 149	4. WCOL-F 58

RADIO STATIONS

AM STATIONS

WBNS, 1460, 5 KW/1 KW (OA-N), Sports	CBS, AP, \$ 26.00 (Banner)	Columbus Dispatch
WCOL, 1230, 1 KW, Talk	AP, \$ 21.00 (MMR)	Nationwide
WMNI, 920, 1 KW/500 W (DA-2), Country	WESTWD, \$ 23.00 (Eastman)	
WRFD, 880, 9 KW (DAYS, DA), Religion	\$ 19.00 (---)	Salem
WTVN, 610, 5 KW (DA-N), Full Service	ABC, \$140.00 (Katz)	Great American
WVKO, 1580, 1 KW/250 W (DA-2), Black	WESTWD, AURN, \$ 28.00 (Mc-Guild)	Saga

FM STATIONS

WAHC, 107.1, 3 KW @ 328, CHR	\$ NA (Torbet)	(CIRCLEVILLE)
WAKS, 106.7, 6 KW @ 328, 70's - Oldies	\$ 27.00 (Torbet)	(MARYSVILLE)
WBNS, 97.1, 21 KW @ 781, Oldies	CBS, \$ 44.00 (Banner)	Columbus Dispatch
WBZ, 99.7, 20 KW @ 781, AOR	\$ 79.00 (Eastman)	
WCEZ, 107.9, 6 KW @ 285, Soft AC	\$ 19.00 (K & P)	(DELAWARE)
WCKX, 106.3, 6 KW @ 328, Black	AURN, \$ 26.00 (K & P)	(LONDON)
WCLT, 100.3, 50 KW @ 390, Country	WESTWD, \$ 30.00 (Christal)	(NEWARK)
WCOL, 92.3, 22 KW @ 754, Country	\$ 75.00 (MMR)	Nationwide
WHOK, 95.5, 50 KW @ 492, Country	AP, \$ 80.00 (D & R)	OmniAmerica (LANCASTER)
WLVQ, 96.3, 18 KW @ 751, AOR	\$150.00 (Katz)	Great American
WNCI, 97.9, 175 KW @ 561, CHR	AP, \$172.00 (MMR)	Nationwide
WLLQ, 98.9, 3 KW @ 328, Country	\$ 70.00 (Christal)	OmniAmerica (U. ARLINGTON)
WSNY, 94.7, 22 KW @ 754, AC	\$180.00 (Mc-Guild)	Saga
WWCO, 101.1, 6 KW @ 328, AOR - New Rock	\$ 35.00 (Roslin)	(GROVE CITY)

Miscellaneous: WRZR-F changes to WTJY-F (March).

CORPUS CHRISTI

Arbitron Rank/Pop (12+): 129/293,200

Stations: 20/19

1994 Revenue: \$9,200,000

MSA Rank/Pop: 131/371,000

Diaries: 870/337:1/52.6%

HH Inc.: \$30,579

DMA # 124

Sample Target: 750

Retail \$: 2.9 Bil

Average Person Ratings: 16.7

% Below Line: 1.0

Pop per Station: 15,432

Market TSL: 22.50 hours

% Not Listed: 15.1

#1 Biller: KRYS-AF \$2,100,000

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. KRYS-F (C)	64/13.0	13.8	11.2	12.1	14.3	----	96/1108	714/24.4	26.9	28.7	O	KRYS-F
2. KZFM-F (CHR)	50/10.2	13.0	11.0	11.9	12.1	----	62/983	713/24.3	28.6	26.8	C	KZFM-F
3. KOUL-F (C)	49/10.0	8.3	11.0	11.5	12.1	----	60/850	584/19.9	22.7	22.8	C	KOUL-F
4. KSAB-F (SP)	39/ 7.9	3.3	1.0	1.0	1.0	----	75/759	490/16.7	9.0	4.6	A	KSAB-F
5. KUNO (SP)	28/ 5.7	5.9	4.6	4.5	6.0	----	31/353	302/10.3	10.1	10.9	B	KUNO
6. KMXR-F (AC)	27/ 5.5	5.9	6.0	5.3	4.2	----	33/580	475/16.2	18.9	13.4	B	KMXR-F
7. KLTG-F (O)	26/ 5.3	6.7	8.2	8.0	5.4	----	35/537	383/13.1	15.6	16.9	B	KLTG-F
8. KRAD-F (AOR)	26/ 5.3	3.9	4.6	0.6	2.5	----	28/403	345/11.8	12.4	9.3	A	KRAD-F
9. KNCN-F (AOR)	24/ 4.9	6.7	5.6	8.4	9.6	----	33/635	452/15.4	19.1	15.1	C	KNCN-F
10. KBSO-F (SP)	22/ 4.5	5.3	7.4	4.7	2.9	----	25/435	409/13.9	12.4	15.5	B	KBSO-F
11. KXCC-F (AOR/CL)	15/ 3.1	2.8	1.4	2.5	---	----	17/257	234/ 8.0	8.3	4.2	A	KXCC-F
12. KEYS (T)	10/ 2.0	2.0	4.0	4.1	6.0	----	16/228	145/ 4.9	7.4	9.0	B	KEYS
13. KFTX-F (AOR)	8/ 1.6	0.6	1.6	0.6	2.1	----	16/239	164/ 5.6	5.7	5.7	F	KFTX-F
14. KMIQ-F (SP)	8/ 1.6	1.8	1.8	3.9	2.5	----	10/346	274/ 9.3	8.2	8.8	A	KMIQ-F

12+ FM SHARE (METRO): 87.05% (363 of 417) (SPG 94: 85.51%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MID	12+ PMO	12+ EVE	OVERNIGHT
1 KZFM-F>>	1 KRYS-F>	1 KRYS-F>	1 KRYS-F>	1 KRYS-F	1 KOUL-F<	1 KRYS-F>	1 KRYS-F>	1 KRYS-F	1 KZFM-F>	1 KMXR-F
2 KRAO-F>	2 KZFM-F	2 KZFM-F	2 KOUL-F	2 KOUL-F	2 KRYS-F	2 KZFM-F<	2 KOUL-F	2 KZFM-F<	2 KOUL-F<	2 KSAB-F
3 KOUL-F	3 KSAB-F	3 KSAB-F<	KZFM-F	3 KLTG-F	3 KUNO	3 KOUL-F<	3 KSAB-F	3 KOUL-F>	3 KRYS-F	KUNO
4	4 KRAD-F	4 KOUL-F	4 KLTG-F<	KSAB-F	4 KSAB-F<	4 KUNO	4 KMXR-F	4 KSAB-F<	4 KSAB-F	4 KOUL-F
5	5 KBSO-F	5 KLTG-F<	5 KSAB-F	KZFM-F	5 KLTG-F	5	5	5 KMXR-F	5 KRAD-F	5 KRYS-F
6	KMXR-F	6 KMXR-F	6	6	6	6	6	6	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 KRYS-F	1 KRYS-F>>	1 KRYS-F	1 KRYS-F>	1 KRYS-F>	1 KRAO-F	1 KRAO-F<	1 KRYS-F	1 KRYS-F>	1 KRYS-F
2 KZFM-F	2 KZFM-F<	2 KMXR-F	2 KZFM-F<	2 KSAB-F	2 KSAB-F	2 KRYS-F<	2 KZFM-F	2 KNCN-F	2 KOUL-F
3 KSAB-F	3 KMXR-F	3 KSAB-F	3 KSAB-F	4 KOUL-F	3 KBSO-F	3 KZFM-F	3 KRAD-F	4 KOUL-F	3 KLTG-F
4	4 KSAB-F	KZFM-F	4 KMXR-F	4 KMXR-F	4 KNCN-F	4 KBSO-F	4 KXCC-F	4 KXCC-F	4 KNCN-F
5	5	5	5 KLTG-F	KZFM-F	5	5	5	5 KRAD-F	5 KXCC-F
6	6	6	KOUL-F	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		27 (1)	27 (1)	6.5	7.2	KCCT (SP) 1150	CORPUS CHRISTI 1.0/3.4/	6/	138
AOR/CLASSIC/NR		73 (4)	73 (4)	17.5	14.3	KCTA (REL) 1030	CORPUS CHRISTI 1.0/2.5/	7/	140
COUNTRY		113 (2)	113 (2)	27.1	27.3	KDAE (ST) 1590	SINTON 0.4/1.4/	4/	69
NEWS/TALK	10 (1)		10 (1)	2.4	4.8	KRYS (SPR) 1360	CORPUS CHRISTI 0.4/3.3/	3/	146
CHR		50 (1)	50 (1)	12.0	13.3	KSIX (?) 1230	CORPUS CHRISTI 0.4/2.7/	5/	113
BLACK/URBAN						KNDA-F (?) 102.9	ALICE 1.0/4.4/	7/	147
SOFT AC/EZ									
HISPANIC	30 (2)	69 (3)	99 (5)	23.7	19.3				
OLDIES		26 (1)	26 (1)	6.2	9.9				
FULL SVC/VARIETY					0.7				
STANDARDS	2 (1)		2 (1)	0.5	0.0				
RELIG/GOSPEL	5 (1)		5 (1)	1.2	1.4				
SPORTS	2 (1)		2 (1)	0.5	0.0				
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN	2 (1)	5 (1)	7 (2)	1.7	1.7				
TOTALS	54 (7)	363 (13)	417 (20)						

CORPUS CHRISTI

QUOPOLY REPORT	12+	25-54	REVENUE
KRYS A/F, KMXR-F (Local)	18.9%	21.4%	29.1%
KEYS, KZFM-F, KTFX-F (Local)	13.8%	12.4%	18.5%
KOUL-F, KRAD-F, KCTA (Local)	16.3%	15.9%	17.2%
	49.0%	49.7%	64.8%

RADIO STATIONS

KCCT , 1150, 1 KW/500 W (DA-2) , Hispanic	CRC, \$13.00 (Caballero)		
KCTA , 1030, 50 KW (DAYS) , Religion	USA, \$12.00 (---)		
KDAE , 1590, 1 KW/500 KW (DA-2), Standards	SMN ABC, \$12.00 (Mc-Guild)		(SINTON)
KEYS , 1440, 1 KW (DA-N) , News/Talk	WESTWD CNN, \$17.00 (Banner)	KZFM owner (D)	
KUNO , 1400, 1 KW , Hispanic	, \$25.00 (Katz)	Tichenor	
KBSO-F, 94.7, 3 KW @ 289 , Hispanic	, \$16.00 (Caballero)		
KLTG-F, 96.5, 100 KW @ 869 , Oldies	, \$22.00 (Mc-Guild)		
KMIQ-F, 105.1, 3 KW @ 299 , Hispanic	, \$14.00 (Caballero)		(ROBSTOWN)
KMXR-F, 93.9, 100 KW @ 840 , AC	, \$21.00 (K & P)		
KNCN-F, 101.3, 100 KW @ 361 , AOR/Classic	, \$30.00 (Torbet)	Tippie	(SINTON)
KOUL-F, 103.7, 100 KW @ 941 , Country	AP, \$40.00 (Katz)		
KRAD-F, 105.5, 2 KW @ 354 , AOR	ABC, \$15.00 (Katz)		(PORTLAND)
KRYS-F, 99.1, 100 KW @ 928 , Country	ABC, \$48.00 (Banner)		
KSAB-F, 99.9, 100 KW @ 269 , Hispanic	, \$ NA (Katz Hisp.)	Tichenor	(ROBSTOWN)
KFTX-F, 97.5, 100 KW @ 131 , AOR-P	, \$15.00 (D & R)		(KINGSVILLE)
KXCC-F, 102.9, 50 KW @ 371 , CL AOR	SMN, \$14.00 (Mc-Guild)		(ROCKPORT)
KZFM-F, 95.5, 100 KW @ 994 , CHR	, \$33.00 (Banner)		

Miscellaneous: KBIC-F (Alice) sold for \$650,000. . . KWVS-F changed to KFTX-F (May). . . KBIC-F changed to KNOA-F (June) . . .

DALLAS-FT. WORTH

Arbitron Rank/Pop (12+): 7/3,562,600
 33 - Ft. Worth
 MSA Rank/Pop: 11 - Dallas/4,470,000
 OMA # 8
 Average Person Ratings: 17.1
 Market TSL: 22.50 hours

Stations: 34/34
 Diaries: 3585/ 988:1/47.9%
 Sample Target: 3630
 % Below Line: 0.0
 % Not Listed: 8.0

1994 Revenue: \$180,000,000
 HH Inc.: \$40,301
 Retail \$: 43.9 Bil
 Pop per Station: 104,194
 #1 Biller: KVIL-AF \$23,000,000

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. KSCS-F (C)	363/ 6.0	5.6	6.9	5.9	6.5	6.1	413/6610	5869/16.6	17.0	16.3	I	KSCS-F
2. KVIL-F (AC)	329/ 5.4	5.6	5.1	5.4	5.3	5.4	349/5011	4722/13.3	16.1	11.8	K	KVIL-F
3. KOAI-F (J)	320/ 5.3	4.0	4.3	4.5	5.1	4.5	322/4036	3963/11.2	9.8	11.6	H	KOAI-F
4. WBAP (FS/T)	312/ 5.1	5.2	6.3	5.7	5.9	5.6	429/6383	4758/13.4	14.6	17.2	J	WBAP
5. KHKS-F (CHR)	301/ 5.0	5.0	5.6	6.0	6.1	5.4	342/6444	5764/16.3	15.7	17.2	H	KHKS-F
6. KYNG-F (C)	300/ 4.9	4.6	3.7	5.9	5.1	4.8	347/4942	4282/12.1	9.3	12.2	I	KYNG-F
7. KKDA-F (J)	281/ 4.6	4.5	4.9	5.7	4.2	4.9	321/4408	3761/10.6	11.7	10.1	H	KKDA-F
8. KDGE-F (ADR-NR)	278/ 4.6	3.5	3.6	3.3	3.7	3.8	324/5710	4981/14.1	11.2	11.6	E	KDGE-F
9. KJMZ-F (B)	247/ 4.1	3.8	4.5	4.1	3.4	4.1	266/4086	3621/10.2	11.7	10.8	F	KJMZ-F
10. KEGL-F (AOR)	245/ 4.0	4.0	3.5	4.3	3.2	4.0	279/4730	4146/11.7	11.4	10.7	F	KEGL-F
11. KPLX-F (C)	243/ 4.0	4.2	4.1	4.1	5.1	4.1	275/5105	4449/12.6	11.5	13.1	I	KPLX-F
12. KLUV-F (O)	229/ 3.8	3.8	3.7	4.0	3.9	3.8	262/5269	4619/13.0	12.1	11.6	H	KLUV-F
13. KRLL (N)	212/ 3.5	3.4	3.0	3.2	3.4	3.3	258/5260	4521/12.8	11.0	11.5	I	KRLL
14. KDMX-F (AC/CHR)	209/ 3.4	3.1	3.1	2.5	3.1	3.1	215/3937	3765/10.6	10.1	10.7	H	KDMX-F
15. KLTY-F (REL)	189/ 3.1	3.4	2.8	2.5	2.9	3.0	205/3044	2750/ 7.8	7.2	7.3	O	KLTY-F
16. KZPS-F (CL AOR)	188/ 3.1	2.6	2.6	2.5	2.9	2.7	208/4047	3600/10.2	10.9	10.9	G	KZPS-F
17. KTXQ-F (AOR)	167/ 2.8	2.4	2.5	2.3	3.0	2.5	185/3728	3434/ 9.7	8.7	10.5	H	KTXQ-F
18. KRRW-F (O-70's)	159/ 2.6	2.7	2.4	2.2	3.2	2.5	168/3568	3340/ 9.4	8.5	9.9	E	KRRW-F
19. WRR -F (CL)	131/ 2.2	2.6	2.6	2.7	1.9	2.5	134/2436	2341/ 6.6	7.0	6.2	C	WRR -F
20. KSNN-F (C)	129/ 2.1	1.9	2.7	2.4	2.2	2.3	155/2549	2063/ 5.8	6.7	6.3	E	KSNN-F
21. KLIF (T)	114/ 1.9	2.0	2.3	2.6	1.8	2.2	153/2699	2324/ 6.6	7.1	6.1	H	KLIF
22. KHVN (G)	94/ 1.5	2.0	1.3	1.5	1.4	1.6	94/1225	1154/ 3.3	3.2	3.8		KHVN
23. KKDA (B/O)	92/ 1.5	1.9	1.3	2.0	1.4	1.7	94/1375	1320/ 3.7	3.2	3.4		KKDA
24. KTCK (SPRTS)	83/ 1.4	1.7	3.2	1.3	1.2	1.9	84/1329	1298/ 3.7	5.8	3.8	B	KTCK
25. KESS (SP)	79/ 1.3	1.2	1.2	1.4	1.8	1.3	79/1011	1006/ 2.8	2.5	3.2		KESS
26. KICI-AF (SP)	64/ 1.1	0.8	0.4	0.5	0.4	0.7	69/870	748/ 2.1	1.6	1.7		KICI-AF
27.												
28.												
29.												
30.												

12+ FM SHARE (METRO): 79.29% (4429 of 5586) (SPG 94: 78.98%)

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

DALLAS-FT. WORTH

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG/AQH/CUME
AC		538 (2)	538 (2)	9.6	9.3	KOZR-F (SP) 99.1 DENTON	0.6/1.8/ 38/ 749
ADR/CLASSIC/NR		878 (4)	878 (4)	15.7	15.2	KOMM (ST) 1150 HIGHLAND PARK	0.8/1.7/ 52/ 648
COUNTRY		1035 (4)	1035 (4)	18.5	15.1	KFJZ (SP) 870 FORT WORTH	0.5/0.9/ 32/ 332
NEWS/TALK	355 (3)		355 (3)	6.4	7.7	KGBS (T) 1190 DALLAS	0.5/2.2/ 30/ 822
CHR		301 (1)	301 (1)	5.4	6.6	KMRT (SP) 1480 DALLAS	0.5/1.3/ 28/ 468
BLACK/URBAN	92 (1)	528 (2)	620 (3)	11.1	9.9	KRVA (SP) 1600 PLANO	0.5/1.5/ 30/ 524
SOFT AC/EZ						KRVA-F (SP) 106.9 MCKINNEY	0.4/1.1/ 23/ 401
HISPANIC	172 (5)	121 (3)	293 (8)	5.2	4.1		
OLOIES		388 (2)	388 (2)	6.9	7.7		
FULL SVC/VARIETY	312 (1)		312 (1)	5.6	6.4		
STANDARDS	49 (1)		49 (1)	0.9	0.0		
RELIG/GOSPEL	94 (1)	189 (1)	283 (2)	5.1	4.8		
SPORTS	83 (1)		83 (1)	1.5	0.0		
CLASSICAL		131 (1)	131 (1)	2.3	2.0		
JAZZ		320 (1)	320 (1)	5.7	5.6		
OTHERS/UNKNOWN							
TOTALS	1157 (13)	4429 (21)	5586 (34)				

DUOPOLY REPORT	12+	25-54	REVENUE
KRRW-F, KTXQ-F (CBS)	5.4%	6.6%	6.4%
KYNG-F, KSNN-F (Alliance)	7.0%	7.1%	7.4%
KHVN, KJMZ-F, KOAI-F (Granum)	10.9%	10.8%	7.0%
KZPS-F, KOGE-F (Bonnevillie)	7.7%	7.3%	5.5%
KVIL-F, KLUV-F, KOMM (Infinity)	10.0%	10.7%	17.3%
KICI-F, KMRT, KESS, KOZR-F (Heftel)	3.4%	3.8%	< 2.0%
KTCK, KRLO (SFX)	4.9%	4.4%	5.9%
	49.3%	50.7%	51.2%

SCARBOROUGH REPORT
Indexed against \$100,000+ Households

HIGHEST		LOWEST	
1. KOMX-F	156	1. KHVN	14
2. KOGE-F	149	2. KESS	17
3. WRR -F	144	3. KKOA-F	62
KVIL-F	144	4. KJMZ-F	66
5. KTCK	143	5. KYNG-F	91

DALLAS-FT. WORTH

RADIO STATIONS

AM STATIONS

KOMM,	1150,	1 KW (DAYS, OA)	, Standards		\$ NA	(Infinity)	Infinity
KTCK,	1310,	5 KW/2.5 KW (OA-N)	, Sports	WESTWD, AP,	\$ 44.00	(---)	SFX
KESS,	1270,	5 KW (DA-1)	, Hispanic		\$ 50.00	(Caballero)	Heftel
KFJZ,	870,	500 W (DAYS)	, Hispanic		\$ 31.00	(Lotus)	
KGBS,	1190,	50 KW/5 KW (OA-2)	, Talk	CNN,	\$ 30.00	(---)	
KHVN,	970,	1 KW/280 W	, Gospel	WESTWD, ABC,	\$ 32.00	(Mc-Guild)	Granum
KKDA,	730,	500 W	, Black Oldies	AP,	\$ NA	(Christal)	
KLIF,	570,	5 KW, (DA-2)	, Talk	WESTWD, CBS,	\$140.00	(Eastman)	Susquehanna
KMRT,	1480,	5 KW/1.9 KW (DA-2)	, Hispanic		\$ 33.00	(Caballero)	Heftel
KRLD,	1080,	50 KW (DA-N)	, News	CBS,	\$191.00	(CBS)	SFX
KRVA,	1600,	5 KW/1 KW (DA-2)	, Hispanic		\$ 30.00	(Caballero)	(PLANO)
KSKY,	660,	10 KW/500 W(DA-N)	, Religion		\$ 29.00	(---)	Evergreen
WBAP,	820,	50 KW	, Full Service	ABC,	\$254.00	(Banner)	Cap Cities/ABC

FM STATIONS

KDGE,	94.5,	100 KW @ 1896	, AOR - New Rock		\$ 62.00	(D&R)	Bonneville (GAINESVILLE)
KDMX,	102.9,	100 KW @ 1299	, AC/CHR		\$175.00	(MMR)	Nationwide
KDZR,	99.1,	100 KW @ 1168	, Hispanic	SMN,	\$ 37.00	(Roslin)	Heftel (DENTON)
KEGL,	97.1,	100 KW @ 1460	, AOR		\$ 90.00	(Christal)	Sandusky
KHKS,	106.1,	100 KW @ 1584	, CHR		\$129.00	(O & R)	Gannett (DENTON)
KJMZ,	100.3,	89 KW @ 1279	, Black	ABC,	\$137.00	(Mc-Guild)	Granum
KKDA,	104.5,	98 KW @ 1591	, Black	AP,	\$180.00	(Christal)	
KLTY,	94.1,	100 KW @ 1591	, Religion (CC)	AP,	\$ 80.00	(K & P)	
KLUV,	98.7,	100 KW @ 1584	, Oldies		\$151.00	(Mc-Guild)	Infinity
KOAI,	107.5,	25 KW @ 1279	, Jazz		\$130.00	(MMR)	Granum
KPLX,	99.5,	100 KW @ 1676	, Country	AP,	\$286.00	(Eastman)	Susquehanna
KRRW,	97.9,	100 KW @ 1610	, Oldies (70's)	CBS,	\$140.00	(---)	CBS
KSCS,	96.3,	99 KW @ 1679	, Country		\$355.00	(Banner)	Cap Cities/ABC
KSNN,	94.9,	100 KW @ 1509	, Country		\$110.00	(Group W)	Alliance
KTXQ,	102.1,	100 KW @ 1420	, AOR	CBS,	\$210.00	(CBS)	CBS
KVIL,	103.7,	100 KW @ 1571	, AC		\$380.00	(Torbet)	Infinity
KYNG,	105.3,	100 KW @ 1558	, Country		\$180.00	(Group W)	Alliance
KZPS,	92.5,	96 KW @ 1591	, Classic AOR		\$161.00	(O & R)	Bonneville
WRR,	101.1,	98 KW @ 1509	, Classical	AP,	\$ 75.00	(CMBS)	City of Dallas

Miscellaneous: KTCK sold to SFX (D) for about \$8,000,000. . . KVIL-AM changes to KOMM and uses a Standards format. . .
 KDZR-F (Denton) sold to Heftel (O) for \$5,000,000 (Garmon). . . WBAP, KSCS-F sold by Cap Cities/ABC to
 Disney for \$ _____ (E) . . . KRRW-F, KTXQ-F sold by CBS to Westinghouse for \$ _____ (E) . . .
 KGBS sold to Salem for \$4,850,000 (Saunders). . .

DAVENPORT-RI-MOLINE

Arbitron Rank/Pop (12+): 130/290,500
 MSA Rank/Pop: 136/356,000
 DMA # 92
 Average Person Ratings: 16.2
 Market TSL: 21.50 hours

Stations: 18/14
 Diaries: 1005/289:1/56.8%
 Sample Target: 1040
 % Below Line: 2.6
 % Not Listed: 18.1

1994 Revenue: \$11,200,000
 HH Inc.: \$33,146
 Retail \$: 3.6 Bil
 Pop per Station: 20,750
 #1 Biller: WLLR-F \$3,100,000

12+ METRO	1/4/SHARE	FAL		SPG		4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING		FAL SPG		Revenue Level	
		94	94	93	93			94	94				
1. WLLR-F (C)	70/14.9	17.7	19.2	19.7	19.8	----	107/1485	850/29.3	29.9	30.5		E	WLLR-F
2. KCQQ-F (O-70's)	55/11.7	5.4	6.5	10.3	9.5	----	66/916	696/24.0	15.1	14.1			KCQQ-F
3. WOC (N/T)	42/ 8.9	10.3	9.0	7.3	10.7	----	44/561	489/16.8	20.3	17.2		C	WOC
4. WXP-F (AOR)	34/ 7.2	14.8	14.0	11.2	10.5	----	85/1244	609/21.0	28.6	25.6		D	WXP-F
5. WPXR-F (CHR)	32/ 6.8	8.3	7.7	9.0	10.7	----	57/1081	579/19.9	25.8	24.6		B	WPXR-F
6. KBOB-F (C)	30/ 6.4	6.9	6.9	2.1	3.2	----	84/1109	481/16.6	19.2	16.7		B	KBOB-F
7. KORB-F (AOR)	29/ 6.2	0.9	1.3	1.1	0.5	----	35/495	397/13.7	3.2	3.4			KORB-F
8. KUUL-F (O)	27/ 5.7	8.3	7.3	8.8	9.3	----	54/1089	568/19.6	22.2	19.5		C	KUUL-F
9. KMXG-F (AC)	25/ 5.3	7.2	6.1	6.7	6.1	----	38/877	484/16.7	20.6	18.1		B	KMXG-F
10. KFQC (ST)	14/ 3.0	1.6	2.1	1.1	---	----	14/207	201/ 6.9	4.9	3.8		A	KFQC
11. KJOC (SPRTS)	6/ 1.3	0.9	0.4	0.4	---	----	6/100	100/ 3.4	4.0	2.4			KJOC
12.													
13.													
14.													
15.													

12+ FM SHARE (METRO): 78.44% (302 of 385) (SPG 94: 81.30%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KORB-F<	1 KCQQ-F	1 KCQQ-F>	1 KCQQ-F>	1 KCQQ-F	1 WLLR-F	1 WLLR-F	1 WLLR-F	1 WLLR-F	1 WLLR-F<	1 WLLR-F
2 WPXR-F>>	2 WXP-F	2 WLLR-F	2 WLLR-F	2 WLLR-F>	2 WOC >	2 KCQQ-F<	2 KCQQ-F>	2 WPXR-F	2 WPXR-F	2 WOC
3	3 WLLR-F	3 WXP-F>	3 WXP-F	3 WXP-F	3 KCQQ-F	3 WOC >	3 WOC	3 WOC <	3 KCQQ-F	3 WKEI
4	4 WPXR-F	4 KMXG-F	4 KMXG-F<	4 KUUL-F	4 KUUL-F	4 WXP-F	4 WXP-F	4 WPXR-F<	4 KORB-F<	4 WXP-F
5	5 KORB-F	5 WPXR-F<	5 KUUL-F	5 KMXG-F<	5 KBOB-F	5 KMXG-F	5 KBOB-F	5 WXP-F	5 WXP-F	5 KCQQ-F
6	6	6 KBOB-F	6	6 KBOB-F	6	6 KBOB-F	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 WLLR-F	1 KCQQ-F	1 KCQQ-F	1 KCQQ-F>	1 WLLR-F<	1 WXP-F	1 WXP-F	1 KCQQ-F	1 KCQQ-F	1 KCQQ-F>
WPXR-F	2 WPXR-F	2 KMXG-F	2 WLLR-F	2 KCQQ-F>	2 WLLR-F	2 KCQQ-F>	2 WXP-F	2 WXP-F	2 WLLR-F
3	3 WLLR-F>	WPXR-F	3 WPXR-F	3 KUUL-F	3 KORB-F	3 WLLR-F	3 WLLR-F	3 WLLR-F>	WXP-F>
4	4 KBOB-F	4 WLLR-F	4 KMXG-F	KMXG-F	4	4 KORB-F	4	4 KMXG-F	4 WOC
5	KMXG-F	5	KBOB-F	5 WPXR-F	5	5	5	5	KBOB-F
6	WXP-F	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 94	OTHER RATED STATIONS	METRO CUME	TSA	TSA
	--	--	----	-	-	-----	SHARE/RTG/AQH/CUME		
AC		25 (1)	25 (1)	6.5	7.1	WKBF (C) 1270	ROCK ISLAND	0.9/2.3/	4/ 80
AOR/CLASSIC/NR		63 (2)	63 (2)	16.4	16.3	WKEI (ST) 1450	KEWANEE	0.4/1.9/	3/ 67
COUNTRY	7 (2)	100 (2)	107 (4)	27.8	30.9	WLLR (C) 1230	MOLINE	0.6/3.0/	3/ 146
NEWS/TALK	47 (3)		47 (3)	12.2	10.9	WGN (FS/T)720	CHICAGO	0.9/4.0/	30/ 419
CHR		32 (1)	32 (1)	8.3	9.0	WLS (T) 890	CHICAGO	0.6/1.9/	7/ 189
BLACK/URBAN						WMAQ (N) 670	CHICAGO	0.4/3.1/	9/ 223
SOFT AC/EZ					7.5	WMT (FS) 600	CEDAR RAPIDS	0.6/3.3/	15/ 339
HISPANIC									
OLDIES		82 (2)	82 (2)	21.3	8.5				
FULL SVC/VARIETY	7 (2)		7 (2)	1.8	4.9				
STANDARDS	16 (2)		16 (2)	4.2	3.4				
RELIG/GOSPEL					1.5				
SPORTS	6 (1)		6 (1)	1.6	0.0				
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN									
TOTALS	83 (10)	302 (8)	385 (18)						

DAVENPORT-R1-MOLINE

DUOPOLY REPORT	12+	25-54	REVENUE
-----	----	-----	-----
WOC, KUUL-F, KMXG-F (Local)	19.9%	20.8%	25.9%
KJOC, WXLN-F, KBOB-F (Connoisseur)	14.9%	17.2%	27.2%
WKBF, WPXR-F, KCQQ-F (Oudley)	19.4%	23.1%	17.0%
	54.2%	61.1%	70.1%

RAIO STATIONS

KJOC	, 1170,	1 KW (OA-2)	, Sports	CBS, \$11.00	(Torbet)	Connoisseur
WKBF	, 1270,	5 KW/5.4KW (OA-N)	, Country	SMN, \$13.00	(Mc-Guild)	Oudley
WOC	, 1420,	5 KW (OA-2)	, News/Talk	ABC WESTWD, \$25.00	(Christal)	
KBOB-F	, 99.7,	100 KW @ 895	, Country	, \$17.00	(Torbet)	Connoisseur (MUSCATINE)
KCQQ-F	, 106.5,	60 KW @ 210	, Oldies-70's	, \$31.00	(Katz)	Oudley
KMXG-F	, 96.1,	100 KW @ 981	, AC	WESTWD, \$19.00	(Christal)	WOC owner (O)(CLINTON)
KORB-F	, 93.5,	3.3 KW @ 298	, AOR	CNN, \$ NA	(- -)	(BETTENOORF)
KUUL-F	, 103.7,	100 KW @ 1191	, Oldies	CBS WESTWD, \$33.00	(Christal)	WOC owner (O)
WLLR-F	, 101.3,	50 KW @ 500	, Country	, \$66.00	(Katz)	Sconnix
WPXR-F	, 98.9,	39 KW @ 899	, CHR	, \$28.00	(Mc-Guild)	Oudley
WXLN-F	, 96.9,	50 KW @ 500	, AOR	Source UNISTR, \$43.00	(Torbet)	Connoisseur

WGN -- see Chicago

WMT -- see Cedar Rapids

Miscellaneous: KRVR-F changes calls to KCQQ-F and format from Soft AC to 70's Oldies . . . KCQS-F changes to KORB-F and format from Religion to AOR (April) . . .

DAYTON

Arbitron Rank/Pop (12+): 47/842,700

MSA Rank/Pop: 57/982,000
OMA # 52

Average Person Ratings: 16.1
Market TSL: 21.50 hours

Stations: 31/21
Diaries: 1540/547:1/56.5%
Sample Target: 1430
% Below Line: 9.9%
% Not Listed: 12.9%

1994 Revenue: \$27,200,000
HH Inc.: \$35,441
Retail \$: 9.1 Bil
Pop per Station: 40,129
#1 Biller: WMMX-F \$4,100,000

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WHKO-F (C)	177/13.1	10.9	11.2	11.1	13.6	11.6	236/3513	2382/28.3	24.8	24.8	E	WHKO-F
2. WTUE-F (AOR)	123/ 9.1	10.1	8.8	8.5	8.9	9.1	150/2318	1681/19.9	17.0	18.3	F	WTUE-F
3. WMMX-F (AC)	115/ 8.5	8.8	7.9	9.6	7.8	8.7	127/1590	1380/16.4	15.5	18.4	F	WMMX-F
4. WGTZ-F (CHR)	98/ 7.2	6.6	5.2	6.2	5.4	6.3	137/2879	1855/22.0	18.1	18.5	D	WGTZ-F
5. WROU-F (8)	93/ 6.9	7.4	7.2	7.2	6.4	7.2	96/1028	954/11.3	11.0	10.2	C	WROU-F
6. WHIO (N/T)	76/ 5.6	6.3	7.6	7.8	6.7	6.8	82/1408	1255/14.9	16.6	15.8	E	WHIO
7. WLQT-F (SAC)	73/ 5.4	6.0	7.1	7.4	7.4	6.5	89/1481	1100/13.1	14.1	18.6	D	WLQT-F
8. WLW (FS/T)	60/ 4.4	3.9	4.6	5.1	4.8	4.5	168/2894	1097/13.0	13.2	13.6		WLW
9. WING-F (O-70's)	50/ 3.7	3.4	3.7	2.5	3.4	3.3	75/1612	1145/13.6	11.2	11.6		WING-F
10. WONE (ST)	35/ 2.6	2.3	2.0	1.4	2.4	2.1	44/576	472/ 5.6	6.9	7.1	B	WONE
11. WDOL-F (O)	30/ 2.2	2.1	1.5	1.3	1.3	1.8	35/666	566/ 6.7	5.4	4.5	A	WDOL-F
12. WDAO (B)	28/ 2.1	1.3	2.4	2.0	1.5	2.0	29/388	377/ 4.5	3.5	4.1	B	WDAO
13. WRVF-F (C)	24/ 1.8	2.3	2.6	2.2	1.5	2.2	26/765	693/ 8.2	7.3	6.5	B	WRVF-F
WFCJ-F (REL)	24/ 1.8	1.4	2.2	1.4	1.9	1.7	42/770	525/ 6.2	6.1	6.0		WFCJ-F
15. WKSJ-F (C)	23/ 1.7	1.1	1.3	1.1	1.1	1.3	38/572	323/ 3.8	2.8	3.5		WKSJ-F
WCLR-FF (SAC)	23/ 1.7	2.6	2.0	2.2	1.4	2.1	44/880	526/ 6.2	6.0	4.1		WCLR-FF
17. WPFB-F (C)	21/ 1.6	2.5	2.6	2.0	3.0	2.2	44/900	456/ 5.4	6.2	7.2		WPFB-F
18.												
19.												
20.												

12+ FM SHARE (METRO): 79.98% (943 of 1179) (SPG 94: 77.71%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MIO	12+ PMO	12+ EVE	OVERNIGHT
1 WGTZ-F>>	1 WTUE-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 WHKO-F
2 WROU-F	2 WHKO-F	2 WHKO-F<	2 WTUE-F<	2 WMMX-F	2 WHIO	2 WTUE-F	2 WMMX-F	2 WMMX-F<	2 WGTZ-F	2 WHIO
3 WHKO-F<	3 WGTZ-F<	3 WMMX-F	3 WMMX-F	3 WTUE-F>	WMMX-F	3 WMMX-F	3 WTUE-F	3 WTUE-F	3 WTUE-F<	3 WLQT-F>
4 WTUE-F	4 WMMX-F>	4 WROU-F<	4 WROU-F	4 WROU-F	4 WLQT-F	4 WHIO <	4 WHIO	4 WGTZ-F	4 WROU-F>	4 WROU-F
5	5 WROU-F	5 WGTZ-F	5 WING-F	5 WLQT-F	5 WROU-F	5 WGTZ-F	5 WLQT-F	5 WROU-F	5	5 WTUE-F
6	6 WING-F	6 WLQT-F<	6 WGTZ-F	6 WING-F<	6	6	6 WROU-F	6 WLQT-F	6	6
7	7	7 WING-F	7 WLQT-F	7 WGTZ-F	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 WTUE-F	1 WHKO-F<	1 WTUE-F	1 WMMX-F<	1 WMMX-F<	1 WTUE-F	1 WTUE-F>>	1 WTUE-F	1 WTUE-F>	1 WTUE-F
2 WGTZ-F	2 WTUE-F	2 WHKO-F	2 WHKO-F>	2 WHKO-F>	2 WHKO-F	2 WHKO-F>	2 WING-F	2 WHKO-F	2 WHKO-F>
3 WHKO-F	3 WGTZ-F<	3 WMMX-F	3 WGTZ-F	3 WROU-F	3 WGTZ-F	3 WGTZ-F	3 WHKO-F	3 WMMX-F	3 WMMX-F
4 WING-F	4 WMMX-F	4 WROU-F	4 WROU-F	4 WLQT-F<	4 WMMX-F	4 WMMX-F	4 WMMX-F	4 WING-F<	4 WLW
5 WLW	5 WROU-F>	5 WGTZ-F	5 WTUE-F	5 WTUE-F	5 WLQT-F	5 WING-F	5 WLW	5 WROU-F	5 WROU-F<
6	6	6 WING-F	6 WLQT-F	6 WGTZ-F	6	6	6 WGTZ-F	6 WLW	6 WING-F
7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8

DAYTON

FORMATS	AM	FM	TOTAL	%	SPG %	OTHER PATED STATIONS	METPO CUME TSA
	--	--	----	-	-	-----	SHAPE/RTG/ACH/CUME
AC		115 (1)	115 (1)	9.8	9.5	WING (T) 1410 DAYTON	0.7/4.5/ 12/ 509
AOR/CLASSIC/HR		145 (4)	145 (4)	12.3	15.4	WIZE (ST) 1340 SPRINGFIELD	0.7/1.6/ 9/ 158
COUNTRY		258 (6)	258 (6)	21.9	22.2	WPFB (ST) 910 MIDDLETOWN	0.5/2.1/ 13/ 295
NEWS/TALK	97 (3)		97 (3)	8.2	11.6	WTRJ-F (REL) 96.9 TROY	0.4/1.5/ 7/ 170
CHR		98 (1)	98 (1)	8.3	6.7	WCOL-F (C) 92.3 COLUMBUS	0.4/1.0/ 26/ 358
BLACK/URBAN	28 (1)	93 (1)	121 (2)	10.3	9.2	WLSN-F (EZ) 106.5 GREENVILLE	1.2/3.6/ 30/ 441
SOFT AC/EZ		112 (4)	112 (4)	9.5	11.2		
HISPANIC						SEE CINCINNATI FOR MORE ABOUT THE FOLLOWING:	
OLDIES		92 (4)	92 (4)	7.8	3.1	WCKY 0.8/ 2.2	WOFX-F 0.6/ 3.6
FULL SVC/VARIETY	60 (1)		60 (1)	5.1	7.8	WEBN-F 0.6/ 1.8	WOXY-F 0.4/ 1.7
STANDARDS	51 (3)		51 (3)	4.3	1.2	WGRR-F 0.5/ 2.1	WPPT-F 0.4/ 1.5
RELIG/GOSPEL		30 (2)	30 (2)	2.5	2.2		WYGY-F 0.5/ 3.6
SPORTS							
CLASSICAL							
JAZZ							
OTHERS/UNKNOWN							
TOTALS	236 (8)	943 (23)	1179 (31)				

DUOPOLY REPORT	12+	25-54	REVENUE
-----	----	----	-----
WONE, WMMX-F, WTUE-F (American Radio Systems)	20.2%	23.1%	32.7%
WLQT-F, WDOL-F (Regent)	7.6%	8.8%	10.7%
	27.8%	31.9%	43.4%

RADIO STATIONS

WDAO, 1210, 1 KW (DAYS)	, Black	AURN, \$ 19.00 (---)	
WHIO, 1290, 5 KW (DA-N)	, News/Talk	AP, TALKNT, \$ 63.00 (D & R)	Cox
WING, 1410, 5 KW (DA-N)	, News	CBS, CNN, \$ 19.00 (Katz)	Great Trails
WONE, 980, 5 KW (DA-N)	, Standards	WESTWD, ABC, \$ 26.00 (Eastman)	Amer. Radio Systems
WING-F, 102.9, 50 KW @ 492	, Oldies-70's	ABC, \$ 23.00 (Katz)	Osborn (SPRINGFIELD)
WCLR-F, 95.7, 50 KW @ 476	, Oldies	WESTWD, \$ 21.00 (Regional)	(PIQUA)
WDOL-F, 94.5, 6 KW @ 328	, Oldies	, \$ NA (---)	Regent (ENGLEWOOD)
WFCJ-F, 93.7, 50 KW @ 492	, Religion	USA, \$ 17.00 (---)	(MIAMISBURG)
WGTZ-F, 92.9, 40 KW @ 551	, CHR	WESTWD, \$ 59.00 (Katz)	Great Trails
WHKO-F, 99.1, 50 KW @ 1059	, Country	, \$ 85.00 (D & R)	Cox
WKSX-F, 101.7, 2 KW @ 397	, Country	, \$ 18.00 (---)	(URBANA)
WLQT-F, 99.9, 50 KW @ 500	, Soft AC	, \$ 50.00 (Katz)	Regent
WMMX-F, 107.7, 50 KW @ 420	, AC	, \$ 82.00 (Eastman)	Amer. Radio Systems
WPFB-F, 105.9, 34 KW @ 535	, Country	, \$ 25.00 (---)	Braden (MIDDLETOWN)
WROU-F, 92.1, .9 KW @ 597	, Black	, \$ 27.00 (Christal)	(W. CARROLL.)
WTUE-F, 104.7, 50 KW @ 500	, AOR	ABC, \$ 72.00 (Eastman)	Amer. Radio Systems
WRVF-F, 103.9, 1.2 KW @ 522	, Country	, \$ 36.00 (Torbet)	(BEAVERCREEK)

WLW - See Cincinnati

Miscellaneous: WAZU-F changes to WING-F and format from Classic AOR to Oldies-70's (after book). . .

DAYTONA BEACH

Arbitron Rank/Pop (12+): 95/380,200

MSA Rank/Pop: NA
Orlando DMA
Average Person Ratings: 16.9
Market TSL: 22.50 hours

Stations: 26/9
Diaries: 932/408:1/50.5%
Sample Target: 850
% Below Line: 62.4
% Not Listed: 13.4

1994 Revenue: \$5,500,000
HH Inc.: \$34,880
Retail \$: 3.7 Bil
Pop per Station: 42,244
#1 Biller: WGNF-F \$1,800,000

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level
1. WMGF-F (SAC)	62/ 9.7	11.1	12.2	9.9	12.2	----	85/1077	714/18.8	20.8	21.9	WMGF-F
2. WOCL-F (O)	45/ 7.0	5.7	6.0	6.4	8.2	----	66/931	585/15.4	15.4	16.8	WOCL-F
3. WGNF-F (C)	42/ 6.6	7.3	6.5	7.2	10.0	----	42/667	656/17.3	14.4	14.5	C WGNF-F
4. WJHM-F (B)	38/ 5.9	4.5	3.5	5.3	6.9	----	71/843	462/12.2	10.4	10.1	WJHM-F
5. WOMX-F (AC)	35/ 5.5	5.0	5.4	5.4	4.0	----	45/652	463/12.2	11.7	14.2	WOMX-F
7. WROD (ST)	34/ 5.3	4.8	6.4	6.7	6.6	----	34/387	381/10.0	8.9	11.9	B WROD
8. WJRR-F (AOR)	33/ 5.1	7.8	4.9	4.6	2.1	----	41/763	570/15.0	15.4	11.9	WJRR-F
9. WTKS-F (T)	29/ 4.5	4.2	2.1	1.9	0.6	----	40/619	424/11.2	10.0	7.9	WTKS-F
10. WDIZ-F (AOR)	27/ 4.2	3.6	3.7	4.1	3.5	----	34/600	401/10.5	11.3	10.7	WDIZ-F
11. WFKS-F (CHR)	26/ 4.1	3.6	2.9	2.4	2.7	----	35/764	534/14.0	13.9	12.1	C WFKS-F
12. WHTO-F (CL AOR)	20/ 3.1	3.5	4.5	4.0	2.7	----	30/570	346/ 9.1	10.8	11.9	WHTO-F
13. WNDB (T)	18/ 2.8	3.8	4.8	5.7	4.2	----	18/286	286/ 7.5	8.8	9.7	B WNDB
14. WCFB-F (AC/U)	17/ 2.7	5.5	4.3	6.1	5.5	----	35/729	342/ 9.0	12.2	11.7	WCFB-F
15. WSBB (ST)	16/ 2.5	4.0	2.9	3.0	2.6	----	16/295	295/ 7.8	8.2	5.2	A WSBB

12+ FM SHARE (METRO): 82.34% (457 of 555) (SPG 94: 75.79%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJHM-F>>	1 WJRR-F<	1 WMGF-F	1 WMGF-F	1 WMGF-F	1 WMGF-F	1 WMGF-F>	1 WMGF-F	1 WMGF-F	1 WJHM-F>	1 WNDB
2 WJRR-F	2 WDIZ-F	2 WJRR-F<	2 WOMX-F	2 WOMX-F<	2 WOCL-F	2 WOCL-F	2 WOCL-F	2 WTKS-F	2 WMGF-F<	2 WMGF-F
3 WFKS-F	3 WJHM-F>	3 WOMX-F	3 WTKS-F	3 WOCL-F	3 WROD	3 WROD <	3 WOMX-F	3 WOCL-F<	3 WOCL-F	3 WJHM-F
4	4 WOMX-F	4 WJHM-F	4 WHTO-F	4 WTKS-F	4 WGNF-F	4 WGNF-F	4 WGNF-F	4 WGNF-F	4 WFKS-F	4 WOCL-F
5	4 WTKS-F	5	5 WOCL-F	5 WGNF-F	5	5 WJHM-F	5 WROD	5 WKA-F	5	5
6	5 WFKS-F	6	6	6	6	6	6	6	6	6
7	6	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 WJHM-F	1 WJHM-F>	1 WOMX-F	1 WMGF-F<	1 WMGF-F	1 WJRR-F	1 WDIZ-F	1 WDIZ-F	1 WJRR-F<	1 WTKS-F<
2 WJRR-F	2 WMGF-F	2 WJHM-F	2 WJHM-F<	2 WOMX-F	2 WDIZ-F	2 WJRR-F>>	2 WJRR-F	2 WDIZ-F<	2 WMGF-F
3 WKA-F	3 WOMX-F	3 WMGF-F	3 WOMX-F>	3 WOCL-F>	3 WTKS-F	3 WTKS-F	3 WHTO-F	3 WTKS-F>	3 WDIZ-F
4	4 WFKS-F	4 WFKS-F	4 WOCL-F	4 WJHM-F	4 WFKS-F	4 WGNF-F	4 WTKS-F	4 WMGF-F	4 WHTO-F
5	5 WJRR-F	5	5 WFKS-F	5 WFKS-F	5	5 WHTO-F	5	5 WHTO-F	5 WJRR-F
6	6	6	6	6 WGNF-F	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		60 (3)	60 (3)	10.8	6.3	WELE (REL) 1380	ORMOND BEACH 0.6/1.4/ 4/ 54		
AOR/CLASSIC/NR		80 (3)	80 (3)	14.4	17.7	WKRO-F (O) 93.1	EDGEWATER 1.1/3.6/ 7/ 136		
COUNTRY		88 (4)	88 (4)	15.9	17.7	WMFJ (REL) 1450	DAYTONA BEACH 0.5/0.9/ 3/ 33		
NEWS/TALK	18 (1)	29 (1)	47 (2)	8.5	8.9	WPUL (B) 1590	S. DAYTON 0.8/1.9/ 5/ 73		
CHR		36 (2)	36 (2)	6.5	5.2	WOGK-F (C) 93.7	OCALA 1.4/4.1/ 61/ 770		
BLACK/URBAN	5 (1)	38 (1)	43 (2)	7.7	6.5	WPCV-F (C) 97.5	WINTER HAVEN 0.3/1.9/ 7/ 184		
SOFT AC/EZ		62 (1)	62 (1)	11.2	14.3				
HISPANIC									
SEE ORLANDO FOR MORE ABOUT THE FOLLOWING:									
OLDSIES		52 (2)	52 (2)	9.4	7.1	WDBO 1.2/ 5.6	WMMO-F 1.2/ 2.9		
FULL SVC/VARIETY	8 (1)		8 (1)	1.4	2.8	WHOO 1.6/ 2.6	WXXL-F 1.6/ 7.5		
STANDARDS	60 (3)		60 (3)	10.8	12.1	WLOQ-F 1.9/ 3.5			
RELIG/GOSPEL	7 (2)		7 (2)	1.3	0.4				
SPORTS									
CLASSICAL									
JAZZ		12 (1)	12 (1)	2.2	0.9				
OTHERS/UNKNOWN									
TOTALS	98 (8)	457 (18)	555 (26)						

DAYTONA BEACH

DUOPOLY REPORT	12+	25-54	REVENUE
-----	----	-----	-----
WTRR, WELE (Local)	0.6%	0.3%	N/A%

RADIO STATIONS

WNDB , 1150, 1 KW (DA-N) , News/Talk	CBS ABC, \$22.00 (Torbet) Root	
WPUL , 1590, 1 KW (DAYS) , Black	AURN SMN, \$12.00 (K & P)	
WROD , 1340, 1 KW , Standards	SMN ABC, \$21.00 (Regional)	
WSBB , 1230, 1 KW , Standards	WESTWD, \$13.00 (---)	(NEW SMYRNA)
WFKS-F, 99.9, 100 KW @ 1200 , CHR	ABC, \$25.00 (---) Osborn	(PALATKA)
WGNE-F, 98.1, 50 KW @ 348 , Country	, \$43.00 (Banner) Multimarket	(TITUSVILLE)

Other ranked stations -- See Orlando

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

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

DENVER

Arbitron Rank/Pop (12+): 23/1,705,800

Stations: 28/28
Diaries: 2594/658:1/53.9%
Sample Target: 2580
% Below Line: 0.0
% Not Listed: 11.2

1994 Revenue: \$90,200,000
HH Inc.: \$35,861
Retail \$: 23.4 Bil
Pop per Station: 60,921
#1 Biller: KOA \$17,700,000

HSA Rank/Pop: 26/2,250,000

OMA # 21

Average Person Ratings: 17.1

Market TSL: 22.50 hours

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. KYGO-F (C)	266/ 9.1	8.6	8.1	9.6	9.7	8.9	308/4162	3380/19.8	18.7	20.1	I	KYGO-F
2. KOA (T)	202/ 6.9	7.5	9.9	9.5	8.8	8.5	284/5039	3586/21.0	27.5	26.2	J	KOA
3. KRFX-F (CL AOR)	185/ 6.3	7.0	5.6	7.3	7.1	6.6	218/3484	2831/16.6	16.2	17.9	H	KRFX-F
4. KQKS-F (SAC)	172/ 5.9	6.6	6.1	6.0	6.2	6.2	206/3102	2580/15.1	16.3	17.3	H	KOSI-F
5. KXKL-AF (O)	155/ 5.4	4.9	5.5	4.9	4.9	5.2	195/3618	2972/17.4	15.7	16.3	H	KXKL-AF
6. KXPK-F (AOR-P)	154/ 5.3	5.6	5.6	3.8	---	5.1	166/2825	2525/14.8	12.0	----	C	KXPK-F
7. KBPI-F (AOR)	147/ 5.0	5.3	5.7	5.3	4.6	5.3	196/2804	2166/12.7	13.0	12.2	E	KBPI-F
8. KQKS-F (CHR)	131/ 4.5	4.5	4.1	3.9	4.9	4.3	156/2859	2366/13.9	14.2	15.3	O	KQKS-F
9. KALC-F (AC)	123/ 4.2	3.5	4.3	3.8	3.7	4.0	135/2725	2297/13.5	13.4	11.5	E	KALC-F
10. KBCO-AF (AOR-P)	120/ 4.1	3.8	4.0	4.5	5.6	4.1	132/2174	1867/10.9	12.1	9.8	H	KBCO-AF
11. KIMN-F (O-70's)	112/ 3.8	2.5	3.2	3.1	4.0	3.2	120/2106	1846/10.8	11.1	12.3		KIMN-F
12. KWMX-F (AC/CHR)	107/ 3.7	2.9	2.9	5.0	4.4	3.6	116/2336	2128/12.5	12.2	16.4	E	KWMX-F
13. KHIH-F (J)	102/ 3.5	4.5	3.3	2.9	4.1	3.6	113/1937	1769/10.4	8.0	10.0	E	KHIH-F
14. KEZW (ST)	88/ 3.0	2.6	3.4	2.8	3.1	3.0	89/1030	1000/ 5.9	6.5	5.4	B	KEZW
15. KVOO-F (CL)	87/ 3.0	2.4	2.7	2.5	2.8	2.7	98/1597	1322/ 7.8	7.1	7.3	O	KVOO-F
16. KTLK (T)	79/ 2.7	3.6	2.2	1.7	1.6	2.6	98/1975	1627/ 9.5	6.2	6.4	C	KTLK
17. KHOW (T)	72/ 2.5	2.5	2.0	2.2	1.6	2.3	90/1506	1261/ 7.4	6.8	5.6		KHOW
18. KZOG-F (C)	54/ 1.9	2.4	2.9	1.9	2.5	2.3	71/1562	1181/ 6.9	8.5	8.6	O	KZOG-F
19. KYGO (C)	50/ 1.7	1.6	2.3	2.5	1.9	2.0	56/857	770/ 4.5	5.8	4.5		KYGO
20. KCUV (SP)	43/ 1.5	0.6	0.5	0.5	0.7	0.8	45/379	348/ 2.0	1.2	1.0		KCUV
21. KTCL-F (AOR-NR)	36/ 1.2	1.9	1.9	1.6	2.1	1.7	60/1336	917/ 5.4	6.5	6.8		KTCL-F
22.												
23.												
24.												
25.												

12+ FM SHARE (METRO): 74.96% (1940 of 2588) (SPG 94: 75.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ M10	12+ PMO	12+ EVE	OVERNIGHT
1 KQKS-F>>	1 KXPK-F<	1 KYGO-F	1 KYGO-F	1 KYGO-F	1 KOA <	1 KYGO-F>	1 KYGO-F	1 KYGO-F>	1 KOA	1 KOA
2	2 KFRX-F<	2 KFRX-F	2 KRFX-F	2 KRFX-F	2 KYGO-F	2 KRFX-F<	2 KOA	2 KRFX-F<	2 KQKS-F	2 KYGO-F
3	3 KBPI-F	3 KXPK-F	3 KXKL-AF	3 KXKL-AF<	3 KOSI-F	3 KOA	3 KOSI-F<	3 KOA	3 KYGO-F	3 KXKL-F
4	4 KYGO-F	4 KBPI-F	4 KXPK-F<	4 KOSI-F	4 KXKL-AF	4 KOSI-F<	4 KRFX-F	4 KXPK-F	4 KXKL-AF	4 KEZW
5	5 KALC-F>	5 KXKL-AF<	5 KBCO-AF<	5 KXPK-F<	5 KEZW	5 KXKL-AF	5 KXPK-F	5 KOSI-F	5 KXPK-F	5 KQKS-F
6	6 KBCO-AF<	6 KOSI-F	6 KIMN-F<	6 KBCO-AF<	6 KVOO-F	6 KBPI-F	6 KXKL-AF<	6 KXKL-AF	6 KALC-F<	6 KBPI-F
7	7 KWMX-F<	7 KBCO-AF	7 KOA	7 KIMN-F	7	7 KALC-F	7 KBPI-F	7 KQKS-F	7 KBPI-F	7
8	8 KIMN-F	8	8	8 KOA	8	8	8	8 KBPI-F	8 KEZW	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 KXPK-F	1 KXPK-F	1 KYGO-F	1 KYGO-F>	1 KYGO-F>	1 KBPI-F	1 KRFX-F	1 KRFX-F	1 KRFX-F>	1 KRFX-F>
2 KBPI-F	KYGO-F	2 KXPK-F	2 KOSI-F	2 KOSI-F>	2 KRFX-F	2 KBPI-F	2 KXPK-F	2 KBPI-F	2 KYGO-F
3 KYGO-F	3 KALC-F>	3 KALC-F	3 KXPK-F	3 KIMN-F<	3 KALC-F	3 KXPK-F>	3 KBPI-F	3 KYGO-F<	3 KOA <
4 KALC-F	4 KBPI-F	4 KIMN-F	4 KALC-F	4 KBCO-AF	4 KXPK-F	4 KYGO-F	4 KYGO-F	4 KXPK-F	4 KXKL-AF
5 KQKS-F	5 KOSI-F	5 KBCO-AF	5 KWMX-F<	5 KXKL-AF	5 KCUV-F	5 KALC-F	5 KIMN-F	5 KXKL-AF<	5 KXPK-F
6 KWMX-F	KWMX-F	6 KRFX-F	6 KBCO-AF	6 KWMX-F	6 KQKS-F	6	KBCO-AF	6 KOA	6 KBCO-AF<
7 KOSI-F	7 KIMN-F	7 KOSI-F	KIMN-F	7 KXPK-F	7	7	7 KOA	7 KBCO-AF	7 KBPI-F
8	8	8 KWMX-F	8	8	8	8	8	8	8 KIMN-F

DENVER

FORMATS	AM	FM	TOTAL	%	SPG 94	OTHER RATED STATIONS				METRO CUME TSA TSA	
						%	SHAPE/PTG/AQ4/CUME	SHAPE/PTG/AQ4/CUME	SHAPE/PTG/AQ4/CUME		
AC		230 (2)	230 (2)	8.9	4.2	KBNO (SP)	1220	OENVER	0.7/1.7/	21/ 292	
AOR/CLASSIC/NR	5 (1)	637 (5)	642 (6)	24.8	21.8	KOKO (B)	1510	LITTLETON	0.9/2.0/	27/ 351	
COUNTRY	50 (1)	320 (2)	370 (3)	14.3	15.8	KJME (SP)	1390	OENVER	0.7/1.7/	19/ 269	
NEWS/TALK	353 (3)		353 (3)	13.6	15.2	KYBG (SPRST)	1090	AURORA	0.7/3.0/	26/ 665	
						KNRX-F (CHR-NR)	92.1	CASTLE ROCK	0.5/2.6/	19/ 495	
CHR		147 (2)	147 (2)	5.7	10.6						
BLACK/URBAN	27 (1)		27 (1)	1.0	0.9						
SOFT AC/EZ		172 (1)	172 (1)	6.6	8.7						
HISPANIC	83 (3)		83 (3)	3.2	1.6						
OLDSIES	22 (1)	245 (2)	267 (3)	10.3	10.0						
FULL SVC/VARIETY											
STANDARDS	88 (1)		88 (1)	3.4	3.4						
RELIG/GOSPEL											
SPORTS	20 (1)		20 (1)	0.8	---						
CLASSICAL		87 (1)	87 (1)	3.4	3.1						
JAZZ		102 (1)	102 (1)	3.9	4.6						
OTHERS/UNKNOWN											
TOTALS	648 (12)	1940 (16)	2588 (28)								

OUOPOLY REPORT	12+	25-54	REVENUE
-----	----	----	-----
KYGO A/F, KWMX A/F (Jefferson-Pilot)	14.5%	16.0%	17.7%
KLTT, KLZ (Crawford)	0.0%	0.0%	< 2.0%
KOA, KTLK, KRFX-F, KBPI-F (Jacor)	20.9%	19.3%	35.3%
KBCO A/F, KHOW, KHIH-F (Noble)	10.1%	12.0%	12.6%
KIMN-F, KALC-F (Secret)	8.0%	9.3%	7.5%
KXKL A/F, KZOG-F (Shamrock)	7.3%	7.8%	9.3%
KEZW, KOSI-F, KVOO-F (Tribune Co.)	11.9%	9.2%	11.3%
	72.7%	73.6%	94.9%

SCARBOROUGH REPORT
Indexed against \$100,000+ Households

HIGHEST		LOWEST	
1. KHOW	201	1. KEZW	0
2. KYBG	166	2. KOKS-F	50
3. KVOO-F	149	3. KXKL-F	56
4. KWMX-F	138	4. KYGO-AM	63
5. KOA	130	5. KOSI-F	65

OENVER

RADIO STATIONS

AM STATIONS

KBNO, 1220, 1 KW/17 W	, Hispanic	CBS, \$ 27.00 (Katz Hisp.)	
KOKO, 1510, 10 KW/5 KW (OA-2)	, Black	, \$ 29.00 (---)	
KEZW, 1430, 5 KW (OA-N)	, Standards	WESTWO, ABC, \$ 36.00 (Banner)	Tribune Co.
KHOW, 630, 5 KW (OA-N)	, Soft AC	MBS, NBC, \$ NA (MMR)	Noble
KLZ, 560, 5 KW (OA-1)	, Religion	SMN, UNISTR, \$ 31.00 (Mc-Guild)	Crawford
KNUS, 710, 5 KW (OA-1)	, News/Talk	CNN, BRN, \$ 33.00 (---)	
KOA, 850, 50 KW	, Talk/News	ABC, \$ 21.00 (Eastman)	Jacor
KTLK, 760, 5 KW/1 KW	, Talk	ABC, \$ 36.00 (Eastman)	Jacor
KYBG, 1090, 50 KW/500 W	, Sports	WESTWO, AP, \$ 45.00 (Torbet)	Century
KYGO, 950, 5 KW (OA-N)	, Country	AP, \$ NA (CBS)	Jefferson-Pilot

FM STATIONS

KBPI, 106.7, 100 KW @ 987, AOR		, \$ 59.00 (Eastman)	Jacor	
KBCO, 97.3, 100 KW @ 1542, AOR - Prog.		WESTWO, \$ 178.00 (MMR)	Noble	(BOULOER)
KALC, 105.9, 99 KW @ 1469, AC		, \$ 130.00 (Christal)	Secret	
KHIH, 95.7, 100 KW @ 1607, Jazz		, \$ 71.00 (MMR)	Noble	
KIMN, 100.3, 100 KW @ 1151, Oldies - 70's		, \$ 126.00 (Christal)	Secret	
KOSI, 101.1, 100 KW @ 1624, Soft AC		, \$ 165.00 (Banner)	Tribune Co.	
KOKS, 104.3, 58 KW @ 1214, CHR		, \$ 61.00 (Torbet)	Western Cities	(LONGMONT)
KRFX, 103.5, 100 KW @ 1050, Classic AOR		, \$ 125.00 (---)	Jacor	
KRKS, 94.7, 100 KW @ 1214, Religion		, \$ 45.00 (---)	Salem	(BOULOER)
KTCL, 93.3, 100 KW @ 1328, AOR - New Rock		, \$ 53.00 (Mc-Guild)	University	(FT COLLINS)
KVOO, 99.5, 100 KW @ 279, Classical		, \$ 70.00 (CMBS)	Tribune Co.	
KWMM, 107.5, 91 KW @ 1197, CHR/AC		, \$ 77.00 (CBS)	Jefferson-Pilot	
KXKL, 105.1, 100 KW @ 1168, Oldies		, \$ 157.00 (Katz)	Shamrock	
KXPK, 96.5, 100 KW @ 1164, AOR-Prog.		, \$ 59.00 (---)		(EVERGREEN)
KNRX, 92.1, 30 KW @ 630, CHR/NR		, \$ 40.00 (Torbet)	Century	(CASTLE ROCK)
KYGO, 98.5, 100 KW @ 718, Country		, \$ 240.00 (CBS)	Jefferson-Pilot	
KZOG, 92.5, 57 KW @ 1237, Country		, \$ 48.00 (Torbet)	Shamrock	(GREELEY)

Miscellaneous: KYBG-F from 3 KW to 30 KW and format from Sports/Talk to CHR (Feb). . . KMJI-F changes to KIMN-F (April). . .
 KYBG-F changes to KNRX-F (April). . . KVOO-F sold by Henry to the Tribune Co. for XCTC, KYMX-F in Sacramento plus
 Henry paid \$3,500,000. . . KXKL A/F, KZDG-F sold by Shamrock to Chancellor (O) for \$20,000,000 (E). . .

OES MOINES

Arbitron Rank/Pop (12+): 89/410,600
 MSA Rank/Pop: 118/421,000
 DMA # 74
 Average Person Ratings: 15.1
 Market TSL: 20.00 hours

Stations: 15/15
 Diaries: 1113/369:1/
 Sample Target: 1030
 % Below Line: 0.0
 % Not Listed: 13.9

1994 Revenue: \$19,000,000
 HH Inc.: \$39,077
 Retail \$: 5.0 Bil
 Pop per Station: 27,373
 #1 Biller: WHO \$4,600,000

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. KGGO-F (AOR)	107/17.3	13.6	14.0	14.0	12.4	14.7	154/1788	1209/29.4	26.0	25.7	E	KGGO-F
2. WHO (FS/T)	87/14.1	13.8	14.8	14.4	15.3	14.3	185/2403	1001/24.4	29.6	28.5	F	WHO
3. KJJY-F (C)	80/12.9	12.8	11.3	12.6	16.0	12.4	95/1303	992/24.2	24.4	29.1	E	KJJY-F
4. KSTZ-F (CHR/AC)	46/ 7.4	7.5	8.7	10.4	7.5	8.5	72/1529	984/24.0	24.5	24.0	C	KSTZ-F
5. KFMG-F (AOR-P)	43/ 6.9	6.1	4.9	4.8	4.6	5.7	48/643	518/12.6	10.5	9.1	B	KFMG-F
6. KLYF-F (AC)	37/ 6.0	5.9	6.5	8.8	7.3	6.8	69/1179	716/17.4	16.9	19.9	C	KLYF-F
KIOA-F (O)	37/ 6.0	6.6	6.0	4.6	6.6	5.8	66/1179	723/17.6	15.8	17.6	C	KIOA-F
8. KRNT (ST)	30/ 4.8	4.6	5.5	4.0	6.5	4.7	33/509	413/10.1	10.8	12.2	A	KRNT
9. KRUU-F (C)	19/ 3.1	3.9	2.7	2.0	3.1	2.9	29/490	346/ 8.4	8.8	8.6	B	KRUU-F
10. KHKI-F (C)	17/ 2.7	3.9	3.5	4.4	3.7	3.6	32/570	366/ 8.9	9.7	9.9	A	KHKI-F
11. KMXO-F (SAC)	13/ 2.1	3.4	2.5	2.2	3.1	2.6	16/237	206/ 5.0	5.8	7.0	A	KMXO-F
12. KEZT-F (SAC)	7/ 1.1	2.5	2.7	1.8	1.4	2.0	12/363	268/ 6.5	7.9	7.1	A	KEZT-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 77.76% (414 of 533) (SPG 94: 73.62%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KGGO-F	1 KGGO-F>>	1 KGGO-F>>	1 KGGO-F>	1 KGGO-F	1 WHO >	1 WHO	1 KGGO-F	1 KGGO-F>	1 KGGO-F>	1 WHO >
2 KSTZ-F>>	2 KFMG-F<	2 KJJY-F	2 KJJY-F	2 KJJY-F	2 KJJY-F>	2 KGGO-F	2 WHO	2 WHO <	2 WHO	2 KGGO-F
3 KIOA-F	3 KJJY-F	3 KFMG-F<	3 WHO	3 KSTZ-F	3 KRNT <	3 KJJY-F>>	3 KJJY-F>	3 KJJY-F>	3 KJJY-F	3 KJJY-F
4	4 KSTZ-F>	4 WHO <	4 KFMG-F	4 KFMG-F	4 KIOA-F<	4	4 KFMG-F	4 KSTZ-F<	4 KSTZ-F	4
5	5	5 KSTZ-F	5 KSTZ-F	5 KSTZ-F	5 KGGO-F	5	5 KLYF-F	5 KFMG-F	5	5
6	6	6	6 KLYF-F	6 KLYF-F<	6	6	6	6	6	6
7	7	7	7	7 KIOA-F	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 KGGO-F	1 KGGO-F	1 KJJY-F	1 KJJY-F	1 KJJY-F>	1 KGGO-F>	1 KGGO-F>>	1 KGGO-F	1 KGGO-F>>	1 KGGO-F>
2 KJJY-F	2 KJJY-F>	2 KGGO-F	2 KGGO-F>	2 KLYF-F<	2 KFMG-F	2 KFMG-F>>	2 KFMG-F	2 KFMG-F<	2 WHO
3 KSTZ-F	3 KSTZ-F	3 KLYF-F	3 KSTZ-F	3 KGGO-F	3 KIOA-F	3	3 WHO	3 WHO >	3 KFMG-F
4	4 KLYF-F	4 KSTZ-F	4 KLYF-F	4 WHO	4 KJJY-F	4	4 KSTZ-F	4 KIOA-F	4 KJJY-F
5	5	5 KFMG-F	5	5 KSTZ-F	5 KSTZ-F	5	5 KJJY-F	5 KJJY-F	5
6	6	6	6	6	6	6	6	6 KSTZ-F	6

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		37 (1)	37 (1)	6.9	8.2	KCCQ-F (CHR)	107.1	AMES	0.6/4.5/ 6/ 208
AOR/CLASSIC/NR		150 (2)	150 (2)	25.7	19.0	KIOA (O)	940	DES MOINES	0.3/3.8/ 8/ 288
COUNTRY		118 (3)	118 (3)	22.1	25.4	KZZQ-F (REL)	99.5	WINTERSET	0.6/2.5/ 4/ 103
NEWS/TALK									
CHR		50 (2)	50 (2)	9.4	8.7				
BLACK/URBAN									
SOFT AC/EZ		20 (2)	20 (2)	3.8	4.9				
HISPANIC									
OLGIES	2 (1)	37 (1)	39 (2)	7.3	8.9				
FULL SVC/VARIETY	87 (1)		87 (1)	16.3	17.1				
STANDARDS	30 (1)		30 (1)	5.6	7.2				
RELIG/GOSPEL		4 (1)	4 (1)	0.8	0.6				
SPORTS									
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN									
TOTALS	119 (3)	414 (12)	533 (15)						

DES MOINES

DUOPOLY REPORT	12+	25-54	REVENUE
KIOA A/F, KPNT, KSTZ-F (Saga)	18.5%	17.0%	17.7%
KGGO-F, KHKI-F, KDMI (Community Pacific)	20.0%	20.0%	20.0%
	38.5%	37.0%	37.7%

RADIO STATIONS

KIOA, 940, 10 KW/5 KW (DA-2), SEE KIOA-F				
KRNT, 1350, 5 KW (DA-N), Standards		CBS, WESTWD	\$ 22.00 (Katz)	Saga
KWKY, 1150, 1 KW (DA-1), Religion		USA, MBS	\$ 15.00 (---)	
WHO, 1040, 50 KW, Full Service		ABC, WESTWD	\$ 75.00 (Christal)	Palmer
KDMI, 1460, 5 KW (DA-1), Religion			\$ 15.00 (---)	Community Pacific
KEZI-F, 104.1, 100 KW @ 1010, Soft AC			\$ 16.00 (O&R)	(AMES)
KFMG-F, 103.3, 100 KW @ 745, AOR - Prog.			\$ 22.00 (---)	(PELLA)
KGGO-F, 94.9, 100 KW @ 1066, AOR		Source	\$ 70.00 (Eastman)	Community Pacific
KHKI-F, 97.3, 115 KW @ 454, Country		WESTWD	\$ 30.00 (Eastman)	Community Pacific
KIOA-F, 93.3, 100 KW @ 1063, oldies		ABC	\$ 31.00 (Katz)	Saga
KJJY-F, 92.5, 41 KW @ 1453, Country			\$ 77.00 (McGuild)	Fuller-Jeffrey (ANKENY)
KLYF-F, 100.3, 100 KW @ 1699, AC			\$ 44.00 (Christal)	Palmer
KMXD-F, 106.3, 6 KW @ 328, EZ/Soft AC			\$ 16.00 (---)	(ANKENY)
KRUU-F, 98.3, 13 KW @ 469, Country			\$ 18.00 (Mc-Guild)	J. Ingstad (BOONE)
KSTZ-F, 102.5, 100 KW @ 1260, CHR/AC			\$ 45.00 (Katz)	Saga

DETROIT

Arbitron Rank/Pop (12+): 6/3,660,200

Stations: 29/28

1994 Revenue: \$153,000,000

MSA Rank/Pop: 6/4,840,000

Diaries: 3842/ 953:1/51.9%

HH Inc.: \$37,523

DMA # 9

Sample Target: 3840

Retail \$: 44.2 Bil

Average Person Ratings: 17.6

% Below Line: 0.3%

Pop per Station: 130,721

Market TSL: 23.00 hours

% Not Listed: 10.0%

#1 Biller: WJR \$18,400,000

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WJLB-F (B)	612/ 9.5	8.8	8.7	6.8	6.9	8.5	656/6738	5996/16.4	15.6	14.8	I	WJLB-F
2. WJR (FS)	480/ 7.4	8.5	7.6	8.0	8.5	7.9	644/9558	6973/19.1	17.9	19.7	J	WJR
3. WWJ (N)	336/ 5.2	5.2	5.9	5.0	4.9	5.3	350/7326	6819/18.6	19.8	17.2	I	WWJ
4. WYCO-F (C)	314/ 4.9	4.5	4.7	5.2	4.7	4.8	331/4515	4148/11.3	12.6	12.2	H	WYCO-F
5. WLT1-F (SAC)	312/ 4.8	4.5	4.2	3.3	3.4	4.2	322/4845	4539/12.4	11.1	10.4	H	WLT1-F
6. WNIC-F (AC)	301/ 4.7	5.0	4.4	4.7	3.8	4.7	324/5837	5326/14.6	13.1	12.3	H	WNIC-F
7. WKQI-F (AC)	299/ 4.6	4.0	4.0	4.1	5.3	4.2	321/6078	5531/15.1	14.8	16.8	I	WKQI-F
8. WMXD-F (B/AC)	285/ 4.4	4.1	5.1	4.9	4.8	4.6	296/3916	3711/10.1	11.1	10.0	G	WMXD-F
9. WXYT (T)	283/ 4.4	4.1	4.9	5.5	4.3	4.7	292/3671	3564/ 9.7	9.5	9.2	H	WXYT
10. WWW-F (C)	278/ 4.3	5.0	4.9	4.3	4.8	4.6	306/4669	4151/11.3	12.8	12.3	H	WWW-F
11. WRIF-F (AOR)	259/ 4.0	3.1	3.5	3.1	3.7	3.4	308/5470	4482/12.2	11.9	12.2	G	WRIF-F
12. WOMC-F (O)	232/ 3.6	4.2	4.0	3.7	3.9	3.9	241/4942	4643/12.7	13.1	12.1	H	WOMC-F
13. WHYT-F (CHR)	222/ 3.4	3.7	3.5	3.1	4.0	3.4	242/5977	5362/14.6	14.8	16.0	G	WHYT-F
14. WYST-F (O-70's)	191/ 3.0	2.9	2.1	3.2	3.2	2.8	201/4192	3852/10.5	8.1	9.8	F	WYST-F
15. WJZZ-F (J)	190/ 2.9	3.0	3.3	3.1	3.2	3.1	210/3441	3177/ 8.7	8.5	9.0	F	WJZZ-F
16. WCSX-F (CL AOR)	169/ 2.6	2.9	2.6	3.6	3.6	2.9	189/4005	3537/ 9.7	10.7	12.9	G	WCSX-F
17. CKWW (ST)	147/ 2.3	2.3	2.4	2.2	1.9	2.3	164/2003	1772/ 4.8	4.1	3.7		CKWW
18. WQRS-F (CL)	132/ 2.0	2.6	2.4	1.8	1.7	2.2	142/2273	2049/ 5.6	7.2	6.0	E	WQRS-F
19. CIMX-F (AOR-NR)	128/ 2.0	1.8	2.2	3.3	2.6	2.3	154/3934	3211/ 8.8	9.1	8.0		CIMX-F
20. WLLZ-F (AOR)	127/ 1.0	2.1	2.3	2.2	2.2	2.2	135/4536	4063/11.1	10.1	11.1	F	WLLZ-F
21. WDZR-F (AOR)	108/ 1.7	1.9	1.8	2.2	2.0	1.9	113/2365	2283/ 6.2	6.5	7.0	D	WDZR-F
22. Wmuz-F (REL)	75/ 1.2	0.6	1.1	1.1	1.1	1.0	80/1714	1556/ 4.3	3.4	3.2		WMUZ-F
23. WQBH (G)	70/ 1.1	0.9	0.8	1.1	1.0	1.0	70/963	954/ 2.6	2.3	1.7		WQBH
24. WDFN (SPRTS)	64/ 1.0	1.2	0.5	0.5	0.3	0.8	72/1034	906/ 2.5	2.3	1.1		WDFN
25.												

12+ FM SHARE (METRO): 74.90% (4348 of 5805) (SPG 94: 74.97%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJLB-F>>	1 WJLB-F>	1 WJLB-F>	1 WJLB-F	1 WJLB-F	1 WJR >	1 WJR	1 WJLB-F<	1 WJLB-F>	1 WJLB-F>>	1 WWJ
2 WHYT-F>	2 WRIF-F	2 WKQI-F	2 WNIC-F	2 WNIC-F	2 WWJ	2 WJLB-F<	2 WXYT	2 WYCO-F<	2 WMXD-F	2 WJLB-F>
3	3 WKQI-F<	3 WNIC-F<	3 WKQI-F	3 WKQI-F	3 WXYT	3 WWJ	3 WJR <	3 WLT1-F<	3 WJR	3 WJR <
4	4 WHYT-F	4 WRIF-F<	4 WMXD-F<	4 WYCD-F	4 WLT1-F	4 WKQI-F	4 WLT1-F	4 WJR	4 WNIC-F<	4 WMXD-F<
5	5 WNIC-F<	5 WYCD-F	5 WYCD-F	5 WLT1-F	5 WMXD-F	5 WNIC-F	5 WNIC-F<	5 WWJ	5 WHYT-F	5 WRIF-F
6	6 WYCD-F	6 WMXD-F	6 WRIF-F	6 WMXD-F	6 WOMC-F	6 WRIF-F	6 WYCD-F	6 WMXD-F	6 WYCO-F	6 WYCD-F
7	7 WYST-F	7 WYST-F	7 WOMC-F	7 WOMC-F	7 WWW-F	7 WYCD-F	7 WWW-F	7 WWW-F	7 WJZZ-F	7 WWW-F
8	8	8 WLT1-F	8 WYST-F	8 WRIF-F	8	8 WTL1-F	8 WKQI-F	8 WXYT	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 WJLB-F	1 WJLB-F>	1 WJLB-F	1 WJLB-F>	1 WNIC-F<	1 WJLB-F	1 WRIF-F<	1 WRIF-F	1 WJLB-F<	1 WRIF-F
2 WHYT-F	2 WKQI-F	2 WNIC-F	2 WKQI-F<	2 WJLB-F	2 WRIF-F	2 WJLB-F>	2 WJLB-F	2 WRIF-F	2 WJLB-F
3 WKQI-F	3 WNIC-F	3 WKQI-F	3 WNIC-F	3 WKQI-F	3 CIMX-F	3 WOZR-F	3 WCSX-F	3 WCSX-F<	3 WJR <
4 WYCD-F	4 WYCO-F	4 WMXD-F	4 WMXD-F<	4 WLT1-F	4 WHYT-F	4 WHYT-F	4 WOZR-F	4 WYCD-F	4 WCSX-F
5 WLT1-F	5 WHYT-F	5 WYCD-F	5 WLT1-F<	5 WMXD-F	5 WDZR-F	5 CIMX-F	5 WYST-F	5 WYST-F	5 WYCO-F
6 WRIF-F	6 WMXD-F	6 WLT1-F	6 WYCO-F	6 WYCD-F	6 WWW-F	6 WYCD-F	6 WYCD-F	6 WJR	6 WOMC-F
7	7 WLT1-F	7 WHYT-F	7	7 WOMC-F	7	7 WCSX-F<	7 WLLZ-F	7 WOMC-F	7 WWJ
8	8	8 WYST-F	8	8	8	8 WLLZ-F	8 WNIC-F	8 WJZZ-F	8 WYST-F
9	9	9 WWW-F	9	9	9	9	9 WWW-F	9 WWW-F	9
10	10	10	10	10	10	10	10	10	10

DETROIT

FORMATS	AM	FM	TOTAL	%	SPG 94	OTHER RATED STATIONS	METRO CUME	TSA	TSA
							SHARE/RTG/AQH/CUME		
AC		600 (2)	600 (2)	10.3	10.5	WCHB (G) 1200 TAYLOR	0.9/2.1/ 55/ 786		
AOR/CLASSIC/NR		791 (5)	791 (5)	13.6	15.6	WGPR-F (G) 107.5 DETROIT	0.9/4.3/ 61/1643		
COUNTRY		612 (3)	612 (3)	10.5	11.6	CIDR-F (O) 93.9 WINDSOR, ONT	0.5/2.9/ 44/1291		
NEWS/TALK	619 (2)		619 (2)	10.7	10.2	CKLW (FS) 800 WINDSOR, ONT	0.3/2.2/ 29/ 971		
CHR		222 (1)	222 (1)	3.8	4.4	WITL-F (C) 100.7 LANSING	0.3/0.8/106/1300		
BLACK/URBAN		897 (2)	897 (2)	15.5	13.5				
SOFT AC/EZ		312 (1)	312 (1)	5.4	7.3				
HISPANIC									
OLDIES		457 (3)	457 (3)	7.9	6.0				
FULL SVC/VARIETY	502 (2)		502 (2)	8.6	9.4				
STANDARDS	147 (1)		147 (1)	2.5	2.1				
RELIG/GOSPEL	125 (2)	135 (2)	260 (4)	4.5	4.0				
SPORTS	64 (1)		64 (1)	1.2	---				
CLASSICAL		132 (1)	132 (1)	2.3	1.9				
JAZZ		190 (1)	199 (1)	3.3	3.5				
OTHERS/UNKNOWN									
TOTALS	1457 (8)	4348 (21)	5805 (29)						

DUOPOLY REPORT	12+	25-54	REVENUE
WHND, WCSX-F, WRIF-F (Greater Media)	6.6%	8.5%	8.6%
WMTG, WKQI-F, WNIC-F (Evergreen)	9.3%	12.3%	15.5%
WJLB-F, WMXD-F (Secret)	13.9%	13.1%	10.5%
	29.8%	33.9%	34.6%

SCARBOROUGH REPORT
Indexed against \$100,000+ Households

HIGHEST	LOWEST
1. WJR 163	1. WHYT-F 65
CIMX-F 163	2. WMUZ-F 68
3. WQRS-F 154	3. WMXD-F 69
4. WRIF-F 130	4. WOMC-F 70
5. WXYT 127	WWW-F 70

RADIO STATIONS

AM STATIONS

WCHB, 1200, 25 KW/700 W (DA-2), Gospel	WESTWD, AURN, \$ 29.00 (---)	
WHNO, 560, 500 W (DAYS), Oldies	UNISTR, \$ 28.00 (Mc-Guild)	Greater Media (MONROE)
WJR, 760, 50 KW, Full Service/Talk	ABC, \$ 286.00 (Katz)	Cap Cities/ABC
WMKM, 1440, 1 KW, Black	\$ 33.00 (---)	
WMTG, 1310, 5 KW (DA-2), Black Oldies	SMN, \$ 36.00 (Mc-Guild)	Broadcasting Partners
WQBH, 1400, 1 KW, Gospel	\$ 40.00 (Patt)	
WWJ, 950, 5 KW (DA-N), News	CBS, \$ 176.00 (CBS)	CBS
WDFN, 1130, 50 KW/10 KW(DA-2), Sports	WESTWD, \$ NA (Eastman)	Shamrock
WXYT, 1270, 5 KW (DA-N), Talk	CNN, WESTWD, \$ 150.00 (Infinity)	Infinity
CKWW, 580, 500 W, Standards	\$ 58.00 (---)	CHUM (WINDSOR, ONT)

FM STATIONS

WCSX, 94.7, 14 KW @ 945, Classic AOR	WESTWD, \$ 160.00 (Mc-Guild)	Greater Media
WDZR, 102.7, 50 KW @ 500, AOR	SMN, WESTWD, \$ 48.00 (D & R)	Ragan Henry (MT. CLEMONS)
WGPR, 107.5, 50 KW @ 361, Gospel	AURN, \$ 43.00 (---)	
WHYT, 96.3, 20 KW @ 787, CHR	ABC, \$ 140.00 (Katz)	Cap Cities/ABC
WJLB, 97.9, 50 KW @ 489, Black	\$ 190.00 (MMR)	Secret
WYST, 97.1, 12 KW @ 889, Oldies - 70's	\$ 142.00 (CBS)	CBS
WJZZ, 105.9, 20 KW @ 725, Jazz	\$ 115.00 (Torbet)	Bell
WKQI, 95.5, 100 KW @ 430, AC	\$ 261.00 (O&R)	Evergreen
WLLZ, 98.7, 50 KW @ 479, AOR	\$ 152.00 (Group W)	Westinghouse
WLT1, 93.1, 27 KW @ 669, Soft AC	\$ 149.00 (Christal)	Viacom
WMUZ, 103.5, 50 KW @ 466, Religion	\$ 48.00 (Crawford)	Crawford
WMXD, 92.3, 50 KW @ 459, Black/AC	\$ 85.00 (MMR)	Secret
WNIC, 100.3, 32 KW @ 600, AC	\$ 176.00 (D&R)	Evergreen
WOMC, 104.3, 190 KW @ 361, Oldies	WESTWD, \$ 220.00 (Torbet)	Infinity
WQRS, 105.1, 20 KW @ 784, Classical	\$ 94.00 (CMBS)	Marlin
WRIF, 101.1, 27 KW @ 879, AOR	\$ 125.00 (Banner)	Greater Media
WWW, 106.7, 61 KW @ 50B, Country	WESTWD, \$ 260.00 (Eastman)	Shamrock
WYCD, 99.5, 21 KW @ 754, Country	ABC, WESTWD, \$ 120.00 (Group W)	Alliance
CIMX, 88.7, 100 KW @ 577, AOR - New Rock	\$ NA (---)	CHUM (WINDSOR, ONT)
CKLW, 93.9, 100 KW @ 699, Oldies	\$ NA (---)	CHUM (WINDSOR, ONT)

Miscellaneous: WDFN, WWW-F sold by Chancellor to Shamrock for \$18,000,000 (E). . . WJR, WHYT-F sold by Cap Cities/ABC to Disney for \$ _____ (E). . . WWJ, WYST-F sold by CBS to Westinghouse (O) for \$ _____ (E). . .

OULUTH

Arbitron Rank/Pop (12+): 206/134,100
 MSA Rank/Pop: 177/238,000
 OMA # 137
 Average Person Ratings: 18.3
 Market TSL: 24.00 hours

Stations: 14/12
 Diaries: 839/160:1/65.7%
 Sample Target: 795
 % Below Line: 2.0
 % Not Listed: 17.5

1994 Revenue: \$5,200,000
 HH Inc.: \$26,648
 Retail \$: 2.3 Bil
 Pop per Station: 11,175
 #1 Biller: WAVC-F \$1,500,000

12+ METRO	1/4/SHARE	FAL				4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO			Revenue Level	
		94	SPG 94	FAL 93	SPG 93			CUME/CUME RATING	SPG 94	SPG 93		
1. WAVC-F (C)	34/13.8	----	19.9	----	18.4	----	52/632	381/28.4	38.8	32.2	C	WAVC-F
2. KQDS-F (AOR)	32/13.0	----	10.6	----	10.3	----	69/648	355/26.5	24.1	24.3	B	KQDS-F
3. KOAL (FS)	31/12.6	----	12.7	----	13.5	----	37/474	348/26.0	25.7	27.3	B	KDAL
4. KDAL-F (AC)	28/11.4	----	11.9	----	14.8	----	37/485	340/24.4	27.7	29.1	B	KDAL-F
5. KTCO-F (C)	24/ 9.8	----	3.0	----	2.7	----	29/445	325/24.2	15.0	13.8	A	KTCO-F
6. KZIO-F (CHR)	17/ 6.9	----	7.2	----	8.1	----	20/405	300/22.4	26.6	22.9	B	KZIO-F
7. WEBC (T)	9/ 3.7	----	3.0	----	6.3	----	10/232	179/13.3	14.1	19.1	A	WEBC
8. KXTP (ST)	7/ 2.8	----	3.4	----	4.5	----	7/124	110/ 8.2	10.1	11.6	A	KXTP
9. WDSM (T)	6/ 2.4	----	4.2	----	4.0	----	8/156	136/10.1	11.1	12.2	A	WDSM
KLXK-F (O)	6/ 2.4	----	1.7	----	----	----	6/142	136/10.1	5.7	0.0	A	KLXK-F

12+ FM SHARE (METRO): 71.43% (145 of 203) (SPG 94: 70.59%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MIO	12+ PMD	12+ EVE	OVERNIGHT
1 KZIO-F>>	1 KQDS-F>>	1 KQDS-F	1 KQDS-F	1 KQDS-F	1 KDAL	1 KDAL >	1 WAVC-F	1 WAVC-F	1 KQDS-F	1 KDAL
2 KTCO-F>	2 KTCO-F	2 KDAL-F	2 KDAL-F>	2 KOAL-F>	2 WAVC-F	2 WAVC-F<	2 KQDS-F<	2 KQDS-F	2 KZIO-F<	2 KQDS-F
3	3 WAVC-F	3 KTCO-F	3 KTCO-F	3 WAVC-F	3 KOAL-F	3 KQDS-F<	3 KDAL-F	3 KTCO-F	3 WAVC-F<	3 WEBC
4	4 KZIO-F	WAVC-F	4 WAVC-F	4 KTCO-F	4	4 KDAL-F	4 KDAL	KOAL-F	4 KTCO-F	4
5	5 KOAL-F	5	5	5	5	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 WAVC-F	1 KQDS-F	1 KQDS-F	1 KDAL-F	1 KOAL-F	1 KQDS-F	1 KQDS-F>>	1 KQDS-F	1 KQDS-F>>	1 KQDS-F>
KTCO-F	KTCO-F>	2 KTCO-F	2 KQDS-F	2 KQDS-F	WAVC-F	2 KTCO-F	2 KZIO-F	2 KOAL-F	2 KDAL-F>
3	3 KDAL-F	3	3 KTCO-F	3 WAVC-F	3 KTCO-F	WAVC-F	KTCO-F	3 WAVC-F	3 KDAL
4	KZIO-F	4	4 WAVC-F	4 KTCO-F	4	4 KZIO-F	4	4 KTCO-F	WAVC-F
5	WAVC-F	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME TSA
							SHARE/RTG/AQH/CUME
AC		28 (1)	28 (1)	13.8	15.0	KUSZ-F (C) 107.7	PROCTOR 0.4/4.0/ 34/ 390
AOR/CLASSIC/NR		32 (1)	32 (1)	15.8	19.3	WWJC (REL) 850	DULUTH 1.2/2.2/ 4/ 69
COUNTRY	2 (1)	59 (3)	61 (4)	30.0	31.6		
NEWS/TALK	15 (2)		15 (2)	7.4	3.7	WKKQ (C) 650	NASHWAUK 0.8/1.9/ 27/ 264
CHR		17 (1)	17 (1)	8.4	9.1	WKLK-F (O) 96.5	CLOQUET 1.2/5.9/ 4/ 143
BLACK/URBAN							
SOFT AC/EZ							
HISPANIC							
OLDIES		9 (2)	9 (2)	4.4	0.5		
FULL SVC/VARIETY	31 (1)		31 (1)	15.3	16.0		
STANDARDS	7 (1)		7 (1)	3.4	4.3		
RELIG/GOSPEL	3 (1)		3 (1)	1.5	0.0		
SPORTS							
CLASSICAL							
JAZZ							
OTHERS/UNKNOWN					0.5		
TOTALS	58 (6)	145 (8)	203 (14)				

OULUTH

DUOPOLY REPORT	12+	25-54	REVENUE
WDSM, KZIO-F, KXTP, KTCO-F (Local)	21.9%	18.7%	29.6%
WEBC, WAVC-F, KLXK-F (Brill)	19.9%	17.2%	39.2%
	41.8%	35.9%	68.8%

RADIO STATIONS

KDAL , 610, 5 KW (DA-N)	Full Service	CBS, \$25.00 (Katz)	Shockley
KXTP , 970, 1 KW/27 W	Standards	WESTWD ABC, \$10.00 (K & P)	WDSM owner (D)
WDSM , 710, 10 KW/5 KW (DA-N)	Country	WESTWD, \$10.00 (Torbet)	
WEBC , 560, 5 KW (DA-N)	Talk	TALKNT ABC, \$15.00 (Christal)	Brill
KDAL-F, 95.7, 100 KW @ 804	AC/Oldies	, \$22.00 (Katz)	Shockley
KLXK-F, 101.7, 1.6 KW @ 446	Classic AOR (?)	, \$ NA (---)	Brill
KQDS-F, 94.9, 100 KW @ 699	AOR	, \$20.00 (O'Mally)	
KZIO-F, 102.5, 100 KW @ 600	CHR	ABC, \$22.00 (Torbet)	WDSM owner (D)
KTCO-F, 98.9, 100 KW @ 600	Country	, \$12.00 (K & P)	WDSM owner (D)
WAVC-F, 105.1, 100 KW @ 790	Country	, \$30.00 (Christal)	Brill

Miscellaneous: KLXK-F sold to Brill (D) for \$700,000. . . WAKX-F to KTCO-F and format to Country. . .

***** FORMAT CODES *****

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

***** 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	

EL PASO

Arbitron Rank/Pop (12+): 72/521,700
 MSA Rank/Pop: 78/670,000
 DMA # 86
 Average Person Ratings: 17.6
 Market TSL: 23.25 hours

Stations: 30/19
 Diaries: 1046/499:1/50.6%
 Sample Target: 1070
 % Below Line: 7.3
 % Not Listed: 10.7

1994 Revenue: \$15,000,000
 HH Inc.: \$27,672
 Retail \$: 4.7 Bil
 Pop per Station: 27,458
 #1 Biller: KHEY-AF \$2,700,000

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 BOOK Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Level	
1. KPRR-F (CHR)	127/13.8	13.2	13.1	10.5	13.7	12.7	141/1928	1740/33.4	30.9	31.8	C	KPRR-F
2. KBNA-AF (SP)	119/12.9	10.5	14.3	12.8	11.4	12.6	131/1521	1345/25.8	26.7	24.1	D	KBNA-AF
3. KLAQ-F (AOR)	89/ 9.7	10.0	10.5	10.2	9.4	10.1	100/1439	1204/23.1	25.7	26.5	D	KLAQ-F
4. KTSM-F (SAC)	81/ 8.8	10.9	10.3	9.6	9.8	9.9	106/1464	1135/21.8	25.3	21.9	C	KTSM-F
5. KHEY-F (C)	76/ 8.3	5.8	9.6	10.5	9.8	8.6	83/1092	883/16.9	19.9	20.8	D	KHEY-F
6. KOFX-F (O)	53/ 5.8	5.2	4.8	3.6	5.1	4.9	60/806	700/13.4	12.3	15.1	B	KOFX-F
7. KINT-F (SP)	47/ 5.1	4.4	3.1	4.5	5.1	4.3	62/912	694/13.3	8.8	14.4	C	KINT-F
8. KSET-F (C)	30/ 3.3	3.4	2.4	3.5	3.5	3.2	31/440	414/ 7.9	8.6	11.0	B	KSET-F
KAMZ-F (CL AOR)	30/ 3.3	3.7	3.1	4.6	4.5	3.7	39/854	628/12.0	11.7	15.9	A	KAMZ-F
10. KTSM (N/T)	24/ 2.6	3.8	3.8	3.6	5.2	3.5	27/376	321/ 6.2	7.9	11.1	B	KTSM
KAMA (SP)	24/ 2.6	3.4	2.2	2.3	1.4	2.6	28/446	360/ 6.9	5.6	4.8	B	KAMA
12. XHH -F (SP)	17/ 1.9	2.1	2.2	2.1	3.2	2.1	19/346	342/ 6.6	7.0	9.3		XHH -F
13. KR0D (T)	14/ 1.5	1.8	1.6	1.0	1.6	1.5	16/377	308/ 5.9	8.7	5.1	A	KR0D

12+ FM SHARE (METRO): 85.49% (701 of 820) (SPG 94: 85.86%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ M10	12+ PM0	12+ EVE	OVERNIGHT
1 KPRR-F>>	1 KLAQ-F<	1 KBNA-AF<	1 KBNA-AF	1 KBNA-AF>	1 KBNA-AF>	1 KBNA-AF	1 KBNA-AF<	1 KPRR-F>	1 KPRR-F>>	1 KPRR-F
2 KLAQ-F	2 KPRR-F	2 KLAQ-F	2 KLAQ-F<	2 KTSM-F	2 KTSM-F	2 KPRR-F	2 KTSM-F	2 KLAQ-F<	2 KBNA-AF	2 KHEY-F<
3 KBNA-AF	3 KBNA-AF	KPRR-F	3 KTSM-F	3 KLAQ-F	3 KOFX-F	3 KLAQ-F<	3 KPRR-F<	3 KBNA-AF	3 KLAQ-F>	3 KBNA-AF
4	4 KHEY-F	4 KTSM-F	4 KPRR-F<	4 KOFX-F	KHEY-F	4 KHEY-F	4 KLAQ-F<	4 KHEY-F	4 KHEY-F	4 KLAQ-F
5	5 KTSM-F	5 KOFX-F<	5 KOFX-F	KPRR-F<	5	5 KTSM-F	5 KHEY-F	5 KHEY-F	5 KTSM-F	5 KOFX-F
6	6	6 KHEY-F	6	6 KHEY-F	6	6	6	6	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 KPRR-F	1 KPRR-F	1 KTSM-F	1 KPRR-F<	1 KTSM-F<	1 KLAQ-F	1 KLAQ-F>>	1 KLAQ-F	1 KLAQ-F	1 KBNA-AF<
2 KBNA-AF	2 KTSM-F	2 KPRR-F	2 KTSM-F<	2 KBNA-AF	KPRR-F	2 KPRR-F	2 KBNA-AF	2 KBNA-AF	2 KLAQ-F<
KLAQ-F	3 KBNA-AF	3 KBNA-AF	3 KBNA-AF>	3 KPRR-F	3 KHEY-F	KBNA-AF	3 KINT-F	3 KOFX-F	3 KOFX-F>
4 KHEY-F	4 KHEY-F<	4 KHEY-F	4 KHEY-F<	4 KHEY-F>	4 KBNA-AF	4 KHEY-F	4 KAMZ-F	4 KPRR-F	4 KINT-F
KTSM-F	5 KLAQ-F	5 KLAQ-F	5 KLAQ-F	5	5 KAMZ-F	5 KAMZ-F	5 KHEY-F	5 KHEY-F<	5 KHEY-F
6	6	6	6	6	6	6 KINT-F	6	6 KINT-F	6
7	7	7	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC						KELP (REL) 1590 EL PASO	0.9/2.4/ 8/ 123		
AOR/CLASSIC/NR		119 (2)	119 (2)	14.5	15.5	KHEY (C) 690 EL PASO	0.9/3.8/ 9/ 234		
COUNTRY	8 (1)	106 (2)	114 (3)	13.9	16.6	KPAS-F (REL) 103.1 FABENS	0.3/1.3/ 3/ 68		
NEWS/TALK	38 (2)		38 (2)	4.6	5.9	KROL-F (REL) 99.5 LAS CRUCES, NM	0.8/3.0/ 17/ 283		
CHR		127 (1)	127 (1)	15.5	15.4	KSVE (SP) 1150 EL PASO	0.5/1.9/ 7/ 115		
BLACK/URBAN						KVIV (SP) 1340 EL PASO	0.9/1.7/ 8/ 91		
SOFT AC/EZ		81 (1)	81 (1)	9.9	11.0	THE STATION BELOW ARE ALL IN CIUOAO JUAREZ			
HISPANIC	65 (8)	305 (9)	270 (17)	32.9	27.5	XHGU-F 0.5/ 2.9	XHEM-F 0.3/ 1.2		
OLDIES		53 (1)	53 (1)	6.5	7.5	XJPV 0.2/ 1.0	XHIM-F 0.4/ 1.8		
FULL SVC/VARIETY						XROK 0.3/ 1.8	XHNZ-F 1.3/ 3.9		
STANDARDS						XEFV 0.3/ 1.2	XHPX-F 0.7/ 3.5		
RELIG/GOSPEL	8 (1)	10 (2)	18 (3)	2.2	0.5	XEJ 0.8/ 1.7	XHTO-F 0.5/ 2.5		
SPORTS									
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN									
TOTALS	119 (12)	701 (18)	820 (30)						

EL PASO

DUOPOLY REPORT	12+	25-54	REVENUE
KHEY A/F, KPRR-F (Ragan Henry)	23.0%	17.8%	26.7%
KSET-F, KOFX-F (Local)	9.1%	11.1%	10.0%
KBNA A/F, KAMA (Tichenor, pending)	15.5%	16.3%	21.3%
KROD, KLAQ-F, KAMZ-F (New Wave, pending)	14.5%	14.5%	18.0%
	62.1%	59.7%	76.0%

RADIO STATIONS

KAMA, 750,	10 KW/1 KW (DA-2),	Hispanic	, \$ 27.00 (Caballero)	Tichenor
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/Talk	CNN, \$ 15.00 (Banner)	New Wave
KSVE, 1150,	5 KW/380 W (DA-2),	Hispanic	, \$ 16.00 (Caballero)	
KTSM, 1380,	5 KW/500 W	News/Talk	TALKNT, CBS, \$ 24.00 (Christal)	
KVIV, 1340,	1 KW	Hispanic	, \$ 17.00 (Lotus)	
KAMZ-F, 93.1,	100 KW @ 1420	Classic AOR	, \$ 28.00 (Eastman)	New Wave
KBNA-F, 97.5,	100 KW @ 1089	Hispanic	, \$ 45.00 (Katz Hisp)	Tichenor
KHEY-F, 96.3,	100 KW @ 1391	Country	, \$ 73.00 (D&R)	Ragan Henry
KINT-F, 93.9,	100 KW @ 1210	Hispanic	, \$ 28.00 (Caballero)	
KLAQ-F, 95.5,	100 KW @ 1391	AOR	, \$ 55.00 (Banner)	New Wave
KOFX-F, 92.3,	100 KW @ 1860	Oldies	WESTWD, \$ 32.00 (Mc-Guild)	KSET owner (D)
KPRR-F, 102.1,	100 KW @ 1191	CHR	, \$ 35.00 (D & R)	
KSET-F, 94.7,	61 KW @ 981	Country	, \$ 28.00 (D & R)	
KTSM-F, 99.9,	100 KW @ 1820	EZ/Soft AC	, \$ 23.00 (Christal)	
XHH -F, 100.7,	100 KW @ 249	Hispanic	, \$ 20.00 (Caballero)	(JUAREZ)

Miscellaneous: KVIV sold for \$550,000. . . KAMA sold by Pinnacle to Tichenor (D) for \$490,000 (Star). . . KAMZ-F sold by Pinnacle to New Wave (D) for \$2,000,000 (Star). . .

ERIE

Arbitron Rank/Pop (12+): 151/232,400

Stations: 12/12

1994 Revenue: \$6,800,000

MSA Rank/Pop: 161/282,000

Diaries: 717/324:1/62.3%

HH Inc.: \$30,981

OMA # 139

Sample Target: 680

Retail \$: 2.3 Bil

Average Person Ratings: 15.4

% Below Line: 0.0

Pop per Station: 19,367

Market TSL: 21.00 hours

% Not Listed: 18.7

#1 Biller: NA

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level
1. WRKT-F (AOR)	49/13.6	10.3	16.4	12.3	12.6	----	55/659	596/25.6	23.6	26.4	WRKT-F
2. WJET-F (CHR)	46/12.8	10.0	14.1	13.5	15.1	----	57/880	736/31.7	27.4	35.4	WJET-F
3. WXTA-F (C)	41/11.5	14.7	11.8	13.2	12.1	----	42/550	483/20.8	24.3	21.8	WXTA-F
4. WKKC-F (AC)	37/10.3	11.5	8.0	8.5	13.7	----	44/652	552/23.8	23.1	21.0	WKKC-F
5. WRTS-F (AC)	28/ 7.8	5.9	6.0	7.9	8.1	----	35/661	484/20.8	19.4	24.5	WRTS-F
WFGO-F (O)	28/ 7.8	6.5	7.8	12.3	---	----	39/700	539/23.2	18.4	21.0	WFGO-F
7. WLKK (T)	20/ 5.6	6.8	4.0	5.9	3.8	----	21/283	272/11.7	14.0	9.8	WLKK
8. WRIE (ST)	19/ 5.3	6.8	6.0	1.2	0.8	----	19/232	232/10.0	10.5	11.4	WRIE
9. WFLP (T)	9/ 2.5	2.6	2.0	1.2	---	----	9/200	188/ 8.1	12.1	6.8	WFLP
10. WEYZ (ST)	6/ 1.7	1.8	0.9	5.0	8.6	----	6/65	65/ 2.8	2.4	2.4	WEYZ
11. WZPR-F (C)	5/ 1.4	2.1	2.6	1.2	2.7	----	37/495	104/ 4.5	5.6	6.6	WZPR-F
12. WCTL-F (REL)	4/ 1.1	2.1	0.6	0.9	1.3	----	5/107	76/ 3.3	6.1	3.2	WCTL-F
13.											
14.											
15.											

12+ FM SHARE (METRO): 81.50% (238 of 292) (SPG 94: 83.87%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MIO	12+ PMO	12+ EVE	OVERNIGHT
1 WJET-F>>	1 WRKT-F	1 WRKT-F	1 WRKT-F	1 WRKT-F<	1 WXTA-F<	1 WRKT-F<	1 WRKT-F	1 WRKT-F<	1 WJET-F	1 WJET-F
2 WRTS-F	2 WJET-F>	2 WJET-F	2 WKKC-F	2 WKKC-F	2 WKKC-F	2 WJET-F	2 WJET-F<	2 WJET-F	2 WRKT-F	2 WFGO-F
3	3 WRTS-F	3 WKKC-F	3 WJET-F	3 WXTA-F<	3 WFGO-F	3 WKKC-F<	3 WKKC-F	3 WXTA-F	3 WXTA-F	3 WRKT-F
4	4 WXTA-F	4 WXTA-F<	4 WXTA-F<	4 WJET-F	4 WRIE	4 WXTA-F	4 WXTA-F	4 WKKC-F	4 WFGO-F	4
5	5 WKKC-F	5 WRTS-F	5 WRTS-F	5 WFGO-F<	5	5	5	5	5	5
6	6	6	6	6 WRTS-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 WRKT-F	1 WRKT-F>	1 WJET-F	1 WRKT-F	1 WKKC-F		1 WJET-F	1 WJET-F	1 WJET-F	1 WRKT-F	1 WRKT-F
2 WJET-F	2 WJET-F>	WRKT-F	2 WKKC-F<	2 WRKT-F<		WRKT-F	WRKT-F>>	WRKT-F	2 WJET-F>	2 WXTA-F<
3 WRTS-F	3 WRTS-F	3 WKKC-F	3 WJET-F	3 WXTA-F<		3 WRTS-F	3	3 WRTS-F	3 WKKC-F<	3 WJET-F
4 WXTA-F	4 WKKC-F	4	4 WXTA-F<	4 WJET-F<		WFGO-F	4	4 WXTA-F	4 WXTA-F	4 WKKC-F
5	5 WXTA-F	5	5 WRTS-F	5 WRTS-F		WXTA-F	5	5	5	5 WFGO-F

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		65 (2)	65 (2)	22.2	17.6	NONE	
AOR/CLASSIC/NR		49 (1)	49 (1)	16.8	20.4		
COUNTRY		46 (2)	46 (2)	15.8	17.9		
NEWS/TALK	29 (2)		29 (2)	9.9	7.5		
CHR		46 (1)	46 (1)	15.8	17.6		
BLACK/URBAN							
SOFT AC/EZ							
HISPANIC							
OLOIES		28 (1)	28 (1)	9.6	9.7		
FULL SVC/VARIETY							
STANDARDS	25 (2)		25 (2)	8.6	7.5		
RELIG/GOSPEL		4 (1)	4 (1)	1.4	0.7		
SPORTS							
CLASSICAL							
JAZZ							
OTHERS/UNKNOWN					1.1		
TOTALS	54 (4)	238 (8)	292 (12)				

ERIE

QUOPOLY REPORT	12+	25-54	REVENUE
-----	----	-----	-----
WRKT-F, WRTS-F (Local)	21.4%	24.7%	N/A%
WEYZ, WFLP (Local)	4.2%	2.0%	N/A%
	-----	-----	-----
	25.6%	26.7%	N/A%

RADIO STATIONS

WEYZ , 1530, 1 KW	, Standards	ABC, \$14.00 (---)	WFLP owner (O)
WFLP , 1330, 5 KW (OA-2)	, Talk	WESTWD, ABC, \$11.00 (---)	
WLKK , 1400, 1 KW	, Talk	WESTWD, TALKNT, \$12.00 (---)	
WRIE , 1260, 5 KW (OA-2)	, Standards	SMN, \$10.00 (Christal)	
WCTL-F, 106.3, 3.4 KW @ 430	, Religion	IBN, \$ 8.00 (---)	(UNION CITY)
WFGO-F, 94.7, 1.1 KW @ 538	, Oldies	, \$22.00 (Banner)	
WJET-F, 102.3, 1.7 KW @ 613	, CHR	, \$31.00 (Banner)	Myron Jones
WRTS-F, 103.7, 50 KW @ 500	, AC	ABC, \$21.00 (Katz)	WRKT owner (O)
WRKT-F, 100.9, 6 KW @ 262	, AOR	, \$31.00 (Eastman)	(NORTH EAST)
WXKC-F, 99.9, 50 KW @ 492	, AC	, \$35.00 (Christal)	
WXTA-F, 97.9, 10 KW @ 505	, Country	CNN, \$28.00 (Torbet)	(EDINBORO)
WZPR-F, 100.3, 20 KW @ 587	, Country	ABC, \$14.00 (---)	(MEAOVILLE)

Miscellaneous: WRIE, WXKC-F taken over by AT&T for \$2,350,000. . .

EUGENE

Arbitron Rank/Pop (12+): 151/252,200
 MSA Rank/Pop: 161/282,000
 DMA # 139
 Average Person Ratings: 14.4
 Market TSL: 19.75 hours

Stations: 14/13
 Diaries: 905/279:1/58.9%
 Sample Target: 900
 % Below Line: 0.6
 % Not Listed: 21.5

1994 Revenue: \$6,800,000
 HH Inc.: \$30,981
 Retail \$: 2.3 Bil
 Pop per Station: 19,400
 #1 Biller: NA

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level
1. KUGN-F (C)	38/10.5	11.7	12.8	15.4	12.2	----	42/630	465/18.4	17.4	22.1	KUGN-F
2. KZEL-F (AOR/CL)	34/ 9.4	6.4	4.8	7.3	8.1	----	57/795	473/18.8	16.4	17.6	KZEL-F
3. KKNU-F (C)	33/ 9.1	11.9	10.1	10.4	8.9	----	35/448	401/15.9	19.5	20.2	KNVU-F
4. KMGE-F (AC)	32/ 8.8	8.6	8.6	8.3	10.7	----	36/683	483/19.2	21.2	22.0	KMGE-F
5. KPNW (FS)	26/ 7.2	8.1	6.5	5.8	7.6	----	43/626	404/16.0	18.4	15.8	KPNW
6. KDUK-F (CHR)	24/ 6.6	7.5	7.1	7.8	6.9	----	60/823	417/16.5	17.5	18.8	KDUK-F
7. KODZ-F (O)	22/ 6.1	6.4	6.0	5.1	6.9	----	33/730	460/18.2	13.6	20.6	KODZ-F
8. KZZK-F (AOR)	20/ 5.5	3.3	5.3	4.5	3.8	----	24/370	295/11.7	8.7	10.8	KZZK-F
9. KKXO (ST)	19/ 5.2	3.6	4.3	3.0	3.6	----	19/207	207/ 8.2	6.3	8.4	KKXO
10. KLRF-F (AOR-P)	14/ 3.9	4.7	---	---	---	----	15/207	175/ 6.9	8.5	---	KLRF-F
KUGN (N/T)	14/ 3.9	5.3	4.5	3.8	5.3	----	14/361	353/14.0	11.8	12.5	KUGN

12+ FM SHARE (METRO): 77.11% (219 of 284) (SPG 94: 74.57%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDUK-F>>	1 KKNU-F	1 KZEL-F	1 KZEL-F	1 KZEL-F	1 KUGN-F	1 KMGE-F<	1 KZEL-F<	1 KZEL-F	1 KDUK-F<	1 KKNU-F
2 KZZK-F	KZEL-F	2 KMGE-F	2 KMGE-F	2 KMGE-F	2 KPNW	2 KPNW <	2 KPNW	2 KMGE-F<	2 KMGE-F	2 KPNW
3 KZEL-F	3 KZZK-F	3 KKNU-F>	3 KKNU-F	3 KKNU-F	3 KKXO <	3 KUGN-F	KUGN-F	3 KUGN-F	3 KZZK-F	3 KUGN-F
4	4 KDUK-F	4 KUGN-F<	4 KODZ-F	KUGN-F	4 KMGE-F	4 KZEL-F	KKNU-F	4 KZZK-F	4 KZEL-F	4
5	KMGE-F	5 KODZ-F	5	5 KODZ-F	5	5	5 KMGE-F	KODZ-F	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 KDUK-F	1 KMGE-F	1 KKNU-F	1 KMGE-F>	1 KMGE-F>	1 KZZK-F	1 KZEL-F<	1 KKNU-F	1 KEZL-F>	1 KZEL-F>
KMGE-F	2 KKNU-F	KMGE-F	2 KKNU-F	2 KUGN-F	2 KZEL-F	2 KZZK-F>	2 KZZK-F	2 KZZK-F<	2 KPNW
3 KKNU-F	3 KDUK-F>	3 KUGN-F	3 KUGN-F	3 KZEL-F	3 KKNU-F	3 KKNU-F>	3 KPNW	3 KKNU-F	3 KKNU-F
4	4 KUGN-F	4	4 KDUK-F	KKNU-F	4	4	4	4 KPNW	4 KODZ-F
5	5 KZEL-F	5	KZEL-F	5 KODZ-F	5	5	5	5	5 KUGN-F
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		32 (1)	32 (1)	11.3	11.7	KDBS (O) 840 EUGENE	0.6/2.9/ 2/ 86
AOR/CLASSIC/NR		68 (3)	68 (3)	23.9	14.1	KORE (REL) 1050 SPRINGFIELD	1.1/3.1/ 4/ 83
COUNTRY		71 (2)	71 (2)	25.0	33.0		
NEWS/TALK	14 (1)		14 (1)	4.9	6.2	KHPE-F (REL) 107.9 ALBANY	0.6/1.4/ 9/ 123
CHR		24 (1)	24 (1)	8.5	9.6		
BLACK/URBAN							
SOFT AC/EZ							
HISPANIC							
OLDIES	2 (1)	22 (1)	24 (2)	8.5	8.9		
FULL SVC/VARIETY	26 (1)		26 (1)	9.2	8.9		
STANDARDS	19 (1)		19 (1)	6.7	5.8		
RELIG/GOSPEL	4 (1)	2 (1)	6 (2)	2.1	1.0		
SPORTS							
CLASSICAL							
JAZZ							
OTHERS/UNKNOWN					0.7		
TOTALS	65 (5)	219 (9)	284 (14)				

EUGENE

DUOPOLY REPORT	12+	25-54	REVENUE
-----	----	----	-----
KKXO, KEED, KGNU-F, KMGE-F (Local)	23.1%	21.2%	N/A%
KUGN A/F, KLRF-F (Local)	18.3%	17.3%	N/A%
KZZK A/F, KZEL-F (Local)	14.9%	16.4%	N/A%
	56.3%	54.9%	N/A%

RADIO STATIONS

KDUK , 1280, 5 KW/1 KW (DA-N) , Sports	SEN, \$ 9.00 (Mc-Guild)	Dame/Bunyard	
KKXO , 1450, 1 KW , Standards	WESTWD, \$11.00 (MMR)	KMGE owner (O)	
KNND , 1400, 1 KW , Country	AP MBS, \$10.00 (---)		(COTTAGE GROVE)
KPNW , 1120, 50 KW (DA-1) , Full Service	ABC, \$18.00 (Katz)	McCoy	
KUGN , 590, 5 KW/1 KW , News/Talk	CNN CBS, \$23.00 (Eastman)		
KDUK-F, 104.7, 63 KW @ 2325 , CHR	, \$21.00 (Mc-Guild)	Dame/Bunyard	(FLORENCE)
KGNU-F, 93.1, 100 KW @ 984 , Country	, \$30.00 (MMR)	KMGE owner (D)	
KLRF-F, 102.3, 100 KW @ 918 , AOR-P	, \$ NA (Eastman)	KUGN owner (D)	(BROWNSVILLE)
KMGE-F, 94.5, 100 KW @ 1299 , AC	, \$34.00 (MMR)		
KODZ-F, 99.1, 100 KW @ 1630 , Oldies	, \$20.00 (Katz)	McCoy	
KUGN-F, 97.9, 100 KW @ 1010 , Country	WESTWD CBS, \$40.00 (Eastman)		
KZEL-F, 96.1, 100 KW @ 1092 , Classic AOR	WESTWD SOURCE, \$24.00 (Christal)		
KZZK-F, 95.3, 0.6 KW @ 1207 , AOR	SMN, \$15.00 (---)	KZEL owner (D)	(CRESWELL)

Miscellaneous: KZZK A/F sold to KZEL-F owner (O) for \$1,000,000. . .

AMERICAN RADIO SPRING 1995
 WEEK 1: APRIL 1-7
 WEEK 2: APRIL 8-14
 WEEK 3: APRIL 15-21
 WEEK 4: APRIL 22-28

STATION	WEEK 1	WEEK 2	WEEK 3	WEEK 4	TOTAL	AVERAGE
1. WABC (AM)	100.0	100.0	100.0	100.0	400.0	100.0
2. WABC (FM)	100.0	100.0	100.0	100.0	400.0	100.0
3. WABC (FM)	100.0	100.0	100.0	100.0	400.0	100.0
4. WABC (FM)	100.0	100.0	100.0	100.0	400.0	100.0
5. WABC (FM)	100.0	100.0	100.0	100.0	400.0	100.0
6. WABC (FM)	100.0	100.0	100.0	100.0	400.0	100.0
7. WABC (FM)	100.0	100.0	100.0	100.0	400.0	100.0
8. WABC (FM)	100.0	100.0	100.0	100.0	400.0	100.0
9. WABC (FM)	100.0	100.0	100.0	100.0	400.0	100.0
10. WABC (FM)	100.0	100.0	100.0	100.0	400.0	100.0

AMERICAN RADIO SPRING 1995 - WEEK 1

WEEK 1: APRIL 1-7

STATION	WEEK 1	WEEK 2	WEEK 3	WEEK 4	TOTAL	AVERAGE
1. WABC (AM)	100.0	100.0	100.0	100.0	400.0	100.0
2. WABC (FM)	100.0	100.0	100.0	100.0	400.0	100.0
3. WABC (FM)	100.0	100.0	100.0	100.0	400.0	100.0
4. WABC (FM)	100.0	100.0	100.0	100.0	400.0	100.0
5. WABC (FM)	100.0	100.0	100.0	100.0	400.0	100.0
6. WABC (FM)	100.0	100.0	100.0	100.0	400.0	100.0
7. WABC (FM)	100.0	100.0	100.0	100.0	400.0	100.0
8. WABC (FM)	100.0	100.0	100.0	100.0	400.0	100.0
9. WABC (FM)	100.0	100.0	100.0	100.0	400.0	100.0
10. WABC (FM)	100.0	100.0	100.0	100.0	400.0	100.0

WEEK 2: APRIL 8-14

STATION	WEEK 1	WEEK 2	WEEK 3	WEEK 4	TOTAL	AVERAGE
1. WABC (AM)	100.0	100.0	100.0	100.0	400.0	100.0
2. WABC (FM)	100.0	100.0	100.0	100.0	400.0	100.0
3. WABC (FM)	100.0	100.0	100.0	100.0	400.0	100.0
4. WABC (FM)	100.0	100.0	100.0	100.0	400.0	100.0
5. WABC (FM)	100.0	100.0	100.0	100.0	400.0	100.0
6. WABC (FM)	100.0	100.0	100.0	100.0	400.0	100.0
7. WABC (FM)	100.0	100.0	100.0	100.0	400.0	100.0
8. WABC (FM)	100.0	100.0	100.0	100.0	400.0	100.0
9. WABC (FM)	100.0	100.0	100.0	100.0	400.0	100.0
10. WABC (FM)	100.0	100.0	100.0	100.0	400.0	100.0

FORMAT	AM	FM	TOTAL	%	STATION	STATION
AC		23 (1.2)	23 (1.2)	1.4	WABC (FM)	WABC (FM)
AC/CLASSIC AC		27 (1.2)	27 (1.2)	1.6	WABC (FM)	WABC (FM)
COUNTRY		116 (1.3)	116 (1.3)	7.1	WABC (FM)	WABC (FM)
NEWS/TALK	11 (1.3)		11 (1.3)	0.7	WABC (AM)	WABC (AM)
CHR		35 (1.7)	35 (1.7)	2.1	WABC (FM)	WABC (FM)
BLACK/US/AN						
SOFT AC/ER						
HISPANIC						
OLDIES		23 (1.2)	23 (1.2)	1.4	WABC (FM)	WABC (FM)
FULL SVC/VARIETY		72 (1.3)	72 (1.3)	4.3	WABC (FM)	WABC (FM)
STANDARDS	11 (1.2)		11 (1.2)	0.7	WABC (AM)	WABC (AM)
RELIG/GOSPEL						
SPORTS						
CLASSICAL						
JAZZ						
OTHERS/UNKN						
TOTALS	21 (1.3)	269 (1.2)	290 (1.3)			

EVANSVILLE

DUOPOLY REPORT

NONE AS OF AUGUST 1995. . .

RADIO STATIONS

WGAB , 1180, 670 W (OAYS) , Talk	WESTWD, \$13.00 (---)	(NEWBURGH)
WWOK , 1280, 5 KW/1 KW (DA-N) , Standards	WESTWD CNN, \$15.00 (Banner)	
WGBF-F, 103.1, 3.2 KW @ 453 , AOR	WESTWD, \$30.00 (Katz)	(HENDERSON, KY)
WIKY-F, 104.1, 39 KW @ 571 , Full Service	WESTWD, \$57.00 (Katz)	South Central
WJPS-F, 106.1, 6 KW @ 328 , Oldies	WESTWD, \$18.00 (Katz)	(NEWBURGH)
WKDQ-F, 99.5, 100 KW @ 476 , Country	ABC, \$44.00 (Christal)	Bristol (HENDERSON)
WRBT-F, 94.9, 50 KW @ 420 , Classic AOR	, \$15.00 (---)	(MT. CARMEL, IL)
WSTO-F, 96.1, 100 KW @ 1000 , CHR	ABC, \$40.00 (Katz)	(OWENSBORO)
WYNG-F, 105.3, 50 KW @ 390 , Country	CBS, \$51.00 (Eastman)	Pinnacle
WBKR-F, 92.5, 100 KW @ 1096 , Country	, \$34.00 (Banner)	Brill (OWENSBORO)



FARGO

Arbitron Rank/Pop (12+): 208/133,700
 MSA Rank/Pop: 221/163,000
 DMA # 114
 Average Person Ratings: 18.3
 Market TSL: 23.75 hours

Stations: 13/12
 Diaries: 634/211:1/65.4%
 Sample Target: 610
 % Below Line: 0.4
 % Not Listed: 15.1

1994 Revenue: \$8,400,000
 HH Inc.: \$31,835
 Retail \$: 1.9 Bil
 Pop per Station: 11,142
 #1 Biller: KFGO \$1,900,000

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	SPG 93	Revenue Level	
1. KVOX-F (C)	32/13.1	----	11.4	----	9.2	----	44/641	372/27.8	28.9	25.2	B	KVOX-F
2. KFGO-F (C)	26/10.6	----	16.5	----	15.5	----	55/763	368/27.5	32.1	32.7	C	KFGO-F
KQWB-F (AOR)	26/10.6	----	5.5	----	10.0	----	35/505	343/25.7	17.9	22.7	B	KQWB-F
4. KFGO (FS/C)	25/10.2	----	17.3	----	12.0	----	61/714	341/25.5	25.1	27.8	C	KFGO
5. KLTA-F (AC)	22/ 9.0	----	8.0	----	8.8	----	35/516	276/20.6	21.1	24.2	C	KLTA-F
6. WDAY (N/T)	20/ 8.2	----	8.4	----	9.2	----	31/559	295/22.1	22.8	24.6	C	WDAY
7. KPFX-F (AOR/CL)	17/ 6.9	----	10.1	----	6.8	----	30/415	241/18.0	21.9	16.5	B	KPFX-F
8. WDAY-F (AC)	12/ 4.9	----	4.2	----	8.0	----	21/467	244/18.2	18.2	28.9	B	WDAY-F
9. KPHT-F (CHR)	11/ 4.5	----	4.6	----	0.0	----	17/321	207/15.5	18.7	0.0	A	KPHT-F
10. KVOX (C)	10/ 4.1	----	0.4	----	4.0	----	15/200	124/ 9.3	6.2	9.7	A	KVOX
11. KKDL-F (O)	5/ 2.0	----	2.1	----	3.2	----	12/286	130/ 9.7	8.9	12.3	A	KKDL-F
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 73.07% (152 of 208) (SPG 94: 69.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPHT-F	1 KQWB-F	1 KVOX-F	1 KVOX-F<	1 KLTA-F	1 KFGO	1 KFGO	1 KVOX-F	1 KVOX-F<	1 KQWB-F>	1 KVOX-F
KQWB-F	2 KVOX-F>	2 KQWB-F	2 KLTA-F	KVOX-F	2 WDAY	2 KVOX-F	2 KLTA-F<	2 KFGO-F	2 KPHT-F	2 KPHT-F
3 KVOX-F	3 KFGO-F	3 KFGO-F	3 KFGO-F<	3 KFGO-F	3 KFGO-F	WDAY	3 KFGO	3 KQWB-F	3 KFGO-F	3
4	4	KLTA-F	4 KQWB-F	4 KQWB-F	4	4 KFGO-F	KFGO-F<	4 KLTA-F	KVOX-F	4
5	5	5	5	5	5	5 KLTA-F	5 KQWB-F	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 KVOX-F	1 KVOX-F>	1 KVOX-F	1 KVOX-F	1 KLTA-F	1 KQWB-F	1 KQWB-F>>	1 KQWB-F	1 KQWB-F>	1 KQWB-F
2 KFGO-F	2 KQWB-F	2 KLTA-F	2 KLTA-F<	KVOX-F	2 KVOX-F	2 KVOX-F>	2 KVOX-F	2 KVOX-F	2 KFGO-F
WDAY-F	KFGO-F	KQWB-F	3 KFGO-F	3 KFGO-F>	3 KPHT-F	3 KPFX-F	3	3 KPFX-F<	KLTA-F
4	4 KLTA-F	4	4	4	4	4	4	4 KFGO-F	KPFX-F
5	WDAY-F	5	5	5	5	5	5	5	KVOX-F

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		34 (2)	34 (2)	16.3	13.6	KQFN (T)	1550 WEST FARGO	0.4/4.2/	3/ 91
AOR/CLASSIC/NR		44 (3)	44 (3)	21.2	17.4				
COUNTRY	10 (1)	58 (2)	68 (3)	32.7	50.2	KZCR-F (CL AOR)	103.3 FERGUS FLLS MN	0.4/2.3/	7/ 128
NEWS/TALK	21 (2)		21 (2)	10.1	9.4				
CHR		11 (1)	11 (1)	5.3	5.2				
BLACK/URBAN									
SOFT AC/EZ									
HISPANIC									
OLDIES		5 (1)	5 (1)	2.4	2.3				
FULL SVC/VARIETY	25 (1)		25 (1)	12.0	0.0				
STANDARDS					1.9				
RELIG/GOSPEL									
SPORTS									
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN									
TOTALS	56 (4)	152 (9)	208 (13)						

FARGO

DUOPOLY REPORT	12+	25-54	REVENUE
KLTA-F, KPFX-F (Tom Ingstad)	15.9%	22.8%	25.7%

RADIO STATIONS

KFGO , 790, 5 KW (OA-N)	, Country/FS	CBS, \$36.00 (CBS)	
WOAY , 970, 5 KW (OA-N)	, Talk	WESTWD, \$24.00 (Katz)	Forum
KFGO-F, 101.9, 100 KW @ 866	, Country	, \$30.00 (CBS)	
KKDL-F, 95.1, 100 KW @ 276	, Oldies	, \$12.00 (---)	(DETROIT LAKES)
KLTA-F, 105.1, 100 KW @ 649	, AC	, \$20.00 (Christal)	T. Ingstad (BRECKENRIDGE)
KPFX-F, 107.9, 100 KW @ 649	, Classic AOR	, \$21.00 (Christal)	T. Ingstad
KQWB-F, 98.7, 100 KW @ 581	, AOR	WESTWD, \$19.00 (D & R)	Brill
KPHT-F, 92.7, 25 KW @ 328	, CHR	, \$12.00 (---)	(KINDRED)
KVOX-F, 99.9, 100 KW @ 380	, Country	ABC, \$20.00 (Torbet)	
WDAY-F, 93.7, 100 KW @ 1141	, AC	, \$20.00 (Katz)	Forum

Miscellaneous: KPFX-F sold to Tom Ingstad (D) for \$375,000 . . . KSSZ-F changed calls to KPHT-F (May) . . .

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

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

FLINT

Arbitron Rank/Pop (12+): 114/348,900
 MSA Rank/Pop: 116/430,000
 DMA # 59 (w/Saginaw)
 Average Person Ratings: 16.3
 Market TSL: 21.75 hours

Stations: 24/11
 Diaries: 884/395:1/45.8%
 Sample Target: 900
 % Below Line: 30.4
 % Not Listed: 16.3

1994 Revenue: \$11,000,000
 HH Inc.: \$37,099
 Retail \$: 3.9 8il
 Pop per Station: 31,718
 #1 Biller: WCRZ-F \$4,200,000

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WCRZ-F (AC)	70/12.3	13.6	15.1	13.6	13.4	----	80/1018	860/24.6	27.1	28.9	F	WCRZ-F
2. WDZZ-F (B)	69/12.1	11.0	11.4	12.1	11.8	----	69/728	704/20.2	23.5	21.5	D	WDZZ-F
3. WKCO-F (C)	58/10.2	11.0	6.2	7.4	5.2	----	94/1164	704/20.2	22.0	15.6		WKCO-F
4. WWCK-AF (CHR)	54/ 9.5	8.8	10.0	8.3	10.9	----	67/1008	735/21.1	24.5	26.6	D	WWCK-AF
5. WFDL (ST)	36/ 6.3	6.6	6.2	9.4	8.0	----	40/422	356/10.2	13.0	10.5	B	WFOF
6. WHNN-F (O)	33/ 5.8	6.1	5.7	4.7	5.6	----	51/945	598/17.1	18.2	16.2		WHNN-F
7. WJR (FS)	27/ 4.7	5.7	6.0	4.7	6.9	----	40/640	442/12.7	13.8	14.2		WJR
8. WWBN-F (AOR)	25/ 4.4	4.8	2.5	3.2	4.1	----	40/593	462/13.2	10.3	6.3	B	WWBN-F
9. WFLT (G)	20/ 3.5	0.4	2.1	2.2	1.7	----	20/178	178/ 5.1	3.2	4.9		WFLT
10. WRIF-F (AOR)	18/ 3.2	2.0	2.0	1.7	1.2	----	23/361	230/ 6.6	5.2	4.9		WRIF-F
11. WIOG-F (AC)	15/ 2.6	2.8	3.7	4.4	3.4	----	36/802	493/14.1	12.7	16.5		WIOG-F
12. WOME-F (8)	12/ 2.1	3.7	4.8	3.0	2.7	----	12/204	204/ 5.8	8.3	9.1	A	WOME-F
13. WFNT (T)	10/ 1.8	1.8	0.4	1.0	0.7	----	10/150	150/ 4.3	2.6	3.0	A	WFNT
14.												
15.												

12+ FM SHARE (METRO): 78.36% (373 of 476) (SPG 94: 80.82%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WWCK-AF	1 WWCK-AF<	1 WDZZ-F	1 WDZZ-F	1 WCRZ-F	1 WCRZ-F>	1 WCRZ-F	1 WCRZ-F	1 WDZZ-F	1 WDZZ-F>	1 WDZZ-F
2 WDZZ-F>	2 WKCO-F	2 WCRZ-F<	2 WCRZ-F	2 WDZZ-F	2 WDZZ-F	2 WDZZ-F<	2 WKCO-F<	2 WCRZ-F	2 WCRZ-F	2 WCRZ-F
3 WCRZ-F	3 WDZZ-F>	3 WKCO-F<	3 WKCO-F	3 WKCO-F	3 WKCO-F	3 WKCO-F	3 WDZZ-F	3 WKCO-F	3 WWCK-AF<	3 WKCO-F
4 WKCO-F	4 WWBN-F	4 WWCK-AF	4 WWCK-AF	4 WWCK-AF	4 WHNN-F	4 WFDL <	4 WWCK-AF	4 WWCK-AF	4 WKCO-F	4 WWCK-AF
5	5 WRIF-F	5	5	5	5 WKLO-F	5 WWCK-AF	5	5	5	5 WHNN-F
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 WDZZ-F	1 WKCO-F<	1 WKCO-F	1 WDZZ-F	1 WCRZ-F<	1 WWBN-F	1 WWCK-AF>	1 WWCK-AF	1 WWCK-AF<	1 WDZZ-F<
2 WKCO-F	2 WDZZ-F>	2 WDZZ-F	2 WCRZ-F<	2 WDZZ-F	2 WKCO-F	2 WRIF-F	2 WRIF-F	2 WDZZ-F	2 WCRZ-F
3 WWCK-AF	3 WCRZ-F<	3 WCRZ-F	3 WKCO-F	3 WKCO-F	3 WDZZ-F	3 WWBN-F	3 WDZZ-F	3 WKCO-F<	3 WWCK-AF
4	4 WWCK-AF	4	4 WWCK-AF	4 WHNN-F	4 WKCO-F	4 WDZZ-F	4 WWBN-F	4 WCRZ-F	4 WKCO-F
5	5	5	5	5 WWCK-AF	5	5 WKCO-F	5	5	5
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 94	%	OTHER RATED STATIONS	METRO CUME	TSA	TSA
-----	--	--	-----	-	-	-	-----	SHARE/RTG/AQH/CUME		
AC		87 (3)	87 (3)	18.3	22.3	WTAC (REL)	600	FLINT	0.5/2.4/	3/ 91
AOR/CLASSIC/NR		47 (3)	47 (3)	9.9	9.3	WTRX (SPRTS)	1330	FLINT	0.7/1.9/	4/ 79
COUNTRY		64 (4)	64 (4)	13.4	10.1					
NEWS/TALK	12 (2)		12 (2)	2.5	3.5	WITL-F (C)	100.7	LANSING	0.4/2.7/	31/ 256
CHR	1 (1)	53 (1)	54 (2)	11.3	11.5	WTLZ-F (B)	107.1	SAGINAW	0.7/5.2/	4/ 183
BLACK/URBAN		85 (3)	85 (3)	17.9	20.6	SEE DETROIT FOR MORE ABOUT THE FOLLOWING:				
SOFT AC/EZ					0.4	WCSX-F	0.7/ 2.2	WWJ	0.4/ 4.8	
HISPANIC						WJZZ-F	0.7/ 1.5	WWW-F	0.4/ 1.4	
OLDSIES		33 (1)	33 (1)	6.9	6.6	WNIC-F	0.4/ 1.3	WYCD-F	0.4/ 1.9	
FULL SVC/VARIETY	27 (1)		27 (1)	5.7	7.0					
STANDARDS	36 (1)		36 (1)	7.6	7.2					
RELIG/GOSPEL	23 (2)		23 (2)	4.8	1.0					
SPORTS	4 (1)		4 (1)	0.8	0.0					
CLASSICAL										
JAZZ		4 (1)	4 (1)	0.8	0.0					
OTHERS/UNKNOWN					0.4					
TOTALS	103 (8)	373 (16)	476 (24)							

FLINT

DUOPOLY REPORT	12+	25-54	REVENUE
-----	----	-----	-----

WCRZ-F, WBN-F, WFNT (Faircom)	18.5%	19.8%	46.4%
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RADIO STATIONS

WFDF , 910, 5 KW/1 KW (DA-N) , Standards	CBS, \$16.00 (Torbet)	Connoisseur	
WFLT , 1420, 500 W/144 W , Gospel	WESTWD, \$10.00 (P/W)		
WFNT , 1470, 5 KW/1 KW (DA-N) , News/Talk	ABC, \$15.00 (Katz)	Faircom	
WCRZ-F, 107.9, 50 KW @ 331 , AC	, \$84.00 (Katz)	Faircom	
WDZZ-F, 92.7, 3 KW @ 256 , Black	, \$44.00 (Torbet)	Connoisseur	
WBN-F, 101.7, 3 KW @ 328 , AOR	, \$21.00 (Katz)	Faircom	(TUSCOLA)
WONE-F, 98.9, 3 KW @ 328 , Black	ABC SMN, \$16.00 (---)		(VASSAR)
WVCK-F, 105.5, 25 KW @ 328 , CHR	WESTWD, \$60.00 (Christal)		

Other ranked stations -- see Saginaw or Detroit

FT. MYERS-NAPLES, FL

Arbitron Rank/Pop (12+): 78/480,100
 129 - Ft. Myers
 MSA Rank/Pop: 211 - Naples/555,000
 DMA # 97
 Average Person Ratings: 17.1
 Market TSL: 22.75 hours

Stations: 23/19
 Diaries: 1479/325:1/50.6%
 Sample Target: 1430
 % Below Line: 4.1
 % Not Listed: 14.0

1994 Revenue: \$17,300,000
 HH Inc.: \$31,580
 Retail \$: 6.3 Bil
 Pop per Station: 25,268
 #1 Biller: WCKT-F \$2,600,000

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	SPG 93	Revenue Level	
1. WAVV-F (SAC)	87/10.6						89/1028	958/20.0	----	----	C	WAVV-F
2. WCKT-F (C)	85/10.3						87/1013	936/19.5	----	----	D	WCKT-F
3. WINK-F (AC)	71/ 8.6						101/1347	951/19.8	----	----	C	WINK-F
4. WIXI-F (ST)	66/ 8.0						66/677	663/13.8	----	----	C	WIXI-F
5. WARO-F (O)	61/ 7.4						64/939	817/17.0	----	----	C	WARO-F
6. WRXK-F (AOR)	49/ 6.0						65/895	714/14.9	----	----	C	WRXK-F
7. WWGR-F (C)	39/ 4.7						48/655	505/10.5	----	----	B	WWGR-F
WXKB-F (CHR)	39/ 4.7						58/867	733/15.3	----	----	B	WXKB-F
9. WINK (N/T)	36/ 4.4						37/434	403/ 8.4	----	----	C	WINK
10. WOLZ-F (O)	28/ 3.4						32/633	455/ 9.5	----	----	C	WOLZ-F
11. WROC-F (AOR)	22/ 2.7						22/331	331/ 6.9	----	----	B	WROC-F
12. WJBX-F (AOR/CL)	21/ 2.6						25/445	408/ 8.5	----	----	C	WJBX-F
13. WNOG-F (N/T)	20/ 2.4						20/343	343/ 7.1	----	----	C	WNOG-F
14. WKII (ST)	15/ 1.8						55/484	184/ 3.8	----	----	A	WKII
15. WWCL (SP)	13/ 1.6						13/98	98/ 2.0	----	----	A	WWCL
16. WGUF-F (J)	11/ 1.3						11/123	123/ 2.6	----	----	A	WGUF-F
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 88.40% (625 of 707) (SPG 94: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WXKB-F>	1 WRXK-F	1 WARO-F<	1 WARO-F	1 WARO-F<	1 WAVV-F	1 WCKT-F<	1 WAVV-F	1 WAVV-F	1 WCKT-F	1 WAVV-F
2 WROC-F	2 WINK-F	2 WCKT-F<	2 WCKT-F<	2 WCKT-F<	2 WIXI-F	2 WINK-F<	2 WARO-F	2 WCKT-F	2 WXKB-F	2 WNOG-F
WCKT-F	WCKT-F	3 WINK-F	3 WINK-F	3 WINK-F>	3 WCKT-F	3 WRXK-F	WCKT-F	3 WIXI-F	3 WAVV-F	3 WINK
4 WWGR-F	4 WARO-F	4 WRXK-F	4 WRXK-F	4 WRXK-F	4 WINK-F	4 WAVV-F	WINK-F	4 WARO-F	4 WINK-F<	4 WWGR-F
5	5 WXKB-F	5	5	5	5 WARO-F	5 WARO-F	5 WIXI-F	5 WINK-F	5 WIXI-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 WINK-F	1 WINK-F>	1 WINK-F	1 WINK-F	1 WINK-F		1 WRXK-F	1 WRXK-F>	1 WRXK-F	1 WRXK-F	1 WARO-F<
2 WCKT-F	2 WCKT-F<	2 WARO-F	2 WCKT-F<	2 WCKT-F<		2 WCKT-F	2 WCKT-F	2 WARO-F	2 WARO-F<	2 WRXK-F<
WXKB-F	3 WARO-F	3 WXKB-F	3 WARO-F>	3 WARO-F>		WROC-F	3 WARO-F	WCKT-F	3 WCKT-F>	3 WCKT-F>
4	4 WXKB-F	4	4 WWGR-F	4 WWGR-F		4	4 WXKB-F	4 WXKB-F	4 WINK-F	4 WINK-F
5	5 WRXK-F	5	5 WXKB-F	5 WOLZ-F		5	5 WROC-F	5	5 WXKB-F	5

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		78 (2)	78 (2)	11.0		WDCO (T) 1200 PINE ISLAND	1.2/4.2/ 11/ 212		
AOR/CLASSIC/NR		100 (4)	100 (4)	14.1		WNOG (T) 1270 NAPLES	0.6/2.0/ 5/ 98		
COUNTRY		127 (3)	127 (3)	18.0		WSGL-F (AC) 103.1 NAPLES	0.9/3.4/ 7/ 165		
NEWS/TALK	54 (4)	20 (1)	74 (5)	10.5		WVCN (T) 770 N. FT. MYERS	0.4/3.2/ 7/ 199		
CHR		39 (1)	39 (1)	5.5		WEEJ-F (O) 100.1 PORT CHARLOTTE	1.0/2.9/ 15/ 267		
BLACK/URBAN						WHPT-F (AOR-P) 102.5 SARASOTA	1.0/2.2/ 13/ 259		
SOFT AC/EZ		87 (1)	87 (1)	12.3		WIXX-F (C) 92.9 PUNTA GORDA	0.4/2.5/ 39/ 398		
HISPANIC	13 (1)		13 (1)	1.8					
OLDIES		97 (3)	97 (3)	13.7					
FULL SVC/VARIETY									
STANDARDS	15 (1)	66 (1)	81 (2)	11.5					
RELIG/GOSPEL									
SPORTS									
CLASSICAL									
JAZZ		11 (1)	11 (1)	1.6					
OTHERS/UNKNOWN									
TOTALS	82 (6)	625 (17)	707 (23)						

FT. MYERS-NAPLES, FL

DUOPOLY REPORT	12+	25-54	REVENUE
WNOG A/F, WARO-F (Palmer)	10.4%	14.6%	12.1%
WWCN, WRXK-F, WXKB-F (Beasley)	11.1%	13.6%	16.2%
WOLZ-F and FM CP (Osborn)	3.4%	5.3%	8.1%
WCKT-F, WIXI-F (Radio Equity)	18.3%	13.1%	20.8%
WROC-F, WJBX-F (Local)	5.3%	6.5%	11.0%
	48.5%	53.1%	68.2%

RADIO STATIONS

WDCQ , 1200, 10 KW/2.5 KW (OA-2), Talk	BRN, ABC, \$15.00 (Banner)	(PINE ISLAND)
WINK , 1240, 1 KW , News/Talk	WVI, CBS, \$32.00 (Mc-Guild)	(FT. MYERS)
WNOG , 1270, 5 KW/2.4 KW , News/Talk	AP, \$25.00 (Christal)	(NAPLES)
WWCL , 1440, 10 KW/4.7 KW , Hispanic	CRC, \$16.00 (---)	(LEHIGH)
WKII , 1070, 3 KW/0.3 KW , Standards	, \$17.00 (Roslin)	(PORT CHARLOTTE)
WARO-F, 94.5, 100 KW @ 1014 , Oldies	, \$28.00 (Christal)	Palmer
WAVV-F, 101.1, 100 KW @ 981 , Soft AC/EZ	AP, \$40.00 (Torbet)	Palmer
WCKT-F, 107.1, 26 KW @ 708 , Country	, \$65.00 (Banner)	Radio Equity
WGUF-F, 98.9, 4 KW @ 328 , Jazz	ABC, \$19.00 (---)	Intermart
WINK-F, 96.9, 100 KW @ 1322 , AC	, \$50.00 (Mc-Guild)	(MARCO)
WIXI-F, 105.5, 7 KW @ 594 , Standards	SMN, \$24.00 (Roslin)	Radio Equity
WJBX-F, 99.3, 50 KW @ 285 , AOR/Classic	, \$34.00 (Eastman)	WROC owner (O)
WNOG-F, 93.5, 3 KW @ 298 , News/Talk	WVI, CBS, \$25.00 (Christal)	Palmer
WOLZ-F, 95.3, 97 KW @ 453 , Oldies	, \$40.00 (Katz)	Osborn
WROC-F, 106.3, 6 KW @ 266 , AOR	, \$18.00 (Eastman)	(FT. MYERS)
WRXK-F, 96.1, 100 KW @ 1122 , AOR	ABC, \$48.00 (O&R)	Beasley
WSGL-F, 103.1, 14 KW @ 440 , Soft AC	, \$17.00 (Regional)	Timm
WWGR-F, 101.9, 100 KW @ 991 , Country	, \$26.00 (---)	Renda
WXKB-F, 103.9, 100 KW @ 981 , CHR	, \$24.00 (O&R)	Beasley
WIKX-F, 92.9, 50 KW @ 361 , Country	WVI, \$29.00 (---)	Intermart
		(PUNTA GOROA)

FORT PIERCE, FL

Arbitron Rank/Pop (12+): 123/323,600

Stations: 22/13
 Diaries: 768/421:1/52.6%
 Sample Target: 750
 % Below Line: 28.8
 % Not Listed: 23.8

1994 Revenue: NA
 HH Inc.: \$40,607
 Retail \$: 3.2 Bil
 Pop per Station: 24,892
 #1 Biller: NA NA

MSA Rank/Pop: NA
 West Palm Beach DMA
 Average Person Ratings: 16.7
 Market TSL: 22.50 hours

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level
1. WGYL-F (SAC)	55/10.1	9.4	8.7	8.3	8.1	----	58/605	579/17.9	13.6	13.5	WGYL-F
2. WAVV-F (C)	48/ 8.9	7.0	8.7	8.1	8.8	----	54/530	488/15.1	15.6	17.0	WAVV-F
3. WJBW-F (ST)	38/ 7.0	3.1	---	---	---	----	40/283	266/ 8.2	3.9	---	WJBW-F
4. WQOL-F (O)	31/ 5.7	5.5	5.0	4.9	4.2	----	37/478	406/12.5	11.7	12.3	WQOL-F
5. WOVV-F (CHR)	28/ 5.2	5.5	7.5	12.7	7.9	----	32/530	494/15.3	18.4	19.1	WOVV-F
6. WKGR-F (CL AOR)	27/ 5.0	6.1	7.1	6.4	5.1	----	27/461	457/14.1	12.5	15.6	WKGR-F
7. WZZR-F (AOR)	25/ 4.6	6.2	7.3	9.2	11.3	----	33/443	404/12.5	15.9	16.3	WZZR-F
8. WFLM-F (8)	23/ 4.2	7.2	6.9	0.9	---	----	23/289	289/ 8.9	10.0	10.1	WFLM-F
9. WHLG-F (EZ)	23/ 4.2	6.2	10.6	12.5	13.1	----	23/297	289/ 8.9	13.7	15.5	WHLG-F
10. WIRK-F (C)	20/ 3.7	2.9	5.4	4.0	3.8	----	23/280	255/ 7.9	8.7	9.9	WIRK-F
11. WEAT-F (SAC)	18/ 3.3	1.7	1.9	2.4	3.1	----	18/287	259/ 8.0	8.6	7.5	WEAT-F
12. WP8Z-F (AOR-NR)	15/ 2.8	2.6	---	---	---	----	16/199	191/ 5.9	5.1	---	WP8Z-F
13. WTTB (T)	11/ 2.0	1.1	2.1	2.3	1.2	----	11/145	145/ 4.5	3.1	3.0	WTTB
14. WJNX (N/T)	11/ 2.0	4.0	1.9	1.7	1.0	----	11/236	236/ 7.3	7.0	4.3	WJNX

12+ FM SHARE (METRO): 89.35% (369 of 413) (SPG 94: 90.37%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOVV-F	1 WOVV-F	1 WAVV-F	1 WAVV-F	1 WAVV-F	1 WGYL-F	1 WGYL-F	1 WGYL-F	1 WAVV-F	1 WOVV-F	1 WKGR-F
2 WFLM-F	2 WKGR-F	2 WKGR-F	2 WKGR-F	2 WKGR-F	2 WJBW-F	2 WAVV-F	2 WGYL-F	2 WFLM-F	2 WFLM-F	2 WQOL-F
3	3 WAVV-F	3 WZZR-F	3 WFLM-F	3 WQOL-F	3 WAVV-F	3 WQOL-F	3 WZZR-F	3 WJBW-F	3 WJBW-F	3 WFLM-F
4	4 WZZR-F	4 WOVV-F	4 WZZR-F	4 WFLM-F	4 WQOL-F	4	4 WJBW-F	4 WIRK-F	4 WAVV-F	4 WPSL
5	5	5 WFLM-F	5 WQOL-F	5 WZZR-F	5 WHLG-F	5	5	5 WOVV-F	5 WGYL-F	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 WOVV-F	1 WOVV-F	1 WAVV-F	1 WAVV-F	1 WAVV-F	1 WZZR-F	1 WKGR-F	1 WKGR-F	1 WKGR-F	1 WKGR-F
2 WZZR-F	2 WFLM-F	2 WFLM-F	2 WFLM-F	2 WEAT-F	2 WOVV-F	2 WOVV-F	2 WOVV-F	2 WAVV-F	2 WAVV-F
3 WFLM-F	3 WZZR-F	3 WGYL-F	3 WOVV-F	3 WFLM-F	3 WKGR-F	3 WAVV-F	3 WAVV-F	3 WZZR-F	3 WZZR-F
4 WIRK-F	4 WAVV-F	4 WEAT-F	4 WZZR-F	4 WGYL-F	4 WAVV-F	4 WZZR-F	4	4 WOVV-F	4 WQOL-F
5	5	5 WOVV-F	5 WEAT-F	5 WQOL-F	5 WP8Z-F	5 WOVV-F	5	5 WQOL-F	5

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		4 (1)	4 (1)	1.0	3.9	WAXE (FS) 1370	VERO BEACH 0.9/3.8/ 5/ 133
AOR/CLASSIC/NR		67 (3)	67 (3)	16.2	17.2	WIRA (SPRST) 1400	FORT PIERCE 0.7/3.4/ 4/ 111
COUNTRY		68 (2)	68 (2)	16.5	16.7	WKQS-F (CHR) 94.7	GIFFORD 1.5/7.8/ 8/ 251
NEWS/TALK	31 (3)		31 (3)	7.5	6.2	WPSL (T) 1590	PORT ST. LUCIE 1.7/3.5/ 9/ 114
						WSTU (FS) 1450	STUART 0.7/2.6/ 4/ 83
CHR		36 (2)	36 (2)	8.7	9.6		
BLACK/URBAN		23 (1)	23 (1)	5.6	8.3	WOLL-F (O) 94.3	RIVIERA BEACH 0.6/3.2/ 3/ 105
SOFT AC/EZ		99 (4)	99 (4)	24.0	27.8	WRLX-F (SAC) 92.1	WEST PALM 0.6/2.1/ 4/ 82
HISPANIC						WRMF-F (AC) 97.9	WEST PALM 0.7/4.7/ 4/ 155
OLDIES		34 (2)	34 (2)	8.2	7.1		
FULL SVC/VARIETY	9 (2)		9 (2)	2.2	0.0		
STANDARDS		38 (1)	38 (1)	9.2	2.8		
RELIG/GOSPEL					0.5		
SPORTS	4 (1)		4 (1)	1.0	0.0		
CLASSICAL							
JAZZ							
OTHERS/UNKNOWN							
TOTALS	44 (6)	369 (16)	413 (22)				

FORT PIERCE, FL

DUOPOLY REPORT	12+	25-54	REVENUE
WQOL-F, WZZR-F (Commodore)	10.3%	13.0%	N/A%

RADIO STATIONS

WAXE , 1370, 1 KW/85 W	Standards								
WIRA , 1400, 1 KW	Sports	WESTWD NBC, \$11.00 (---)							(VERO BEACH)
WJNX , 1330, 5.4 KW/1.1 KW (DA-N)	News/Talk	AP CNN, \$ NA (Banner)				Ardman			
WSTU , 1450, 1 KW	Full Service	ABC, \$12.00 (---)				Fairbanks			
WTTB , 1490, 1 KW	Talk	TALKNT CBS, \$14.00 (Christal)				Sandab			(VERO BEACH)
WAVW-F, 101.7, 6 KW @ 348	Country	ABC, \$28.00 (Roslin)							(VERO BEACH)
WGYL-F, 93.7, 50 KW @ 479	Soft AC					Sandab			(VERO BEACH)
WHLG-F, 102.3, 3 KW @ 285	EZ	AP, \$35.00 (---)							(STUART)
WQOL-F, 103.7, 50 KW @ 476	Oldies	WESTWD CNN, \$21.00 (---)							(VERO BEACH)
WZZR-F, 92.7, 50 KW @ 482	AOR					Commodore			(STUART)
WFLM-F, 104.7, 6 KW @ 328	Black/AC								(WHITE CITY)

Other ranked stations -- see West Palm Beach

Miscellaneous: WQOL-F sold to Commodore (D) for \$3,080,000 (MVP) . . .

FORT WAYNE

Arbitron Rank/Pop (12+): 94/385,700

Stations: 19/17
 Diaries: 1171/329:1/64.9%
 Sample Target: 1120
 % Below Line: 3.5
 % Not Listed: 17.3

1994 Revenue: \$14,500,000
 HH Inc.: \$35,453
 Retail \$: 3.5 Bil
 Pop per Station: 22,688
 #1 Biller: WAJI-F \$2,600,000

MSA Rank/Pop: 102/375,000
 OMA # 106
 Average Person Ratings: 17.0
 Market TSL: 22.25 hours

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WAJI-F (AC)	75/11.5	9.9	11.2	10.4	9.3	----	99/1232	859/22.3	18.8	22.4	0	WAJI-F
2. WQHK-F (C)	66/10.1	8.6	5.6	3.1	---	----	83/1188	877/22.7	18.7	12.9	B	WQHK-F
3. WFWI-F (0-70's)	47/ 7.2	1.9	1.9	3.4	4.0	----	50/695	648/16.8	6.9	7.7	A	WFWI-F
4. WBYR-F (AOR/CL)	46/ 7.0	7.2	9.8	7.8	7.5	----	106/1282	710/18.4	18.7	20.9	0	WBYR-F
5. WBTU-F (C)	41/ 6.3	10.1	7.5	9.5	10.3	----	111/1437	604/15.7	19.6	17.4	D	WBTU-F
6. WOWO (FS)	35/ 5.4	6.6	6.7	7.8	7.1	----	69/1011	631/16.4	18.1	17.2	D	WOWO
WLDE-F (O)	35/ 5.4	5.8	5.6	2.9	4.4	----	36/681	616/16.0	13.8	14.8	B	WLDE-F
8. WXKE-FF (AOR)	33/ 5.0	4.8	6.7	7.0	8.6	----	38/594	472/12.2	12.1	12.6	C	WXKE-FF
WMEE-F (CHR)	33/ 5.0	5.4	7.0	9.3	8.5	----	64/1325	743/19.3	21.1	25.6	C	WMEE-F
10. WDJB-F (CHR)	28/ 4.3	6.6	6.2	6.0	5.0	----	37/876	611/15.8	17.8	17.1	A	WDJB-F
11. WGL (N/T)	20/ 3.1	2.7	2.2	1.1	1.2	----	20/349	318/ 8.2	10.5	10.7	A	WGL
WMRI-F (EZ)	20/ 3.1	2.7	2.3	3.3	4.4	----	35/470	224/ 5.8	6.6	6.4		WMRI-F
WJFX-F (B)	20/ 3.1	1.4	2.2	1.3	4.2	----	20/225	225/ 5.8	3.9	4.0	A	WJFX-F
14. WGL -F (N/T)	13/ 2.0	2.7	2.2	1.1	1.2	----	16/312	247/ 6.4	7.3	6.8	A	WGL -F
15. WKQM-F (EZ)	11/ 1.7	2.2	1.2	---	---	----	13/250	193/ 5.0	4.3	2.7	A	WKQM-F
16. WQHK (C)	10/ 1.5	3.8	2.3	2.4	4.4	----	15/271	203/ 5.3	6.7	7.0	A	WQHK
17.												
18.												
19.												
20.	12+ FM SHARE (METRO):	86.51%	(468 of 541)	(SPG 94:	83.18%)							

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ M10	12+ PHO	12+ EVE	OVERNIGHT
1 WDJB-F>>	1 WFWI-F<	1 WAJI-F	1 WAJI-F>	1 WAJI-F>	1 WAJI-F	1 WFWI-F<	1 WAJI-F>	1 WQHK-F<	1 WQHK-F>	1 WQHK-F
2 WQHK-F	2 WAJI-F<	2 WQHK-F<	2 WBYR-F	2 WQHK-F<	2 WOWO	2 WAJI-F>	2 WQHK-F	2 WAJI-F>	2 WBYR-F	2 WAJI-F
3 WMEE-F	3 WQHK-F	3 WBYR-F	WFWI-F	3 WFWI-F<	3 WQHK-F	3 WQHK-F<	3 WBYR-F<	3 WBYR-F	3 WDJB-F	3 WOWO
4	4 WBYR-F	WFWI-F>	WQHK-F>	4 WBYR-F	4 WLDE-F	4 WOWO	4 WFWI-F	4 WLDE-F	4 WLDE-F	4
5	5 WXKE-FF	5 WXKE-FF	5 WXKE-FF	5 WBTU-F	5 WBTU-F	5	5	5	5	5
6	6	6	6	WLDE-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 WAJI-F	1 WAJI-F>	1 WAJI-F	1 WAJI-F>>	1 WAJI-F>>	1 WQHK-F	1 WFWI-F	1 WFWI-F	1 WFWI-F<	1 WFWI-F<
2 WJFX-F	2 WBYR-F<	2 WMEE-F	2 WQHK-F	2 WBTU-F	2 WFWI-F	2 WQHK-F	2 WBYR-F	2 WBYR-F	2 WBYR-F<
WQHK-F	3 WMEE-F	3 WBYR-F	3 WMEE-F	WMEE-F<	WXKE-FF	3 WXKE-FF<	3 WXKE-FF	WQHK-F	3 WAJI-F
WBYR-F	WQHK-F	WFWI-F	4 WBTU-F	4 WQHK-F	4 WBYR-F	4 WBYR-F	WQHK-F	4 WAJI-F	4 WQHK-F
5	5 WFWI-F	5 WQHK-F	WBYR-F	5 WLDE-F	5	5	5	WXKE-FF	5 WXKE-FF
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER	RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		75 (1)	75 (1)	13.9	13.7	WFCV	(REL) 1090 FORT WAYNE	0.8/1.9/ 5/	85	
AOR/CLASSIC/NR		79 (3)	79 (3)	14.6	18.7					
COUNTRY	10 (1)	107 (2)	117 (3)	21.6	22.0	WLW	(FS/T) 700 CINCINNATI	0.5/2.0/ 15/	268	
NEWS/TALK	20 (1)	13 (1)	33 (2)	6.1	7.8					
CHR		61 (2)	61 (2)	11.3	15.7					
BLACK/URBAN		20 (1)	20 (1)	3.7	2.6					
SOFT AC/EZ		31 (2)	31 (2)	5.7	2.8					
HISPANIC										
OLDIES		82 (2)	82 (2)	15.2	8.9					
FULL SVC/VARIETY	38 (2)		38 (2)	7.0	9.8					
STANDARDS										
RELIG/GOSPEL	5 (1)		5 (1)	0.9	0.0					
SPORTS										
CLASSICAL										
JAZZ										
OTHERS/UNKNOWN					1.8					
TOTALS	73 (5)	468 (14)	541 (19)							

FORT WAYNE

DUOPOLY REPORT	12+	25-54	REVENUE
-----	----	-----	-----
WAJI-F, WLDE-F (Sarkes-Tarzian)	16.9%	21.4%	21.7%
WGL A/F, WKQM-F (Local)	6.8%	4.9%	2.8%
WOWO, WQHK A/F, WMEE-F (Federated)	22.0%	19.4%	31.7%
WXKE-F, WEXI-F (Local)	5.0%	6.2%	7.6%
WBTU-F, WBYR-F (Patten, pending)	13.3%	15.3%	31.0%
	64.0%	67.2%	94.8%

RADIO STATIONS

WFCV , 1090, 1 KW (DAYS)	, Religion	, \$12.00 (---)	Bott	
WGL , 1250, 2.5 KW/1.4 KW (DA-2)	, News/Talk	TALKNT CNN, \$17.00 (---)		
WOWO , 1190, 50 KW (DA-1)	, Full Service	CBS, \$35.00 (Katz)	Federated	
WQHK , 1380, 5 KW (DA-2)	, Country	SMN ABC, \$ NA (Christal)	Federated	
WAJI-F, 95.1, 39 KW @ 679	, AC	, \$53.00 (Katz)	Sarkes-Tarzian	
WBTU-F, 93.3, 50 KW @ 492	, Country	WESTWD, \$44.00 (Eastman)	Patten	(KENDALVILLE)
WBYR-F, 98.9, 50 KW @ 453	, Classic AOR	, \$32.00 (Eastman)	Patten	(VAN WERT, OH)
WDJ8-F, 106.3, 3 KW @ 426	, CHR	, \$19.00 (Banner)		(COLUMBIA CITY)
WFWI-F, 92.3, 3.8 KW @ 403	, Oldies - 70's	, \$15.00 (Torbet)		
WGL -F, 94.1, 6 KW @ 328	, SEE WGL AM			(ROANOKE)
WJFX-F, 107.9, 2.5 KW @ 358	, Black	SMN ABC, \$15.00 (MMR)		(NEW HAVEN)
WJLT-F, 101.7, 3 KW @ 328	, Oldies	, \$17.00 (Katz)	Sarkes-Tarzian	
WMEE-F, 97.3, 26 KW @ 689	, CHR	ABC, \$45.00 (Christal)	Federated	
WEXI-F, 103.1, 3 KW @ 298	, AOR	, \$ NA (D&R)	WXKE owner (D)	(HUNTINGTON)
WQHK-F, 105.1, 14 KW @ 449	, Country	, \$21.00 (Christal)	Federated	(DECATUR)
WXKE-F, 103.9, 3 KW @ 249	, AOR	CNN, \$29.00 (D & R)		
WMRI-F, 106.9, 50 KW @ 500	, EZ/Soft AC	, \$15.00 (---)		(MARION)

CKLW -- see Detroit

Miscellaneous: WOWO-F changes to WEXI-F and now simulcasts with WXKE-F (Jan) . . .

FRESNO

Arbitron Rank/Pop (12+): 64/586,800
 MSA Rank/Pop: 47/861,000
 Average Person Ratings: 16.0
 Market TSL: 21.50 hours

Stations: 29/28
 Diaries: 1509/389:1/48.7%
 Sample Target: 1470
 % Below Line: 0.6
 % Not Listed: 14.2

1994 Revenue: \$24,000,000
 HH Inc.: \$30,064
 Retail \$: 5.0 Bil
 Pop per Station: 20,957
 #1 Biller: KMJ \$5,600,000

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. KBOS-F (CHR)	105/11.2	11.1	9.6	10.4	9.8	10.6	173/2397	1326/22.6	21.2	21.1	C	KBOS-F
2. KMJ (N/T)	102/10.9	11.2	14.7	11.9	12.1	12.2	179/1813	1089/18.6	23.8	20.6	G	KMJ
3. KRZR-F (AOR)	56/ 6.0	4.8	5.7	5.8	5.1	5.6	91/1186	771/13.1	12.4	11.5	C	KRZR-F
4. KSKS-F (C)	55/ 5.9	4.1	5.8	6.9	6.2	5.7	108/1667	801/13.7	13.9	14.5	D	KSKS-F
5. KJWL-F (ST)	47/ 5.0	5.6	4.4	3.5	1.1	4.6	54/610	510/ 8.7	5.4	1.2	A	KJWL-F
6. KFSO-F (O)	45/ 4.8	4.3	3.1	4.5	4.2	4.2	79/1485	817/13.9	11.7	14.0	O	KFSO-F
7. KNAX-F (C)	42/ 4.5	4.5	3.9	4.3	6.1	4.3	51/940	684/11.7	11.4	12.1	E (w/KFRE)	KNAX-F
8. KOQO-AF (SP)	40/ 4.2	3.5	5.2	7.1	6.0	5.0	67/947	560/ 9.5	9.0	10.6	C	KOQO-AF
9. KEZL-F (J)	38/ 4.0	4.1	4.2	2.2	1.4	3.6	46/566	478/ 8.1	8.0	5.1	B	KEZL-F
10. KJFX-F (CL AOR)	34/ 3.6	3.0	3.2	4.5	4.4	3.6	51/1052	715/12.2	10.8	11.9	C	KJFX-F
11. KJOI-F (SAC)	30/ 3.2	4.1	3.5	4.4	3.4	3.8	81/1277	692/11.8	11.0	9.4	C	KJOI-F
12. KFRR-F (AOR-NR)	29/ 3.1	1.2	1.7	0.6	0.4	1.7	51/848	510/ 8.7	5.4	2.8	A	KFRR-F
13. KTHT-F (CHR/AC)	28/ 3.0	3.3	3.0	3.8	3.1	3.3	38/1001	764/13.0	12.5	10.9	C	KTHT-F
14. KKDJ-F (O-70's)	24/ 2.6	2.2	1.8	1.9	1.5	2.1	34/764	496/ 8.5	6.9	5.2	B	KKDJ-F
15. KMPH-F (N/T)	19/ 2.0	2.5	1.9	1.0	1.1	1.9	43/887	477/ 8.1	5.7	4.5	A	KMPH-F
16. KZFO-F (SP)	17/ 1.8	2.3	1.8	1.8	2.3	1.9	25/373	250/ 4.3	4.9	4.1	A	KZFO-F
17. KRBT-F (C)	16/ 1.6	2.2	2.0	2.1	3.2	2.0	24/620	395/ 6.7	7.0	10.8	A	KRBT-F
18. KGST (SP)	14/ 1.5	1.9	2.8	2.0	2.2	2.1	15/280	245/ 4.2	4.4	5.0	A	KGST
19. KFRE (C)	13/ 1.4	2.2	1.6	2.2	2.7	1.9	29/444	251/ 4.3	5.0	5.9		KFRE
20. KFIG (SP)	10/ 1.1	1.0	1.2	0.4	---	0.9	10/196	166/ 2.8	2.6	---		KFIG

12+ FM SHARE (METRO): 78.16% (630 of 806) (SPG 94: 74.32%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MID	12+ PMO	12+ EVE	OVERNIGHT
1 KBOS-F>>	1 KBOS-F<	1 KBOS-F	1 KBOS-F<	1 KBOS-F<	1 KMJ >>	1 KMJ >	1 KMJ >	1 KBOS-F	1 KBOS-F>>	1 KMJ >>
2	2 KRZR-F>	2 KRZR-F<	2 KSKS-F<	2 KMJ	2 KJWL-F	2 KBOS-F>	2 KBOS-F	2 KMJ	2 KMJ	2 KBOS-F
3	3 KSKS-F	3 KSKS-F	3 KEZL-F	3 KEZL-F	3 KNAX-F	3 KRZR-F	3 KFSO-F	3 KSKS-F<	3 KSKS-F	3 KNAX-F
4	KOQO-AF	4 KFSO-F	4 KRZR-F	KSKS-F	KFSO-F	4 KNAX-F	4 KSKS-F<	4 KRZR-F	4 KRZR-F	4 KSKS-F
5	5 KJFX-F	KEZL-F<	KMJ <	5 KRZR-F	5 KEZL-F<	5 KFSO-F	5 KRZR-F	5 KJWL-F	5	5 KEZL-F
6	KFRR-F	6 KMJ	6 KFSO-F	KFSO-F	6 KBOS-F	6 KSKS-F	KJWL-F	KOQO-AF	6	6
7	7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	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 KBOS-F	1 KBOS-F>	1 KRZR-F	1 KBOS-F	1 KEZL-F	1 KRZR-F	1 KRZR-F>	1 KRZR-F	1 KRZR-F<	1 KMJ
2 KRZR-F	2 KRZR-F	2 KBOS-F	2 KSKS-F	2 KBOS-F<	2 KBOS-F	2 KBOS-F	2 KBOS-F	2 KBOS-F	2 KRZR-F<
3 KSKS-F	3 KSKS-F	3 KEZL-F	3 KEZL-F	3 KNAX-F	3 KFRR-F	3 KOQO-AF	3 KOQO-AF	3 KMJ	3 KBOS-F<
4 KFRR-F	4 KOQO-AF	KSKS-F	4 KRZR-F	KSKS-F	KOQO-AF	4 KJFX-F	4 KSKS-F	KSKS-F	4 KFSO-F
KJFX-F	5 KFRR-F	5 KNAX-F	KNAX-F	5 KJOI-F	KFIG	5 KFRR-F	KJFX-F	5 KJFX-F	5 KSKS-F
KOQO-AF	KTHT-F	KTHT-F	6 KJOI-F	6 KMJ	6	6	6 KKOJ-F	6 KFSO-F	6 KJFX-F
7	7	KOQO-AF	7	7	7	7	7	KOQO-AF	KOQO-AF

FRESNO

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATE STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		28 (1)	28 (1)	3.5	4.5	KGST-F (SP) 105.1 AUBERRY	0.6/3.2/ 10/ 248
AOR/CLASSIC/NR		119 (3)	119 (3)	14.8	12.9	KKTR (T) 1340 FRESNO	0.4/2.0/ 6/ 130
COUNTRY	13 (1)	113 (3)	126 (4)	15.6	17.7	KQEQ (?) 1220 FOWLER	0.6/2.2/ 6/ 135
NEWS/TALK	106 (2)	19 (1)	125 (3)	15.5	16.5	KROU (REL) 1130 OINUBA	0.5/1.7/ 9/ 187
						KTAA-F (SP) 94.3 KERNAN	0.4/1.9/ 7/ 170
CHR		105 (1)	105 (1)	13.0	15.1	KXEX (SP) 1550 FRESNO	0.6/1.7/ 6/ 105
BLACK/URBAN						KYNO (O) 1300 FRESNO	0.5/2.7/ 5/ 184
SOFT AC/EZ		30 (1)	30 (1)	3.7	7.1		
HISPANIC	35 (4)	62 (4)	97 (8)	12.0	14.9	KNBR (FS/T) 680 SAN FRANCISCO	0.6/1.9/ 13/ 248
OLOIES	5 (1)	69 (2)	74 (3)	9.2	6.5		
FULL SVC/VARIETY	6 (1)		6 (1)	0.7	---		
STANDARDS		47 (1)	47 (1)	5.8	1.0		
RELIG/GOSPEL	5 (1)		5 (1)	0.6	1.7		
SPORTS							
CLASSICAL					0.5		
JAZZ		38 (1)	38 (1)	4.7	1.6		
OTHERS/UNKNOWN	6 (1)		6 (1)	0.7	0.0		
TOTALS	176 (11)	630 (18)	806 (29)				

QUOPOLY REPORT	12+	25-54	REVENUE
KFSO-F, KEZL-F, KEYQ (Americom)	8.8%	13.4%	14.6%
KTHT-F, KRZR-F (Patterson)	9.0%	9.9%	9.2%
KMJ, KSKS-F, KKOJ-F (Henry)	19.4%	18.5%	34.2%
KFRE, KNAX-F, KRBT-F (EBE)	7.5%	7.7%	14.2%
	44.7%	49.5%	71.8%

SCARBOROUGH REPORT
Indexed against \$100,000+ Households

HIGHEST	LOWEST
1. KMPH 386	1. KFSO-F
2. KMJ 202	KGST
3. KJOI-F 181	KOQD
4. KKOJ-F 152	4. KEZL-F

RADIO STATIONS

AM STATIONS

KEYQ, 980, 500 W/48 W	, Standards	SMN, \$15.00 (Mc-Guild)	Americom
KFRE, 940, 50 KW (OA-2)	, Country	WESTWO, ABC, \$ NA (O&R)	EBE
KGST, 1600, 5 KW (OA-N)	, Hispanic	CBS, \$29.00 (Lotus)	Lotus
KMJ, 580, 5 KW	, News/Talk	WESTWD, TALKNT, \$90.00 (Katz)	Henry
KXEX, 1550, 5 KW/2.5 KW (OA-2)	, Hispanic	, \$17.00 (SBS)	
KYNO, 1300, 5 KW/1 KW (OA-N)	, Oldies	SMN CNN, \$16.00 (CBS)	Brown

FM STATIONS

KBOS, 94.9, 17 KW @ 850	, CHR	ABC, \$35.00 (Eastman)	(TULARE)
KEZL, 96.7, 25 KW @ 298	, Jazz	, \$26.00 (Mc-Guild)	Americom (FOWLER)
KFRR, 104.1, 17 KW @ 853	, AOR-NR	, \$23.00 (---)	Mondosphere (WOODLAKE)
KFSO, 92.9, 19 KW @ 820	, Oldies	, \$50.00 (Mc-Guild)	Americom (VISALIA)
KJFX, 95.7, 50 KW @ 321	, Classic AOR	, \$45.00 (CBS)	Brown
KJOI, 98.9, 19 KW @ 820	, Soft AC	, \$28.00 (MMR)	(OINUBA)
KJWL, 99.3, 3 KW @ 328	, Standards	WESTWO, CNN, \$ NA (---)	
KKOJ, 105.9, 2.4 KW @ 1958	, Oldies - 70's	, \$30.00 (O&R)	Henry
KMPH, 107.5, 21 KW @ 643	, News	CBS, AP, \$20.00 (Eastman)	Pappas (HANFORD)
KNAX, 97.9, 48 KW @ 289	, Country	ABC, \$78.00 (O&R)	EBE
KOQD, 101.9, 2.3 KW @ 1948	, Hispanic	CNN, \$22.00 (Caballero)	Owight Case
KRZR, 103.7, 50 KW @ 500	, AOR	, \$29.00 (Christal)	Patterson (HANFORD)
KSKS, 93.7, 68 KW @ 1909	, Country	, \$48.00 (Katz)	Henry
KGST, 105.1, 0.6 KW @ 1903	, Hispanic	CBS, \$18.00 (Lotus)	Lotus (AUBERRY)
KRBT, 101.1, 4.7 KW @ 1076	, Country	, \$26.00 (O&R)	EBE
KTAA, 94.3, 3 KW @ 328	, Hispanic	, \$19.00 (---)	(KERNAN)
KTHT, 102.7, 50 KW @ 500	, CHR/AC	AP, \$29.00 (Banner)	Patterson
KZFO, 92.1, 25 KW @ 1050	, Hispanic	, \$24.00 (Caballero)	(MAOERA)

Miscellaneous: KRZR-F, KTHT-F sold by Wheeling-Pittsburgh to Patterson (O) for \$5,000,000 (E). . .

GAINESVILLE-OCALA

Arbitron Rank/Pop (12+): 113/351,800

Stations: 33/19
Diaries: 824/427:1/50.6%
Sample Target: 800
% Below Line: 14.9
% Not Listed: 20.0

1994 Revenue: \$9,800,000
HH Inc.: \$23,355
Retail \$: 3.9 Bil
Pop per Station: 18,516
#1 Biller: WKTK-F \$2,300,000

MSA Rank/Pop: 210-417,000 - Gainesville
186-417,000 - Ocala
DMA # 172

Average Person Ratings: 15.1
Market TSL: 20.25 hours

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WKTK-F (AC)	57/10.8	8.7	9.6	7.1	10.5	----	89/1304	676/19.2	19.9	22.2	D	WKTK-F
2. WOGK-F (C)	50/ 9.4	10.1	8.5	6.3	4.9	----	73/1148	673/19.1	17.3	18.2	C	WOGK-F
3. WRUF-F (AOR)	38/ 7.2	6.5	9.6	5.4	7.0	----	66/862	596/16.9	19.3	19.8	C	WRUF-F
4. WTRS-F (C)	34/ 6.4	6.0	7.5	13.0	9.5	----	51/721	439/12.5	13.2	16.3	C	WTRS-F
5. WRZN (ST)	25/ 4.7	5.0	3.1	4.1	2.3	----	68/525	195/ 5.5	6.0	6.6	B	WRZN
6. WJHM-F (B)	24/ 4.5	3.2	4.3	4.5	4.4	----	29/409	333/ 9.5	7.7	9.6		WJHM-F
7. WMFQ-F (EZ)	21/ 4.0	5.6	4.3	5.9	6.1	----	23/366	300/ 8.5	8.2	8.7	B	WMFQ-F
8. WOCA (T)	20/ 3.8	2.8	1.9	1.5	1.9	----	21/172	147/ 4.2	4.6	3.2	A	WOCA
9. WYKS-F (CHR)	19/ 3.6	2.0	3.5	3.3	3.2	----	26/512	429/12.2	9.2	10.4	A	WYKS-F
10. WFEZ-F (B)	17/ 3.2	3.4	4.5	3.7	0.2	----	20/283	251/ 7.1	6.7	7.3	A	WFEZ-F
11. WLWX-F (AOR)	14/ 2.6	2.4	1.7	2.8	2.1	----	15/246	230/ 6.5	5.4	6.5	A	WLWX-F
12. WLUS (ST)	11/ 2.1	1.4	1.4	1.3	1.4	----	12/108	100/ 2.8	3.3	2.3		WLUS
WVLO (B/G)	9/ 1.7	1.4	1.4	2.4	1.9	----	9/84	81/ 2.3	1.6	2.7		WVLO
14. WFKS-F (CHR)	9/ 1.7	1.6	1.7	0.4	0.9	----	14/442	295/ 8.4	7.4	8.1		WFKS-F
15. WMOP (C)	8/ 1.5	1.6	3.1	1.5	1.6	----	8/106	106/ 3.0	4.2	5.1		WMOP

12+ FM SHARE (METRO): 80.90% (343 of 424) (SPG 94: 84.91%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WJHM-F>>	1 WRUF-F	1 WKTK-F>	1 WKTK-F>	1 WKTK-F>	1 WKTK-F	1 WKTK-F	1 WKTK-F>	1 WKTK-F<	1 WOGK-F	1 WTRS-F>>
2 WOGK-F	2 WKTK-F	2 WRUF-F<	2 WOGK-F	2 WOGK-F>	2 WOGK-F	2 WOGK-F>	2 WOGK-F	2 WOGK-F	2 WRUF-F	2 WOGK-F
3	3 WOGK-F>	3 WOGK-F>	3 WRUF-F	3 WRUF-F	WRZN	3 WTRS-F	3 WRUF-F	3 WRUF-F	WJHM-F	3 WKTK-F
4	4 WYKS-F	4 WTRS-F	4 WTRS-F	4 WTRS-F	4 WTRS-F	4 WRUF-F	4 WRZN	4 WTRS-F	4 WKTK-F	4
5	5	5 WYKS-F	5	5	5 WMFQ-F	5	5 WTRS-F	5	5 WYKS-F	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 WYKS-F	1 WKTK-F	1 WKTK-F	1 WKTK-F>	1 WKTK-F>	1 WRUF-F	1 WRUF-F>>	1 WRUF-F	1 WRUF-F>	1 WKTK-F
2 WJHM-F	2 WOGK-F>	2 WOGK-F	2 WOGK-F>	2 WOGK-F>	2 WYKS-F	2 WOGK-F	2 WKTK-F	2 WKTK-F>	2 WRUF-F>
3 WKTK-F	3 WYKS-F	3 WVLO	3 WTRS-F	3 WTRS-F	3 WOGK-F	WKTK-F	3 WLWX-F	3 WLWX-F	3 WOGK-F
WOGK-F	4	4	4 WYKS-F	4 WMFQ-F	4	WLWX-F	4	WOGK-F	WLWX-F
WRUF-F	5	5	5	5	5	5 WYKS-F	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA TSA	
AC		62 (3)	62 (3)	14.6	11.9	WNFQ-F (B)	100.5 NEWBERRY	0.4/3.1/ 8/ 225	
AOR/CLASSIC/NR		71 (7)	71 (7)	16.7	15.1	WRRX-F (AOR/CL)	97.7 HICANOPY	1.1/5.6/ 6/ 203	
COUNTRY	8 (1)	98 (5)	106 (6)	25.0	30.0	WRUF (N/T)	850 GAINESVILLE	0.9/4.2/ 9/ 176	
NEWS/TALK	25 (2)	4 (1)	29 (3)	6.8	4.8	WTMC (?)	1290 OCALA	0.6/2.4/ 3/ 84	
CHR		32 (3)	32 (3)	7.5	7.3	WYGC-F (C)	100.9 GAINESVILLE	0.9/4.5/ 7/ 195	
BLACK/URBAN	9 (1)	43 (3)	52 (4)	12.3	5.2	WYOC-F (O)	104.9 HIGH SPRINGS	0.6/3.3/ 9/ 185	
SOFT AC/EZ		25 (2)	25 (2)	5.9	12.8	SEE ORLANDO OR JACKSONVILLE FOR MORE ABOUT THE FOLLOWING:			
HISPANIC						WCFF-F	0.6/ 3.9	WJRR-F 0.6/ 1.8	WQIK-F 0.9/ 2.0
OLDIES		10 (2)	10 (2)	2.4	5.0	WDIZ-F	0.8/ 2.8	WMGF-F 0.8/ 3.6	WTKS-F 0.8/ 1.7
FULL SVC/VARIETY						WFYV-F	0.4/ 1.8	WOCL-F 1.3/ 5.3	WWKA-F 0.8/ 3.1
STANDARDS	36 (2)		36 (2)	8.5	5.5	WHTQ-F	0.8/ 2.6	WOMX-F 0.4/ 1.5	WXXL-F 0.8/ 3.5
RELIG/GOSPEL					1.7				
SPORTS									
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN	3 (1)		3 (1)	0.7	1.3				
TOTALS	81 (7)	343 (26)	424 (33)						

GAINESVILLE-OCALA

DUOPOLY REPORT	12+	25-54	REVENUE
WTRS A/F, WYGC-F, WMFQ-F (Asterisk, duopoly and semi-duopoly)	11.3%	11.9%	22.4%

RADIO STATIONS

WLUS , 980, 5 KW/166 W , Standards	SMN, \$11.00 (---)	(GAINESVILLE)
WMOP , 900, 3 KW/20 W , Country	CNN, \$11.00 (Southern)	(OCALA)
WOCA , 1370, 5 KW (DAYS) , Talk	ABC, \$10.00 (---)	(OCALA)
WRUF , 850, 5 KW (DA-N) , News/Talk	CBS, \$10.00 (---)	Univ. of Fla. (GAINESVILLE)
WWLO , 1430, 2.5 KW (DAYS) , Black/Gospel	, \$11.00 (---)	(GAINESVILLE)
WRZN , 720, 10 KW/250 W , Standards	ABC SMN, \$13.00 (---)	(HERNANOO)
WFEZ-F, 101.3, 3.5 KW @ 433 , Black	ABC, \$13.00 (---)	(WILLISTON)
WKTK-F, 98.5, 100 KW @ 1322 , AC	, \$53.00 (---)	Entercom (CRYSTAL R.)
WMFQ-F, 92.9, 50 KW @ 476 , EZ	USA, \$16.00 (---)	Asterisk (OCALA)
WOCK-F, 93.7, 100 KW @ 1348 , Country	ABC, \$20.00 (---)	Oix (OCALA)
WRRX-F, 97.7, 3 KW @ 305 , AOR-Classic	WESTWD, \$13.00 (Christal)	(MICANOPY)
WRUF-F, 103.7, 100 KW @ 768 , AOR	SOURCE, \$30.00 (---)	Univ. of Fla. (GAINESVILLE)
WTRS-F, 102.3, 50 KW @ 489 , Country	ABC, \$39.00 (---)	Asterisk (OUNELLON)
WLVX-F, 95.5, 3 KW @ 328 , AOR	SMN, \$14.00 (---)	(SILVER SPRINGS)
WYGC-F, 100.9, 3 KW @ 298 , Country	WESTWD, \$19.00 (Mc-Guild)	Asterisk (GAINESVILLE)
WYKS-F, 105.5, 3 KW @ 266 , CHR	, \$16.00 (Republic)	(GAINESVILLE)

Other ranked stations -- see Orlando

Miscellaneous: WYOC-F sold for \$750,000 (Hadden). . .

GRAND RAPIDS

Arbitron Rank/Pop (12+): 65/584,400

Stations: 24/20
Diaries: 1518/385:1/60.5%
Sample Target: 1530
% Below Line: 9.6
% Not Listed: 15.8

1994 Revenue: \$27,600,000
HH Inc.: \$39,177
Retail \$: 6.7 Bil
Pop per Station: 28,220
#1 Biller: WLHT-F \$4,700,000

MSA Rank/Pop: 55/732,000

DMA # 37 (w/Kalamazoo)

Average Person Ratings: 16.0

Market TSL: 21.00 hours

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WBCT-F (C)	94/10.1	9.5	9.7	9.8	10.3	9.8	292/3060	1116/19.1	18.7	19.1	F	WBCT-F
2. WKLQ-F (AOR)	88/ 9.4	9.0	8.5	8.1	8.2	8.8	166/2315	1205/20.6	19.3	20.1	E	WKLQ-F
3. WOOD-F (SAC)	76/ 8.1	7.8	8.8	7.0	8.3	7.9	125/2077	1154/19.7	20.2	19.5	D	WOOD-F
4. WOOD (FS/T)	67/ 7.2	7.8	8.3	7.7	6.8	7.8	75/1137	999/17.1	17.1	17.6	D	WOOD
5. WLHT-F (AC)	56/ 6.0	6.3	6.4	7.1	7.0	6.5	77/992	765/13.1	13.0	14.8	F	WLHT-F
6. WLAV-F (CL AOR)	52/ 5.6	5.8	6.9	8.5	8.2	6.7	98/1605	914/15.6	16.0	17.1	D	WLAV-F
WGRD-F (CHR)	52/ 5.6	6.5	5.8	5.3	4.3	5.8	68/1576	1107/18.9	17.7	17.3	C	WGRD-F
8. WSNX-F (CHR)	47/ 5.0	5.2	5.0	5.0	4.8	5.1	82/1755	1033/17.7	16.6	16.9	C	WSNX-F
9. WCUZ-F (C)	46/ 4.9	5.2	4.9	4.4	4.2	4.9	80/1311	886/15.2	11.8	12.9	D	WCUZ-F
10. WODJ-F (O)	42/ 4.5	4.2	5.1	4.1	4.7	4.5	65/1232	761/13.0	13.0	13.7	C	WODJ-F
11. WMUS-F (C)	33/ 3.5	2.3	2.4	2.7	2.4	2.7	81/1125	433/ 7.4	6.5	7.9		WMUS-F
12. WKWM (B)	21/ 2.3	0.7	2.6	2.1	2.0	1.9	21/178	171/ 2.9	2.8	2.5		WKWM
13. WFGR-F (CL)	18/ 1.9	2.6	2.2	1.7	1.8	2.1	19/342	305/ 5.2	6.5	5.8	A	WFGR-F
14. WQFN-F (EZ)	14/ 1.5	1.0	0.4	--	0.3	1.0	18/190	164/ 2.8	2.0	2.3		WQFN-F
WFUR-F (REL)	14/ 1.5	2.1	1.8	1.2	1.0	1.7	24/538	313/ 5.4	6.6	4.5		WFUR-F
16. WCUZ (C)	13/ 1.4	0.8	0.7	1.3	1.9	1.1	14/342	302/ 5.2	3.5	6.0		WCUZ
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 84.86% (667 of 786) (SPG 94: 85.46%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ M10	12+ PMO	12+ EVE	OVERNIGHT
1 WSNX-F>>	1 WKLQ-F>	1 WKLQ-F<	1 WBCT-F<	1 WBCT-F	1 WOOD	1 WKLQ-F	1 WOOD	1 WBCT-F<	1 WKLQ-F<	1 WBCT-F
2 WKLQ-F	2 WBCT-F	2 WBCT-F	2 WKLQ-F	2 WKLQ-F	2 WOOD-F<	2 WBCT-F	WOOD-F<	2 WOOD-F<	2 WOOD-F	2 WKLQ-F
3 WGRD-F	3 WGRD-F	3 WOOD-F	3 WLHT-F	WOOD-F	3 WBCT-F	3 WOOD	3 WBCT-F<	3 WKLQ-F	3 WBCT-F<	3 WCUZ-F
4 WBCT-F	4 WLAV-F	4 WLAV-F<	WOOD-F	4 WLHT-F	4 WLHT-F	4 WOOD-F	4 WKLQ-F	4 WLHT-F	4 WSNX-F	4 WOOD-F
5	WOOD-F	5 WLHT-F	5 WLAV-F	5 WLAV-F	5 WCUZ-F<	5 WGRD-F	5 WLAV-F	5 WLAV-F<	5 WGRD-F	5
6	6 WSNX-F	6 WGRD-F	6 WODJ-F	6 WODJ-F	6 WODJ-F	WLHT-F	6 WLHT-F	6 WGRD-F	6	6
7	7	7	7	7	7	7 WCUZ-F	7	7 WSNX-F	7	7
8	8	8	8	8	8	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 WSNX-F	1 WBCT-F	1 WKLQ-F	1 WOOD-F<	1 WLHT-F<	1 WKLQ-F	1 WKLQ-F>>	1 WKLQ-F	1 WKLQ-F>	1 WBCT-F<
2 WBCT-F	WKLQ-F	2 WBCT-F	2 WLHT-F<	2 WOOD-F	2 WGRD-F	2 WBCT-F	2 WBCT-F	2 WBCT-F<	2 WKLQ-F
3 WOOD-F	3 WOOD-F	3 WLHT-F	3 WBCT-F	3 WBCT-F>	3 WBCT-F	3 WGRD-F	3 WLAV-F	3 WLAV-F>	3 WLAV-F>
4 WKLQ-F	4 WGRD-F	4 WOOD-F	4 WKLQ-F	4 WKLQ-F	WLAV-F	4 WLAV-F	WGRD-F	4 WGRD-F<	4 WOOD
5 WGRD-F	WSNX-F	5 WGRD-F	5 WGRD-F<	5 WODJ-F	WCUZ-F	5 WOOD	5 WOOD	5 WOOD	5 WOOD-F
6 WLAV-F	6 WLHT-F	6 WLAV-F	6 WODJ-F	6 WGRD-F	WKWM-F	6	6	6	6 WODJ-F
7	7 WLAV-F	7	WSNX-F	7	WSNX-F	7	7	7	7 WGRD-F

GRAND RAPIDS

FORMATS	AM	FM	TOTAL	%	SPG 94	OTHER RATED STATIONS	METRO CUME	TSA	TSA
					%				
AC		56 (1)	56 (1)	7.1	9.0	WAKX-F (C) 96.1 HOLLAND	0.8/4.5/	15/	382
AOR/CLASSIC/NR		143 (3)	143 (3)	18.2	19.9	WBYY (SPRTS)810 ROCKFORD	0.3/0.7/	3/	39
COUNTRY	13 (1)	180 (4)	193 (5)	24.6	22.5	WGHN-F (?) 92.1 GRANO HAVEN	0.6/1.2/	7/	116
NEWS/TALK						WHTC (FS) 1450 HOLLAND	0.9/2.5/	9/	185
						WJQK-F (REL) 99.3 ZEELAND	1.3/4.9/	15/	337
CHR		99 (2)	99 (2)	12.6	11.1	WYGR (ST) 1530 WYOMING	0.8/0.9/	7/	50
BLACK/URBAN	21 (1)	7 (1)	28 (2)	3.6	2.4				
SOFT AC/EZ		90 (2)	90 (2)	11.5	14.0	WMHG-F (B) 107.9 MUSKEGON	0.8/2.0/	14/	199
HISPANIC						WMRR-F (AOR) 101.7 MUSKEGON HTS	0.3/2.0/	43/	491
OLDIES		42 (1)	42 (1)	5.4	5.7				
FULL SVC/VARIETY	75 (2)		75 (2)	9.5	9.7				
STANDARDS	7 (1)		7 (1)	0.9	0.0				
RELIG/GOSPEL		26 (2)	26 (2)	3.3	3.5				
SPORTS	3 (1)		3 (1)	0.4	0.0				
CLASSICAL		18 (1)	18 (1)	2.3	2.2				
JAZZ									
OTHERS/UNKNOWN		6 (1)	6 (1)	0.8	0.0				
TOTALS	119 (6)	667 (18)	786 (24)						

DUOPOLY REPORT	12+	25-54	REVENUE
WLHT-F, WGRD A/F (Patterson)	11.6%	13.8%	22.8%
WKLQ-F, WLAV-F, WBBL (Bloomington)	15.0%	16.6%	21.4%
WCUZ A/F, WAKX-F (Federated)	7.1%	6.5%	11.8%
WOOD A/F, WBCT-F (Local)	25.4%	25.9%	35.1%
WFUR A/F, WQFN-F (Kuiper)	3.0%	1.4%	< 3.0%
WODJ-F, WSNX-F (Goodrich, semi-duopoly)	9.5%	8.2%	N/A%
	71.6%	72.4%	96.0% (E)

RADIO STATIONS

WBBL , 1340, 1 KW , AOR - New Rock , \$15.00 (Banner) Bloomington
WCUZ , 1230, 1 KW , SEE WCUZ-FM
WKWM , 1140, 5 KW (DAYS, DA), Black AURN, \$17.00 (Patt)
WOOD , 1300, 5 KW (DA-N) , FS/Talk WESTWD, TALKNT, \$50.00 (Katz)
WAKX-F, 96.1, 50 KW @ 492 , Country ABC, \$23.00 (Christal) Federated (HOLLAND)
WBCT-F, 93.7, 320 KW @ 781 , Country , \$80.00 (Mc-Guild) WOOD owners (D)
WCUZ-F, 101.3, 50 KW @ 420 , Country ABC, \$52.00 (Christal) Federated
WFGR-F, 98.7, 2.8 KW @ 492 , Classical , \$26.00 (CMBS)
WFUR-F, 102.9, 50 KW @ 500 , Religion , \$18.00 (---) Kuiper
WGRD-F, 97.9, 13 KW @ 590 , CHR , \$42.00 (Eastman) Regional
WJQK-F, 99.3, 4.7 KW @ 371 , Religion ABC, \$15.00 (Mich.) (ZEELAND)
WKLQ-F, 94.5, 50 KW @ 500 , AOR ABC, \$70.00 (Banner) Bloomington (HOLLAND)
WLAV-F, 96.9, 50 KW @ 500 , Classic AOR WESTWD, Source, \$48.00 (---) Bloomington
WLHT-F, 95.7, 40 KW @ 551 , AC , \$93.00 (Eastman) Liggett
WODJ-F, 107.3, 50 KW @ 492 , Oldies WESTWD, \$47.00 (Katz) Goodrich (GREENVILLE)
WOOD-F, 105.7, 265 KW @ 810 , Soft AC , \$56.00 (Katz)
WSNX-F, 104.5, 50 KW @ 360 , CHR WESTWD, \$32.00 (Katz) Goodrich (MUSKEGON)
WMUS-F, 106.9, 50 KW @ 479 , Country ABC, WESTWD, \$35.00 (Banner) (MUSKEGON)

Miscellaneous: WGRD A/F, WLHT-F sold by Liggett to Patterson (D) for \$19,000,000. . .

GREEN BAY

Arbitron Rank/Pop (12+): 183/168,200
MSA Rank/Pop: 190/208,000
DMA # 70 (w/Appleton)
Average Person Ratings: 17.7
Market TSL: 23.25 hours

Stations: 18/8
Diaries: 696/242:1/67.2%
Sample Target: 610
% Below Line: 28.5
% Not Listed: 12.4

1994 Revenue: \$9,300,000
HH Inc.: \$35,599
Retail \$: 2.4 Bil
Pop per Station: 21,025
#1 Biller: WIXX-F \$3,200,000

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	SPG 93	Revenue Level
1. WIXX-F (CHR)	58/19.5	----	17.4	----	17.4	----	167/2265	716/42.6	40.8	44.7	WIXX-F
2. WAPL-F (AOR)	35/11.7	----	11.9	----	13.6	----	122/1587	401/23.8	27.4	29.3	WAPL-F
3. WGEE-F (C)	30/10.1	----	8.9	----	2.4	----	64/912	414/24.6	19.0	13.1	WGEE-F
4. WQLH-F (AC)	21/ 7.0	----	14.7	----	10.5	----	40/780	409/24.3	28.6	24.2	WQLH-F
5. WOZZ-F (AOR/CL)	17/ 5.7	----	6.5	----	3.5	----	53/1028	273/16.2	20.7	9.9	WOZZ-F
WDUZ (FS)	17/ 5.7	----	5.1	----	6.3	----	18/311	273/16.2	16.1	19.7	WDUZ
7. WGEE (C)	16/ 5.4	----	3.8	----	10.1	----	26/391	213/12.7	14.6	17.8	WGEE
8. WNFL (T)	15/ 5.0	----	3.4	----	5.2	----	26/402	255/15.2	15.4	16.2	WNFL
9. WJLW-F (C)	10/ 3.4	----	3.8	----	6.6	----	11/258	172/10.2	11.8	18.1	WJLW-F
10. WKFX-F (O)	9/ 3.0	----	3.8	----	3.5	----	24/389	187/11.1	14.4	11.6	WKFX-F
WEZR-F (SAC)	9/ 3.0	----	2.4	----	1.4	----	12/199	105/ 6.2	6.0	5.0	WEZR-F

12+ FM SHARE (METRO): 77.39% (202 of 261) (SPG 94: 80.78%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIXX-F>>	1 WIXX-F	1 WIXX-F	1 WIXX-F	1 WIXX-F	1 WDUZ	1 WIXX-F>	1 WIXX-F	1 WIXX-F>	1 WIXX-F>>>	1 WGEE-F
2	2 WAPL-F>>	2 WAPL-F	2 WAPL-F	2 WAPL-F	WGEE <	2 WAPL-F	2 WAPL-F>	2 WAPL-F<	2	WIXX-F
3	3 WOZZ-F	3 WGEE-F>	3 WGEE-F>	3 WGEE-F>	3 WGEE-F	3 WGEE	3 WGEE-F<	3 WGEE-F>	3	3 WAPL-F
4	WGEE-F	4 WOZZ-F	4 WQLH-F	4 WQLH-F	4 WIXX-F	4 WGEE-F<	4 WNFL	4	4	4 WAUN-F
5	5	WQLH-F	5	5	5	5 WQLH-F	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 WIXX-F	1 WIXX-F>>	1 WIXX-F	1 WIXX-F>>	1 WIXX-F>	1 WAPL-F	1 WAPL-F>	1 WAPL-F	1 WAPL-F	1 WAPL-F
2 WQLH-F	2 WQLH-F	2 WAPL-F	2 WGEE-F	2 WGEE-F>	2 WIXX-F	2 WIXX-F>	2 WIXX-F	2 WIXX-F>	2 WIXX-F>
3	WAPL-F	3	3 WQLH-F	3 WQLH-F	WOZZ-F	3 WOZZ-F	3 WGEE-F	3 WOZZ-F<	3 WGEE-F
4	4 WGEE-F	4	4 WAPL-F	4 WAPL-F	4	4 WGEE-F	WOZZ-F	4 WGEE-F	4 WOZZ-F
5	5	5	5	5	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 94	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		21 (1)	21 (1)	8.0	16.9	WAUN-F (E) 92.7	KEWAUNEE 1.3/2.8/ 19/ 161
AOR/CLASSIC/NR		52 (2)	52 (2)	19.9	21.2	WBOK-F (ST) 96.7	ALGOMA 0.3/1.7/ 12/ 145
COUNTRY	16 (1)	41 (3)	57 (4)	21.8	19.2	WGBM-F (?) 94.7	MISCHICOT 1.3/2.4/ 6/ 61
NEWS/TALK	15 (1)		15 (1)	5.7	3.9	WHBY (FS) 1150	KIMBERLY 1.0/2.7/ 41/ 507
CHR		58 (1)	58 (1)	22.2	20.0	WNAM (ST) 1280	NEENAH 2.7/6.3/ 49/ 566
BLACK/URBAN						WNCY-F (C) 100.3	NEENAH 0.3/3.3/ 13/ 198
SOFT AC/EZ		9 (1)	9 (1)	3.4	2.7	WRVM-F (REL) 102.7	SURING 1.0/2.9/ 9/ 160
HISPANIC							
OLDIES		9 (1)	9 (1)	3.4	4.3		
FULL SVC/VARIETY	20 (2)		20 (2)	7.7	5.9		
STANDARDS	8 (1)	1 (1)	9 (2)	3.4	5.9		
RELIG/GOSPEL		3 (1)	3 (1)	1.1	0.0		
SPORTS							
CLASSICAL							
JAZZ							
OTHERS/UNKNOWN		8 (2)	8 (2)	3.1			
TOTALS	59 (5)	202 (13)	261 (18)				

GREEN BAY

DUOPOLY REPORT	12+	25-54	REVENUE
WGEE A/F, WIXX-F (Midwest Comm.)	35.1%	32.2%	43.7%

RADIO STATIONS

WDUZ , 1400, 1 KW	Full Service	WESTWD ABC, \$16.00	(Mc-Guild)	
WGEE , 1360, 5 KW (DA-N)	Country	ABC, \$ NA	(Banner)	Midwest Comm.
WNFL , 1440, 5 KW/500 W (DA-2)	Talk	CBS ABC, \$15.00	(Christal)	Central States
WEZR-F, 107.5, 6 KW @ 328	EZ		\$12.00 (---)	(BRILLION)
WGEE-F, 99.7, 46 KW @ 512	Country		\$30.00 (Banner)	Midwest Comm. (STURGEON BAY)
WIXX-F, 101.1, 100 KW @ 1079	CHR		\$57.00 (Banner)	Midwest Comm.
WJLW-F, 95.9, 25 KW @ 272	Country	WESTWD, \$17.00	(K & P)	Woodward
WQLH-F, 98.5, 100 KW @ 500	AC	ABC, \$35.00	(Mc-Guild)	(OE PERE)

Other ranked stations -- see Appleton-Oshkosh

Miscellaneous: WJLW-F sold to Woodward for \$2,270,000. . .

GREENSBORO-WINSTON SALEM

Arbitron Rank/Pop (12+): 42/940,600
 MSA Rank/Pop: 47/1,070,000
 DMA # 51
 Average Person Ratings: 16.4
 Market TSL: 21.50 hours

Stations: 32/24
 Diaries: 2105/447:1/52.9%
 Sample Target: 1980
 % Below Line: 7.0
 % Not Listed: 15.1

1994 Revenue: \$27,600,000
 HH Inc.: \$32,938
 Retail \$: 10.7 Bil
 Pop per Station: 39,192
 #1 Biller: WTQR-F \$7,100,000

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WTQR-F (C)	184/11.9	14.2	14.2	15.2	15.1	13.9	312/3937	2349/25.0	27.7	29.9	H	WTQR-F
2. WKZL-F (AC/CHR)	115/ 7.5	6.4	5.2	6.2	5.6	6.3	151/2370	1642/17.5	14.4	16.8	D	WKZL-F
3. WJMH-F (B)	103/ 6.7	6.6	6.9	5.6	7.5	6.5	139/2283	1587/16.9	14.2	16.6	C	WJMH-F
4. WQMG-F (B)	95/ 6.2	5.5	4.9	5.7	6.1	5.6	114/1589	1194/12.7	11.4	13.1	C	WQMG-F
5. WMAG-F (AC)	93/ 6.0	5.7	6.7	4.8	4.6	5.8	116/1533	1178/12.5	12.7	10.2	D	WMAG-F
6. WXRA-F (AOR)	77/ 5.0	6.7	7.1	4.1	3.8	5.7	127/2044	1341/14.3	14.0	11.3	B	WXRA-F
7. WMOX-F (O)	77/ 5.0	4.0	4.5	4.1	3.8	4.4	111/2039	1354/14.4	13.6	11.8	C	WMOX-F
8. WSJS (FS/T)	76/ 4.9	4.4	4.9	5.7	6.1	5.0	86/1164	1045/11.1	11.8	10.9	D	WSJS
9. WKRR-F (AOR/CL)	75/ 4.9	4.2	5.5	8.2	7.1	5.7	92/1822	1392/14.8	14.6	17.6	E	WKRR-F
10. WKSI-F (CHR)	73/ 4.7	6.7	4.5	3.1	4.0	4.8	102/1718	1109/11.8	11.6	13.3	B	WKSI-F
11. WPCM-F (C)	39/ 2.5	3.1	3.6	3.7	5.6	3.2	67/1172	579/ 6.2	9.9	11.5		WPCM-F
12. WHPE-F (REL)	33/ 2.1	2.1	2.3	1.5	1.0	2.0	45/801	512/ 5.4	5.3	4.1		WHPE-F
13. WFMX-F (C)	32/ 2.1	2.3	2.2	2.6	2.0	2.3	81/1294	577/ 6.1	7.2	6.8		WFMX-F
14. WFXF-F (O-70's)	31/ 2.0	1.6	2.5	3.3	2.8	2.4	42/971	673/ 7.2	8.1	7.9	C	WFXF-F
15. WWGL-F (REL)	26/ 1.7	2.0	1.2	1.2	1.8	1.5	49/838	460/ 4.9	4.4	3.8		WWGL-F

12+ FM SHARE (METRO): 87.23% (1141 of 1308) (SPG 94: 88.40%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJMH-F>	1 WJMH-F<	1 WTQR-F<	1 WKZL-F<	1 WTQR-F<	1 WTQR-F>	1 WTQR-F>	1 WTQR-F>	1 WTQR-F>	1 WJMH-F<	1 WTQR-F>
2 WXRA-F	2 WKZL-F	2 WTQR-F	2 WTQR-F>	2 WKZL-F	2 WMAG-F<	2 WKZL-F	2 WKZL-F	2 WKZL-F<	2 WTQR-F<	2 WSJS <
3 WQMG-F	3 WXRA-F<	3 WJMH-F	3 WKRR-F<	3 WMAG-F	3 WMOX-F	3 WSJS	3 WMAG-F	3 WJMH-F	3 WQMG-F>	3 WAAA <
4	4 WTQR-F	4 WQMG-F	4 WMAG-F	4 WMOX-F<	WSJS	4 WMAG-F	4 WSJS	4 WMAG-F	4 WXRA-F	4 WQMG-F
5	5 WQMG-F<	WKRR-F	5 WJMH-F<	5 WKRR-F<	5 WKZL-F	5 WKRR-F	5 WJMH-F	5 WMOX-F<	5	5 WJMH-F
6	6 WKRR-F	6 WMAG-F<	6 WMOX-F<	6 WQMG-F	6	6 WQMG-F	6	6 WXRA-F	6	6
7	7 WKSI-F	7 WXRA-F	7 WQMG-F	7 WJMH-F	7	7	7	7	7	7
8	8	8	8	8 WKSI-F	8	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 WJMH-F	1 WKZL-F<	1 WKZL-F	1 WKZL-F<	1 WTQR-F	1 WXRA-F	1 WXRA-F<	1 WKRR-F	1 WKRR-F	1 WTQR-F
2 WQMG-F	2 WJMH-F	2 WKSI-F	2 WTQR-F	2 WKZL-F<	2 WTQR-F	2 WKRR-F	2 WJMH-F	2 WTQR-F	2 WKRR-F
3 WXRA-F	3 WQMG-F<	WTQR-F	3 WMAG-F	3 WMAG-F>	3 WKZL-F	3 WJMH-F	3 WXRA-F	3 WXRA-F	3 WKZL-F
4 WTQR-F	4 WTQR-F	4 WJMH-F	4 WQMG-F<	4 WKSI-F	4 WJMH-F	4 WTQR-F<	4 WKZL-F	4 WKZL-F	4 WMOX-F
5 WKZL-F	5 WKSI-F<	5 WMAG-F	5 WJMH-F	5 WMOX-F	5 WKRR-F	5 WKZL-F<	5 WKSI-F	5 WJMH-F	5 WQMG-F
6	6 WXRA-F	6 WQMG-F	6 WKSI-F	6 WQMG-F	6 WKSI-F	6 WKSI-F	6 WTQR-F	6	6 WJMH-F<
7	7 WMAG-F	7	7	7 WJMH-F	7 WQMG-F	7	7	7	7 WMAG-F

FORMATS	AM	FM	TOTAL	%	SPG 94	%	OTHER RATED STATIONS	METRO CUME	TSA	TSA
								SHARE/RTG/AQH/CUME		
AC		208 (2)	208 (2)	15.9	12.0		WAAA (B) 980 WINSTON-SALEM	1.3/3.4/ 20/ 320		
AOR/CLASSIC/NR		183 (4)	183 (4)	14.0	9.1		WFAZ-F (REL) 98.3 THOMASVILLE	0.7/2.5/ 11/ 235		
COUNTRY	6 (1)	255 (3)	261 (4)	20.0	31.6		WKEW (T) 1400 GREENSBORO	0.5/1.7/ 7/ 169		
NEWS/TALK	19 (2)		19 (2)	1.2	0.7		WKXR (C) 1260 ASHEBORO	0.4/0.9/ 6/ 89		
							WLXN (FS) 1440 LEXINGTON	0.3/0.9/ 5/ 93		
CHR		98 (3)	98 (3)	7.5	6.4		WMFR (T) 1230 HIGH POINT	0.8/2.2/ 12/ 210		
BLACK/URBAN	20 (1)	205 (3)	225 (4)	17.2	17.1		WPET (REL) 950 GREENSBORO	0.5/1.0/ 7/ 97		
SOFT AC/EZ		7 (1)	7 (1)	0.5	3.3		WPOL (?) 1340 WINSTON-SALEM	0.5/1.2/ 7/ 116		
HISPANIC							WQMG (G) 1510 GREENSBORO	1.3/2.1/ 20/ 193		
							WTNC (G) 790 THOMASVILLE	0.5/1.0/ 10/ 107		
OLDIES		114 (3)	114 (3)	8.7	6.1		WDCC-F (CHR) 105.1 DURHAM	1.2/4.8/ 56/1145		
FULL SVC/VARIETY	81 (2)		81 (2)	6.2	6.1		WEDJ-F (CHR) 95.1 CHARLOTTE	0.4/2.2/ 34/ 723		
STANDARDS					2.1		WEND-F (AOR-NR)106.5 SALISBURY	1.5/4.5/ 44/ 788		
RELIG/GOSPEL	34 (3)	70 (3)	104 (6)	8.0	4.8		WEZC-F (SAC) 102.9 HICKORY	0.5/1.7/ 18/ 458		
							WQOK-F (B) 97.5 S. BOSTON VA	0.5/2.4/ 38/ 679		
SPORTS							WSSS-F (O-70's)104.7 CHARLOTTE	0.4/2.0/ 29/ 641		
CLASSICAL							WZZU-F (AOR) 93.9 BURLINGTON	0.5/2.0/ 27/ 583		
JAZZ										
OTHERS/UNKNOWN	7 (1)		7 (1)	0.5	0.9					
TOTALS	167 (10)	1141 (22)	1308 (32)							

GREENSBORO-WINSTON SALEM

DUOPOLY REPORT	12+	25-54	REVENUE
WMOX-F, WJMH-F, WPOL (Max)	12.2%	12.7%	12.0%
WKRR-F, WKZL-F (Dick)	12.4%	16.6%	23.9%
WMHO, WMFR, WMAG-F, WFXF-F (HMW)	8.8%	11.6%	15.9%
WSJS, WTQR-F, WXRA-F (Radio Equity)	21.8%	18.2%	38.4%
	55.2%	59.1%	90.2%

RADIO STATIONS

WAAA, 980, 1 KW/69 W	Black	AURN, \$ 16.00	(---)	
WMFR, 1230, 1 KW	Talk	ABC, AP, \$ 18.00	(Christal)	HMW
WSJS, 600, 5 KW (DA-2)	FS/Talk	WESTWD, TALKNT, \$ 54.00	(Mc-Guild)	Radio Equity
WFXF-F, 100.3, 100 KW @ 1046	Oldies-70's	WESTWD, \$ 37.00	(MMR)	HMW
WHPE-F, 95.5, 100 KW @ 440	Religion	\$ 16.00	(---)	
WJMH-F, 102.1, 100 KW @ 1204	Black	\$ 45.00	(D & R)	Max (REIDSVILLE)
WKRR-F, 92.3, 100 KW @ 1289	AOR/Classic	\$ 82.00	(Katz)	Dick (ASHEBORO)
WXSJ-F, 98.7, 100 KW @ 718	CHR	\$ 29.00	(Eastman)	Bahakel
WKZL-F, 107.5, 100 KW @ 994	AC/CHR	\$ 51.00	(Katz)	Dick
WMAG-F, 99.5, 100 KW @ 1499	AC	\$ 55.00	(Christal)	HMW
WMOX-F, 93.1, 100 KW @ 1099	Oldies	\$ 38.00	(O&R)	Max
WPCM-F, 101.1, 100 KW @ 1191	Country	WESTWD, \$ 40.00	(Mc-Guild)	(BURLINGTON)
WQMG-F, 97.1, 100 KW @ 1233	Black	CBS, ABC, \$ 35.00	(Banner)	
WTQR-F, 104.1, 100 KW @ 1420	Country	WESTWD, \$172.00	(Mc-Guild)	Radio Equity
WVGL-F, 94.1, 100 KW @ 485	Religion	CNN, \$ 17.00	(TN)	(LEXINGTON)
WXRA-F, 94.5, 100 KW @ 981	AOR	WESTWD, SOURCE, \$ 31.00	(Mc-Guild)	Radio Equity (EDEN)

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

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

GREENVILLE AND AREA, NC

Arbitron Park/Prog (12+): 79/459,500

Start Date: 11/27
 Duration: 11/27/95-11/27/95
 Sample Period: 11/27
 2-Freq: 11.0
 2-Net Listed: 14.0

1994 Revenue: \$17,000,000
 Station: WISN-FM
 Format: 11.0
 Program: 11.0
 PGM: 11.0
 PGM: 11.0

MCA Park/Prog: NA/401,000

DMA: 11.0

Average Station Rating: 15.0

Market Size: 21.00 hours

12+ METRO	1/4 SHARE	WIN %	FAL %	SPR %	THU %	4-Freq Avg	12+ FM	12+ MID	12+ FMC	12+ EVE	12+ NIGHT
1. WRNS-F (C)	148/26.4	18.3	17.9	17.5	21.1	18.5	2059277	122931.5	11.4	11.4	0
2. WIKS-F (B)	97/13.3	15.6	13.3	17.7	15.2	15.5	1157194	112123.8	11.4	11.4	0
3. WSFL-F (AOR)	56/ 7.7	9.0	8.6	5.4	8.3	7.7	737521	71115.9	11.3	11.3	0
4. WRHT-F (CHR)	48/ 6.6	5.2	4.6	4.5	4.1	5.2	577771	54216.2	11.3	11.3	0
5. WNCI-F (SAC)	30/ 4.3	3.8	2.9	3.0	3.1	3.5	577101	55232.1	11.3	11.3	0
6. WYOO-F (G)	28/ 3.9	3.4	3.3	4.5	5.2	3.8	117517	11219.4	11.3	11.3	0
7. WOLX-F (AC)	27/ 3.7	3.9	4.6	5.4	5.6	4.4	407938	39712.7	11.2	11.2	0
8. WPDU-F (AOR)	20/ 2.8	1.7	2.9	3.9	4.3	2.8	577558	56216.7	11.2	11.2	0
9. WYQT-F (AC)	15/ 2.1	2.3	1.8	2.5	1.0	2.2	157293	15216.3	11.2	11.2	0
10. WIND-F (C)	14/ 1.9	0.7	1.3	0.6	1.9	1.1	147494	14216.8	11.2	11.2	0

12+ FM SHARE (METRO): 92.73% (574 of 619) (SFG 94: 92.15%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AFD	12+ MID	12+ FMC	12+ EVE	12+ NIGHT
1 WIKS-F	1 WRNS-F	1 WRNS-F	1 WRNS-F	1 WRNS-F	1 WRNS-F	1 WRNS-F	1 WRNS-F	1 WRNS-F	1 WRNS-F	1 WRNS-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 WIKS-F	2 WIKS-F
3	3 WSFL-F	3 WSFL-F	3 WSFL-F	3 WSFL-F	3 WSFL-F	3 WYOO-F	3 WSFL-F	3 WSFL-F	3 WSFL-F	3
4	4 WRHT-F	4 WRHT-F	4 WRHT-F	4 WRHT-F	4 WNCI-F	4	4 WRHT-F	4 WRHT-F	4	4
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 WIKS-F	1 WIKS-F	1 WIKS-F	1 WRNS-F	1 WRNS-F	1 WRNS-F	1 WRNS-F	1 WRNS-F	1 WRNS-F	1 WRNS-F
2 WRNS-F	2 WRNS-F	2 WRNS-F	2 WIKS-F	2 WIKS-F	2 WSFL-F	2 WSFL-F	2 WSFL-F	2 WSFL-F	2 WSFL-F
3 WRHT-F	3 WRHT-F	3 WRHT-F	3 WRHT-F	3 WRHT-F	3 WIKS-F	3 WIKS-F	3 WIKS-F	3 WIKS-F	3 WIKS-F
4 WSFL-F	4 WOLX-F	4 WFKX-F	4 WSFL-F	4 WSFL-F	4 WIND-F	4	4 WPDU-F	4	4
5	WSFL-F	WOLX-F	5 WOLX-F	WYOO-F	WRHT-F	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 94	OTHER RATED STATIONS	METRO CUME	TSA	TSA
							SHARE/PTG/AGH/CUME		
AC		48 (4)	48 (4)	7.8	8.4	WCBZ-F (AC) 103.7	WILLIAMSTON	0.4/3.0/	7/ 225
AOR/CLASSIC/NR		90 (5)	90 (5)	14.5	16.3	WELS (G) 1010	KINSTON	1.1/2.5/	8/ 113
COUNTRY		176 (4)	176 (4)	28.4	30.5	WJNC (T) 1240	JACKSONVILLE	1.2/2.8/	9/ 129
NEWS/TALK	12 (2)	8 (1)	20 (3)	3.2	1.5	WMBL (ST) 740	HOPEHEAD CTY	0.4/1.3/	3/ 60
CHR		59 (2)	59 (2)	9.5	4.7	WNR-FF(CL AOR)94.1	OPIENTAL	0.8/2.9/	6/ 134
BLACK/URBAN	8 (1)	114 (3)	122 (4)	19.7	20.0	WNOS (ST) 1450	NEW BERN	0.6/1.0/	4/ 48
SOFT AC/EZ		30 (1)	30 (1)	4.8	3.6	WYOO (B) 1340	GREENVILLE	1.1/2.6/	8/ 120
HISPANIC						WRRF (T) 930	WASHINGTON	0.4/1.8/	3/ 87
OLDIES		39 (2)	39 (2)	6.3	7.7	WTKF-F (T) 107.3	ATLANTIC	1.1/2.6/	8/ 124
FULL SVC/VARIETY						WTOW (G) 1320	WASHINGTON	0.4/1.2/	3/ 54
STANDARDS	7 (2)	10 (1)	17 (3)	2.7	0.6	WFKX-F (E) 104.3	TAREPOD	1.9/6.2/	49/ 704
RELIG/GOSPEL	18 (3)		18 (3)	2.9	3.3	WGTM (REL) 590	WILSON	1.0/1.9/	29/ 266
SPORTS						WKTC-F (C) 96.9	GOLDSBORO	1.1/6.0/	56/ 823
CLASSICAL						WVXX-F (B) 97.3	WILMINGTON	0.4/1.9/	9/ 210
JAZZ						WDR-F (C) 94.7	RALEIGH	0.8/3.4/	45/ 815
OTHERS/UNKNOWN						WOSL-F (CHR) 92.3	JACKSONVILLE	1.5/5.5/	44/ 277
TOTALS	45 (8)	574 (23)	619 (31)			WRAL-F (AC) 101.5	RALEIGH	0.4/2.7/	35/ 748
						WTRG-F (D) 100.7	POCKY MOUNT	1.5/5.0/	55/ 819
						WXQR-F (AOR) 105.5	JACKSONVILLE	1.1/6.2/	8/ 285
						WZXS-F (ST) 103.9	TOPSAIL	1.4/2.3/	11/ 117

GREENVILLE-NEW BERN, NC

DUOPOLY REPORT	12+	25-54	REVENUE
WIKS-F, WTND-F (Taylor)	15.2%	13.7%	16.7%
WKOO-F, WKJA-F (Local)	3.9%	5.1%	9.3%
WCZI-F, WKQT-F (Local)	2.1%	3.2%	< 2.0%
WXQR-F, WQSL-F (HVS)	2.6%	2.7%	< 2.0%
WCBZ-F, WRHT-F (Local, semi-duopoly)	7.0%	5.6%	9.2%
WRNS A/F, WRRF, WDLX-F (Pinnacle, pending)	24.5%	27.0%	40.7%
	55.3%	57.3%	79.9%

RADIO STATIONS

WELS, 1010, 1 KW/500 W (DA-N), Country	WESTWD, \$ 10.00 (DORA)	(KINSTON)
WJNC, 1240, 1 KW, Full Service	WESTWD, \$ 10.00 (---)	(JACKSON.)
WJCV, 1290, 1 KW/47 W, Religion	, \$ 11.00 (---)	(JACKSON.)
WNCT, 1070, 10 KW (DA-N), Talk	ABC, \$ 14.00 (MMR)	Tomlin/Knapp (GREENVILLE)
WDLX-F, 93.3, 100 KW @ 1781, CHR/AC	ABC, \$ 33.00 (Banner)	(WASHINGTON)
WIKS-F, 101.9, 100 KW @ 981, Black	WESTWD, ABC, \$ 38.00 (O & R)	Taylor (NEW BERN)
WKOO-F, 98.7, 100 KW @ 977, Oldies	WESTWD, \$ 26.00 (D & R)	(JACKSON.)
WKQT-F, 103.3, 100 KW @ 594, AC	WESTWD, \$ NA (Christal)	(NEWPORT)
WNCT-F, 107.9, 100 KW @ 1699, SAC/EZ	ABC, \$ 23.00 (MMR)	Tomlin/Knapp (GREENVILLE)
WQSL-F, 92.3, 35 KW @ 236, AC/CHR	, \$ 19.00 (---)	HVS (JACKSON.)
WRHT-F, 96.3, 50 KW @ 472, CHR	, \$ 21.00 (---)	(MOREHEAD)
WRNS-F, 95.1, 100 KW @ 1499, Country	ABC, WESTWD, \$ 65.00 (Mc-Guild)	Pinnacle (KINSTON)
WSFL-F, 106.5, 100 KW @ 915, AOR	WESTWD, \$ 33.00 (D&R)	(NEW BERN)
WTKF-F, 107.3, 7 KW @ 607, Talk	TALKNT, WESTWD, \$ 16.00 (TN)	(ATLANTIC)
WTND-F, 99.5, 17 KW @ 843, Country	WESTWD, \$ 17.00 (O & R)	Taylor (GRIFTON)
WXQR-F, 105.5, 3 KW @ 298, AOR	, \$ 14.00 (K & P)	(JACKSON.)

OTHER RANKED STATIONS -- See Raleigh

Miscellaneous: WCBZ-F sold to WRHT-F owner (semi-D) for \$725,000. . . WRRF, WDLX-F sold to Pinnacle (O) for \$3,750,000. . .

GREENVILLE-SPARTANBURG

Arbitron Rank/Pop (12+): 59/689,600

Stations: 26/20
Diaries: 1721/401:1/52.0%
Sample Target: 1680
% Below Line: 4.5
% Not Listed: 14.5

1994 Revenue: \$25,000,000
HH Inc.: \$32,076
Retail \$: 7.7 Bil
Pop per Station: 34,480
#1 Biller: WSSL-AF \$5,400,000

MSA Rank/Pop: 67/870,000

DMA # 38 (w/Asheville)

Average Person Ratings: 16.0

Market TSL: 21.25 hours

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WSSL-F (C)	198/17.9	15.7	17.9	18.1	17.4	17.4	300/3202	2115/30.7	30.7	31.5	G	WSSL-F
2. WJMZ-F (B)	108/ 9.8	11.2	8.3	9.0	7.4	9.6	167/1601	1015/14.7	13.2	12.1	C	WJMZ-F
3. WESC-F (C)	101/ 9.1	9.3	7.6	10.0	9.3	9.0	175/2650	1528/22.2	21.3	24.1	E	WESC-F
4. WROQ-F (AOR)	92/ 8.3	9.3	8.3	9.6	9.6	8.9	149/1931	1118/16.2	17.8	17.0	E	WROQ-F
5. WMYI-F (AC)	87/ 7.9	8.5	8.0	8.6	8.3	8.3	158/2460	1377/20.0	21.5	21.0	F	WMYI-F
6. WSPA-F (SAC)	73/ 6.6	6.1	6.6	6.5	6.5	6.5	109/1795	1043/15.1	15.7	13.0	C	WSPA-F
7. WFBC-AA (T)	42/ 3.8	2.8	4.8	3.0	3.8	3.6	50/590	505/ 7.3	8.1	6.8	C	WFBC-AA
8. WXWX-FF (AOR-NR)	41/ 3.7	4.4	3.7	2.6	4.3	3.6	43/618	578/ 8.4	7.5	8.9		WXWX-FF
9. WFBC-F (CHR)	35/ 3.2	3.8	4.6	4.5	5.8	4.0	62/1379	787/11.4	15.5	16.8	C	WFBC-F
10. WMUU-F (EZ)	34/ 3.1	3.3	2.9	2.4	1.9	2.9	54/774	490/ 7.1	6.4	5.9	A	WMUU-F
11. WFNO-F (C)	33/ 3.0	1.5	4.6	3.5	3.0	3.2	61/1005	554/ 8.0	13.1	9.2		WFNO-F
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 90.79% (858 of 945) (SPG 94: 91.46%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJMZ-F>>	1 WSSL-F<	1 WSSL-F>	1 WSSL-F>	1 WSSL-F>	1 WSSL-F>	1 WSSL-F>	1 WSSL-F>	1 WSSL-F>>	1 WSSL-F	1 WJMZ-F
2 WSSL-F	2 WROQ-F	2 WROQ-F	2 WROQ-F	2 WROQ-F<	2 WESC-F	2 WMYI-F<	2 WESC-F<	2 WJMZ-F	2 WJMZ-F>	2 WSSL-F>
3 WFBC-F	3 WJMZ-F>	3 WJMZ-F	3 WESC-F	3 WESC-F<	3 WSPA-F<	3 WESC-F	3 WMYI-F<	3 WROQ-F<	3 WESC-F	3 WESC-F
4	4 WMYI-F	4 WMYI-F	4 WMYI-F<	4 WMYI-F<	4 WMYI-F	4 WJMZ-F	4 WSPA-F	4 WESC-F	4	4 WROQ-F
5	5 WXWX-FF	5 WESC-F	5 WJMZ-F	5 WJMZ-F	5 WJMZ-F	5 WROQ-F	5 WROQ-F	5 WSPA-F<	5	5
6	6	6	6	6	6	6	6	6 WMYI-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 WSSL-F	1 WSSL-F>	1 WMYI-F	1 WSSL-F>	1 WSSL-F>	1 WROQ-F	1 WROQ-F>	1 WROQ-F	1 WROQ-F<	1 WSSL-F<
2 WJMZ-F	2 WJMZ-F	2 WROQ-F	2 WJMZ-F<	2 WMYI-F	2 WSSL-F	2 WSSL-F	2 WSSL-F	2 WSSL-F>	2 WROQ-F>
3 WMYI-F	3 WMYI-F	3 WSSL-F	3 WMYI-F>	3 WJMZ-F<	3 WJMZ-F	3 WJMZ-F	3 WJMZ-F	3 WJMZ-F<	3 WESC-F
4 WSPA-F	4 WROQ-F	4 WJMZ-F	4 WSPA-F	4 WESC-F	4 WXWX-FF	4 WXWX-FF	4 WXWX-FF	4 WESC-F	4 WJMZ-F
5 WFNO-F	5 WSPA-F	5 WESC-F	5 WESC-F	5 WSPA-F	5 WFBC-F	5	5 WESC-F	5 WMYI-F	5 WMYI-F
6	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		87 (1)	87 (1)	9.2	10.1	WAGI-F (G/C)	105.3	GAFFNEY	0.4/1.5/ 22/ 268
AOR/CLASSIC/NR		133 (3)	133 (3)	14.1	11.1	WASC (B/O)	1530	SPARTANBURG	0.5/0.8/ 6/ 53
COUNTRY		339 (4)	339 (4)	35.9	33.6	WESC (FS)	660	GREENVILLE	0.8/2.1/ 9/ 185
NEWS/TALK	42 (2)		42 (2)	4.4	4.3	WPJM (G)	800	GREER	0.8/2.3/ 9/ 170
CHR		43 (2)	43 (2)	4.6	4.4	WRIX (G)	1020	HOMELAND PARK	0.5/1.6/ 5/ 134
BLACK/URBAN	6 (1)	116 (2)	122 (3)	12.9	15.2	WRIX-F (C)	103.1	HONEA PATH	0.6/1.6/ 8/ 144
SOFT AC/EZ		107 (2)	107 (2)	11.3	9.6	WSPA (FS)	950	SPARTANBURG	1.0/3.0/ 11/ 204
HISPANIC						WBFM-F (O)	98.1	SENECA	0.7/2.5/ 10/ 271
OLDIES		18 (2)	18 (2)	1.9	7.3	WMIT-F (REL)	106.9	BLACK MTN, NC	1.0/2.9/ 44/ 654
FULL SVC/VARIETY	20 (2)		20 (2)	2.1	1.7	WWOL (REL)	780	FOREST CTY, NC	0.5/0.6/ 9/ 110
STANDARDS						WEDJ-F (CHR)	95.1	CHARLOTTE	0.7/3.0/ 24/ 426
RELIG/GOSPEL	19 (3)	15 (2)	34 (5)	3.6	2.7	WPEG-F (B)	97.9	CONCORD	0.7/2.1/ 13/ 270
SPORTS						WWMG-F (O)	96.1	SHELBY	0.9/2.9/ 27/ 405
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN									
TOTALS	87 (8)	858 (18)	945 (26)						

GREENVILLE-SPARTANBURG

DUOPOLY REPORT	12+	25-54	REVENUE
WSSL A/F, WMY1-F (SFX)	25.8%	28.1%	39.2%
WESC A/F, WFNQ-F (Benchmark)	12.9%	13.4%	18.0%
WORD, WFBC A/F (Keymarket, semi-duopoly)	7.0%	5.6%	9.2%
WROQ-F, WJMZ-F (ABS)	18.1%	19.8%	21.6%
WXWX-F, WXWZ-F (HMW, semi-duopoly)	3.7%	3.2%	4.8%
	67.5%	70.1%	92.8%

SCARBOROUGH REPORT
Indexed against \$100,000+ Households

HIGHEST		LOWEST	
1. WFBC	343	1. WMYU-F	41
2. WSPA-F	171	2. WESC-F	60
		3. WFBC-F	80

RADIO STATIONS

WESC , 660, 50 KW (DAYS, DA),	SEE WEBC-FM			
WFBC , 1330, 5 KW (DA-N) ,	News/Talk	WESTWD, ABC, \$ 20.00	(Katz)	Keymarket
WORD , 910, 3.6 KW/1 KW(DA-2),	Talk	WESTWD, ABC, \$ NA	(Katz)	Keymarket
WPJM , 800, 1 KW/438 W ,	Gospel	ABC, \$ 15.00	(Keystone)	(GREER)
WSPA , 950, 5 KW (DA-N) ,	Full Service	CBS, \$ 17.00	(Christal)	
WFNQ-F, 93.3, 93 KW @ 2030 ,	Country	, \$ 21.00	(---)	Benchmark (FOREST CITY)
WESC-F, 92.5, 100 KW @ 2001 ,	Country	ABC, \$ 75.00	(Banner)	Benchmark
WFBC-F, 93.7, 100 KW @ 1850 ,	CHR	ABC, \$ 43.00	(Katz)	Keymarket
WJMZ-F, 107.3, 100 KW @ 1010 ,	Black	ABC, \$ 37.00	(Eastman)	ABS (ANDERSON)
WXWX-F, 103.9, 6 KW @ 328 ,	AOR-NR	CBS, \$ 20.00	(MMR)	HMW (EASLEY)
WLYZ-F, 103.3, 2.7 KW @ 495 ,	BLACK (W/WXWX)	, \$ NA	(---)	HMW (GREER)
WMYU-F, 94.5, 100 KW @ 1200 ,	EZ	AP, \$ 19.00	(---)	
WY1-F, 102.5, 20 KW @ 1778 ,	AC	, \$ 94.00	(Eastman)	SFX (HENDERSON.)
WRIX-F, 103.1, 6 KW @ 328 ,	Country	WESTWD, ABC, \$ 16.00	(---)	(HONEA)
WROQ-F, 101.1, 100 KW @ 987 ,	AOR	ABC, \$ 76.00	(Banner)	ABS (ANDERSON)
WSPA-F, 98.9, 100 KW @ 1909 ,	Soft AC	, \$ 41.00	(Christal)	
WSSL-F, 100.5, 100 KW @ 1240 ,	Country	WESTWD, \$112.00	(Mc-Guild)	SFX (GREY COURT)

Miscellaneous: HMW failed to close on WJMZ-F deal. . . WJMZ-F was kept by AmCom. . . WFBC-F changes from Oldies to CHR (March). . . WLWZ-F changes to WXWX-F and format from Urban to AOR-NR (Dec). . . WBBO-F changes to WFNQ-F and format from CHR to Country (Jan). . . WJMZ-F sold by AmCom to ABS (D) for \$5,300,000 (MVP). . .

GREENVILLE-NEW BERN, NC

Arbitron Rank/Pop (12+): 79/459,500
 MSA Rank/Pop: NA/401,000
 DMA # 100
 Average Person Ratings: 15.8
 Market TSL: 21.00 hours

Stations: 31/20
 Diaries: 1157/397:1/53.6%
 Sample Target: 1035
 % Below Line: 13.9
 % Not Listed: 14.9

1994 Revenue: \$10,800,000
 HH Inc.: \$27,634
 Retail \$: 3.3 Bil
 Pop per Station: 22,975
 #1 Biller: WRNS-F \$3,000,000

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WRNS-F (C)	148/20.4	18.3	17.9	17.5	21.1	18.5	205/2198	1448/31.5	32.4	33.4	E	WRNS-F
2. WIKS-F (B)	97/13.3	15.6	13.3	17.7	15.2	15.0	115/1589	1092/23.8	23.8	25.4	C	WIKS-F
3. WSFL-F (AOR)	56/ 7.7	9.0	8.6	5.4	8.3	7.7	73/978	730/15.9	18.3	16.9	C	WSFL-F
4. WRHT-F (CHR)	48/ 6.6	5.2	4.6	4.5	4.1	5.2	52/770	744/16.2	14.8	14.3	B	WRHT-F
5. WNCT-F (SAC)	30/ 4.1	3.8	2.9	3.0	3.1	3.5	57/1021	559/12.2	10.3	8.1	B	WNCT-F
6. WKOO-F (O)	28/ 3.9	3.4	3.3	4.5	5.2	3.8	30/569	440/ 9.6	7.7	10.5	C	WKOO-F
7. WDLX-F (AC)	27/ 3.7	3.9	4.6	5.4	5.6	4.4	40/938	551/12.0	14.6	14.4	C	WDLX-F
8. WRDU-F (AOR)	20/ 2.8	1.7	2.9	3.9	4.3	2.8	57/858	282/ 6.1	7.4	8.9		WRDU-F
9. WKQT-F (AC)	15/ 2.1	2.3	1.8	2.5	1.0	2.2	15/293	291/ 6.3	7.9	4.9		WKQT-F
10. WTND-F (C)	14/ 1.9	0.7	1.3	0.6	1.9	1.1	16/464	406/ 8.8	7.0	7.3		WTND-F

12+ FM SHARE (METRO): 92.73% (574 of 619) (SPG 94: 92.15%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIKS-F	1 WRNS-F<	1 WRNS-F>	1 WRNS-F>	1 WRNS-F>>	1 WRNS-F>>>	1 WRNS-F>>	1 WRNS-F>>	1 WRNS-F>	1 WIKS-F	1 WRNS-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-F>>	2 WIKS-F
3	3 WSFL-F>	3 WSFL-F>	3 WSFL-F	3 WSFL-F>	3 WKOO-F	3 WSFL-F>	3 WSFL-F	3 WSFL-F	3	3
4	4 WRHT-F	4 WRHT-F	4 WRHT-F	4 WRHT-F	4 WNCT-F	4	4 WRHT-F	4 WRHT-F	4	4
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 WIKS-F	1 WIKS-F	1 WIKS-F	1 WRNS-F	1 WRNS-F>	1 WRNS-F	1 WRNS-F	1 WRNS-F	1 WRNS-F>	1 WRNS-F>>
2 WRNS-F	2 WRNS-F>	2 WRNS-F	2 WIKS-F>	2 WIKS-F>	2 WSFL-F	2 WSFL-F	2 WSFL-F	2 WSFL-F<	2 WSFL-F<
3 WRHT-F	3 WRHT-F>	3 WRHT-F	3 WRHT-F	3 WRHT-F>	3 WIKS-F	3 WIKS-F>	3 WIKS-F	3 WIKS-F>>	3 WIKS-F>>
4 WSFL-F	4 WDLX-F	4 WFXK-F	4 WSFL-F	4 WSFL-F	4 WTND-F	4	4 WRDU-F	4	4
5	WSFL-F	WDLX-F	5 WDLX-F	WKOO-F	WRHT-F	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		48 (4)	48 (4)	7.8	8.4	WCBZ-F (AC) 103.7	WILLIAMSTON 0.4/3.0/	7/	225
AOR/CLASSIC/NR		90 (5)	90 (5)	14.5	16.3	WELS (G) 1010	KINSTON 1.1/2.5/	8/	113
COUNTRY		176 (4)	176 (4)	28.4	30.5	WJNC (T) 1240	JACKSONVILLE 1.2/2.8/	9/	129
NEWS/TALK	12 (2)	8 (1)	20 (3)	3.2	1.5	WMBL (ST) 740	MOREHEAD CTY 0.4/1.3/	3/	60
CHR		59 (2)	59 (2)	9.5	4.7	WNBR-F (CL AOR) 94.1	ORIENTAL 0.8/2.9/	6/	134
BLACK/URBAN	8 (1)	114 (3)	122 (4)	19.7	20.0	WNOS (ST) 1450	NEW BERN 0.6/1.0/	4/	48
SOFT AC/EZ		30 (1)	30 (1)	4.8	3.6	WOOW (B) 1340	GREENVILLE 1.1/2.6/	8/	120
HISPANIC						WRRF (T) 930	WASHINGTON 0.4/1.8/	3/	87
OLDIES		39 (2)	39 (2)	6.3	7.7	WTKF-F (T) 107.3	ATLANTIC 1.1/2.6/	8/	124
FULL SVC/VARIETY					1.5	WTOW (G) 1320	WASHINGTON 0.4/1.2/	3/	54
STANDARDS	7 (2)	10 (1)	17 (3)	2.7	0.6	WFXK-F (B) 104.3	TARBORO 1.9/6.2/	49/	704
RELIG/GOSPEL	18 (3)		18 (3)	2.9	3.3	WGTM (REL) 590	WILSON 1.0/1.9/	29/	266
SPORTS						WKTC-F (C) 96.9	GOLOSBORO 1.1/6.0/	56/	883
CLASSICAL						WMNX-F (B) 97.3	WILMINGTON 0.4/1.9/	9/	210
JAZZ						WQDR-F (C) 94.7	RALEIGH 0.8/3.4/	45/	815
OTHERS/UNKNOWN					2.2	WQSL-F (CHR) 92.3	JACKSONVILLE 1.5/5.5/	44/	277
TOTALS	45 (8)	574 (23)	619 (31)			WRAL-F (AC) 101.5	RALEIGH 0.4/2.7/	35/	748
						WTRG-F (O) 100.7	ROCKY MOUNT 1.5/5.0/	55/	819
						WXQR-F (AOR) 105.5	JACKSONVILLE 1.1/6.2/	8/	285
						WZXS-F (ST) 103.9	TOPSAIL 1.4/2.3/	11/	117

GREENVILLE-NEW BERN, NC

DUOPOLY REPORT	12+	25-54	REVENUE
WIKS-F, WTND-F (Taylor)	15.2%	13.7%	16.7%
WKOO-F, WKJA-F (Local)	3.9%	5.1%	9.3%
WCZI-F, WKQT-F (Local)	2.1%	3.2%	< 2.0%
WXQR-F, WQSL-F (HVS)	2.6%	2.7%	< 2.0%
WCBZ-F, WRHT-F (Local, semi-duopoly)	7.0%	5.6%	9.2%
WRNS A/F, WRRF, WDLX-F (Pinnacle, pending)	24.5%	27.0%	40.7%
	55.3%	57.3%	79.9%

RADIO STATIONS

WELS, 1010, 1 KW/500 W (DA-N), Country	WESTWD, \$ 10.00 (DORA)	(KINSTON)
WJNC, 1240, 1 KW, Full Service	WESTWD, \$ 10.00 (---)	(JACKSON.)
WJCV, 1290, 1 KW/47 W, Religion	, \$ 11.00 (---)	(JACKSON.)
WNCT, 1070, 10 KW (OA-N), Talk	ABC, \$ 14.00 (MMR)	Tomlin/Knapp (GREENVILLE)
WDLX-F, 93.3, 100 KW @ 1781, CHR/AC	ABC, \$ 33.00 (Banner)	(WASHINGTON)
WIKS-F, 101.9, 100 KW @ 981, Black	WESTWD, ABC, \$ 38.00 (D & R)	Taylor (NEW BERN)
WKOO-F, 98.7, 100 KW @ 977, Oldies	WESTWD, \$ 26.00 (D & R)	(JACKSON.)
WKQT-F, 103.3, 100 KW @ 594, AC	WESTWD, \$ NA (Christal)	(NEWPORT)
WNCT-F, 107.9, 100 KW @ 1699, SAC/EZ	ABC, \$ 23.00 (MMR)	Tomlin/Knapp (GREENVILLE)
WQSL-F, 92.3, 35 KW @ 236, AC/CHR	, \$ 19.00 (---)	HVS (JACKSON.)
WRHT-F, 96.3, 50 KW @ 472, CHR	, \$ 21.00 (---)	(MOREHEAD)
WRNS-F, 95.1, 100 KW @ 1499, Country	ABC, WESTWD, \$ 65.00 (Mc-Guild)	Pinnacle (KINSTON)
WSFL-F, 106.5, 100 KW @ 915, AOR	WESTWD, \$ 33.00 (D&R)	(NEW BERN)
WTKF-F, 107.3, 7 KW @ 607, Talk	TALKNT, WESTWD, \$ 16.00 (TN)	(ATLANTIC)
WTND-F, 99.5, 17 KW @ 843, Country	WESTWD, \$ 17.00 (O & R)	Taylor (GRIFTON)
WXQR-F, 105.5, 3 KW @ 298, AOR	, \$ 14.00 (K & P)	(JACKSON.)

OTHER RANKED STATIONS -- See Raleigh

Miscellaneous: WCBZ-F sold to WRHT-F owner (semi-D) for \$725,000. . . WRRF, WDLX-F sold to Pinnacle (D) for \$3,750,000. . .

HARRISBURG

Arbitron Rank/Pop (12+): 73/516,900
 MSA Rank/Pop: B6/615,000
 OMA #43 (w/York & Lancaster)
 Average Person Ratings: 17.2
 Market TSL: 22.50 hours

Stations: 33/20
 Diaries: 1506/343:1/63.8%
 Sample Target: 1455
 % Below Line: 13.7
 % Not Listed: 13.1

1994 Revenue: \$16,700,000
 HH Inc.: \$38,091
 Retail \$: 6.4 Bil
 Pop per Station: 25,845
 #1 Biller: WNNK-F \$5,600,000

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WNNK-F (CHR)	99/11.1	13.7	13.9	12.0	13.8	12.7	120/1822	1445/28.0	30.8	32.2	G	WNNK-F
2. WRVV-F (AC/CHR)	94/10.5	7.4	7.1	8.3	9.0	8.3	148/1991	998/19.3	17.8	18.9	D	WRVV-F
3. WRKZ-F (C)	81/ 9.1	9.1	9.6	8.8	8.7	9.2	178/2175	873/16.9	18.1	18.5	E	WRKZ-F
4. WHP (FS/T)	64/ 7.2	8.2	9.0	8.2	8.4	8.2	90/1340	861/16.7	17.5	18.2	O	WHP
5. WWKL-F (O)	57/ 6.4	4.9	5.9	5.8	7.2	5.8	105/1640	925/17.9	15.6	17.5	D	WWKL-F
6. WTPA-F (AOR)	54/ 6.1	7.9	6.1	8.6	8.4	7.2	86/1479	793/15.3	15.2	18.6	O	WTPA-F
7. WROZ-F (SAC)	33/ 3.7	4.2	3.1	3.3	4.5	3.6	131/2012	608/11.8	9.9	13.1		WROZ-F
8. WHYL (ST)	29/ 3.3	4.5	3.5	3.3	4.5	3.7	38/550	404/ 7.8	7.2	8.5	A	WHYL
9. WYMJ-F (AC)	27/ 3.0	2.7	2.5	1.8	1.4	2.5	37/798	593/11.5	9.1	9.5		WYMJ-F
10. WCTX-F (EZ/ST)	26/ 2.9	3.0	2.5	2.3	3.7	2.7	46/558	252/ 4.9	4.9	6.1	A	WCTX-F
11. WHYL-F (C)	24/ 2.7	3.3	3.1	2.8	3.0	3.0	25/397	371/ 7.2	7.3	5.8	B	WHYL-F
12. WTCY (B)	24/ 2.7	1.5	2.2	1.3	2.0	1.9	24/218	218/ 4.2	2.9	3.9		WTCY
13. WLBR (FS)	23/ 2.6	1.8	1.8	2.2	1.4	2.1	25/368	292/ 5.6	5.0	5.8	A	WLBR
14.												
15.												

12+ FM SHARE (METRO): 77.52% (600 of 774) (SPG 94: 7B.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNNK-F>>	1 WRVV-F<	1 WRVV-F	1 WRVV-F>	1 WRVV-F>	1 WRKZ-F<	1 WNNK-F>	1 WRVV-F>	1 WNNK-F>	1 WNNK-F<	1 WNNK-F
2	2 WNNK-F<	2 WNNK-F>	2 WNNK-F	2 WNNK-F	2 WHP <	2 WRVV-F	2 WRKZ-F<	2 WRVV-F	2 WRKZ-F<	2 WLBR
3	3 WTPA-F>>	3 WTPA-F	3 WTPA-F	3 WRKZ-F<	3 WRVV-F	3 WRKZ-F<	3 WHP	3 WRKZ-F	3 WRVV-F>	3 WRVV-F
4	4 WRKZ-F	4 WRKZ-F	4 WRKZ-F<	4 WWKL-F	4 WNNK-F	4 WHP	4 WNNK-F	4 WWKL-F<	4 WWKL-F	4 WRKZ-F
5	5 WYMJ-F	5 WWKL-F	5 WWKL-F	5 WTPA-F	5 WWKL-F	5 WTPA-F	5 WWKL-F	5 WHP <	5 WHP	5 WHP
6	6	6	6	6	6	6 WWKL-F	6 WTPA-F	6 WTPA-F	6 WTPA-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 WNNK-F	1 WNNK-F	1 WRVV-F	1 WNNK-F	1 WNNK-F<	1 WYMJ-F	1 WTPA-F<	1 WRVV-F	1 WRVV-F>	1 WRVV-F>
2 WRVV-F	2 WRVV-F>	2 WNNK-F	2 WRVV-F>	2 WRVV-F>	2 WTPA-F	2 WRVV-F>	2 WTPA-F	2 WTPA-F	2 WTPA-F<
WOXA-F	3 WTPA-F>	3 WTPA-F	3 WRKZ-F	3 WRKZ-F	3 WNNK-F	3 WNNK-F	3 WNNK-F	3 WNNK-F	3 WNNK-F
WROZ-F	4 WRKZ-F	4 WRKZ-F	4 WWKL-F	4 WWKL-F	WOXA-F	4 WYMJ-F	4 WHTF-F	4 WRKZ-F	4 WWKL-F<
5	5	5 WWKL-F	5 WROZ-F<	5 WROZ-F	5	5 WHTF-F	5 WRKZ-F	5 WWKL-F	5 WRKZ-F
6	6	6 WROZ-F	6 WTPA-F	6 WTPA-F	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		152 (5)	152 (5)	19.6	12.8	WADV (G) 940	LEBANON 0.4/0.9/ 10/ 116		
AOR/CLASSIC/NR		68 (2)	68 (1)	8.8	11.3	WCMB (T) 1460	HARRISBURG 0.7/3.3/ 7/ 218		
COUNTRY			125 (7)	16.1	14.7	WIOO (FS) 1000	CARLISLE 0.4/1.6/ 4/ 89		
NEWS/TALK	13 (2)		13 (2)	1.7	2.4	WKBO (BUS.N)1230	HARRISBURG 0.8/3.0/ 8/ 184		
CHR		117 (5)	117 (5)	15.1	18.2	WYGL-F (C) 100.5	ELIZABETHVILLE 1.0/1.5/ 26/ 276		
BLACK/URBAN	24 (1)		24 (1)	3.1	2.2	WOIC-F (CHR) 100.1	LEBANON 0.3/2.1/ 3/ 137		
SOFT AC/EZ		37 (2)	37 (2)	4.8	10.0	WQLV-F (AC) 98.9	MILLERSBURG 0.4/1.8/ 4/ 91		
HISPANIC						WWII (REL) 720	SHIRESMANTOWN 1.5/2.8/ 14/ 179		
OLDSIES		57 (1)	57 (1)	7.4	8.2	SEE LANCASTER OR YORK FOR MORE ABOUT THE FOLLOWING:			
FULL SVC/VARIETY	9 (3)		91 (3)	11.8	11.2	WARM-F 1.1/ 4.5	WJUN-F 0.3/ 1.0		
STANDARDS	29 (1)	26 (1)	55 (2)	7.1	5.1	WDAC-F 1.7/ 4.4	WLAN-F 0.4/ 3.8		
RELIG/GOSPEL	17 (2)	15 (1)	32 (3)	4.1	2.2	WGTY-F 0.4/ 2.6	WOXA-F 1.9/ 8.8		
SPORTS						WHTF-F 1.6/ 7.3	WYCR-F 0.8/ 4.6		
CLASSICAL						WIOV-F 0.4/ 2.5			
JAZZ									
OTHERS/UNKNOWN		3 (1)	3 (1)	0.4	0.0	WAYZ-F (C) 101.5	WAYNESBORO, PA 0.3/0.7/ 3/ 50		
						WRFY-F (CHR) 102.5	READING 0.4/1.1/ 36/ 494		
						WWMD-F (SAC) 104.7	HAGERSTOWN, MD 0.4/1.5/ 25/ 360		
TOTALS	174 (9)	600 (24)	774 (33)						

HARRISBURG

DUOPOLY REPORT	12+	25-54	REVENUE
-----	----	----	-----
WHP, WKBO, WRVV-F (Dame)	18.5%	21.2%	28.7%
WCMB, WWKL-F, WYMJ-F (Barnstable)	10.1%	11.2%	17.1%
	28.6%	32.4%	45.8%

RADIO STATIONS

WCMB , 1460, 5 KW (OA-N) , Talk	CBS, IBN, \$ 16.00 (Mc-Guild)	Barnstable
WTCY , 1400, 1 KW , Black	SMN, ABC, \$ 15.00 (Mc-Guild)	Calendar
WHP , 580, 5 KW (DA-N) , Full Service	ABC, CNN, \$ 33.00 (MMR)	Oame
WHYL , 960, 5 KW/22 W (DA-1), Standards	WESTWD, \$ 17.00 (---)	(CARLISLE)
WLBR , 1270, 5 KW/1 KW (DA-2), Full Service	ABC, \$ 15.00 (K & P)	(LEBANON)
WCTX-F, 92.1, 3.3 KW @ 230 , EZ/Standards	ABC, \$ 15.00 (---)	(PALMYRA)
WHYL-F, 102.3, 3 KW @ 328 , Country	CNN, \$ 24.00 (---)	(CARLISLE)
WYMJ-F, 99.3, 6 KW @ 328 , AC	WESTWD, \$ 27.00 (Mc-Guild)	Barnstable
WNNK-F, 104.1, 23 KW @ 725 , CHR	AP, \$103.00 (Mc-Guild)	Calendar
WRKZ-F, 106.7, 14 KW @ 928 , Country	ABC, \$ 78.00 (Torbet)	Telemidia (HERSHEY)
WRVV-F, 97.3, 17 KW @ 840 , AC/AOR	, \$ 61.00 (MMR)	Oame
WTPA-F, 93.5, 1.3 KW @ 718 , AOR	, \$ 54.00 (Banner)	(MECHANIC.)
WWKL-F, 94.9, 25 KW @ 699 , Oldies	ABC, WESTWD, \$ 51.00 (Katz)	Barnstable

Other Ranked Stations -- See York or Lancaster

Miscellaneous: WIMX-F changes to WYMJ-F (May). . . WCTX-F (Palmyra) sold to WTPA-F owner (D) for \$870,000. . .

HARTFORD

Arbitron Rank/Pop (12+): 41/968,500

Stations: 26/15

1994 Revenue: \$42,300,000

MSA Rank/Pop: 46/1,120,000
DMA # 25 (w/New Haven)

Diaries: 2028/478:1/53.0%

HH Inc.: \$47,346

Average Person Ratings: 17.1

Sample Target: 2040

Retail \$: 10.0 Bil

Market TSL: 22.50 hours

% Below Line: 17.4

Pop per Station: 60,531

% Not Listed: 17.8

#1 Biller: WTIC \$7,200,000

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WTIC (FS)	197/11.9	12.6	12.2	12.2	10.7	12.2	250/3548	2496/25.8	23.8	24.7	H	WTIC
2. WRCH-F (SAC)	165/10.0	9.0	8.1	8.1	8.9	8.8	238/2968	1875/19.4	17.1	18.3	G	WRCH-F
3. WWYZ-F (C)	146/ 8.8	7.0	8.2	5.7	7.2	7.4	248/3011	1681/17.4	17.3	15.2	E	WWYZ-F
4. WKSS-F (CHR)	119/ 7.2	6.3	6.3	7.4	5.8	6.8	191/3849	1949/20.1	21.7	19.6	F	WKSS-F
5. WZMX-F (0-70's)	104/ 6.3	6.1	5.5	3.9	4.1	5.5	193/3321	1778/18.4	14.4	14.2	E	WZMX-F
6. WTIC-F (CHR)	94/ 5.7	6.6	7.3	6.7	6.2	6.6	156/3602	2023/20.9	22.5	22.0	E	WTIC-F
7. WDRC-F (O)	90/ 5.4	5.2	5.6	5.9	5.0	5.5	194/3064	1442/14.9	15.2	13.7	E	WDRC-F
8. WDRC (ST)	72/ 4.4	5.5	3.3	4.4	4.2	4.4	76/918	799/ 8.2	7.4	9.4	B	WDRC
9. WMRQ-F (AOR-NR)	63/ 3.8	4.6	2.8	2.9	2.7	3.5	142/2709	1277/13.2	10.9	10.2	F	WMRQ-F
10. WHCN-F (AOR)	48/ 2.9	3.5	4.9	4.5	5.0	3.9	83/2043	1109/11.5	13.7	14.6	F	WHCN-F
11. WLAT (SP)	35/ 2.1	1.2	0.8	2.0	0.8	1.5	35/246	246/ 2.5	1.3	1.5		WLAT
12. WCCC-F (AOR)	30/ 1.8	1.8	4.3	4.5	4.9	3.1	44/1420	774/ 8.0	13.5	15.6	E	WCCC-F
13. WPOP (N/T)	28/ 1.7	1.9	2.0	1.8	2.2	1.9	31/645	574/ 5.9	5.4	7.6	8	WPOP

12+ FM SHARE (METRO): 70.49% (958 of 1359) (SPG 94: 72.86%)

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

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER	RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		15 (2)	15 (2)	1.1	9.8	WNEZ (T)	910 NEW BRITAIN	0.5/2.4/ 11/ 284		
AOR/CLASSIC/NR		193 (7)	193 (7)	14.2	19.1	WRDM (REL)	1550 BLOOMFIELD	0.3/0.9/ 6/ 100		
COUNTRY		163 (2)	163 (2)	12.0	10.6	WRYM (SP)	840 NEW BRITAIN	0.8/1.8/ 13/ 198		
NEWS/TALK	37 (2)		37 (2)	2.7	6.3	WKCI-F (CHR)	101.3 NEW HAVEN	0.9/5.4/ 99/2231		
CHR		228 (3)	228 (3)	16.8	16.1	WMMW (ST)	1470 MERIDEN	1.0/1.6/ 26/ 268		
BLACK/URBAN						WPLR-F (AOR)	99.1 NEW HAVEN	1.0/4.6/103/1784		
SOFT AC/EZ		165 (1)	165 (1)	12.1	11.1	WAAF-F (AOR)	107.3 WORCESTER	0.3/1.7/ 51/ 961		
HISPANIC	48 (2)		48 (2)	3.5	1.9	WAQY-F (CL AOR)	102.1 SPRINGFIELD	1.6/6.9/110/2098		
OLDIES		194 (2)	194 (2)	14.3	6.2	WFAN (SPRTS)	660 NEW YORK	1.6/5.9/ 85/1745		
FULL SVC/VARIETY	197 (1)		197 (1)	14.5	13.2	WHYN-F (AC)	93.1 SPRINGFIELD	0.4/2.0/ 82/1280		
STANDARDS	88 (2)		88 (2)	6.5	5.7	WMAS-F (AC)	94.7 SPRINGFIELD	0.5/2.2/ 75/1207		
RELIG/GOSPEL	5 (1)		5 (1)	0.4	0.0	WPKX-F (C)	97.9 ENFIELD	1.0/3.7/101/1245		
SPORTS	26 (1)		26 (1)	1.9	0.0	WWRX-F (CL AOR)	103.7 WESTERLY, RI	0.3/2.3/ 52/ 900		
CLASSICAL										
JAZZ										
OTHERS/UNKNOWN										
TOTALS	401 (9)	958 (17)	1359 (26)							

HARTFORD

OUOPOLY REPORT	12+	25-54	REVENUE
WRCH-F, WZMX-F, WNEZ (American Radio Systems)	16.8%	21.1%	19.6%
WPOP, WMRQ-F, WHCN-F (Liberty)	8.4%	9.5%	15.5%
	25.2%	30.6%	35.1%

SCARBOROUGH REPORT
Indexed against \$100,000+ Households

HIGHEST		LOWEST	
1. WZMX-F	152	1. WPOP	40
2. WTIC	129	2. WKSS-F	68
3. WRCH-F	115	3. WHYZ-F	69

RAIO STATIONS

WORC, 1300, 5 KW (OA-N)	, Standards	CNN, WESTWO, \$ 25.00 (Mc-Guild)	Buckley
WLAT, 1230, 1 KW	, Hispanic	, \$ 22.00 (---)	(MANCHESTER)
WNEZ, 910, 5 KW (DA-N)	, Talk	CNN, \$ 20.00 (Eastman)	Amer. Radio Systems
WPOP, 1410, 5 KW (OA-2)	, News/Talk	ABC, \$ 32.00 (O & R)	Liberty
WTIC, 1080, 50 KW (OA-N)	, Full Service	CBS, \$ 137.00 (Group W)	Chase
WCCC-F, 106.9, 23 KW @ 731, AOR		WESTWO, ABC, \$ 81.00 (Torbet)	
WDRC-C, 102.9, 20 KW @ 810, Oldies		, \$ 93.00 (Mc-Guild)	Buckley
WHCN-F, 105.9, 16 KW @ 869, AOR		ABC, \$ 94.00 (Christal)	Liberty
WKSS-F, 95.7, 17 KW @ 879, CHR		AP, \$ 73.00 (MMR)	Precision
WRCH-F, 100.5, 8 KW @ 1250, Soft AC		, \$ 100.00 (Eastman)	Amer. Radio Systems
WTIC-F, 96.5, 20 KW @ 810, CHR		, \$ 77.00 (Group W)	Chase
WHYZ-F, 92.5, 18 KW @ 859, Country		WESTWO, \$ 96.00 (Banner)	(WATERBURY)
WMRQ-F, 104.1, 18 KW @ 836, AOR-NR		CBS, \$ 50.00 (O&R)	Liberty
WZMX-F, 93.7, 21 KW @ 781, Oldies - 70's		, \$ 82.00 (Katz)	Amer. Radio Systems

Miscellaneous: WYSR-F changed to WMRQ-F (Apr). . . WTIC A/F sold by Chase to Amer. Radio Systems (O) for about \$40,000,000 (Blackburn). . .

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

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

***** R E V E N U E L E V E L C O O 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	

HONOLULU

Arbitron Rank/Pop (12+): 58/731,500

Stations: 27/27

1994 Revenue: \$21,200,000

MSA Rank/Pop: 65/885,000
DMA # 61

Diaries: 1349/542:1/54.0%

HH Inc.: \$46,838

Average Person Ratings: 16.0

Sample Target: 1325

Retail \$: 10.5 Bil

Market TSL: 21.50 hours

% Below Line: 0.0

Pop per Station: 27,093

% Not Listed: 7.4

#1 Biller: KSSK-F \$3,400,000

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. KSSK-F (AC)	124/10.6	9.9	11.7	11.4	9.6	10.9	THERE IS	1755/24.0	26.9	23.3	E	KSSK-F
2. KIKI-F (CHR)	103/ 8.8	9.5	10.3	7.3	7.8	9.0	NO TSA	1591/21.7	22.8	20.6	C	KIKI-F
3. KSSK (FS)	92/ 7.9	8.5	8.0	9.2	8.2	8.4	FQR THIS	1164/15.9	17.4	15.6	E	KSSK
4. KCCN-F (E)	89/ 7.6	9.0	8.8	8.7	9.6	8.5	MARKET	1414/19.3	18.9	19.7	E	KCCN-F
5. KQMQ-AF (CHR)	76/ 6.5	5.7	6.1	7.1	8.2	6.4		1501/20.5	21.0	23.4	C	KQMQ-AF
6. KRTR-F (AC)	74/ 6.3	7.9	7.0	4.9	5.4	6.5		1340/18.3	17.0	16.3	B	KRTR-F
7. KINE-F (E)	70/ 6.0	5.4	4.6	6.8	6.4	5.7		947/12.9	12.1	14.1	B	KINE-F
8. KKL-V-F (CL AQR)	64/ 5.5	4.0	6.1	7.3	7.5	5.7		932/12.7	11.8	14.5	B	KKL-V-F
9. KUMU-F (E2)	62/ 5.3	6.8	6.9	6.8	7.4	6.5		843/11.5	13.9	12.8	C	KUMU-F
10. KHVH (N/T)	46/ 3.9	4.0	3.3	3.3	3.2	3.6		500/ 6.8	7.1	7.2	B	KHVH
11. KPQI-F (AQR-NR)	43/ 3.7	4.9	4.0	3.3	3.2	4.0		693/ 9.5	10.5	10.4	B	KPQI-F
12. KOEQ-F (AQR)	38/ 3.3	2.8	2.2	2.0	1.8	2.6		513/ 7.0	7.1	6.7	B	KDEQ-F
13. KUCC-F (?)	37/ 3.2	1.3	---	---	---	---		503/ 6.9	---	---	---	KUCC-F
14. KCCN (E)	28/ 2.4	2.1	3.1	1.9	2.1	2.4		525/ 7.2	8.1	7.5	A	KCCN
15. KNDI (E)	26/ 2.2	1.2	0.6	0.9	---	1.2		154/ 2.1	1.3	---	---	KNDI
16. KUMU (E2)	22/ 1.9	1.3	0.9	1.4	1.4	1.4		278/ 3.8	2.7	3.1	C	KUMU
17. KHNR (T)	17/ 1.5	1.5	1.9	1.4	1.4	1.6		443/ 6.1	5.6	6.2	B	KHNR
KZQQ (E)	17/ 1.5	1.4	1.4	1.4	1.2	1.8		171/ 2.3	2.4	2.0	A	KZOO

12+ FM SHARE (METRO): 73.64% (796 of 1081) (SPG '94: 74.66%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ M10	12+ PMO	12+ EVE	QVERNIGHT
1 KIKI-F>>	1 KIKI-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
2 KQMQ-AF	2 KCCN-F	2 KCCN-F	2 KKL-V-F	2 KSSK	KSSK-F	2 KSSK >	2 KCCN-F	2 KIKI-F	2 KCCN-F	2 KSSK-F
3 KCCN-F	3 KQMQ-AF<	KIKI-F	3 KSSK <	KKLV-F	3 KUMU-F<	3 KIKI-F	3 KQMQ-AF<	3 KCCN-F	3 KRTR-F	3 KRTR-F
4	4 KSSK-F	4 KQMQ-AF<	4 KRTR-F	4 KRTR-F<	4 KINE-F	4 KCCN-F<	4 KSSK	4 KRTR-F	4 KINE-F	4 KHVH
5	5 KKL-V-F	5 KRTR-F<	5 KCCN-F	5 KCCN-F	5 KHVH	5 KQMQ-AF	5 KIKI-F	5 KQMQ-AF	5 KQMQ-AF<	5 KCCN-F
6	6 KRTR-F	6 KKL-V-F	6	6 KINE-F	6 KRTR-F	6	6 KKL-V-F	6 KSSK	6 KUMU-F	6 KQMQ-AF
7	7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8	8

WQM 18-24	WQM 18-34	WQM 25-34	WQM 18-49	WQM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KIKI-F	1 KIKI-F	1 KSSK-F	1 KSSK-F>	1 KSSK-F>	1 KIKI-F	1 KIKI-F<	1 KKL-V-F	1 KCCN-F<	1 KSSK-F<
2 KQMQ-AF	2 KSSK-F	2 KRTR-F	2 KRTR-F<	2 KRTR-F	2 KCCN-F	2 KCCN-F	2 KSSK-F	2 KSSK-F<	2 KKL-V-F
3 KCCN-F	3 KRTR-F	3 KCCN-F	3 KIKI-F	3 KSSK >	3 KQMQ-AF	3 KQMQ-AF<	3 KCCN-F	3 KKL-V-F	3 KCCN-F
4 KRTR-F	KCCN-F	4 KIKI-F	4 KSSK <	4 KCCN-F	4 KDEQ-F	4 KKL-V-F	4 KIKI-F	4 KIKI-F	4 KINE-F
KSSK-F	5 KQMQ-AF	5 KKL-V-F	5 KQMQ-AF	KIKI-F<	5 KPQI-F	5 KOEQ-F	5 KQMQ-AF	5 KQMQ-AF	KSSK
6	6 KPQI-F	KPQI-F	KCCN-F	6 KKL-V-F	KRTR-F	6 KSSK-F	6 KPQI-F	6	6 KHVH
7	7	7	7	KQMQ-AF	7	7	KDEQ-F	7	7

HONOLULU

FORMATS	AM	FM	TOTAL	%	SPG 94	OTHER RATED STATIONS	METRO CUME TSA TSA
	--	--	----	----	----	-----	SHARE/RTG/AQH/CUME
AC		198 (2)	198 (2)	18.3	19.0	KAIM (REL) 870 HONOLULU	0.2/1.1/ 2/ 83
AOR/CLASSIC/NR		145 (3)	145 (3)	13.4	13.4	KAIM-F (REL) 95.5 HONOLULU	1.0/3.7/ 12/ 271
COUNTRY						KGMZ-F (J) 107.9 AIEA	0.8/2.3/ 9/ 169
NEWS/TALK	76 (3)		76 (3)	7.0	6.9	KGU (T) 760 HONOLULU	1.1/4.2/ 13/ 306
CHR	5 (1)	174 (2)	179 (3)	16.6	17.0	KJPN (E) 940 WAIPAHU	0.4/1.2/ 5/ 85
BLACK/URBAN						KLHT (REL) 1040 HONOLULU	0.5/2.0/ 6/ 146
SOFT AC/EZ	22 (1)	62 (1)	84 (2)	7.8	9.4	KWAI (T) 1080 HONOLULU	0.5/1.6/ 6/ 118
HISPANIC							
OLDIES					1.0		
FULL SVC/VARIETY	92 (1)		92 (1)	8.5	8.8		
STANDARDS							
RELIG/GOSPEL	8 (2)	12 (1)	20 (3)	1.9	2.3		
SPORTS							
CLASSICAL							
JAZZ		9 (2)	9 (2)	0.8	0.0		
ETHNIC/OTHERS	82 (5)	196 (3)	278 (8)	25.7	22.3		
TOTALS	285 (13)	796 (14)	1081 (27)				

DUOPOLY REPORT	12+	25-54	REVENUE
-----	----	----	-----
KSSK A/F, KUCC-F (Patterson)	21.7%	27.6%	31.1%
KCCN A/F, KINE-F (Local)	16.0%	15.5%	18.2%
KIKI A/F, KHVH, KKLV-F (Henry)	18.2%	17.9%	14.6%
	55.9%	61.0%	63.9%

RADIO STATIONS

KCCN , 1420, 5 KW	, Ethnic	, \$ NA (Banner)	
KGU , 760, 10 KW	, News/Talk	TALKNT, CBS, \$20.00 (---)	
KJPN , 940, 10 KW	, Ethnic	MBS, \$17.00 (K & P)	(WAIPAHU)
KHNR , 650, 10 KW	, News/Talk	CNN, \$18.00 (---)	
KHVH , 830, 10 KW	, News/Talk	ABC, \$25.00 (Christal)	Henry
KIKI , 990, 5 KW	, Oldies	WESTWD, \$17.00 (Christal)	Henry
KSSK , 590, 7.5 KW	, Full Service	, \$66.00 (Eastman)	Patterson
KZOO , 1210, 1 KW	, Ethnic	, \$16.00 (---)	
KAIM-F, 95.5, 100 KW @ -23	, Religion	USA, \$16.00 (---)	Billy Graham
KCCN-F, 100.3, 100 KW @ 1965	, Ethnic	, \$56.00 (Banner)	
KDEO-F, 102.7, 61 KW @ 1893	, AOR	, \$23.00 (K & P)	(WAIPAHU)
KGMZ-F, 107.9, 100 KW @ 1965	, ??	, \$18.00 (---)	(AIEA)
KIKI-F, 93.9, 100 KW @ -144	, CHR	, \$43.00 (Christal)	Henry
KINE-F, 105.1, 100 KW @ 1948	, Ethnic	, \$24.00 (Banner)	KCCN owners
KKLV-F, 98.5, 100 KW @ 1073	, Classic AOR	ABC, WESTWD, \$20.00 (---)	Henry
KPOI-F, 97.5, 80 KW @ 46	, New Rock	, \$27.00 (Katz)	
KQMQ-F, 93.1, 54 KW @ -118	, CHR	, \$44.00 (Katz)	
KRTR-F, 96.3, 75 KW @ 2139	, AC	, \$30.00 (Katz)	(KAILUA)
KSSK-F, 92.3, 100 KW @ 1948	, AC	, \$75.00 (Eastman)	Patterson
KUCD-F, 101.9, 100 KW @ 1965	, Jazz	, \$ NA (---)	Patterson (PEARL CITY)
KUMU-F, 94.7, 100 KW @ 79	, EZ/Soft AC	, \$40.00 (Banner)	

Miscellaneous: KDEO-F changed back to All-Request (Apr). . . KSSK A/F, KUCC-F sold by Wheeling-Pittsburgh to Patterson for \$15,000,000 (E). . . KHNR sold to CD for \$600,000. . .

HOUSTON

Arbitron Rank/Pop (12+): 9/3,294,400

Stations: 30/30
 Diaries: 3785/ 870:1/45.0%
 Sample Target: 3555
 % Below Line: 0.0
 % Not Listed: 13.5

1994 Revenue: \$161,200,000
 HH Inc.: \$36,812
 Retail \$: 34.0 Bil
 Pop per Station: 109,813
 #1 Biller: KILT-AF \$16,000,000

MSA Rank/Pop: 8/4,120,000
 DMA # 10
 Average Person Ratings: 17.4
 Market TSL: 22.75 hours

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level		
1. KBXX-F (U/CHR)	369/ 6.4	6.2	5.2	3.8	4.8	5.4	420/5534	4848/14.7	15.0	14.1	G	KBXX-F	
2. KODA-F (SAC)	347/ 6.0	6.6	6.3	5.7	5.5	6.2	369/5591	5236/15.9	15.4	14.9	I	KODA-F	
	KQUE-F (ST)	347/ 6.0	4.6	3.8	4.4	5.6	4.7	362/3494	3248/ 9.9	7.6	8.5	F	KQUE-F
4. KKBO-AF (C)	304/ 5.3	5.3	5.4	5.3	5.2	5.3	324/4549	4185/12.7	12.7	13.8	I	KKBO-AF	
5. KILT-F (C)	295/ 5.1	5.8	6.2	7.0	6.2	6.0	319/5420	4942/15.0	16.4	17.2	J	KILT-F	
6. KTRH (N)	286/ 5.0	4.7	4.6	4.2	4.2	4.6	321/6697	6103/18.5	18.5	17.1	I	KTRH	
7. KLDE-F (O)	270/ 4.7	3.8	3.7	4.7	4.0	4.2	294/4469	4133/12.5	12.2	12.8	H	KLOE-F	
8. KMJQ-F (B)	269/ 4.7	4.8	5.3	5.1	4.4	5.0	288/4529	4161/12.6	13.8	13.0	H	KMJQ-F	
9. KLOL-F (AOR)	265/ 4.6	4.4	4.0	4.3	3.7	4.3	296/4821	4223/12.8	13.5	12.1	I	KLOL-F	
10. KHM-F (AC)	252/ 4.4	4.4	3.6	4.3	4.1	4.2	262/4651	4397/13.3	12.7	14.0	I	KHM-F	
11. KRBE-F (CHR)	250/ 4.4	4.6	5.5	5.7	4.4	5.1	278/5871	5388/16.4	18.3	15.6	H	KRBE-F	
12. KKRW-F (O-70's)	213/ 3.7	2.8	3.1	3.1	3.9	3.2	225/4081	3938/12.0	10.5	13.1	G	KKRW-F	
13. KPRC (T)	205/ 3.6	3.7	3.9	3.8	3.8	3.8	212/3238	3133/ 9.5	10.4	10.5	G	KPRC	
14. KIKK-F (C)	201/ 3.5	4.8	4.1	4.2	4.7	4.2	221/4693	4217/12.8	13.4	15.1	H	KIKK-F	
15. KLTN-FF (SP)	165/ 2.9	1.9	2.0	1.9	3.1	2.2	170/2012	1970/ 6.0	4.1	6.1	D	KLTN-FF	
16. KTBZ-F (AOR-NR)	157/ 2.7	3.2	2.6	2.6	2.3	2.8	169/3643	3396/10.3	10.0	9.3		KTBZ-F	
17. KHYS-F (J)	136/ 2.4	2.9	3.1	3.3	3.1	2.9	161/2877	2455/ 7.5	7.7	8.2	E	KHYS-F	
18. KLAT (SP)	116/ 2.0	1.5	1.6	1.5	1.2	1.7	116/1279	1268/ 3.8	3.7	3.5	E	KLAT	
19. KQOK-F (SP)	103/ 1.8	1.8	1.9	1.4	1.8	1.7	115/1896	1757/ 5.3	5.8	5.9	E	KQOK-F	
20. KXTJ-F (SP)	82/ 1.4	1.4	1.8	1.9	1.5	1.6	85/1678	1638/ 5.0	4.6	5.0	D	KXTJ-F	
21. KSEV (T)	62/ 1.1	1.0	1.2	1.4	1.4	1.2	65/1718	1626/ 4.9	5.5	5.0	C	KSEV	
22.													
23.													
24.													
25.													

12+ FM SHARE (METRO): 80.93% (4020 of 4967) (SPG 94: 81.99%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBXX-F>>	1 KLOL-F	1 KODA-F	1 KODA-F	1 KODA-F	1 KQUE-F>	1 KTRH	1 KODA-F	1 KBXX-F<	1 KBXX-F>	1 KTRH
2 KRBE-F	2 KBXX-F	2 KKBO-AF<	2 KHM-F	2 KLOE-F	2 KTRH	2 KILT-F<	2 KQUE-F	2 KODA-F	2 KMJQ-F	2 KBXX-F
3 KTBZ-F	3 KRBE-F	3 KLOL-F	3 KLDE-F<	3 KHM-F	3 KLOE-F	3 KLOL-F	3 KKBO-AF	3 KKBO-AF	3 KTRH	3 KMJQ-F
4	4 KHM-F<	4 KHM-F	4 KKBO-AF<	4 KKBO-AF	4 KODA-F	4 KQUE-F	4 KPRC	4 KILT-F<	4 KRBE-F	4 KILT-F
5	5 KKBO-AF	5 KBXX-F	5 KKRW-F	5 KILT-F	5 KILT-F	5 KBXX-F	5 KHM-F	5 KQUE-F<	5 KTBZ-F	5 KQUE-F
6	6 KODA-F	6 KLDE-F	6 KLOL-F<	6 KKRW-F	6 KPRC	6 KKBO-AF	6 KLDE-F	6 KLDE-F	6 KODA-F	6 KLOE-F
7	7 KMJQ-F	7 KMJQ-F	7 KILT-F	7 KLOL-F	7	7 KODA-F	7 KILT-F	7 KHM-F	7	7
8	8	8	8	8	8	8	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 KRBE-F	1 KHM-F<	1 KODA-F	1 KODA-F	1 KODA-F>	1 KLOL-F	1 KLOL-F>	1 KLOL-F>>	1 KLOL-F>	1 KLOL-F
2 KBXX-F	2 KODA-F	2 KHM-F	2 KHM-F<	2 KHM-F	2 KBXX-F	2 KBXX-F	2 KKBO-AF	2 KLOE-F<	2 KLDE-F
3 KMJQ-F	3 KRBE-F<	3 KKRW-F	3 KKBO-AF	3 KKBO-AF	3 KTBZ-F	3 KRBE-F	3 KRBE-F	3 KBXX-F<	3 KILT-F
4 KKBO-AF	4 KKBO-AF	4 KKBO-AF	4 KMJQ-F	4 KLDE-F	4 KRBE-F	4 KTBZ-F	4 KKRW-F	4 KKRW-F<	4 KKRW-F
5 KHM-F	5 KBXX-F<	5 KRBE-F	5 KRBE-F	5 KMJQ-F	5 KLTN-FF	5 KKBO-AF	5 KBXX-F	5 KILT-F	5 KPRC <
6 KODA-F	6 KMJQ-F>	6 KMJQ-F	6 KBXX-F<	6 KILT-F<	6 KIKK-F	6 KLTN-FF	6 KTBZ-F	6 KKBO-AF	6 KTRH
7 KTLN-FF	7 KKRW-F	7 KBXX-F	7 KLDE-F	7 KKRW-F	7 KKBO-AF	7	7 KMJQ-F	7	7
8 KIKK-F	8	8 KILT-F	8	8	8	8	8 KILT-F	8	8
9	9	9	9	9	9	9	9 KHM-F	9	9
10	10	10	10	10	10	10	10	10	10

HOUSTON

FORMATS	AM	FM	TOTAL	%	SPG 94	OTHER RATED STATIONS	METRO CUME	TSA	TSA
							SHARE/RTG/AQH/CUME		
AC		252 (1)	252 (1)	5.1	4.7	KCOH (B) 1430 HOUSTON	0.7/2.1/ 40/ 695		
AOR/CLASSIC/NR		422 (2)	422 (2)	8.5	9.3	KEYH (SP) 850 HOUSTON	1.0/2.3/ 55/ 772		
COUNTRY	70 (3)	794 (3)	864 (6)	17.4	19.9	KIKK (C) 650 PASADENA	0.6/0.8/ 38/ 352		
NEWS/TALK	553 (3)		553 (3)	11.1	10.8	KILT (C) 610 HOUSTON	0.5/2.3/ 31/ 825		
CHR		250 (1)	250 (1)	5.0	10.6	KWJ (G) 1360 BAYTOWN	0.5/1.4/ 27/ 455		
BLACK/URBAN	85 (2)	638 (2)	723 (4)	14.6	10.4	KXYZ (SP) 1320 HOUSTON	0.7/2.0/ 41/ 673		
SOFT AC/EZ		347 (1)	347 (1)	7.0	6.9	KYOK (B/O) 1590 HOUSTON	0.8/2.0/ 45/ 646		
HISPANIC	212 (3)	350 (4)	562 (7)	11.3	10.7				
OLDIES		483 (2)	483 (2)	9.7	9.2				
FULL SVC/VARIETY									
STANDARDS		347 (1)	347 (1)	7.0	6.5				
RELIG/GOSPEL	27 (1)		27 (1)	0.5	0.9				
SPORTS									
CLASSICAL					0.7				
JAZZ		136 (1)	136 (1)	2.7	0.0				
OTHERS/UNKNOWN									
TOTALS	947 (12)	4020 (18)	4967 (30)						

DUOPOLY REPORT	12+	25-54	REVENUE
KILT A/F, KIKK A/F (Westinghouse)	9.7%	10.3%	15.6%
KPRC, KSEV, KMJQ-F, KBXX-F (Clear Channel)	15.8%	13.3%	14.7%
KQQK-F, KXTJ-F (El Dorado)	3.2%	3.2%	3.6%
RADIO STATIONS	28.7%	26.8%	33.9%

SCARBOROUGH REPORT
Indexed against \$100,000+ Households

HIGHEST	LOWEST
1. KSEV 239	1. KLAT 13
2. KPRC 199	2. KXTJ-F 14
3. KTRH 164	3. KLTN-F 19
4. KHM-F 148	4. KQUE-F 43
5. KLDE-F 128	5. KQQK-F 51

AM STATIONS

KCOH, 1430, 5 KW/55W	, Black	WESTWD, AURN, \$ 40.00 (Roslin)	
KEYH, 850, 10 KW (DAYS)	, Hispanic	, \$ 40.00 (Lotus)	
KIKK, 650, 250 W (DAYS)	, Country Oldies	, \$ NA (Group W)	Westinghouse
KILT, 610, 5 KW (DA-2)	, Country Oldies	WESTWD, \$ NA (Group W)	Westinghouse
KLAT, 1010, 5 KW (DA-2)	, Hispanic	, \$ 70.00 (Katz)	Tichenor
KLVL, 1480, 1 KW/500 W (OA-N)	, Hispanic	, \$ 35.00 (Lotus)	
KPRC, 950, 5 KW (OA-N)	, Talk	CNN, ABC, \$ 140.00 (---)	Clear Channel
KSEV, 700, 15 KW/1 KW (DA-2)	, Talk	WESTWD, ABC, \$ 40.00 (Katz)	Clear Channel (TOMBALL)
KTRH, 740, 50 KW (DA-1)	, News	CBS, WESTWD, \$ 235.00 (CBS)	Evergreen
KXYZ, 1320, 5 KW (DA-N)	, Hispanic	, \$ 53.00 (Caballero)	Infinity

FM STATIONS

KBXX, 97.9, 100 KW @ 1919	CHR/Urban	, \$ 145.00 (Banner)	Clear Channel
KHM-F, 96.5, 97 KW @ 1919	AC/CHR	, \$ 210.00 (O&R)	Nationwide
KHYS, 98.5, 100 KW @ 417	Jazz	WESTWD, CBS, \$ 120.00 (Mc-Guild)	(BEAUMONT)
KIKK, 95.7, 95 KW @ 1919	Country	, \$ 275.00 (Group W)	Westinghouse
KILT, 100.3, 100 KW @ 1919	Country	WESTWD, \$ 340.00 (Group W)	Westinghouse
KKBQ, 92.9, 97 KW @ 1919	Country	, \$ 130.00 (Mc-Guild)	Gannett
KKRW, 93.7, 100 KW @ 1719	Rock Oldies	CBS, \$ 141.00 (CBS)	CBS
KKHT, 106.9, 100 KW @ 1125	Religion	ABC, \$ 51.00 (Salem)	Salem (CONROE)
KLDE, 94.5, 95 KW @ 1919	Oldies	WESTWD, \$ 192.00 (D & R)	Entercom
KLOL, 101.1, 95 KW @ 1919	AOR	Source, \$ 190.00 (Christal)	Evergreen
KLTN, 93.3, 100 KW @ 1919	Hispanic	, \$ 54.00 (Katz Hisp.)	Tichenor (PORT ARTHUR)
KMJQ, 102.1, 100 KW @ 1719	Black	, \$ 170.00 (Mc-Guild)	Clear Channel
KODA, 99.1, 95 KW @ 1919	Soft AC	, \$ 205.00 (MMR)	SFX
KQQK, 106.5, 100 KW @ 699	Hispanic	, \$ 63.00 (Caballero)	El Dorado (GALVESTON)
KQUE, 102.9, 100 KW @ 971	Standards	ABC, \$ 95.00 (Banner)	
KRBE, 104.1, 100 KW @ 1909	CHR	, \$ 150.00 (Eastman)	Susquehanna
KRTS, 92.1, 33 KW @ 604	Classical	, \$ 60.00 (K & P)	(SEABROOK)
KXTJ, 107.9, 100 KW @ 1807	Hispanic	, \$ 54.00 (---)	(BEAUMONT)
KTZ, 107.5, 95 KW @ 1971	AOR-NR	, \$ 165.00 (Katz)	Shamrock

Miscellaneous: KKZR-F changes to KKHT and format from AOR to Religion (Feb). . . KHYS-F changes from Black to Jazz (Mar). . . KRQT-F changed from Classic AOR to AOR-NR. . . KLTN-F resold by Gulfstar to Tichenor for \$3,650,000. . . KRQT-F changed to KTZ-F (May). . . KTZ-F sold by Shamrock to Chancellor for \$24,000,000 (E). . . KKR-F sold by CBS to Westinghouse (O) for \$ (E) . . .

HUNTINGTON, WV

Arbitron Rank/Pop (12+): 139/267,700

Stations: 19/11
Diaries: 1028/260:1/55.1%
Sample Target: 975
% Below Line: 9.2
% Not Listed: 16.8

1994 Revenue: \$6,900,000
HH Inc.: \$24,262
Retail \$: 2.3 Bil
Pop per Station: 24,336
#1 Biller: WTCR-AF \$3,000,000

MSA Rank/Pop: 149/317,000

DMA # 57 (w/Charleston)

Average Person Ratings: 13.4

Market TSL: 18.00 hours

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WTCR-F (C)	90/25.1	25.7	26.4	29.6	26.8	----	115/1683	1194/44.6	41.9	46.3	E	WTCR-F
2. WKEE-F (CHR/AC)	50/14.0	11.9	14.1	15.2	17.2	----	73/1163	821/30.7	25.3	29.1	D	WKEE-F
3. WGGG-F (C)	27/ 7.5	6.5	5.4	8.7	7.8	----	39/853	464/17.3	17.8	17.9		WGGG-F
4. WBVB-F (C)	22/ 6.1	5.7	5.7	3.3	3.0	----	24/478	397/14.8	12.3	12.9		WBVB-F
5. WEMM-F (REL)	19/ 5.3	3.3	5.2	3.8	5.1	----	26/505	297/11.1	7.8	11.3	B	WEMM-F
6. WLGC-F (C)	16/ 4.5	5.1	4.3	3.3	5.3	----	18/346	251/ 9.4	10.8	11.0	A	WLGC-F
WKLC-F (AOR)	16/ 4.5	4.6	4.1	3.8	5.3	----	38/685	331/12.4	11.9	11.5		WKLC-F
8. WFXN-F (CL AOR)	12/ 3.4	3.5	2.7	4.1	0.8	----	13/343	269/10.0	9.0	6.8		WFXN-F
9. WKEE (ST)	11/ 3.1	2.4	3.8	2.7	2.0	----	19/194	151/ 5.6	7.3	5.8	A	WKEE
10. WRVC (N/T)	7/ 2.0	3.5	2.4	0.8	2.3	----	7/138	118/ 4.4	6.9	5.6	A	WRVC

12+ FM SHARE (METRO): 91.28% (272 of 298) (WIN 94: 88.06%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ M10	12+ PMD	12+ EVE	OVERNIGHT
1 WKEE-F	1 WKEE-F<	1 WTCR-F	1 WTCR-F	1 WTCR-F>	1 WTCR-F>>	1 WTCR-F>	1 WTCR-F>>	1 WTCR-F>>	1 WTCR-F	1 WTCR-F>>
2 WTCR-F>	2 WTCR-F>	2 WKEE-F>	2 WKEE-F>	2 WKEE-F>	2 WKEE-F	2 WKEE-F>	2 WKEE-F>	2 WKEE-F>	2 WKEE-F>	2
3 WGGG-F	3 WGGG-F	3 WGGG-F	3 WGGG-F	3 WGGG-F	3 WEMM-F	3 WGGG-F	3 WGGG-F	3 W8VB-F<	3 WGGG-F	3
4	4 WKLC-F	4 W8VB-F	4 WBVB-F	4 WBVB-F	4	4 WKLC-F	4	4 WGGG-F	4 W8VB-F	4
5	5	5	5	5	5	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 WKEE-F	1 WKEE-F	1 WKEE-F	1 WTCR-F<	1 WTCR-F	1 WKLC-F	1 WKLC-F	1 WKEE-F	1 WTCR-F>	1 WTCR-F>
WTCR-F	2 WTCR-F>>	2 WTCR-F	2 WKEE-F>>	2 WKEE-F>>	2 WTCR-F	2 WTCR-F	2 WKLC-F	2 WKLC-F	2 WBVB-F
3 WGGG-F	3 WGGG-F	3 WGGG-F	3 WGGG-F	3 WGGG-F	3 WBVB-F	3 WBVB-F	WTCR-F	W8VB-F	3 WKEE-F
4	4	4	4	4	WGGG-F	WGGG-F	4	4 WKEE-F	4 WKLC-F
5	5	5	5	5	5	WKEE-F	5	5 WGGG-F	5 WGGG-F
									WFXN-F

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC					2.9	WRVC-F (O)	92.7 CATLETTSBURG KY 1.4/8.6/ 6/ 252
AOR/CLASSIC/NR		30 (3)	30 (3)	10.1	8.1	WTCR (C)	1420 KENOVA 1.7/4.6/ 6/ 134
COUNTRY	6 (1)	165 (8)	171 (9)	57.4	51.3		
NEWS/TALK	7 (1)		7 (1)	2.3	2.9	WKAZ-F (C)	107.3 MIAMI 0.6/1.3/ 4/ 99
CHR		53 (2)	53 (2)	17.8	16.8	WKWS-F (C)	96.1 CHARLESTON 0.6/1.0/ 40/ 510
BLACK/URBAN						WLW (FS)	700 CINCINNATI 0.6/1.9/ 15/ 235
SOFT AC/EZ					1.0	WNXT-F (AOR)	99.3 PORTSMOUTH OH 0.6/1.2/ 9/ 162
HISPANIC						WPAY-F (C)	104.1 PORTSMOUTH OH 0.8/7.2/ 38/ 701
OLDIES		5 (1)	5 (1)	1.7	6.5	WQBE-F (C)	97.5 CHARLESTON 0.8/3.2/ 54/ 791
FULL SVC/VARIETY	2 (1)		2 (1)	0.7	0.0	WVSR-F (CHR)	102.7 CHARLESTON 0.8/1.8/ 13/ 254
STANDARDS	11 (1)		11 (1)	3.7	4.5		
RELIG/GOSPEL		19 (1)	19 (1)	6.4	6.1		
SPORTS							
CLASSICAL							
JAZZ							
OTHERS/UNKNOWN					0.6		
TOTALS	26 (4)	272 (15)	298 (19)				

DUOPOLY REPORT	12+	25-54	REVENUE
WKEE A/F, WBVB-F (Adventure)	21.2%	22.3%	39.1%
WRVC A/F, WGGG-F, WCMI (Local)	12.1%	12.6%	12.5%
	33.3%	34.9%	51.6%

HUNTINGTON, WV

RADIO STATIONS

WKEE	,	800,	5 KW/185 W (DA-2)	,	Standards	WESTWD CNN, \$12.00 (D & R)	Adventure
WTCR	,	1420,	5 KW/500 W (DA-2)	,	Country	SMN ABC, \$ NA (Katz)	Commodore
WRVC	,	930,	5 KW/1 KW (DA-N)	,	News/Talk	IBN NBC, \$11.00 (Banner)	
WRVC-F,		92.7,	6 KW @ 298	,	Oldies	, \$11.00 (---)	(ASHLAND)
WEMM-F,		107.9,	50 KW @ 500	,	Religion	, \$17.00 (---)	Mortenson
WKEE-F,		100.5,	53 KW @ 561	,	CHR/AC	ABC, \$45.00 (D & R)	Adventure
WLGK-F,		105.7,	12 KW @ 479	,	Country	, \$13.00 (D & R)	(GREENUP, KY)
WMLV-F,		107.1,	3 KW @ 125	,	EZ/Soft AC	, \$10.00 (---)	(IRONTON, OH)
WTCR-F,		103.3,	50 KW @ 493	,	Country	ABC, \$70.00 (Katz)	Commodore
WDGG-F,		93.7,	100 KW @ 741	,	Country	, \$32.00 (---)	WRVC owner
WBVB-F,		97.1,	3 KW @ 472	,	Country	, \$16.00 (---)	Adventure (COAL GROVE, OH)
WFXN-F,		106.3,	0.5 KW @ 1092	,	AOR/Classic	WESTWD, \$17.00 (---)	(MILTON)

WKLC-F -- see Charleston

Miscellaneous: WHRD (1470) sold to WFXN-F owner (0) for \$85,000 . . . WXVK-F changed to WBVB-F (Jan). . . WRVC-F changed to WBVB-F (Jan). . . WRVC-F changed to WDGG-F and format from Oldies to Country (Feb). . . WTKZ changes to WRVC-AM. . . WCHI-F changed to WRVC-F and format to Oldies (May) . . . WZZW-F changes to WFXN-F and format to Classic AOR (Jan). . .

HUNTSVILLE

Arbitron Rank/Pop (12+): 108/361,100
 HSA Rank/Pop: 147/374,000
 DMA # 89 (w/Decatur)
 Average Person Ratings: 16.0
 Market TSL: 21.00 hours

Stations: 17/14
 Diaries: 975/376:1/53.7%
 Sample Target: 925
 % Below Line: 7.1
 % Not Listed: 17.4

1994 Revenue: \$11,710,000
 Ad Incl.: \$37,670
 Retail \$: 3.5 Bill
 Pop per Station: 25,793
 #1 Billing: WDRM-F \$9,000,000

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level
1. WDRM-F (C)	143/24.8	24.6	27.2	27.0	24.5	25.9	213/2309	1461/40.5	42.1	41.3	G
2. WAHR-F (AC)	60/10.4	9.5	7.8	6.4	8.2	8.5	73/1006	741/20.5	16.0	17.8	C
3. WZYP-F (CHR)	57/ 9.9	8.0	11.3	10.7	13.0	10.0	120/1685	899/24.9	26.5	29.8	D
4. WTAK-F (AOR)	42/ 7.3	7.6	4.6	5.9	4.3	6.4	58/808	603/16.7	12.1	11.1	E
5. WRSA-F (SAC)	36/ 6.3	9.4	7.6	6.6	6.4	7.5	45/780	506/14.0	15.9	15.4	E
6. WENN-F (B)	24/ 4.2	4.4	4.8	4.5	5.2	4.5	27/518	375/10.4	11.0	10.0	
7. WEUP (B)	20/ 3.5	3.4	2.3	2.7	3.7	3.0	20/242	225/ 6.2	7.3	8.7	
8. WVNN (N/T)	19/ 3.3	2.8	4.2	4.5	3.4	3.7	31/391	281/ 7.8	9.3	9.6	
9. WKDF-F (AOR)	13/ 2.3	3.5	2.7	4.3	3.6	3.2	42/580	290/ 8.0	7.7	9.7	
10. WXXO-F (AOR?)	12/ 2.1	0.7	0.4	2.7	2.0	1.5	15/207	180/ 5.0	2.9	5.8	

12+ FM SHARE (METRO): 89.71% (427 of 476) (SPG 94: 88.70%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AFD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDRM-AF	1 WDRM-AF>>1	WDRM-AF>>1	WDRM-AF>>1	WDRM-AF>>1	WDRM-AF>>1	WDRM-AF>>1	WDRM-AF>>1	WDRM-AF>>1	WDRM-AF>>1	WDRM-AF>>1
2 WZYP-F	2 WTAK-F<	2 WAHR-F<	2 WAHR-F	2 WAHR-F	2 WAHR-F	2 WZYP-F<	2 WAHR-F	2 WZYP-F<	2 WENN-F	2 WRSA-F
3 WENN-F	3 WZYP-F	3 WZYP-F<	3 WZYP-F	3 WZYP-F>	3 WRSA-F>	3 WAHR-F>	3 WZYP-F>	3 WAHR-F	3 WZYP-F	3 WTAK-F
4	4	4 WTAK-F	4 WTAK-F	4 WTAK-F	4	4 WRSA-F<	4 WTAK-F	4 WTAK-F	4 WTAK-F	4
5	5	5	5	5	5	5 WTAK-F	5 WVNN	5	5 WAHR-F	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 WDRM-AF	1 WDRM-AF	1 WDRM-AF	1 WDRM-AF	1 WDRM-AF	1 WTAK-F	1 WDRM-AF>>1	WDRM-AF	1 WDRM-AF>>1	WDRM-AF>>1
2 WZYP-F	2 WZYP-F>	WZYP-F	2 WAHR-F	2 WAHR-F	2 WDRM-AF	2 WTAK-F>	2 WTAK-F	2 WTAK-F>	2 WAHR-F
3 WTAK-F	3 WTAK-F	3 WTAK-F	3 WZYP-F>	3 WZYP-F>	3 WZYP-F	3 WZYP-F	WZYP-F	3 WZYP-F	3 WTAK-F
4 WAHR-F	4 WAHR-F	4 WAHR-F	4 WTAK-F	4	4 WENN-F	4	4 WXXO-F	4 WAHR-F	WZYP-F
5	5	5 WENN-F	5	5	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
AC		60 (1)	60 (1)	12.6	11.9	WEUP-F (B)	92.1 MINOR HILL TN 1.9/4.4/ 13/ 226
AOR/CLASSIC/NR		67 (3)	67 (3)	14.1	11.7	WHVK-F (C)	93.3 TULLAHOMA TN 1.4/7.5/ 31/ 525
COUNTRY		155 (3)	155 (3)	32.6	33.3	WLOR (G)	1550 HUNTSVILLE 1.2/2.4/ 7/ 86
NEWS/TALK	22 (2)		22 (2)	4.6	4.1	WNDA-F (REL)	95.1 HUNTSVILLE 1.4/4.2/ 8/ 200
CHR		57 (1)	57 (1)	12.0	15.6	WQLT-F (O)	107.3 FLORENCE 1.6/6.2/ 64/ 818
BLACK/URBAN	20 (1)	35 (2)	55 (3)	11.6	11.3	WTKI (T)	1450 HUNTSVILLE 0.5/2.6/ 3/ 94
SOFT AC/EZ		36 (1)	36 (1)	7.6	7.7	WQSB-F (C)	105.1 ALBERTVILLE 0.7/2.7/ 34/ 489
HISPANIC							
OLDIES		9 (1)	9 (1)	1.9	0.9		
FULL SVC/VARIETY							
STANDARDS							
RELIG/GOSPEL	7 (1)	8 (1)	15 (2)	3.2	2.8		
SPORTS							
CLASSICAL							
JAZZ							
OTHERS/UNKNOWN					0.6		
TOTALS	49 (4)	427 (13)	476 (17)				

HUNTSVILLE

QUOPOLY REPORT	12+	25-54	REVENUE
WVNN, WBBI, WZYP-F, WHVK-F (Athens)	14.6%	15.6%	24.4%

RADIO STATIONS

WBHP, 1230, 1 KW, Country/FS				
WEUP, 1600, 5 KW/500 W (DA-N), Black			AURN, \$ 16.00 (---)	
WLOR, 1550, 50 KW/500 W (DA-N), Gospel				
WDJL, 1000, 10 KW (DAYS), ??				
WVNN, 770, 10 KW/250 W (DA-N), Talk			ABC, BRN, \$ 15.00 (Christal)	Athens (ATHENS)
WAHR-F, 99.1, 100 KW @ 984, AC			WESTWD, \$ 31.00 (Torbet)	
WWXQ-F, 92.5, 3 KW @ 423, AOR			ABC, \$ 18.00 (---)	(TRINITY)
WDRM-F, 102.1, 100 KW @ 981, Country				(DECATUR)
WHVK-F, 93.3, 100 KW @ 984, Country			ABC, \$ 20.00 (Christal)	Athens (TULLAHOVA, TN)
WMDA-F, 95.1, 50 KW @ 112, Religion				
WOLT-F, 107.3, 100 KW @ 1000, AC/Oldies			ABC, \$ 16.00 (K & P)	(FLORENCE)
WRSB-F, 96.9, 100 KW @ 830, Soft AC/EZ			CBS, \$ 25.00 (---)	(DECATUR)
WTAK-F, 106.1, 6 KW @ 328, AOR				(HARTSELLE)
WZYP-F, 104.3, 100 KW @ 1115, CHR			ABC, \$ 46.00 (Christal)	Athens (ATHENS)

WENN-F - See Birmingham

WKDF-F - See Nashville

Miscellaneous: WBBI (Madison) sold to Athens (D) for \$215,000 (Thornburn). . . WAZK-F changes calls to WWXQ-F (Apr). . .

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

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

INDIANAPOLIS

Arbitron Rank/Pop (12+): 36/1,092,400

Stations: 24/22
Diaries: 2533/431:1/54.9%
Sample Target: 2475
% Below Line: 1.7
% Not Listed: 8.7

1994 Revenue: \$55,900,000
HH Inc.: \$37,814
Retail \$: 14.4 8il
Pop per Station: 49,654
#1 Biller: WF80-F \$12,500,000

MSA Rank/Pop: 36/1,480,000
OMA # 26
Average Person Ratings: 15.6
Market TSL: 21.00 hours

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WFMS-F (C)	240/14.1	11.6	12.0	13.7	14.0	12.9	325/3785	2578/23.6	22.9	24.5	I	WFMS-F
2. WF80-F (AOR/T)	220/12.9	12.0	11.8	13.7	12.4	12.6	408/5374	2870/26.3	26.5	25.5	I	WF80-F
3. WIBC (T/FS)	127/ 7.5	8.5	8.7	8.2	8.9	8.2	152/2535	2008/18.4	19.7	21.2	G	WIBC
4. WENS-F (AC)	108/ 6.3	5.3	6.1	6.3	7.8	6.0	131/2347	1737/15.9	16.1	18.9	G	WENS-F
5. WNAP-F (O-70's)	94/ 5.5	5.3	8.0	5.4	5.6	6.1	127/2490	1669/15.3	19.8	15.4	E	WNAP-F
6. WTP1-F (SAC)	92/ 5.4	7.1	4.6	5.7	5.4	5.7	108/1552	1234/11.3	11.5	12.4	F	WTP1-F
7. WTLC-F (B)	91/ 5.3	5.3	7.0	5.2	6.1	5.7	109/1345	1106/10.1	12.3	10.6	E	WTLC-F
8. WRZX-F (AOR)	89/ 5.2	4.1	4.0	5.1	4.5	4.6	130/2563	1500/13.7	12.1	11.6	D	WRZX-F
9. WGRL-F (C)	85/ 5.0	5.1	3.8	3.9	3.0	4.5	106/1725	1308/12.0	9.3	9.6	C	WGRL-F
10. WHHH-F (U/CHR)	73/ 4.3	4.4	4.7	4.0	3.4	4.4	75/1179	1144/10.5	12.4	10.8	C	WHHH-F
11. WZPL-F (CHR)	70/ 4.1	4.3	5.1	6.0	6.0	4.9	115/2699	1622/14.8	16.2	19.0	D	WZPL-F
12. WMYS (ST)	51/ 3.0	3.3	2.4	0.9	0.6	2.4	54/597	539/ 4.9	4.2	1.9	A	WMYS
13. WTTS-F (AOR-P)	37/ 2.2	2.1	1.6	1.4	2.2	1.8	52/1083	586/ 5.4	5.4	6.5	B	WTTS-F
14. WNDE (T)	29/ 1.7	1.7	2.1	1.5	1.8	1.8	37/1157	958/ 8.8	8.1	7.6	B	WNDE
15. WGGR-F (O)	26/ 1.5	1.7	1.6	0.7	0.3	1.4	27/493	465/ 4.3	4.5	1.5	A	WGGR-F
16. WXTZ-F (SAC)	23/ 1.4	1.3	2.3	1.4	1.8	1.6	26/516	387/ 3.5	4.0	4.1	A	WXTZ-F
17. WTLC (B/G)	22/ 1.3	1.2	1.2	2.0	1.7	1.4	22/353	328/ 3.0	3.3	3.8		WTLC
18.												
19.												
20.												

12+ FM SHARE (METRO): 85.26% (1325 of 1554) (SPG 94: 85.33%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ M10	12+ PMD	12+ EVE	OVERNIGHT
1 WZPL-F	1 WF80-F>	1 WF80-F	1 WF80-F	1 WF80-F<	1 WFMS-F>	1 WF80-F	1 WFMS-F	1 WFMS-F	1 WHHH-F	1 WFMS-F<
2 WHHH-F	2 WRZX-F<	2 WFMS-F>	2 WFMS-F>	2 WFMS-F>	2 WIBC >	2 WFMS-F>	2 WF80-F	2 WF80-F>	2 WFMS-F	2 WIBC
3 WRZX-F	3 WFMS-F>	3 WENS-F	3 WENS-F<	3 WENS-F<	3 WF80-F	3 WIBC >	3 WIBC >	3 WENS-F	3 WRZX-F	3 WF80-F
4 WTLC-F	4 WNAP-F<	4 WNAP-F	4 WNAP-F	4 WNAP-F	4 WTP1-F	4 WENS-F<	4 WNAP-F	4 WNAP-F	4 WF80-F<	4 WTLC-F
5 WGRL-F	5 WENS-F	5 WRZX-F	5 WTP1-F	5 WTP1-F	5 WENS-F<	5 WTP1-F	WENS-F	WRZX-F	5 WTLC-F<	5 WGRL-F
6	6 WGRL-F<	6 WTLC-F	6 WGRL-F	6 WGRL-F<	6 WMYS	6 WTLC-F	6 WTP1-F	6 WTP1-F	6 WZPL-F	6 WTP1-F
7	7 WHHH-F<	WGRL-F<	7 WTLC-F	7 WIBC	7	7	7	7	7 WGRL-F	7
8	8 WTLC-F	8 WTP1-F	8	8	8	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 WZPL-F	1 WF80-F<	1 WF80-F	1 WFMS-F	1 WFMS-F>	1 WF80-F	1 WF80-F>>	1 WF80-F>	1 WF80-F>>	1 WF80-F>
2 WF80-F	2 WFMS-F	2 WFMS-F	2 WF80-F<	2 WF80-F<	2 WRZX-F	2 WRZX-F>	2 WNAP-F	2 WFMS-F<	2 WFMS-F
3 WFMS-F	3 WENS-F	3 WENS-F	3 WENS-F>	3 WENS-F	3 WFMS-F	3 WFMS-F	WRZX-F	3 WNAP-F<	3 WNAP-F>
WENS-F	4 WGRL-F<	4 WGRL-F	4 WTP1-F	4 WTP1-F	4 WNAP-F	WNAP-F	4 WFMS-F	4 WRZX-F>	4 WIBC <
5 WHHH-F	5 WTLC-F<	5 WNAP-F	5 WTLC-F	5 WGRL-F	5 WZPL-F	5	5 WENS-F	5	5 WENS-F
WTLC-F	6 WZPL-F	6 WTLC-F	WGRL-F	6 WTLC-F	WHHH-F	6	6 WNDE-F	6	6 WRZX-F<
7 WRZX-F	WHHH-F	7	7	7 WNAP-F	7	7	WGRL-F	7	7 WGRL-F
8	8 WNAP-F	8	8	8	8	8	WIBC	8	8 WTP1-F

INDIANAPOLIS

FORMATS	AM	FM	TOTAL	%	SPG 94	OTHER RATED STATIONS	METRO CUME	TSA TSA
	--	--	----	-	-	-----	SHARE/RTG/AQH/CUME	
AC		108 (1)	108 (1)	6.9	9.2	WC8K-F (C) 102.3 MARTINSVILLE	0.4/1.1/ 7/ 127	
AOR/CLASSIC/NR		346 (3)	346 (3)	22.3	20.9	WPZZ-F (G) 95.9 FRANKLIN	0.9/1.8/ 15/ 210	
COUNTRY		352 (4)	352 (4)	22.7	21.1	WQFE-F (O) 101.9 BROWNSBURG	0.5/2.7/ 8/ 304	
NEWS/TALK	156 (2)		156 (2)	10.0	11.7	WSYW-F (CL) 107.1 DANVILLE	0.4/1.8/ 9/ 241	
						WXIR-F (REL) 98.3 PLAINFIELD	0.6/2.0/ 14/ 259	
CHR		70 (1)	70 (1)	4.5	6.5			
BLACK/URBAN	22 (1)	164 (2)	176 (3)	11.3	12.4	WHUT (FS) 1470 ANDERSON	0.5/0.7/ 13/ 141	
SOFT AC/EZ		115 (2)	115 (2)	7.4	9.5	WKKG-F (C) 101.5 COLUMBUS	1.2/2.8/115/1216	
HISPANIC								
OLDIES		128 (3)	128 (3)	8.2	6.1			
FULL SVC/VARIETY	9 (1)		9 (1)	0.6	0.4			
STANDARDS	51 (1)		51 (1)	3.3	0.0			
RELIG/GOSPEL		26 (2)	26 (2)	1.7	1.3			
SPORTS		7 (1)	7 (1)	0.5	0.9			
CLASSICAL								
JAZZ								
OTHERS/UNKNOWN								
TOTALS	229 (5)	1325 (19)	1554 (24)					

OUOPOLY REPORT	12+	25-54	REVENUE
-----	----	----	-----
WNDE, WF8Q-F, WRZX-F (Secret)	19.8%	21.7%	26.5%
WFMS-F, WGRL-F (Susquehanna)	19.1%	20.2%	22.4%
WIBC, WENS-F, WNAP-F (Emmis)	19.3%	20.7%	28.3%
WMYS, WTPI-F, WZPL-F (Local)	12.5%	9.7%	12.7%
	70.7%	72.3%	89.9%

SCARBOROUGH REPORT
Indexed against \$100,000+ Households

HIGHEST		LOWEST	
1. WRZX-F	153	1. WGRL-F	75
2. WNDE	138	2. WFMS-F	76
3. WF8Q-F	133	3. WZPL-F	82
4. WTTS-F	132	4. WIBC	85

RADIO STATIONS

AM STATIONS

WMYS, 1400, 5 KW (DA-N), Standards	CNN, \$ 17.00 (D & R)	WTPI owner (D)
WIBC, 1070, 50 KW/10 KW (DA-2), Talk	WESTWD, TALKNT, \$ 124.00 (Christal)	Emmis
WNDE, 1260, 5 KW (DA-N), Talk	WESTWD, \$ 25.00 (Katz)	Secret
WTLC, 1310, 5 KW/1 KW (DA-2), Black/Gospel	CBS, \$ 21.00 (D&R)	Panache

FM STATIONS

WENS-F, 97.1, 23 KW @ 738, AC	, \$ 131.00 (Christal)	Emmis
WF8Q-F, 94.7, 52 KW @ 850, AOR/Talk	Source, \$ 260.00 (Katz)	Secret
WFMS-F, 95.5, 13 KW @ 991, Country	, \$ 189.00 (MMR)	Susquehanna
WGRL-F, 104.5, 40 KW @ 492, Country	, \$ 51.00 (MMR)	Susquehanna
WHHH-F, 96.3, 0.6 KW @ 705, CHR/Urban	, \$ 45.00 (---)	
WNAP-F, 93.1, 13 KW @ 1023, Oldies - 70's	, \$ 74.00 (Christal)	Emmis
WRZX-F, 103.3, 18 KW @ 850, AOR-NR	ABC, \$ 54.00 (Banner)	Secret
WSYW-F, 107.1, 88 W @ 604, Classical	, \$ 20.00 (CMBS)	Universal (DANVILLE)
WTLC-F, 105.7, 50 KW @ 449, Black	CBS, \$ 60.00 (D&R)	Panache
WTPI-F, 107.9, 22 KW @ 761, Soft AC	, \$ 81.00 (D&R)	
WTTS-F, 92.3, 37 KW @ 1089, Prog. Rock	CBS, \$ 33.00 (Banner)	Sarkes-Tarzian (BLOOMINGTON)
WXTZ-F, 93.9, 2.8 KW @ 492, EZ	, \$ 21.00 (---)	(NOBLESVILLE)
WZPL-F, 99.5, 13 KW @ 991, CHR	AP, \$ 74.00 (O&R)	WTPI owner (D)

Miscellaneous: WXLW sold for \$700,000. . . WGGR-F (Greenwood) sold to University (O) for \$2,150,000. . .

JACKSON

Arbitron Rank/Pop (12+): 116/336,900
 MSA Rank/Pop: 120/416,000
 DMA # 84
 Average Person Ratings: 17.0
 Market TSL: 22.25 hours

Stations: 19/19
 Diaries: 991/340:1/54.2%
 Sample Target: 920
 % Below Line: 0.0
 % Not Listed: 21.3

1994 Revenue: \$13,200,000
 HH Inc.: \$32,850
 Retail \$: 3.6 Bil
 Pop per Station: 17,732
 #1 Biller: WMSI-F \$4,000,000

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WJMI-F (B)	85/14.8	13.7	14.3	12.3	10.8	13.8	176/1840	890/26.4	25.6	23.0	C	WJMI-F
2. WMSI-F (C)	84/14.7	12.1	16.2	18.9	16.4	15.5	171/1962	882/26.2	30.6	31.5	F	WMSI-F
3. WJDX-F (AC/CHR)	37/ 6.5	5.5	6.2	8.1	11.5	6.6	69/1128	591/17.5	19.0	21.4	C	WJDX-F
WSTZ-F (AOR)	37/ 6.5	5.9	6.2	8.1	8.5	6.7	62/806	473/14.0	13.3	15.1	C	WSTZ-F
5. WKXI-F (B)	32/ 5.6	5.9	5.7	6.1	5.1	5.8	50/937	606/18.0	16.2	16.4	C	WKXI-F
6. WTYX-F (O)	23/ 4.0	5.2	4.8	3.2	3.4	4.3	40/758	440/13.1	15.3	11.9	C	WTYX-F
7. WJNT (N/T)	20/ 3.5	4.1	2.7	2.9	3.9	3.3	23/318	254/ 7.5	6.1	8.1	A	WJNT
WIIN-F (B)	20/ 3.5	3.6	4.8	5.6	3.9	4.4	42/824	405/12.0	15.0	12.6	B	WIIN-F
9. WOAD (G)	18/ 3.1	3.2	4.5	4.9	3.2	3.9	18/249	244/ 7.2	9.4	10.5	A	WOAD
10. WKTF-F (C)	17/ 3.0	2.9	2.7	3.2	3.7	3.0	28/708	311/ 9.2	11.9	11.0	B	WKTF-F
WLIN-F (SAC)	17/ 3.0	4.1	1.7	1.6	2.3	2.6	19/354	312/ 9.3	7.7	8.1	A	WLIN-F
12. WVIV-F (ST)	14/ 2.4	1.8	---	---	---	---	21/204	172/ 5.1	---	---	---	---
13. WZRX (B/O)	11/ 1.9	2.7	2.1	1.1	---	2.0	12/129	117/ 3.5	2.9	---	A	WZRX

12+ FM SHARE (METRO): 84.03% (379 of 451) (SPG 94: 87.53%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJMI-F>>>1	WJMI-F>>	1 WJMI-F	1 WMSI-F	1 WMSI-F>	1 WMSI-F>>	1 WMSI-F>	1 WMSI-F>	1 WJMI-F<	1 WJMI-F>>	1 WJMI-F
2 WJDX-F	2 WSTZ-F	2 WMSI-F	2 WJDX-F	2 WJMI-F	2	2 WJMI-F>	2 WJMI-F>	2 WMSI-F>	2 WSTZ-F	2 WMSI-F
WMSI-F	3 WKXI-F<	3 WSTZ-F	3 WSTZ-F	3 WJDX-F	3	3 WJDX-F	3 WJNT <	3 WSTZ-F	3 WKXI-F	3 WKXI-F
4	4 WMSI-F	4 WKXI-F	4 WJDX-F	WSTZ-F	4	4 WSTZ-F<	4 WSTZ-F	4 WJDX-F	4 WJDX-F	4 WSLI
5	5 WIIN-F	5 WJDX-F	WKXI-F	5 WKXI-F	5	5 WKXI-F	5	5	5 WMSI-F	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 WJMI-F	1 WJMI-F>>>	1 WJMI-F	1 WJMI-F	1 WMSI-F>	1 WJMI-F	1 WJMI-F>>	1 WJMI-F	1 WJMI-F	1 WMSI-F
2 WSTZ-F	2 WMSI-F	2 WJDX-F	2 WMSI-F>	2 WJMI-F<	2 WKXI-F	2 WSTZ-F	2 WSTZ-F	2 WSTZ-F	2 WSTZ-F
3 WMSI-F	3 WJDX-F	3 WIIN-F	3 WJDX-F	3 WJDX-F	3 WMSI-F	3 WKXI-F	3 WKXI-F	3 WMSI-F	3 WJMI-F
4 WKXI-F	WKXI-F	WKXI-F	4 WKXI-F	4 WKXI-F	WSTZ-F	4 WMSI-F	4 WKTF-F	4 WKXI-F	4 WKXI-F
5	WSTZ-F	WMSI-F	WSTZ-F	5	WIIN-F	5	5	5 WTYX-F	5 WTYX-F
6	6	6	6	6	6	6	6 WTYX-F	6	6

FORMATS	AM	FM	TOTAL	%	SPG 94	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC					14.5	WBKJ-F (C)	105.1	KOSCIUSKO	0.9/3.5/ 33/ 462
AOR/CLASSIC/NR		37 (1)	37 (1)	8.2	10.7	WHJT-F (REL)	93.5	CLINTON	1.4/4.3/ 8/ 158
COUNTRY		106 (3)	106 (3)	23.5	25.3	WJDS (FS)	620	JACKSON	0.7/3.1/ 5/ 125
NEWS/TALK	28 (2)		28 (2)	6.2	6.5	WKXI (B)	1300	JACKSON	1.2/3.4/ 7/ 114
CHR		37 (1)	37 (1)	8.2	---	WMGO (G)	1370	CANTON	0.7/1.8/ 4/ 62
BLACK/URBAN	18 (2)	137 (3)	155 (5)	34.4	25.2	WSLI (T)	930	JACKSON	1.4/4.7/ 10/ 196
SOFT AC/EZ		17 (1)	17 (1)	3.8	2.9				
HISPANIC									
OLDIES		23 (1)	23 (1)	5.1	4.2				
FULL SVC/VARIETY	4 (1)			0.9	0.0				
STANDARDS		14 (1)	14 (1)	3.1	0.0				
RELIG/GOSPEL	22 (2)	8 (1)	30 (3)	6.7	10.7				
SPORTS									
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN									
TOTALS	72 (7)	379 (12)	451 (19)						

JACKSON

DUOPOLY REPORT	12+	25-54	REVENUE
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WMSI-F, WJDS, WKTF-F (SFX)	18.4%	18.5%	35.6%
WOAD, WJMI-F, WKXI A/F (Opus)	24.7%	20.4%	21.2%
	43.1%	38.9%	56.8%

RADIO STATIONS

WJNT , 1180, 50 KW/500W (DA-2),	Talk	CBS, ABC, \$15.00	(Mc-Guild)	
WKXI , 1300, 5 KW/1 KW	Black	WESTWD, AURN, \$ NA	(Banner)	Opus
WOAD , 1400, 1 KW	Gospel/Black	AURN, ABC, \$19.00	(D & R)	Opus
WZRZ , 1590, 5 KW/1 KW	Black Oldies	, \$13.00	(D & R)	Lewis
WHJT-F, 93.5, 3 KW @ 298	Religion	USA, \$12.00	(---)	(CLINTON)
WIIN-F, 98.7, 100 KW @ 945	Black	, \$18.00	(D & R)	(VICKSBURG)
WJDX-F, 96.3, 100 KW @ 1410	AC/CHR	, \$30.00	(---)	Spur
WJMI-F, 99.7, 100 KW @ 1059	Black	ABC, \$45.00	(D & R)	Opus
WKTF-F, 95.5, 100 KW @ 1059	Country	WESTWD, \$23.00	(D & R)	SFX
WKXI-F, 107.5, 100 KW @ 951	Black/AC	, \$29.00	(Banner)	Opus (MAGEE)
WLIN-F, 101.7, 6 KW @ 298	Soft AC	, \$17.00	(Eastman)	New South (GLUCKSTADT)
WMSI-F, 102.9, 100 KW @ 1801	Country	ABC, \$79.00	(Mc-Guild)	SFX
WSTZ-F, 106.7, 100 KW @ 1063	AOR	, \$34.00	(D & R)	Lewis (VICKSBURG)
WTYX-F, 94.7, 100 KW @ 1115	Oldies	ABC, \$31.00	(Banner)	

Miscellaneous: WTYX-F sold by Holt for \$1,900,000. . .

JACKSONVILLE

Arbitron Rank/Pop (12+): 50/823,600
 MSA Rank/Pop: 58/980,000
 OMA # 55
 Average Person Ratings: 16.2
 Market TSL: 21.50 hours

Stations: 24/23
 Diaries: 1838/448:1/50.1%
 Sample Target: 1800
 % Below Line: 1.0
 % Not Listed: 16.1

1994 Revenue: \$31,100,000
 HH Inc.: \$32,495
 Retail \$: 10.0 Bil
 Pop per Station: 35,809
 #1 Biller: WQIK-AF \$5,500,000

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WFYV-F (AOR)	161/12.0	11.1	10.3	8.4	8.1	10.5	179/1976	1719/20.9	19.5	16.5	F	WFYV-F
2. WQIK-F (C)	143/10.7	10.5	9.7	11.3	12.5	10.6	168/2105	1733/21.0	20.8	22.3	G	WQIK-F
3. WEJZ-F (SAC)	99/ 7.4	8.1	8.1	8.6	7.9	8.1	100/1542	1407/17.1	19.5	17.2	E	WEJZ-F
4. WR00-F (C)	96/ 7.2	6.8	6.4	6.6	8.1	6.8	106/1513	1364/16.6	15.0	15.8	E	WR00-F
5. WAPE-F (CHR)	86/ 6.4	7.9	7.1	6.8	7.9	7.1	97/1840	1555/18.9	19.8	21.0	E	WAPE-F
6. WKQL-F (O)	78/ 5.8	5.7	6.6	5.4	5.0	5.9	86/1327	1199/14.6	15.0	13.7	O	WKQL-F
7. WJBT-F (B)	74/ 5.5	5.2	7.5	6.7	4.5	6.2	75/949	940/11.4	11.6	10.0	B	WJBT-F
8. WHJX-F (B)	69/ 5.2	5.7	3.8	4.9	4.2	4.9	87/1389	1123/13.6	12.8	11.5	C	WHJX-F
9. WIVY-F (AC)	60/ 4.5	4.6	4.5	4.7	4.4	4.6	71/1254	1109/13.5	12.7	11.9	O	WIVY-F
10. WOKV (N/T)	54/ 4.0	3.4	3.9	4.3	4.4	3.9	55/776	712/ 8.6	10.8	8.9	C	WOKV
11. WFSJ-F (O-70's)	47/ 3.5	2.5	1.2	2.0	1.1	2.3	48/779	764/ 9.3	5.1	4.8		WFSJ-F
12. WSVF (G)	25/ 1.9	1.4	1.9	1.8	2.9	1.8	25/362	362/ 4.4	3.9	4.4	A	WSVF
13. WAIA-F (CL AOR)	19/ 1.4	1.4	2.6	2.8	2.5	2.1	20/516	496/ 6.0	8.3	9.7	C	WAIA-F
14. WNZS (SPRTS)	18/ 1.3	1.1	1.9	1.2	0.8	1.4	19/297	265/ 3.2	5.0	3.2	B	WNZS
15. WPOD (T)	16/ 1.2	1.4	1.2	1.3	0.6	1.3	16/292	272/ 3.3	3.7	3.1	A	WPOD

12+ FM SHARE (METRO): 84.83% (951 of 1121) (SPG 94: 83.65%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MIO	12+ PMO	12+ EVE	OVERNIGHT
1 WHJX-F	1 WFYV-F>>	1 WFYV-F>	1 WFYV-F	1 WFYV-F	1 WQIK-F	1 WFYV-F<	1 WFYV-F<	1 WFYV-F<	1 WFYV-F<	1 WFYV-F>>
2 WAPE-F	2 WQIK-F	2 WQIK-F	2 WQIK-F	2 WQIK-F	2 WEJZ-F	2 WQIK-F>	2 WQIK-F	2 WQIK-F	2 WHJX-F	2 WQIK-F
3 WJBT-F	3 WAPE-F	3 WR00-F<	3 WEJZ-F	3 WEJZ-F	3 WKQL-F	3 WEJZ-F<	3 WEJZ-F	3 WR00-F	3 WJBT-F>	3 WHJX-F
4 WFYV-F	4 WR00-F	4 WEJZ-F	4 WR00-F	4 WKQL-F	4 WR00-F<	4 WR00-F>	4 WOKV	4 WEJZ-F	4 WAPE-F<	4 WJBT-F
5	5 WJBT-F	5 WAPE-F	5 WKQL-F	WR00-F	5 WOKV	5 WAPE-F<	5 WR00-F	WAPE-F	5 WR00-F	5 WKQL-F
6	6 WHJX-F	6 WJBT-F	6 WIVY-F	6 WAPE-F<	6	6 WKQL-F<	6 WIVY-F	6	6 WQIK-F	6
7	7	WKQL-F	7	7 WIVY-F	7	7 WJBT-F	WKQL-F	7	7	7
8	8	8	8	8	8	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 WAPE-F	1 WFYV-F	1 WFYV-F	1 WEJZ-F	1 WEJZ-F>	1 WFYV-F	1 WFYV-F>>	1 WFYV-F>>	1 WFYV-F>>	1 WFYV-F>
2 WFYV-F	2 WQIK-F<	2 WQIK-F	2 WQIK-F<	2 WQIK-F	2 WQIK-F	2 WQIK-F	2 WQIK-F>	2 WQIK-F>	2 WQIK-F>
3 WJBT-F	3 WQIK-F<	3 WEJZ-F	3 WFYV-F<	3 WR00-F	3 WHJX-F	3 WR00-F	3 WJBT-F	3 WR00-F	3 WKQL-F
4 WR00-F	4 WJBT-F<	4 WR00-F	4 WR00-F	4 WKQL-F<	WR00-F	4 WHJX-F<	4 WR00-F	4 WKQL-F	4 WR00-F
5 WHJX-F	5 WR00-F	5 WAPE-F	WAPE-F	5 WAPE-F	5 WAPE-F	5 WAPE-F	5 WHJX-F	5 WAPE-F	5 WEJZ-F<
6	6 WEJZ-F	WIVY-F	6 WJBT-F	WFYV-F	6	6 WJBT-F	WIVY-F	WHJX-F	6 WIVY-F
7	7	7	7	7 WIVY-F	7	7	WAPE-F	7 WIVY-F	7
8	8	8	8	8	8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATEO STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		60 (1)	60 (1)	5.4	5.3	WCGL (REL) 1360 JACKSONVILLE	1.0/3.4/ 18/ 300
AOR/CLASSIC/NR		180 (2)	180 (2)	16.1	13.4	WCRJ (C) 1530 JACKSONVILLE	0.6/1.4/ 8/ 115
COUNTRY	8 (1)	239 (2)	247 (3)	22.0	24.9	WFYD (ST) 1240 ST. AUGUSTINE	0.4/1.0/ 7/ 107
NEWS/TALK	99 (5)		99 (5)	8.8	6.9	WJGR (T) 1320 JACKSONVILLE	0.4/2.5/ 6/ 206
CHR		99 (2)	99 (2)	8.8	11.1	WR0S (REL) 1050 JACKSONVILLE	0.5/1.0/ 7/ 81
BLACK/URBAN	12 (1)	143 (2)	155 (3)	13.8	13.1	WR00-F (REL) 100.7 BRUNSWICK	0.4/1.4/ 7/ 157
SOFT AC/EZ		99 (1)	99 (1)	8.8	9.6	WZAZ (8) 1400 JACKSONVILLE	0.9/2.8/ 12/ 232
HISPANIC						WZNZ (N) 1460 JACKSONVILLE	0.4/1.6/ 5/ 131
OLOIES		125 (2)	125 (2)	11.2	7.4	WFKS-F (CHR) 99.9 PALATKA	1.0/4.2/ 20/ 516
FULL SVC/VARIETY					0.9		
STANDARDS	5 (1)		5 (1)	0.4	0.0		
RELIG/GOSPEL	46 (3)	6 (1)	52 (4)	4.6	6.8		
SPORTS							
CLASSICAL							
JAZZ							
OTHERS/UNKNOWN					0.5		
TOTALS	170 (11)	951 (13)	1121 (24)				

JACKSONVILLE

QUOPOLY REPORT	12+	25-54	REVENUE
WOKV, WPOQ, WKQL-F, WIVY-F (Prism)	15.5%	17.0%	19.3%
WNZS, WZNZ, WAIA-F, WROO-F (Paxson)	10.3%	11.3%	16.7%
WROO-F, WFKS-F (Osborn)	1.4%	1.6%	< 2.0%
WAPE-F, WFYV-F (OmniAmerica)	18.4%	19.4%	25.7%
WQIK-F, WJGR, WHJX-F, WZAZ, WJBT-F (Jacor)	22.7% 68.3%	21.6% 70.9%	24.8% 87.5%

SCARBOROUGH REPORT
Indexed against \$100,000+ Households

HIGHEST		LOWEST	
1. WPOQ	260	1. WHJX-F	38
2. WNZS	203	2. WJBT-F	47
3. WEJZ-F	171	3. WROO-F	51
4. WKQL-F	163	4. WQIK-F	58

RAOIO STATIONS

WCGL , 1360, 5 KW (OAYS)	Gospel	AURN, \$ 17.00	(K & P)	
WNZS , 930, 5 KW (OA-N)	Sports	CBS, 1 ON 1, \$ 16.00	(Banner)	Paxson
WOKV , 600, 5 KW (OA-N)	News/Talk	ABC, CNN, \$ 32.00	(Mc-Guild)	Prism
WSVE , 1280, 5 KW/132 W	Gospel	AURN, WESTWD, \$ 16.00	(Republic)	
WZAZ , 1400, 1 KW	Black	CBS, \$ 15.00	(Roslin)	
WAIA-F, 93.3, 50 KW @ 462	Classic AOR	\$ 26.00	(Banner)	Paxson (CALLAHAN)
WAPE-F, 95.1, 100 KW @ 459	CHR	\$ 77.00	(Christal)	OmniAmerica
WEJZ-F, 96.1, 100 KW @ 830	Soft AC	\$ 84.00	(K & P)	Renda
WFYV-F, 104.5, 100 KW @ 1014	AOR	\$ 81.00	(Christal)	OmniAmerica
WHJX-F, 101.5, 100 KW @ 1463	Black	ABC, \$ 43.00	(Christal)	(BRUNSWICK, GA)
WIVY-F, 102.9, 98 KW @ 1014	AC	\$ 58.00	(MMR)	Prism
WJBT-F, 92.7, 6 KW @ 298	Black	CBS, \$ 23.00	(Roslin)	(GREEN COVE)
WKQL-F, 96.9, 100 KW @ 1014	Oldies	AP, \$ 55.00	(Mc-Guild)	Prism
WQIK-F, 99.1, 100 KW @ 1014	Country	ABC, \$113.00	(Eastman)	Jacor
WROO-F, 107.3, 100 KW @ 705	Country	\$ 60.00	(Banner)	Paxson

Miscellaneous: WSTF-F changed to WFSJ-F and format to Oldies-70's (Feb). . . WV0J sold by Timm for \$275,000. . . WHJX-F (Brunswick, GA) sold to Jacor (O) for \$4,500,000 (Media Services). . . WSVE sold to Willis for \$338,000. . . WZAZ, WJBT-F sold by UNC to Jacor (O) for \$3,750,000. . .

JOHNSON CITY-KINGSFORT

Arbitron Rank/Pop (12+): 94/387,400

Stations: 23/20
Diaries: 857/452:1/58.1%
Sample Target: 850
% Below Line: 5.0
% Not Listed: 11.9

1994 Revenue: \$11,100,000
MM Incl: \$27,141
Retail \$: 3.6 Bill
Pop per Station: 19,370
#1 Billing: WYEQ-AM \$3,400,000

MSA Rank/Pop: 105/453,000
DMA # 95
Average Person Ratings: 15.0
Market TSL: 20.25 hours

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WXBO-F (C)	180/31.0	33.2	32.4	29.6	28.5	----	238/2752	1927/49.7	49.8	51.6	E	WYEQ-F
2. WQUT-F (AOR)	73/12.6	10.0	10.7	9.8	13.2	----	104/1447	990/25.6	24.4	25.0	D	WQUT-F
3. WTFM-F (AC)	66/11.4	12.6	12.8	11.5	12.6	----	89/1441	1044/26.9	25.7	27.4	D	WTFM-F
4. WAEZ-F (SAC)	35/ 6.0	7.1	2.9	4.1	4.5	----	37/623	585/15.1	17.0	8.6	A	WAEZ-F
5. WJCW (N/T)	24/ 4.1	2.9	4.8	5.3	4.0	----	25/434	411/10.6	8.9	11.8	B	WJCW
6. WKOS-F (O)	21/ 3.6	1.9	3.5	3.1	2.9	----	25/409	373/ 9.6	8.4	10.9	A	WYEQ-F
7. WIMZ-F (AOR)	17/ 2.9	2.3	3.0	3.3	3.1	----	41/674	340/ 8.8	9.5	8.6		WIMZ-F
8. WKPT (EZ)	16/ 2.8	2.6	3.0	3.4	2.1	----	16/227	224/ 5.8	4.6	8.8	A	WKPT
9.												
10.												

12+ FM SHARE (METRO): 82.81% (424 of 512) (SPG 94: 82.66%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MID	12+ PMO	12+ EVE	OVERNIGHT
1 WXBO-F>>>	1 WXBO-F	1 WXBO-F>>>	1 WXBO-F>>>	1 WXBO-F>>>	1 WXBO-F>>>	1 WXBO-F>>>	1 WXBO-F>>>	1 WXBO-F>>>	1 WXBO-F>>>	1 WXBO-F>>>
2 WQUT-F	2 WQUT-F>>>	2 WQUT-F	2 WQUT-F	2 WQUT-F<	2 WTFM-F>	2 WTFM-F	2 WQUT-F	2 WQUT-F	2 WQUT-F	2 WQUT-F
3 WTFM-F	3 WTFM-F	3 WTFM-F	3 WTFM-F	3 WTFM-F	3 WAEZ-F	3 WQUT-F	3 WTFM-F>	3 WTFM-F	3 WTFM-F	3 WTFM-F
4	4	4	4	4	4 WJCW	4	4 WAEZ-F	4 WAEZ-F	4	4
5	5	5	5	5	5	5	5 WJCW	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 WXBO-F	1 WXBO-F>>>	1 WXBO-F	1 WXBO-F>>>	1 WXBO-F>>>	1 WQUT-F	1 WQUT-F	1 WQUT-F	1 WXBO-F	1 WXBO-F>>>
2 WQUT-F	2 WQUT-F	2 WQUT-F	2 WTFM-F	2 WTFM-F>	2 WXBO-F	2 WXBO-F>>>	2 WXBO-F	2 WQUT-F>>>	2 WQUT-F>
3 WTFM-F	3 WTFM-F>	3 WTFM-F	3 WQUT-F>	3 WQUT-F	3 WTFM-F	3	3 WIMZ-F	3	3 WTFM-F
4	4	4 WAEZ-F	4 WAEZ-F	4 WAEZ-F	4 WIMZ-F	4	4 WIVK-F	4	4 WJCW
5	5	5	5	5	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		74 (3)	74 (3)	14.5	16.2	WABN-F (AC)	92.7	ABINGDON VA	0.5/2.6/ 4/ 134
AOR/CLASSIC/NR		92 (3)	92 (3)	18.0	3.5	WBEJ (C)	1240	ELIZABETHTON	1.9/3.4/ 11/ 143
COUNTRY	19 (3)	199 (4)	218 (7)	43.0	49.1	WETB (REL)	790	JOHNSON CITY	1.5/2.8/ 11/ 132
NEWS/TALK	34 (2)		34 (2)	6.6	5.5	WGAT (REL)	1050	GATE CITY VA	0.7/2.2/ 4/ 87
CHR					12.2	WGOC (C)	640	BLOUNTVILLE	1.0/4.3/ 7/ 184
BLACK/URBAN					4.2	WIKO-F (AC)	94.9	GREENVILLE	0.9/3.8/ 14/ 256
SOFT AC/EZ		35 (1)	35 (1)	6.8	4.2	WMCH (G)	1260	CHUCK HILL	0.3/1.2/ 2/ 45
HISPANIC					4.0	WMEV-F (C)	93.9	MARION VA	1.4/5.2/ 22/ 410
OLDIES		21 (1)	21 (1)	4.1	4.0	WRGS (C)	1370	ROGERSVILLE	0.3/1.7/ 3/ 68
FULL SVC/VARIETY					0.4	WEYE-F (C)	104.3	SURGOINSVILLE	0.3/1.5/ 2/ 58
STANDARDS	16 (1)		16 (1)	3.1	4.9	WXBO (T)	980	BRISTOL VA	1.7/6.2/ 11/ 271
RELIG/GOSPEL	19 (4)	3 (1)	22 (5)	4.3	0.0	WXIS-F (AOR/CL)	103.9	ERWIN	0.3/2.2/ 2/ 120
SPORTS						WZAP (REL)	690	BRISTOL VA	0.7/2.7/ 5/ 165
CLASSICAL						WIVK-F (C)	107.7	KNOXVILLE	1.5/4.4/ 46/ 751
JAZZ						WHIT-F (REL)	106.9	BLACK MTN NC	0.5/1.6/ 9/ 199
OTHERS/UNKNOWN									
TOTALS	88 (10)	424 (13)	512 (23)						

JOHNSON CITY-KINGSPORT

DUOPOLY REPORT	12+	25-54	REVENUE
WJCW, WKIN, WQUT-F, WKOS-F (Bloomington)	20.3%	22.6%	27.9%
WKPT, WKTP, WTFM-F (Home News)	14.2%	13.4%	22.5%
	34.5%	36.0%	50.4%

RADIO STATIONS

WETB , 1420, 5 KW/72 W	Gospel	\$10.00	(---)	
WJCW , 910, 5 KW/1 KW (DA-N)	News/Talk	CBS, WESTWD, \$20.00	(Katz)	Bloomington
WKPT , 1400, 1 KW	EZ/Soft AC	ABC, \$13.00	(Eastman)	Home News
WKOS-F, 104.9, 1.4 KW @ 479	Oldies	WESTWD, \$14.00	(Katz)	Bloomington
WMEV-F, 93.9, 100 KW @ 1460	Country	WESTWD, \$12.00	(Regional)	(MARION)
WQUT-F, 101.5, 100 KW @ 1499	CHR/AOR	WESTWD, \$45.00	(Katz)	Bloomington
WTFM-F, 98.5, 100 KW @ 1260	AC	ABC, \$48.00	(Eastman)	Home News
WAEZ-F, 99.3, 0.4 KW @ 2148	Soft AC	WESTWD, \$18.00	(---)	(ELIZABETHTON)
WXBQ-F, 96.9, 67 KW @ 2240	Country	ABC, \$60.00	(Christal)	Bristol

Other Ranked Stations - See Knoxville

***** FORMAT CODES *****

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

***** 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	

KALAMAZOO

Arbitron Rank/Pop (12+): 170/188,800

Stations: 18/11
Diaries: 649/291:1/54.7%
Sample Target: 680
% Below Line: 23.2
% Not Listed: 24.6

1994 Revenue: \$9,000,000
HH Inc.: \$36,337
Retail \$: 2.4 Bil
Pop per Station: 17,164
#1 Biller: WQLR-F \$1,900,000

MSA Rank/Pop: NA/228,000
DMA #37 (w/Grand Rapids)
Average Person Ratings: 16.4
Market TSL: 20.25 hours

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WKFR-F (CHR)	31/10.9	10.6	9.6	10.8	10.0	----	51/1089	571/30.2	30.1	29.9	C	WKFR-F
2. WBCT-F (C)	28/ 9.8	14.7	12.0	11.8	14.7	----	136/1291	387/20.5	24.9	22.5		WBCT-F
3. WQLR-F (AC)	27/ 9.5	7.5	10.6	10.5	5.4	----	34/590	393/20.8	23.9	23.2	C	WQLR-F
4. WRKR-F (AOR)	25/ 8.8	8.3	9.6	8.4	11.0	----	55/705	424/22.5	21.2	22.8	C	WRKR-F
5. WKMI (T)	20/ 7.0	5.3	4.7	3.7	3.0	----	20/271	201/10.6	13.2	10.5	B	WKMI
6. WOOD-F (SAC)	19/ 6.7	6.0	6.0	8.1	6.0	----	32/580	345/18.3	19.1	19.3		WOOD-F
7. WFAT-F (O-70's)	18/ 6.3	6.4	8.3	4.4	5.7	----	25/399	296/15.7	16.9	21.2	B	WFAT-F
8. WKZO (T)	14/ 4.9	6.8	6.3	6.4	7.0	----	22/475	356/18.9	19.7	19.8	B	WKZO
9. WKLO-F (AOR)	9/ 3.2	4.5	2.3	3.4	3.7	----	30/579	181/ 9.6	12.3	10.0		WKLO-F
10. WNNW-F (C)	6/ 2.1	4.2	4.7	4.1	6.4	----	32/529	145/ 7.7	14.2	13.8	B	WNNW-F

12+ FM SHARE (METRO): 80.93% (174 of 215) (SPG 94: 82.58%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ M10	12+ PMD	12+ EVE	OVERNIGHT
1 WKFR-F>>>1	WKFR-F	1 WRKR-F<	1 WRKR-F<	1 WQLR-F	1 WKMI-F<	1 WQLR-F	1 WQLR-F<	1 WKFR-F	1 WKFR-F>	1 WKZO >>
2	2 WBCT-F<	2 WBCT-F<	2 WBCT-F<	WRKR-F<	2 WQLR-F	2 WKFR-F<	2 WRKR-F<	2 WRKR-F<	2 WBCT-F	2
3	3 WRKR-F	3 WQLR-F	3 WQLR-F<	3 WBCT-F	3 WKZO	3 WKZO <	3 WBCT-F	3 WBCT-F	3 WQLR-F	3
4	4 WQLR-F	WKFR-F	4 WFAT-F	4 WFAT-F	WBCT-F	4 WRKR-F	WKMI <	WQLR-F	4 WKZO	4
5	5	5	5 WKFR-F	WKFR-F	5	5	5 WKFR-F	5	5 WFAT-F	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 WKFR-F	1 WKFR-F>	1 WKFR-F	1 WQLR-F<	1 WQLR-F	1 WRKR-F	1 WRKR-F>	1 WRKR-F	1 WRKR-F>	1 WRKR-F>
2 WQLR-F	2 WQLR-F	2 WBCT-F	2 WKFR-F>	2 WKFR-F	WKLO-F	2 WBCT-F	2 WKFR-F	2 WBCT-F>	2 WBCT-F
3 WBCT-F	WBCT-F>>	3 WQLR-F	3 WBCT-F	3 WFAT-F	3 WBCT-F	WKLO-F	WBCT-F	3 WFAT-F	3 WFAT-F>
4	4	4	4 WFAT-F	WBCT-F	4	4 WKFR-F	4	4 WKFR-F	4 WKFR-F
5	5	5	5	WOOD-F	5	5	5	WKLO-F	WKMI-F
									WQLR-F

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC	2 (1)	28 (2)	30 (3)	14.0	14.1	WKPR (REL) 1420 KALAMAZOO	1.4/ 2.7/ 4/ 51		
AOR/CLASSIC/NR		34 (2)	34 (2)	15.8	14.9	WNTX-F (?) 92.3 ALLEGAN	0.4/ 2.5/ 10/ 137		
COUNTRY		34 (2)	34 (2)	15.8	20.7	WQSN (SPRTS) 1470 KALAMAZOO	0.4/ 3.7/ 1/ 80		
NEWS/TALK	34 (2)		34 (2)	15.8	14.1	WQXC-AF(AC) 980 OTSEGO	0.7/ 2.4/ 15/ 126		
CHR		36 (2)	36 (2)	16.7	13.3	WBXX-F (AC) 95.3 BATTLE CREEK	0.4/ 2.4/ 1/ 51		
BLACK/URBAN						WGRD-F (CHR) 97.9 GRANO RAPIDS	1.8/11.0/ 10/ 348		
SOFT AC/EZ		19 (1)	19 (1)	8.8	9.1	WFRN-F (REL) 104.7 ELKHART	0.4/ 2.2/ 9/ 173		
HISPANIC						WIBM-F (O) 94.1 JACKSON	1.1/ 5.2/ 9/ 267		
OLDIES		21 (2)	21 (2)	9.8	10.8				
FULL SVC/VARIETY					0.8				
STANDARDS					2.1				
RELIG/GOSPEL	4 (1)	1 (1)	5 (2)	2.3	0.0				
SPORTS	1 (1)		1 (1)	0.5	0.0				
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN		1 (1)	1 (1)	0.5	0.0				
TOTALS	41 (5)	174 (13)	215 (18)						

KALAMAZOO

DUOPOLY REPORT	12+	25-54	REVENUE
WKMI, WKFR-F, WRKR-F (Local)	26.7%	24.8%	40.0%
WHEZ, WNWN-F, WFAT-F (Midwest Comm.; semi-duopoly)	8.4% 35.1%	11.2% 36.0%	18.9% 59.9%

RADIO STATIONS

WKMI , 1360, 5 KW/1 KW (DA-2) , Talk	ABC, \$17.00 (Katz)	WKFR owner (D)
WKPR , 1420, 1 KW (DAYS) , Religion	, \$10.00 (---)	Kuiper
WKZO , 590, 5 KW (DA-N) , News/Talk	WESTWD CBS, \$24.00 (D & R)	Radio Assoc.
WQSN , 1470, 800 W/1 KW , Sports	1-ON-1, \$10.00 (Banner)	
WFAT-F, 96.5, 3 KW @ 216 , Oldies	WESTWD, \$21.00 (Christal)	Midwest Comm.
WKFR-F, 103.3, 50 KW @ 483 , CHR	WESTWD, \$37.00 (Katz)	(BATTLE CREEK)
WNWN-F, 98.5, 50 KW @ 469 , Country	ABC, \$30.00 (Christal)	Midwest Comm. (COLDWATER)
WQLR-F, 106.5, 33 KW @ 600 , AC	, \$41.00 (Banner)	
WRKR-F, 107.7, 50 KW @ 500 , AOR	, \$36.00 (Katz)	WKFR owner (D)

Other ranked stations -- see Grand Rapids

Miscellaneous: WHEZ, WNWN-F, WFAT-F sold to Midwest Comm. (semi-duop.) for \$3,900,000 (Wells). . .



KANSAS CITY

Arbitron Rank/Pop (12+): 27/1,351,400
MSA Rank/Pop: 28/1,680,000
OMA # 31
Average Person Ratings: 16.9
Market TSL: 22.25 hours

Stations: 25/24
Diaries: 2463/549:1/54.0%
Sample Target: 2340
% Below Line: 0.6
% Not Listed: 8.7

1994 Revenue: \$48,400,000
HH Inc.: \$38,782
Retail \$: 16.8 Bit
Pop per Station: 56,308
#1 Biller: KFKF-F \$7,200,000

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO			Revenue Level	
								CUME/CUME RATING	FAL 94	SPG 94		
1. KFKF-F (C)	187/ 8.2	7.5	7.4	8.7	8.3	8.0	223/2928	2396/17.7	18.3	18.3	H	KFKF-F
2. KPRS-F (B)	185/ 8.1	8.9	8.0	7.3	7.1	8.1	202/2083	1760/13.0	12.3	12.0	O	KPRS-F
3. WDAF (C/FS)	166/ 7.3	9.8	9.2	10.0	9.8	9.1	254/3138	1946/14.4	16.3	21.9	F	WDAF
4. KCMO-F (O)	143/ 6.3	4.9	4.3	5.5	5.1	5.3	178/2683	2048/15.2	14.4	15.0	O	KCMO-F
5. KCFX-F (CL AOR)	141/ 6.2	6.5	6.6	4.6	4.5	6.0	178/2929	2280/16.9	23.2	14.9	G	KCFX-F
6. KBEQ-F (C)	133/ 5.8	5.9	5.7	6.6	6.2	6.0	181/2726	1964/14.5	16.9	15.5	O	KBEQ-F
7. KMBZ (T)	125/ 5.5	5.2	5.8	4.4	4.5	5.2	131/2277	2091/15.5	15.6	12.6	E	KMBZ
8. KLTH-F (SAC)	125/ 5.5	5.4	5.2	5.1	5.9	5.3	145/2278	1785/13.2	14.0	15.5	D	KLTH-F
9. KQRC-F (AOR)	122/ 5.3	3.9	5.9	5.7	3.8	5.2	167/2622	1919/14.2	13.6	11.4	O	KQRC-F
10. KMXV-F (CHR)	102/ 4.5	4.0	4.0	3.9	4.7	4.1	128/2545	2001/14.8	12.4	14.4	E	KMXV-F
11. KYYS-F (AOR)	100/ 4.4	4.5	5.2	4.3	4.3	4.6	133/2355	1860/13.8	14.6	13.5	F	KYYS-F
12. KCIY-F (J)	98/ 4.3	1.3	2.5	1.2	1.7	2.3	115/1488	1351/10.0	7.9	7.6	D	KCIY-F
13. KUOL-F (AC)	89/ 3.9	5.2	4.2	5.7	4.5	4.8	106/2245	1842/13.6	12.1	14.7	E	KUOL-F
14. KISF-F (CHR)	71/ 3.1	2.6	2.2	3.5	3.6	2.9	95/1964	1483/11.0	9.9	13.5	C	KISF-F
15. KXTR-F (CL)	66/ 2.9	3.5	3.4	2.8	3.3	3.2	79/1301	1126/ 8.3	10.3	7.9	B	KXTR-F
16. KCMO (T)	53/ 2.3	3.6	2.8	3.1	3.7	3.0	80/1478	1074/ 7.9	7.7	9.0	O	KCMO
17. KFEZ (ST)	52/ 2.3	2.9	1.8	2.2	2.2	2.3	52/581	559/ 4.1	4.3	4.7	B	KFEZ
18. KPRT (G)	39/ 1.7	1.4	1.9	1.5	2.1	1.6	42/428	418/ 3.1	3.6	4.1		KPRT
19.												
20.												

12+ FM SHARE (METRO): 76.65% (1602 of 2090) (SPG 94: 70.40%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ M10	12+ PMO	12+ EVE	OVERNIGHT
1 KPRS-F	1 KPRS-F	1 KPRS-F<	1 KCFX-F	1 KFKF-F<	1 WDAF	1 WDAF	1 KFKF-F	1 KFKF-F	1 KPRS-F>	1 WDAF
2 KMXV-F	2 KQRC-F<	2 KCFX-F	2 KPRS-F	2 KCFX-F<	2 KCMO-F<	2 KFKF-F	2 KLTH-F<	2 KPRS-F	2 KMBZ-F	2 KPRS-F
3 KISF-F<	3 KCFX-F	3 KFKF-F	3 KFKF-F	3 KCMO-F	3 KFKF-F	3 KCMO-F<	3 KPRS-F<	3 KCFX-F<	3 KQRC-F<	3 KBEQ-F
4 KQRC-F	4 KBEQ-F	4 KBEQ-F	4 KCMO-F	4 KPRS-F	4 KMBZ	4 KBEQ-F<	4 KCMO-F<	4 KCMO-F	4 KCIY-F<	4 KFKF-F
5	5 KYYS-F	5 KCMO-F<	5 KYYS-F	5 KYYS-F<	5 KLTH-F	5 KPRS-F	5 KCFX-F	5 KQRC-F<	5 KBEQ-F	5 KCIY-F
6	6 KFKF-F	6 KQRC-F<	6 KBEQ-F	6 KBEQ-F	6	6 KMBZ <	WDAF	6 WDAF <	6	6 KCMO
7	7 KMXV-F	7 KYYS-F	7	KCIY-F	7	7 KCFX-F	7	7 KLTH-F<	7	7
8	8	8	8	8 KLTH-F	8	8	8	8 KBEQ-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 KBEQ-F	1 KBEQ-F<	1 KYYS-F	1 KBEQ-F	1 KFKF-F<	1 KQRC-F	1 KPRS-F<	1 KCFX-F	1 KCFX-F<	1 KCFX-F
2 KMXV-F	2 KMXV-F	2 KFKF-F	KFKF-F	2 KCMO-F	2 KPRS-F	2 KQRC-F<	2 KPRS-F	2 KPRS-F	2 KCMO-F<
3 KPRS-F	3 KPRS-F	KPRS-F	3 KPRS-F	3 KBEQ-F	3 KBEQ-F	3 KCFX-F>	3 KQRC-F	3 KQRC-F	3 KPRS-F
KQRC-F	4 KFKF-F	4 KMXV-F	4 KUOL-F	KLTH-F<	4 KISF-F	4 KYYS-F	4 KYYS-F	4 KCMO-F	4 KFKF-F
5 KISF-F	KYYS-F	5 KBEQ-F	KMXV-F	5 KUOL-F	5 KCFX-F	5 KFKF-F	5 KFKF-F	5 KYYS-F	5 KQRC-F<
6 KUOL-F	6 KQRC-F	6 KCFX-F	6 KLTH-F<	6 KPRS-F<	KFKF-F	6 KBEQ-F	6 KCIY-F	KFKF-F	6 KMBZ-F
7 KFKF-F	KCFX-F	7 KLTH-F	7 KCFX-F	7 KCFX-F	KMXV-F	7	7	7	7 KYYS-F
KLTH-F	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9

KANSAS CITY

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		89 (1)	89 (1)	4.3	4.9	KBEQ (?) 1030	BLUE SPGS, MO 0.7/1.4/ 18/ 205
AOR/CLASSIC/NR		377 (4)	377 (4)	18.0	14.5	KCCV (REL) 760	OVERLND PRK KS 0.7/2.2/ 16/ 319
COUNTRY	166 (1)	320 (2)	486 (3)	23.2	29.4	KCCV-F (REL) 92.3	OLATHE KS 1.0/3.5/ 25/ 520
NEWS/TALK	216 (5)	2 (1)	218 (6)	10.4	11.8	KNHN (N) 1340	KANSAS CITY 0.6/2.8/ 13/ 381
						WHB-AF (T) 710	KANSAS CITY 0.5/2.1/ 45/ 719
CHR		173 (2)	173 (2)	8.3	9.1		
BLACK/URBAN		185 (1)	185 (1)	8.9	7.8	KLZR-F (AOR) 105.9	LAWRENCE, KS 0.6/1.9/ 22/ 458
SOFT AC/EZ		126 (1)	126 (1)	6.0	6.5		
HISPANIC							
OLDIES		143 (1)	143 (1)	6.8	5.6		
FULL SVC/VARIETY					0.8		
STANDARDS	52 (1)		52 (1)	2.5	2.4		
RELIG/GOSPEL	54 (2)	24 (1)	78 (3)	3.7	4.1		
SPORTS							
CLASSICAL		66 (1)	66 (1)	3.2	3.6		
JAZZ		98 (1)	98 (1)	4.7	0.0		
OTHERS/UNKNOWN							
TOTALS	488 (9)	1603 (16)	2090 (25)				

DUOPOLY REPORT	12+	25-54	REVENUE
KMBZ, KCMO A/F, KLTH-F (Bonnevillle)	19.6%	20.4%	22.3%
KUDL-F, KMXV-F (Regent)	8.4%	8.1%	13.8%
KCFX-F, KCIY-F (Heritage)	10.5%	14.7%	15.0%
	38.5%	43.2%	51.1%

SCARBOROUGH REPORT
Indexed against \$100,000+ Households

HIGHEST		LOWEST	
1. KXTR-F	286	1. KISF-F	22
2. KMBZ	220	2. KQRC-F	30
3. KCMO	199	3. KPRS-F	38
		4. KPRT	50

RADIO STATIONS

AM STATIONS

KCCV, 760, 6 KW (DAYS)	, Religion	, \$ 17.00 (---)	Bott
KCMO, 810, 50 KW/5 KW (DA-2)	, Talk/News	CBS, WESTWD, \$ 47.00 (Mc-Guild)	Bonneville
KFEZ, 1190, 5 KW/250 W (DA-N)	, Standards	AP, \$ 18.00 (Direct)	
KCTE, 1510, 10 KW (DAYS)	, Sports	, \$ 16.00 (Torbet)	(INDEPENDENCE)
KMBZ, 980, 5 KW (DA-2)	, News/Talk	ABC, \$ 70.00 (D&R)	Bonneville
KNHN, 1340, 1 KW	, News	WESTWD, CNN, \$ 21.00 (---)	
KPRT, 1590, 1 KW/47 W	, Gospel	WESTWD, \$ 20.00 (Eastman)	
WDAF, 610, 5 KW	, Country/FS	ABC, \$ 90.00 (Katz)	Great American
WHB, 710, 10 KW/5 KW (DA-2)	, Farm	WESTWD, AP, \$ NA (Mc-Guild)	

FM STATIONS

KBEQ, 104.3, 99 KW @ 987	, Country	ABC, \$ 45.00 (Torbet)	EZ
KCFX, 101.1, 97 KW @ 1056	, Classic AOR	WESTWD, \$ 77.00 (Christal)	Heritage
KCMO, 94.9, 100 KW @ 1056	, Oldies	, \$ 49.00 (Mc-Guild)	Bonneville
KFKF, 94.1, 100 KW @ 994	, Country	, \$154.00 (D&R)	Sconnix
KISF, 107.3, 100 KW @ 1184	, CHR	, \$ 35.00 (Torbet)	(LEXINGTON)
KCIY, 106.5, 100 KW @ 981	, Jazz	ABC, SMN, \$ 35.00 (D&R)	Heritage (LIBERTY)
KLTH, 99.7, 100 KW @ 987	, Soft AC	WESTWD, \$ 55.00 (Mc-Guild)	Bonneville
KMXV, 93.3, 100 KW @ 1066	, CHR	, \$ 54.00 (MMR)	Apollo
KPRS, 103.3, 100 KW @ 994	, Black	ABC, AURN, \$ 48.00 (Eastman)	
KQRC, 98.9, 100 KW @ 1056	, AOR	, \$ 53.00 (Christal)	Journal Co (LEAVENWORTH)
KUDL, 98.1, 100 KW @ 508	, AC	AP, \$ 51.00 (MMR)	Apollo
KXTR, 96.5, 99 KW @ 984	, Classical	WESTWD, \$ 42.00 (CMBS)	
KYYS, 102.1, 100 KW @ 1000	, AOR	Source, \$100.00 (Katz)	Great American

Miscellaneous: KKCJ-F (Liberty) sold to Heritage (D) for \$5,000,000. . . KKCJ-F changes from Country to Jazz (Mar). . . KKCJ-F changes to KCIY-F (April). . . KMXV-F, KUDL-F from Apollo to Regent (D) for \$ _____ (Star). . .

KNOXVILLE

Arbitron Rank/Pop (12+): 70/531,200
 MSA Rank/Pop: 85/624,000
 Average Person Ratings: 16.4
 Market TSL: 21.50 hours

Stations: 21/21
 Diaries: 1461/364:1/52.2%
 Sample Target: 1485
 % Below Line: 0.0
 % Not Listed: 11.3

1994 Revenue: \$18,000,000
 HH Inc.: \$30,879
 Retail \$: 6.7 Bil
 Pop per Station: 25,295
 #1 Biller: WIVK-F \$6,600,000

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WIVK-F (C)	216/24.8	27.0	28.3	24.8	30.9	26.2	373/4260	2328/43.8	47.2	46.9	G	WIVK-F
2. WJXB-AF (SAC)	93/10.7	8.3	10.3	10.8	7.4	10.0	125/1706	1181/22.2	22.7	18.0	O	WJXB-AF
3. WIMZ-F (AOR)	87/10.0	8.4	9.0	8.6	8.6	9.0	179/2262	1124/21.2	20.8	18.4	O	WIMZ-F
4. WOKI-F (C)	63/ 7.2	8.0	7.6	9.1	8.2	8.0	164/2650	930/17.5	19.7	18.8	C	WOKI-F
5. WWST-F (CHR)	54/ 6.2	4.4	4.6	3.5	4.8	4.7	64/1084	964/18.1	13.6	15.6	A	WWST-F
WQBB-AF (ST)	54/ 6.2	5.2	5.6	5.3	3.3	5.6	62/763	664/12.5	10.5	7.6	B	WQBB-AF
7. WIVK (N/T)	49/ 5.6	5.8	5.0	5.8	5.1	5.6	52/808	727/13.7	11.8	11.1	C	WIVK
8. WMYU-F (AC)	44/ 5.1	6.4	4.9	7.6	8.4	6.0	55/1176	860/16.2	14.2	20.3	O	WMYU-F
9. WJBZ-F (REL)	27/ 3.1	2.1	2.3	1.7	2.9	2.3	35/430	356/ 6.7	6.4	6.3	A	WJBZ-F
10. WFNZ-F (CHR)	15/ 1.7	2.3	1.6	1.8	1.4	1.9	17/497	421/ 7.9	7.9	5.3	A	WFNZ-F
11. WNOX-F (B/AC)	12/ 1.4	1.7	0.5	1.5	1.7	1.3	20/283	184/ 3.5	2.7	3.4		WNOX-F
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 88.49% (684 of 773) (SPG 94: 89.84%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ M10	12+ PMO	12+ EVE	OVERNIGHT
1 WWST-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 WOKI-F>	2 WIMZ-F>	2 WIMZ-F	2 WJXB-AF<	2 WJXB-AF	2 WJXB-AF	2 WIMZ-F<	2 WJXB-AF	2 WJXB-AF<	2 WOKI-F	2 WIMZ-F
3 WIVK-F	3 WWST-F<	3 WJXB-AF>	3 WIMZ-F>	3 WIMZ-F>	3 WQBB-AF	3 WJXB-AF	3 WIMZ-F	3 WIMZ-F<	3 WIMZ-F<	3 WJXB-AF
4 WJXB-AF	4 WOKI-F<	4 WOKI-F	4 WMYU-F	4 WMYU-F	4 WIVK	4 WIVK <	4 WIVK	4 WQBB-AF	4 WJXB-AF	4
5 WFNZ-F	5 WJXB-AF	5 WWST-F	5 WOKI-F<	5 WOKI-F	5 WIVK-F	5 WOKI-F	5 WQBB-AF	5 WOKI-F<	5 WWST-F	5
6	6	6 WMYU-F	6 WWST-F	6 WIVK-F	6	6	6	6 WWST-F	6 WQBB-AF	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 WIVK-F	1 WIVK-F>>	1 WIVK-F	1 WIVK-F>>	1 WIVK-F>	1 WIMZ-F	1 WIMZ-F>>	1 WIMZ-F	1 WIVK-F<	1 WIVK-F>
2 WOKI-F	2 WJXB-AF	2 WJXB-AF	2 WJXB-AF>	2 WJXB-AF>>	2 WIVK-F	2 WIVK-F>	2 WIVK-F	2 WIMZ-F>>	2 WIMZ-F>
3 WWST-F	WWST-F<	3 WIMZ-F	3 WOKI-F	3 WIMZ-F	3 WWST-F	3 WWST-F	3 WOKI-F	3 WJXB-AF	3 WJXB-AF>
4 WIMZ-F	4 WOKI-F	4 WIMZ-F	4 WIMZ-F<	4 WMYU-F	4 WOKI-F	4 WOKI-F	WJXB-AF	4 WIVK	4 WIVK
5 WJXB-AF	WIMZ-F	5 WOKI-F	5 WWST-F	5 WOKI-F	5	5 WJXB-AF	WWST-F	5 WWST-F<	5 WMYU-F
6 WNOX-F	6	6	6 WMYU-F	6 WWST-F	6	6	6 WIVK	6 WMYU-F	6

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		44 (1)	44 (1)	5.7	9.4	WOLY-F (C) 105.5	GATLINBURG 0.7/2.3/	7/	154
AOR/CLASSIC/HR		87 (1)	87 (1)	11.3	9.5	WGAP (C) 1400	MARYVILLE 0.7/2.1/	6/	111
COUNTRY	6 (1)	294 (4)	300 (5)	38.8	46.4	WGAP-F (C) 95.7	MARYVILLE 1.0/4.1/	9/	243
NEWS/TALK	57 (2)		57 (2)	7.4	5.7	WKGN (B) 1340	KNOXVILLE 0.9/2.0/	8/	113
CHR		69 (2)	69 (2)	8.9	6.9	WKXV (REL) 900	KNOXVILLE 0.5/1.4/	4/	73
BLACK/URBAN	8 (1)	12 (1)	20 (2)	2.6	1.6	WRJZ (REL) 620	KNOXVILLE 1.0/4.0/	14/	242
SOFT AC/EZ	1 (1)	92 (1)	93 (2)	12.0	8.3	WUTK (T) 850	KNOXVILLE 0.9/3.7/	10/	210
HISPANIC						WXST-F (O) 105.3	LOOON 1.0/4.4/	11/	282
OLOIES		9 (1)	9 (1)	1.2	1.8				
FULL SVC/VARIETY									
STANDARDS	4 (1)	50 (1)	54 (2)	7.0	3.7				
RELIG/GOSPEL	13 (2)	27 (1)	40 (3)	5.2	4.9				
SPORTS									
CLASSICAL									
JAZZ					1.8				
OTHERS/UNKNOWN									
TOTALS	89 (8)	684 (13)	773 (21)						

KNOXVILLE

DUOPOLY REPORT	12+	25-54	REVENUE
WEZK, WJXB-F, WIMZ-F (South Central)	20.7%	25.6%	28.3%
WMYU-F, WWST-F (Jacor)	11.3%	12.4%	15.6%
WOKI-F, WNFZ-F (Local)	8.9%	6.9%	8.6%
	40.9%	44.9%	52.5%

RADIO STATIONS

WIVK , 990, 10 KW (DA-1)	News/Talk	ABC, BRN, \$ 30.00	(Katz)	Dick
WVGN , 1340, 1 KW	Black	, \$ 19.00	(---)	
WEZK-F, 97.5, 100 KW @ 1138	Soft AC	, \$ 60.00	(D & R)	South Central
WIMZ-F, 103.5, 100 KW @ 1722	AOR	Source, \$ 42.00	(D & R)	South Central
WIVK-F, 107.7, 91 KW @ 2053	Country	ABC, \$146.00	(Katz)	Dick
WJBZ-F, 96.3, 1.2 KW @ 479	Religion	, \$ 13.00	(---)	(SEYMOUR)
WMYU-F, 102.1, 15 KW @ 1978	AC	WESTWD, CNN, \$ 67.00	(Eastman)	Jacor
WNFZ-F, 94.3, 2.5 KW @ 515	AOR-NR	, \$ NA	(Torbet)	WOKI owner (OAK RIOGE)
WOKI-F, 100.3, 100 KW @ 2001	Country	ABC, CBS, \$ 40.00	(Torbet)	(OAK RIOGE)
WQBB-F, 104.5, 2 KW @ 394	Standards	CNN, \$ 17.00	(Roslin)	
WWST-F, 93.1, 2.4 KW @ 512	CHR	, \$ 20.00	(Eastman)	Jacor (KARNS)



LAFAYETTE, LA

Arbitron Rank/Pop (12+): 98/ 374,600

Stations: 29/22
Diaries: 1205/311:1/49.6%
Sample Target: 1120
% Below Line: 12.1
% Not Listed: 10.0

1994 Revenue: \$7,600,000
HH Inc.: \$23,745
Retail \$: 2.6 Bil
Pop per Station: 17,027
#1 Biller: KTDY-F \$2,300,000

MSA Rank/Pop: 135/357,000
DMA # 116
Average Person Ratings: 17.8
Market TSL: 23.75 hours

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. KXKC-F (C)	92/13.8	13.5	10.4	8.7	13.8	----	98/1001	890/23.8	26.2	22.2	C	KXKC-F
2. KSMB-F (CHR)	71/10.6	8.0	8.6	13.1	7.6	----	81/1168	972/25.9	23.2	25.0	C	KSMB-F
3. KTDY-F (AC)	46/ 6.9	6.6	7.3	8.7	9.7	----	51/718	642/17.1	19.3	19.1	D	KTDY-F
4. KFXZ-F (B)	42/ 6.3	6.9	2.7	4.1	5.9	----	50/655	559/14.9	13.6	12.8	B	KFXZ-F
5. KJCB (G/B)	39/ 5.8	6.5	4.3	4.6	5.5	----	43/507	467/12.5	12.0	10.7		KJCB
6. KMDL-F (C)	38/ 5.7	6.6	8.2	4.8	5.9	----	38/630	595/15.9	17.7	16.1	C	KMDL-F
7. KVOL-F (B/AC)	32/ 4.8	4.0	6.1	3.7	3.1	----	33/475	416/11.1	10.8	16.8		KVOL-F
8. WYNK-F (C)	30/ 4.5	6.5	7.8	7.6	5.9	----	40/659	534/14.3	17.1	18.7		WYNK-F
9. KNEK-F (B)	28/ 4.2	2.5	4.7	3.9	2.1	----	28/358	326/ 8.7	6.6	10.5		KNEK-F
10. WTGE-F (AOR)	21/ 3.1	3.2	6.3	3.7	3.8	----	23/505	424/11.3	11.1	14.8		WTGE-F
11. KAJN-F (REL)	20/ 3.0	2.9	3.1	2.8	3.1	----	26/341	245/ 6.5	6.6	6.6		KAJN-F
12. KPFL-F (N/T)	19/ 2.8	2.3	2.9	3.4	1.4	----	20/264	260/ 6.9	7.0	6.7	B	KPFL-F
13. KFTE-F (O-70's)	17/ 2.5	3.3	1.2	2.8	---	----	18/292	278/ 7.4	8.1	2.4		KFTE-F
14.												
15.												

12+ FM SHARE (METRO): 85.00% (510 of 600) (SPG 94: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KSMB-F>>	1 KSMB-F<	1 KXKC-F	1 KXKC-F>	1 KXKC-F>	1 KXKC-F>	1 KXKC-F>	1 KXKC-F>	1 KXKC-F	1 KSMB-F	1 KJCB
2 KXKC-F<	2 KXKC-F>>	2 KSMB-F>	2 KSMB-F	2 KTDY-F<	2 KTDY-F	2 KSMB-F>	2 KSMB-F<	2 KSMB-F>>	2 KFXZ-F<	2 KVOL-F
3 KFXZ-F<	3	3 KTDY-F	3 KTDY-F>	3 KSMB-F>	3 KMDL-F<	3 KTDY-F	3 KTDY-F	3 KMDL-F	3 KXKC-F	3 KFXZ-F
4 KNEK-F	4	4 KFXZ-F	4 KVOL-F	4 KFXZ-F	4 KJCB	4 KMOL-F	4 KJCB	4 KTDY-F	4 KNEK-F<	4 KNEK-F
5	5	5 KJCB	5 KJCB	5 KJCB	5	5 KJCB	5 KPFL-F	5	5 KVOL-F	5 KSMB-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 KSMB-F	1 KXKC-F>	1 KXKC-F	1 KXKC-F	1 KXKC-F>	1 KSMB-F	1 KSMB-F	1 KXKC-F	1 KXKC-F<	1 KXKC-F>>
2 KNEK-F	2 KSMB-F>>	2 KSMB-F	2 KSMB-F	2 KTDY-F<	2 KXKC-F	2 KXKC-F>	2 WTGE-F	2 KSMB-F>	2 KPFL-F
KXKC-F	3 KFXZ-F	3 KTDY-F	3 KTDY-F>	3 KSMB-F>	3 KFXZ-F	3 WTGE-F	3 KFTE-F	3 KFXZ-F	3 KSMB-F
4	KTDY-F	4 KFXZ-F	4 KFXZ-F	4 KVOL-F	4	4 WCKW-F	KSMB-F	KTDY-F	4 KMDL-F
5	5 KNEK-F	5	5 KVOL-F	5 KJCB	5	5	5	5 WTGE-F	5

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		46 (1)	46 (1)	7.7		KACY (SPRST) 1520 LAFAYETTE	0.4/1.1/ 3/ 40		
AOR/CLASSIC/HR		33 (2)	33 (2)	5.5		KANE (FS) 1240 NEW IBERIA	0.6/2.5/ 4/ 95		
COUNTRY	8 (1)	162 (4)	170 (5)	28.3		KDEA-F (CHR/AC) 93.7 NEW IBERIA	1.2/5.6/ 8/ 218		
NEWS/TALK	5 (1)	19 (1)	24 (2)	4.0		KNIR (ST) 1360 NEW IBERIA	0.3/1.3/ 2/ 50		
CHR		85 (4)	85 (4)	14.2		KPEL (N/T) 1420 LAFAYETTE	0.7/4.0/ 5/ 148		
BLACK/URBAN	39 (1)	102 (3)	141 (4)	23.5		KROF (O) 960 ABBEVILLE	1.2/2.7/ 10/ 117		
SOFT AC/EZ						KROF-F (O) 105.1 ABBEVILLE	1.5/4.9/ 10/ 212		
HISPANIC						KSIG (FS) 1450 CROWLEY	1.3/2.6/ 9/ 98		
OLDSIES	8 (1)	37 (3)	45 (4)	7.5		KSIG-F (ST) 102.1 BASILE	0.9/4.5/ 8/ 222		
FULL SVC/VARIETY	13 (2)		13 (2)	2.2		KSLO (C) 1230 OPELOUSAS	1.2/2.4/ 8/ 101		
STANARDS	2 (1)	6 (1)	8 (2)	1.3		KVOL (B) 1330 LAFAYETTE	1.8/5.6/ 12/ 210		
RELIG/GOSPEL	12 (1)	20 (1)	32 (2)	5.3		KRRV-F (C) 100.3 ALEXANDRIA	0.3/0.8/ 12/ 155		
SPORTS	3 (1)		3 (1)	0.5		KZMZ-F (CHR) 96.9 ALEXANDRIA	0.6/2.6/ 6/ 154		
CLASSICAL						WCKW-F (AOR) 92.3 LAPLACE	1.8/5.8/ 16/ 297		
JAZZ						WFMF-F (CHR) 102.5 BATON ROUGE	0.3/2.3/ 9/ 205		
OTHERS/UNKNOWN						WGGZ-F (O) 98.1 BATON ROUGE	1.5/4.8/ 16/ 246		
TOTALS	90 (9)	510 (20)	600 (29)						

LAFAYETTE, LA

OUOPOLY REPORT	12+	25-54	REVENUE
KPEL A/F, KTDY-F (Galloway)	10.4%	13.1%	N/A%
KVOL A/F, KDEA-F (Local)	7.8%	8.6%	N/A%
KMOL-F, KFTE-F (Local)	8.2%	9.8%	N/A%
	26.4%	31.5%	N/A%

RADIO STATIONS

KJCB , 770, 1 KW/500 W (DA-2), KPEL , 1420, 1 KW/750 W (0A-N),	Gospel/Black Talk	AURN, \$10.00 WESTWD CBS, \$ NA	(K & P) (Christal)	Galloway
KAJN-F, 102.9, 95 KW @ 1499 , KFTE-F, 96.5, 23 KW @ 328 , KFXZ-F, 106.3, 1.3 KW @ 495 , KMDL-F, 97.3, 42 KW @ 535 , KNEK-F, 104.7, 25 KW @ 328 , KPEL-F, 107.7, 6 KW @ 328 ,	Religion/Gospel Oldies-70's Black Country Black Talk	USA CNN, \$10.00 AP, \$ NA ABC, \$15.00 AP, \$22.00 \$ NA WESTWD CBS, \$16.00	(K & P) (Banner) (D & R) (Banner) (K & P) (Christal)	(CROWLEY) (BREAU) Citywide (MAURICE) (KAPLAN) Galloway (WASHINGTON) (ERATH)
KSMB-F, 94.5, 100 KW @ 1079 , KTOY-F, 99.9, 100 KW @ 984 , KVOL-F, 105.9, 3.2 KW @ 433 , KXKC-F, 99.1, 100 KW @ 984 ,	CHR AC Black/AC Country	ABC Source, \$25.00 \$20.00 SMN, \$14.00 \$45.00	(Banner) (Christal) (D & R) (Katz)	Galloway (OPELOUSAS) (NEW IBERIA)

WYNK, WTGE -- See Baton Rouge



LAKELAND

Arbitron Rank/Pop (12+): 106/366,000
 MSA Rank/Pop: NA
 Tampa DMA
 Average Person Ratings: 15.1
 Market TSL: 20.50 hours

Stations: 32/7
 Diaries: 815/449:1/50.7%
 Sample Target: 810
 % Below Line: 44.5
 % Not Listed: 16.2

1994 Revenue: \$ NA
 HH Inc.: \$34,822
 Retail \$: 3.6 Bil
 Pop per Station: 52,286
 #1 Biller: WPCV-F \$3,800,000

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level
1. WPCV-F (C)	130/23.6	21.1	20.8	17.5	21.2	----	143/1525	1300/35.5	33.4	31.3	WPCV-F
2. WFLZ-F (CHR)	36/ 6.5	7.7	7.5	5.3	7.3	----	40/736	635/17.3	16.6	16.9	WFLZ-F
3. WEZY-F (SAC)	31/ 5.6	9.1	8.8	11.1	9.2	----	36/549	482/13.2	14.8	16.6	WEZY-F
4. WWRM-F (SAC)	30/ 5.4	5.5	3.3	5.0	1.5	----	32/447	416/11.4	9.1	9.2	WWRM-F
5. WHPT-F (AOR-P)	19/ 3.4	2.9	3.5	1.5	3.2	----	20/379	314/ 8.6	6.1	7.8	WHPT-F
6. Wonn (ST)	18/ 3.3	2.1	2.5	4.6	3.4	----	18/211	211/ 5.8	4.6	5.2	Wonn
7. WJHM-F (B)	15/ 2.7	1.4	2.7	2.7	3.1	----	15/222	222/ 6.1	4.7	5.2	WJHM-F
8. WHTQ-F (CL AOR)	13/ 2.4	1.6	1.3	0.7	0.5	----	13/219	211/ 5.8	5.4	5.0	WHTQ-F
9. WHNR (FS/ST)	12/ 2.2	0.9	0.7	1.2	0.8	----	12/81	81/ 2.2	2.4	2.4	WHNR
WLKF (T)	12/ 2.2	2.3	2.2	4.1	3.2	----	12/195	195/ 5.3	6.1	5.9	WLKF

12+ FM SHARE (METRO): 81.60% (377 of 462) (SPG 94: 87.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLZ-F>	1 WPCV-F>	1 WPCV-F>>	1 WPCV-F>>	1 WPCV-F>>>	1 WPCV-F>>>	1 WPCV-F>>>	1 WPCV-F>>>	1 WPCV-F>>>	1 WPCV-F>>>	1 WPCV-F>>>
2 WPCV-F>>	2 WFLZ-F>	2 WFLZ-F	2 WWRM-F<	2 WWRM-F	2 WEZY-F	2 WEZY-F	2 WEZY-F<	2 WFLZ-F	2 WFLZ-F>>	2
3	3	WWRM-F	3 WHPT-F	3 WHPT-F	3	3 WFLZ-F	3 WWRM-F	3 WWRM-F	3	3
4	4	4	4	4	4	4	4	4 WEZY-F	4	4
5	5	5	5	5	5	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 WPCV-F	1 WPCV-F>>	1 WPCV-F	1 WPCV-F>>	1 WPCV-F>>	1 WFLZ-F	1 WPCV-F	1 WPCV-F	1 WPCV-F>	1 WPCV-F>>
2 WFLZ-F	2 WFLZ-F	2 WHNR	2 WEZY-F	2 WHNR	2 WPCV-F	2 WFLZ-F	WHPT-F	2 WWRM-F	2 WHPT-F
3 WJHM-F	3 WHNR	3 WFLZ-F	3 WFLZ-F	3 WEZY-F	3	3 WHPT-F	3 WSUN	3 WHPT-F	3 WWRM-F
4	4 WEZY-F	4	4	4 WWRM-F	4	4	4	4 WFLZ-F	4
5	5	5	5	5	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 94	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		16 (3)	16 (3)	3.5	5.5	WTWB (REL) 1570	AUBURNDALE 1.3/2.3/ 7/ 83
AOR/CLASSIC/NR		56 (5)	56 (5)	12.1	13.1	WWBF (T) 1130	BARTOW 1.3/3.3/ 7/ 121
COUNTRY	7 (1)	152 (4)	159 (5)	34.4	32.9	SEE TAMPA OR ORLANDO FOR MORE ABOUT THE FOLLOWING:	
NEWS/TALK	33 (4)	5 (1)	38 (5)	8.2	7.9	WCOF-F 1.5/ 4.8	WJRR-F 1.3/ 4.8
CHR		45 (2)	45 (2)	9.7	11.1	WDBO 0.5/ 1.9	WMGF-F 0.7/ 3.0
BLACK/URBAN		15 (1)	15 (1)	3.2	3.8	WDIZ-F 1.8/ 4.9	WMMO-F 0.4/ 2.3
SOFT AC/EZ		69 (4)	69 (4)	14.9	17.0	WUV-F 0.7/ 2.4	WMTX-F 0.7/ 2.3
HISPANIC						WFLA 0.5/ 1.7	WOCL-F 2.0/ 6.9
OLDIES		19 (2)	19 (2)	4.1	4.0	WFNS 0.9/ 2.5	WOMX-F 1.8/ 6.1
FULL SVC/VARIETY	15 (2)		15 (2)	3.2	1.2		WTKS-F 0.9/ 3.4
STANDARDS	18 (1)		18 (1)	3.9	3.2		WTKA-F 1.1/ 4.7
RELIG/GOSPEL	7 (1)		7 (1)	1.5	0.6		WXTB-F 1.3/ 4.8
SPORTS	5 (1)		5 (1)	1.1	D.0		WXXL-F 1.6/ 8.8
CLASSICAL							
JAZZ							
OTHERS/UNKNOWN							
TOTALS	85 (10)	377 (22)	462 (32)				

DUOPOLY REPORT

NONE AS OF AUGUST 1995. . .

LAKELAND

RADIO STATIONS

WLKF , 1430, 5 KW/1 KW (DA-2) , Talk	TALKNT ABC, \$ 17.00 (Banner)	Root
WONN , 1230, 1 KW , Standards	WESTWD CNN, \$ 15.00 (D & R)	Hall
WEZY-F, 94.1, 100 KW @ 430 , Soft AC/EZ	, \$ 45.00 (Banner)	Paxson
WPCV-F, 97.5, 100 KW @ 1016 , Country	WESTWD, \$ 85.00 (D & R)	Hall

Other ranked stations -- See Orlando or Tampa

Miscellaneous: WEZY-F changed to Jazz after the Spring book . . .



LANCASTER

Arbitron Rank/Pop (12+): 105/366,100
 MSA Rank/Pop: 107/450,000
 OMA # 43 (w/Harrisburg & York)
 Average Person Ratings: 14.6
 Market TSL: 20.00 hours

Stations: 33/7
 Diaries: 814/450:1/61.4%
 Sample Target: 810
 % Below Line: 43.7
 % Not Listed: 20.7

1994 Revenue: \$8,000,000
 HH Inc.: \$39,654
 Retail \$: 4.1 Bil
 Pop per Station: 52,300
 #1 Biller: WIOV-F \$3,100,000

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WROZ-F (SAC)	53/ 9.9	10.6	10.4	8.7	8.8	----	100/1437	734/20.0	21.3	22.8	D	WROZ-F
2. WIOV-F (C)	52/ 9.7	13.6	10.4	11.4	8.5	----	62/904	677/18.5	22.4	21.4	E	WIOV-F
3. WARM-F (AC)	37/ 6.9	6.2	6.9	10.8	9.1	----	105/1262	551/15.1	16.1	18.7		WARM-F
4. WLAN-F (CHR)	36/ 6.7	8.5	7.0	5.1	5.7	----	43/1048	823/22.5	22.2	25.7	C	WLAN-F
5. WDAC-F (REL)	28/ 5.2	7.7	6.9	8.9	8.0	----	45/695	441/12.0	14.3	14.3	D	WDAC-F
6. WRKZ-F (C)	26/ 4.9	5.8	7.0	6.1	8.5	----	101/1244	430/11.7	14.4	14.3		WRKZ-F
WRVV-F (AC/AOR)	26/ 4.9	3.8	4.2	4.5	4.9	----	60/994	500/13.7	13.1	11.2		WRVV-F
8. WHTF-F (AOR)	25/ 4.7	2.9	5.2	4.2	5.7	----	53/941	417/11.4	10.7	11.3		WHTF-F
9. WWKL-F (O)	17/ 3.2	2.6	3.0	2.5	1.6	----	47/776	294/ 8.0	9.0	9.1		WWKL-F
10. WCTX-F (EZ)	16/ 3.0	2.2	2.0	0.5	---	----	34/413	224/ 6.1	5.1	4.1		WCTX-F
11. WNZT (T)	11/ 2.1	2.6	---	0.9	---	----	15/68	55/ 1.5	3.2	---	A	WNZT
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 88.71% (377 of 425) (SPG 94: 91.09%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WLAN-F>>	1 WHTF-F>	1 WIOV-F	1 WIOV-F<	1 WIOV-F<	1 WIOV-F	1 WIOV-F	1 WROZ-F	1 WROZ-F	1 WROZ-F<	1 WRKZ-F
2	2 WLAN-F	2 WROZ-F	2 WROZ-F	2 WROZ-F	2 WROZ-F<	2 WROZ-F	2 WIOV-F	2 WIOV-F	2 WIOV-F	2 WIOV-F
3	3 WROZ-F	3 WRVV-F	3 WRVV-F	3 WARM-F<	3 WARM-F	3 WARM-F<	3 WARM-F	3 WARM-F	3 WLAN-F<	3 WWKL-F
4	4 WRVV-F	4 WHTF-F	4 WHTF-F	4 WRVV-F	4 WDAC-F	4 WLAN-F	4 WLAN-F	4 WARM-F	4	4 WCTX-F
5	5 WIOV-F	5 WLAN-F	5 WARM-F	5 WHTF-F	5	5 WDAC-F	5	5	5	5
6	6	6	6	6 WLAN-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 WROZ-F	1 WROZ-F	1 WLAN-F	1 WROZ-F>	1 WROZ-F	1 WHTF-F	1 WHTF-F>>	1 WHTF-F	1 WHTF-F	1 WIOV-F
2 WLAN-F	2 WLAN-F>	2 WROZ-F	2 WARM-F	2 WARM-F>	2 WTPA-F	2 WRVV-F	2 WRVV-F	2 WIOV-F	2 WHTF-F
3 WIOV-F	3 WRVV-F	3 WRVV-F	3 WROV-F	3 WIOV-F	3 WQXA-F	3 WIOV-F	3 WIOV-F	3 WRVV-F>	3 WRVV-F>
4	4 WIOV-F	4	4 WLAN-F	4 WLAN-F	4 WIOV-F	4 WLAN-F	4	4 WROZ-F	4 WWKL-F
5	5	5	5	5 WDAC-F	5	5	5	5 WLAN-F	5 WROZ-F
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 94	OTHER RATED STATIONS	METRO CUME TSA
-----	--	--	-----	-	%	-----	SHARE/RTG/AQH/CUME
AC		77 (4)	77 (4)	18.1	14.4	WLAN (REL) 1390 LANCASTER	0.9/4.5/ 6/ 176
AOR/CLASSIC/NR		41 (5)	41 (5)	9.6	10.1	WLPA (T) 1490 LANCASTER	1.1/5.6/ 6/ 212
COUNTRY		78 (2)	78 (2)	18.4	21.9		
NEWS/TALK	20 (3)	3 (1)	23 (4)	5.4	3.4	WADV (REL) 940 LEBANON	0.9/1.9/ 9/ 106
CHR		55 (4)	55 (4)	12.9	15.0	WRFY-F (CHR) 102.5 READING	1.7/5.6/ 14/ 261
BLACK/URBAN		2 (1)	2 (1)	0.5	0.6	WIYY-F (AOR) 97.9 BALTIMORE	0.6/1.5/ 6/ 130
SOFT AC/EZ		53 (1)	53 (1)	12.5	15.8	SEE HARRISBURG OR YORK FOR MORE ABOUT THE FOLLOWING:	
HISPANIC						WYMJ-F 0.6/ 1.4	WQXA-F 2.1/ 6.5
OLDSIES		21 (3)	21 (3)	4.9	4.0	WGCB-F 0.6/ 2.1	WSBA 0.9/ 3.0
FULL SVC/VARIETY	14 (2)		14 (2)	3.3	4.5	WHP 1.7/ 5.7	WTPA-F 1.5/ 6.2
STANDARDS	2 (1)	16 (1)	18 (2)	4.2	1.0	WHYL 0.4/ 1.7	WYCR-F 1.3/ 7.2
RELIG/GOSPEL	10 (2)	31 (2)	41 (4)	9.6	9.3	WNNK-F 0.6/ 3.0	
SPORTS	2 (1)		2 (1)	0.5	0.0	SEE PHILADELPHIA FOR MORE ABOUT THE FOLLOWING:	
CLASSICAL						KYW 0.6/ 4.6	WUSL-F 0.4/ 1.5
JAZZ						WIP 0.4/ 2.3	WWDB-F 0.6/ 1.4
OTHERS/UNKNOWN						WMGK-F 0.4/ 1.9	WYSP-F 0.6/ 1.9
TOTALS	48 (9)	377 (24)	425 (33)			WUGL-F 0.4/ 2.4	

LANCASTER

DUOPOLY REPORT

NONE AS OF AUGUST 1995. . .

RADIO STATIONS

WLAN	,	1390,	5 KW/1 KW (DA-2)	,	??	1-ON-1,	\$10.00 (D & R)	
WLPA	,	1490,	1 KW	,	Talk	MBS CNN,	\$11.00 (D & R)	
WNZT	,	1580,	500 W (DAYS)	,	News/Talk		\$10.00 (Smith)	(COLUMBIA)
WDAC-F,	94.5,	19 KW @	810	,	Religion		\$50.00 (Savalli)	WDAC Inc.
WIOV-F,	105.1,	50 KW @	500	,	Country	ABC,	\$74.00 (Banner)	Brill (EPHRATA)
WLAN-F,	96.9,	50 KW @	500	,	CHR	CBS,	\$39.00 (D & R)	
WROZ-F,	101.3,	7 KW @	1289	,	Soft AC/EZ		\$61.00 (D & R)	Hall

Other ranked stations -- See Harrisburg and York



LANSHG

Arbitron Rank/Pop (12+): 107/363,900

Stations: 22/15
Diaries: 1033/352:1/57.4%
Sample Target: 990
% Below Line: 5.9
% Not Listed: 21.4

1994 Revenue: \$14,000,000
HH Inc.: \$37,905
Retail \$: 4.2 Bil
Pop per Station: 24,260
#1 Biller: WITL-AF \$3,700,000

MSA Rank/Pop: 108/443,000
DMA # 107
Average Person Ratings: 16.2
Market TSL: 21.50 hours

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WITL-F (C)	74/12.5	13.9	16.4	17.7	15.3	15.1	165/1869	918/25.2	30.6	29.8	E	WITL-F
2. WFMK-F (AC)	52/ 8.8	8.8	6.4	8.1	8.6	8.0	92/1275	812/22.3	17.4	19.4	D	WFMK-F
3. WJXQ-F (AOR)	51/ 8.6	10.3	9.1	8.9	8.6	9.2	86/1239	686/18.9	19.5	22.0	D	WJXQ-F
4. WIBM-F (O)	33/ 5.6	5.1	5.9	7.2	4.0	6.0	73/1133	558/15.3	15.8	16.2	C	WIBM-F
5. WWDX-F (AOR-NR)	32/ 5.4	5.2	4.0	3.4	4.3	4.5	47/834	638/17.5	13.0	12.6	A	WWDX-F
WVIC-F (C)	32/ 5.4	5.7	6.3	6.2	9.1	5.9	43/859	507/13.9	22.6	27.0	C	WVIC-F
7. WHZZ-F (CHR)	30/ 5.1	3.7	2.1	3.3	4.5	3.6	30/640	599/16.5	8.8	12.4		WHZZ-F
8. WQHH-F (B)	27/ 4.6	3.9	5.7	5.0	5.0	4.8	33/446	359/ 9.9	10.2	10.9	A	WQHH-F
WJIM-F (SAC)	27/ 4.6	5.4	5.9	3.6	5.0	4.9	33/664	559/15.4	15.4	15.1	C	WJIM-F
10. WMMQ-F (CL AOR)	22/ 3.7	3.7	3.5	4.5	4.1	3.9	24/417	388/10.7	12.0	10.9	C	WMMQ-F
11. WJR (FS)	21/ 3.6	3.4	4.7	4.0	3.3	3.9	85/1028	339/ 9.3	10.7	10.1		WJR
12. WILS (ST)	18/ 3.0	2.5	2.6	1.7	2.0	2.5	19/194	185/ 5.1	4.3	4.5	A	WILS
WJIM (T)	18/ 3.0	3.9	3.8	4.1	3.0	3.7	20/375	294/ 8.1	10.7	8.5	B	WJIM
14.												
15.												

12+ FM SHARE (METRO): 84.91% (394 of 464) (SPG 94: 87.14%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHZZ-F	1 WJXQ-F	1 WJXQ-F<	1 WFMK-F	1 WITL-F<	1 WITL-F>	1 WITL-F>	1 WITL-F	1 WITL-F>	1 WJXQ-F	1 WJXQ-F>
WQHH-F	2 WFMK-F<	2 WFMK-F<	WITL-F<	2 WFMK-F<	2 WIBM-F	2 WJXQ-F	2 WFMK-F>	2 WJXQ-F<	2 WWDX-F	2 WFMK-F
3 WWDX-F>	3 WWDX-F	3 WITL-F>	3 WJXQ-F>	3 WJXQ-F	3 WFMK-F	3 WFMK-F>	3 WJXQ-F	3 WFMK-F>	3 WITL-F<	3 WIBM-F
4 WVIC-F	4 WITL-F	4 WWDX-F<	4 WIBM-F	4 WIBM-F	4 WJIM-F	4 WHZZ-F	4 WIBM-F<	4 WIBM	4 WQHH-F	4 WITL-F
5	5 WHZZ-F	5 WVIC-F	5	5 WJIM-F	WJR	WJR <	5 WJIM	5 WWDX-F	WFMK-F<	WJIM-F
6	6 WVIC-F	6	6	6 WVIC-F	6	6 WIBM-F<	WVIC-F	6	6 WVIC-F	6
7	7	7	7	7	7	7 WJIM-F	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 WHZZ-F	1 WFMK-F	1 WFMK-F	1 WFMK-F>	1 WFMK-F	1 WJXQ-F	1 WJXQ-F>	1 WJXQ-F	1 WJXQ-F>	1 WKXQ-F<
2 WWDX-F	2 WHZZ-F	2 WJXQ-F	2 WITL-F	2 WITL-F>	2 WWDX-F	2 WWDX-F<	2 WITL-F	2 WITL-F>	2 WITL-F>
3 WFMK-F	3 WJXQ-F	3 WHZZ-F	3 WHZZ-F	3 WIBM-F	3 WQHH-F	3 WITL-F	3 WFMK-F	3 WMMQ-F	3 WIBM-F
WVIC-F	WVIC-F	WITL-F	4 WVIC-F	WJIM-F	4 WITL-F	4 WQHH-F	4 WWDX-F	WWDX-F	4 WFMK-F
5 WQHH-F	5 WWDX-F	WVIC-F	5 WJXQ-F	WJXQ-F	WMMQ-F	5 WFMK-F	5	5 WIBM-F	5 WMMQ-F
6	6 WITL-F	6	6	6 WVIC-F	6	WMMQ-F	6	6 WFMK-F	6

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		54 (2)	54 (2)	11.6	10.9	WITL (C) 1010	LANSING 0.8/2.9/ 5/ 135
AOR/CLASSIC/NR		109 (5)	109 (5)	23.5	21.4	WVFN (SPRTS) 730	E. LANSING 0.5/2.2/ 3/ 94
COUNTRY	5 (1)	109 (3)	114 (4)	24.6	26.8	WXLA (B) 1180	DIMONDALE 0.8/1.5/ 5/ 56
NEWS/TALK	18 (1)		18 (1)	3.9	4.8	WBCT-F (C) 93.7	GRAND RAPIDS 0.5/3.4/ 52/ 643
CHR		30 (1)	30 (1)	6.5	11.8	WIOG-F (AC) 102.5	BAY CITY 0.3/2.6/ 15/ 312
BLACK/URBAN	5 (1)	27 (1)	32 (2)	6.9	6.2	WLAV-F (CL AOR) 96.9	GRAND RAPIDS 0.3/1.0/ 9/ 152
SOFT AC/EZ		30 (2)	30 (2)	6.5	6.2	WODJ-F (O) 107.3	GREENVILLE 0.3/1.9/ 12/ 230
HISPANIC						WOOD-F (SAC) 105.7	GRAND RAPIDS 0.5/2.4/ 19/ 379
						WRIF-F (AOR) 101.1	DETROIT 0.3/2.1/ 14/ 344
OLOIES		35 (2)	35 (2)	7.5	5.4		
FULL SVC/VARIETY	21 (1)		21 (1)	4.5	4.1		
STANDARDS	18 (1)		18 (1)	3.9	2.5		
RELIG/GOSPEL							
SPORTS	3 (1)		3 (1)	0.6	0.0		
CLASSICAL							
JAZZ							
OTHERS/UNKNOWN							
TOTALS	60 (6)	394 (16)	464 (22)				

LANSING

OUOPOLY REPORT	12+	25-54	REVENUE
WFMK-F, WJIM A/F (Liggett)	16.4%	21.2%	28.9%
WIBM A/F, WJXQ-F (Patten)	14.2%	18.2%	21.8%
WVFN, WVIC-F, WMMQ-F, WITL A/F (Local, pending)	22.9% 53.5%	24.0% 63.4%	40.9% 91.6%

RADIO STATIONS

WJIM , 1240, 1 KW	Talk	WESTWD, \$14.00	(Eastman)	Liggett
WFMK-F, 99.1, 28 KW @ 600	AC	\$47.00	(Eastman)	Liggett
WIBM-F, 94.1, 40 KW @ 551	Oldies	\$28.00	(O & R)	WJXQ owner (JACKSON)
WHZZ-F, 101.7, 3.3 KW @ 289	CHR	\$21.00	(D & R)	MacDonald
WITL-F, 100.7, 27 KW @ 643	Country	ABC, \$76.00	(Banner)	
WJIM-F, 97.5, 28 KW @ 440	Soft AC	\$27.00	(Eastman)	Liggett
WJXQ-F, 106.1, 50 KW @ 489	AOR	ABC, \$40.00	(O & R)	(JACKSON)
WMMQ-F, 92.7, 1.5 KW @ 466	Classic AOR	WESTWD, Source, \$24.00	(Katz)	Goodrich (CHARLOTTE)
WQHH-F, 96.5, 3 KW @ 328	Black	\$18.00	(Mich.)	(DEWITT)
WVIC-F, 94.9, 49 KW @ 500	Country	WESTWD, \$44.00	(Katz)	Goodrich
WWDX-F, 92.1, 4 KW @ 400	New Rock	\$19.00	(---)	(ST. JOHNS)

WJR - See Detroit

Miscellaneous: WVIC-F changes from CHR to Country (Mar). . WILS-F changes from Country to CHR (March). . .
 WVFN, WVIC-F, WMMQ-F sold by Goodrich to WITL owner (D) for \$4,500,000 (MVP) . . . WILS-F changes to
 WHZZ-F (May). . .

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

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

LAS VEGAS

Arbitron Rank/Pop (12+): 55/776,400

MSA Rank/Pop: 52/933,000

DMA # 74

Average Person Ratings: 16.6

Market TSL: 22.00 hours

Stations: 23/23

Diaries: 1752/443:1/54.2%

Sample Target: 1740

% Below Line: 0.0

% Not Listed: 12.3

1994 Revenue: \$32,000,000

HH Inc.: \$34,067

Retail \$: 8.2 Bil

Pop per Station: 33,757

#1 Biller: KWNR-F \$3,600,000

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. KJUL-F (ST)	126/ 9.8	8.7	9.2	7.4	8.8	8.8	134/1352	1240/16.0	15.0	14.8	C	KJUL-F
2. KSNE-F (SAC)	113/ 8.7	7.3	7.8	7.6	5.6	7.9	113/1504	1469/18.9	16.9	15.3	D	KSNE-F
3. KLUC-F (CHR)	86/ 6.7	7.3	8.7	9.1	8.7	8.0	89/1513	1460/18.8	19.8	22.4	E	KLUC-F
KWNR-F (C)	86/ 6.7	9.0	7.8	6.7	6.1	7.6	89/1184	1152/14.8	16.4	14.2	E	KWNR-F
5. KEDG-F (AOR-NR)	72/ 5.6	6.2	6.6	4.9	5.6	5.8	73/1259	1236/15.9	13.6	13.9	C	KEDG-F
6. KOMP-F (AOR)	68/ 5.3	4.4	4.4	5.4	5.4	4.9	70/933	926/11.9	10.7	12.1	E	KOMP-F
7. KMZQ-F (AC)	67/ 5.2	5.8	5.1	5.4	5.9	5.4	67/1313	1297/16.7	12.4	15.3	E	KMZQ-F
8. KFMS-F (C)	65/ 5.0	5.1	5.6	5.8	5.6	5.4	69/1088	1068/13.8	11.4	11.6	E	KFMS-F
9. KXTZ-F (U)	62/ 4.8	4.0	4.1	4.7	5.4	4.4	62/1040	1030/13.3	12.3	14.2	C	KXTZ-F
10. KKLZ-F (CL AOR)	59/ 4.6	2.9	3.4	5.2	4.4	4.0	59/929	896/11.5	10.8	12.8	D	KKLZ-F
11. KDWN (T)	50/ 3.9	3.3	2.5	4.0	4.2	3.4	54/767	667/ 8.6	7.0	8.7	B	KDWN
12. KFBI-F (AOR/CL)	48/ 3.7	3.5	3.9	4.3	4.0	3.9	56/1014	918/11.8	11.2	13.1	D	KFBI-F
13. KRR1-F (O)	39/ 3.0	2.0	1.7	2.4	3.1	2.3	41/879	817/10.5	7.7	9.4	A	KRR1-F
KEYV-F (C)	39/ 3.0	3.2	2.0	2.4	2.8	2.7	47/650	573/ 7.4	7.0	8.1	B	KEYV-F
15. KXPT-F (AOR-P)	37/ 2.9	2.8	2.4	2.4	2.4	2.6	37/557	557/ 7.2	6.7	6.3	B	KXPT-F
16. KDOL (SP)	28/ 2.2	2.6	2.4	3.0	2.4	2.6	28/354	354/ 4.6	3.5	3.4	B	KDOL
17. KORK (ST)	24/ 1.9	2.8	2.0	2.0	1.7	2.2	24/339	339/ 4.4	3.8	3.4	B	KORK
18. KENO (SPRTS)	15/ 1.2	0.9	0.8	0.4	---	0.8	15/315	315/ 4.1	3.7	---		KENO
19. KVEG (SPRTS)	14/ 1.1	0.8	1.3	0.5	0.7	0.9	14/299	293/ 3.8	3.5	2.3		KVEG
20. KNUU (N)	31/ 1.0	1.9	1.5	2.0	2.0	1.6	13/425	420/ 5.4	4.7	5.4	B	KNUU

12+ FM SHARE (METRO): 85.97% (974 of 1133) (SPG 94: 86.05%)

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

LAS VEGAS

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		67 (1)	67 (1)	5.9	15.5	KLAV (SP) 1230 LAS VEGAS	0.3/2.1/ 14/ 163
AOR/CLASSIC/NR		284 (5)	284 (5)	25.1	22.1	KLSQ (SP) 870 LAUGHLIN	0.9/2.4/ 12/ 208
COUNTRY		190 (3)	190 (3)	16.8	16.5	KRBO-F (O) 105.1 LAS VEGAS	0.5/3.6/ 7/ 284
NEWS/TALK	63 (2)		63 (2)	5.6	7.8		
CHR		86 (1)	86 (1)	7.6	9.9		
BLACK/URBAN		62 (1)	62 (1)	5.5	0.0		
SOFT AC/EZ		113 (1)	113 (1)	10.0	6.4		
HISPANIC	15 (2)		15 (2)	1.3	4.2		
OLDIES		46 (2)	46 (2)	4.1	3.5		
FULL SVC/VARIETY							
STANDARDS	52 (2)	126 (1)	178 (3)	15.7	11.9		
RELIG/GOSPEL							
SPORTS	29 (2)		29 (2)	2.6	0.0		
CLASSICAL							
JAZZ							
OTHERS/UNKNOWN					2.1		
TOTALS	159 (8)	974 (15)	1133 (23)				

DUOPOLY REPORT	12+	25-54	REVENUE
KENO, KORK, KOMP-F, KXPT-F (Lotus)	11.3%	11.4%	13.4%
KFMS A/F, KSNE-F (Regent)	13.7%	14.9%	16.9%
KMZQ-F, KFBI-F (Crescent)	8.9%	10.9%	17.5%
	33.9%	37.2%	47.8%

RADIO STATIONS

AM STATIONS

KDOL, 1280, 5 KW/500 W	Hispanic	CRC, CBS, \$16.00	(Lotus)
KDWN, 720, 50 KW (DA-N)	Talk	\$22.00	(Roslin)
KENO, 1460, 5 KW/1 KW (OA-2)	News	CBS, CNN, \$13.00	(Christal) Lotus
KNUU, 970, 5 KW/500 W (DA-2)	News/Talk	CBS, \$17.00	(---)
KORK, 920, 5 KW/500 W (DA-2)	Standards	ABC, \$15.00	(Christal) Lotus

FH STATIONS

KEDG, 103.5, 100 KW @ 1210	New Rock	\$33.00	(Torbet)
KEYV, 93.1, 25 KW @ 3726	Country	\$22.00	(Katz) KFMS owner
KFBI, 107.5, 25 KW @ 3677	AOR/Classic	\$43.00	(Mc-Guild) Americom (PAHRUMP)
KFMS, 101.9, 100 KW @ 1181	Country	\$71.00	(Katz) Regent
KJUL, 104.3, 25 KW @ 3726	Standards/EZ	WESTWD, CNN, \$22.00	(K & P)
KKLZ, 96.3, 100 KW @ 1174	Classic AOR	\$45.00	(D & R) Max
KLUC, 98.5, 100 KW @ 1181	CHR	AP, \$64.00	(Mc-Guild) Nationwide
KMZQ, 100.5, 100 KW @ 1105	AC	\$54.00	(Eastman) Crescent (HENDERSON)
KOMP, 92.3, 100 KW @ 1519	AOR	\$42.00	(Christal) Lotus
KSNE, 106.5, 100 KW @ 1155	Soft AC	\$40.00	(---) Regent
KRBO, 105.1, 50 KW @ 34	Oldies	WESTWD, \$25.00	(---)
KRRI, 105.5, 3.7 KW @ 1476	Oldies	WESTWD, \$21.00	(---) Amer. General (BOULDER CITY)
KWNR, 95.5, 100 KW @ 1161	Country	WESTWD, \$44.00	(Banner) (HENDERSON)
KXPT, 97.1, 100 KW @ 1919	AOR-Prog.	\$28.00	(Christal) Lotus
KXTZ, 94.1, 100 KW @ 1210	Urban	\$34.00	(---) Parker (HENDERSON)

Miscellaneous: KFMS-AM changed calls to KKOD (Feb). . .KRRI-F (Boulder) sold to American General for \$2,500,000. . .
 KMZQ-F sold by Commonwealth to Crescent for \$11,000,000 (E) (MVP). . . KMTW (1340) sold by Max for \$350,000. . .
 KFBI-F (Pahrump) sold by Americom to Crescent (D) for \$6,000,000 (MVP). . .

LEXINGTON

Arbitron Rank/Pop (12+): 104/366,200

Stations: 19/16
Diaries: 1170/313:1/55.0%
Sample Target: 1095
% Below Line: 1.5
% Not Listed: 13.7

1994 Revenue: \$15,900,000
HH Inc.: \$33,768
Retail \$: 4.2 Bil
Pop per Station: 22,888
#1 Biller: WVLK-F \$3,900,000

MSA Rank/Pop: 115/436,000
DMA # 67
Average Person Ratings: 14.8
Market TSL: 19.75 hours

12+ METRO	1/4/SHARE	FAL		SPG		4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME		FAL		SPG	Revenue Level	
		94	94	93	93			94	94					
1. WVLK-F (C)	114/21.1	21.6	23.0	22.8	19.2	----	213/2688	1320/36.0	39.7	38.7			E	WVLK-F
2. WKOO-F (AOR)	62/11.5	10.7	13.7	12.1	12.8	----	94/1654	951/26.0	25.5	27.5			E	WKOO-F
3. WMXL-F (AC)	45/ 8.3	9.3	9.2	7.4	9.9	----	78/1574	913/24.9	23.4	24.2			D	WMXL-F
4. WWYC-F (C)	43/ 7.9	6.6	6.2	5.7	5.9	----	58/1044	714/19.5	19.1	19.9			C	WWYC-F
5. WVLK (FS)	39/ 7.2	5.6	6.4	8.0	7.0	----	42/648	542/14.8	14.9	14.6			C	WVLK
6. WGKS-F (AC/CHR)	26/ 4.8	6.0	5.5	5.7	5.9	----	35/896	642/17.5	18.4	15.0			B	WGKS-F
7. WNVL (B)	25/ 4.6	4.5	0.5	---	---	----	25/291	291/ 7.9	7.1	1.5			A	WNVL
8. WTKT-F (O)	25/ 4.6	5.4	3.7	6.4	4.4	----	29/559	452/12.3	13.7	11.7			C	WTKT-F
9. WLXG (T)	22/ 4.1	3.9	3.0	2.7	4.0	----	24/280	252/ 6.9	7.3	6.9			A	WLXG
10. WLRO-F (O-70's)	16/ 3.0	4.1	7.1	7.2	10.1	----	19/518	430/11.7	15.5	16.7			B	WLRO-F
11. WBBE (ST)	12/ 2.2	1.0	1.8	1.6	1.3	----	13/143	124/ 3.4	3.0	4.1				WBBE
12. WJMM-F (REL)	9/ 1.7	1.0	1.6	2.7	1.8	----	9/261	206/ 5.6	4.0	7.2				WJMM-F
13.														
14.														
15.														

12+ FM SHARE (METRO): 74.30% (347 of 467) (SPG 94: 81.74%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVLK-F	1 WKOO-F<	1 WVLK-F	1 WVLK-F>	1 WVLK-F>	1 WVLK-F>>	1 WVLK-F>>	1 WVLK-F>	1 WVLK-F>	1 WVLK-F>	1 WVLK-F
2 WWYC-F	2 WVLK-F>	2 WKOO-F>	2 WKOO-F	2 WKOO-F	2 WVLK >>	2 WVLK	2 WKOO-F	2 WKOO-F	2 WKOO-F	2 WWYC-F
3 WMXL-F	3 WMXL-F<	3 WMXL-F	3 WMXL-F	3 WMXL-F	3	3 WKOO-F	3 WWYC-F<	3 WMXL-F<	3 WMXL-F<	3 WMXL-F
4 WKOO-F	4 WWYC-F	4 WWYC-F	4 WWYC-F	4 WWYC-F<	4	4 WMXL-F	4 WMXL-F	4 WWYC-F	4 WMXL-F	4
5 WNVL	5	5	5	5 WTKT-F	5	5 WWYC-F	5 WLXG-F	5	5 WGKS-F	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 WKOO-F	1 WVLK-F	1 WVLK-F	1 WVLK-F>	1 WVLK-F>>	1 WKOO-F	1 WKOO-F	1 WKOO-F	1 WVLK-F<	1 WVLK-F
2 WVLK-F	2 WKOO-F	2 WKOO-F	2 WKOO-F	2 WMXL-F	WVLK-F	2 WVLK-F>>	2 WVLK-F	2 WKOO-F>>	2 WKOO-F>
3 WMXL-F	3 WMXL-F<	3 WMXL-F	WMXL-F	3 WKOO-F	3 WLRO-F	3 WMXL-F	3 WMXL-F	3 WMXL-F	3 WLXG
4	4 WWYC-F	4	4 WWYC-F	4 WWYC-F	WWYC-F	WLRO-F	4	4 WWYC-F	4 WMXL-F
5	5	5	5	5 WTKT-F	5	WWYC-F	5	5	5
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME	TSA	TSA
							SHARE/RTG/AQH/CUME		
AC		71 (2)	71 (2)	15.2	16.8	WCBR (O) 1110 RICHMOND	0.9/1.3/ 7/	53	
AOR/CLASSIC/NR		64 (2)	64 (2)	13.7	15.6	WCGW (G) 770 NICHOLASVILLE	1.5/3.1/ 12/	162	
COUNTRY		159 (3)	159 (3)	34.0	35.9	WLAP (SPR) 630 LEXINGTON	0.9/3.8/ 5/	177	
NEWS/TALK	22 (1)		22 (1)	4.7	3.4	WMCQ-F (O) 101.7 RICHMOND	0.6/1.3/ 4/	64	
CHR					8.1	WCYO-F (C) 106.1 IRVINE	0.4/1.7/ 4/	112	
BLACK/URBAN	25 (1)		25 (1)	5.4	0.0	WHAS (FS) 840 LOUISVILLE	0.7/5.1/ 37/	680	
SOFT AC/EZ						WTFX-F (AOR) 100.5 LOUISVILLE	0.4/1.4/ 17/	208	
HISPANIC									
OLDIES	5 (1)	44 (3)	49 (4)	10.5	4.9				
FULL SVC/VARIETY	43 (2)		43 (2)	9.2	8.9				
STANDARDS	12 (1)		12 (1)	2.6	2.0				
RELIG/GOSPEL	8 (1)	9 (1)	17 (2)	3.6	5.1				
SPORTS	5 (1)		5 (1)	1.1	0.0				
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN									
TOTALS	120 (8)	347 (11)	467 (19)						

LEXINGTON

DUOPOLY REPORT	12+	25-54	REVENUE
WLAP, WMXL-F, WWYC-F (Trumper)	17.1%	18.4%	24.5%
WBBE, WTKT-F, WKQQ-F (Village)	18.3%	20.6%	29.6%
	35.4%	39.0%	54.1%

RADIO STATIONS

WBBE , 1580, 10 KW/44 W	, Standards	SMN, \$12.00 (Eastman)	Village	
WCGW , 770, 1 KW (DAYS)	, Gospel	USA, \$11.00 (---)		(NICHOLAS.)
WLAP , 630, 5 KW/1 KW (DA-2)	, News/Talk	CBS, \$12.00 (D & R)	Trumper	
WLXG , 1300, 2.5 KW/1 KW (DA-N)	, Talk	WESTWD ABC, \$14.00 (Banner)		
WNVL , 1250, 500 W (DAYS)	, Black	ABC, \$10.00 (Regional)		(NICHOLASVILLE)
WVLC , 590, 5 KW/1 KW (DA-2)	, Full Service	ABC, \$38.00 (Katz)		
WLRO-F, 102.5, 2 KW @ 400	, Oldies-70's	AP, \$26.00 (Torbet)		(NICHOLASVILLE)
WGKS-F, 96.9, 4.1 KW @ 548	, AC	, \$25.00 (Banner)	L.M.	(PARIS)
WJMM-F, 106.3, 3 KW @ 298	, Religion	USA, \$15.00 (---)	Mortenson	(VERSAILLES)
WKQQ-F, 98.1, 100 KW @ 561	, AOR	, \$61.00 (Christal)	Village	
WMXL-F, 94.5, 100 KW @ 640	, AC	, \$54.00 (O & R)	Trumper	
WTKT-F, 103.3, 6 KW @ 298	, Oldies	, \$21.00 (Eastman)	Village	(GEORGETOWN)
WVLC-F, 92.9, 100 KW @ 850	, Country	, \$75.00 (Katz)		
WWYC-F, 100.1, 32 KW @ 492	, Country	, \$20.00 (D & R)	Trumper	(WINCHESTER)



LINCOLN

Arbitron Rank/Pop (12+): 172/186,900
 MSA Rank/Pop: 185/226,000
 DMA # 108 (w/Central NE)
 Average Person Ratings: 16.4
 Market TSL: 21.50 hours

Stations: 21/11
 Diaries: 788/237:1/60.2%
 Sample Target: 795
 % Below Line: 13.3
 % Not Listed: 14.3

1994 Revenue: \$9,800,000
 HH Inc.: \$36,756
 Retail \$: 2.1 Bil
 Pop per Station: 16,991
 #1 Biller: KZKX-F \$2,200,000

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. KZKX-F (C)	35/11.4	8.3	9.3	13.4	15.8	----	54/708	444/23.8	20.8	27.3	0	KZKX-F
2. KTGL-F (AOR/CL)	30/ 9.8	6.6	7.7	5.5	9.4	----	44/617	395/21.1	19.4	19.7	C	KTGL-F
3. KFOR (FS)	27/ 8.8	9.7	8.3	10.4	12.1	----	30/464	397/21.2	22.3	20.4	C	KFOR
4. KFRX-F (CHR)	24/ 7.8	6.6	10.0	9.1	6.7	----	31/533	425/22.7	21.8	24.5	C	KFRX-F
5. KFGE-F (C)	19/ 6.2	2.8	4.0	3.3	4.7	----	20/314	276/14.8	11.7	15.6	A	KFGE-F
6. KLIN (T)	18/ 5.9	6.9	4.0	5.9	6.7	----	20/277	261/14.0	21.9	12.5	B	KLIN
7. KLDZ-F (O)	17/ 5.5	3.4	3.7	2.9	3.4	----	22/309	256/13.7	11.5	14.6	A	KLDZ-F
8. KIBZ-F (AOR)	16/ 5.2	5.2	6.7	8.8	7.4	----	17/291	248/13.3	13.4	12.9	B	KIBZ-F
KEZG-F (SAC)	16/ 5.2	4.8	8.3	5.5	3.7	----	27/331	254/13.6	13.9	14.6	A	KEZG-F
KGDE-F (AOR-NR)	16/ 5.2	5.2	4.3	3.3	3.4	----	27/443	299/16.0	13.4	14.1	A	KGDE-F
11. KMEM (ST)	15/ 4.9	5.2	4.0	5.2	---	----	17/268	221/11.8	10.3	8.3	A	KMEM
12. KFAB (FS)	8/ 2.6	3.4	2.3	3.3	2.0	----	24/443	167/ 8.9	18.2	9.0	A	KFAB
13. KKNB-F (AOR-NR)	5/ 1.6	5.2	5.0	2.6	5.1	----	9/277	199/10.6	13.0	14.7	A	KKNB-F
14.												
15.												

12+ FM SHARE (METRO): 73.00% (192 of 263) (SPG 94: 76.49%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ M10	12+ PMD	12+ EVE	OVERNIGHT
1 KFRX-F	1 KTGL-F	1 KTGL-F	1 KTGL-F>	1 KTGL-F	1 KFOR >	1 KFOR >	1 KZKX-F	1 KZKX-F	1 KFRX-F<	1 KFOR
2 KGDE-F>	2 KZKX-F	2 KZKX-F	2 KZKX-F	2 KZKX-F>	2 KZKX-F<	2 KTGL-F	2 KTGL-F>	2 KTGL-F	2 KGDE-F<	2 KZKX-F
3 KTGL-F	3 KIBZ-F	3 KFRX-F	3 KFRX-F	3 KFRX-F	3 KLIN	KZKX-F	3 KEZG-F	3 KFRX-F	3 KZKX-F	KFAB
4	4 KFRX-F	4 KFGE-F	4 KEZG-F	4 KLDZ-F	4 KMEM	4 KFRX-F	KFRX-F<	4 KFOR <	4 KTGL-F	4 KLIN
5	KGDE-F	5 KEZG-F	KLOZ-F	KEZG-F	5	5	5	5 KGDE-F	5	5
6	6	KFRX-F	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 KFRX-F	1 KZKX-F	1 KZKX-F	1 KFRX-F<	1 KZKX-F	1 KGDE-F	1 KTGL-F	1 KTGL-F	1 KTGL-F>	1 KTGL-F>
2 KEZG-F	2 KFRX-F	2 KTGL-F	2 KZKX-F	2 KFRX-F<	2 KIBZ-F	2 KIBZ-F	2 KIBZ-F	2 KIBZ-F	2 KZKX-F
KFGE-F	3 KFGE-F	3 KFGE-F	3 KFGE-F	3 KFGE-F	3 KTGL-F	3 KGDE-F	3 KZKX-F	3 KGDE-F	3 KIBZ-F
KZKX-F	4 KEZG-F	KFRX-F	4 KEZG-F	KTGL-F	4	4 KZKX-F	4	4 KZKX-F	4 KLDZ-F
5	KTGL-F	5	KTGL-F	5 KEZG-F	5	5	5	5	KLIN

FORMATS	AM	FM	TOTAL	%	SPG 94	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		4 (1)	4 (1)	1.5	2.4	SEE OMAHA FOR MORE ABOUT THE FOLLOWING:	
AOR/CLASSIC/NR		70 (6)	70 (6)	26.6	23.9		
COUNTRY	3 (1)	56 (3)	59 (4)	22.4	21.9	KEFM-F 1.3/ 8.8	KGOR-F 0.3/ 4.8 WOW 1.0/ 2.9
NEWS/TALK	18 (1)		18 (1)	6.8	4.8	KESY-F 0.3/ 1.2	KKCD-F 0.3/ 1.4 WOW -F 0.7/ 2.6
CHR		27 (2)	27 (2)	10.3	13.9	KEZO-F 0.7/ 8.4	KQKQ-F 1.0/ 3.6
BLACK/URBAN							
SOFT AC/EZ		17 (2)	17 (2)	6.5	10.0		
HISPANIC							
OLDIES		18 (2)	18 (2)	6.8	5.2		
FULL SVC/VARIETY	35 (2)		35 (2)	13.3	12.7		
STANDARDS	15 (1)		15 (1)	5.7	4.8		
RELIG/GOSPEL					0.4		
SPORTS							
CLASSICAL							
JAZZ							
OTHERS/UNKNOWN							
TOTALS	71 (6)	192 (15)	263 (21)				

LINCOLN

DUOPOLY REPORT	12+	25-54	REVENUE
KZKX-F, KTGL-F (Triathalon)	21.2%	26.2%	35.7%
KHAT, KIBZ-F, KKNB-F (Local)	6.8%	7.0%	10.2%
KLIN, KEZG-F, KFGE-F (Local)	17.3%	19.3%	17.3%
	45.3%	52.5%	63.2%

RADIO STATIONS

KFOR , 1240, 1 KW	, Full Service	ABC, \$40.00 (Katz)	May
KLIN , 1400, 1 KW	, Talk	CNN CBS, \$19.00 (---)	
KMEM , 1480, 5 KW/1 KW (OA-2)	, Standards	CNN WESTWO, \$15.00 (Banner)	Ray Lamb
KEZG-F, 107.3, 100 KW @ 548	, Soft AC/EZ	WESTWO CBS, \$18.00 (---)	KLIN owner (O)
KFGE-F, 105.3, 3 KW @ 328	, Country	, \$13.00 (---)	KLIN owner (O)
KFRX-F, 102.7, 100 KW @ 430	, CHR	, \$24.00 (Katz)	May
KIBZ-F, 106.3, 3 KW @ 213	, AOR	, \$20.00 (Roslin)	KKNB owner (D)
KKNB-F, 104.1, 31 KW @ 613	, AOR-NR	, \$14.00 (Roslin)	(CRETE)
KLOZ-F, 95.1, 50 KW @ 286	, Oldies	ABC, \$16.00 (Christal)	
KTGL-F, 92.9, 100 KW @ 810	, AOR - Classic	, \$26.00 (Christal)	Triathalon (BEATRICE)
KYNN-F, 101.9, 100 KW @ 1132	, Country	, \$22.00 (Banner)	Midwest Comm.
KZKX-F, 96.9, 100 KW @ 581	, Country	, \$47.00 (Christal)	Triathalon (SEWARD)

KFAB -- see Omaha

Miscellaneous: KZKX-F, KTGL-F sold by Pourtales to Triathalon (O) for \$8,500,000 (E) (Star) . . .



LITTLE RDCK

Arbitron Rank/Pop (12+): 80/447,200

Stations: 23/22
Diaries: 1480/302:1/57.1%
Sample Target: 1365
% Below Line: 0.7
% Not Listed: 9.5

1994 Revenue: \$16,300,000
HH Inc.: \$33,434
Retail \$: 5.0 Bil
Pop per Station: 20,327
#1 Biller: KSSN-F \$4,200,000

MSA Rank/Pop: 94/544,000
DMA # 58
Average Person Ratings: 15.1
Market TSL: 20.25 hours

12+ METRD	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRD CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. KSSN-F (C)	89/13.2	15.3	15.3	10.9	16.9	13.7	183/2453	1102/24.6	30.1	32.1	F	KSSN-F
2. KIPR-F (B)	62/ 9.2	9.8	11.6	11.7	11.4	10.6	118/1216	692/15.5	15.6	16.0	C	KIPR-F
3. KURB-F (CHR/AC)	58/ 8.6	9.0	8.2	7.7	7.4	8.4	91/1665	956/21.4	21.9	19.6	C	KURB-F
4. KMJX-F (ADR)	53/ 7.9	6.2	7.1	7.1	5.4	7.1	94/1295	655/14.6	14.3	14.3	C	KMJX-F
5. KARN (N/T)	49/ 7.3	7.1	6.2	8.8	8.0	7.4	52/840	711/15.9	15.9	15.5	C	KARN
6. KDDK-F (C)	47/ 7.0	5.8	6.8	7.4	8.0	6.8	78/1337	803/18.0	18.1	19.0	D	KDDK-F
7. KDLL-F (C)	33/ 4.9	5.5	4.0	4.9	4.5	4.8	53/1001	526/11.8	13.4	12.6	C	KDLL-F
8. KMKV-F (D)	27/ 4.0	3.4	2.4	3.2	3.8	3.3	36/567	447/10.0	7.7	8.4	A	KMKV-F
9. KKPT-F (0-70's)	26/ 3.9	4.1	4.6	4.9	4.0	4.4	54/920	484/10.8	14.0	11.8	A	KKPT-F
10. KYFX-F (J)	24/ 3.6	3.4	2.1	2.8	2.5	3.0	24/350	342/ 7.6	6.0	5.7	A	KYFX-F
11. KEZO-F (SAC)	22/ 3.3	3.4	3.6	3.4	1.7	3.4	29/462	365/ 8.2	10.2	5.8	A	KEZO-F
12. KMZX-F (B)	20/ 3.0	1.9	2.1	1.8	2.0	2.2	20/285	250/ 5.6	5.4	3.5	A	KMZX-F
13. KSYG-F (T)	17/ 2.5	3.7	3.6	5.0	4.5	3.7	47/693	313/ 7.0	12.1	12.9	A	KSYG-F
14. KITA (G)	15/ 2.2	2.4	1.2	1.3	1.5	1.8	17/257	240/ 5.4	3.4	3.8	A	KITA
15. KLRG (G)	14/ 2.1	1.9	1.5	1.5	1.2	1.8	14/231	219/ 4.9	3.7	3.9	A	KLRG

12+ FM SHARE (METRD): 84.43% (515 of 610) (SPG 94: 84.88%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	DVERNIGHT
1 KIPR-F>>	1 KIPR-F<	1 KMJX-F<	1 KURB-F	1 KSSN-F	1 KSSN-F>	1 KSSN-F	1 KSSN-F>	1 KSSN-F>	1 KIPR-F>>	1 KIPR-F
2	2 KMJX-F	2 KSSN-F<	KMJX-F<	2 KURB-F<	2 KARN >	2 KMJX-F<	2 KURB-F<	2 KURB-F	2 KSSN-F>	2 KSSN-F
3	3 KSSN-F	3 KURB-F	3 KSSN-F	3 KMJX-F	3 KDLL-F	3 KURB-F	3 KARN	3 KIPR-F	3	3 KARN
4	KURB-F>	4 KIPR-F	4 KDDK-F	4 KDDK-F	4 KURB-F	4 KARN	KMJX-F	4 KDDK-F	4	4 KDDK-F
5	5 KDDK-F	5 KDDK-F	5 KIPR-F	5 KDLL-F<	KDDK-F	5 KIPR-F	5 KDDK-F	KMJX-F	5	5 KDLL-F
6	6	6	6 KKPT-F	6 KIPR-F<	6	6	6	6	6	6
7	7	7	7	7 KKPT-F	7	7	7	7	7	7

WDM 18-24	WDM 18-34	WDM 25-34	WDM 18-49	WDM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KIPR-F	1 KIPR-F>	1 KIPR-F	1 KIPR-F<	1 KSSN-F	1 KSSN-F	1 KMJX-F<	1 KMJX-F	1 KMJX-F	1 KMJX-F
2 KMJX-F	2 KMJX-F<	KURB-F	2 KURB-F<	2 KURB-F>	2 KSYG-F	2 KSSN-F	2 KSSN-F	2 KSSN-F	2 KSSN-F
3 KSSN-F	3 KURB-F	3 KMJX-F	3 KSSN-F	3 KDDK-F	KIPR-F	3 KURB-F	KURB-F	3 KURB-F	3 KURB-F
4	4 KSSN-F	KSSN-F	4 KMJX-F	KIPR-F	4 KMJX-F	4 KIPR-F	4 KDDK-F	4 KDDK-F	4 KDDK-F
5	5 KYFX-F	KYFX-F	5 KDDK-F	5 KOLL-F	KURB-F	5 KDDK-F	KIPR-F	5 KIPR-F	5 KKPT-F
6	6	6	6	KYFX-F	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7

FDRMATS	AM	FM	TDTAL	%	SPG 94 %	OTHER	RATED	STATIDNS	METRD CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC				0.0	12.7	KAAY (REL)	1090	LITTLE RDCK	0.4/2.3/	9/	241
ADR/CLASSIC/HR		71 (3)	71 (3)	11.6	12.5	KBBL-F (?)	102.5	CABDT	0.4/1.7/	3/	99
CDUNTRY		163 (3)	163 (3)	26.7	34.0	KDRE-F (ADR-NR)	101.1	N. LITTLE ROCK	1.6/4.7/	11/	241
NEWS/TALK	55 (2)	17 (1)	72 (3)	11.8	8.9	KGHT (G)	880	SHERIDAN	1.2/3.2/	13/	208
CHR		63 (2)	63 (2)	10.3	0.5	KLPO-F (AOR/CL)	102.1	SHERWOOD	1.0/4.9/	9/	266
BLACK/URBAN		82 (2)	82 (2)	13.4	14.9	KSYG (T)	1010	LITTLE ROCK	0.9/3.7/	7/	192
SFFT AC/EZ		22 (1)	22 (1)	3.6	2.7	KYTN-F (REL)	107.7	WRIGHTSVILLE	1.6/5.1/	14/	314
HISPANIC						KLAZ-F (CHR)	105.9	HDT SPRINGS	0.7/3.6/	38/	596
DLIES		59 (2)	59 (2)	9.7	5.0						
FULL SVC/VARIETY											
STANDARDS											
RELIG/GOSPEL	40 (4)	11 (1)	51 (5)	8.4	4.1						
SPORTS											
CLASSICAL											
JAZZ		24 (1)	24 (1)	3.9	2.7						
OTHERS/UNKNOWN		3 (1)	3 (1)	0.5	0.9						
TOTALS	95 (6)	515 (17)	610 (23)								

LITTLE ROCK

DUOPOLY REPORT	12+	25-54	REVENUE
KSYG A/F, KKPT-F (Signal)	7.3%	8.6%	7.4%
KURB A/F, KEZQ-F (GHB)	11.9%	12.9%	14.3%
KSSN-F, KMKV-F (Southern Skies)	17.2%	15.1%	28.2%
KMJX-F, KDDK-F (Ragan Henry)	10.0%	11.4%	23.9%
	46.4%	48.0%	73.8%

RADIO STATIONS

KARN, 920, 5 KW (DA-2), News/Talk	CBS, \$ 31.00 (Katz)	
KAAV, 1090, 50 KW (DA-1), Religion	, \$ 17.00 (---)	Beasley
KGHT, 880, 50 KW/1 KW (DA-N), Standards	SMN, \$ 15.00 (---)	(SHERIDAN)
KLRG, 1150, 5 KW/1 KW (DA-N), Gospel	WESTWD, \$ 14.00 (K & P)	
KDDK-F, 100.3, 44 KW @ 1368, Country	, \$ 46.00 (Mc-Guild)	Ragan Henry (JACKSONVILLE)
KEZQ-F, 102.9, 50 KW @ 492, Soft AC	, \$ 23.00 (D & R)	GH8 (SHERIDAN)
KKPT-F, 94.1, 100 KW @ 771, Oldies - 70's	, \$ 30.00 (Christal)	Signal
KIPR-F, 92.3, 100 KW @ 938, Black	ABC, \$ 32.00 (Banner)	(PINE BLUFF)
KSYG-F, 103.7, 100 KW @ 1509, Talk	, \$ 23.00 (Banner)	Signal
KLPQ-F, 102.1, 4 KW @ 458, AOR/Classic	, \$ 16.00 (---)	(SHERWOOD)
KMJX-F, 105.1, 79 KW @ 1053, AOR	ABC, \$ 50.00 (D & R)	Ragan Henry (CONWAY)
KMKV-F, 106.7, 16 KW @ 866, Country	, \$ 20.00 (Katz)	South. Skies (BENTON)
KMZK-F, 106.3, 3 KW @ 289, Black	SMN, \$ 16.00 (K & P)	Willis (LONOKE)
KOLL-F, 94.9, 96 KW @ 1843, Oldies	ABC, \$ 29.00 (D & R)	Multimarket (MAUMELLE)
KSSN-F, 95.7, 92 KW @ 1663, Country	ABC, \$ 95.00 (Katz)	South. Skies
KURB-F, 98.5, 99 KW @ 879, CHR/AC	, \$ 34.00 (D & R)	GHB
KYFX-F, 99.5, 3 KW @ 312, Jazz	CNN, \$ 15.00 (---)	

Miscellaneous: KMJX-F, KDDK-F sold to Ragan Henry (D) for \$10,000,000 (NBFC). . . KKYK-F changed to a Talk format (Apr). . .
 KSYG (1010) will go off air in August. . . KURB-F reclassified as CHR/AC. . . KKYK-F changes to KSYG-F (May). . .

LOS ANGELES

Arbitron Rank/Pop (12+): 2/9,656,900

Stations: 47/44

1994 Revenue: \$457,400,000

MSA Rank/Pop: 2/12,500,000

Diaries: 6258/1543:1/52.1%

HH Inc.: \$41,467

DMA # 2

Sample Target: 6030

Retail \$: 98.3 Bil

Average Person Ratings: 17.6

% Below Line: 1.4

Pop per Station: 219,475

Market TSL: 23.00 hours

% Not Listed: 9.1

#1 Biller: KABC \$28,500,000

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. KPWR-F (U/CHR)	888/ 5.2	5.0	5.5	5.4	5.1	5.3	994/18615	16312/16.9	17.1	16.1	K	KPWR-F
2. KLVE-F (SP)	789/ 4.7	5.2	3.0	2.5	3.7	3.9	872/10332	9104/ 9.4	7.3	8.0	I	KLVE-F
3. KIIS-F (CHR)	752/ 4.4	4.2	4.0	3.9	3.9	4.1	910/19599	16688/17.3	15.9	16.1	K	KIIS-F
4. KROQ-F (AOR-NR)	738/ 4.4	4.4	4.5	4.6	4.7	4.5	869/14681	12491/12.9	12.9	11.9	K	KROQ-F
5. KOST-F (AC)	731/ 4.3	4.1	4.0	3.8	4.2	4.1	864/17473	14874/15.4	14.1	15.4	K	KOST-F
6. KKBT-F (B)	710/ 4.2	4.0	3.8	3.2	3.6	3.8	883/12498	9826/10.2	9.4	8.5	I	KKBT-F
7. KFI (T)	664/ 3.9	3.4	4.6	4.7	3.8	4.2	1030/14303	9614/10.0	11.4	10.0	K	KFI
8. KRTH-F (O)	650/ 3.8	3.2	3.8	3.9	3.2	3.7	782/15816	12567/13.0	12.9	11.9	K	KRTH-F
9. KLAX-F (SP)	571/ 3.4	4.5	5.6	5.4	6.1	4.7	585/8005	7680/ 8.0	10.8	10.8	J	KLAX-F
10. KLOS-F (AOR)	563/ 3.3	2.3	2.7	2.5	2.8	2.7	802/14316	10307/10.7	9.1	10.1	K	KLOS-F
11. KNX (N)	551/ 3.3	3.7	2.2	2.6	2.6	3.0	726/15329	11831/12.3	9.8	9.7	K	KNX
12. KBIG-F (AC)	535/ 3.2	3.2	3.6	3.6	2.9	3.4	657/14212	11926/12.3	11.4	10.7	K	KBIG-F
13. KABC (T)	522/ 3.1	2.6	3.2	3.7	3.5	3.2	586/8749	7727/ 8.0	7.5	9.1	K	KABC
14. KTWV-F (J)	510/ 3.0	2.6	2.5	2.6	2.0	2.7	626/9840	8004/ 8.3	8.0	6.5	I	KTWV-F
15. KYSR-F (AC/CHR)	487/ 2.9	2.5	2.6	2.7	2.8	2.7	525/9354	8579/ 8.9	8.8	9.3	J	KYSR-F
16. KCBS-F (O-70's)	412/ 2.4	2.4	2.4	2.9	3.0	2.5	544/11274	8796/ 9.1	9.0	9.1	J	KCBS-F
17. KFVB (N)	406/ 2.4	2.5	2.5	2.3	2.8	2.4	442/11968	10902/11.3	11.7	11.9	K	KFVB
18. KZLA-F (C)	396/ 2.3	2.8	2.3	2.5	2.9	2.5	445/7104	6032/ 6.2	6.0	6.7	I	KZLA-F
19. KLSX-F (CL AOR)	373/ 2.2	2.1	2.4	2.7	2.8	2.4	451/10741	9058/ 9.4	8.9	9.2	K	KLSX-F
20. KLAC (ST)	350/ 2.1	1.5	1.7	1.6	1.7	1.7	388/5608	4822/ 5.0	4.2	3.8	E	KLAC
21. KKHJ (SP)	317/ 1.9	2.2	1.7	1.3	1.7	1.8	327/3958	3836/ 4.0	4.3	4.6	E	KKHJ
22. KXEZ-F (SAC)	315/ 1.9	2.1	1.9	2.1	1.8	2.0	358/7269	6324/ 6.5	5.7	6.2	I	KXEZ-F
23. KBUE-F (SP)	292/ 1.7	1.0	0.9	0.9	0.8	1.1	294/3951	3824/ 4.0	2.9	3.0	K	KBUE-F
24. KXED (SP)	264/ 1.6	1.2	2.2	1.0	1.3	1.5	265/2366	2334/ 2.4	3.0	2.5	G	KXED
25. KKGO-F (CL)	243/ 1.4	1.8	1.3	1.8	1.7	1.6	290/6296	5559/ 5.8	5.6	5.8	H	KKGO-F
26. KTNQ (SP)	233/ 1.4	1.2	1.8	2.1	2.2	1.6	250/3545	3204/ 3.3	4.0	4.4	I	KTNQ
27. KACE-F (B/AC)	185/ 1.1	0.9	1.0	0.6	0.4	0.9	197/3422	3242/ 3.4	2.7	2.0	K	KACE-F
28. KVAR-F (SP)	179/ 1.1	0.4	---	---	---	---	279/3705	2551/ 2.6	---	---	---	KVAR-F
29. KSCA-F (AOR-P)	173/ 1.0	1.3	0.9	1.1	0.8	1.1	201/4028	3584/ 3.7	3.3	3.7	F	KSCA-F
30. KWKW (SP)	169/ 1.0	1.6	1.5	1.0	1.1	1.3	171/2512	2496/ 2.6	3.7	3.4	F	KWKW
31. KRLA (O)	166/ 1.0	1.4	1.5	1.5	1.2	1.4	183/3835	3369/ 3.5	4.2	3.8	C	KRLA
32. KMPC (T)	163/ 1.0	0.8	1.0	0.8	0.7	0.9	193/4788	4100/ 4.2	4.3	3.3	F	KMPC
33. KIKF-F (C)	138/ 0.8	1.1	0.9	0.6	0.6	0.9	143/2144	2005/ 2.1	1.7	1.5	O	KIKF-F
34.												
35.												

12+ FM SHARE (METRO): 72.67% (11195 of 15408) (SPG 94: 71.54%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPWR-F>>	1 KROQ-F	1 KLVE-F	1 KLVE-F>	1 KLVE-F	1 KFI	1 KLVE-F	1 KFI	1 KPWR-F	1 KPWR-F>	1 KABC >
2 KIIS-AF	2 KLVE-F	2 KROQ-F	2 KLOS-F<	2 KRTH-F	2 KABC	2 KIIS-AF	2 KLVE-F	2 KKBT-F	2 KOST-F	2 KOST-F<
3 KKBT-F	KPWR-F	3 KPWR-F	3 KRTH-F	3 KOST-F	3 KNX	3 KABC	3 KOST-F	3 KIIS-AF	KROQ-F	3 KNX
4 KROQ-F	4 KKBT-F	4 KLOS-F	4 KOST-F	4 KLOS-F	4 KRTH-F	4 KLOS-F	4 KYSR-F	4 KROQ-F	4 KKBT-F	4 KFVB
5	5 KLOS-F<	KIIS-AF	5 KLAX-F	5 KLAX-F	5 KOST-F	KLSX-F	KRTH-F	5 KFI	5 KIIS-AF	5 KLVE-F
6	6 KIIS-AF	KKBT-F	6 KTWV-F	6 KTWV-F	6 KFVB-F	6 KPWR-F	KBIG-F	6 KOST-F	6 KLVE-F	6 KFI
7	7 KLAX-F	7 KOST-F	7 KROQ-F	7 KIIS-AF	7 KLAC-F	7 KNX	7 KPWR-F	7 KLVE-F	7 KABC	7 KKBT-F
8	KOST-F	8 KRTH-F	8 KIIS-AF	8 KBIG-F	8 KTWV-F	8 KROQ-F	8 KIIS-AF	KRTH-F	8 KTWV-F	8 KPWR-F
9	KYSR-F	9 KLAX-F	9 KCBS-F	KFI	9 KLVE-F	9 KFI	9 KNX	9 KLOS-F	9	9
10	10	10 KYSR-F	10 KBIG-F	KROQ-F	10 KZLA-F	KFVB	10 KROQ-F	10 KBIG-F	10	10
11	11	11	11	11	11	11	11	11	11	11
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 KLVE-F	1 KLVE-F	1 KLVE-F>	1 KLVE-F		1 KPWR-F	1 KROQ-F	1 KLOS-F	1 KLOS-F<	1 KLOS-F>
2 KKBT-F	2 KKBT-F	2 KYSR-F	2 KIIS-AF<	2 KOST-F		2 KROQ-F	2 KLOS-F<	2 KROQ-F	2 KROQ-F	2 KRTH-F
3 KROQ-F	3 KIIS-AF<	3 KIIS-AF	3 KOST-F<	3 KBIG-F		3 KKBT-F	3 KPWR-F>	3 KLVE-F	3 KPWR-F	3 KLVE-F
4 KIIS-AF	4 KROQ-F<	4 KROQ-F	4 KKBT-F	KYSR-F		4 KLOS-F	4 KLVE-F	4 KPWR-F	4 KLVE-F	4 KROQ-F
5 KLVE-F	5 KPWR-F	5 KKBT-F	5 KYSR-F	KRTH-F		5 KIIS-AF	5 KKBT-F	5 KLAX-F	5 KLAX-F	5 KLAX-F
6 KOST-F	6 KYSR-F	6 KLAX-F	6 KBIG-F	6 KIIS-AF		6 KOST-F	6 KIIS-AF	6 KIIS-AF	6 KRTH-F	6 KCBS-F
7 KBIG-F	7 KOST-F	7 KBIG-F	KPWR-F	7 KTWV-F		7 KYSR-F	7 KLAX-F	7 KLSX-F	7 KLSX-F	7 KFI
8 KYSR-F	8 KBIG-F	8 KOST-F	8 KROQ-F	8 KLAX-F		8 KLVE-F	8 KOST-F	8 KIIS-AF	8 KKBT-F	8 KTWV-F
9 KLAX-F	9 KLAX-F	9 KLOS-F	9 KRTH-F	9 KFI		9 KLAX-F	9 KLSX-F	9 KOST-F	9 KOST-F	9 KLSX-F
10	10	10	10 KLAX-F	10 KKBT-F		10 KBUE-F	10	10 KBIG-F	10 KLSX-F	10 KNX
11	11	11	11	11		11	11	11	11	11

LOS ANGELES

FORMATS	AM	FM	TOTAL	%	SPG 94	OTHER RATED STATIONS	METRO CUME TSA TSA
	--	---	-----	-	%		SHARE/RTG/AQH/CUME
AC		1753 (3)	1753 (3)	11.4	11.0	KEZY-F (CHR/AC) 95.9 ANAHEIM	0.4/1.7/ 74/1771
AOR/CLASSIC/NR		1847 (4)	1847 (4)	12.0	12.5	KFSG-F (REL) 96.3 LOS ANGELES	0.4/1.5/ 66/1515
COUNTRY		585 (4)	585 (4)	3.8	4.2	KGfJ (G) 1230 LOS ANGELES	0.6/1.4/107/1313
NEWS/TALK	2367 (6)		2367 (6)	15.4	15.8	KIEV (T) 870 GLENDALE	0.4/1.6/ 65/1669
						KJLH-F (B) 102.3 COMPTON	0.6/2.7/106/2733
CHR		1765 (4)	1765 (4)	11.5	10.9	KJQI-AA(ST) 1260 SAN FERNANDO	0.7/1.9/162/2481
BLACK/URBAN		998 (3)	998 (3)	6.5	5.5	KKLA-F (REL) 99.5 LOS ANGELES	0.4/1.8/ 71/1953
SOFT AC/EZ		315 (1)	315 (1)	2.0	2.9	KMQA-F (SP) 98.3 WEST COVINA	0.5/1.4/ 89/1350
HISPANIC	983 (4)	1920 (5)	2903 (9)	18.8	18.8	KWVE-F (REL) 107.9 SAN CLEMENTE	0.4/1.7/104/2246
OLDIES	166 (1)	1062 (2)	1228 (3)	8.0	8.3	KFRG-F (C) 95.1 SAN BERNARDINO	0.3/1.7/287/4984
FULL SVC/VARIETY						KGGI-F (CHR) 99.1 RIVERSIDE	0.3/2.2/293/5693
STANDARDS	462 (3)		462 (3)	3.0	3.8	XTRA (SPRTS) 690 TIJUANA, MX	0.8/3.0/193/4388
RELIG/GOSPEL	105 (1)	197 (3)	302 (4)	2.0	1.0		
SPORTS	130 (1)		130 (1)	0.8	---		
CLASSICAL		243 (1)	243 (1)	1.6	1.9		
JAZZ		510 (1)	510 (1)	3.3	3.3		
OTHERS/UNKNOWN							
TOTALS	4213 (16)	11195 (31)	15408 (47)				

DUOPOLY REPORT	12+	25-54	REVENUE
-----	----	-----	-----
KRTH-F, KROQ-F (Infinity)	8.2%	8.1%	11.3%
KXEZ-F, KYSR-F (Viacom)	4.8%	5.4%	5.5%
KABC, KMPC, KLOS-F (Cap Cities/ABC)	7.4%	6.7%	12.9%
KKHJ, KWIZ, KBUE-F (Lieberman)	3.6%	3.6%	< 2.0%
KFI, KOST-F, KACE-F (Cox)	9.3%	9.4%	11.2%
	33.3%	33.2%	41.7%

SCARBOROUGH REPORT
Indexed against \$100,000+ Households

HIGHEST		LOWEST	
1.	KNX 201	1.	KXED 8
2.	KKGO-F 178	2.	KLVE-F 21
3.	KLSX-F 161	3.	KLAX-F 21
4.	KFI 147	4.	KWKH 28
	KLOS-F 147	5.	KTNQ 29
			KMQA-F 29

LOS ANGELES

RADIO STATIONS

AM STATIONS

KABC, 790, 5 KW (DA-N)	, Talk	ABC, \$ 350.00 (Katz)	Cap Cities/ABC
KALI, 1430, 5 KW (DA-2)	, Hispanic	, \$ 70.00 (Katz Hisp.)	Way
KFI, 640, 50 KW	, Talk	WESTWD, \$ 270.00 (Christal)	Cox
KFWB, 980, 5 KW	, News	CNN, ABC, \$ 330.00 (Group W)	Westinghouse
KGFJ, 1230, 1 KW	, Bl. Oldies	WESTWD, AURN, \$ 70.00 (Roslin)	
KGRB, 900, 500 W/85 W (DA-1)	, Standards	ABC, \$ 75.00 (---)	
KJQI, 1260, 5 KW (DA-2)	, Standards	, \$ 95.00 (CHBS)	Mt. Wilson
KKHJ, 930, 5 KW (DA-N)	, Hispanic	, \$ 104.00 (Katz Hisp.)	Liberman
KLAC, 570, 5 KW (DA-N)	, Standards	, \$ 100.00 (Eastman)	Shamrock
KMPC, 710, 50 KW/10 KW (DA-N)	, Talk	ABC, \$ 160.00 (Katz)	Cap Cities/ABC
KNX, 1070, 50 KW	, News	CBS, \$ 320.00 (CBS)	CBS
KRLA, 1110, 50 KW/20 KW (DA-2)	, Oldies	, \$ 75.00 (MMR)	Greater Media
KTNQ, 1020, 50 KW (DA-2)	, Hispanic	CRC, \$ 195.00 (Caballero)	Heftel
KWKW, 1330, 5 KW (DA-N)	, Hispanic	, \$ 155.00 (Lotus)	Lotus
KXED, 1540, 50 KW/10 KW (DA-2)	, Hispanic	, \$ NA (SBS)	SBS

FM STATIONS

KACE, 103.9, 1.7 KW @ 371, Black AC	WESTWD, AP, \$ 80.00 (K & P)	Cox
KACD, 103.1, 3 KW @ 266, AOR	CBS, ABC, \$ 100.00 (CBS)	
KBIG, 104.3, 105 KW @ 2890, AC	, \$ 420.00 (CBS)	Bonneville
KCBS, 93.1, 29 KW @ 3496, Oldies	CBS, \$ 290.00 (CBS)	CBS
KFSG, 96.3, 54 KW @ 479, Religion	AP, \$ NA (---)	
KIIS, 102.7, 8 KW @ 2959, CHR	, \$ 470.00 (Mc-Guild)	Gannett
KJLH, 102.3, 2.3 KW @ 338, Black	, \$ 95.00 (Roslin)	
KKBT, 92.3, 43 KW @ 2909, Black	, \$ 320.00 (MMR)	Evergreen
KKGO, 105.1, 18 KW @ 2886, Classical	AP, \$ 190.00 (CHBS)	Mt. Wilson
KKLA, 99.5, 30 KW @ 669, Religion	, \$ NA (---)	
KLAX, 97.9, 50 KW @ 390, Hispanic	, \$ 340.00 (SBS)	SBS
KSCA, 101.9, 2.5 KW @ 2831, AOR-P	, \$ 95.00 (Banner)	Golden West
KLOS, 95.5, 61 KW @ 3129, AOR	ABC, \$ 495.00 (Katz)	Cap Cities/ABC
KLSX, 97.1, 21 KW @ 3001, Classic AOR	, \$ 440.00 (MMR)	Greater Media
KLVE, 107.5, 30 KW @ 2998, Hispanic	, \$ 250.00 (Caballero)	Heftel
KMAX, 107.1, 3 KW @ -43, Ethnic	, \$ 75.00 (---)	Douglas
KMQA, 98.3, 2.3 KW @ 328, Hispanic	, \$ 70.00 (Caballero)	El Dorado
KBUE, 105.5, 1 KW @ 469, Hispanic	, \$ 90.00 (---)	Liberman
KOST, 103.5, 13 KW @ 3100, AC	, \$ 560.00 (Christal)	Cox
KPWR, 105.9, 72 KW @ 771, CHR/Urban	, \$ 400.00 (D & R)	Emmis
KROQ, 106.7, 6 KW @ 1387, New Rock	, \$ 380.00 (Infinity)	Infinity
KRTH, 101.1, 51 KW @ 3129, Oldies	, \$ 510.00 (Banner)	Infinity
KTWV, 94.7, 55 KW @ 2831, Jazz	, \$ 350.00 (Group W)	Westinghouse
KXEZ, 100.3, 5 KW @ 3004, Soft AC/EZ	, \$ 240.00 (Torbet)	Viacom
KYSR, 98.7, 75 KW @ 1181, AC/CHR	, \$ 290.00 (Torbet)	Viacom
KZLA, 93.9, 19 KW @ 3136, Country	, \$ 340.00 (Eastman)	Shamrock

Miscellaneous: KNAC-F changes from AOR to Hispanic (Feb). . . KNAC-F changes calls to KBUE-F. . . KBLA (Santa Monica) sold by Keymarket to River City for \$4,700,000 (E) (Star). . . KYMS-F (Santa Ana) sold to Way for \$9,100,000 (Schurz; Star). . . KLAC, KZLA-F sold by Shamrock to Chancellor for \$85,000,000 (E). . . KABC, KMPC, KLOS-F sold by Cap Cities/ABC to Disney (D) for \$ _____ . . . KNX, KCBS-F sold by CBS to Westinghouse (D) for \$ _____ (E) . . .

LOUISVILLE

Arbitron Rank/Pop (12+): 48/839,600

MSA Rank/Pop: 56/982,000

Average Person Ratings: 15.4
Market TSL: 20.25 hours

Stations: 21/21
Diaries: 1519/553:1/55.9%
Sample Target: 1520
% Below Line: 0.0
% Not Listed: 12.0

1994 Revenue: \$33,900,000
HH Inc.: \$33,868
Retail \$: 8.9 Bil
Pop per Station: 39,981
#1 Biller: WAMZ-F \$7,800,000

12+ METRD	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRD CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WAMZ-F (C)	204/15.8	13.8	15.8	19.0	17.0	16.1	292/3510	2472/29.4	29.1	30.8	H	WAMZ-F
2. WHAS (FS)	167/12.9	12.3	13.5	13.0	13.1	12.9	216/3073	2290/27.3	28.7	28.9	H	WHAS
3. WDJX-F (CHR)	90/ 7.0	6.5	4.8	6.8	7.5	6.3	110/2102	1527/18.2	16.3	20.7	D	WDJX-F
4. WTFX-F (AOR)	74/ 5.7	4.0	4.7	5.4	5.6	5.0	133/1652	964/11.5	13.4	13.1	C	WTFX-F
5. WRKA-F (D)	69/ 5.3	4.6	4.8	5.4	6.0	5.0	71/1272	1238/14.7	13.0	14.4	D	WRKA-F
6. WVEZ-F (SAC)	66/ 5.1	5.8	6.4	4.3	6.5	5.4	79/1416	1198/14.3	15.0	17.0	D	WVEZ-F
7. WQMF-F (CL ADR)	61/ 4.7	4.6	3.7	6.3	4.8	4.8	82/1635	1257/15.0	12.7	14.8	E	WQMF-F
8. WGZB-F (B)	57/ 4.4	5.4	6.8	6.3	6.1	5.7	61/894	829/ 9.9	10.9	11.5	C	WGZB-F
9. WHKW-F (C)	50/ 3.9	4.5	2.7	2.5	2.7	3.4	53/961	891/10.6	10.4	8.5	B	WHKW-F
10. WAVG (ST)	49/ 3.8	3.5	2.8	2.4	4.5	3.1	55/689	605/ 7.2	7.4	8.2	A	WAVG
11. WQLL-F (D-70's)	48/ 3.7	3.1	2.8	2.7	0.6	3.1	49/748	739/ 8.8	7.0	1.3	A	WQLL-F
12. WKJK-F (AC)	41/ 3.2	4.0	4.6	2.2	2.3	3.5	65/791	581/ 6.9	8.4	5.0	A	WKJK-F
13. WQNF-F (ADR-NR)	37/ 2.9	2.4	3.0	1.5	1.6	2.5	39/632	583/ 6.9	7.1	4.7	A	WQNF-F
14. WLRS-F (AC)	31/ 2.4	3.9	2.6	3.6	4.1	3.1	32/750	704/ 8.4	9.5	13.8	C	WLRS-F
15. WLSY-F (B/AC)	24/ 1.9	1.3	1.9	2.5	1.4	1.9	24/349	349/ 4.2	4.9	4.3	A	WLSY-F
16. WLLV (G)	23/ 1.8	1.4	1.7	1.5	0.9	1.6	23/311	311/ 3.7	3.1	2.2	A	WLLV
17.												
18.												
19.												
20.												

12+ FM SHARE (METRD): 75.33% (858 of 1139) (SPG 94: 75.44%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	DVERNIGHT
1 WDJX-F	1 WAMZ-F	1 WAMZ-F>	1 WAMZ-F>	1 WAMZ-F>	1 WHAS	1 WHAS <	1 WAMZ-F	1 WAMZ-F>	1 WAMZ-F	1 WAMZ-F
2 WGZB-F>	2 WTFX-F	2 WHAS	2 WHAS	2 WHAS >	2 WAMZ-F>>	2 WAMZ-F>>	2 WHAS >>	2 WHAS	2 WDJX-F>	2 WDJX-F<
3 WQNF-F	3 WDJX-F	3 WDJX-F<	3 WQMF-F	3 WRKA-F	3 WRKA-F	3 WDJX-F	3 WVEZ-F	3 WDJX-F	3 WHAS	3 WHAS >
4	4 WQMF-F>	4 WTFX-F	4 WRKA-F	4 WQMF-F	4 WAVG	4 WQMF-F	4 WRKA-F	4 WTFX-F	4 WTFX-F	4 WGZB-F<
5	5 WQNF-F	5 WQMF-F	5 WDJX-F	5 WDJX-F<	5 WVEZ-F	5 WRKA-F	5 WTFX-F	5 WVEZ-F	5 WGZB-F	5 WAVG
6	6	6	6 WVEZ-F	6 WVEZ-F	6	6	6	6	6	6 WQLL-F
7	7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8	8

WDM 18-24	WDM 18-34	WDM 25-34	WDM 18-49	WDM 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 WTFX-F>>	1 WTFX-F>	1 WQMF-F	1 WAMZ-F	1 WAMZ-F
2 WAMZ-F	2 WDJX-F>	2 WVEZ-F	2 WDJX-F<	2 WVEZ-F	2 WAMZ-F	2 WQMF-F	2 WTFX-F	2 WTFX-F	2 WHAS >
3 WGZB-F	3 WVEZ-F	3 WDJX-F	3 WVEZ-F	3 WRKA-F	WDJX-F	WAMZ-F	3 WAMZ-F	3 WHAS	3 WQMF-F
4 WTFX-F	4 WQMF-F	4 WLRS-F	4 WRKA-F	4 WHAS	WQNF-F	4 WDJX-F	4 WDJX-F	4 WQMF-F>	4 WTFX-F
5 WHKW-F	5 WGZB-F	WQMF-F	5 WHAS	5 WDJX-F	5 WGZB-F	5 WQNF-F	5 WQLL-F	5 WQLL-F	5 WQLL-F
WQNF-F	WTFX-F	6 WRKA-F	6	6	6	6	6 WHKW-F	WDJX-F	6
WVEZ-F	7	7	7	7	7	7	WQNF-F	7	7

LOUISVILLE

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
AC		72 (2)	72 (2)	6.3	7.3	WFIA (REL) 900 LOUISVILLE	0.6/2.1/ 8/ 206
AOR/CLASSIC/NR		172 (3)	172 (3)	15.1	13.8	WLOU (8) 1350 LOUISVILLE	1.1/3.7/ 14/ 307
COUNTRY	8 (1)	260 (3)	268 (4)	23.5	23.2	WMPI-F (C) 105.3 SCOTTSBURG IN	0.5/1.5/ 6/ 183
NEWS/TALK	12 (1)		12 (1)	1.1	1.0	WTMT (C) 620 LOUISVILLE	0.6/1.7/ 9/ 182
CHR		90 (1)	90 (1)	7.9	9.4	WWKY (T) 790 LOUISVILLE	0.9/3.6/ 13/ 321
BLACK/URBAN	14 (1)	81 (2)	95 (3)	8.3	9.7		
SOFT AC/EZ		66 (1)	66 (1)	5.8	7.5		
HISPANIC							
OLDIES		117 (2)	117 (2)	10.3	6.9		
FULL SVC/VARIETY	167 (1)		167 (1)	14.7	15.0		
STANDARDS	49 (1)		49 (1)	4.3	5.2		
RELIG/GOSPEL	31 (2)		31 (2)	2.7	1.0		
SPORTS							
CLASSICAL							
JAZZ							
OTHERS/UNKNOWN							
TOTALS	281 (7)	858 (14)	1139 (21)				

DUOPOLY REPORT	12+	25-54	REVENUE
WWKY, WVEZ-F, WTFX-F (Prism)	11.7%	11.1%	11.5%
WAVG, WXVW (Local)	3.8%	1.0%	2.0%
WDJX A/F, WFIA, WHKW-F (Regent)	11.5%	10.8%	11.1%
WQMF-F, WQNF-F (Local)	7.6%	8.4%	10.3%
WGZB-F, WLSY-F (Local)	6.3%	6.1%	5.3%
	40.9%	37.4%	40.2%

SCARBOROUGH REPORT
Indexed against \$100,000+ Households

HIGHEST		LOWEST	
1. WKJK-F	184	1. WGZB-F	46
2. WQNF-F	178	2. WAVG	50
3. WQMF-F	142	3. WLSY-F	58

RADIO STATIONS

WAVG, 970, 5 KW (DA-N), Standards	SMN, CBS, \$ 20.00 (O&R)	
WHAS, 840, 50 KW, Full Service	ABC, \$105.00 (Christal)	Clear Channel
WLOU, 1350, 5 KW/500 W (DA-N), Black	AURN, \$ 15.00 (---)	Johnson Prod.
WWKY, 790, 5 KW/1 KW (DA-2), Talk	CBS, \$ 23.00 (Mc-Guild)	Prism
WAMZ-F, 97.5, 100 KW @ 500, Country	\$160.00 (Christal)	Clear Channel
WDJX-F, 99.7, 24 KW @ 715, CHR	AP, \$ 51.00 (Eastman)	Regent
WGZB-F, 96.5, 3 KW @ 295, Black	\$ 32.00 (Mc-Guild)	(CORYOON)
WHKW-F, 107.7, 8.2 KW @ 567, Country	\$ 25.00 (Eastman)	Regent
WOLL-F, 103.9, 1.4 KW @ 489, Oldies-70's	\$ 23.00 (Eastman)	Regent
WLRS-F, 102.3, 3 KW @ 285, AC	AP, SOURCE, \$ 40.00 (Torbet)	Liberty
WLSY-F, 101.7, 1.9 KW @ 413, Black AC	ABC, \$ 19.00 (Mc-Guild)	(JEFFERSON.)
WQMF-F, 95.7, 34 KW @ 580, Classic AOR	\$ 77.00 (Katz)	
WQNF-F, 105.9, 3 KW @ 328, AOR-NR	\$ NA (Katz)	WQMF owner
WRKA-F, 103.1, 6 KW @ 312, Oldies	\$ 52.00 (Banner)	Franklin
WTFX-F, 100.5, 38 KW @ 567, AOR	\$ 32.00 (Mc-Guild)	Prism
WVEZ-F, 106.9, 25 KW @ 669, Soft AC	\$ 58.00 (Mc-Guild)	Prism
WKJK-F, 98.9, 50 KW @ 361, AC	SMN, ABC, \$ NA (Christal)	Snowden

Miscellaneous: FM CP (94.7) (New Albany) sold to WRKA-F owner (D) for \$1,040,000. . . WLOU sold for \$265,000 . . . WLRS-F turned over to Jim Champlain. . .

LUBBOCK

Arbitron Rank/Pop (12+): 172/186,900

Stations: 15/15

1994 Revenue: \$7,300,000

MSA Rank/Pop: 182/230,000

Diaries: 811/230:1/49.4%

HH Inc.: \$29,090

DMA # 146

Sample Target: 795

Retail \$: 2.4 Bil

Average Person Ratings: 17.2

% Below Line: 0.0

Pop per Station: 12,460

Market TSL: 22.75 hours

% Not Listed: 13.1

#1 Biller: KLLL-AF \$2,400,000

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. KLLL-F (C)	68/21.2	20.4	25.0	25.5	27.7	----	118/1245	656/35.1	37.9	40.4	D	KLLL-F
2. KZII-F (CHR)	39/12.1	12.5	9.9	13.4	13.2	----	62/820	548/29.3	28.2	26.4	B	KZII-F
3. KFMX-F (AOR)	35/10.9	10.4	12.3	11.4	12.9	----	44/598	439/23.5	19.9	22.1	C	KFMX-F
4. KKCL-F (O)	25/ 7.8	11.4	10.6	11.1	9.7	----	39/556	418/22.4	25.7	22.1	B	KKCL-F
5. KXTQ-F (SP)	22/ 6.9	5.5	6.5	2.9	3.8	----	30/297	208/11.1	8.9	11.8	A	KXTQ-F
6. KONE-F (C)	19/ 5.9	4.5	3.8	3.9	6.3	----	25/435	281/15.0	12.0	13.9	A	KONE-F
7. KRLB-F (AC)	16/ 5.0	6.9	4.5	4.6	4.1	----	26/547	397/21.2	17.7	20.8	A	KRLB-F
8. KRFE (ST)	14/ 4.4	1.4	2.4	---	---	----	15/170	147/ 7.9	7.8	3.0	A	KRFE
9. KMMX-F (AC)	13/ 4.0	1.4	1.4	2.6	1.3	----	16/303	201/10.8	7.6	8.4	A	KMMX-F
10. KEJS-F (SP)	7/ 2.2	0.3	0.7	1.6	2.8	----	10/124	87/ 4.7	2.1	2.4		KEJS-F
11. KFYO (FS)	6/ 1.9	5.2	2.4	4.9	3.5	----	15/237	137/ 7.3	14.6	8.9	B	KFYO
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 88.53% (247 of 279) (SPG 94: 92.24%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZII-F>>>1 KFMX-F	1 KLLL-F>	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>	1 KZII-F>	1 KMMX-F
2 KLLL-F	2 KLLL-F	2 KFMX-F	2 KKCL-F	2 KKCL-F	2 KKCL-F	2 KZII-F>	2 KKCL-F<	2 KZII-F	2 KFMX-F>	2 KLLL-F
3 KFMX-F	3 KZII-F>>	3 KZII-F	3 KZII-F	3 KFMX-F	3 KRFE	3 KKCL-F<	3 KFMX-F<	3 KFMX-F	3 KXTQ-F<	3 KZII-F
4	4	4 KXTQ-F	KFMX-F<	KZII-F	4 KONE-F	4 KFMX-F	4 KZII-F	4 KKCL-F	4 KLLL-F	4 KFMX-F
5	5	5 KKCL-F	5 KXTQ-F	5 KXTQ-F	5	5	5	5 KXTQ-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 KFMX-F	1 KLLL-F	1 KLLL-F	1 KLLL-F>	1 KLLL-F>>	1 KFMX-F	1 KFMX-F>	1 KFMX-F	1 KLLL-F<	1 KLLL-F>
2 KLLL-F	KZII-F>	KZII-F	2 KZII-F	2 KZII-F	2 KLLL-F	2 KLLL-F<	2 KLLL-F	2 KFMX-F>>	2 KFMX-F
KZII-F	3 KFMX-F	3 KRLB-F	3 KXTQ-F>	3 KXTQ-F	3 KZII-F	3 KZII-F>	KZII-F	3 KKCL-F	3 KKCL-F>>
4 KXTQ-F	KXTQ-F	KXTQ-F	4 KRLB-F	4 KKCL-F	4	4	4 KKCL-F	4 KZII-F	4
5	5 KRLB-F	5	KFMX-F	5	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		29 (2)	29 (2)	10.4	6.9	KBZO (ST) 1460 LUBBOCK	1.9/1.9/ 8/ 49		
AOR/CLASSIC/NR		35 (1)	35 (1)	12.5	14.7	KJAK-F (REL) 92.7 SLATON	0.9/6.1/ 3/ 131		
COUNTRY	2 (1)	87 (2)	89 (3)	31.9	34.3	KKAM (T) 1340 LUBBOCK	1.2/6.1/ 5/ 139		
NEWS/TALK	4 (1)		4 (1)	1.4	1.2	KLLL (C) 1590 LUBBOCK	0.6/3.2/ 3/ 74		
CHR		39 (1)	39 (1)	14.0	11.8				
BLACK/URBAN									
SOFT AC/EZ									
HISPANIC		31 (2)	31 (2)	11.1	9.4				
OLDIES		25 (1)	25 (1)	9.0	12.7				
FULL SVC/VARIETY	6 (1)		6 (1)	2.2	2.9				
STANDARDS	20 (2)		20 (2)	7.2	2.9				
RELIG/GOSPEL		3 (1)	3 (1)	1.1	3.3				
SPORTS									
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN									
TOTALS	32 (5)	247 (10)	279 (15)						

LUBBOCK

DUOPOLY REPORT	12+	25-54	REVENUE
KFMX-F, KRLB-F, KKAM (Sonance)	17.1%	17.4%	25.1%
KMMX-F, KONE-F (Local)	9.9%	11.8%	8.2%
	27.0%	29.2%	33.3%

RADIO STATIONS

KFYO , 790, 5 KW/1 KW (DA-2) , Full Service	CBS, \$14.00 (Torbet)	Seaton
KKAM , 1340, 1 KW , Talk	SUN WESTWD, \$11.00 (Katz)	Sonance
KLLL , 1590, 1 KW -- See KLLL-FM		
KRFE , 580, 500 W/3B7 W (DA-2), Standards	ABC, SMN, \$ NA (---)	
KXTQ , 950, 5 KW/5DD W (DA-2), Hispanic	, \$ NA (Katz Hisp.)	
KEJS-F, 106.5, 34 KW @ 587 , Hispanic	CNN, \$10.00 (---)	
KFMX-F, 94.5, 100 KW @ 817 , AOR	ABC, \$26.00 (Katz)	Sonance
KJAK-F, 92.7, 100 KW @ 584 , Religion	, \$ 9.00 (---)	(SLATON)
KKCL-F, 98.1, 50 KW @ 295 , Oldies	WESTWD ABC, \$19.00 (Christal)	Amer. General (LORENZO)
KLLL-F, 96.3, 100 KW @ 817 , Country	WESTWD, \$55.00 (Eastman)	Pinnacle
KMMX-F, 104.7, 100 KW @ 915 , AC	, \$10.00 (D & R)	Dowdy (LAMESA)
KONE-F, 101.1, 100 KW @ 751 , Country	WESTWD, \$16.00 (D & R)	
KRLB-F, 99.5, 100 KW @ 859 , AC	ABC, \$18.00 (---)	Sonance
KXTQ-F, 93.7, 100 KW @ 741 , Hispanic	, \$12.00 (Katz Hisp.)	
KZII-F, 102.5, 100 KW @ 817 , CHR	, \$25.00 (Torbet)	Seaton



MACON

Arbitron Rank/Pop (12+): 147/242,700

Stations: 19/18
Diaries: 962/252:1/46.1%
Sample Target: 900
% Below Line: 1.2
% Not Listed: 14.3

1994 Revenue: \$9,100,000
HH Inc.: \$31,504
Retail \$: 2.6 Bil
Pop per Station: 13,483
#1 Biller: WDEN-AF \$3,000,000

MSA Rank/Pop: 152/307,000

DMA # 125

Average Person Ratings: 16.7

Market TSL: 22.50 hours

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WDEN-F (C)	78/19.2	19.3	20.5	17.6	22.2	----	134/1447	720/29.7	31.3	31.8	E	WDEN-F
2. WIBB-F (B)	48/11.8	8.2	6.8	1.1	3.4	----	60/802	563/23.2	18.7	14.4	A	WIBB-F
3. WPEZ-F (AC)	32/ 7.9	9.9	10.5	7.5	9.0	----	45/808	491/20.2	18.2	19.7	C	WPEZ-F
4. WMGB-F (CHR)	31/ 7.6	3.2	4.6	1.9	---	----	45/578	363/15.0	7.7	11.0	A	WMGB-F
5. WAYS-F (O)	26/ 6.4	7.7	6.4	7.8	6.1	----	47/727	407/16.8	17.6	17.8	C	WAYS-F
6. WQBZ-F (AOR)	24/ 5.9	6.9	6.8	5.9	8.8	----	36/627	346/14.3	15.0	14.2	B	WQBZ-F
7. WDDO (G)	20/ 4.9	8.2	5.6	6.4	7.8	----	22/265	253/10.4	11.9	10.1	A	WDDO
8. WMAZ (N/T)	18/ 4.4	3.7	5.4	3.5	3.4	----	22/353	269/11.1	11.2	14.1	B	WMAZ
9. WFXM-F (B)	14/ 3.4	4.5	4.6	7.2	7.1	----	14/323	286/11.8	11.8	11.5	A	WFXM-F
WPGA-F (B)	14/ 3.4	6.4	6.6	10.2	8.8	----	17/322	270/11.1	15.3	16.7	A	WPGA-F
11. WXKO (G)	9/ 2.2	1.0	1.0	4.5	2.2	----	9/69	65/ 2.7	2.1	2.5		WXKO
12. WRCC-F (C)	7/ 1.7	1.7	0.7	1.9	2.0	----	10/139	109/ 4.5	4.4	4.2	A	WRCC-F
WMKS-F (C)	7/ 1.7	1.0	2.2	5.9	2.4	----	11/218	188/ 7.7	8.2	8.4		WMKS-F
14.												
15.												

12+ FM SHARE (METRO): 85.06% (296 of 348) (SPG 94: 82.96%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIBB-F>>	1 WIBB-F	1 WDEN-F	1 WDEN-F>	1 WDEN-F>	1 WDEN-F>>	1 WDEN-F>>	1 WDEN-F>>	1 WDEN-F>	1 WIBB-F	1 WDEN-F
2 WDEN-F	WMGB-F	2 WIBB-F	2 WIBB-F	2 WPEZ-F<	2 WAYS-F	2 WIBB-F<	2 WIBB-F	2 WIBB-F	2 WDEN-F>>	2 WIBB-F
3 WMGB-F	3 WDEN-F	3 WMGB-F	3 WPEZ-F	3 WIBB-F>	3 WPEZ-F	3 WPEZ-F	3 WPEZ-F	3 WMGB-F	3 WFXM-F	3
4 WFXM-F	4 WQBZ-F	4 WPEZ-F<	4 WQBZ-F	4 WAYS-F	4 WDDO	4 WAYS-F	4 WMGB-F	4 WPEZ-F	4 WMGB-F	4
5	5	5 WQBZ-F	5	5 WQBZ-F	5	5 WMGB-F	5 WAYS-F	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 WIBB-F	1 WIBB-F	1 WIBB-F	1 WDEN-F	1 WDEN-F>	1 WMGB-F	1 WMGB-F	1 WQBZ-F	1 WDEN-F>	1 WDEN-F>>
WMGB-F	2 WMGB-F	2 WDEN-F	2 WIBB-F	2 WPEZ-F	2 WQBZ-F	WQBZ-F>	2 WDEN-F	2 WQBZ-F	2 WIBB-F
3 WFXM-F	3 WDEN-F>	3 WMGB-F	3 WPEZ-F<	3 WIBB-F>	3 WIBB-F	3 WDEN-F	WMGB-F	WIBB-F	3 WPEZ-F
4	4 WPEZ-F	WPEZ-F	4 WMGB-F	4 WMGB-F	4	WIBB-F	4	4 WMGB-F	WQBZ-F
5	5	5	5	5 WAYS-F	5	5	5	5	5 WAYS-F

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		32 (1)	32 (1)	9.2	12.0	WALJ-F (J)	107.1 GORDON 1.2/3.8/ 11/ 155
AOR/CLASSIC/NR		29 (3)	29 (3)	8.3	8.4	WCOP (REL)	1350 WARNER ROBINS 0.5/1.9/ 2/ 47
COUNTRY		92 (3)	92 (3)	26.4	27.7	WPGA (ST)	980 PERRY 0.7/1.8/ 4/ 54
NEWS/TALK	18 (1)		18 (1)	5.2	7.0	WYIQ-FF(CL AOR)	102.5 WARNER ROBINS 1.2/3.7/ 5/ 101
CHR		31 (1)	31 (1)	8.9	5.3	WFJ-F (REL)	93.3 MANCHESTER 1.2/3.7/ 10/ 187
BLACK/URBAN		76 (3)	76 (3)	21.8	21.2		
SOFT AC/EZ							
HISPANIC							
OLOIES		26 (1)	26 (1)	7.5	7.3		
FULL SVC/VARIETY							
STANDARDS	3 (1)		3 (1)	0.9	0.0		
RELIG/GOSPEL	31 (3)	5 (1)	36 (4)	10.3	10.1		
SPORTS							
CLASSICAL							
JAZZ		5 (1)	5 (1)	1.4	0.0		
OTHERS/UNKNOWN					1.1		
TOTALS	52 (5)	296 (14)	348 (19)				

MAOISON

DUOPOLY REPORT	12+	25-54	REVENUE
-----	-----	-----	-----
WTOY, WMGN-F, WJJO-F (Midwest Family)	15.7%	19.3%	22.9%
WIBA A/F, WMAD A/F (Oick Verne)	19.5%	14.7%	28.8%
WMM-F, WYZM-F (Woodward)	9.0%	12.0%	3.7%
	44.2%	46.0%	55.4%

RADIO STATIONS

WHIT , 1550, 5 KW (DAYS) , Sports	ABC, \$14.00 (Christal)	Enterprise
WIBA , 1310, 5 KW (DA-2) , Full Service	CBS, \$38.00 (Katz)	
WMAD , 1190, 1 KW (DAYS) , Standards	BRN, WESTWO, \$13.00 (Katz)	WIBA owner (D)
WTDY , 1480, 5 KW (DA-2) , Talk	ABC, WESTWO, \$21.00 (Mc-Guild)	Midwest Family
WTSO , 1070 10 KW/5 KW (DA-2), Country/FS	CNN, ABC, \$24.00 (Banner)	Midcontinent
WIBA-F, 101.5, 12 KW @ 1017 , AOR	, \$72.00 (Katz)	
WJJO-F, 94.1, 50 KW @ 492 , CL AOR	, \$24.00 (D & R)	(WATERTOWN)
WMAD-F, 92.1, 1.8 KW @ 400 , AOR-NR	, \$21.00 (Katz)	WIBA owner (D) (SUN PRARIE)
WMGN-F, 98.1, 38 KW @ 581 , AC	, \$44.00 (Mc-Guild)	Midwest Family
WMM-F, 96.3, 5 KW @ 672 , Oldies - 70's	, \$19.00 (Christal)	(SAUK CITY)
WMM-F, 105.5, 4.4 KW @ 384 , AC	, \$18.00 (K & P)	Woodward (VERONA)
WOLX-F, 94.9, 37 KW @ 1299 , Oldies	, \$50.00 (Christal)	Shockley (BARABOO)
WSJY-F, 107.3, 26 KW @ 676 , EZ	ABC, \$17.00 (---)	Goetz (FORT ATKINSON)
WYZM-F, 105.1, 6 KW @ 243 , Country	, \$19.00 (Eastman)	Woodward (WAUNAKEE)
WVQM-F, 106.3, 4.5 KW @ 380 , Country	, \$54.00 (Christal)	Enterprise (MIDDLETON)
WZEE-F, 104.1, 9.4 KW @ 1118 , CHR	, \$45.00 (Banner)	Midcontinent

Miscellaneous: WIBA A/F, WMAO A/F sold by Double L to Oick Verne (D) for \$14,200,000 (Americom). . .



MANCHESTER

Arbitron Rank/Pop (12+): 192/158,800

Stations: 27/7
 Diaries: 653/243:1/57.7%
 Sample Target: 610
 % Below Line: 42.1
 % Not Listed: 16.1

1994 Revenue: \$7,200,000
 HH Inc.: \$45,490
 Retail \$: 3.2 Bil
 Pop per Station: 22,686
 #1 Biller: WZIO-F \$3,200,000

MSA Rank/Pop: 138/273,000 (w/Nashua)
 Boston DMA
 Average Person Ratings: 17.2
 Market TSL: 22.50 hours

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WZIO-F (AC/SAC)	46/16.8	20.3	19.1	21.0	18.2	----	80/1072	527/33.2	38.9	34.3	E	WZIO-F
2. WGIR-F (AOR)	29/10.6	6.5	12.7	7.9	10.5	----	67/1053	460/29.0	21.0	26.6	C	WGIR-F
3. WOKQ-F (C)	24/ 8.8	8.3	7.4	9.0	7.7	----	60/750	295/18.6	19.5	15.5		WOKQ-F
4. WFEA (ST)	16/ 5.9	8.7	5.7	4.8	5.6	----	21/276	160/10.1	11.2	10.0	8	WFEA
5. WGIR (N/T)	15/ 5.5	6.5	3.2	3.4	3.7	----	32/429	241/15.2	16.1	14.8	C	WGIR
6. WJMN-F (CHR)	13/ 4.8	4.0	3.2	3.1	4.0	----	21/558	257/16.2	14.8	14.3		WJMN-F
7. WEGQ-F (O-70's)	12/ 4.4	5.1	2.5	1.4	1.2	----	26/493	218/13.7	11.7	6.0		WEGQ-F
8. WAAF-F (AOR-NR)	11/ 4.0	4.7	2.8	4.5	3.1	----	36/515	209/13.2	11.3	10.7		WAAF-F
9.												
10.												

12+ FM SHARE (METRO): 79.91% (183 of 229) (SPG 94: 81.47%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MID	12+ PMO	12+ EVE	OVERNIGHT
1 WJMN-F>>>1	WGIR-F	1 WZIO-F	1 WZIO-F	1 WZIO-F>	1 WZIO-F>	1 WZIO-F>>	1 WZIO-F>	1 WZIO-F>	1 WZIO-F>	1 WBZ
2 WZIO-F	2 WZIO-F>	2 WGIR-F>>	2 WGIR-F>	2 WGIR-F>	2 WOKQ-F<	2 WGIR-F	2 WGIR-F	2 WGIR-F	2 WGIR-F	WGIR-F
3 WAAF-F	3 WAAF-F	3 WOKQ-F	3 WEGQ-F	3 WOKQ-F	3 WFEA	3 WOKQ-F	3 WOKQ-F	3 WOKQ-F	3 WJMN-F	3 WGIR-F
4	4 WEGQ-F	4 WEGQ-F	4 WOKQ-F	4 WEGQ-F	4 WGIR	4 WGIR	4 WFEA <	4	4	4
5	WJMN-F	5	5	5	5	5	5 WGIR	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 WJMN-F	1 WZIO-F>>	1 WZIO-F	1 WZIO-F>>	1 WZIO-F>>>	1 WGIR-F	1 WGIR-F>>	1 WGIR-F	1 WGIR-F>>	1 WGIR-F>
2 WGIR-F	2 WGIR-F	2 WEGQ-F	2 WGIR-F	2 WEGQ-F	2 WAAF-F	2 WAAF-F>>	2 WAAF-F	2 WZIO-F	2 WZIO-F>
3 WZIO-F	3 WJMN-F	3 WGIR-F	3 WEGQ-F	3 WGIR-F	3	3	3	3 WOKQ-F	3 WOKQ-F
4	4 WEGQ-F	4	4 WJMN-F	4	4	4	4	4 WAAF-F	4 WGIR
5	5	5	5	5	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		57 (6)	57 (6)	24.9	3.9	WJYY-F (AC)	105.5	CONCORO	1.1/4.3/ 11/ 230
AOR/CLASSIC/NR		51 (5)	51 (5)	22.3	26.7	WKBR (EZ)	1250	MANCHESTER	0.7/1.8/ 2/ 28
COUNTRY		28 (2)	28 (2)	12.2	11.7	WNNH-F (O)	99.1	HENNIKER	1.1/3.8/ 11/ 231
NEWS/TALK	23 (3)		23 (3)	10.0	11.2				
CHR		22 (3)	22 (3)	9.6	8.2	WHEB-F (AOR)	100.3	PORTSMOUTH	0.7/4.9/ 6/ 140
BLACK/URBAN						WHOB-F (CHR)	106.3	NASHUA	0.7/7.6/ 8/ 325
SOFT AC/EZ		5 (1)	5 (1)	2.2	26.7	WXLO-F (AC)	104.5	FITCHBURG	0.7/5.0/ 3/ 141
HISPANIC									
SEE BOSTON FOR MORE ABOUT THE FOLLOWING:									
OLDIES		19 (3)	19 (3)	8.3	3.4	WBCN-F	2.2/ 9.8	WEEI	1.8/ 4.9
FULL SVC/VARIETY						WBOS-F	1.5/ 4.9	WLYT-F	1.1/ 5.5
STANAOAROS	18 (2)		18 (2)	7.9	6.9	WBMX-F	0.7/ 4.6	WMJX-F	0.4/ 2.8
RELIG/GOSPEL					0.4	WBOS-F	1.1/ 3.6	WODS-F	1.5/ 7.9
SPORTS	5 (1)		5 (1)	2.2	0.0	WBZ	1.5/ 8.9	WRKO	1.5/ 6.9
CLASSICAL		1 (1)	1 (1)	0.4	0.4	WCRB-F	0.4/ 3.8	WSSH-F	1.8/ 6.7
JAZZ								WXKS-F	2.6/12.8
OTHERS/UNKNOWN					0.4				
TOTALS	46 (6)	183 (21)	229 (27)						

DUOPOLY REPORT

NONE AS OF AUGUST 1995. . .

MANCHESTER

RADIO STATIONS

WFEA , 1370, 5 KW (DA-2) , Standards	TALKNT CBS, \$17.00 (Mc-Guild) Saga
WGIR , 610, 5 KW/1 KW (DA-2), News/Talk	ABC, \$30.00 (Banner) Knight Quality
WGIR-F, 101.1, 14 KW @ 951 , AOR	, \$48.00 (Banner) Knight Quality
WNNH-F, 99.1, 1.3 KW @ 711 , Oldies	, \$16.00 (Roslin) (HENNIKER)
WZID-F, 95.7, 15 KW @ 925 , Soft AC/AC	, \$73.00 (Mc-Guild) Saga
WHOB-F, 106.3, 3 KW @ 328 , CHR	, \$25.00 (Torbet) (NASHUA)

Other ranked stations -- See Boston or Portsmouth



MCALLEN-BROWNSVILLE

Arbitron Rank/Pop (12+): 66/565,200
 MSA Rank/Pop: 111 - McAllen
 160 - Browns. 734,000
 DMA # 90
 Average Person Ratings: 17.5
 Market TSL: 23.50 hours

Stations: 21/17
 Diaries: 1407/402:1/44.3%
 Sample Target: 1440
 % Below Line: 4.3
 % Not Listed: 11.0

1994 Revenue: \$14,700,000
 HH Inc.: \$21,860
 Retail \$: 4.4 Bil
 Pop per Station: 33,247
 #1 Biller: KTEX-F \$2,300,000

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. KIWW-F (SP)	142/14.3	12.4	12.0	10.2	10.5	12.2	162/2115	1836/32.5	32.2	29.7	D	KIWW-F
2. KBFM-F (CHR)	122/12.3	12.7	12.2	15.4	12.7	13.2	128/1954	1819/32.2	32.0	33.0	C	KBFM-F
3. KGBT (SP)	120/12.1	9.8	11.5	9.4	12.0	10.7	128/1226	1162/20.6	18.7	19.5	C	KGBT
4. KTEX-F (C)	91/ 9.2	9.8	8.7	9.1	8.9	9.2	98/1295	1139/20.2	21.9	23.1	O	KTEX-F
5. KTJN-FF (SP)	60/ 6.0	5.6	4.9	5.2	5.9	5.4	63/100B	936/16.6	14.7	16.7	C	KTJN-FF
6. KFRQ-F (C)	57/ 5.8	8.9	3.8	4.6	3.2	5.8	59/926	892/15.8	13.4	14.3	B	KFRQ-F
7. KVLV-F (O)	49/ 4.9	5.0	6.9	7.4	7.1	6.1	49/703	681/12.0	18.4	19.1	C	KVLV-F
8. KKPS-F (SP)	46/ 4.6	4.5	5.7	6.0	5.3	5.2	49/1101	1021/18.1	19.6	18.0	B	KKPS-F
9. KQXX-F (SP)	40/ 4.0	4.7	2.3	3.9	2.9	3.7	40/618	607/10.7	7.9	8.3	B	KQXX-F
10. KRGE (REL/SP)	22/ 2.2	1.4	1.9	1.7	1.7	1.8	22/197	193/ 3.4	4.0	3.6		KRGE
XAAA-F (SP)	22/ 2.2	1.0	0.6	0.3	0.5	1.0	24/404	361/ 6.4	3.3	2.2		XAAA-F
12. KBOR (SP)	21/ 2.1	1.4	1.0	1.6	2.6	1.5	21/286	286/ 5.1	3.2	6.3		KBOR
13. KSOX-F (C)	17/ 1.7	1.7	2.0	3.8	1.8	2.3	18/331	312/ 5.5	8.1	6.9	A	KSOX-F
14. KVJY (EZ)	15/ 1.5	1.4	1.7	1.2	2.5	1.5	17/209	187/ 3.3	2.9	3.5		KVJY
15. KURV (T)	14/ 1.4	2.8	3.5	3.0	2.8	2.7	15/255	232/ 4.1	6.0	6.2	B	KURV
16. KIRT (SP)	13/ 1.3	0.6	2.8	0.9	1.4	1.4	14/276	262/ 4.6	5.4	2.8		KIRT

17.
 18.
 19.
 20. 12+ FM SHARE (METRO): 75.71% (667 of BB1) (SPG 94: 71.39%)

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

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC					0.0	KUBR (SP)	1210	SAN JUAN	0.9/2.1/ 9/ 121
AOR/CLASSIC/NR					0.7				
COUNTRY		165 (3)	165 (3)	18.7	16.1	XEEW-F (SP)	97.7	MATAMOROS	0.6/1.9/ 6/ 107
NEWS/TALK	14 (1)		14 (1)	1.6	3.2	XRYS-F (SP)	90.1	REYNOSA	0.6/2.5/ 6/ 146
CHR		122 (1)	122 (1)	13.8	14.4	XVTH-F (SP)	107.1	MATAMOROS	0.9/4.3/ 9/ 244
BLACK/URBAN									
SOFT AC/EZ	15 (1)		15 (1)	1.7	2.8				
HISPANIC	163 (4)	331 (9)	484 (13)	56.1	52.7				
OLDIES		49 (1)	49 (1)	5.6	8.1				
FULL SVC/VARIETY									
STANDARDS									
RELIG/GOSPEL	22 (1)		22 (1)	2.5	2.0				
SPORTS									
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN									
TOTALS	214 (7)	667 (14)	881 (21)						

MCALLEN-BROWNSVILLE

DUOPOLY REPORT	12+	25-54	REVENUE
KBOR, KTJN-F, KTJX-F (Local)	8.1%	9.0%	8.2%
KFRQ-F, KKPS-F (Signature)	10.4%	10.3%	12.2%
KVJY, KTEX-F, KBFM-F (Calendar)	23.0%	15.4%	28.5%
	41.5%	34.7%	48.9%

RADIO STATIONS

KBOR, 1600, 1 KW (DA-1), Hispanic		\$ 15.00 (Caballero)	
KGBT, 1530, 50 KW/10 KW (DA-N), Hispanic		\$ 40.00 (Katz)	Tichenor
KRGE, 1290, 5 KW (DA-1), Religion		\$ 12.00 (---)	
KURV, 710, 1 KW/0.9 KW(DA-2), Talk	IBN, CBS,	\$ 17.00 (---)	
KVJY, 840, 5 KW/1 KW (DA-1), EZ	ABC,	\$ 16.00 (Christal)	Calendar
KBFM-F, 104.1, 100 KW @ 1000, CHR	ABC,	\$ 38.00 (D & R)	Calendar
KFRQ-F, 94.5, 100 KW @ 1158, Country		\$ 31.00 (Torbet)	Signature
KIWW-F, 96.1, 100 KW @ 449, Hispanic		\$ 40.00 (Katz Hisp)	Tichenor
KKPS-F, 99.5, 100 KW @ 1036, Hispanic		\$ 19.00 (---)	Signature
KOXX-F, 98.5, 100 KW @ 1319, Hispanic		\$ 22.00 (Lotus)	
KSOX-F, 102.1, 18 KW @ 758, Country		\$ 16.00 (---)	
KTEX-F, 100.3, 100 KW @ 449, Country		\$ 51.00 (Christal)	Calendar
KTJN-F, 106.3, 0.5 KW @ 633, Hispanic		\$ 21.00 (Caballero)	
KTJX-F, 105.5, 3 KW @ 285: SEE KTJN-F			
KVLY-F, 107.9, 100 KW @ 71B, Oldies		\$ 26.00 (Torbet)	Tippie

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

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

MELBOURNE-TITUSVILLE-COCOA

Arbitron Rank/Pop (12+): 97/377,100

Stations: 28/10
Diaries: 1029/366:1/55.7%
Sample Target: 1055
% Below Line: 49.7
% Not Listed: 14.4

1994 Revenue: \$5,000,000
HH Inc.: \$43,954
Retail \$: 3.5 Bil
Pop per Station: 37,710
#1 Biller: WLQR-F \$1,500,000

MSA Rank/Pop: NA
Orlando DMA
Average Person Ratings: 15.8
Market TSL: 21.00 hours

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WWKA-F (C)	59/ 9.9	7.6	7.1	6.6	8.0	----	97/1236	754/20.0	18.6	16.8		WWKA-F
2. WMMB (ST)	56/ 9.4	9.7	8.5	11.7	10.1	----	56/487	483/12.8	13.2	12.7	C	WMMB
3. WJRR-F (AOR)	39/ 6.5	7.1	6.8	6.5	3.4	----	72/1173	644/17.1	16.5	16.4		WJRR-F
4. WLRQ-F (SAC)	36/ 6.0	5.9	5.0	5.3	6.1	----	36/609	602/16.0	14.8	10.8	C	WLRQ-F
5. WAQA-F (CHR)	34/ 5.7	6.2	5.6	7.1	6.0	----	34/676	673/17.8	18.4	15.6	C	WAQA-F
6. WDIZ-F (AQR)	30/ 5.0	2.6	4.6	3.9	4.3	----	54/850	462/12.3	9.5	13.2		WDIZ-F
7. WHTQ-F (AQR)	29/ 4.9	4.3	7.1	6.1	5.6	----	48/839	496/13.2	13.9	17.2		WHTQ-F
8. WOMX-F (AC)	28/ 4.7	4.4	4.5	4.7	3.1	----	59/1011	573/15.2	14.4	13.9		WOMX-F
9. WHKR-F (C)	27/ 4.5	5.4	5.0	7.0	6.3	----	30/448	406/10.8	10.6	11.2	C	WHKR-F
10. WTKS-F (T)	23/ 3.9	3.3	4.5	2.4	3.4	----	54/870	458/12.1	10.4	11.7		WTKS-F
11. WGGD-F (Q)	17/ 2.8	3.9	3.6	1.9	3.2	----	17/303	303/ 8.0	9.1	9.1	B	WGGD-F
12. WTAI (T)	16/ 2.7	3.8	3.5	2.1	3.6	----	16/191	183/ 4.9	5.2	5.2	B	WTAI
13.												
14.												
15.												

12+ FM SHARE (METRO): 78.86% (403 of 511) (SPG 94: 81.73%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAQA-F	1 WJRR-F<	1 WJRR-F<	1 WHTQ-F<	1 WHTQ-F	1 WMMB >	1 WMMB	1 WWKA-F	1 WWKA-F>	1 WWKA-F	1 WJRR-F
2 WJHM-F	2 WDIZ-F	2 WWKA-F	2 WDIZ-F	WWKA-F	2 WWKA-F>	2 WWKA-F	2 WMMB >	2 WJRR-F<	2 WJRR-F	2 WWKA-F
3 WJRR-F	3 WWKA-F	3 WDIZ-F<	WLRQ-F<	WHTQ-F<	3	3 WJRR-F	3 WLRQ-F	3 WMMB	3 WAQA-F	3 WMMB
WQVV-F	4 WAQA-F	4 WLRQ-F	4 WWKA-F	4 WDIZ-F	4	4 WDIZ-F	4 WHTQ-F	4 WAQA-F<	4 WMMB	4 WLRQ-F
5	WOMX-F<	5 WHTQ-F	5	5 WOMX-F	5	5	5	5 WLRQ-F	5	5
6	6 WLRQ-F	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 WAQA-F	1 WOMX-F<	1 WOMX-F	1 WLRQ-F<	1 WLRQ-F<	1 WJRR-F	1 WDIZ-F<	1 WDIZ-F	1 WJRR-F<	1 WHTQ-F<
WJRR-F	2 WWKA-F	2 WLRQ-F	2 WWKA-F	2 WOMX-F	2 WWKA-F	2 WJRR-F>	2 WHTQ-F	2 WDIZ-F<	2 WDIZ-F
WWKA-F	3 WLRQ-F	3 WWKA-F	3 WOMX-F	3 WWKA-F	3 WAQA-F	3 WWKA-F	WJRR-F	3 WHTQ-F>	3 WJRR-F
4	4 WAQA-F	4	4 WAQA-F	4 WAQA-F	4	4 WHTQ-F	4	4 WWKA-F	4 WTKS-F
5	5	5	5	5	5	5 WAQA-F	5	5 WTKS-F	5

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME TSA	TSA
	--	--	----	-	-	-----	SHARE/RTG/AQH/CUME	
AC		33 (2)	33 (2)	6.5	5.3	WMEL (FS) 920 MELBOURNE	1.3/4.0/ 8/ 156	
AQR/CLASSIC/NR		102 (4)	102 (4)	20.0	24.2	WYFM (?) 1350 COCOA	0.7/2.5/ 4/ 97	
COUNTRY		90 (3)	90 (3)	17.6	17.1	WRFB (T) 860 COCOA	1.7/2.7/ 12/ 114	
NEWS/TALK	30 (3)	23 (1)	53 (4)	10.4	10.0	WXXU (?) 1300 COCOA BEACH	1.0/2.1/ 6/ 80	
CHR		43 (3)	43 (3)	8.4	7.5	WGNE-F (C) 98.1 TITUSVILLE	0.7/5.1/ 46/ 827	
BLACK/URBAN		15 (1)	15 (1)	2.9	3.1	WGYL-F (SAC) 93.7 VERO BEACH	0.8/2.7/ 5/ 100	
SOFT AC/EZ		60 (3)	60 (3)	11.7	11.0	WKGR-F (CL AOR) 98.7 FT. PIERCE	0.7/3.6/ 4/ 136	
HISPANIC						WQVV-F (CHR) 95.5 FT. PIERCE	1.2/3.5/ 7/ 132	
						WQOL-F (O) 103.7 VERO BEACH	0.8/4.0/ 5/ 149	
OLDIES		37 (3)	37 (3)	7.2	8.3			
FULL SVC/VARIETY	12 (2)		12 (2)	2.3	3.5	SEE ORLANDQ FOR MORE ABOUT THE FOLLOWING:		
STANDARDS	56 (1)		56 (1)	11.0	10.0	WDBO 0.7/ 4.2 WOCL-F 2.5/ 7.6		
RELIG/GOSPEL						WJHM-F 2.5/ 6.7 WWNZ 0.7/ 2.8		
SPORTS						WMGF-F 3.2/ 9.2 WXXL-F 0.3/ 4.3		
CLASSICAL						WMMO-F 0.8/ 2.7		
JAZZ								
OTHERS/UNKNOWN	10 (2)		10 (2)	2.0	0.0			
TOTALS	108 (8)	403 (20)	511 (28)					

DUOPOLY REPORT

NONE AS OF AUGUST 1995. . .

RADIO STATIONS

WMEL	,	920	,	5 KW/1 KW (DA-2)	,	Standards/FS	WESTWD CBS,	\$ NA	(K & P)
WMMB	,	1240	,	1 KW	,	Standards	ABC WESTWD,	\$ NA	(Torbet)
WTAI	,	1560	,	5 KW (DAYS)	,	Talk	CBS ABC,	\$ NA	(Torbet)
WAOA-F	,	107.1	,	100 KW @ 485	,	CHR	,	\$ NA	(Torbet)
WGGD-F	,	102.3	,	3 KW @ 203	,	Oldies	,	\$ NA	(Torbet)
WHKR-F	,	102.7	,	50 KW @ 493	,	Country	,	\$ NA	(Eastman)
WLRO-F	,	99.3	,	50 KW @ 493	,	Soft AC	,	\$ NA	(Eastman)

(ROCKLEDGE)

Other rated stations -- see Orlando or Daytona Beach



MEMPHIS

Arbitron Rank/Pop (12+): 43/931,200

Stations: 27/26
Diaries: 1551/600:1/48.2%
Sample Target: 1485
% Below Line: 0.5
% Not Listed: 10.4

1994 Revenue: \$36,900,000
HH Inc.: \$32,509
Retail \$: 8.9 Bil
Pop per Station: 35,815
#1 Biller: WGKX-F \$7,200,000

MSA Rank/Pop: 50/1,080,000
DMA # 42
Average Person Ratings: 16.3
Market TSL: 21.75 hours

12+ METRD	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRD CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WHRK-F (B)	197/13.0	12.1	11.6	13.0	12.2	12.4	225/2727	2170/23.3	22.6	24.1	G	WHRK-F
2. WDIA (B)	131/ 8.6	8.9	7.4	8.1	7.7	8.3	145/1659	1432/15.4	16.5	16.6	D	WDIA
3. WRVR-F (AC)	114/ 7.5	5.6	7.5	6.6	6.1	6.8	124/1799	1510/16.2	14.6	15.3	F	WRVR-F
4. WGKX-F (C)	113/ 7.4	6.5	8.0	8.5	8.1	7.6	144/2272	1580/17.0	19.9	19.7	H	WGKX-F
KJMS-F (B)	113/ 7.4	7.0	5.7	5.5	7.7	6.4	120/2034	1782/19.1	17.0	20.6	C	KJMS-F
6. WEGR-F (AOR)	96/ 6.3	7.4	6.1	6.8	7.6	6.7	131/1933	1307/14.0	15.2	16.3	F	WEGR-F
7. WMC -F (CHR/AC)	95/ 6.2	6.7	4.4	5.3	6.6	5.7	121/1968	1452/15.6	16.1	17.3	E	WMC -F
8. WMC (N/T)	70/ 4.6	4.2	5.8	5.6	5.7	5.1	84/1245	1074/11.5	14.3	14.3	D	WMC
9. WDGY-F (C)	62/ 4.1	4.8	5.2	4.2	4.5	4.6	64/1084	1030/11.1	14.4	11.9	C	WDGY-F
10. WLDK (G)	58/ 3.8	6.5	5.4	3.8	5.0	4.9	59/841	828/ 8.9	12.7	10.9	C	WLDK
11. WRXQ-F (ADR-NR)	52/ 3.4	3.0	2.7	2.9	3.5	3.0	52/896	888/ 9.5	7.3	7.3	B	WRXQ-F
12. WJCE (B/D)	45/ 3.0	2.6	3.0	2.2	1.5	2.7	55/746	617/ 6.6	5.0	4.2	A	WJCE
13. WSRR-F (D-70's)	35/ 2.3	3.3	2.9	5.3	4.0	3.5	57/1400	909/ 9.8	11.0	12.7	D	WSRR-F
14. WMFS-F (ADR)	31/ 2.0	0.9	0.8	1.3	---	1.3	33/474	468/ 5.0	3.7	---		WMFS-F
WBBP (REL)	31/ 2.0	1.1	1.0	1.2	1.7	1.3	32/354	313/ 3.4	3.1	3.9		WBBP

12+ FM SHARE (METRD): 68.87% (938 of 1362) (SPG 94: 70.22%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MID	12+ PMD	12+ EVE	DVERNIGHT
1 WHRK-F>>	1 WHRK-F>	1 WHRK-F>	1 WHRK-F	1 WHRK-F	1 WOIA	1 WHRK-F	1 WRVR-F	1 WHRK-F>	1 WHRK-F>>	1 WHRK-F>
2 KJMS-F	2 KJMS-F	2 KJMS-F	2 WRVR-F<	2 WRVR-F<	2 WRVR-F	2 WEGR-F	2 WHRK-F<	2 WRVR-F<	2 KJMS-F>	2 KJMS-F>
3 WRXQ-F	3 WEGR-F<	3 WEGR-F<	3 WOIA <	3 WOIA <	3 WOIA	3 WGKX-F	3 WGKX-F<	3 WGKX-F<	3 WDIA	3 WDIA
4	4 WMC -F>	4 WMC -F	4 WEGR-F<	4 KJMS-F	4 WMC	4 WGKX-F	4 WMC	4 WDIA <	4 WRVR-F	4 WMC
5	5 WGKX-F<	5 WDIA <	5 KJMS-F	WEGR-F	5 WHRK-F	5 WMC -F	5 WMC -F<	5 WMC -F<	5 WGKX-F	5 WGKX-F
6	6 WRXQ-F	6 WRVR-F	6 WMC -F	6 WMC -F	6 WLDK	WRVR-F	6 WDIA	6 KJMS-F	6	6 WLDK
7	7	7 WGKX-F	7	7 WGKX-F	7	7	7	7	7	7 WMC -F
8	8	8	8	8	8	8	8	8	8	8 WRVR-F

WDM 18-24	WDM 18-34	WDM 25-34	WDM 18-49	WDM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHRK-F	1 WHRK-F	1 KJMS-F	1 WHRK-F>	1 WRVR-F<	1 WHRK-F	1 WHRK-F<	1 WEGR-F	1 WEGR-F<	1 WEGR-F<
2 KJMS-F	2 KJMS-F	2 WHRK-F	2 WDIA <	2 WDIA <	2 WEGR-F	2 WEGR-F>	2 WHRK-F	2 WHRK-F>	2 WHRK-F>
3 WMC -F	3 WMC -F>	3 WMC -F	3 WMC -F	3 WHRK-F	3 KJMS-F	3 KJMS-F<	3 WRXQ-F	3 KJMS-F	3 KJMS-F
4 WGKX-F	4 WGKX-F	4 WDIA	4 WRVR-F	4 WMC -F	4 WGKX-F	4 WRXQ-F	4 KJMS-F	4 WMC -F	4 WDIA <
5 WEGR-F	5 WDIA	WRVR-F	KJMS-F	5 KJMS-F	5 WGKX-F	WMC -F	5 WMC -F	5 WGKX-F	5 WRVR-F
WRXQ-F	6 WEGR-F	6 WSRR-F	6 WGKX-F	6 WGKX-F	6	6 WMFS-F	WMFS-F	6 WDIA	6 WMC -F
7	WRVR-F	WEGR-F	7	7 WLDK	7	7	7	WRVR-F	7 WGKX-F

FDRMATS	AM	FM	TOTAL	%	SPG 94	%	OTHER RATED STATIDNS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		114 (1)	114 (1)	8.4	6.7		KFTH-F (ADR) 107.1	MARIDN AR 0.5/2.5/ 7/ 245
ADR/CLASSIC/NR		186 (4)	186 (4)	13.7	12.2		KHLS-F (C) 96.3	BLYTHEVILLE AR 0.5/1.1/ 8/ 181
CDUNTRY	6 (1)	189 (4)	195 (5)	14.3	15.5		KWAM (G) 990	MEMPHIS 0.6/0.9/ 9/ 119
NEWS/TALK	87 (2)		87 (2)	6.4	6.3		WAVN (G) 1240	SDUTHAVEN MS 0.3/1.0/ 5/ 91
CHR		95 (1)	95 (1)	7.0	7.2		WCRV (REL) 640	CDLLIERVILLE 1.1/4.1/ 20/ 456
BLACK/URBAN	234 (3)	319 (3)	553 (6)	40.6	24.9		WHBQ (C) 560	MEMPHIS 0.4/2.6/ 8/ 281
SDFT AC/EZ							WKRA-F (B) 92.7	HDLLY SPGS MS 0.6/1.3/ 12/ 175
HISPANIC							WNWZ (?) 1430	GERMANTDWN 0.4/1.0/ 6/ 93
DLOIES		35 (1)	35 (1)	2.6	4.4		WPLX (ST) 1170	GERMANTDWN 1.5/3.2/ 23/ 304
FULL SVC/VARIETY							WREC (T) 600	MEMPHIS 1.1/5.9/ 24/ 662
STANDARDS	23 (1)		23 (1)	1.7	2.8		WXSS (G) 1030	MEMPHIS 0.4/1.6/ 7/ 190
RELIG/GDSPEL	68 (5)		68 (5)	5.0	12.9		KFIN-F 107.9	JDNESBDRD AR 0.5/1.2/ 68/ 895
SPDRS								
CLASSICAL								
JAZZ								
DTHERS/UNKNDWN	6 (1)		6 (1)	0.4	0.0			
TDOTALS	424 (13)	938 (14)	1362 (27)					

MEMPHIS

DUOPOLY REPORT	12+	25-54	REVENUE
WJCE, WRVR-F, WOGY-F (River City)	14.6%	18.2%	17.9%
WGKX-F, WSRR-F (Barnstable)	9.7%	9.7%	23.0%
WREC, WEGR-F, WRXQ-F (Radio Equity)	10.8%	10.9%	16.3%
WH8Q, WNWZ, KFTH-F (Local)	1.3%	1.4%	< 2.0%
	36.4%	40.2%	59.1%

SCARBOROUGH REPORT
Indexed against \$100,000+ Households

HIGHEST		LOWEST	
1. WMC	195	1. KJMS-F	0
2. WREC	190	2. WDIA	36
3. WRXQ-F	174	3. WHRK-F	38
4. WMC -F	165	4. WLOK	48

RADIO STATIONS

KWAM, 990, 10 KW/450 W (DA-2), Gospel	UNISTR, \$ 16.00 (D&R)	Rivers	
WBBP, 1480, 5 KW/100 W (DA-N), Religion	, \$ 14.00 (---)		
WCRV, 640, 50 KW/500 W (DA-2), Religion	, \$ 17.00 (---)	Bott	(COLLIERVILLE)
WDIA, 1070, 50 KW/5 KW (DA-2), Black	ABC, \$ 43.00 (Mc-Guild)	Ragan Henry	
WJCE, 680, 10 KW/5 KW (DA-2), Black Oldies	SMN, ABC, \$ 19.00 (MMR)	River City	
WLOK, 1340, 1 KW (DA-1), Gospel	WESTWD, AURN, \$ 29.00 (K & P)		
WMC, 790, 5 KW (DA-N), News/Talk	ABC, CBS, \$ 41.00 (Banner)	Ellis	
WPLX, 1170, 1 KW (DAYS), Standards	CNN, WESTWD, \$ 19.00 (---)		(GERMANTOWN)
WREC, 600, 5 KW (DA-N), Standards	CBS, AP, \$ 30.00 (McGuild)	Radio Equity	
KFTH-F, 107.1, 3 KW @ 328, AOR	SMN, AURN, \$ 17.00 (---)	Willis	(MARION)
KJMS-F, 101.1, 100 KW @ 449, Black	WESTWD, CBS, \$ 39.00 (K & P)	Rivers	
WEGR-F, 102.7, 100 KW @ 899, AOR	WESTWD, \$ 95.00 (Mc-Guild)	Radio Equity	
WGKX-F, 105.9, 100 KW @ 994, Country	, \$ 158.00 (D&R)	Barnstable	
WHRK-F, 97.1, 100 KW @ 531, Black	WESTWD, \$ 76.00 (Mc-Guild)	Ragan Henry	
WMC -F, 99.7, 290 KW @ 909, CHR/AC	Source, \$ 90.00 (Banner)	Ellis	
WMFS-F, 92.9, 6 KW @ 328, AOR	, \$ NA (---)		(BARTLETT)
WOGY-F, 94.1, 50 KW @ 472, Country	WESTWD, \$ 39.00 (MMR)	River City	(GERMANTOWN)
WRVR-F, 104.5, 100 KW @ 751, AC	, \$ 97.00 (MMR)	River City	
WRXQ-F, 95.7, 6 KW @ 328, AOR-NR	, \$ NA (Mc-Guild)	Radio Equity	(OLIVE BRANCH)
WYKL-F, 98.1, 100 KW @ 1240, Oldies-70's	ABC, \$ 46.00 (D&R)	Barnstable	

Miscellaneous: WJCE, WRVR-F, WOGY-F sold by Keymarket to River City (D) for \$24,000,000 (E) (Star). . . WRRW-F changes to WMFS-F and format to AOR (April). . . WYKL-F changes to WSRR-F and format to Oldies-70's (May). . .

MIAMI-FT. LAUDERDALE

Arbitron Rank/Pop (12+): 11/2,843,000
 MSA Rank/Pop: 24 - Miami
 40 - Ft.Laud. 3,390,000
 DMA # 15
 Average Person Ratings: 18.9
 Market TSL: 25.00 hours

Stations: 39/36
 Diaries: 4181/680:1/44.9%
 Sample Target: 4155
 % Below Line: 1.8
 % Not Listed: 8.5

1994 Revenue: \$130,600,000
 HH Inc.: \$31,301
 Retail \$: 36.0 Bil
 Pop per Station: 78,972
 #1 Biller: WRTO-F \$10,400,000

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WRMA-F (SP)	312/ 5.8	5.0	5.6	2.0	2.5	4.6	330/3445	3270/11.5	10.5	7.8	E	WRMA-F
2. WEDR-F (8)	305/ 5.7	6.4	6.1	5.8	7.4	6.0	353/4877	4127/14.5	15.5	14.7	H	WEDR-F
3. WLYF-F (SAC)	277/ 5.2	5.6	6.0	6.7	6.1	5.9	293/4075	3705/13.0	13.3	14.3	H	WLYF-F
4. WHQT-F (B)	272/ 5.1	4.9	4.2	4.7	3.8	4.7	303/4391	3897/13.7	12.9	12.3	G	WHQT-F
5. WPOW-F (CHR)	271/ 5.0	4.5	4.5	4.5	4.9	4.6	292/5418	4755/16.7	16.0	16.8	G	WPOW-F
6. WHYI-F (CHR/AC)	213/ 4.0	4.3	4.2	4.4	3.8	4.2	231/4649	4134/14.5	14.7	14.3	H	WHYI-F
7. WAQI (SP)	213/ 4.0	4.5	4.6	6.6	4.7	4.9	215/1955	1914/ 6.7	7.1	7.3	G	WAQI
8. WFCL-F (AC)	205/ 3.8	3.7	3.5	3.8	4.1	3.7	216/4053	3682/13.0	13.3	14.9	H	WFCL-F
9. WKIS-F (C)	205/ 3.8	3.9	4.6	3.7	4.8	3.7	234/3421	2802/ 9.9	9.8	10.6	G	WKIS-F
10. WXDJ-F (SP)	192/ 3.6	2.7	3.8	4.3	4.0	3.6	195/2525	2501/ 8.8	9.3	10.1	G	WXDJ-F
11. WMXJ-F (O)	189/ 3.5	3.5	3.6	3.0	2.9	3.4	207/3396	2951/10.4	11.4	10.3	G	WMXJ-F
12. WIOD (N/T)	187/ 3.5	4.2	3.9	3.4	3.6	3.8	213/3019	2614/ 9.2	10.1	8.4	H	WIOD
13. WRTO-F (SP)	179/ 3.3	3.4	3.8	4.9	5.6	3.9	179/1888	1875/ 6.6	7.9	9.9	I	WRTO-F
14. WLVE-F (J)	148/ 2.8	3.5	3.0	3.4	2.4	3.2	185/2945	2502/ 8.8	8.4	7.8	G	WLVE-F
15. WTMI-F (CL)	145/ 2.7	3.0	3.3	2.9	2.7	3.0	172/2529	2119/ 7.5	7.5	8.1	F	WTMI-F
16. WZTA-F (AOR)	140/ 2.6	2.4	1.9	2.1	2.5	2.3	155/3032	2513/ 8.8	8.8	10.4	G	WZTA-F
17. WQBA (SP)	134/ 2.5	2.5	1.8	2.0	2.0	2.2	135/1471	1453/ 5.1	4.7	4.1	G	WQBA
18. WBGJ-F (O-70's)	132/ 2.5	2.1	2.5	1.5	1.8	2.2	163/3165	2677/ 9.4	9.4	7.8	C	WBGJ-F
19. WSHE-F (AOR)	115/ 2.1	2.4	3.2	3.0	3.3	2.7	134/2954	2372/ 8.3	9.8	11.2	G	WSHE-F
20. WCMQ (SP)	109/ 2.0	2.8	3.5	2.2	2.8	2.6	109/1126	1116/ 3.9	4.9	4.5	E	WCMQ
21. WINZ (N/T)	107/ 2.0	1.9	1.8	2.1	2.2	2.0	116/2602	2351/ 8.3	7.3	8.1	F	WINZ
22. WSUA (SP)	96/ 1.8	1.5	1.2	1.5	1.7	1.5	96/714	714/ 2.5	2.1	2.4		WSUA
23. WQAM (SPRTS)	83/ 1.5	1.9	1.7	1.8	1.9	1.7	95/1680	1415/ 5.0	5.2	6.1	C	WQAM
24. WCMQ-F (SP)	83/ 1.5	1.4	0.8	1.0	1.2	1.2	85/1379	1352/ 4.8	3.3	4.2		WCMQ-F
25. WQBA-F (SP)	80/ 1.5	1.2	1.4	1.6	1.7	1.4	97/1584	1414/ 5.0	4.6	6.5	G	WQBA-F

12+ FM SHARE (METRO): 71.78% (3530 of 4918) (SPG 94: 72.05%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMO	12+ EVE	OVERNIGHT
1 WPOW-F	1 WPOW-F	1 WEOR-F	1 WRMA-F	1 WRMA-F	1 WLYF-F	1 WRTO-F	1 WLYF-F	1 WEOR-F	1 WPOW-F	1 WFTL-F
2 WEOR-F	2 WEDR-F	2 WHQT-F	2 WEDR-F	2 WEDR-F	2 WRMA-F	2 WHQT-F	2 WRMA-F	WRMA-F	2 WHQT-F	WHQT-F
3 WHQT-F	WHQT-F	3 WRMA-F	3 WHQT-F	3 WHQT-F	3 WAQI	3 WEDR-F	3 WIOD	3 WPOW-F	3 WEDR-F	3 WEDR-F
4 WHYI-F	4 WFCL-F	4 WPOW-F	4 WFCL-F	4 WFCL-F	4 WMXJ-F	4 WAQI	4 WFCL-F	4 WHQT-F	4 WRMA-F	4 WIOD
5	5 WHYI-F	5 WFCL-F	5 WXDJ-F	5 WMXJ-F	5 WIOD	5 WLYF-F	5 WEDR-F	5 WLYF-F	5 WQBA	5 WAQI
6	6 WRMA-F	6 WHYI-F	6 WHYI-F	6 WXQJ-F	6 WKIS-F	6 WBGJ-F	6 WMXJ-F	6 WHYI-F	6 WAQI	6 WQBA
7	7 WXQJ-F	7 WXDJ-F	7 WPOW-F	7 WHYI-F	7 WTMI-F	7 WPOW-F	7 WAQI	WFCL-F	7 WHYI-F	7 WRMA-F
8	8 WSHE-F	8	8	8 WLYF-F	8	WRMA-F	8	8 WKIS-F	8	8
9	9	9	9	9 WPOW-F	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 WPOW-F	1 WHQT-F	1 WRMA-F	1 WRMA-F	1 WRMA-F	1 WPOW-F	1 WPOW-F	1 WPOW-F	1 WEOR-F	1 WIOD
2 WHQT-F	2 WEDR-F	2 WHQT-F	2 WEOR-F	2 WEDR-F	2 WZTA-F	2 WZTA-F	2 WXDJ-F	2 WPOW-F	2 WEDR-F
3 WHQT-F	3 WPOW-F	3 WEDR-F	3 WHQT-F	3 WHQT-F	3 WSHE-F	3 WEOR-F	3 WZTA-F	3 WHQT-F	3 WHQT-F
4 WEDR-F	4 WRMA-F	4 WFCL-F	4 WFCL-F	4 WFCL-F	4 WKIS-F	4 WSHE-F	4 WEDR-F	WZTA-F	WXDJ-F
5 WFCL-F	5 WHYI-F	5 WPOW-F	5 WHYI-F	5 WLYF-F	5 WEOR-F	5 WHQT-F	5 WFCL-F	5 WIOD	5 WRMA-F
6 WXDJ-F	6 WFCL-F	6 WHYI-F	6 WPOW-F	6 WHYI-F	6 WHQT-F	6 WFCL-F	6 WHQT-F	6 WXDJ-F	6 WFCL-F
7	7	7 WBGJ-F	7	7 WMXJ-F	7 WHYI-F	7 WHYI-F	WBGJ-F	7 WFCL-F	7 WBGJ-F
8	8	8	8	8 WLVE-F	8 WFCL-F	8 WXDJ-F	8 WSHE-F	8 WBGJ-F	8 WBGJ-F
9	9	9	9	9	9	9	9 WQBA-F	9 WKIS-F	9
10	10	10	10	10	10	10	WRMA-F	10	10

MIAMI-FT. LAUDERDALE

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		239 (2)	239 (2)	4.9	12.0	WACC (SP) 830 HIALEAH	0.3/0.6/ 16/ 179
AOR/CLASSIC/NR		255 (2)	255 (2)	5.2	6.5	WAVS (SP) 1170 DAVIE	1.1/2.5/ 21/ 728
COUNTRY		205 (1)	205 (1)	4.2	5.1	WAXY (ST) 790 S. MIAMI	0.8/2.8/ 46/ 850
NEWS/TALK	396 (5)		396 (5)	8.1	10.2	WEXY (G) 1520 WILTON MANOR	0.4/0.6/ 24/ 173
						WFTL (T) 1400 FT. LAUDERDALE	1.0/2.7/ 54/ 789
CHR		484 (2)	484 (2)	9.8	5.3	WKAT (?) 1360 N. MIAMI	0.6/1.5/ 34/ 419
BLACK/URBAN	72 (1)	577 (2)	649 (3)	13.2	13.4	WMBM (B/G) 1490 MIAMI BEACH	1.3/1.8/ 72/ 516
SOFT AC/EZ		309 (2)	309 (2)	6.4	8.4	WRBD (G) 1470 POMPANO BEACH	0.9/2.1/ 52/ 721
HISPANIC	668 (7)	846 (5)	1514 (12)	30.8	26.9	WVCG (REL/E) 1080 CORAL GABLES	0.4/1.5/ 20/ 421
						WWFE (SP) 670 MIAMI	0.7/1.5/ 39/ 433
OLDIES		321 (2)	321 (2)	6.5	5.0	WWNN (T) 980 POMPANO BEACH	0.3/1.2/ 17/ 402
FULL SVC/VARIETY							
STANDARDS	45 (1)		45 (1)	0.9	0.6	WEAT-F (SAC) 104.3 WEST PALM BCH	0.6/2.2/149/2157
RELIG/GOSPEL	90 (3)		90 (3)	1.8	---	WJNO (N/T) 1230 WEST PALM BCH	0.6/1.9/127/1755
						WRMF-F (AC) 97.9 WEST PALM BCH	0.6/3.0/139/2120
SPORTS	83 (1)		83 (1)	1.7	2.9		
CLASSICAL		145 (1)	145 (1)	2.9	2.6		
JAZZ		149 (1)	149 (1)	3.0	1.4		
OTHERS/UNKNOWN	34 (1)		34 (1)	0.7	---		
TOTALS	1388 (19)	3530 (20)	4918 (39)				

DUOPOLY REPORT	12+	25-54	REVENUE
WIOD, WFLC-F, WHQT-F (Cox)	12.4%	14.8%	16.6%
WAQI, WRTO-F, WQBA A/F (HefTel)	11.3%	8.5%	20.3%
WHYI-F, WBGG-F (Clear Channel)	6.5%	7.7%	7.0%
WAXY, WLYF-F, WMXJ-F (Jefferson-Pilot)	9.5%	9.0%	9.8%
WINZ, WFTL, WZTA-F, WLVE-F (Paxson)	8.4%	8.3%	13.2%
WXDJ-F, WRMA-F (Local)	9.4%	12.3%	6.7%
WSUA, WKAT (Local)	2.4%	2.6%	< 2.0%
WWFE, WRHC (Local)	0.7%	0.3%	< 1.0%
	60.6%	63.5%	74.4%

SCARBOROUGH REPORT
Indexed against \$100,000+ Households

HIGHEST		LOWEST	
1.	WMXJ-F 190	1.	WAQI 29
2.	WQAM 184	2.	WQBA 33
3.	WINZ 169	3.	WRTO-F 37
4.	WTMI-F 161	4.	WCMQ-F 38
5.	WLVE-F 155	5.	WQBA-F 46

MIAMI-FT. LAUDERDALE

RADIO STATIONS

AM STATIONS

WAQI, 710, 50 KW (DA-2)	, Hispanic	, \$ 71.00	(Caballero)	Heftel
WAVS, 1170, 5 KW/250 W (OA-N)	, Black	, \$ 44.00	(---)	
WCMQ, 1210, 25 KW/2.5 KW (OA-2)	, Hispanic	, \$ 55.00	(SBS)	SBS
WFTL, 1400, 1 KW	, Talk	WESTWD, CNN, \$ 38.00	(Direct)	Paxson
WINZ, 940, 50 KW/25 KW (DA-N)	, News/Talk	CBS, CNN, \$ 71.00	(Katz)	Paxson
WIOD, 610, 10 KW (DA-2)	, News/Talk	WESTWD, \$149.00	(Christal)	Cox
WAXY, 790, 25 KW (OA-2)	, Standards	, \$ 44.00	(Banner)	Jefferson-Pilot
WQAM, 560, 5 KW/1 KW	, Sports	WESTWD, \$ 45.00	(D&R)	Sunshine Wireless
WQBA, 1140, 50 KW/10 KW (DA-2)	, Hispanic	, \$100.00	(Katz Hisp.)	Heftel
WRBD, 1470, 5 KW/2.5 KW (DA-1)	, Black/Gospel	AURN, \$ 35.00	(---)	Rivers
WSUA, 1260, 5 KW	, Hispanic	, \$ 38.00	(---)	El Dorado
WWFE, 670, 50 KW/1 KW (DA-2)	, Hispanic	UPI, \$ 44.00	(Lotus)	WRHC owner

FM STATIONS

WBGJ, 105.9, 100 KW @ 1023	, Oldies - 70's	, \$ 78.00	(Mc-Guild)	Clear Channel
WCMQ, 92.3, 31 KW @ 617	, Hispanic	, \$ 65.00	(SBS)	SBS
WEDR, 99.1, 100 KW @ 918	, Black	CBS, \$165.00	(Mc-Guild)	Rivers
WFLC, 97.3, 100 KW @ 800	, AC	, \$170.00	(Christal)	Cox
WHQT, 105.1, 100 KW @ 1007	, Black/CHR	, \$130.00	(Christal)	Cox
WHYI, 100.7, 100 KW @ 928	, AC/CHR	, \$168.00	(Mc-Guild)	Clear Channel
WKIS, 99.9, 100 KW @ 984	, Country	WESTWD, \$150.00	(D&R)	Sunshine Wireless
WLVE, 93.9, 100 KW @ 1007	, Jazz	, \$172.00	(Katz)	Paxson
WLYF, 101.5, 100 KW @ 810	, Soft AC	, \$176.00	(Banner)	Jefferson-Pilot
WMXJ, 102.7, 100 KW @ 1007	, Oldies	, \$149.00	(Banner)	Jefferson-Pilot
WPOW, 96.5, 100 KW @ 1007	, CHR	SOURCE, \$170.00	(D&R)	Beasley
WQBA, 107.5, 95 KW @ 1007	, Hispanic	, \$100.00	(Katz Hisp.)	Heftel
WRTO, 98.3, 100 KW @ 1407	, Hispanic	, \$ 91.00	(Lotus)	Heftel (GOULDS)
WSHE, 103.5, 100 KW @ 1007	, AOR	, \$ 99.00	(Torbet)	TK
WTMI, 93.1, 96 KW @ 1007	, Classical	, \$102.00	(CMBS)	Marlin
WRMA, 106.7, 100 KW @ 984	, Spanish AC	, \$106.00	(---)	WXDJ owner (D)
WXDJ, 95.7, 100 KW @ 980	, Hispanic	, \$129.00	(---)	
WZTA, 94.9, 100 KW @ 1007	, AOR	, \$125.00	(Katz)	Paxson

Miscellaneous: WSUA sold to El Dorado for \$2,750,000 . . . WFTL sold to Paxson (D) for \$1,960,000. . .

MILWAUKEE

Arbitron Rank/Pop (12+): 26/1,392,400

MSA Rank/Pop: 35/1,470,000

DMA # 28

Average Person Ratings: 16.8

Market TSL: 22.25 hours

Stations: 27/24

Diaries: 2326/582:1/54.5%

Sample Target: 2355

% Below Line: 2.5

% Not Listed: 11.6

1994 Revenue: \$51,500,000

HH Inc.: \$39,654

Retail \$: 13.5 Bil

Pop per Station: 56,371

#1 Biller: WTMJ \$9,000,000

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WMIL-F (C)	176/ 7.8	9.4	8.3	8.8	8.6	8.6	215/2812	2284/16.9	16.5	17.7	G	WMIL-F
2. WTMJ (FS)	167/ 7.4	7.6	8.8	8.0	10.7	8.0	202/3691	3108/23.0	26.2	24.8	H	WTMJ
3. WKKV-F (B/CHR)	165/ 7.3	6.6	6.8	5.0	4.6	6.4	174/1952	1818/13.4	12.4	11.3	C	WKKV-F
4. WKLH-F (CL AOR)	162/ 6.7	5.5	6.6	6.9	7.3	6.4	173/2579	2218/16.4	16.3	17.3	G	WKLH-F
5. WKTI-F (AC)	149/ 6.6	7.2	5.3	7.1	6.9	6.6	164/2835	2575/19.0	18.4	20.8	G	WKTI-F
6. WOKY (ST/FS)	145/ 6.4	6.0	5.7	5.0	4.2	5.8	151/1681	1568/11.6	11.0	9.4	O	WOKY
7. WLZR-F (AOR)	131/ 5.8	4.1	5.4	6.6	6.7	5.5	163/2552	2106/15.6	14.8	15.5	E	WLZR-F
8. WISN (T)	129/ 5.7	5.2	6.7	5.0	5.0	5.7	141/2026	1752/12.9	14.5	11.6	E	WISN
9. WLUM-F (CHR/NR)	110/ 4.9	5.2	6.0	3.8	5.1	5.0	123/2506	2166/16.0	18.9	18.6	O	WLUM-F
10. WZTR-F (O)	98/ 4.3	3.7	3.5	3.3	4.5	3.7	117/2144	1762/13.0	12.2	14.1	O	WZTR-F
11. WEZW-F (SAC)	85/ 3.7	3.4	3.7	4.7	4.2	3.9	98/1671	1479/10.9	9.8	10.2	D	WEZW-F
12. WFMR-F (CL)	72/ 3.2	2.5	2.8	2.2	1.9	2.7	72/970	963/ 7.1	8.0	5.9	B	WFMR-F
13. WLTQ-F (AC)	67/ 3.0	2.8	3.4	3.3	2.8	3.1	71/1352	1245/ 9.2	8.6	8.1	D	WLTQ-F
14. WMYX-F (AC)	65/ 2.9	4.3	4.0	4.6	3.7	4.0	81/1732	1442/10.7	11.5	11.3	E	WMYX-F
15. WQFM-F (AOR)	50/ 2.2	2.8	2.8	4.0	3.2	3.0	60/1813	1412/10.4	10.9	12.9	C	WQFM-F
16. WMCS (B)	39/ 1.7	2.3	1.4	1.8	2.0	1.8	39/692	692/ 5.1	4.0	4.7		WMCS
17. WNOV (G/B)	33/ 1.5	2.2	2.2	2.3	1.7	2.1	33/550	550/ 4.1	5.2	4.6		WNOV
18.												
19.												
20.												

12+ FM SHARE (METRO): 69.84% (1399 of 2003) (SPG 94: 70.52%)

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

MILWAUKEE

FORMATS	AM	FM	TOTAL	%	SPG 94	OTHER RATED STATIONS	METRO CUME	TSA	TSA
							SHARE/RTG/AQH/CUME		
AC		293 (4)	293 (4)	14.6	15.2	WAUK (C) 1510 WAUKESHA	0.8/2.3/ 19/ 327		
AOR/CLASSIC/NR		345 (4)	345 (4)	17.2	19.4	WBWT-F (C) 92.5 WEST BEND	0.7/2.3/ 30/ 497		
COUNTRY	18 (1)	193 (2)	212 (3)	10.6	10.5	WEMP (O) 1250 MILWAUKEE	0.7/2.6/ 19/ 369		
NEWS/TALK	149 (2)		149 (2)	7.4	6.0	WHKQ-F (E2) 92.1 RACINE	0.8/2.9/ 24/ 483		
CHR		110 (1)	110 (1)	5.5	5.7	WRJN (FS) 1400 RACINE	0.5/1.7/ 12/ 224		
BLACK/URBAN	39 (1)	165 (1)	204 (2)	10.2	7.3	WTKM-F (E) 104.9 HARTFORD	0.8/2.1/ 34/ 415		
SOFT AC/EZ		104 (2)	104 (2)	5.2	5.7	WZXA-F (AC) 104.7 STURTEVANT	0.5/1.0/ 15/ 209		
HISPANIC						WILL-F (AOR) 95.1 KENOSHA	0.5/2.0/ 48/ 585		
OLDIES	17 (1)	98 (1)	115 (2)	5.7	5.6	WGN (FS/T) 720 CHICAGO	1.1/2.7/ 48/ 605		
FULL SVC/VARIETY	203 (1)		203 (3)	10.1	14.0	WMAQ (N) 670 CHICAGO	0.9/2.5/ 27/ 575		
STANDARDS	145 (1)		145 (1)	7.2	4.7				
RELIG/GOSPEL	33 (1)		33 (1)	1.6	1.9				
SPORTS									
CLASSICAL		72 (1)	72 (1)	3.6	2.1				
JAZZ									
OTHERS/UNKNOWN		19 (1)	19 (1)	0.9	1.9				
TOTALS	604 (10)	1399 (17)	2003 (27)						

DUOPOLY REPORT

12+	25-54	REVENUE
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WEMP, WMYX-F, WEZW-F (Heritage)

7.3% 8.9% 11.7%

WKLH-F, WLZR A/F (Saga)

12.5% 17.2% 19.8%
19.8% 26.1% 31.5%

SCARBOROUGH REPORT

Indexed against \$100,000+ Households:

HIGHEST

1. WKTI-F 179
2. WKLH-F 179
3. WMYX-F 177
4. WFMR-F 157
5. WISN 145

LOWEST

1. WOKY 12
2. WMIL-F 80
3. WQXY 84
4. WTMJ 105

RADIO STATIONS

AM STATIONS

WEMP, 1250, 5 KW (DA-2), Oldies	WESTWD, \$ NA (Eastman)	Heritage
WISN, 1130, 50 KW/10 KW (DA-N), Talk	ABC, WESTWD, \$ 61.00 (Kate)	Heritage
WMCS, 1290, 5 KW (DA-2), Black	ABC, SMN, \$ 27.00 (Banner)	ALL Pro
WNOV, 860, 250 W (DAYS), Black/Gospel	AURN, \$ 21.00 ()	
WOKY, 920, 5 KW/1 KW (DA-2), Standards/FS	CNN, \$ 55.00 (MMR)	Sundance
WTMJ, 620, 5 KW (DA-N), Full Service	TAUNT, CBS, \$ 121.00 (Christal)	Journal Co.

FM STATIONS

WEZW, 103.7, 20 KW @ 840, Soft AC	WESTWD, CNN, \$ 66.00 (Eastman)	Heritage
WFMR, 98.3, 6 KW @ 328, Classical	WESTWD, \$ 95.00 (CMB)	(Mentioned in Fall '95)
WKKV, 100.7, 50 KW @ 500, Urban	WESTWD, \$ 57.00 (Forrest)	(RACINE)
WKLH, 95.5, 20 KW @ 810, Classic AOR	ABC, \$ 142.00 (McGee)	Saga
WKTI, 94.5, 16 KW @ 909, AC/CHR	ABC, \$ 150.00 (Christal)	Journal Co.
WLTO, 97.3, 16 KW @ 912, AC	ABC, \$ 59.00 (Kate)	Heritage
WLUM, 102.1, 50 KW @ 489, AOR-NR	Journal, \$ 75.00 (Banner)	ALL Pro
WLZR, 102.9, 50 KW @ 450, AOR	ABC, \$ 81.00 (Eastman)	Saga
WMIL, 106.1, 13 KW @ 974, Country	ABC, \$ 114.00 (MMR)	Sundance
WMYX, 99.1, 50 KW @ 449, AC	WESTWD, \$ 92.00 (Eastman)	Heritage
WQFM, 93.3, 13 KW @ 991, AOR	ABC, \$ 60.00 (MMR)	Shamrock-Lynette
WZTR, 95.7, 34 KW @ 610, Oldies	ABC, \$ 50.00 (Banner)	Shackley

MINNEAPOLIS-ST. PAUL

Arbitron Rank/Pop (12+): 16/2,146,200

Stations: 26/23
Diaries: 3019/ 729:1/61.3%
Sample Target: 3030
% Below Line: 1.0
% Not Listed: 15.8

1994 Revenue: \$95,500,000
HH Inc.: \$41,666
Retail \$: 26.0 Bil
Pop per Station: 95,683
#1 Biller: WCCO \$19,200,000

MSA Rank/Pop: 12/2,740,000
OMA # 14
Average Person Ratings: 17.4
Market TSL: 22.50 Hours

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WCCO (FS)	457/12.0	12.4	11.1	12.6	12.9	12.0	605/8286	6175/28.1	29.8	31.7	J	WCCO
2. KQRS-AF (AOR)	454/11.8	12.3	12.1	13.1	10.5	12.3	524/6669	5798/26.3	28.1	27.1	J	KQRS-AF
3. WLTE-F (SAC)	266/ 7.0	6.2	6.4	5.7	6.4	6.3	295/4774	4351/19.8	18.6	18.9	H	WLTE-F
4. KDWB-F (CHR)	263/ 6.9	7.3	6.4	6.2	6.8	6.7	298/5680	4937/22.4	20.8	23.0	G	KDWB-F
5. KEGE-F (AOR-NR)	262/ 6.9	6.8	5.8	6.5	5.3	6.5	289/4889	4212/19.1	19.0	16.3	F	KEGE-F
6. WBOB-F (C)	232/ 6.1	5.8	4.8	4.6	4.1	5.3	272/4055	3301/15.0	14.0	13.6	F	WBOB-F
7. KSTP-F (AC)	225/ 5.9	5.3	6.1	5.5	7.7	5.7	251/5017	4404/20.0	19.5	23.1	I	KSTP-F
8. KEYE-F (C)	221/ 5.8	5.3	5.6	5.0	5.5	5.4	282/3952	3307/15.0	17.1	14.5	H	KEYE-F
9. KQQL-F (O)	194/ 5.1	3.9	5.7	5.4	5.2	5.0	219/4187	3657/16.6	17.3	17.0	G	KQQL-F
10. KSTP (T)	163/ 4.3	4.9	5.4	4.6	5.1	4.8	174/2620	2425/11.0	12.5	12.6	E	KSTP
11. KTCZ-AF (AOR-P)	121/ 3.2	4.0	4.0	3.9	4.1	4.8	126/2381	2279/10.4	10.1	12.2	G	KTCZ-AF
12. KREV-AF (AOR)	82/ 2.1	0.7	1.0	1.2	0.5	1.3	86/1119	1077/ 4.9	3.0	1.9		KREV-AF
13. KMJZ-F (J)	69/ 1.8	3.2	2.5	3.5	3.3	2.8	72/1280	1187/ 5.4	7.9	8.3		KMJZ-F
14. KLBB-AA (ST)	68/ 1.8	1.7	1.7	2.2	1.9	1.9	68/973	964/ 4.4	4.3	5.4	C	KLBB-AA
15. KFAN (SPRST)	47/ 1.2	1.6	2.4	1.7	1.5	1.7	56/1206	1069/ 4.9	8.4	5.3	C	KFAN

12+ FM SHARE (METRO): 76.44% (2462 of 3221) SPG 94: 72.40%

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	1 KQRS-AF>>1	1 KQRS-AF>>1	WCCO >>	1 KQRS-AF	1 KQRS-AF	1 KQRS-AF	1 WCCO <	1 WCCO >
2 KEGE-F>>	2 KEGE-F	2 KSTP-F<	2 KSTP-F	2 KSTP-F	2 WLTE-F	2 WCCO >>	2 WCCO <	WCCO	2 KEGE-F<	2 KQRS-F
3 WBOB-F	3 KDWB-F<	3 KEGE-F	3 WLTE-F	WLTE-F	3 KQRS-AF	3 KQWB-F	3 WLTE-F	3 KEGE-F<	3 KDWB-F	3 KEYE-F
4	4 KSTP-F	4 WLTE-F<	4 KQQL-F	4 WCCO <	4 KQQL-F	4 WLTE-F	4 KEGE-F	4 WLTE-F<	4 KQRS-F	4 WLTE-F
5	5 WBOB-F>	5 KDWB-F<	5 WBOB-F	5 KQQL-F	5 KEYE-F	5 WBOB-F	WBOB-F	5 KDWB-F<	5 WLTE-F	5 KDWB-F
6	6 WLTE-F<	6 WBOB-F	6 WCCO <	6 WBOB-F	6 KSTP	6 KEYE-F	6 KSTP	6 KSTP-F<	6 KEYE-F	6 KSTP-F
7	7 KREV-AF	7 KQQL-F	7 KEGE-F	7 KEYE-F	7 WBOB-F	7	KSTP-F	7 WBOB-F	7	7
8	8	8	8	KEGE-F	8	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 KDWB-F	1 KQRS-AF<	1 KQRS-AF	1 KQRS-AF<	1 WLTE-F<	1 KQRS-AF	1 KQRS-AF>	1 KQRS-AF>>1	1 KQRS-AF>>	1 KQRS-AF>>
2 KEGE-F	2 KDWB-F	2 KSTP-F	2 KSTP-F	2 KSTP-F<	2 KEGE-F	2 KEGE-F>	2 KEGE-F	2 KEGE-F>	2 KEGE-F<
3 KQRS-AF	3 KSTP-F	3 KDWB-F	3 KDWB-F<	3 KQRS-AF>	3 KQWB-F	3	3 KSTP-F	3 KQQL-F<	3 WCCO <
4 KREV-AF	4 KEGE-F	4 WBOB-F	4 WLTE-F	4 WBOB-F	KREV-AF	4	4 WBOB-F	4 KSTP	4 KQQL-F<
5 WLTE-F	WLTE-F	WLTE-F	5 WBOB-F	5 WCCO <	5 WBOB-F	5	KFAN	5 WCCO	5 KSTP
6 KSTP-F	6 WBOB-F	6 KTCZ-F	6 KEYE-F<	6 KDWB-F	6 KEYE-F	6	6 KDWB-F	6 WBOB-F	6 WBOB-F
7	7	7 KEGE-F	7 KQQL-F	KEYE-F	7	7	KSTP	7	7 WLTE-F
8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		225 (1)	225 (1)	7.0	9.4	KCFE-F (?)	105.7 EDEN PRAIRIE	0.5/2.2/	21/ 512
AOR/CLASSIC/NR	7 (2)	912 (5)	919 (7)	28.5	24.1	WIMN (FS)	1220 STILLWATER	0.4/1.4/	17/ 327
COUNTRY	2 (1)	497 (5)	499 (6)	15.5	15.9	WIXK-AF (C)	107.1 NEW RICHMND WI	0.6/1.9/	22/ 460
NEWS/TALK	163 (1)		163 (1)	5.1	8.5				
CHR		279 (2)	279 (2)	8.7	8.3	KCLD-F (CHR)	104.7 ST. CLOUD	0.4/1.8/	65/1362
BLACK/URBAN						WQPM-F (C)	106.1 PRINCETON	0.3/0.5/	19/ 175
SOFT AC/EZ		266 (1)	266 (1)	8.3	7.7	WWJO-F (C)	98.1 ST. CLOUD	0.3/1.3/	74/ 920
HISPANIC									
OLDIES		194 (1)	194 (1)	6.0	6.3				
FULL SVC/VARIETY	472 (2)		472 (2)	14.7	15.7				
STANDARDS	68 (2)		68 (2)	2.1	2.4				
RELIG/GOSPEL									
SPORTS	47 (1)		47 (1)	1.5	---				
CLASSICAL									
JAZZ		69 (1)	69 (1)	2.1	---				
OTHERS/UNKNOWN		20 (1)	20 (1)	0.6	1.8				
TOTALS	759 (9)	2462 (17)	3221 (26)						

MINNEAPOLIS-ST. PAUL

QUOPOLY REPORT	12+	25-54	REVENUE
KQQL-F, WBOB-F (Colfax)	11.2%	13.3%	10.6%
KQRS A/F, KEGE A/F (Cap Cities/ABC)	18.7%	20.7%	20.3%
WUTC, WYCR-F (Children's Radio)	0.0%	0.0%	< 1.0%
KREV-F, WREV-F, KLBB, WLOL (Local)	3.9%	2.2%	1.3%
	33.8%	36.2%	32.6%

SCARBOROUGH REPORT
Indexed against \$100,000+ Households

HIGHEST		LOWEST	
1. KSTP	135	1. KEYE-F	50
2. KQQL-F	120	2. KEGE-F	72
3. KTCZ-F	118	3. KSTP-F	76
4. KQRS-F	114	4. WBOB-F	83

RADIO STATIONS

AM STATIONS

KFAN, 1130, 50 KW/25 KW (DA-2), Sports	WESTWD, ABC, \$ 40.00 (Christal)	Shamrock
KLBB, 1400, 1 KW, Standards	WESTWD, \$ 29.00 (---)	
KSTP, 1500, 50 KW (DA-N), Talk	TALKNT, ABC, \$ 74.00 (Mc-Guild)	Hubbard
WCCO, 830, 50 KW, Full Service	CBS, \$ 310.00 (CBS)	CBS
WDGY, 630, 5 KW/500 W (DA-2), Country	, \$ 27.00 (---)	

FM STATIONS

KDWB, 101.3, 100 KW @ 1033, CHR	, \$ 149.00 (Banner)	Chancellor
KEYE, 102.1, 100 KW @ 1033, Country	, \$ 241.00 (Christal)	Shamrock
KEGE, 93.7, 100 KW @ 820, AOR-NR	ABC, \$ 96.00 (Katz)	Cap Cities/ABC
KMYZ, 104.1, 100 KW @ 1069, Jazz	ABC, \$ 55.00 (MMR)	Park
KQQL, 107.9, 97 KW @ 1089, Oldies	, \$ 127.00 (D&R)	Colfax
KQRS, 92.5, 100 KW @ 1033, Classic AOR	ABC, \$ 255.00 (Katz)	Cap Cities/ABC
KREV, 105.1, 2.6 KW @ 499, AOR	, \$ NA (---)	(LAKEVILLE)
KSTP, 94.5, 100 KW @ 1220, AC	, \$ 178.00 (Mc-Guild)	Hubbard
KTCZ, 97.1, 100 KW @ 1033, Prog. AOR	, \$ 100.00 (MMR)	Chancellor
WBOB, 100.3, 100 KW @ 922, Country	, \$ 60.00 (D & R)	Colfax
WLTE, 102.9, 100 KW @ 1033, Soft AC	, \$ 198.00 (CBS)	CBS

Miscellaneous: KJJO A/F changes from Country to Jazz (Mar). . . Sherburne Rem (MN) and Pierce (WI) counties were added to the Metro (Winter 1995). . . KJJO A/F changed to KMJZ-F (May). . . KFAN, KEYE-F sold by Shamrock to Chancellor (D) for \$24,000,000 (E). . . WCCO, WLTE-F sold by CBS to Westinghouse for \$ _____ (E). . . KQRS A/F, KEGE-F sold by Cap Cities/ABC to Disney (D) for \$ _____ (E). . .

MOBILE

Arbitron Rank/Pop (12+): 85/414,500

Stations: 24/18
Diaries: 1034/401:1/52.9%
Sample Target: 990
% Below Line: 15.1
% Not Listed: 14.0

1994 Revenue: \$21,300,000 (Includes Pensacola)
HH Inc.: \$26,898
Retail \$: 7.3 Bil (Includes Pensacola)
Pop per Station: 23,028
#1 Biller: WKSJ-AF \$3,500,000

MSA Rank/Pop: 99/ NA
OMA # 62
Average Person Ratings: 17.1
Market TSL: 23.00 hours

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level
1. WBLX-F (B)	106/15.0	13.3	13.5	12.8	15.3	13.7	175/1606	826/19.9	20.5	21.9	O
2. WKSJ-F (C)	69/ 9.8	8.9	8.5	11.8	13.3	9.8	90/1355	825/19.9	22.5	29.1	E
3. WABB-F (CHR)	48/ 6.8	8.9	7.1	6.7	6.1	7.4	96/1652	783/18.9	18.5	19.8	C
4. WNTM (N/T)	40/ 5.7	5.5	5.1	5.1	5.5	5.4	43/453	398/ 9.6	11.5	11.9	C
WURO-F (O)	40/ 5.7	5.2	5.6	6.3	6.8	5.7	90/1354	621/15.0	13.5	16.0	C
6. WGOK (B)	39/ 5.5	4.7	4.1	5.7	3.5	5.0	39/394	394/ 9.5	10.3	8.6	WGOK
7. WMXC-F (AC)	37/ 5.2	5.0	4.5	5.7	4.9	5.1	52/1058	575/13.9	12.3	15.0	WMXC-F
8. WOWG-F (C)	36/ 5.1	4.9	5.8	---	---	5.3	72/1201	580/14.0	14.4	---	WOWG-F
9. WOLT-F (B/AC)	31/ 4.4	4.7	5.1	6.8	6.8	5.3	46/522	410/ 9.9	10.9	11.2	WOLT-F
10. WOWW-F (C)	25/ 3.5	1.1	---	0.6	0.6	1.7	59/852	296/ 7.1	---	3.2	WOWW-F
11. WAVH-F (O)	24/ 3.4	3.1	3.4	0.6	---	2.6	28/408	318/ 7.7	6.9	---	WAVH-F
12. WXBW-F (C)	17/ 2.4	2.4	3.2	3.9	4.9	3.0	130/1512	312/ 7.5	8.8	10.7	E
13. WMYC-F (C)	16/ 2.3	3.8	2.0	4.8	4.8	3.2	25/524	324/ 7.8	6.2	14.6	WMYC-F
WGCX-F (AOR)	16/ 2.3	3.5	3.0	4.8	6.1	3.4	19/445	391/ 9.4	8.9	14.2	WGCX-F
15. WMEZ-F (SAC)	15/ 2.1	2.9	2.8	3.3	1.0	2.8	52/727	233/ 5.6	7.0	4.1	B
16. WLTV (G)	12/ 1.7	1.4	1.3	1.4	---	1.5	12/135	135/ 3.3	3.4	---	WLTV
17.											
18.											
19.											
20.	12+ FM SHARE (METRO):	81.41%	(495 of 608)	(SPG 94:	88.27%)						

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MIO	12+ PHO	12+ EVE	OVERNIGHT
1 WBLX-F>>	1 WBLX-F>	1 WBLX-F>>	1 WBLX-F>	1 WBLX-F>	1 WKSJ-F>	1 WBLX-F	1 WBLX-F>	1 WBLX-F>	1 WBLX-F>>	1 WKSJ-F
2 WABB-F	2 WABB-F	2 WABB-F	2 WKSJ-F<	2 WKSJ-F	2 WNTM <	2 WKSJ-F>	2 WKSJ-F	2 WKSJ-F	2 WABB-F	2 WBLX-F>>
3	3 WURO-F>	3 WKSJ-F	3 WURO-F	3 WURO-F	3 WBLX-F	3 WNTM	3 WABB-F	3 WABB-F	3 WKSJ-F	3 WNTM
4	4 WKSJ-F	4 WURO-F	4 WMXC-F	4 WMXC-F	4 WGOK	4 WABB-F	4 WURO-F	4 WURO-F	4 WOWW-F	4 WURO-F
5	5	5 WMXC-F	5 WABB-F	5 WABB-F	5	5	5 WOWG-F	5 WDWG-F	5	5
6	6	6	6	6	6	6	6	6	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 WBLX-F	1 WBLX-F>	1 WBLX-F	1 WBLX-F>	1 WBLX-F>	1 WBLX-F	1 WBLX-F>	1 WBLX-F	1 WBLX-F>	1 WBLX-F>
2 WABB-F	2 WABB-F>	2 WURO-F	2 WKSJ-F	2 WKSJ-F	2 WABB-F	2 WABB-F>	2 WABB-F	2 WABB-F	2 WKSJ-F
3 WKSJ-F	3 WKSJ-F	3 WABB-F	3 WURO-F	3 WURO-F	3 WOWW-F	3 WURO-F	3 WURO-F	3 WURO-F	3 WURO-F
4 WOWW-F	4 WOWG-F	4 WMXC-F	4 WABB-F	4 WDWG-F	4 WURO-F	4 WGCX-F	4 WOLT-F	4 WGCX-F	4 WABB-F
5	5 WMXC-F	5 WKSJ-F	5 WOWG-F	5 WOLT-F	5 WGCX-F	5 WOLT-F	5	5 WKSJ-F	5 WOLT-F
6	6 WMYC-F	6	6	6	6	6	6	6 WKSJ-F	6 WAVH-F
	WOWW-F							WOWG-F	

FORMATS	AM	FM	TOTAL	%	SPG 94	OTHER RATED STATIONS	METRO CUME TSA
							SHARE/RTG/AQH/CUME
AC		37 (1)	37 (1)	6.1	5.5	WABB (T) 1480 MOBILE	0.8/3.5/ 6/ 155
AOR/CLASSIC/NR		16 (1)	16 (1)	2.6	9.0	WABF (ST) 1220 FAIRHOPE	0.6/1.9/ 4/ 94
COUNTRY		168 (6)	168 (6)	27.6	24.1	WBLX (B) 660 FAIRHOPE	0.8/2.2/ 8/ 118
NEWS/TALK	46 (2)	5 (1)	51 (3)	8.4	7.2	WHEP (FS) 1310 FOLEY	0.4/1.9/ 3/ 87
						WMOB (REL) 1360 MOBILE	0.4/2.2/ 3/ 90
CHR		48 (1)	48 (1)	7.9	6.8	WNXP-F (T) 105.5 BAY MINETTE	0.7/3.4/ 6/ 155
BLACK/URBAN	45 (2)	137 (2)	182 (4)	29.9	28.8		
SOFT AC/EZ		15 (1)	15 (1)	2.5	1.1	WKNN-F (C) 99.1 PASCAGOULA, MS	0.7/2.8/ 40/ 579
HISPANIC						WOSM-F (REL) 103.1 OCEAN SPGS, MS	0.7/2.1/ 11/ 241
OLDIES		64 (2)	64 (2)	10.5	13.0		
FULL SVC/VARIETY	3 (1)		3 (1)	0.5	---		
STANDARDS	4 (1)		4 (1)	0.7	0.5		
RELIG/GOSPEL	15 (2)	5 (1)	20 (3)	3.3	1.1		
SPORTS							
CLASSICAL							
JAZZ							
OTHERS/UNKNOWN					1.1		
TOTALS	113 (8)	495 (16)	608 (24)				

MOBILE

OUOPOLY REPORT	12+	25-54	REVENUE
WKSJ A/F, WMYC-F (Pourtales)	12.1%	11.6%	NA
WBHY A/F, WLPR (Local)	0.0%	0.0%	NA
WNTM, WMXC-F, WOWG-F (Ken Johnson)	16.0%	16.8%	NA
	28.1%	28.4%	NA

RADIO STATIONS

WABB , 1480, 5 KW (OA-N) , Talk	ABC, \$11.00 (Christal)	
WBLX , 660, 22 KW/0.9KW (OA-2), Black	, \$13.00 (---)	Calendar
WGOK , 900, 1 KW/500 W (OA-2), Black	AURN, \$16.00 (Roslin)	
WNTM , 710, 1 KW/500 W (OA-N), News/Talk	WESTWD, CBS, \$28.00 (Katz)	Johnson
WLTV , 1410, 5 KW (OA-N) , Gospel	, \$15.00 (---)	
WMOB , 1360, 5 KW (OAYS) , Religion	, \$11.00 (---)	
WABB-F, 97.5, 100 KW @ 1348 , CHR	ABC, \$38.00 (Christal)	
WAVH-F, 106.5, 50 KW @ 449 , Oldies	, \$18.00 (Banner)	(BAY MINETTE)
WMYC-F, 96.1, 100 KW @ 1342 , Country	WESTWD, \$40.00 (Banner)	Pourtales
WBLX-F, 92.9, 100 KW @ 1555 , Black	WESTWD, ABC, \$51.00 (O & R)	Calendar
WDLT-F, 98.3, 40 KW @ 298 , Black AC	WESTWD, \$ NA (Torbet)	(CHICKASAW)
WDWG-F, 104.1, 100 KW @ 1555 , Country	, \$32.00 (Katz)	Johnson (ATMORE)
WMXC-F, 99.9, 100 KW @ 1755 , AC	CBS, \$30.00 (Katz)	
WKSJ-F, 94.9, 100 KW @ 410 , Country	ABC, \$75.00 (Banner)	Pourtales
WZBA-F, 104.9, 33 KW @ 600 , Oldies	, \$ NA (---)	(MOSS POINT)
WGCX-F, 92.1, 14 KW @ 449 , AOR	, \$20.00 (Eastman)	Johnson

OTHER RANKEO STATIONS - See Pensacola

MODESTO

Arbitron Rank/Pop (12+): 120/328,900
 MSA Rank/Pop: 119/420,000
 Sacramento DMA
 Average Person Ratings: 15.8
 Market TSL: 21.50 hours

Stations: 27/14
 Diaries: 767/429:1/50.1%
 Sample Target: 730
 % Below Line: 19.8
 % Not Listed: 18.5

1994 Revenue: \$13,100,000
 HH Inc.: \$33,670
 Retail \$: 3.0 Bil
 Pop per Station: 23,493
 #1 Biller: KATM-F \$4,400,000

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. KATM-F (C)	89/17.1	16.7	18.5	14.7	14.3	---	206/2198	1015/30.9	29.7	28.5	E	KATM-F
2. KHOP-F (AOR/CL)	33/ 6.4	8.4	6.4	6.9	4.0	---	102/1471	584/17.8	18.5	16.5	C	KHOP-F
3. KJSN-F (AC)	32/ 6.2	6.5	5.6	7.8	5.4	---	36/591	466/14.2	14.4	12.6	C	KJSN-F
4. KBEE (ST)	28/ 5.4	5.9	5.2	4.1	2.0	---	64/780	370/11.2	8.9	8.7	A	KBEE
5. KWNN-F (CHR)	27/ 5.2	7.0	4.8	5.4	6.3	---	32/573	440/13.4	15.7	13.4		KWNN-F
6. KOSO-F (AC)	22/ 4.2	3.8	6.7	5.6	4.6	---	51/896	391/11.9	13.2	12.7	D	KOSO-F
7. KDJK-F (AOR)	20/ 3.9	2.3	4.2	2.8	5.2	---	71/1121	403/12.3	7.1	10.0	B	KDJK-F
KVFX-F (AOR)	20/ 3.9	2.1	2.3	1.1	2.2	---	39/581	306/ 9.3	8.6	5.3	B	KVFX-F
9. KMIX-F (C)	16/ 3.1	0.6	1.2	1.3	1.8	---	20/457	332/10.1	3.9	5.2	C	KMIX-F
KNBR (FS)	16/ 3.1	3.2	3.7	5.2	4.6	---	51/776	260/ 7.9	9.4	7.4		KNBR
11. KHTN-F (CHR)	14/ 2.7	8.2	5.2	5.8	4.6	---	35/703	354/10.8	14.2	13.4	B	KHTN-F

12+ FM SHARE (METRO): 76.60% (324 of 423) (SPG 94: 77.75%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ M10	12+ PMD	12+ EVE	OVERNIGHT
1 KWNN-F>>	1 KATM-F	1 KATM-F>>	1 KATM-F>>	1 KATM-F>>	1 KATM-F>	1 KATM-F>>	1 KATM-F>>	1 KATM-F>>	1 KWNN-F<	1 KATM-F>>
2 KATM-F	2 KHOP-F>>	2 KHOP-F	2 KHOP-F	2 KHOP-F<	2 KBEE	2 KJSN-F<	2 KJSN-F	2 KHOP-F	2 KATM-F>	2 KBEE
3	3	3 KJSN-F	3 KJSN-F	3 KJSN-F>	3 KJSN-F	3 KBEE	3 KHOP-F	3 KWNN-F<	3 KHOP-F	3
4	4	4 KOSO-F	4 KVFX-F	4 KVFX-F	4	4 KOSO-F	4 KBEE	4 KJSN-F	4 KDJK-F	4
5	5	5	5	5 KOSO-F	5	5 KHOP-F	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 KATM-F	1 KATM-F>>	1 KATM-F	1 KATM-F>>	1 KATM-F>>	1 KWNN-F	1 KHOP-F	1 KHOP-F	1 KATM-F>	1 KATM-F>
2	2 KJSN-F	2 KVFX-F	2 KJSN-F>>	2 KJSN-F>>	2 KHOP-F	2 KATM-F>	2 KATM-F	2 KHOP-F>>	2 KHOP-F>
3	3 KHOP-F>	3 KHOP-F	3 KOSO-F	3 KOSO-F	KOSO-F	3 KDJK-F	3 KDJK-F	3	3 KNBR
4	4 KVFX-F	KJSN-F	KHOP-F	4 KVFX-F	4	4 KOSO-F	4	4	4 KVFX-F
5	5	5	5	KHOP-F	5	KWNN-F	5	5	5 KDJK-F

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		54 (2)	54 (2)	12.8	15.0	KFIV (T) 1360	MODESTO 1.5/4.2/ 13/ 196
AOR/CLASSIC/NR		73 (3)	73 (3)	17.3	15.6	KLOC (SP) 920	CERES 1.3/2.9/ 7/ 106
COUNTRY		110 (3)	110 (3)	26.0	30.4	KNTQ-F (SP) 95.9	LIVINGSTON 1.0/2.6/ 16/ 188
NEWS/TALK	38 (5)		38 (5)	9.0	10.1	KRVR-F (O) 105.5	COPPER. 1.3/2.9/ 15/ 241
						KTRB (SP) 860	MODESTO 1.5/4.1/ 13/ 242
CHR		55 (4)	55 (4)	13.0	8.0		
BLACK/URBAN						KSTE (T) 650	RANCHO COROOVA 0.8/2.3/ 18/ 259
SOFT AC/EZ						KSTN-F (SP) 107.3	STOCKTON 1.0/3.2/ 22/ 358
HISPANIC	15 (2)	13 (3)	28 (5)	6.6	10.1	KWIN-F (CHR) 97.7	LODI 1.3/3.8/ 48/ 887
OLDIES		16 (2)	16 (2)	3.8	4.0	KABX-F (B) 97.5	MERCED 1.7/7.6/ 27/ 462
FULL SVC/VARIETY	16 (1)		16 (1)	3.8	0.0	KCBS (N/T) 740	SAN FRANCISCO 2.3/8.5/ 33/ 779
STANDARDS	28 (1)		28 (1)	6.6	6.3	KCIV-F (REL) 99.9	MT. BULLION 1.0/1.7/ 7/ 129
RELIG/GOSPEL		5 (1)	5 (1)	1.2	0.9	KFIE-F (SP) 106.3	MERCED 0.6/4.0/ 11/ 286
						KMEL-F (CHR) 106.1	SAN FRANCISCO 1.3/3.6/ 24/ 455
SPORTS						KMJ (N/T) 580	FRESNO 1.5/2.9/ 21/ 257
CLASSICAL						KSFO (T) 560	SAN FRANCISCO 1.2/1.3/ 12/ 133
JAZZ						KUBB-F (C) 96.3	MARIPOSA 1.0/5.2/ 31/ 515
OTHERS/UNKNOWN							
TOTALS	99 (9)	324 (18)	423 (27)				

MODESTO

DUOPOLY REPORT	12+	25-54	REVENUE
KBEE, KATM-F, KHOP-F (Citadel)	28.9%	29.3%	49.6%
KFIV, KJSN-F, KVFX-F (Community Pacific)	11.6%	15.0%	20.4%
	40.5%	44.3%	70.0%

RADIO STATIONS

KBEE , 970, 1 KW (DA-2)	, Standards	ABC, \$15.00 (Mc-Guild)	Citadel
KFIV , 1360, 5 KW/1 KW (DA-2)	, News/Talk	CNN ABC, \$12.00 (MMR)	Comm. Pacific
KLOC , 920, 500 W/2.5 KW (DA-2)	, Hispanic	, \$17.00 (Lotus Hisp.)	(CERES)
KTRB , 860, 50 KW/10 KW (DA-2)	, Hispanic	NBC, \$14.00 (Katz Hisp.)	
KABX-F, 97.5, 50 KW @ 489	, Oldies	SMN, \$15.00 (Christal)	(MERCED)
KATM-F, 103.3, 50 KW @ 500	, Country	ABC, \$66.00 (Mc-Guild)	Citadel
KDJK-F, 95.1, 30 KW @ 633	, AOR	CBS, \$24.00 (Banner)	(OAKDALE)
KHOP-F, 104.1, 50 KW @ 500	, AOR	, \$33.00 (Christal)	Citadel
KHTN-F, 104.7, 50 KW @ 469	, CHR	, \$25.00 (K & P)	(LOS BANOS)
KJSN-F, 102.3, 6 KW @ 298	, AC	, \$30.00 (MMR)	Comm. Pacific
KWNN-F, 98.3, 2 KW @ 390	, CHR	, \$36.00 (D & R)	Silverado
KOSO-F, 93.1, 3 KW @ 1791	, AC/CHR	, \$32.00 (Katz)	(TURLOCK)
KUBB-F, 96.3, 2 KW @ 2112	, Country	WESTWD, \$18.00 (Mc-Guild)	(PATTERSON)
KVFX-F, 96.7, 3 KW @ 328	, AOR/Classic	, \$18.00 (---)	Buckley (MARIPOSA)
KFIE-F, 106.3, 2.5 KW @ 495	, Hispanic	, \$14.00 (---)	Comm. Pacific (MANTECA)

KCBS -- see San Francisco

KSGO -- see Stockton

Miscellaneous: KMIX-F changes to KWNN and format to CHR simulcast with KWIN in Stockton . . . KMIX-AM becomes KCDR and simulcasts Hispanic KCVR in Stockton. . .

MONMOUTH-OCEAN

Arbitron Rank/Pop (12+): 46/873,800

Stations: 42/9
 Diaries: 1077/811:1/56.2%
 Sample Target: 1050
 % Below Line: 63.0%
 % Not Listed: 11.0%

1994 Revenue: \$14,300,000
 HH Inc.: \$58,979
 Retail \$: 9.2 Bil
 Pop per Station: 97,088
 #1 Biller: WOBM-F \$3,400,000

MSA Rank/Pop: NA
 New York OMA
 Average Person Ratings: 17.2
 Market TSL: 22.50 hours

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WJLK-FF (AC)	91/ 6.1	5.8	4.9	2.7	3.7	----		1141/13.1	14.1	12.2	D	WJLK-FF
2. WADB-F (SAC)	83/ 5.5	4.0	4.4	5.0	5.7	----		842/ 9.6	10.5	8.9	D	WADB-F
3. WXRK-F (CL ADR)	69/ 4.6	4.7	4.3	5.8	6.0	----	SAME AS	1251/14.3	14.2	15.4		WXRK-F
4. WKXW-F (T/O)	68/ 4.5	4.1	3.8	3.8	3.4	----	METRO	1348/15.4	15.0	14.4		WKXW-F
5. WABC (T)	62/ 4.1	2.7	3.3	1.8	2.0	----		836/ 9.6	10.6	11.6		WABC
6. WZVU-F (O)	61/ 4.1	2.7	3.3	1.8	2.0	----	THERE IS	968/11.1	9.1	9.1	C	WZVU-F
7. WPLJ-F (CHR/MR)	60/ 4.0	4.1	4.3	5.6	4.4	----	NO TSA	1333/15.3	15.7	18.3		WPLJ-F
8. WAXQ-F (ADR)	58/ 3.9	4.0	2.6	1.3	1.0	----		892/10.2	9.5	8.5		WAXQ-F
9. WCBS (N)	51/ 3.4	2.3	2.0	3.0	3.2	----		1157/13.2	11.0	10.5		WCBS
10. WFAN (SPRTS)	50/ 3.3	3.9	3.8	3.9	3.3	----		999/11.4	10.6	13.0		WFAN
12. WHTZ-F (CHR)	50/ 3.3	2.2	2.6	3.1	2.2	----		1062/12.2	10.3	11.0		WHTZ-F
13. WOBM-F (AC)	49/ 3.3	4.5	4.1	3.3	5.7	----		952/10.9	13.2	10.9	E	WOBM-F
13. WRDR-F (ST)	47/ 3.1	2.0	2.4	2.3	1.0	----		401/ 4.6	4.0	3.5		WRDR-F
13. WCBS-F (O)	47/ 3.1	2.9	2.8	1.7	2.0	----		715/ 8.2	8.1	7.3		WCBS-F
15. WOR (T)	46/ 3.1	3.4	4.5	5.6	2.8	----		701/ 8.1	8.5	9.9		WOR
16. WOBM (ST)	42/ 2.8	2.4	2.8	2.3	1.5	----		496/ 5.7	4.9	4.9	B	WOBM
17. WYNY-F (C)	40/ 2.7	4.0	4.0	4.1	2.3	----		647/ 7.4	7.9	8.7		WYNY-F
18. WNEW-F (ADR)	39/ 2.6	3.1	3.8	5.0	3.5	----		956/10.9	10.4	11.6		WNEW-F
19. WJRZ-FF (AC)	32/ 2.1	3.1	2.5	2.4	2.3	----		628/ 7.2	7.6	8.9	D	WJRZ-FF
20.												

NOTE: This market's metro and TSA are the same.

12+ FM SHARE (METRO): 80.18% (1072 of 1337) (SPG 94: 77.53%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHTZ-F>>	1 WPLJ-F<	1 WJLK-FF<	1 WJLK-FF	1 WJLK-FF	1 WADB-F	1 WXRK-F>	1 WJLK-FF	1 WABC	1 WADB-F	1 WKXW-F
2 WAXQ-F	2 WXRK-F	2 WXRK-F	2 WXRK-F	2 WZVU-F<	2 WJLK-FF	2 WJLK-FF	2 WABC	2 WPLJ-F	2 WHTZ-F>	2 WJLK-F
3 WQHT-F	WAXQ-F>	3 WPLJ-F	3 WPLJ-F<	3 WXRK-F	3 WKXW-F	3 WADB-F	3 WAXQ-F	3 WZVU-F	3 WZVU-F	WABC
4 WPST-F	4 WJLK-FF	4 WAXQ-F	4 WZVU-F	4 WPLJ-F	4 WABC	4 WKXW-F	4 WKXW-F	4 WAXQ-F	4 WPLJ-F	WOR
5	5	5 WZVU-F	5 WNEW-F	5 WKXW-F	5 WZVU-F	5 WFAN	5 WADB-F	5 WADB-F	5 WAXQ-F	5
6	6	6	6	6	6	6	6	6 WJLK-FF	6 WFAN	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 WHTZ-F	1 WPLJ-F	1 WPLJ-F	1 WJLK-FF	1 WJLK-FF>		1 WAXQ-F	1 WAXQ-F	1 WAXQ-F	1 WXRK-F<	1 WXRK-F
2 WQHT-F	2 WHTZ-F	2 WNEW-F	2 WPLJ-F>	2 WZVU-F		2 WXRK-F	2 WXRK-F>	2 WXRK-F	2 WAXQ-F>	2 WAXQ-F
3 WJLK-FF	3 WJLK-FF	WXRK-F	3 WZVU-F	WPLJ-F>		3 WPST-F	3 WPLJ-F	3 WHTG-F	3 WJLK-FF	WZVU-F
WXMV-F	4 WJRZ-F	4 WJLK-FF	WHTZ-F	4 WOBM-F		4 WMMR-F	4 WHTG-F	WPLJ-F	4 WZVU-F	4 WJLK-FF
WPLJ-F	WXRK-F	WPAT-F	5 WXRK-F	WCBS-F		5 WAYV-F	5	5 WNEW-F	WPLJ-F	5 WPLJ-F
6	6	6	6	WKXW-F		6	6	6	6	6

MONMOUTH-OCEAN

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		166 (4)	166 (4)	12.4	12.6	WHTG-F (AOR-NR) 106.3	EATONTOWN 1.7/6.1/ 26/ 529
AOR/CLASSIC/NR		227 (7)	227 (7)	17.0	16.1	WJLK (C) 1310	ASBURY PARK 0.5/1.6/ 7/ 141
COUNTRY	7 (1)	40 (1)	47 (2)	3.5	5.2		
NEWS/TALK	74 (2)	215 (5)	289 (7)	21.6	22.0	WAWZ-F (REL) 99.1	ZAREPATH 0.5/2.2/ 8/ 189
CHR		187 (6)	187 (6)	14.0	13.3	WAYV-F (CHR/AC) 95.1	ATLANTIC CTY 0.7/1.7/ 10/ 149
BLACK/URBAN		34 (2)	34 (2)	2.5	2.1	WFPG-F (SAC) 96.9	ATLANTIC CTY 0.5/1.6/ 8/ 140
SOFT AC/EZ	1 (1)	148 (5)	149 (6)	11.1	11.0	WZXL-F (AOR) 100.7	ATLANTIC CTY 0.3/1.0/ 5/ 87
HISPANIC					1.0	SEE NEW YORK FOR MORE ABOUT THE FOLLOWING:	
OLDIES		117 (3)	117 (3)	8.8	7.0	WINS 0.4/ 2.1	WPAT 0.1/ 0.1 WQXR-F 0.5/ 2.0
FULL SVC/VARIETY						WLTW-F 1.9/ 5.2	WPAT-F 1.5/ 5.8 WRKS-F 0.7/ 2.6
STANDARDS	42 (1)	47 (1)	89 (2)	6.7	6.1	WMGQ-F 0.4/ 1.2	WQCD-F 1.1/ 4.9
RELIG/GOSPEL		8 (1)	8 (1)	0.6	---	WMXV-F 1.7/ 6.7	WQHT-F 1.6/ 5.0
SPORTS						SEE PHILADELPHIA FOR MORE ABOUT THE FOLLOWING:	
CLASSICAL		7 (1)	7 (1)	0.5	0.8	WIOQ-F 0.5/ 2.3	WWDB-F 0.4/ 1.6
JAZZ		17 (1)	17 (1)	1.3	2.1	WMMR-F 1.3/ 4.2	WYSP-F 0.7/ 1.9
OTHERS/UNKNOWN						WUOL-F 0.6/ 2.6	
TOTALS	124 (5)	1213 (37)	1337 (42)			WPST-F 1.9/ 6.8	

DUOPOLY REPORT	12+	25-54	REVENUE
WJLK A/F, WQNJ-F (New Wave)	6.6%	8.1%	21.0%

RADIO STATIONS

WJLK , 1310, 2.5 KW/1 KW (DA-D), Country	WESTWD, \$ NA	(Katz)	New Wave	(ASBURY PARK)
WOBM , 1160, 5 KW/9 KW (DA-2), Standards	WESTWD, \$ NA	(Katz)		(LAKEWOOD)
WADB-F, 95.9, 4 KW @ 239 , SAC/EZ	UPI, \$ NA	(---)		(PT. PLEAS.)
WHTG-F, 106.3, 3 KW @ 232 , AOR-New Rock	, \$ NA	(Banner)		(EATONTOWN)
WJLK-F, 94.3, 3 KW @ 328 , AC	WESTWD, \$ NA	(Katz)	New Wave	(ASBURY PARK)
WJRZ-F, 100.1, 1.6 KW @ 449 , CHR/AC	, \$ NA	(D&R)		(MANAHAWK)
WOBM-F, 92.7, 1.4 KW @ 485 , AC	, \$ NA	(Katz)		(TOMS RIVER)
WZVU-F, 107.1, 2.3 KW @ 371 , Oldies	, \$ NA	(D & R)		(LONG BRANCH)

WKXW-F -- See Trenton in "Small Market Edition"

Other Ranked Stations - See New York

Other ranked stations -- see New York

MONTGOMERY

Arbitron Rank/Pop (12+): 142/256,200

Stations: 13/13

1994 Revenue: \$10,500,000

MSA Rank/Pop: 150/312,000

Diaries: 930/275:1/52.9%

HH Inc.: \$30,553

DMA # 111

Sample Target: 910

Retail \$: 2.6 Bil

Average Person Ratings: 17.3

% Below Line: 0.0

Pop per Station: 19,707

Market TSL: 22.75 hours

% Not Listed: 16.5

#1 Biller: WLWI-F \$3,800,000

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WLWI-F (C)	90/20.4	18.6	22.7	19.5	17.9	----	127/1432	863/33.7	35.0	35.5	E	WLWI-F
2. WZHT-F (B)	80/18.1	17.2	18.1	17.9	21.0	----	131/1304	797/31.1	29.4	25.6	C	WZHT-F
3. WMXS-F (AC)	30/ 6.8	6.3	6.6	2.6	4.3	----	43/716	500/19.5	18.6	17.7	B	WMXS-F
4. WAFX-F (AOR)	28/ 6.3	4.9	6.8	9.4	8.4	----	37/561	386/15.1	12.0	15.6	C	WAFX-F
5. WHHY-F (CHR)	27/ 6.1	5.8	3.9	6.4	7.2	----	46/790	495/19.3	16.2	15.5	C	WHHY-F
6. WMCZ-F (B/AC)	25/ 5.7	7.0	6.1	8.7	1.7	----	25/375	359/14.0	16.9	15.8	A	WMCZ-F
7. WRWO-F (CL AOR)	22/ 5.0	3.5	2.9	4.0	5.5	----	22/369	369/14.4	9.3	10.1		WRWO-F
8. WBAM-F (C)	21/ 4.8	6.3	2.3	4.9	3.3	----	33/616	421/16.4	18.5	8.8	B	WBAM-F
9. WXVI (B)	20/ 4.5	3.0	4.1	4.2	4.8	----	22/226	209/ 8.2	5.8	8.9	A	WXVI
10. WACV (T)	14/ 3.2	5.8	4.3	4.2	5.7	----	14/260	251/ 9.8	11.6	10.9	B	WACV

12+ FM SHARE (METRO): 87.53% (323 of 369) (SPG 94: 83.38%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ M10	12+ PMD	12+ EVE	OVERNIGHT
1 WZHT-F>>	1 WZHT-F>>	1 WZHT-F	1 WLWI-F<	1 WLWI-F	1 WLWI-F>>	1 WLWI-F>>	1 WLWI-F>>	1 WLWI-F	1 WZHT-F>>	1 WLWI-F
2 WLWI-F	2 WLWI-F>	2 WLWI-F>	2 WZHT-F>	2 WZHT-F>>	2 WZHT-F>	2 WZHT-F>	2 WZHT-F>	2 WZHT-F>>	2 WLWI-F>	2 WZHT-F
3 WHHY-F	3 WAFX-F	3 WAFX-F	3 WRWO-F	3 WMXS-F	3	3 WMXS-F	3 WMXS-F	3	3 WMCZ-F	3
4	4 WMCZ-F	4 WMCZ-F	4 WMCZ-F	WRWO-F	4	4 WHHY-F<	4 WACV	4	4 WAFX-F	4
5	5 WMXS-F	5 WMXS-F	5 WMXS-F	5 WMCZ-F	5	5 WMCZ-F	5	5	5	5
6	6	WRWO-F	WAFX-F	6 WAFX-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 WZHT-F	1 WZHT-F>>	1 WZHT-F	1 WZHT-F	1 WLWI-F	1 WZHT-F	1 WZHT-F>	1 WLWI-F	1 WZHT-F	1 WLWI-F
2 WLWI-F	2 WLWI-F>	2 WLWI-F>	2 WLWI-F>	2 WZHT-F	2 WAFX-F	2 WLWI-F	WZHT-F	2 WLWI-F>	2 WZHT-F>>
3	3 WMCZ-F	WMCZ-F	3 WMCZ-F	3 WMXS-F	3 WLWI-F	3 WAFX-F>	3 WRWO-F	3 WAFX-F	3 WRWO-F
4	4 WMXS-F	WMXS-F	4 WMXS-F	4 WMCZ-F	4	4	WAFX-F	4 WRWO-F	4 WAFX-F
5	5 WBAM-F	5 WRWO-F	5	5	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		30 (1)	30 (1)	8.1	9.1	WAPZ (G) 1250	0.9/2.3/ 7/	82	
AOR/CLASSIC/NR		50 (2)	50 (2)	13.6	8.0	WLWI (T) 740	1.1/4.8/ 9/	196	
COUNTRY		111 (2)	111 (2)	30.1	26.8	WNZZ (T) 950	0.7/3.6/ 3/	91	
NEWS/TALK	22 (3)		22 (3)	6.0	5.0				
CHR		27 (1)	27 (1)	7.3	5.1				
BLACK/URBAN	20 (1)	105 (2)	125 (3)	33.9	34.9				
SOFT AC/EZ					3.5				
HISPANIC									
OLDIES					2.7				
FULL SVC/VARIETY									
STANDARDS					0.5				
RELIG/GOSPEL	4 (1)		4 (1)	1.1	4.3				
SPORTS									
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN									
TOTALS	46 (5)	323 (8)	369 (13)						

MONTGOMERY

DUOPOLY REPORT	12+	25-54	REVENUE
WLWI A/F, WNZZ, WMXS-F (Colonial)	29.0%	29.9%	44.8%
WZHT-F, WMCZ-F (New South)	23.8%	24.2%	21.2%
WHHY A/F, WAFX-F (Local)	12.4%	12.1%	19.0%
	65.2%	66.2%	85.0%

RADIO STATIONS

WACV , 1170, 10 KW/1 KW (DA-2) , Talk	SUN CBS, \$12.00 (Banner)		
WAPZ , 1250, 5 KW (OAYS) , Gospel	AURN, \$11.00 (---)		(WETUMPKA)
WLWI , 740, 50 KW/184 W (DA-1), Standards	WESTWD, \$10.00 (Katz)	Colonial	
WXVI , 1600, 5 KW/1 KW (DA-2) , Black	AURN ABC, \$11.00 (Mc-Guild)		
WBAM-F, 98.9, 100 KW @ 731 , Country	, \$16.00 (Banner)		
WHHY-F, 101.9, 100 KW @ 708 , CHR	ABC, \$33.00 (Mc-Guild)		
WRWO-F, 96.1, 0.9 KW @ 820 , Classic AOR	USA, \$15.00 (Banner)		
WLWI-F, 92.3, 100 KW @ 1096 , Country	, \$78.00 (Katz)	Colonial	
WMCZ-F, 97.1, 3 KW @ 328 , Black	SMN, \$18.00 (Mc-Guild)	NewSouth	(MILLBROOK)
WMXS-F, 103.3, 100 KW @ 1096 , AC	, \$21.00 (Katz)	Colonial	
WAFX-F, 95.1, 50 KW @ 735 , AOR	, \$24.00 (Torbet)	WHHY owner(D)	(PRATTVILLE)
WZHT-F, 105.7, 100 KW @ 1801 , Black	ABC, \$35.00 (Mc-Guild)	New South	(TROY)

Miscellaneous: WHHY A/F sold for \$7,100,000. . . WAFX-F (Prattville) sold by Downs to WHHY-F owner (D) for \$1,650,000. . .
 WLNE-F changes to WRWO-F and format from Soft AC to Classic Rock (March). . . WSYA-AM to WNZZ and format
 to News/Talk (April). . .

NASHVILLE

Arbitron Rank/Pop (12+): 45/886,200
 MSA Rank/Pop: 51/1,080,000
 OMA # 34
 Average Person Ratings: 16.5
 Market TSL: 22.00 hours

Stations: 24/21
 Diaries: 1439/616:1/47.5%
 Sample Target: 1430
 % Below Line: 4.4
 % Not Listed: 13.5

1994 Revenue: \$42,400,000
 HH Inc.: \$36,632
 Retail \$: 11.4 Bil
 Pop per Station: 42,200
 #1 Biller: WSIX-F \$10,000,000

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WSIX-F (C)	251/17.2	14.7	15.9	14.8	18.6	15.7	332/3909	2787/31.4	28.3	30.5	I	WSIX-F
2. WSM -F (C)	151/10.3	13.1	10.2	12.4	10.6	11.5	237/3092	1968/22.2	22.8	23.7	G	WSM -F
3. WOQK-F (B)	93/ 6.4	6.3	5.5	7.3	8.6	6.4	114/1392	1152/13.0	11.8	14.0	D	WOQK-F
4. WKDF-F (AOR)	89/ 6.1	4.7	5.9	6.0	5.6	5.7	171/2444	1279/14.4	14.8	13.3	E	WKDF-F
5. WYHY-F (CHR)	86/ 5.9	6.3	5.1	5.1	6.0	5.6	160/2865	1694/19.1	18.2	20.2	D	WYHY-F
6. WGFY-F (O-70's)	76/ 5.2	3.4	6.4	4.9	6.3	5.0	105/1957	1381/15.6	15.7	18.0	D	WGFY-F
7. WRMX-F (O)	70/ 4.8	5.0	3.9	4.4	3.8	4.5	95/1729	1268/14.3	11.3	10.0	C	WRMX-F
8. WJXA-F (SAC)	66/ 4.5	4.7	5.4	6.3	5.7	5.2	95/1481	1041/11.7	12.1	13.7	D	WJXA-F
9. WLAC-F (AC)	62/ 4.2	5.2	4.4	4.0	5.3	4.5	91/1751	1177/13.3	15.8	15.7	E	WLAC-F
10. WLAC (M/T)	54/ 3.7	3.2	4.6	4.3	3.7	4.0	62/961	773/ 8.7	12.0	8.9	D	WLAC
11. WJCE-F (C)	49/ 3.4	3.9	3.6	2.9	2.2	3.5	86/1111	624/ 7.0	7.7	7.2		WJCE-F
12. WSM (C/FS)	34/ 2.3	3.7	2.8	2.6	2.2	2.9	51/1052	677/ 7.6	8.6	7.4	C	WSM
13. WWTN-F (T)	31/ 2.1	1.9	2.5	2.1	1.7	2.2	39/832	656/ 7.4	6.8	4.2	B	WWTN-F
14. WRLT-F (AOR-P)	30/ 2.1	2.0	1.5	2.1	2.0	1.9	31/532	514/ 5.8	6.1	6.4	C	WRLT-F
15. WAMB (ST)	22/ 1.5	1.5	1.4	1.8	1.9	1.6	23/396	371/ 4.2	2.8	3.3		WAMB
16. WVOL (B)	21/ 1.4	2.1	2.6	1.4	2.1	1.9	21/398	391/ 4.4	5.5	4.9	A	WVOL
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 86.29% (1089 of 1262) (SPG 94: 86.95%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ M10	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 WOQK-F>	1 WSIX-F>>
2 WOQK-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 WSM -F
3	3 WOQK-F<	3 WKDF-F	3 WGFY-F	3 WGFY-F	3 WRMX-F	3 WKDF-F	3 WLAC	3 WKDF-F<	3 WSM -F	3 WYHY-F
4	4 WSM -F	4 WGFY-F	4 WKDF-F	4 WKDF-F<	4 WJXA-F	4 WGFY-F	4 WKDF-F	4 WOQK-F	4 WYHY-F>	4 WOQK-F
5	5 WGFY-F<	5 WOQK-F	5 WRMX-F<	5 WRMX-F	5 WLAC	5 WJXA-F<	5 WJXA-F	5 WYHY-F	5	5 WSM
6	6 WYHY-F	6	6 WLAC-F<	6 WLAC-F	6	6 WOQK-F<	6 WGFY-F	6	6	6 WKDF-F
7	7	7	7 WJXA-F	7 WJXA-F	7	7 WYHY-F	7	7	7	7
8	8	8	8	8	8	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 WSIX-F	1 WSIX-F>>	1 WSIX-F	1 WSIX-F>	1 WSIX-F>	1 WKDF-F	1 WSIX-F	1 WSIX-F	1 WSIX-F>	1 WSIX-F>
2 WOQK-F	2 WSM -F>	2 WSM -F	2 WSM -F>	2 WSM -F>	2 WOQK-F	2 WKDF-F>	2 WKDF-F	2 WKDF-F	2 WSM -F<
3 WSM -F	3 WOQK-F>	3 WOQK-F	3 WOQK-F	3 WJXA-F	3 WSIX-F	3 WGFY-F	3 WGFY-F	3 WGFY-F	3 WGFY-F<
4 WKDF-F	4 WYHY-F	4 WLAC-F	4 WLAC-F<	4 WLAC-F	4 WYHY-F	4 WOQK-F<	4 WRMX-F	4 WOQK-F	4 WKDF-F
5 WJCE-F	5 WJCE-F	5 WYHY-F	5 WJXA-F	5 WRMX-F<	5 WGFY-F	5 WYHY-F	5 WWTN-F	5 WSM -F	5 WLAC
6	6	6 WGFY-F	6	6 WOQK-F	6	6	6 WJXA-F	6	6 WRMX-F
7	7	7	7	7	7	7	7	7	7

NASHVILLE

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		62 (1)	62 (1)	4.9	6.2	WHIN (C) 1010	GALLATIN 0.3/1.2/ 5/ 110		
AOR/CLASSIC/NR		131 (3)	131 (3)	10.4	15.6	WKDA (T) 1240	NASHVILLE 0.4/3.0/ 6/ 280		
COUNTRY	39 (2)	475 (6)	54 (8)	40.7	38.3	WMDB (B) 880	NASHVILLE 1.2/2.2/ 20/ 217		
NEWS/TALK	60 (2)	31 (1)	91 (3)	7.2	6.4	WRLG-F (AOR) 94.1	SMYRNA 0.8/3.5/ 12/ 313		
						WYQC-F (C) 102.9	SHELBYVILLE 0.5/3.2/ 19/ 446		
CHR		86 (1)	86 (1)	6.8	6.7	WZRS (G) 710	SMYRNA 0.8/0.7/ 13/ 66		
BLACK/URBAN	39 (2)	93 (1)	132 (3)	10.5	13.0				
SOFT AC/EZ		66 (1)	66 (1)	5.2	6.7	WGSQ-F (C) 94.7	COOKEVILLE 0.6/0.8/108/ 829		
HISPANIC						WGGC-F (C) 95.1	GLASGOW, KY 0.5/1.2/ 37/ 599		
OLDIES		146 (2)	146 (2)	11.6	4.2				
FULL SVC/VARIETY									
STANDARDS	22 (1)		22 (1)	1.7	2.5				
RELIG/GOSPEL	12 (1)		12 (1)	1.0	0.5				
SPORTS									
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN									
TOTALS	173 (8)	1089 (16)	1262 (24)						

DUOPOLY REPORT	12+	25-54	REVENUE
WJXA-F, WRMX-F (South Central)	9.3%	10.8%	9.9%
WKDF-F, WGFY-F (Dick)	11.3%	12.6%	14.9%
WSIX A/F, WYHY-F (SFX)	23.1%	22.2%	27.4%
WAMB A/F, WHNK (Local)	1.5%	0.2%	< 2.0%
WSM A/F, WWTN-F (Gaylord)	14.7%	14.1%	21.9%
WLAC A/F, WJCE-F (River City, semi-duopoly)	11.3%	12.4%	N/A%
	71.2%	72.3%	84.0% (E)

SCARBOROUGH REPORT
Indexed against \$100,000+ Households

HIGHEST		LOWEST	
1. WLAC	208	1. WQQK-F	19
2. WLAC-F	162	2. WYHY-F	68
3. WJXA-F	140		WSM 68
4. WWTN-F	138		WSM -F 68

RADIO STATIONS

AM STATIONS

WAMB, 1160, 50 KW/1 KW (DA-N), Standards	WESTWD, \$ 19.00 (Roslin)	
WLAC, 1510, 50 KW (DA-N), Talk/News/Relig	CBS, \$ 51.00 (Banner)	River City
WMDB, 880, 2.5 KW (DAYS,DA), Black	, \$ 19.00 (---)	
WSM, 650, 50 KW, Country/FS	WESTWD, \$ 43.00 (Christal)	Gaylord
WVOL, 1470, 5 KW/1 KW (DA-2), Black	SMN, \$ 25.00 (MMR)	

FM STATIONS

WGFY, 104.5, 49 KW @ 1312, Oldies - 70's	Source, \$ 42.00 (Katz)	Dick
WKDF, 103.3, 100 KW @ 1233, AOR	ABC, \$ 100.00 (Katz)	Dick
WLAC, 105.9, 100 KW @ 1233, AC	, \$ 60.00 (Banner)	River City
WQQK, 92.1, 3 KW @ 462, Black	, \$ 46.00 (MMR)	(HENDERSON.)
WRLT, 100.1, 0.2 KW @ 1181, AOR-Prog.	, \$ 30.00 (Roslin)	(FRANKLIN)
WRMX, 96.3, 100 KW @ 810, Oldies	, \$ 43.00 (Eastman)	So. Central (MURFREES.)
WSIX, 97.9, 100 KW @ 1138, Country	ABC, \$ 150.00 (Mc-Guild)	SFX
WSM, 95.5, 100 KW @ 1279, Country	, \$ 132.00 (Christal)	Gaylord
WWTN, 99.7, 100 KW @ 1296, Talk	WESTWD, CBS, \$ 23.00 (Mc-Guild)	Gaylord (MANCHESTER)
WYQC, 102.9, 100 KW @ 810, Country	, \$ 22.00 (K & P)	Cromwell (SHELBYVILLE)
WYHY, 107.5, 58 KW @ 1233, CHR	, \$ 85.00 (Mc-Guild)	SFX (LEBANON)
WJXA, 92.9, 100 KW @ 1053, Soft AC	, \$ 75.00 (Eastman)	So. Central
WJCE, 101.1, 47 KW @ 1289, Country	ABC, \$ 47.00 (---)	River City (RUSSELLVILLE, KY)

Miscellaneous: WJCE-F, WLAC A/F sold by Keymarket to River City (semi-D) for \$26,000,000 (E) (Star). . . WKDA sold by Dick for \$325,000 . . .

NASSAU-SUFFOLK
(Long Island)

Arbitron Rank/Pop (12+): 14/2,269,900
MSA Rank/Pop: 13/2,680,000
New York DMA
Average Person Ratings: 17.5
Market TSL: 22.75 hours

Stations: 42/17
Diaries: 2870/791:1/50.2%
Sample Target: 2880
% Below Line: NA
% Not Listed: NA
1994 Revenue: \$35,100,000
HH Inc.: \$55,732
Retail \$: 28.3 Bil
Pop per Station: NA
#1 Biller: WALK-AF \$10,000,000

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WALK-AF (AC)	226/ 5.7	6.3	5.8	5.3	6.6	5.8		3196/14.1	13.7	15.2	I	WALK-AF
2. WBLI-F (AC/CHR)	177/ 4.5	3.6	3.9	4.0	3.8	4.0	THIS IS NO TSA	2789/12.3	11.1	12.1	G	WBLI-F
3. WHLI (ST)	128/ 3.2	3.4	3.2	3.9	3.2	3.4		973/ 4.3	3.8	4.6	C	WHLI
4. WBAB-FF (AOR)	126/ 3.2	3.4	3.6	3.8	3.5	3.5		2488/11.0	10.7	11.8	G	WBAB-FF
5. WYNY-F (C)	124/ 3.1	3.6	2.7	3.0	2.1	3.1		1654/ 7.3	7.3	6.5		WYNY-F
6. WKJY-F (AC)	122/ 3.1	3.1	3.7	3.0	3.0	3.2		1756/ 7.7	7.8	7.3	F	WKJY-F
7. WBZO-F (O)	113/ 2.8	2.4	2.6	2.4	2.6	2.6		1944/ 8.6	6.5	6.3	C	WBZO-F
8. WRCN-FF (AOR)	84/ 2.1	1.5	1.7	1.8	2.3	1.8		1316/ 5.8	5.0	NA	D	WRCN-FF
9. WDRE-F (AOR-NR)	29/ 0.7	1.6	1.9	1.9	2.3	1.5		903/ 4.0	6.8	7.3	E	WDRE-F
10. WLIM (ST)	25/ 0.6	0.5	---	---	---	---		198/ 0.9	---	---		WLIM
11. WLNG-AF (O)	18/ 0.5	---	---	0.4	0.5	---		308/ 1.4	---	1.2		WLNG-AF
12. WMRW-F (?)	16/ 0.4	---	---	---	---	---		206/ 0.9	---	---		WMRW-F
13. WGSM (ST)	12/ 0.3	0.5	0.4	0.4	1.4	0.4		301/ 1.3	1.7	2.9	B	WGSM
14.												
15.												

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+ PMD	12+ EVE	OVERNIGHT
1	1 WALK-AF	1 WALK-AF	1 WALK-AF	1 WALK-AF	1 WALK-AF	1 WALK-AF>	1 WALK-AF>	1 WALK-AF	1 WKJY-F	1 WALK-AF
2	2 WBAB-FF	2 WBLI-F	2 WBLI-F	2 WBLI-F	2 WHLI	2 WBLI-F	2 WBLI-F	2 WBLI-F	2 WALK-AF	2 WYNY-F
3	3 WBLI-F	3 WBAB-FF	3 WBAB-FF	3 WBAB-FF	3 WBLI-F	3 WKJY-F	3 WBAB-FF	3 WYNY-F	3 WYNY-F	3 WBLI-F
4	4 WRCN-FF	4 WKJY-F	4 WKJY-F	4 WBZO-F<	4 WYNY-F	4 WYNY-F	4 WKJY-F	4 WBAB-FF	4 WBAB-FF	4 WBZO-F
5	5 WKJY-F	5 WRCN-FF	5 WBZO-F	5 WKJY-F	5 WBZO-F	WBAB-FF	5 WBZO-F	5 WBZO-F	5 WRCN-FF	5
6	6	6 WBZO-F	6	6 WYNY-F	6 WKJY-F	6	6	6	6	6
7	7	7 WYNY-F	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 WALK-AF	1 WALK-AF	1 WBLI-F	1 WALK-AF	1 WALK-AF	1 WRCN-FF	1 WBAB-FF<	1 WBAB-F	1 WBAB-FF	1 WBAB-FF
2 WBLI-F	2 WBLI-F	2 WALK-AF	2 WBLI-F>	2 WBLI-F>	2 WBAB-FF	2 WRCN-FF	2 WRCN-FF	2 WALK-AF	2 WALK-AF
3 WKJY-F	3 WBAB-FF	3 WBAB-FF	3 WKJY-F	3 WKJY-F	3 WBLI-F	3 WALK-AF	3 WALK-AF	3 WRCN-FF	3 WYNY-F
4 WBAB-FF	4 WKJY-F	4 WKJY-F	4 WBAB-FF	4 WBZO-F>	4 WBLI-F	4 WYNY-F	4 WYNY-F	4 WBZO-F	4 WRCN-FF
5 WYNY-F	5	5 WBZO-F	5 WBZO-F	5 WYNY-F	5	5 WYNY-F	5 WBLI-F	5 WYNY-F	5 WBLI-F
6	6	6	6	6 WBAB-FF	6	6	6	6 WBZO-F	6 WBZO-F
7	7	7	7	7	7	7	7	7	7

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

SEE NEW YORK FOR MORE INFORMATION ABOUT THE FOLLOWING STATIONS:

WABC	3.9/ 8.7	WINS	2.3/13.3	WQCD-F	2.6/ 7.6
WAXQ-F	1.5/ 6.2	WLTW-F	2.7/ 8.6	WQEW	1.0/ 2.4
WBLS-F	1.3/ 4.7	WMXV-F	2.0/ 6.7	WQHT-F	3.8/10.2
WCBS	3.8/16.5	WNEW-F	2.0/ 8.5	WQXR-F	2.0/ 5.7
WCBS-F	4.1/13.6	WOR	3.2/ 7.9	WRKS-F	2.8/ 7.9
WFAN	3.6/11.5	WPAT-F	1.4/ 4.5	WSKQ-F	1.1/ 3.0
WHTZ-F	5.1/19.2	WPLJ-F	4.4/13.3	WXRK-F	4.1/12.9
WEZN-F (SAC)	99.9	BRIDGEPORT, CT	1.0/6.4/ 38/1444		
WKCI-F (CHR)	101.3	NEW HAVEN	0.4/2.7/ 15/ 618		
WKHL-F (O)	96.7	STAMFORD, CT	0.4/1.5/ 15/ 341		
WPLR-F (AOR)	99.1	NEW HAVEN	0.5/2.3/ 20/ 524		

NASSAU-SUFFOLK
(Long Island)

DUOPOLY REPORT	12+	25-54	REVENUE
WBAB-F, WBLI-F, WGBB (Liberty)	7.6%	9.8%	35.3%
WRHD, WRCN-F, WGSM, WMJC-F (Gary Starr)	2.4%	2.8%	9.0%
	10.0%	12.6%	44.3%

RADIO STATIONS

WGSM , 740, 25 KW (DAYS, DA) , Standards	WESTWD, \$ 41.00 (MMR)	Gary Starr
WHLI , 1100, 10 KW (DAYS, DA) , Standards	, \$ 41.00 (Katz)	Barnstable
WALK-F, 97.5, 39 KW @ 554 , AC	, \$180.00 (D&R)	Chancellor
WBAB-F, 102.3, 3 KW @ 269 , AOR	, \$150.00 (MMR)	Liberty
WBAZ-F, 101.7, 5.5 KW @ 341 , Soft AC	WESTWD, CNN, \$ 35.00 (Eastman)	
WBLI-F, 106.1, 25 KW @ 492 , AC/CHR	, \$160.00 (Mc-Guild)	Liberty
WBZO-F, 103.1, 3 KW @ 285 , Oldies	, \$ 40.00 (---)	
WDRE-F, 92.7, 1 KW @ 522 , New Rock	, \$ 65.00 (Roslin)	Jarad
WKJY-F, 98.3, 3 KW @ 328 , AC	, \$ 85.00 (Katz)	Barnstable
WMJC-F, 94.3, 3 KW @ 298 , AOR	, \$ 47.00 (MMR)	Gary Starr
WRCN-F, 103.9, 1.5 KW @ 466 , AOR	, \$ 36.00 (Mc-Guild)	Gary Starr

Other Stations - See New York

Miscellaneous: WLIX sold for \$1,100,000. . .

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

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

NEW HAVEN

Arbitron Rank/Pop (12+): 92/387,700

Stations: 28/7

1994 Revenue: \$13,900,000

MSA Rank/Pop: 88/526,000 (Approx)

Diaries: 1165/333:1/51.3%

HH Inc.: \$44,719

DMA # 25 (w/Hartford)

Sample Target: 1120

Retail \$: 5.0 Bill

Average Person Ratings: 15.6

% Below Line: 52.2

Pop per Station: 55,386

Market TSL: 20.50 hours

% Not Listed: 17.7

#1 Biller: WPLR-F \$5,500,000

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WPLR-F (AOR)	49/ 8.1	8.1	9.3	10.8	9.1	----	103/1532	704/18.2	18.1	22.5	G	WPLR-F
2. WEZN-F (SAC)	42/ 6.9	8.9	7.0	7.8	7.3	----	138/2024	606/15.6	17.6	16.0		WEZN-F
WKCI-F (CHR)	42/ 6.9	5.9	8.4	7.3	8.2	----	96/1984	845/21.8	22.1	22.9	F	WKCI-F
4. WELI (FS)	35/ 5.8	6.7	7.0	9.2	7.0	----	37/688	622/16.0	15.2	18.2	D	WELI
5. WDRC-F (O)	33/ 5.5	5.6	5.8	5.2	2.8	----	74/1088	439/11.3	14.2	14.1		WDRC-F
6. WFAN (SPRIS)	31/ 5.1	4.9	5.5	4.6	5.8	----	71/1219	490/12.6	13.5	13.1		WFAN
7. WYBC-F (B)	30/ 5.0	4.0	3.0	4.3	3.3	----	33/493	423/10.9	9.7	9.1	A	WYBC-F
8. WMRO-F (AOR-NR)	25/ 4.1	1.3	1.1	1.1	1.9	----	52/935	450/11.6	6.5	5.6		WMRO-F
WYFZ-F (C)	25/ 4.1	4.6	6.4	3.3	5.4	----	99/1085	307/ 7.9	10.9	11.8		WYFZ-F
10. WZMX-F (O-70's)	23/ 3.8	2.2	2.4	1.4	1.5	----	61/1030	419/10.8	7.9	9.4		WZMX-F
11. WCBS (N)	21/ 3.5	2.2	2.3	3.7	2.5	----	46/1090	426/11.0	10.2	10.8		WCBS
WEBE-F (AC)	20/ 3.3	2.5	4.3	4.8	2.8	----	86/1289	348/ 9.0	9.5	9.5		WEBE-F
13. WNHC (B)	16/ 2.6	3.0	2.4	2.5	3.9	----	17/267	256/ 6.6	6.9	6.9	B	WNHC
14.												
15.												

12+ FM SHARE (METRO): 69.07% (344 of 498) (SPG 94: 69.33%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WKCI-F>	1 WPLR-F>	1 WPLR-F>	1 WPLR-F>	1 WPLR-F>	1 WELI	1 WFAN	1 WPLR-F	1 WEZN-F	1 WYBC-F	1 WELI >>
2 WMRO-F	2 WYBC-F<	2 WKCI-F	2 WKCI-F	2 WEZN-F	2 WEZN-F	2 WELI	2 WEZN-F	2 WPLR-F	2 WMRO-F	2
3 WYBC-F	3 WKCI-F	3 WEZN-F	3 WEZN-F	WDRC-F<	3 WFAN	WPLR-F>	3 WKCI-F	3 WKCI-F>	3 WEZN-F	3
4	4 WMRO-F	4 WYBC-F	4 WFAN	4 WFAN	4 WDRC-F	4 WEZN-F	4 WDRC-F	4 WYBC-F	4 WKCI-F	4
5	5	5	5	WKCI-F	5	5 WKCI-F<	5 WZMX-F	5 WMRO-F	5	5
6	6	6	6	6	6	6 WYBC-F	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 WYBC-F	1 WYBC-F	1 WEZN-F	1 WKCI-F	1 WEZN-F	1 WPLR-F	1 WPLR-F>>	1 WPLR-F	1 WPLR-F>>	1 WPLR-F>
WMRO-F	2 WKCI-F	WYBC-F	2 WEZN-F<	2 WKCI-F	2 WMRO-F	2 WKCI-F	2 WYBC-F	2 WFAN	2 WFAN
3 WKCI-F	3 WPLR-F	3 WKCI-F	3 WYBC-F<	3 WEBE-F	3 WKCI-F	3 WYBC-F	3 WZMX-F	3 WDRC-F	3 WZMX-F
WPLR-F	WMRO-F	4	4 WPLR-F	4 WYBC-F	4	WMRO-F	4	4 WKCI-F	4 WDRC-F
5	WEZN-F	5	5	5 WPLR-F	5	5	5	5 WZMX-F	5
				WDRC-F					

FORMATS	AM	FM	TOTAL	%	SPG 94	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
-----	--	--	-----	-	-	-----	-----	-----	-----
AC		20 (1)	20 (1)	4.0	9.6	WMMW (ST) 1470	MERIDEN	1.3/2.1/ 18/ 181	
AOR/CLASSIC/NR		83 (4)	83 (4)	16.7	15.1	WXCT (SP) 1220	HAMDEN	0.3/1.2/ 2/ 52	
COUNTRY		25 (1)	25 (1)	5.0	8.0				
NEWS/TALK	38 (4)		38 (4)	7.6	12.3	SEE HARTFORD, NEW YORK OR BRIDGEPORT FOR MORE ABOUT THE FOLLOWING:			
CHR		59 (3)	59 (3)	11.8	15.8				
BLACK/URBAN	16 (1)	42 (2)	58 (3)	11.6	3.6	WHCN-F 1.0/ 6.3	WICC 2.3/ 5.3		
SOFT AC/EZ		56 (2)	56 (2)	11.2	9.8	WKSS-F 2.5/12.9	WINS 0.3/ 1.1		
HISPANIC	2 (1)		2 (1)	0.4	1.3	WRCH-F 2.3/ 5.5	WMRW-F 0.5/ 1.5		
OLDIES		56 (2)	56 (2)	11.2	6.7	WTIC 1.2/ 4.2	WOR 1.0/ 2.9		
FULL SVC/VARIETY	56 (3)		56 (3)	11.2	11.1	WTIC-F 0.3/ 4.7	WQEW 0.5/ 1.5		
STANDARDS	11 (2)		11 (2)	2.2	2.5	WABC 1.5/ 4.1	WQHT-F 2.0/ 1.5		
RELIG/GOSPEL					0.5		WRKI-F 0.5/ 4.0		
SPORTS	31 (1)		31 (1)	6.2	0.0				
CLASSICAL									
JAZZ					3.6				
OTHERS/UNKNOWN		3 (1)	3 (1)	0.6	0.0				
TOTALS	154 (12)	344 (16)	498 (28)						

NEW HAVEN

DUOPOLY REPORT	12+	25-54	REVENUE
WAVZ, WELI, WKCI-F (Clear Channel)	12.7%	9.7%	54.0%

RADIO STATIONS

WELI , 960, 5 KW (OA-N) , Full Service	ABC CBS, \$ 47.00 (Mc-Guild)	Clear Channel
WNHC , 1340, 1 KW , Black	, \$ 20.00 (O & R)	
WKCI-F, 101.3, 10 KW @ 1069 , CHR	, \$ 96.00 (Mc-Guild)	Clear Channel
WPLR-F, 99.1, 14 KW @ 951 , AOR	, \$120.00 (Eastman)	Multimarket
WYBC-F, 94.3, 1.7 KW @ 325 , Black	SMN, \$ 20.00 (Eastman)	

Other ranked stations -- see Hartford, Bridgeport or New York



NEW ORLEANS

Arbitron Rank/Pop (12+): 38/1,030,200

Stations: 25/24

1994 Revenue: \$38,600,000

MSA Rank/Pop: 41/1,320,000
OMA # 40

Diaries: 2486/414:1/46.0%

HH Inc.: \$31,821

Average Person Ratings: 17.5
Market TSL: 23.25 hours

Sample Target: 2475

Retail \$: 11.6 Bil

% Below Line: 0.4

Pop per Station: 42,925

% Not Listed: 10.6

#1 Biller: WWL \$8,000,000

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WQUE-F (B)	258/14.3	13.0	13.6	13.7	12.4	13.7	329/3433	2563/24.9	23.8	21.6	E	WQUE-F
2. WNOE-F (C)	163/ 9.1	9.0	10.1	8.6	8.7	9.2	213/2629	1894/18.4	19.2	17.9	G	WNOE-F
3. WYLO-F (B/AC)	120/ 6.7	7.1	8.2	9.5	9.1	7.9	131/2118	1869/18.1	21.0	18.6	O	WYLO-F
4. WWL (N/T)	119/ 6.6	7.2	7.3	8.4	8.4	7.4	173/2502	1789/17.4	18.2	19.2	H	WWL
5. WRNO-F (O-70's)	113/ 6.3	7.3	3.8	3.9	4.8	5.3	164/2558	1874/18.2	12.2	13.2	O	WRNO-F
6. WTKL-F (O)	90/ 5.0	4.2	4.2	5.1	4.5	4.6	116/1387	1157/11.2	10.9	10.2	C	WTKL-F
7. WEZB-F (CHR)	84/ 4.7	5.4	5.2	5.8	5.9	5.3	114/2543	1842/17.9	18.7	20.0	E	WEZB-F
8. WLMG-F (SAC)	83/ 4.6	4.1	5.2	5.4	4.3	4.8	97/1570	1297/12.6	14.6	14.7	E	WLMG-F
9. WLTS-F (AC)	82/ 4.6	5.0	5.1	5.3	5.6	5.0	93/1499	1151/11.2	13.7	14.2	O	WLTS-F
10. KLJZ-F (J)	80/ 4.4	4.8	4.8	1.3	1.4	3.8	82/1109	966/ 9.4	11.4	5.1	A	KLJZ-F
11. KMEZ-F (B/AC)	67/ 3.7	4.2	4.5	4.3	3.8	4.2	67/1078	1075/10.4	11.1	9.7	C	KMEZ-F
12. WYLO (G)	50/ 2.8	3.2	2.7	2.6	3.5	2.8	56/760	699/ 6.8	7.5	7.6		WYLO
13. WCKW-F (CL AOR)	49/ 2.7	3.0	1.7	2.7	3.7	2.5	113/1903	1066/10.3	7.9	10.6		WCKW-F
14. WBOK (G)	46/ 2.6	1.4	1.7	1.9	1.2	1.9	46/547	547/ 5.3	5.5	3.9		WBOK
WBYU (ST)	46/ 2.6	2.8	3.3	2.3	3.6	2.8	49/706	691/ 6.7	6.1	6.5	B	WBYU
16. WZRH-F (AOR-NR)	44/ 2.4	1.6	1.5	1.9	1.5	1.9	58/1004	775/ 7.5	5.5	5.5		WZRH-F
17. WSMB (T)	23/ 1.3	1.4	1.1	1.3	1.1	1.3	27/642	566/ 5.5	4.5	3.4		WSMB
KHOM-F (O)	23/ 1.3	0.4	1.4	1.5	2.0	1.2	69/1167	493/ 4.8	6.4	7.1		KHOM-F

12+ FM SHARE (METRO): 79.13% (1274 of 1610) (SPG 94: 76.26%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MIO	12+ PMO	12+ EVE	OVERNIGHT
1 WQUE-F>>>1	WQUE-F>>	1 WQUE-F>	1 WQUE-F	1 WQUE-F<	1 WWL	1 WQUE-F	1 WQUE-F<	1 WQUE-F>	1 WQUE-F>>	1 WQUE-F
2	2 WRNO-F	2 WRNO-F	2 WRNO-F<	2 WNOE-F<	2 WNOE-F	2 WNOE-F<	2 WNOE-F<	2 WNOE-F>	2 WYLO-F>	2 WYLO-F
3	WNOE-F<	WNOE-F	3 WNOE-F	3 WRNO-F	3 WTKL-F	3 WWL >	3 WWL	3 WWL	3 WNOE-F	3 WNOE-F<
4	4 WYLO-F	4 WYLO-F>	4 WYLO-F	4 WYLO-F	4 WLMG-F<	4 WRNO-F	4 WRNO-F	4 WRNO-F	4 KMEZ-F	4 KLJZ-F
5	5 WEZB-F	5 WLTS-F	5 WTKL-F	5 WTKL-F	5 KLJZ-F	5 WTKL-F	5 WLMG-F<	5 WEZB-F	5 KLJZ-F	5 KMEZ-F
6	6 WLTS-F	6 WEZB-F	WLTS-F	6 WLTS-F<	6	6 WEZB-F<	6 WLTS-F<	WYLO-F<	6	6 WWL
7	7	WTKL-F	7 KLJZ-F	7 WWL <	7	7 WYLO-F	7 WTKL-F	7 WLTS-F	7	7
8	8	8	8	8 KLJZ-F	8	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 WQUE-F	1 WQUE-F>>	1 WQUE-F	1 WQUE-F>	1 WQUE-F	1 WQUE-F	1 WQUE-F>	1 WQUE-F	1 WQUE-F	1 WRNO-F
2 WYLO-F	2 WYLO-F<	2 WYLO-F	2 WYLO-F<	2 WYLO-F<	2 WCKW-F	2 WRNO-F	2 WRNO-F	2 WRNO-F	2 WNOE-F
3 WNOE-F	3 WNOE-F	3 WNOE-F	3 WLTS-F<	3 WNOE-F<	3 WNOE-F	3 WNOE-F	3 WEZB-F	3 WNOE-F>	3 WQUE-F
4 WEZB-F	4 WLTS-F	4 WLTS-F	4 WNOE-F	4 WLTS-F	WRNO-F	WCKW-F<	4 WNOE-F	4 WCKW-F	4 WWL
WLTS-F	5 WRNO-F	5 WRNO-F	5 WRNO-F	5 WLMG-F	WYLO-F	5 WEZB-F	5 WCKW-F	WEZB-F<	5 WTKL-F
6	6	6 WLMG-F	6	6 WTKL-F	WZRH-F	6 WYLO-F	6 WYLO-F	6 WWL	KLJZ-F
7	7	7	7	7 KMEZ-F	7	7 WZRH-F	7	WYLO-F<	7
8	8	8	8	8	8	8	8	8 KLJZ-F	8

NEW ORLEANS

FORMATS	AM	FM	TOTAL	%	SPG 94	OTHER RATED STATIONS	METRO CUME TSA TSA
	--	--	----	-	%	-----	SHARE/RTG/AQH/CUME
AC		82 (1)	82 (1)	5.1	6.3	KKNO (G) 750	GRETNA 0.6/0.7/ 10/ 67
AOR/CLASSIC/NR		106 (3)	106 (3)	6.6	11.2	KLRZ-F (AOR) 100.3	LAROSE 0.7/3.1/ 21/ 600
COUNTRY		163 (1)	163 (1)	10.1	12.0	WGSO (T) 990	NEW ORLEANS 0.4/2.3/ 8/ 242
NEWS/TALK	166 (4)		166 (4)	10.3	10.6	WODT (REL) 1280	NEW ORLEANS 0.7/2.6/ 12/ 278
CHR		128 (2)	128 (2)	8.0	6.6	WTIX (T) 690	NEW ORLEANS 0.9/2.8/ 18/ 331
BLACK/URBAN		445 (3)	445 (3)	27.6	29.1	WVOG (REL) 600	NEW ORLEANS 0.3/1.0/ 6/ 125
SOFT AC/EZ		83 (1)	83 (1)	5.2	4.8	WFME-F (CHR) 102.5	BATON ROUGE 0.4/2.4/ 45/1073
HISPANIC					1.5		
OLDIES		226 (3)	226 (3)	14.0	7.2		
FULL SVC/VARIETY							
STANDARDS	46 (1)		46 (1)	2.9	5.4		
RELIG/GOSPEL	124 (5)		124 (5)	7.7	5.2		
SPORTS							
CLASSICAL							
JAZZ		80 (1)	80 (1)	5.0	0.0		
OTHERS/UNKNOWN							
TOTALS	336 (10)	1274 (15)	1610 (25)				

DUOPOLY REPORT	12+	25-54	REVENUE
-----	----	----	-----
WQUE-F, WYLD A/F (Clear Channel)	23.8%	20.1%	16.8%
WLTS-F, WTKL-F (Muniz)	9.6%	12.6%	11.1%
WNOE-F, KLJZ-F (Radio Equity)	13.5%	14.9%	15.0%
WBYU, WEZB-F, WRNO-F (EZ)	13.6%	14.0%	17.7%
WVL, WSMB, WLMG-F, KMEZ-F (River City)	16.2%	16.5%	33.7%
	76.7%	78.1%	94.3%

SCARBOROUGH REPORT
Indexed against \$100,000+ Households

HIGHEST		LOWEST	
1. KHOM-F	238	1. WYLD-F	41
2. WLMG-F	171	2. WBYU	43
3. WEZB-F	162	3. WYLD-F	52
4. WZRH-F	161	4. WQUE-F	58
5. WTKL-F	154	5. KMEZ-F	62

RADIO STATIONS

AM STATIONS

WBOK, 1230, 1 KW	, Gospel	WESTWD, AURN, \$ 22.00 (---)	Willis
WBYU, 1450, 1 KW	, Standards	SMN, \$ 32.00 (Roslin)	EZ
WSMB, 1350, 5 KW (DA-2)	, Talk	ABC, \$ 21.00 (Katz)	River City
WTIX, 690, 10 KW/5 KW (DA-2)	, Standards	BRN, WESTWD, \$ 22.00 (---)	GHB (Buck)
WVL, 870, 50 KW	, News/Talk	CBS, ABC, \$ 155.00 (Katz)	River City
WYLD, 940, 10 KW/500 W (0A-2)	, Gospel	ABC, \$ 19.00 (D&R)	Clear Channel

FM STATIONS

KLJZ, 106.7, 100 KW @ 981, Jazz	, \$ 29.00 (Mc-Guild)	Radio Equity	(PORT SULPHUR)
KHOM, 104.1, 100 KW @ 1945, Oldies	WESTWD, \$ 27.00 (Torbet)		(HOUMA)
KMEZ, 102.9, 5 KW @ 604, Black AC	SMN, \$ 39.00 (Katz)		(BELLE CHASE)
WCKW, 92.3, 100 KW @ 1945, Classic AOR	, \$ 46.00 (Banner)		(LAPLACE)
WEZB, 97.1, 100 KW @ 449, CHR	, \$ 87.00 (MMR)	EZ	
WLMG, 101.9, 100 KW @ 830, Soft AC	, \$ 91.00 (Katz)	River City	
WLTS, 105.3, 100 KW @ 902, AC	ABC, \$ 59.00 (Banner)	Muniz	
WNOE, 101.1, 100 KW @ 1003, Country	WESTWD, \$ 107.00 (Mc-Guild)	Radio Equity	
WQUE, 93.3, 93 KW @ 459, Black	, \$ 79.00 (D&R)	Clear Channel	
WRNO, 99.5, 100 KW @ 1004, Oldies-70's	SOURCE, \$ 40.00 (Christal)	EZ	
WTKL, 95.7, 100 KW @ 984, Oldies	, \$ 39.00 (Banner)	Muniz	
WYLO, 98.5, 100 KW @ 361, Black	ABC, \$ 54.00 (O&R)	Clear Channel	
WZRH, 106.1, 50 KW @ 492, New Rock	, \$ 17.00 (---)		(PICAYNE)

Miscellaneous: WSHO sold for \$675,000. . . WQUE changes to WOOT (Feb). . . WVL, WSMB, WLMG-F and KMEZ-F sold by Keymarket to River City (D) for \$35,000,000 (E) (Star). . . WSMB sold to River City (D) for \$750,000. . . KMEZ-F (Belle Chasse) sold to River City (D) for \$1,950,000 . . .

NEW YORK

Arbitron Rank/Pop (12+): 1/14,124,200

Stations: 43/41
Diaries: 10,069/1403:1/47.1%
Sample Target: 7455
% Below Line: 0.8
% Not Listed: 11.3

1994 Revenue: \$401,200,000
HH Inc.: \$45,479
Retail \$:114.4 Bil
Pop per Station: 344,493
#1 Biller: WFAN \$33,500,000

MSA Rank/Pop: 1/15,600,000
DMA # 1
Average Person Ratings: 18.4
Market TSL: 24.25 hours

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WRKS-F (8/AC)	1739/ 6.7	7.4	3.8	4.2	4.1	5.5	1781/21192	20478/14.5	12.5	14.2	J	WRKS-F
2. WOHT-F (U/CHR)	1591/ 6.1	5.4	4.8	4.5	4.4	5.2	1658/20890	19653/13.9	13.5	14.1	I	WOHT-F
3. WSKO-F (SP)	1296/ 5.0	4.4	4.2	3.4	3.1	4.3	1313/11807	11603/ 8.2	7.5	6.1	H	WSKO-F
4. WHTZ-F (CHR)	1197/ 4.6	4.4	4.2	4.6	4.1	4.5	1229/24703	23633/16.7	16.2	16.6	J	WHTZ-F
5. WCBF-F (O)	1193/ 4.6	4.6	4.9	4.3	4.5	4.6	1244/18641	17832/12.6	13.5	13.0	K	WCBF-F
6. WLTW-F (SAC)	1079/ 4.1	4.1	4.4	4.9	5.0	4.4	1096/18244	17753/12.6	13.6	13.6	K	WLTW-F
7. WABC (T)	1051/ 4.0	4.1	4.7	3.9	3.7	4.2	1203/14729	12721/ 9.0	9.7	9.6	J	WABC
8. WINS (N)	961/ 3.7	4.0	3.6	3.7	4.0	3.8	970/23202	22899/16.2	16.0	16.9	K	WINS
9. WPLJ-F (CHR-NR)	949/ 3.6	3.5	3.8	4.5	4.0	3.9	1021/20353	18778/13.3	13.6	13.9	J	WPLJ-F
10. WXRK-F (CL AOR)	852/ 3.3	3.2	3.3	3.7	3.5	3.4	945/16449	14960/10.6	10.7	12.2	K	WXRK-F
11. WCBS (N)	841/ 3.2	3.5	3.5	3.1	3.1	3.3	956/21718	18739/13.3	13.2	13.5	K	WCBS-F
12. WQCD-F (J)	792/ 3.0	3.3	3.9	3.5	3.6	3.4	826/13530	12893/ 9.1	9.7	9.8	I	WQCD-F
13. WBLS-F (8)	748/ 2.9	2.7	3.8	4.1	3.8	3.4	759/13673	13362/ 9.5	11.1	11.9	J	WBLS-F
14. WOR (T)	745/ 2.9	3.0	3.3	3.1	3.4	3.1	822/11396	10213/ 7.2	8.3	8.1	I	WOR
15. WXXV-F (AC)	689/ 2.6	2.7	3.3	3.4	3.5	3.0	703/14392	13953/ 9.9	10.9	11.8	J	WXXV-F
16. WFAN (SPRST)	662/ 2.5	2.2	2.8	2.8	3.1	2.6	815/15462	12560/ 8.9	9.5	10.7	K	WFAN
17. WPAT-F (SAC)	614/ 2.4	1.9	2.4	2.5	3.0	2.3	640/10833	10470/ 7.4	7.3	7.8	I	WPAT-F
18. WQXR-F (CL)	608/ 2.3	2.8	2.7	2.5	2.3	2.6	640/8972	8447/ 6.0	6.0	6.4	G	WQXR-F
19. WNEW-F (AOR)	592/ 2.3	2.1	2.3	2.5	2.3	2.3	619/12684	11727/ 8.3	8.0	8.6	J	WNEW-F
20. WYNY-F (C)	574/ 2.2	2.7	1.8	1.9	2.0	2.2	620/9265	8377/ 5.9	5.3	5.9	I	WYNY-F
21. WOEW (ST)	573/ 2.2	1.8	1.3	2.1	1.7	1.9	589/6309	6043/ 4.3	3.8	3.5	E	WOEW
22. WAXQ-F (AOR)	509/ 2.0	2.1	1.8	1.9	2.0	2.0	564/9588	8614/ 6.1	5.9	6.2	G	WAXQ-F
23. WADO (SP)	407/ 1.6	2.1	1.7	2.1	1.8	1.9	412/4565	4529/ 3.2	3.1	3.5	H	WADO
24. WALK-F (AC)	239/ 0.9	1.0	1.0	0.9	1.1	1.0	250/4101	3768/ 2.7	2.5	2.8		WALK-F
25. WLIB (8/T)	236/ 0.9	1.0	1.2	1.1	1.1	1.1	237/2720	2695/ 1.9	2.2	2.5	E	WLIB
26. WXLX (SP)	227/ 0.9	1.0	0.7	1.0	0.8	0.9	227/2824	2811/ 2.0	1.8	1.8		WXLX
27.												
28.												
29.												
30.												

12+ FM SHARE (METRO): 72.93% (16844 of 23096) (SPG 94: 70.31%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOHT-F>	1 WOHT-F	1 WRKS-F	1 WRKS-F>	1 WRKS-F>	1 WRKS-F	1 WXRK-F	1 WRKS-F	1 WRKS-F	1 WOHT-F	1 WOR
2 WHTZ-F>	2 WHTZ-F<	2 WOHT-F	2 WSKO-F	2 WCBF-F	2 WCBF-F	2 WINS	2 WCBF-F	2 WOHT-F	2 WRKS-F<	2 WRKS-F
3	3 WRKS-F	3 WSKO-F	3 WCBF-F<	3 WSKO-F	3 WABC	3 WOHT-F	3 WABC	3 WHTZ-F	3 WHTZ-F>	3 WINS <
4	4 WPLJ-F	4 WHTZ-F	4 WPLJ-F	4 WLTW-F	4 WINS	WRKS-F<	4 WLTW-F	4 WCBF-F	4 WSKO-F	4 WABC
5	5 WXRK-F	5 WPLJ-F	5 WLTW-F	5 WPLJ-F	5 WCBF	5 WCBF	5 WOHT-F	5 WPLJ-F	5 WBLS-F	5 WCBF
6	6 WSKO-F	6 WXRK-F	6 WXRK-F	6 WXRK-F	6 WSKO-F	6 WSKO-F	6 WSKO-F	6 WLTW-F	6 WLTW-F<	6 WOHT-F
7	7 WAXQ-F	7 WCBF-F	7 WQCD-F	7 WQCD-F	7 WLTW-F	7 WOR	7 WPLJ-F	7 WSKO-F	7 WQCD-F	7 WQCD-F
8	8 WLTW-F	8 WLTW-F	8 WOHT-F	8 WBLS-F	8 WOR	8 WCBF-F	8 WHTZ-F	8 WXXV-F	8	8 WLTW-F
9	9 WNEW-F	9 WXXV-F	9 WBLS-F	9 WXXV-F	9	9 WFAN	9 WQCD-F	9 WQCD-F	9	9 WFAN
10	10 WXXV-F	10 WQCD-F	10 WXXV-F	10 WQHT-F	10	10 WPLJ-F	10 WXXV-F	10 WCBF	10	10 WPAT-F
11	11	11 WBLS-F	11 WHTZ-F	11	11	11	11	11	11	11

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 WOHT-F	1 WRKS-F	1 WRKS-F	1 WRKS-F>	1 WRKS-F>	1 WOHT-F	1 WOHT-F	1 WXRK-F	1 WOHT-F<	1 WRKS-F
2 WHTZ-F	2 WOHT-F	2 WPLJ-F	2 WSKO-F	2 WSKO-F	2 WHTZ-F	2 WXRK-F<	2 WOHT-F	2 WXRK-F	2 WCBF-F<
3 WRKS-F	3 WHTZ-F<	3 WLTW-F	3 WPLJ-F<	3 WLTW-F	3 WXRK-F	3 WHTZ-F	3 WAXQ-F	3 WRKS-F	3 WXRK-F
4 WPLJ-F	4 WPLJ-F	4 WOHT-F	4 WOHT-F	4 WCBF-F<	4 WAXQ-F	4 WAXQ-F	4 WRKS-F	4 WHTZ-F	4 WSKO-F
5 WSKO-F	5 WSKO-F	5 WSKO-F	5 WHTZ-F	5 WPLJ-F	5 WRKS-F	5 WRKS-F	5 WHTZ-F	5 WCBF-F	5 WQCD-F
6 WNEW-F	6 WLTW-F	6 WHTZ-F	6 WLTW-F	6 WBLS-F	6 WSKO-F	6 WPLJ-F	6 WPLJ-F	6 WSKO-F	6 WPLJ-F
7 WPAT-F	7 WXXV-F<	7 WBLS-F	7 WCBF-F<	7 WXXV-F	7 WNEW-F	7 WSKO-F	7 WSKO-F	7 WAXQ-F	7 WFAN
8 WXXV-F	8 WBLS-F	8 WXXV-F	8 WXXV-F	8 WQCD-F	8 WPLJ-F	8 WNEW-F	8 WNEW-F	8 WNEW-F	8 WLTW-F
9 WLTW-F	9 WXRK-F	9 WXRK-F	9 WBLS-F	9 WOHT-F	9 WXXV-F	9	9 WQCD-F	9 WPLJ-F	9 WNEW-F
10	10	10 WQCD-F	10 WQCD-F	10 WHTZ-F	10	10	10 WCBF-F	10 WFAN	10 WOHT-F
11	11	11	11	11	11	11	11	11	11

NEW YORK

FORMATS	AM	FM	TOTAL	%	SPG 94	OTHER RATED STATIONS	METRO CUME TSA TSA
-----	--	--	-----	-	%	-----	SHARE/RTG/AQH/CUME
AC		1072 (3)	1072 (3)	4.6	6.5	WBAB-F (AOR) 102.3 BABYLON	0.5/1.9/140/2882
AOR/CLASSIC/NR		2297 (7)	2297 (7)	9.9	10.7	WBRR (N) 1130 NEW YORK	0.4/1.9/108/2987
COUNTRY		574 (1)	574 (1)	2.5	2.3	WBLI-F (AC/CHR) 106.1 PATCHOGUE	0.7/2.1/183/3079
NEWS/TALK	3699 (5)	135 (1)	3834 (6)	16.6	20.6	WBZO-F (O) 103.1 BAY SHORE	0.5/1.5/119/2212
CHR		2329 (3)	2329 (3)	10.1	14.2	WDRE-F (AOR-NR) 92.7 GARDEN CITY	0.5/2.1/125/3108
BLACK/URBAN	236 (1)	4078 (3)	4314 (4)	18.7	10.2	WFME-F (REL) 94.7 NEWARK	0.5/1.3/148/1995
SOFT AC/EZ	33 (1)	1921 (4)	1954 (5)	8.5	10.1	WHLI (ST) 1100 HEMPSTEAD	0.6/0.8/156/1214
HISPANIC	634 (2)	1296 (1)	1930 (3)	8.4	7.2	WHUD-F (SAC) 100.7 PEEKSKILL	0.6/1.4/255/2997
OLDIES		1312 (2)	1312 (2)	5.7	5.6	WKJY-F (AC) 98.3 HEMPSTEAD	0.6/1.5/144/2194
FULL SVC/VARIETY						WMCA (REL) 570 NEW YORK	0.3/1.0/ 92/1456
STANDARDS	725 (2)		725 (2)	3.1	2.7	WRCN-F (AOR) 103.9 RIVERHEAD	0.4/1.0/ 92/1536
RELIG/GOSPEL	263 (2)	140 (1)	403 (3)	1.7	1.2	WNWK-F (V/E) 105.9 NEWARK	0.7/2.6/190/3740
SPORTS	662 (1)		662 (1)	2.9	---	WPAT (SAC) 930 PATERSON	0.1/0.8/ 33/1075
CLASSICAL		608 (1)	608 (1)	2.6	2.7	WWRL (G) 1600 NEW YORK	0.7/1.4/174/1989
JAZZ		792 (1)	792 (1)	3.4	1.4	WEZN-F (SAC) 99.9 BRIDGEPORT, CT	0.3/1.7/225/4697
OTHERS/UNKNOWN		190 (1)	190 (1)	0.8	1.1	WKXW-F (T/O) 101.5 TRENTON	0.5/2.3/217/4793
TOTALS	6252 (14)	16844 (29)	23096 (43)				

DUOPOLY REPORT	12+	25-54	REVENUE
-----	----	-----	-----
WZRC, WFAN, WXRK-F (Infinity)	5.8%	6.9%	15.8%
WQHT-F, WRKS-F (Emmis)	12.8%	12.5%	8.3%
	18.6%	19.4%	24.1%

SCARBOROUGH REPORT
MEDIAN HOUSEHOLD INCOME

HIGHEST		LOWEST	
1. WFAN	\$64,800	1. WSKQ-F	\$31,800
2. WXRK-F	61,600	2. WRKS-F	37,900
3. WNEW-F	56,400	3. WOR	38,200
4. WPLJ-F	52,700	4. WBLS-F	38,700
5. WAXQ-F	51,500	5. WPAT-F	40,400

NEW YORK

RADIO STATIONS

AM STATIONS

WABC, 770,	50 KW	, Talk	ABC, \$275.00	(Banner)	Cap Cities/ABC
WAOO, 1280,	5 KW (DA-1)	, Hispanic	, \$101.00	(Katz Hisp)	HefTel
WBBR, 1130,	50 KW (DA-N)	, Business News	, \$150.00	(---)	Bloomberg
WCBS, 880,	50 KW	, News	CBS, \$390.00	(CBS)	CBS
WFAN, 660,	50 KW	, Sports	WESTWD, CBS, \$369.00	(Eastman)	Infinity
WEVO, 1050,	50 KW (DA-1)	, Standards/Ethnic	, \$ 82.00	(Groskin)	Forward
WINS, 1010,	50 KW (DA-1)	, News	CNN ABC, \$415.00	(Group W)	Westinghouse
WKDM, 1380,	5 KW (DA-1)	, Hispanic	CBS, \$ 80.00	(Katz Hisp)	Way
WLIB, 1190,	10 KW (DAYS, DA)	, Black News/Talk	AURN, \$ 94.00	(Mc-Guild)	Inner City
WMCA, 570,	5 KW (DA-1)	, Religion	, \$ NA	(---)	Salem
WOR, 710,	50 KW (DA-1)	, Talk	ABC, WESTWD, \$320.00	(Mc-Guild)	Buckley
WPAT, 930,	5 KW (DA-2)	, SEE WPAT-FM			
WQEW, 1560,	50 KW (DA-2)	, Standards	, \$100.00	(MMR)	New York Times
WXLX, 620,	5 KW (DA-2)	, Hispanic	, \$130.00	(SBS)	SBS
WYRL, 1600,	5 KW (DA-2)	, Gospel	WESTWD, AURN, \$ 50.00	(---)	Unity
WYDJ, 970,	5 KW (DA-2)	, Religion	, \$ 54.00	(---)	Salem
WYRV, 1330,	5 KW (DA-1)	, Religion/Various	, \$ NA	(---)	
WZRC, 1480,	5 KW (DA-2)	, Ethnic/Brokered	, \$ NA	(---)	Infinity

FM STATIONS

WAXQ, 104.3,	7.8 KW @ 1220	, AOR	WESTWD, \$160.00	(MMR)	GAF
WBLS, 107.5,	5.4 KW @ 1223	, Black AC	ABC, \$301.00	(Mc-Guild)	Inner City
WCBS, 101.1,	6.8 KW @ 1325	, Oldies	CBS, \$505.00	(CBS)	CBS
WFME, 94.7,	37 KW @ 571	, Religion	, \$ NA	(---)	Family
WHTZ, 100.3,	7.8 KW @ 1220	, CHR	, \$325.00	(Christal)	Shamrock
WHUD, 100.7,	50 KW @ 500	, EZ/Soft AC	ABC, AP, \$105.00	(Katz)	(PEEKSKILL)
WLTW, 106.7,	7.8 KW @ 1223	, Soft AC	, \$500.00	(Katz)	Viacom
WXXV, 105.1,	7.8 KW @ 1223	, AC	, \$414.00	(Mc-Guild)	Bonneville
WNEW, 102.7,	7.8 KW @ 1223	, AOR	WESTWD, \$380.00	(Group W)	Westinghouse
WNWK, 105.9,	2.4 KW @ 722	, Variety/Ethnic	, \$ NA	(---)	(NEWARK)
WPAT, 93.1,	5.4 KW @ 1420	, EZ/Soft AC	, \$246.00	(MMR)	Park
WPLJ, 95.5,	6.7 KW @ 1345	, CHR/MR	ABC, \$285.00	(Katz)	Cap Cities/ABC
WQCD, 101.9,	5.3 KW @ 1420	, Jazz	, \$320.00	(Christal)	Tribune Co.
WQHT, 97.1,	6.7 KW @ 133B	, CHR/Urban	, \$310.00	(MMR)	Emmis
WQXR, 96.3,	7.8 KW @ 1223	, Classical	WESTWD, \$205.00	(MMR)	New York Times
WRKS, 98.7,	7.8 KW @ 1220	, Black/AC	Source, WESTWD, \$380.00	(D&R)	Emmis
WSKQ, 97.9,	7.8 KW @ 1223	, Hispanic	, \$130.00	(SBS)	SBS
WYRK, 92.3,	7.6 KW @ 1220	, Classic AOR	ABC, \$475.00	(Torbet)	Infinity
WYNY, 103.5,	6.7 KW @ 1391	, Country	WESTWD, \$258.00	(O&R)	Evergreen

Miscellaneous: WSKQ-AM changes to WXLX (April). . . WHTZ-F sold by Shamrock to Chancellor for \$75,000,000 (E) . . .
 WABC, WPLJ-F sold by Cap Cities/ABC to Disney for \$ _____ (E) . . . WCBS A/F sold by CBS to
 Westinghouse (D) for \$ _____ (E) . . .

NORFOLK

Arbitron Rank/Pop (12+): 32/1,221,500

Stations: 25/24
Diaries: 1786/684:1/55.9%
Sample Target: 1670
% Below Line: 0.3
% Not Listed: 10.6

1994 Revenue: \$38,600,000
HH Inc.: \$34,831
Retail \$: 14.1 Bil
Pop per Station: 50,896
#1 Biller: WGH A/F \$4,700,000

MSA Rank/Pop: 32/1,560,000

DMA # 39

Average Person Ratings: 16.9

Market TSL: 22.50 hours

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WOI-F (B)	217/10.5	9.2	10.6	11.6	10.0	10.5	233/2798	2540/20.8	20.3	20.6	F	WOI-F
2. WCMS-AF (C)	156/ 7.5	6.2	6.5	7.5	8.1	6.9	170/2185	1931/15.6	13.9	17.0	D	WCMS-AF
3. WNVZ-F (CHR)	148/ 7.2	5.3	5.7	4.9	5.1	5.8	168/2671	2357/19.3	17.4	17.0	E	WNVZ-F
4. WNOR-F (AOR)	127/ 6.1	8.0	6.6	7.3	7.1	7.0	136/2110	1909/15.6	15.1	16.1	F	WNOR-F
5. WFOG-F (SAC)	124/ 6.0	6.2	7.0	5.0	6.5	6.1	134/1820	1627/13.3	15.8	11.9	O	WFOG-F
6. WGH -F (C)	121/ 5.9	6.7	6.5	8.9	7.9	7.0	140/1971	1696/13.9	15.9	17.5	F	WGH -F
7. WJCD-F (J)	114/ 5.5	1.8	2.6	2.5	1.7	3.1	121/1484	1373/11.2	9.3	8.5		WJCD-F
8. WWDE-F (AC)	100/ 4.8	5.6	4.9	4.6	4.5	5.0	114/1743	1594/13.0	14.4	11.5	E	WWDE-F
9. WKOC-F (AOR-P)	86/ 4.2	3.2	2.5	3.4	3.0	3.3	98/1528	1327/10.9	7.8	8.1	D	WKOC-F
10. WAFX-F (CL AOR)	83/ 4.0	4.8	3.5	4.9	2.9	4.3	111/1880	1449/11.9	11.5	10.2	C	WAFX-F
11. WROX-F (AOR-NR)	78/ 3.8	3.2	3.6	3.9	2.8	3.6	84/1476	1387/11.4	10.1	7.2	C	WROX-F
WNIS (N/T)	78/ 3.8	3.4	3.0	3.8	3.4	3.5	81/1134	1067/ 8.7	7.7	8.0	D	WNIS
13. WJQI-F (AC)	63/ 3.0	2.3	3.5	2.4	3.3	2.8	70/1172	1053/ 8.6	9.8	7.0	C	WJQI-F
WSVY-F (8)	63/ 3.0	4.3	3.2	2.9	2.3	3.4	70/1060	924/ 7.6	6.8	7.0	A	WSVY-F
15. WLTY-F (O)	62/ 3.0	3.4	3.5	3.1	2.5	3.3	80/1454	1237/10.1	8.9	8.1	D	WLTY-F
16. WPCE (G)	49/ 2.4	2.6	3.5	2.2	1.7	2.7	50/651	637/ 5.2	5.4	3.7	A	WPCE
17. WMYK-F (B)	42/ 2.0	2.4	3.6	3.5	4.6	2.9	45/1062	1017/ 8.3	9.5	12.9	B	WMYK-F
18. WXEZ-F (SAC)	40/ 1.9	2.8	3.3	1.5	2.0	2.4	62/764	580/ 4.7	6.3	4.3	8	WXEZ-F
19. WTAR (T)	36/ 1.7	2.5	1.8	2.0	2.1	2.0	40/753	664/ 5.4	6.9	6.8	B	WTAR
20. WSVY (G)	24/ 1.2	1.5	1.0	1.5	1.6	1.3	24/398	378/ 3.1	2.7	3.7		WSVY

12+ FM SHARE (METRO): 87.93% (1625 of 1848) (SPG 94: 86.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOI-F	1 WOI-F>	1 WOI-F>	1 WJCD-F<	1 WJCD-F	1 WCMS-AF	1 WOI-F	1 WOI-F<	1 WOI-F	1 WOI-F>>	1 WOI-F>
2 WNVZ-F>>	2 WNOR-F<	2 WNOR-F<	2 WOI-F	2 WOI-F	2 WFOG-F>	2 WCMS-AF	2 WCMS-AF<	2 WNVZ-F<	2 WNVZ-F	2 WAFX-F
3	3 WNVZ-F	3 WNVZ-F	3 WGH -F<	3 WWDE-F<	3 WJCD-F	3 WNOR-F	3 WFOG-F<	3 WCMS-AF	3 WJCD-F	3 WCMS-F
4	4 WGH -F>	4 WGH -F<	4 WNOR-F	4 WCMS-AF<	4 WNIS <	4 WNVZ-F	4 WNVZ-F	4 WFOG-F<	4 WSVY-F	4 WWDE-F
5	5 WROX-F	5 WJCD-F	5 WWDE-F	5 WGH -F	5 WWDE-F	5 WWDE-F	5 WGH -F	5 WGH -F<	5 WROX-F	5 WLTY-F
6	6 WKOC-F	6 WCMS-AF<	6 WCMS-AF	6 WNOR-F	6	6 WGH -F<	6 WNOR-F	6 WNOR-F	6	6 WNOR-F
7	7	7 WKOC-F	7	7 WFOG-F	7	7 WFOG-F	7	7	7	7
8	8	8	8	8	8	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 WOI-F	1 WOI-F	1 WOI-F	1 WOI-F<	1 WWDE-F<	1 WOI-F	1 WNOR-F<	1 WNOR-F	1 WNOR-F<	1 WNOR-F
2 WNVZ-F	2 WNVZ-F>	2 WJCD-F	2 WNVZ-F	2 WJCD-F	2 WNOR-F	2 WOI-F>	2 WOI-F	2 WOI-F>	2 WAFX-F<
3 WROX-F	3 WJCD-F	3 WNVZ-F	3 WJCD-F	3 WOI-F<	3 WNVZ-F	3 WGH -F	3 WGH -F	3 WGH -F	3 WCMS-AF<
4 WKOC-F	4 WWDE-F<	4 WWDE-F	4 WWDE-F	4 WNVZ-F	4 WROX-F	4 WNVZ-F	4 WROX-F	4 WAFX-F	4 WOI-F
5 WNOR-F	5 WGH -F	5 WGH -F	5 WGH -F	5 WFOG-F	5 WGH -F	5 WAFX-F	5 WAFX-F	5 WCMS-AF	5 WGH -F<
6 WGH -F	6 WKOC-F	6 WCMS-AF	6 WKOC-F<	6 WCMS-AF	6 WKOC-F	6	6 WCMS-AF	6 WJCD-F<	6 WJCD-F<
7	7	7	7 WJQI-F	7 WGH -F	7 WCMS-AF	7	7 WNVZ-F	7 WKOC-F	7 WNIS
8	8	8	8	8	8	8	8	8	8

NORFOLK

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		162 (2)	162 (2)	8.8	10.3	WGH (SPRTS)1310	NEWPORT NEWS	0.5/2.7/	10/ 373
AOR/CLASSIC/NR		374 (4)	374 (4)	20.2	18.1	WKGM (REL) 940	SMITHFIELD	0.3/0.9/	8/ 128
COUNTRY	5 (1)	272 (2)	277 (3)	15.0	18.5	WTJZ (G) 1270	NEWPORT NEWS	0.7/2.1/	15/ 276
NEWS/TALK	114 (2)		114 (2)	6.2	7.2	WLEE-F (O) 96.5	WILLIAMSBURG	0.3/1.9/	41/ 987
CHR		148 (1)	148 (1)	8.0	6.6				
BLACK/URBAN		322 (3)	322 (3)	17.4	19.5				
SOFT AC/EZ		164 (2)	164 (2)	8.9	9.7				
HISPANIC									
OLDIES		69 (2)	69 (2)	3.7	3.6				
FULL SVC/VARIETY									
STANDARDS									
RELIG/GOSPEL	94 (4)		94 (4)	5.1	6.3				
SPORTS	10 (1)		10 (1)	0.5	0.0				
CLASSICAL									
JAZZ		114 (1)	114 (1)	6.2	0.0				
OTHERS/UNKNOWN									
TOTALS	223 (8)	1625 (17)	1848 (25)						

DUOPOLY REPORT

12+ 25-54 REVENUE

SCARBOROUGH REPORT
Indexed against \$100,000+ Households

STATION	12+	25-54	REVENUE	HIGHEST	LOWEST
WNOR A/F, WAFX-F (Saga)	10.1%	11.8%	16.6%		
WFOG-F, WJQI A/F (Sunshine Wireless)	9.0%	9.5%	10.9%	1. WNIS 217 2. WTAR 193 3. WROX-F 173 4. WFOG-F 172	1. WPCE 27 2. WWDE-F 43 3. WLTY-F 44 4. WAFX-F 79
WWDE-F, WNVZ-F (Max)	12.0%	12.2%	15.0%		
WTAR, WKOC-F, WLTY-F (Benchmark)	8.9%	9.7%	13.2%		
WSVY, WOWI-F, WJCD-F (Ragan Henry)	17.2%	17.0%	13.0%		
	57.2%	60.2%	68.7%		

RADIO STATIONS

AM STATIONS

WNIS , 850, 50 KW/2.5 KW(DA-2),	News/Talk	WESTWD, ABC, \$ 48.00 (MMR)	Sinclair
WPCE , 1400, 1 KW/250 W	Gospel	WESTWD, AURN, \$ 24.00 (Mc-Guild)	Willis
WSVY , 1350, 5 KW (DA-2)	Gospel/Black	AURN, ABC, \$ 24.00 (Mc-Guild)	Ragan Henry
WTAR , 790, 5 KW (DA-1)	Talk	WESTWD, CNN, \$ 30.00 (Katz)	Benchmark

FM STATIONS

WAFX , 106.9, 100 KW @ 938	Classic AOR	\$ 43.00 (CBS)	Saga
WCMS , 100.5, 50 KW @ 499	Country	ABC, \$ 75.00 (MMR)	
WFOG , 92.9, 50 KW @ 479	EZ/Soft AC	WESTWD, \$ 65.00 (Banner)	Sunshine Wireless
WGH , 97.3, 74 KW @ 394	Country	\$ 75.00 (Eastman)	Susquehanna
WJQI , 94.9, 50 KW @ 500	AC	WESTWD, \$ 42.00 (D&R)	Sunshine Wireless
WKOC , 93.7, 100 KW @ 997	Prog. Rock	\$ 40.00 (Katz)	Benchmark (ELIZABETH CITY, NC)
WLTY , 95.7, 40 KW @ 879	Oldies	\$ 58.00 (Katz)	Benchmark
WJCD , 105.3, 50 KW @ 500	Jazz	\$ 48.00 (D&R)	Ragan Henry
WMYK , 92.1, 3.7 KW @ 420	Black	\$ 22.00 (Torbet)	Willis (MOYOCK, NC)
WNOR , 98.7, 46 KW @ 518	AOR	\$ 97.00 (Mc-Guild)	Saga
WNVZ , 104.5, 50 KW @ 479	CHR	\$ 45.00 (Christal)	Max
WOWI , 102.9, 50 KW @ 469	Black	AURN, \$ 82.00 (Mc-Guild)	Ragan Henry
WROX , 96.1, 50 KW @ 482	New Rock	\$ 30.00 (MMR)	Sinclair (CAPE CHARLES)
WSVY , 107.7, 3 KW @ 328	Black	AURN, ABC, \$ 20.00 (Mc-Guild)	(WINDSOR)
WWDE , 101.3, 50 KW @ 500	AC	CBS, \$ 86.00 (Christal)	Max
WXEZ , 94.1, 50 KW @ 500	EZ/Soft AC	\$ 23.00 (---)	Eure

Miscellaneous: WMXN-F changes to WJCD and format from AC to Jazz (March).

OKLAHOMA CITY

Arbitron Rank/Pop (12+): 51/823,000

Stations: 20/19

1994 Revenue: \$29,800,000

MSA Rank/Pop: 54/999,000
DMA # 46

Diaries: 1515/543:1/51.9%

HH Inc.: \$30,108

Sample Target: 1440

Retail \$: 8.2 Bil

Average Person Ratings: 15.6

% Below Line: 0.4

Pop per Station: 43,315

Market TSL: 21.00 hours

% Not Listed: 11.2

#1 Biller: KXXY-AF \$7,100,000

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. KXXY-F (C)	131/10.2	9.6	15.3	13.0	13.7	12.0	159/2430	1914/23.3	26.1	24.7	H	KXXY-F
2. KJYO-F (CHR)	120/ 9.4	10.3	7.5	9.0	8.8	9.1	156/2584	2009/24.4	21.0	22.6	D	KJYO-F
3. KATT-F (AOR)	118/ 9.2	8.6	9.6	8.9	6.0	9.1	172/2574	1626/19.8	17.1	14.7	D	KATT-F
4. KTOK (N/T)	97/ 7.6	6.9	5.9	7.4	6.6	7.0	103/1605	1429/17.4	15.2	16.8	E	KTOK
5. KEBC-F (C)	94/ 7.3	5.3	6.6	8.1	7.0	6.8	116/2008	1469/17.8	17.1	19.9	D	KEBC-F
7. KRKO-F (CL AOR)	93/ 7.3	7.6	7.3	7.0	6.7	7.3	109/1686	1382/16.8	17.2	15.0	E	KRKO-F
8. KOMA-F (AC)	73/ 5.7	6.3	7.6	5.8	7.3	6.4	101/1688	1224/14.9	16.9	16.7	D	KMGL-F
9. KVSP (O)	66/ 5.1	6.7	6.1	5.4	7.0	5.8	97/1589	1140/13.9	14.3	14.2	D	KOMA-F
10. KTST-F (C)	58/ 4.5	4.3	5.2	4.0	4.1	4.5	94/1596	1067/13.0	13.2	10.2	C	KTST-F
11. KTNT-F (J)	53/ 4.1	3.7	2.8	2.0	1.4	3.2	54/782	737/ 9.0	6.2	5.2	B	KTNT-F
12. KYIS-F (AC/CHR)	47/ 3.7	4.0	2.6	4.6	4.1	3.7	54/1506	1190/14.5	11.0	14.7	C	KYIS-F
13. WKY (T/FARM)	32/ 2.5	2.5	1.6	1.6	1.4	2.1	43/807	575/ 7.0	6.5	6.7	B	WKY
14. KNTL-F (REL)	29/ 2.3	2.7	1.8	3.4	3.2	2.6	35/524	492/ 6.0	5.0	7.1		KNTL-F
15. KOMA (O)	19/ 1.5	1.3	1.7	1.3	1.4	1.5	22/545	377/ 4.6	8.2	4.5		KOMA

12+ FM SHARE (METRO): 77.50% (882 of 1138) (SPG 94: 79.27%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KJYO-F>>	1 KATT-F	1 KATT-F	1 KXXY-F<	1 KXXY-F<	1 KXXY-F<	1 KXXY-F	1 KXXY-F<	1 KJYO-F<	1 KJYO-F>	1 KXXY-F>
2 KVSP	2 KJYO-F>	2 KXXY-F<	2 KRKO-F	2 KRKO-F	2 KTOK	2 KATT-F	2 KTOK	2 KXXY-F<	2 KATT-F	2 KEBC-F
3 KATT-F	3 KXXY-F<	3 KRKO-F	3 KATT-F	3 KATT-F	3 KOMA-F	3 KTOK <	3 KATT-F	3 KATT-F	3 KVSP	3 KMGL-F
4	4 KRKO-F	4 KJYO-F	4 KMGL-F	4 KMGL-F	4 KEBC-F	4 KRKO-F	4 KEBC-F<	4 KTOK <	4 KXXY-F	4 KTNT-F
5	5 KTST-F	5 KMGL-F	5 KEBC-F<	5 KEBC-F<	5 KRKO-F	5 KJYO-F	5 KJYO-F<	5 KRKO-F	5 KTNT-F	5 KOMA-F
6	6 KMGL-F<	6 KEBC-F	6 KOMA-F<	6 KOMA-F	6 KTNT-F	6 KEBC-F	6 KRKO-F	6 KEBC-F	6 KEBC-F	6
7	7 KEBC-F	7	7 KJYO-F	7	7	7	7	7	7	7
8	8	8	8	8	8	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 KJYO-F	1 KJYO-F	1 KMGL-F	1 KXXY-F<	1 KXXY-F	1 KATT-F	1 KATT-F>>	1 KATT-F	1 KATT-F>	1 KATT-F<
2 KATT-F	2 KATT-F	2 KATT-F	2 KJYO-F	2 KMGL-F	2 KJYO-F	2 KJYO-F	2 KXXY-F	2 KRKO-F<	2 KRKO-F
3 KVSP	3 KMGL-F	3 KTST-F	3 KMGL-F<	3 KRKO-F	3 KXXY-F	3 KXXY-F	3 KJYO-F	3 KXXY-F>	3 KXXY-F>
4 KTST-F	4 KTST-F	4 KJYO-F	4 KRKO-F	4 KEBC-F	4 KRKO-F	4 KRKO-F	4 KRKO-F	4 KJYO-F	4 KOMA-F<
5 KXXY-F	KVSP	KRKO-F	5 KVSP <	5 KYIS-F	KTST-F	5	5 KEBC-F	5 KEBC-F	5 KEBC-F
KYIS-F	6 KRKO-F<	6 KVSP	6 KATT-F	6 KOMA-F	6 KMGL-F	6	6	KMGL-F	6 KTOK
KRKO-F	7 KXXY-F	KXXY-F	7	KJYO-F	7	7	7	7	7
8	8	KEBC-F	8	KVSP	8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		120 (2)	120 (2)	10.5	13.1	KQCV (REL) 800	OKLAHOMA CTY	1.0/2.6/	15/ 259
AOR/CLASSIC/NR		211 (2)	211 (2)	18.5	14.5	KTLV (REL) 1220	MIDWEST CTY	0.5/1.2/	6/ 101
COUNTRY	9 (1)	283 (3)	292 (4)	25.7	28.5	WWLS (SPRST)640	MOORE	0.8/3.2/	15/ 386
NEWS/TALK	129 (2)		129 (2)	11.3	10.5	KXXY (C) 1340	OKLAHOMA CTY	0.7/3.0/	11/ 281
CHR		120 (1)	120 (1)	10.5	10.1	KRMG (FS) 740	TULSA	0.4/1.1/	8/ 230
BLACK/URBAN	65 (1)		65 (1)	5.7	6.7				
SOFT AC/EZ									
HISPANIC									
OLDIES	19 (1)	66 (1)	85 (2)	7.5	9.5				
FULL SVC/VARIETY	5 (1)		5 (1)	0.4	0.0				
STANDARDS									
RELIG/GOSPEL	19 (2)	29 (1)	48 (3)	4.2	5.7				
SPORTS	10 (1)		10 (1)	0.9	0.0				
CLASSICAL									
JAZZ		53 (1)	53 (1)	4.7	1.5				
OTHERS/UNKNOWN									
TOTALS	256 (9)	882 (11)	1138 (20)						

OKLAHOMA CITY

DUOPOLY REPORT	12+	25-54	REVENUE
KTOK, KJYO-F, KEBC-F (Clear Channel)	24.3%	17.9%	26.8%
KXXY A/F, KTST-F (Radio Equity)	15.4%	16.4%	27.9%
KATT-F, KYIS-F (Local)	12.9%	14.0%	11.1%
KOMA A/F, KRXO-F (Diamond)	13.9%	18.7%	17.4%
	66.5%	67.0%	83.2%

SCARBOROUGH REPORT
Indexed against \$100,000+ Households

HIGHEST		LOWEST	
1. KTNT-F	355	1. KATT-F	28
2. WWLS	287	2. KNLT-F	37
3. KTOK	277	3. KXXY-F	47
		4. KEBC-F	48

RADIO STATIONS

AM STATIONS

KOMA	1520,	50 KW (DA-N)	Oldies	CBS, \$ NA	(---)	Diamond
KQCV	800,	250 W (DAYS)	Religion	\$ 14.00	(---)	Bott
KTOK	1000,	5 KW (DA-2)	News/Talk	WESTWD, ABC, \$ 56.00	(Christal)	Clear Channel
KVSP	1140,	1 KW (DAYS)	Black	AURN, \$ 18.00	(---)	
WKY	930,	5 KW (DA-N)	Talk/Farm	WESTWD, TALKNT, \$ 22.00	(Torbet)	Gaylord
WWLS	640,	1 KW (DA-N)	Sports	WESTWD, CBS, \$ 19.00	(Mc-Guild)	(MOORE)

FM STATIONS

KATT	100.5,	97 KW @ 1191	AOR	Source, \$ 57.00	(Banner)	Surrey
KEBC	94.7,	100 KW @ 1387	Country	ABC, \$ 60.00	(Banner)	Clear Channel
KJYO	102.7,	98 KW @ 899	CHR	\$ 53.00	(Christal)	Clear Channel
KMGL	104.1,	99 KW @ 1361	AC	\$ 65.00	(Eastman)	Renda
KNLT	104.9,	3.3 KW @ 298	Religion	\$ 18.00	(---)	Bott (BETHANY)
KOMA	92.5,	100 KW @ 899	Oldies	CBS, \$ 41.00	(---)	Diamond
KTST	101.9,	98 KW @ 1387	Country	\$ 38.00	(Mc-Guild)	Radio Equity
KRXO	107.7,	99 KW @ 991	Classic AOR	\$ 80.00	(---)	Diamond
KTNT	97.7,	3 KW @ 298	Jazz	\$ 30.00	(---)	(EDMOND)
KXXY	96.1,	98 KW @ 1171	Country	\$144.00	(Mc-Guild)	Radio Equity
KYIS	98.9,	100 KW @ 1099	CHR/AC	AP, \$ 31.00	(D&R)	KATT owner (D)

OMAHA

Arbitron Rank/Pop (12+): 71/522,800

Stations: 20/18
 Diaries: 1131/462:1/60.7%
 Sample Target: 1130
 % Below Line: 1.3
 % Not Listed: 11.7

1994 Revenue: \$26,900,000
 HH Inc.: \$38,011
 Retail \$: 6.8 Bil
 Pop per Station: 29,044
 #1 Biller: WOW -AF \$5,000,000

MSA Rank/Pop: 77/671,000
 OMA # 73

Average Person Ratings: 16.0
 Market TSL: 21.25 hours

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. KQKQ-F (CHR)	80/ 9.6	9.5	13.5	10.6	11.6	10.8	108/1945	1319/25.2	30.7	29.8	E	KQKQ-F
2. WOW -F (C)	71/ 8.5	7.2	6.3	7.4	7.2	7.4	104/1216	793/15.2	14.1	14.7	G	WOW -F
3. KXKT-F (C)	67/ 8.0	7.2	5.0	7.3	6.4	6.9	88/1106	813/15.6	13.0	12.4	C	KXKT-F
4. KEZO-F (AOR)	64/ 7.6	9.2	8.0	8.3	10.0	8.3	91/1461	893/17.1	19.7	21.3	E	KEZO-F
5. KEFM-F (AC)	57/ 6.8	6.5	9.6	6.6	6.6	7.4	81/1594	1058/20.2	22.6	18.3	O	KEFM-F
6. KGOR-F (O)	55/ 6.6	4.2	6.0	6.6	7.0	5.9	80/1423	967/18.5	16.7	19.5	D	KGOR-F
7. KFAB (FS)	51/ 6.1	9.4	11.6	8.0	8.3	8.8	89/1700	965/18.5	34.9	21.7	F	KFAB
8. KGOE-F (AOR-NR)	47/ 5.6	3.7	2.5	2.8	2.4	3.7	81/1414	801/15.3	9.6	7.4		KGOE-F
9. KKCO-F (CL AOR)	44/ 5.3	4.2	4.6	2.7	3.6	4.2	52/860	751/14.4	10.8	12.3	C	KKCO-F
10. KESY-F (SAC)	37/ 4.4	6.1	4.6	6.4	5.7	5.4	45/685	557/10.7	11.2	13.0	C	KESY-F
11. KKAR (N/T)	36/ 4.3	4.7	4.4	5.7	5.9	4.8	40/614	515/ 9.9	12.8	14.4	C	KKAR
12. WOW (C)	33/ 3.9	3.1	3.0	5.4	3.6	3.9	65/846	374/ 7.2	7.6	7.9		WOW
13. KOIL (ST)	27/ 3.2	3.7	3.0	3.7	2.4	3.4	32/422	349/ 6.7	8.6	6.0	A	KOIL
14. KRRK-F (AOR)	20/ 2.4	3.4	3.7	3.9	4.9	3.4	20/575	532/10.2	12.9	11.2	B	KRRK-F
KBBX (B)	20/ 2.4	2.5	0.2	0.1	---	1.3	20/157	157/ 3.0	0.9	0.7		KBBX

12+ FM SHARE (METRO): 76.32% (564 of 739) (SPG 94: 76.27%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MIO	12+ PHD	12+ EVE	OVERNIGHT
1 KQKQ-F>	1 KEZO-F	1 KEZO-F	1 KEZO-F<	1 KGOR-F<	1 KFAB <	1 KFAB <	1 KEZO-F<	1 KQKQ-F	1 KQKQ-F>	1 KFAB >
2 KGOE-F>>	2 KQKQ-F>	2 KQKQ-F	2 KGOR-F	2 KEZO-F	2 WOW -F	2 KQKQ-F<	2 KKAR-F<	2 WOW -F	2 WOW -F	2 KXKT-F
3	3 KXKT-F<	3 KGOR-F<	3 KEFM-F<	KEFM-F	3 KGOR-F<	3 WOW -F	3 KXKT-F<	3 KGOR-F	KEZO-F<	3 KKCO-F
4	4 KGOE-F	4 KEFM-F<	4 KKCO-F	4 WOW -F<	4 KXKT-F	4 KXKT-F	4 WOW -F	4 KEZO-F	4 KEFM-F	KEZO-F
5	5 KKCO-F	5 KXKT-F<	5 KQKQ-F	5 KKCO-F<	5 KEFM-F<	5 KEZO-F	5 KGOR-F<	5 KXKT-F	KGOE-F	5 KEFM-F
6	6	6 KKCO-F	KXKT-F	6 KXKT-F<	6 WOW	6 KEFM-F	6 KQKQ-F<	6	6	6
7	7	7	7	7 KQKQ-F	7	7	7 KEFM-F	7	7	7
8	8	8	8	8	8	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 KQKQ-F	1 KQKQ-F>	1 KQKQ-F	1 KQKQ-F	1 KEFM-F	1 KEZO-F	1 KEZO-F>>	1 KEZO-F	1 KEZO-F>	1 KEZO-F
2 KGOE-F	2 KXKT-F	2 KXKT-F	2 KEFM-F	2 KXKT-F	2 KGOE-F	2 KKCO-F	2 KKCO-F	2 KKCO-F>	2 KKCO-F
3 WOW -F	3 KEFM-F	3 KEFM-F	3 KXKT-F	KGOR-F<	3 KXKT-F	3 KGOE-F	3 KGOE-F	3 KGOR-F	3 WOW -F
4 KEFM-F	4 KEZO-F	4 KESY-F	4 KGOR-F	4 KQKQ-F	WOW -F	4 WOW -F	4 KKAR-F	WOW -F	4 KGOR-F
KEZO-F	KGOE-F	5 KEZO-F	5 KESY-F	5 KESY-F	5 KQKQ-F	5 KXKT-F	5	5 KGOE-F	5 KKAR-F
KRRK-F	6 WOW -F	6	6	6	6	6	6	6	6
KXKT-F	7	7	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 94	OTHER RATED STATIONS	METRO CUME	TSA	TSA
	--	--	----	-	%		SHARE/RTG/AQH/CUME		
AC		57 (1)	57 (1)	7.7	7.5	KEZO (AOR)	1490 OMAHA	0.2/1.7/ 2/	97
AOR/CLASSIC/NR	2 (1)	175 (4)	177 (5)	24.0	21.5	KOTO-F (SP)	106.9 PLATTSMOUTH	0.4/4.3/ 14/	244
COUNTRY	33 (1)	146 (3)	179 (4)	24.2	22.8				
NEWS/TALK	36 (1)		36 (1)	4.9	6.7	KMA (FS)	960 SHENANDOAH	0.4/1.0/ 27/	357
CHR		80 (1)	80 (1)	10.8	13.2	KZKX-F (C)	96.9 SEWARO	1.0/2.0/ 68/	957
BLACK/URBAN	20 (1)		20 (1)	2.7	0.0				
SOFT AC/EZ		37 (1)	37 (1)	5.0	6.4				
HISPANIC									
OLOIES		55 (1)	55 (1)	7.4	8.0				
FULL SVC/VARIETY	54 (2)		54 (2)	7.3	10.4				
STANOROS	30 (2)	14 (1)	44 (3)	6.0	2.7				
RELIG/GOSPEL					0.7				
SPORTS									
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN									
TOTALS	178 (8)	564 (12)	739 (20)						

OMAHA

DUOPOLY REPORT	12+	25-54	REVENUE
-----	-----	-----	-----
KKAR, KOIL, KQKQ-F, KGDE-F (Local)	22.7%	17.1%	19.5%
KEZO A/F, KKCD-F (Journal Co.)	13.1%	18.0%	16.4%
	35.8%	35.1%	35.9%

RADIO STATIONS

KBBX, 1420, 1 KW/331 W	, Black	ABC, \$ 15.00 (D&R)	BCR
KFAB, 1110, 50 KW (DA-2)	, Full Service	WESTWD, \$ 71.00 (Christal)	Henry
KKAR, 1290, 5 KW (DA-N)	, News/Talk	CNN, ABC, \$ 25.00 (Katz)	
KOIL, 1180, 5 KW/1 KW	, Standards	CBS, \$ 20.00 (Katz)	KKAR, KQKQ owner
WOW, 590, 5 KW	, Country	ABC, \$ NA (Torbet)	Great Empire
KEFM-F, 96.1, 100 KW @ 1440, AC		, \$ 52.00 (Mc-Guild)	
KESY-F, 104.5, 100 KW @ 1086, Soft AC		ABC, \$ 35.00 (D & R)	BCR
KEZO-F, 92.3, 100 KW @ 1210, AOR		, \$ 72.00 (Torbet)	Journal Co.
KGDE-F, 101.9, 100 KW @ 1132, AOR-New Rock		, \$ NA (Banner)	KQKQ owner (LINCOLN)
KGOR-F, 99.9, 115 KW @ 1230, Oldies		WESTWD, \$ 55.00 (Christal)	Henry
KKCD-F, 105.9, 6 KW @ 328, Classic AOR		, \$ 24.00 (Eastman)	Journal Co.
KQKQ-F, 98.5, 100 KW @ 508, CHR		, \$ 65.00 (Katz)	
KRRK-F, 93.3, 3.6 KW @ 426, AOR		, \$ 19.00 (---)	(BENNINGTON)
KXKT-F, 103.7, 100 KW @ 1246, Country		, \$ 25.00 (---)	(ATLANTIC, IA)
WOW -F, 94.1, 100 KW @ 1184, Country		ABC, \$ 105.00 (Torbet)	Great Empire

KYNN-F - See Lincoln

Miscellaneous: KYNN-F changes from Country to Modern AOR (Feb). . . KYNN-F (Lincoln) sold by Midwest Comm. to KQKQ-F owner (D) for \$1,700,000 (Chapin). . . KESY-AM change to KBBX and format to Black (Jan). . . KYNN-F changes to KGDE-F (April). . .

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

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

ORLAN00

Arbitron Rank/Pop (12+): 39/1,006,000

Stations: 21/20
Diaries: 1823/552:1/49.2%
Sample Target: 1890
% Below Line: 1.3
% Not Listed: 9.7

1994 Revenue: \$57,000,000
HH Inc.: \$34,805
Retail \$: 15.2 Bil
Pop per Station: 50,300
#1 Biller: WWKA-F \$6,500,000

MSA Rank/Pop: 39/1,380,000

OMA # 24

Average Person Ratings: 16.6

Market TSL: 22.00 hours

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WWKA-F (C)	141/ 8.4	8.3	8.5	6.7	8.2	8.0	274/3596	1765/17.5	16.1	17.8	G	WWKA-F
2. WJHM-F (B)	136/ 8.1	7.8	8.7	9.1	9.0	8.4	238/2965	1649/16.4	20.0	17.9	F	WJHM-F
3. WOMX-F (AC/CHR)	117/ 7.0	6.0	8.1	7.2	9.0	7.1	201/3530	2084/20.7	21.3	22.7	G	WOMX-F
4. WDBO (FS)	116/ 6.9	6.4	8.3	7.3	6.6	7.2	138/2253	1731/17.2	16.3	15.4	F	WDBO
5. WMGF-F (SAC)	114/ 6.8	7.2	7.3	8.1	7.5	7.4	222/3293	1742/17.3	17.3	18.1	F	WMGF-F
6. WTKS-F (T/AOR)	107/ 6.4	5.8	4.3	6.4	3.8	5.7	175/2787	1583/15.7	12.7	11.5	D	WTKS-F
7. WJRR-F (AOR)	105/ 6.3	5.1	4.4	5.1	4.7	5.2	195/3442	1862/18.5	16.0	14.6	F	WJRR-F
8. WXXL-F (CHR)	100/ 6.0	5.8	7.2	6.0	6.9	6.3	136/2967	1967/19.6	20.3	20.1	F	WXXL-F
9. WOCL-F (O)	93/ 5.6	4.7	4.5	5.5	5.1	5.1	185/3084	1615/16.1	13.5	16.3	G	WOCL-F
10. WMMO-F (AOR/AC)	88/ 5.3	5.6	4.1	4.1	4.4	4.8	107/1521	1173/11.7	9.6	9.5	E	WMMO-F
11. WLOQ-F (J)	79/ 4.7	4.5	4.8	3.1	3.8	4.3	109/1484	1167/11.6	11.3	9.7	O	WLOQ-F
12. WDIZ-F (AOR)	60/ 3.6	4.6	3.6	4.2	3.9	4.0	134/2524	1285/12.8	11.7	11.4	E	WDIZ-F
13. WHTQ-F (CL AOR)	56/ 3.3	3.0	2.9	3.2	3.4	3.1	128/2396	1122/11.2	10.7	9.3	C	WHTQ-F
14. WHOO (ST)	48/ 2.9	2.1	2.0	2.4	2.6	2.4	62/765	535/ 5.3	3.6	4.2	A	WHOO
15. WCFB-F (AC)	40/ 2.4	2.3	2.4	2.8	3.3	2.5	78/1446	617/ 6.1	8.6	9.9	C	WCFB-F
16. WWNZ (N)	32/ 1.9	1.5	1.0	0.9	1.3	1.3	41/983	679/ 6.7	4.6	3.8		WWNZ
17. WTLN-F (REL)	25/ 1.5	1.9	1.3	1.4	1.2	1.5	32/495	397/ 3.9	4.7	4.9		WTLN-F
18.												
19.												
20.												

12+ FM SHARE (METRO): 84.79% (1282 of 1512) (SPG 94: 84.14%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ M10	12+ PMD	12+ EVE	OVERNIGHT
1 WJHM-F>>	1 WJHM-F<	1 WOMX-F	1 WOMX-F	1 WOMX-F	1 WDBO <	1 WDBO	1 WWKA-F	1 WJHM-F	1 WJHM-F>	1 WJHM-F<
2 WXXL-F>	2 WJRR-F<	2 WTKS-F	2 WMMO-F	2 WWKA-F	2 WWKA-F	2 WTKS-F<	2 WMGF-F<	2 WWKA-F<	2 WJRR-F<	2 WDBO
3 WJRR-F	3 WOMX-F	WJHM-F<	3 WTKS-F	WMMO-F	3 WMGF-F	3 WWKA-F<	3 WDBO <	3 WTKS-F<	3 WDBO	3 WWKA-F
4	4 WXXL-F	4 WJRR-F	4 WWKA-F	4 WTKS-F<	4 WOCL-F	4 WOMX-F	4 WOMX-F<	4 WOMX-F	4 WXXL-F<	4 WOMX-F
5	5 WTKS-F	5 WMMO-F	5 WJHM-F	5 WMGF-F	5 WLOQ-F	5 WJHM-F<	5 WMMO-F	5 WJRR-F	5 WWKA-F<	5 WMGF-F
6	6 WDIZ-F	WWKA-F	6 WMGF-F<	6 WLOQ-F	6 WTKS-F	6 WMGF-F	6 WJHM-F	6 WXXL-F	6 WMGF-F	6 WJRR-F
7	7 WMMO-F	7	7 WLOQ-F<	WOCL-F<	7	7	7	7	7	7 WTKS-F
8	8	8	8 WOCL-F	8 WJHM-F	8	8	8	8	8	8 WOCL-F
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 WXXL-F	1 WOMX-F	1 WOMX-F	1 WOMX-F	1 WOMX-F<	1 WJRR-F	1 WJRR-F	1 WTKS-F	1 WTKS-F	1 WTKS-F
2 WJHM-F	2 WXXL-F<	2 WJHM-F	2 WXXL-F<	2 WWKA-F<	2 WJHM-F	2 WTKS-F<	2 WJRR-F	2 WJRR-F	2 WMMO-F
3 WJRR-F	3 WJHM-F>	3 WMMO-F	3 WJHM-F	3 WMGF-F	3 WDIZ-F	3 WJHM-F<	3 WJHM-F	3 WJHM-F<	3 WJRR-F
4 WOMX-F	4 WJRR-F	4 WXXL-F	WWKA-F	4 WMMO-F<	4 WTKS-F	4 WDIZ-F>	WDIZ-F	4 WMMO-F	4 WOMX-F<
5 WTKS-F	5 WMMO-F	5 WWKA-F	5 WMGF-F	5 WOCL-F<	5 WWKA-F	5 WOMX-F	5 WMMO-F	5 WDIZ-F	5 WDBO
6 WWKA-F	6 WWKA-F	6 WCFB-F	6 WMMO-F	6 WJHM-F	WHTQ-F	6 WXXL-F	6 WMGF-F	6 WHTQ-F	6 WHTQ-F
7	7	WJRR-F	7 WOCL-F	7 WXXL-F	7	7	7	7	7
8	8	WMGF-F	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9

ORLANDO

FORMATS	AM	FM	TOTAL	%	SPG 94	OTHER RATED STATIONS	METRO CUME TSA
-----	--	--	-----	-	%	-----	SHAPE/RTG/AQH/CUME
AC		157 (2)	157 (2)	10.4	10.0	WOKB (B) 1600 WINTER GARDEN	0.4/1.1/ 6/ 130
AOR/CLASSIC/NR		309 (4)	309 (4)	20.4	18.2	WONQ (SP) 1030 OVIEDO	1.0/1.8/ 20/ 223
COUNTRY		162 (2)	162 (2)	10.7	13.9	WVZN (SPRTS) 540 PINE HILLS	0.7/2.4/ 15/ 351
NEWS/TALK	32 (1)	107 (1)	139 (2)	9.2	5.7	WPCV-F (C) 97.5 WINTER HAVEN	1.3/4.7/162/2047
CHR		100 (1)	100 (1)	6.6	7.7		
BLACK/URBAN	6 (1)	136 (1)	142 (2)	9.4	9.9		
SOFT AC/EZ		114 (1)	114 (1)	7.5	9.0		
HISPANIC	17 (1)		17 (1)	1.1	3.2		
OLDIES		93 (1)	93 (1)	6.2	5.7		
FULL SVC/VARIETY	116 (1)		116 (1)	7.7	7.3		
STANDARDS	48 (1)		48 (1)	3.2	2.8		
RELIG/GOSPEL		25 (1)	25 (1)	1.7	1.4		
SPORTS	17 (1)		17 (1)	1.1			
CLASSICAL							
JAZZ		79 (1)	79 (1)	5.2	4.3		
OTHERS/UNKNOWN					1.2		
TOTALS	230 (6)	1282 (15)	1512 (21)				

DUOPOLY REPORT	12+	25-54	REVENUE
-----	---	---	-----
WDBO, WKKA-F, WCFB-F (NewCity)	17.7%	15.8%	21.6%
WVZN, WVNZ, WJRR-F, WGMF-F (Paxson)	15.7%	14.5%	17.9%
WHDQ, WHTQ-F, WMMO-F (Granum)	11.5%	13.5%	9.8%
	44.9%	43.8%	49.3%

SCARBOROUGH REPORT
Indexed against \$100,000+ Households

HIGHEST		LOWEST	
1. WLOO-F	230	1. WDIZ-F	38
2. WTKS-F	150	2. WHTQ-F	47
3. WCFB-F	119	3. WJRR-F	55
4. WOMX-F	112	4. WJHM-F	58

RADIO STATIONS

WDBO , 580, 5 KW (DA-N) , Full Service	ABC, \$ 76.00 (Katz)	NewCity
WHDQ , 990, 50 KW/5 KW (DA-2), Standards	SMN, \$ 20.00 (Torbet)	TK
WVNZ , 740, 50 KW (DA-2) , News/Talk	CBS, AP, \$ 30.00 (---)	Paxson
WCFB-F, 94.5, 100 KW @ 1200 , AC	, \$ 45.00 (Katz)	NewCity (DAYTONA BCH)
WDIZ-F, 100.3, 100 KW @ 1187 , AOR	ABC, \$ 90.00 (MMR)	Shamrock-Lynett
WHTQ-F, 96.5, 100 KW @ 1597 , Classic AOR	, \$ 68.00 (Eastman)	TK
WJHM-F, 101.9, 28 KW @ 1584 , Black	, \$ 70.00 (D&R)	Beasley (DAYTONA BCH)
WJRR-F, 101.1, 100 KW @ 1597 , AOR	, \$ 55.00 (Banner)	Paxson (COCOA)
WLOO-F, 103.1, 2.7 KW @ 351 , Jazz	, \$ 53.00 (Eastman)	
WGMF-F, 107.7, 100 KW @ 1584 , Soft AC	, \$ 98.00 (Banner)	Paxson
WMMO-F, 98.9, 38 KW @ 492 , AOR/AC	, \$ 88.00 (Eastman)	Granum
WOCL-F, 105.9, 100 KW @ 1581 , Oldies	AP, \$131.00 (Christal)	Chancellor (DE LAND)
WOMX-F, 105.1, 100 KW @ 1309 , AC	, \$105.00 (Mc-Guild)	Nationwide
WTKS-F, 104.1, 100 KW @ 1597 , News/Talk/AOR	AP, \$ 40.00 (Mc-Guild)	Press (COCOA BEACH)
WTLN-F, 95.3, 6 KW @ 315 , Religion	USA, \$ 18.00 (Salem)	(APOPKA)
WKKA-F, 92.3, 100 KW @ 1338 , Country	, \$161.00 (Katz)	NewCity
WXXL-F, 106.7, 100 KW @ 387 , CHR	AP, \$ 68.00 (MMR)	OmiAmerica(LEESBURG)

WCFB-F - See Daytona Beach

Miscellaneous: WCFB-F (Daytona) sold by Root to NewCity (D) for \$6,000,000 (Rumbaut). . . WGTO changes to WVZN (Dec). . . WCFB-F changes from Country to AC. . .

OXNARO-VENTURA

Arbitron Rank/Pop (12+): 111/357,200

Stations: 38/13
 Diaries: 1096/326:1/49.7%
 Sample Target: 1040
 % Below Line: 40.8
 % Not Listed: 13.3

1994 Revenue: \$8,900,000
 HH Inc.: \$47,574
 Retail \$: 5.8 Bil
 Pop per Station: 27,477
 #1 Biller: NA NA

MSA Rank/Pop: 75/707,000 (Includes Santa Barbara)
 Average Person Ratings: 16.6
 Market TSL: 22.00 hours

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level
1. KXLM-F (SP)	55/ 9.3	7.2	6.8	6.7	7.3	----	68/642	481/13.5	12.4	12.0	KXLM-F
2. KHAY-F (C)	43/ 7.3	7.0	8.3	9.7	10.5	----	75/1072	538/15.1	15.0	17.4	KHAY-F
3. KCAQ-F (CHR)	40/ 6.7	5.7	6.6	7.2	8.7	----	53/939	679/19.0	15.7	20.3	KCAQ-F
4. KBBY-F (AC)	36/ 6.1	5.8	5.8	2.7	6.1	----	38/537	458/12.8	14.1	14.7	KBBY-F
5. KKBT-F (B)	27/ 4.6	2.1	3.0	1.4	0.9	----	31/481	380/10.6	7.0	8.5	KKBT-F
6. KLOS-F (AOR)	23/ 3.9	6.2	4.1	4.5	3.7	----	54/1031	443/12.4	15.3	12.1	KLOS-F
7. KRTH-F (O)	22/ 3.7	3.9	4.3	3.6	2.8	----	35/1004	510/14.3	15.8	12.7	KRTH-F
8. KPWR-F (U/CHR)	22/ 3.7	4.3	3.6	2.3	1.6	----	31/694	484/13.5	12.4	12.0	KPWR-F
9. KFI (T)	22/ 3.7	4.5	3.3	4.7	2.4	----	45/790	350/ 9.8	9.4	10.2	KFI
10. KNX (N)	18/ 3.0	3.6	2.8	3.6	3.5	----	55/1224	468/13.1	12.5	10.1	KNX
11. KTUV-F (J)	17/ 2.9	1.0	1.5	1.8	2.1	----	35/520	254/ 7.1	5.4	6.6	KTUV-F
12. KVEN (N/T)	17/ 2.9	2.1	2.8	3.4	2.3	----	23/421	329/ 9.2	7.6	8.7	KVEN
13. KKZZ (ST)	17/ 2.9	3.8	3.0	4.5	1.7	----	20/255	225/ 6.3	6.6	6.3	KKZZ
14. KXBS-F (AOR)	15/ 2.5	1.9	3.1	2.2	2.3	----	17/310	256/ 7.2	8.3	8.0	KXBS-F

12+ FM SHARE (METRO): 78.21% (402 of 514) (SPG 94: 80.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ M10	12+ PMO	12+ EVE	OVERNIGHT
1 KCAQ-F<	1 KXLM-F	1 KXLM-F	1 KXLM-F	1 KXLM-F	1 KHAY-F	1 KHAY-F	1 KXLM-F	1 KXLM-F	1 KXLM-F	1 KHAY-F>
2 KPWR-F	2 KCAQ-F	2 KHAY-F	2 KHAY-F	2 KHAY-F	2 KXLM-F	2 KXLM-F	2 KBBY-F	2 KCAQ-F	2 KKBT-F	2 KCAQ-F
3 KXLM-F	3 KKBT-F<	3 KCAQ-F<	3 KBBY-F	3 KBBY-F>	3 KFI	3 KBBY-F	3 KHAY-F<	3 KHAY-F	3 KPWR-F	3 KVEN
4 KKBT-F	4 KBBY-F	4 KBBY-F	4 KCAQ-F	4 KCAQ-F	4 KBBY-F	4 KFI	4 KBBY-F	4 KHAY-F	4	4
5	5 KLOS-F	5	5	5 KRTH-F	5 KKZZ	5 KVEN	5 KCAQ-F	5	5 KCAQ-F	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 KCAQ-F	1 KBBY-F	1 KBBY-F	1 KBBY-F	1 KBBY-F	1 KPWR-F	1 KXLM-F<	1 KLOS-F	1 KXLM-F>	1 KXLM-F
2	2 KCAQ-F	2 KXLM-F	2 KXLM-F	2 KXLM-F	2 KKBT-F	2 KLOS-F	2 KXLM-F	2 KHAY-F	2 KHAY-F
3	3 KXLM-F	3 KHAY-F	3 KHAY-F<	3 KHAY-F>	3 KXLM-F	3 KCAQ-F	3 KCAQ-F	3 KCAQ-F	3 KLOS-F
4	4 KBIG-F	4	4 KCAQ-F	4 KCAQ-F	4 KCAQ-F	4 KPWR-F	4 KKBT-F	4 KKBT-F	4 KCAQ-F
5	5 KHAY-F	5	5	5 KRTH-F	5	5	5	5 KCAQ-F	5 KKBT-F
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 94	%	OTHER RATEO STATIONS	METRO CUME	TSA	TSA
	--	--	----	-	-	-	-----	SHARE/RTG/AQH/CUME		
AC		52 (3)	52 (3)	10.1	10.5		KDAR-F (REL) 98.3 OXNARO	1.5/5.8/ 10/ 269		
AOR/CLASSIC/NR		59 (6)	59 (6)	11.5	15.0		KCOP-F (?) 95.9 CAMARILLO	1.5/4.9/ 11/ 197		
COUNTRY		43 (1)	43 (1)	8.4	9.5		KOXR (SP) 910 OXNARO	1.3/4.6/ 8/ 187		
NEWS/TALK	63 (5)		63 (5)	12.3	12.2		KTNO-F (SAC) 105.5 OJAI	1.2/4.1/ 8/ 211		
CHR		66 (3)	66 (3)	12.8	11.8		KTRO (SP) 1520 PORT HUENEME	1.7/3.6/ 11/ 170		
BLACK/URBAN		27 (1)	27 (1)	5.3	3.4		KXSP (SP) 1590 VENTURA	1.0/2.0/ 6/ 86		
SOFT AC/EZ		20 (4)	20 (4)	3.9	4.0		KOB -F (CL) 93.7 SANTA BARBARA	0.3/1.8/ 12/ 258		
HISPANIC	30 (4)	66 (2)	96 (6)	18.7	15.4		KHTY-F (CHR) 97.5 SANTA BARBARA	0.7/3.1/ 28/ 476		
OLDIES		28 (2)	28 (2)	5.4	7.8		KNJO-F (SAC) 92.7 THOUSANO OAKS	0.5/1.7/ 8/ 132		
FULL SVC/VARIETY							KRUZ-F (SAC) 103.3 SANTA BARBARA	1.2/5.1/ 25/ 466		
STANDARDS	17 (1)		17 (1)	3.3	3.4		KSBL-F (AC) 101.7 CARPENTERIA	0.5/1.0/ 27/ 369		
RELIG/GOSPEL		9 (1)	9 (1)	1.8	1.7		KTYO-F (AOR) 99.9 SANTA BARBARA	0.3/1.4/ 26/ 611		
SPORTS	2 (1)		2 (1)	0.4	0.0		SEE LOS ANGELES FOR MORE ABOUT THE FOLLOWING:			
CLASSICAL		6 (2)	6 (2)	1.2	1.0		KABC 0.3/ 2.7	KROQ-F 1.0/ 5.0		
JAZZ		17 (1)	17 (1)	3.3	1.7		KBIG-F 2.2/ 8.0	KSCA-F 0.3/ 1.4		
OTHERS/UNKNOWN		9 (1)	9 (1)	1.8	2.5		KCBS-F 1.0/ 7.5	KTNQ 1.0/ 2.5		
TOTALS	112 (11)	402 (27)	514 (38)				KKGO-F 0.7/ 2.2	XTRA 0.3/ 2.0		
							KLSX-F 1.7/ 6.4	KXEZ-F 0.5/ 2.0		
							KLVE-F 1.9/ 4.2			
							KMPC 0.7/ 2.0			

OXNARD-VENTURA

DUOPOLY REPORT

12+ 25-54 REVENUE

KBBY-F, KTHO-F
(Local)

7.3% 8.1% N/A%

RADIO STATIONS

KKZZ	, 1400,	1 KW	, Standards	, \$17.00	(Mc-Guild)		(S. PAULA)
KOXR	, 910,	5 KW/1 KW (DA-2),	Hispanic	, \$15.00	(Lotus)		
KTRO	, 1520,	10 KW/1 KW (DA-2),	Hispanic	, \$16.00	(Katz Hisp.)		
KVEN	, 1450,	1 KW	, News/Talk	TALKNT ABC, \$24.00	(Radio Time)		
KBBY-F,	95.1,	13 KW @ 876	, AC	WESTWD, \$27.00	(D & R)		
KCAQ-F,	104.7,	3 KW @ 1581	, CHR	, \$36.00	(Mc-Guild)		
KDAR-F,	98.3,	0.8 KW @ 886	, Religion	, \$12.00	(---)	Salem	
KOCP-F,	95.9,	0.4 KW @ 718	, ??	, \$16.00	(Katz Hisp)		(CAMARILLO)
KHAY-F,	100.7,	39 KW @ 1204	, Country	, \$45.00	(Radio Time)		
KTND-F,	105.5,	3 KW @ 1260	, Soft AC	WESTWD, \$15.00	(D & R)	KBBY owner (D)	(OJAI)
KXBS-F,	96.7,	0.1 KW @ 1499	, AOR	, \$20.00	(---)		(S. PAULA)
KXLM-F,	102.9,	5.5 KW @ 112	, Hispanic	, \$25.00	(---)		
KRUZ-F,	103.3,	105 KW @ 2978	, Soft AC	, \$47.00	(Christal)		(SANTA BARBARA)

Other ranked stations -- see Los Angeles



PENSACOLA

Arbitron Rank/Pop (12+): 125/305,800

Stations: 18/10
Diaries: 859/356:1/54.2%
Sample Target: 780
% Below Line: 26.3
% Not Listed: 15.0

1994 Revenue: \$8,500,000
HH Inc.: \$37,018
Retail \$: 3.1 Bil
Pop per Station: 30,580
#1 Biller: WXBM-F \$3,000,000

MSA Rank/Pop: 130/ NM
DMA # 62 (w/Mobile)
Average Person Ratings: 15.9
Market TSL: 21.50 hours

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WXBM-F (C)	94/19.3	14.9	17.0	15.0	15.4	----	134/1424	865/28.3	21.0	28.6	E	WXBM-F
2. WBLX-F (B)	47/ 9.7	14.2	10.6	9.8	6.7	----	71/774	435/14.2	17.2	16.6		WBLX-F
3. WWRO-F (O)	41/ 8.4	7.3	6.3	7.2	4.1	----	59/852	555/18.1	17.8	14.6	C	WWRO-F
4. WCOA (FS/T)	37/ 7.6	5.6	7.6	6.3	5.2	----	39/405	376/12.3	11.6	13.0	B	WCOA
5. WMEZ-F (SAC)	32/ 6.6	8.7	4.7	5.9	9.5	----	44/605	462/15.1	18.1	13.3	B	WMEZ-F
6. WOWW-F (AOR-NR)	31/ 6.4	5.3	6.3	6.3	6.3	----	46/735	445/14.6	13.8	15.8	B	WOWW-F
7. WABB-F (CHR)	29/ 6.0	6.0	5.9	4.3	6.3	----	46/918	543/17.8	16.9	17.0		WABB-F
8. WDWG-F (C)	26/ 5.3	4.4	---	---	---	----	43/747	382/12.5	11.2	----		WDWG-F
9. WTKX-F (AOR)	22/ 4.5	4.9	4.3	5.2	5.2	----	25/445	332/10.9	14.0	13.5	B	WTKX-F
10. WRNE (G)	17/ 3.5	3.8	2.9	2.4	3.3	----	17/143	143/ 4.7	5.0	4.0	A	WRNE

12+ FM SHARE (METRO): 84.26% (348 of 413) (SPG 94: 87.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WABB-F>	1 WXBM-F	1 WXBM-F>	1 WXBM-F>>	1 WXBM-F>	1 WXBM-F>	1 WXBM-F>>>	1 WXBM-F>	1 WXBM-F>	1 WBLX-F	1 WXBM-F
2 WBLX-F	2 WBLX-F<	2 WBLX-F	2 WWRO-F<	2 WWRO-F	2 WCOA	2 WBLX-F<	2 WCOA	2 WWRO-F<	2 WXBM-F>	2 WBLX-F
WOWW-F	3 WOWW-F	3 WWRO-F>	3 WBLX-F>	3 WBLX-F	3 WMEZ-F	3 WCOA	3 WWRO-F<	3 WBLX-F	3 WABB-F	3
WXBM-F	4 WWRO-F	4 WOWW-F	4 WMEZ-F	4 WMEZ-F	4 WWRO-F	4	4 WMEZ-F	4 WMEZ-F	4 WOWW-F	4
5	WABB-F	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 WABB-F	1 WXBM-F	1 WXBM-F	1 WXBM-F>	1 WXBM-F>>	1 WOWW-F	1 WOWW-F<	1 WXBM-F	1 WXBM-F	1 WXBM-F>
2 WXBM-F	WBLX-F	WBLX-F	2 WBLX-F>	2 WBLX-F	2 WBLX-F	2 WXBM-F>	2 WWRO-F	2 WWRO-F	2 WWRO-F>
WBLX-F	3 WABB-F>	3 WMEZ-F	3 WABB-F	WMEZ-F>	3 WXBM-F	3 WWRO-F	3 WOWW-F	3 WBLX-F<	3 WBLX-F
4 WTKX-F	4 WTKX-F	WWRO-F	4 WMEZ-F	4 WWRO-F	4 WABB-F	4 WBLX-F	4 WDWG-F	4 WOWW-F	4 WCOA
5	WWRO-F	5	5	5	5	5	5	5	WDWG-F

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		11 (1)	11 (1)	2.7	5.4	WEBY (FS) 1330	MILTON 0.4/ 1.6/ 2/ 49
AOR/CLASSIC/NR		53 (2)	53 (2)	12.8	9.6	WSWL (T) 790	PENSACOLA 1.2/ 5.2/ 7/ 167
COUNTRY		127 (4)	127 (4)	30.8	28.9	WVTJ (REL) 610	PENSACOLA 0.6/ 3.0/ 3/ 92
NEWS/TALK	6 (1)		6 (1)	1.5	0.0		
CHR		29 (1)	29 (1)	7.0	9.3	WAVH-F (O) 106.5	BAY MINETTE AL 0.4/ 1.9/ 5/ 135
BLACK/URBAN		47 (1)	47 (1)	11.4	16.2	WKSJ-F (C) 94.9	MOBILE 0.6/ 6.3/ 33/ 687
SOFT AC/EZ		32 (1)	32 (1)	7.7	6.1	WMXC-F (AC) 99.9	MOBILE 2.3/10.5/ 28/ 616
HISPANIC						WMYC-F (C) 96.1	MOBILE 0.8/ 4.8/ 6/ 239
						WXCR-F (?) 98.1	ANDALUSIA AL 1.2/ 6.1/ 18/ 381
OLDIES		43 (2)	43 (2)	10.4	15.0		
FULL SVC/VARIETY	39 (2)		39 (2)	9.4	9.1		
STANDARDS							
RELIG/GOSPEL	20 (2)		20 (2)	4.8	0.5		
SPORTS							
CLASSICAL							
JAZZ							
OTHERS/UNKNOWN		6 (1)	6 (1)	1.5			
TOTALS	65 (5)	348 (13)	413 (18)				

DUOPOLY REPORT

NOT AVAILABLE BECAUSE OF OVERLAP WITH MOBILE

RADIO STATIONS

WCOA , 1370, 5 KW (0A-2) , Full Service	WESTWD ABC, \$20.00 (Katz)	
WRNE , 980, 2.5 KW/1 KW (0A-2), Black/Gospel	AURN SMN, \$12.00 (Roslin)	(GULF BREEZE)
WWRO-F, 100.7, 100 KW @ 1555 , Oldies	ABC, \$20.00 (Katz)	
WMEZ-F, 94.1, 100 KW @ 1328 , Soft AC	WESTWD, \$30.00 (Torbet)	
WOWW-F, 107.3, 100 KW @ 469 , AOR-HR	WESTWD, \$32.00 (Mc-Guild)	SunGroup
WTKX-F, 101.5, 100 KW @ 400 , AOR	, \$23.00 (D & R)	Southern
WXBM-F, 102.7, 100 KW @ 1328 , Country	WESTWD, \$55.00 (Katz)	Calendar

Other ranked stations -- see Mobile

Miscellaneous: WOWW-F changes from Country to Modern AOR (May). . .



PEORIA

Arbitron Rank/Pop (12+): 131/284,100

Stations: 19/14
Diaries: 804/353:1/60.9%
Sample Target: 770
% Below Line: 6.9
% Not Listed: 14.0

1994 Revenue: \$10,200,000
HH Inc.: \$33,159
Retail \$: 3.1 Bil
Pop per Station: 20,293
#1 Biller: WXCL-F \$2,000,000

MSA Rank/Pop: 140/344,000
DMA # 117(W/BLOOMINGTON)
Average Person Ratings: 16.3
Market TSL: 21.50 hours

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level
1. WXCL-F (C)	76/16.4	18.3	16.6	16.4	15.0	----	78/874	829/29.2	25.8	27.9	WXCL-F
2. WWCT-F (AOR)	60/12.9	10.0	14.3	12.6	16.9	----	84/1061	627/22.1	21.3	23.5	WWCT-F
3. WMXP-F (AC/CHR)	37/ 8.0	5.9	8.1	8.3	8.0	----	50/1032	686/24.1	21.4	25.1	WMXP-F
4. WSWT-F (SAC)	31/ 6.7	11.7	10.3	10.4	9.3	----	42/654	461/16.2	20.2	19.5	WSWT-F
WGLO-F (O/AC)	31/ 6.7	5.1	5.6	5.8	9.1	----	37/679	506/17.8	14.9	18.0	WGLO-F
6. WMBD (FS)	27/ 5.8	7.8	6.5	6.4	8.2	----	28/420	398/14.0	15.3	16.3	WMBD
7. WKZW-F (CHR)	20/ 4.3	3.9	---	0.9	0.9	----	22/475	383/13.5	13.6	---	WKZW-F
8. WOAM (ST)	19/ 4.1	4.4	2.0	0.9	2.3	----	23/197	173/ 6.1	6.6	5.4	WOAM
9. WIRL (FS/O)	17/ 3.7	3.2	2.7	2.3	4.3	----	19/355	310/10.9	9.7	10.2	WIRL
10. WTAZ-F (T)	16/ 3.4	4.6	5.6	5.3	3.9	----	22/313	265/ 9.3	9.2	9.6	WTAZ-F
11. WBGE-F (B)	15/ 3.2	2.9	3.1	4.3	3.9	----	15/118	107/ 3.8	4.4	5.4	WBGE-F
12. WFYR-F (C)	14/ 3.0	3.9	3.4	2.1	---	----	19/328	223/ 7.8	8.8	10.0	WFYR-F
13.											
14.											
15.											

12+ FM SHARE (METRO): 79.44% (317 of 399) (SPG 94: 80.80%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WKZW-F>	1 WWCT-F>	1 WWCT-F<	1 WXCL-F<	1 WXCL-F	1 WXCL-F>	1 WXCL-F>	1 WXCL-F	1 WXCL-F<	1 WWCT-F	1 WXCL-F>
2 WWCT-F	2 WXCL-F>	2 WXCL-F>	2 WWCT-F	2 WWCT-F>	2 WMBD	2 WWCT-F<	2 WWCT-F>	2 WWCT-F	2 WXCL-F>	2 WMBD >
WXCL-F	3 WGLO-F	3 WMXP-F	3 WMXP-F	3 WMXP-F<	3 WSWT-F	3 WMBD	3 WMXP-F	3 WMXP-F	3 WMXP-F<	3
4 WMXP-F	4 WMXP-F	4 WGLO-F	4 WSWT-F	4 WSWT-F	4 WMXP-F	4 WSWT-F	4 WSWT-F	4 WGLO-F	4 WBGE-F	4
5	5	5 WSWT-F	5 WGLO-F	5 WGLO-F	5 WOAM	5 WGLO-F	5 WGLO-F	5	5 WKZW-F	5
						WMXP-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 WXCL-F	1 WXCL-F>>	1 WXCL-F	1 WXCL-F>	1 WXCL-F		1 WWCT-F	1 WWCT-F>>>	1 WWCT-F	1 WWCT-F>>	1 WWCT-F>
2 WWCT-F	2 WMXP-F	2 WMXP-F	2 WMXP-F>	2 WMXP-F		2 WGLO-F	2 WGLO-F>	2 WGLO-F	2 WGLO-F<	2 WXCL-F
3 WKZW-F	WWCT-F>	3 WBGE-F	3 WSWT-F	3 WSWT-F>		3 WMXP-F	3 WXCL-F	3 WTAZ-F	3 WXCL-F>	3 WGLO-F>
4	4 WBGE-F	WSWT-F	WWCT-F	4 WBGE-F		WXCL-F	4 WMXP-F	WXCL-F	4 WMXP-F	4 WSWT-F
5	5	5	5 WBGE-F	5 WWCT-F		5	5	5	5	5 WMXP-F
6	6	6	6	6		6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		37 (1)	37 (1)	9.3	16.3	WIVR-F (SAC) 98.5	EUREKA 0.4/4.5/ 2/ 164		
AOR/CLASSIC/NR		60 (1)	60 (1)	15.0	17.1	WPEO (REL) 1020	PEORIA 0.4/1.5/ 2/ 65		
COUNTRY		99 (3)	99 (3)	24.8	20.3				
NEWS/TALK	6 (1)	16 (1)	22 (2)	5.5	9.3	WBNQ-F (CHR) 101.5	BLOOMINGTON 1.3/6.0/ 35/ 670		
CHR		26 (2)	26 (2)	6.5	4.5	WBWN-F (C) 104.1	LEROY 1.9/3.5/ 34/ 442		
BLACK/URBAN		15 (1)	15 (1)	3.8	3.7	WGN (FS/T) 720	CHICAGO 0.9/5.6/ 15/ 307		
SOFT AC/EZ		33 (2)	33 (2)	8.3	12.3	WJBC (FS) 1230	BLOOMINGTON 1.5/2.6/ 47/ 496		
HISPANIC						WLS (T) 890	CHICAGO 1.3/3.1/ 12/ 215		
OLDIES		31 (1)	31 (1)	7.8	0.0				
FULL SVC/VARIETY	55 (4)		55 (4)	13.8	13.1				
STANDARDS	19 (1)		19 (1)	4.8	2.4				
RELIG/GOSPEL	2 (1)		2 (1)	0.5	1.1				
SPORTS									
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN									
TOTALS	82 (7)	317 (12)	399 (19)						

PEORIA

DUOPOLY REPORT	12+	25-54	REVENUE
WOAM, WXCL-F, WKZW-F (Kelly)	24.8%	19.3%	23.5%
WVEL, WGLO-F, WFYR-F (Cromwell)	9.7%	11.6%	11.8%
	34.5%	30.9%	35.3%

RADIO STATIONS

WIRL , 1290, 5 KW (0A-2) , Full Service	ABC WESTWD, \$15.00 (Christal)	Comm. Service
WMBD , 1470, 5 KW (0A-2) , Full Service	CBS, \$28.00 (Katz)	Midwest TV
WPEO , 1020, 1 KW (DAYS) , Religion	USA, \$10.00 (Salem)	
WOAM , 1350, 1 KW , Standards	SMN, \$10.00 (Banner)	Kelly
WBGE-F, 92.3, 6 KW @ 544 , Black	SMN, \$12.00 (K & P)	
WFYR-F, 97.3, 24 KW @ 338 , Country	, \$12.00 (---)	Cromwell (ELMWOOD)
WGLO-F, 95.5, 7 KW @ 620 , AC	, \$24.00 (O & R)	Cromwell (PEKIN)
WKZW-F, 94.3, 6 KW @ 298 , CHR	CNN, \$ NA (---)	Kelly (CHILLICOTHE)
WMXP-F, 93.3, 41 KW @ 551 , AC	, \$28.00 (Katz)	Midwest TV
WSWT-F, 106.9, 50 KW @ 479 , Soft AC	, \$37.00 (Christal)	Comm. Service
WTAZ-F, 102.3, 6 KW @ 298 , Talk	TALKNT ABC, \$16.00 (K & P)	(MORTON)
WWCT-F, 105.7, 36 KW @ 571 , AOR	, \$45.00 (Christal)	
WXCL-F, 104.9, 3 KW @ 328 , Country	WESTWD, \$48.00 (Banner)	Kelly (PEKIN)

WGN, WLS - See Chicago

PHILADELPHIA

Arbitron Rank/Pop (12+): 5/4,115,300

Stations: 31/25
Diaries: 4152/ 991:1/52.4%
Sample Target: 4080
% Below Line: 4.1
% Not Listed: 11.7

1994 Revenue: \$168,100,000
HH Inc.: \$40,712
Retail \$: 43.1 Bil
Pop per Station: 164,612
#1 Biller: KYW \$22,200,000

MSA Rank/Pop: 4/5,020,000

DMA # 4

Average Person Ratings: 18.8

Market TSL: 24.25 hours

12+ METRD	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRD CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. KYW (N)	565/ 7.3	7.7	7.3	7.4	7.4	7.4	613/14603	13174/32.0	30.7	29.6	K	KYW
2. WUSL-F (B)	475/ 6.2	5.9	5.7	5.2	4.9	5.8	575/6900	5352/13.0	13.2	12.4	H	WUSL-F
3. WDAS-F (B/AC)	446/ 5.8	5.1	5.3	4.4	3.3	5.2	512/5410	4551/11.1	11.0	8.5	F	WDAS-F
4. WWDB-F (T)	440/ 5.7	5.4	4.9	5.7	6.1	5.4	510/6233	5081/12.3	11.6	11.8	H	WWDB-F
5. WDGL-F (D)	408/ 5.3	4.9	4.8	4.6	5.0	4.9	498/7974	6228/15.1	12.8	15.7	I	WDGL-F
6. WMMR-F (ADR)	398/ 5.2	4.8	4.7	5.6	6.6	5.1	493/8611	6490/15.8	14.4	17.8	J	WMMR-F
7. WPEN (ST/FS)	370/ 4.8	5.4	5.9	4.2	6.1	5.1	387/3872	3588/ 8.7	10.2	10.1	G	WPEN
8. WYSP-F (CL ADR)	367/ 4.8	4.6	4.9	5.2	5.6	4.9	485/9034	6505/15.8	18.8	17.1	J	WYSP-F
9. WBEB-F (AC)	360/ 4.7	5.5	4.3	5.1	4.9	4.9	410/6831	5831/14.2	12.5	14.4	H	WBEB-F
10. WXTU-F (C)	356/ 4.6	4.8	4.3	5.0	4.6	4.7	485/6431	4338/10.5	10.3	11.4	I	WXTU-F
11. WPLY-F (CHR)	315/ 4.1	4.2	3.3	3.9	4.0	3.9	391/7828	6322/15.4	13.3	14.4	F	WPLY-F
12. WYXR-F (AC/CHR)	306/ 4.0	4.3	3.4	3.5	3.3	3.8	386/7741	5941/14.4	11.9	13.4	H	WYXR-F
13. WIP (SPRTS)	276/ 3.6	4.5	4.4	3.5	3.3	4.0	325/5774	4806/11.7	11.3	9.1	H	WIP
14. WJZ-F (J)	275/ 3.6	3.1	2.8	3.5	2.4	3.3	329/5100	3933/ 9.6	8.8	6.7	G	WJZ-F
15. WIDQ-F (CHR)	265/ 3.4	3.4	4.1	4.6	4.3	3.9	337/7393	5574/13.5	14.0	14.9	G	WIDQ-F
16. WMGK-F (O-70's)	261/ 3.4	3.5	4.1	4.5	3.6	3.9	317/6157	4971/12.1	12.7	11.6	H	WMGK-F
17. WFLN-F (CL)	175/ 2.3	2.3	2.7	2.2	2.2	2.4	215/3626	2850/ 6.9	8.3	6.3	F	WFLN-F
18. WIBF-F (ADR-NR)	119/ 1.5	1.9	3.0	2.1	2.8	2.1	129/3150	2905/ 7.1	9.1	9.5	F	WIBF-F
19. WPST-F (CHR)	98/ 1.3	1.4	1.5	1.7	1.7	1.5	189/5015	3312/ 8.0	6.7	7.2	F	WPST-F
20. WHAT (B/T)	82/ 1.1	1.0	1.1	1.1	1.0	1.1	82/945	931/ 2.3	2.5	2.1	F	WHAT
21. WGMP (SPRTS)	81/ 1.0	0.4	0.4	0.7	1.1	0.6	91/2272	1903/ 4.6	2.3	7.0	F	WGMP
22.												
23.												
24.												
25.												

12+ FM SHARE (METRO): 77.03% (5253 of 6819) (SPG 94: 76.89%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	DVERNIGHT
1 WUSL-F>>	1 WUSL-F	1 WMMR-F<	1 WMMR-F<	1 WDAS-F	1 KYW	1 KYW >	1 WBEB-F<	1 WUSL-F<	1 WUSL-F>	1 KYW
2 WIDQ-F	2 WYSP-F<	2 WDAS-F	2 WDAS-F	WMMR-F	2 WWDB-F	2 WYSP-F>	2 WWDB-F<	2 WDAS-F	2 WDAS-F	2 WWDB-F>
3 WPLY-F>	3 WMMR-F<	3 WYSP-F<	3 WYSP-F<	3 WDGL-F<	3 WPEN	3 WWDB-F	3 WMMR-F<	3 KYW	3 WWDB-F	3 WDAS-F
4	4 WPLY-F	4 WUSL-F	4 WDGL-F	4 WYSP-F	4 WDGL-F<	4 WPEN	4 WDGL-F<	WMMR-F	4 WIDQ-F	4 WUSL-F>
5	5 WDAS-F	5 WYXR-F	WMGK-F<	5 WBEB-F<	5 WXTU-F	5 WDAS-F	5 WDAS-F	WDGL-F	WPLY-F	5 WJZ-F
6	6 WYXR-F	6 WPLY-F	6 WYXR-F	6 WMGK-F	6 WDAS-F	WMMR-F	WXTU-F	6 WPLY-F<	6 KYW	6 WXTU-F
7	7 WIDQ-F<	7 WBEB-F	7 WUSL-F<	7 KYW	7 WBEB-F	WUSL-F	7 WPEN	7 WWDB-F	7 WYXR-F	7 WOGL-F
8	8 WMGK-F	WDGL-F	8 WBEB-F	8	8	8	8	8	8	8 WYXR-F
9	9	9	9	9	9	9	9	9	9	9

WDM 18-24	WDM 18-34	WOM 25-34	WDM 18-49	WDM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WUSL-F	1 WUSL-F	1 WDAS-F	1 WDAS-F	1 WDAS-F	1 WPLY-F	1 WYSP-F<	1 WMMR-F	1 WMMR-F<	1 WMMR-F
2 WPLY-F	2 WDAS-F<	2 WYXR-F	2 WUSL-F<	2 WBEB-F	2 WUSL-F	2 WMMR-F>	2 WYSP-F>>	2 WYSP-F>	2 WYSP-F
3 WIDQ-F	3 WPLY-F	3 WUSL-F	3 WYXR-F	WYXR-F	3 WYSP-F	3 WUSL-F	3 WMGK-F	3 WIP	3 WIP
4 WDAS-F	4 WYXR-F	4 WMGK-F	4 WBEB-F	4 WDGL-F	4 WIDQ-F	4 WPLY-F>	4 WUSL-F	4 WUSL-F<	4 WDGL-F
5 WYXR-F	5 WMGK-F<	5 WPLY-F	5 WPLY-F<	5 WUSL-F<	5 WMMR-F	5 WIP <	5 WIP	5 WDAS-F	5 WDAS-F
6 WBEB-F	6 WIDQ-F	6 WMMR-F	6 WJZ-F	6 WJZ-F<	6 WIBF-F	6 WIDQ-F	6 WPLY-F	6 WDGL-F<	6 WMGK-F<
7	7 WBEB-F	7 WYSP-F	WOGL-F<	7 KYW <	7 WYXR-F	7 WMGK-F	7 WDAS-F	7 WMGK-F<	7 WXTU-F
8	8 WMMR-F	8 WBEB-F	8 WMGK-F	8 WMGK-F	8 WDAS-F	8	8 WYXR-F	8 WPLY-F	8 KYW
9	9	9	9	9	9 WIP	9	9 WDGL-F	9	9

PHILADELPHIA

FORMATS	AM	FM	TOTAL	%	SPG 94				METRO CUME TSA TSA	
					%	OTHER	RATED	STATIONS	SHARE/RTG/AQH/CUME	
AC		791 (3)	791 (3)	11.6	B.1	WDAS	(G/B)	1480	PHILADELPHIA	0.9/3.1/ 71/130B
AOR/CLASSIC/NR		884 (3)	884 (3)	13.0	17.0	WNAP	(G)	1110	NORRISTOWN	0.4/0.8/ 35/ 396
COUNTRY		356 (1)	356 (1)	5.2	5.1	WPGR	(O)	1540	PHILADELPHIA	0.3/0.6/ 23/ 245
NEWS/TALK	591 (2)	497 (2)	1088 (4)	16.0	21.2	WTEL	(SP)	B60	PHILADELPHIA	0.3/0.6/ 24/ 237
						WZZD	(REL)	990	PHILADELPHIA	0.3/1.3/ 24/ 587
CHR		678 (3)	678 (3)	10.0	12.0					
BLACK/URBAN	B2 (1)	921 (2)	1003 (3)	14.7	11.4	WKXW-F	(T/O)	101.5	TRENTON	0.7/3.1/143/2984
SOFT AC/EZ		55 (1)	55 (1)	0.8	6.2	WFMZ-F	(SAC)	100.7	ALLENTOWN	0.7/1.9/195/2393
HISPANIC	24 (1)		24 (1)	0.4	0.0	WJBR-F	(AC)	99.5	WILMINGTON, DE	0.7/2.6/133/2249
						WRDR-F	(ST)	104.9	EGG HARBOR, NJ	0.3/1.4/113/1387
OLDIES	23 (1)	669 (2)	692 (3)	10.1	6.5					
FULL SVC/VARIETY						WOR	(T)	710	NEW YORK	0.3/1.0/ 71/1057
STANDARDS	370 (1)	24 (1)	394 (2)	5.8	7.3					
RELIG/GOSPEL	119 (3)		119 (3)	1.7	0.0					
SPORTS	357 (2)		357 (2)	5.2	0.0					
CLASSICAL		175 (1)	175 (1)	2.6	2.5					
JAZZ		275 (1)	275 (1)	4.0	4.3					
OTHERS/UNKNOWN										
TOTALS	1566 (11)	5253 (20)	6819 (31)							

SCARBOROUGH REPORT
MEDIAN HOUSEHOLD INDEX

DUOPOLY REPORT	12+	25-54	REVENUE				
WJJZ-F, WYXR-F (Evergreen, pending)	7.6%	10.0%	B.4%	HIGHEST		LOWEST	
				1. WOGL-F	121	1. WIOQ-F	28
				2. WXTU-F	119	2. WUSL-F	28
WTEL, WXTU-F, WDAS A/F (Beasley)	11.6%	13.6%	8.1%	3. WJBR-F	118	3. WDAS-F	36
				4. WIP	117	4. WBEB-F	76
				5. KYW	116	5. WJJZ-F	79
WIOQ-F, WUSL-F (EZ)	9.6%	7.2%	9.0%				
WZZD, WPHY (Salem)	0.3%	0.3%	< 1.0%				
	29.1%	31.1%	25.9%				

RADIO STATIONS

AM STATIONS

KYW, 1060, 50 KW (DA-1), News	WESTWO, ABC, \$ 305.00 (Group W)	Westinghouse
WDAS, 1480, 5 KW/1 KW (OA-2), Gospel/Black	AURN, \$ NA (Mc-Guild)	Beasley
WHAT, 1340, 1 KW, Black Talk	\$ 34.00 (---)	
WIP, 610, 5 KW (DA-1), Sports	WESTWD, \$ 142.00 (Interep)	Infinity
WGMP, 1210, 50 KW, Sports	CBS, MBS, \$ NA (CBS)	CBS
WPEN, 950, 5 KW (OA-N), Standards/FS	WESTWD, \$ 134.00 (MMR)	Greater Media
WPGR, 1540, 50 KW (OAYS,OA), Oldies	\$ 28.00 (---)	
WPHY, 560, 5 KW (OA-2), Religion	\$ 30.00 (---)	Salem
WZZD, 990, 50 KW/10 KW (OA-2), Religion	\$ 32.00 (Salem)	Salem
WTEL, B60, 10 KW/500 W (OA-2), Hispanic	\$ 35.00 (Katz Hisp.)	Beasley

FM STATIONS

WBEB, 101.1, 14 KW @ 941, AC	\$ 144.00 (Mc-Guild)	
WDAS, 105.3, 17 KW @ 872, Black/AC	\$ 134.00 (Mc-Guild)	Beasley
WFLN, 95.7, 50 KW @ 500, Classical	\$ 125.00 (CMBS)	Marlin
WIBF, 103.9, 0.3 KW @ 1000, New Rock	\$ 63.00 (Roslin)	Jarad (JENKINTOWN)
WIOQ, 102.1, 27 KW @ 649, CHR	\$ 153.00 (Banner)	EZ
WJJZ, 106.1, 23 KW @ 741, Jazz	\$ 139.00 (Eastman)	Pyramid
WMGK, 102.9, 8.5 KW @ 1181, Oldies (70's)	\$ 159.00 (MMR)	Greater Media
WMMR, 93.3, 18 KW @ 827, AOR	WESTWD, \$ 250.00 (Group W)	Westinghouse
WOGL, 98.1, 13 KW @ 1000, Oldies	CBS, \$ 253.00 (CBS)	CBS
WPLY, 100.3, 35 KW @ 600, CHR	\$ 120.00 (Christal)	
WUSL, 98.9, 18 KW @ 830, Black	\$ 164.00 (Katz)	EZ
WJBR, 96.5, 17 KW @ 866, Talk	ABC, \$ 140.00 (Banner)	Panache
WXTU, 92.5, 16 KW @ 899, Country	WESTWD, \$ 180.00 (O&R)	Beasley
WYSP, 94.1, 16 KW @ 899, Classic AOR	ABC, \$ 340.00 (Torbet)	Infinity
WYXR, 104.5, 16 KW @ 872, AC/CHR	\$ 190.00 (Katz)	Pyramid

Miscellaneous: WPGR sold for \$1,400,000. . . WYXR-F, WJJZ-F sold by Pyramid to Evergreen (D) for \$ _____ . . .
 WGMP, WOGL-F sold by CBS to Westinghouse (D) for \$ _____ (E) . . .

PHOENIX

Arbitron Rank/Pop (12+): 20/1,932,800

Stations: 32/32
Diaries: 2531/ 764:1/50.2%
Sample Target: 2670
% Below Line: 0.0
% Not Listed: 13.5

1994 Revenue: \$82,800,000
HH Inc.: \$33,372
Retail \$: 24.0 Bil
Pop per Station: 60,400
#1 Biller: KNIX-AF \$9,900,000

MSA Rank/Pop: 18/2,520,000

DMA # 18

Average Person Ratings: 16.4

Market TSL: 21.50 hours

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. KTAR (N/T)	283/ 8.9	9.6	5.8	6.6	7.0	7.7	308/4912	4717/24.4	19.5	21.5	H	KTAR
2. KMLE-F (C)	238/ 7.5	7.7	6.6	7.6	7.2	7.4	262/3657	3199/16.6	16.1	15.1	H	KMLE-F
3. KNIX-F (C)	233/ 7.3	5.7	8.2	7.1	8.0	7.1	303/4155	3481/18.0	18.7	19.7	H	KNIX-F
4. KKFR-F (CHR)	172/ 5.4	5.2	5.7	4.7	5.2	5.3	191/3803	3346/17.3	17.6	16.8	E	KKFR-F
5. KFYI (T)	163/ 5.1	5.3	6.5	5.4	5.8	5.6	167/2161	2050/10.6	11.6	10.6	F	KFYI
6. KOY (ST/FS)	162/ 5.1	6.0	5.7	6.7	5.3	5.9	190/2134	1930/10.0	11.5	10.0	C	KOY
7. KUPD-F (AOR)	159/ 5.0	4.9	5.6	4.5	5.4	5.0	169/2771	2515/13.0	12.1	12.8	G	KUPD-F
8. KKLT-F (SAC)	141/ 4.4	4.1	4.3	3.7	4.1	4.1	150/2212	2070/10.7	10.8	10.1	G	KKLT-F
9. KOOL-F (D)	125/ 3.9	3.2	2.7	3.5	3.2	3.3	126/2320	2225/11.5	9.6	11.6	G	KOOL-F
10. KHTC-F (0-70's)	104/ 3.3	2.8	1.9	2.4	3.1	2.6	109/1870	1692/ 8.8	6.2	7.6	E	KHTC-F
11. KDKB-F (AOR)	101/ 3.2	3.7	3.8	4.7	3.8	3.9	113/2612	2275/11.8	11.9	12.4	G	KDKB-F
KSLX-F (CL AOR)	101/ 3.2	3.4	5.1	3.9	4.0	3.9	115/2382	2204/11.4	12.9	12.7	F	KSLX-F
13. KESZ-F (AC)	97/ 3.1	3.7	2.9	3.4	3.7	3.3	99/1975	1892/ 9.8	11.4	9.9	G	KESZ-F
KVRY-F (AC)	97/ 3.1	3.5	3.6	5.1	4.5	3.8	101/2209	2057/10.6	10.4	13.3	F	KVRY-F
15. KYOT-F (J)	92/ 2.9	2.3	1.8	2.7	1.3	2.4	106/1628	1370/ 7.1	5.4	4.4	C	KYOT-F
16. KZON-F (AOR-P)	71/ 2.2	2.7	2.3	2.3	2.8	2.4	80/1261	1164/ 6.0	5.4	7.1	E	KZON-F
17. KEDJ-F (AOR-NR)	68/ 2.1	2.4	1.9	2.1	2.6	2.1	68/1681	1628/ 8.4	6.7	6.2	C	KEDJ-F
18. KTWC-F (AC/O)	41/ 1.3	1.2	1.9	0.9	---	1.3	52/726	596/ 3.1	4.2	---		KTWC-F
19.												
20.												

12+ FM SHARE (METRO): 69.30% (1903 of 2746) (SPG 94: 72.30%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKFR-F>>	1 KMLE-F<	1 KMLE-F	1 KMLE-F	1 KMLE-F	1 KTAR >	1 KTAR >	1 KTAR	1 KMLE-F<	1 KTAR >	1 KFYI
2	2 KUPD-F>	2 KUPD-F	2 KTAR <	2 KNIX-F	2 KOY <	2 KMLE-F	2 KNIX-F<	2 KNIX-F<	2 KKFR-F	2 KTAR >
3	3 KKFR-F	3 KNIX-F	3 KNIX-F<	3 KTAR	3 KNIX-F	3 KNIX-F>	3 KMLE-F<	3 KTAR	3 KKLT-F	3 KMLE-F
4	4 KNIX-F	4 KTAR	4 KKLT-F	4 KKLT-F	4 KFYI >	4 KOY	4 KFYI	4 KKFR-F	4 KFYI	4 KOY
5	5 KDKB-F	5 KKLTV-F	5 KUPD-F	5 KOOL-F	5 KMLE-F<	KUPO-F	5 KOY	5 KUPD-F<	5 KMLE-F	5 KNIX-F
6	6 KVRY-F	6 KDKB-F	6 KHTC-F	6 KHTC-F	6 KKLT-F	6 KKFR-F	6 KUPO-F<	6 KFYI	6 KUPD-F	6 KTWC
7	7	7 KSLX-F	7 KOOL-F	7 KUPO-F	7	7 KDKB-F	7 KKLT-F	7	7 KNIX-F	7 KUPD-F
8	8	8	8	8	8	8 KESZ-F	8	8	8	8 KHTC-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 KMLE-F	1 KMLE-F	1 KMLE-F	1 KMLE-F	1 KMLE-F<	1 KUPD-F	1 KUPD-F	1 KUPD-F	1 KUPD-F	1 KTAR
2 KKFR-F	2 KKFR-F<	2 KVRY-F	2 KNIX-F	2 KNIX-F<	2 KMLE-F	2 KMLE-F>	2 KMLE-F	2 KMLE-F	2 KMLE-F<
3 KNIX-F	3 KNIX-F<	3 KNIX-F	3 KKLT-F	3 KKLT-F>	3 KEDJ-F	3 KDKB-F	3 KDKB-F	3 KTAR	3 KUPD-F
4 KUPD-F	4 KVRY-F	4 KKFR-F	4 KESZ-F<	4 KESZ-F	4 KKFR-F	4 KSLX-F	4 KHTC-F	4 KDKB-F	4 KHTC-F
5 KVRY-F	5 KUPD-F	5 KKLTV-F	5 KKFR-F<	5 KOOL-F	5 KSLX-F	5 KNIX-F<	5 KSLX-F	5 KSLX-F	5 KDKB-F
6 KEDJ-F	6 KKLT-F	6 KESZ-F	6 KVRY-F	6 KVRY-F	6 KNIX-F	6 KKFR-F	6 KNIX-F	6 KHTC-F	6 KNIX-F
7	7 KESZ-F	7 KUPD-F	7 KOOL-F	7 KTAR	7 KDKB-F	7	7 KTAR	7	7 KSLX-F
8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9

PHOENIX

FORMATS	AM	FM	TOTAL	%	SPG 94	OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG/AQH/CUME
AC		235 (3)	235 (3)	8.6	9.6	KBZR-F (AOR) 103.9	COOLIDGE 0.4/2.4/ 13/ 549
AOR/CLASSIC/NR	13 (1)	512 (6)	525 (7)	19.1	23.9	KCWW (C) 1580	TEMPE 0.8/1.7/ 26/ 351
COUNTRY	25 (1)	471 (2)	496 (3)	18.1	17.9	KFNN (BUS.N) 1510	MESA 0.4/0.8/ 14/ 152
NEWS/TALK	476 (1)	12 (1)	488 (5)	17.8	16.1	KGME (SPRTS) 1360	GLENDAL 0.7/2.1/ 21/ 413
						KHOT-F (T) 100.3	GLOBE 0.4/2.0/ 15/ 462
CHR	172 (1)		172 (1)	6.3	6.2	KISO (B) 1230	PHOENIX 0.8/2.7/ 26/ 529
BLACK/URBAN	26 (1)	29 (1)	55 (2)	2.0	2.8	KMJK-F (B) 106.9	BUCKEYE 0.9/2.9/ 32/ 639
SOFT AC/EZ		141 (1)	141 (1)	5.1	4.8	KOOL (O) 960	PHOENIX 1.0/2.6/ 36/ 557
HISPANIC	87 (3)	10 (1)	97 (4)	3.5	1.9	KPHX (SP) 1480	PHOENIX 0.6/0.8/ 18/ 160
						KSUN (SP) 1400	PHOENIX 1.0/1.8/ 33/ 359
OLDIES	33 (1)	229 (2)	262 (3)	9.5	8.7	KUKQ (AOR) 1060	TEMPE 0.4/1.7/ 13/ 328
FULL SVC/VARIETY						KVVA (SP) 860	PHOENIX 1.1/2.1/ 36/ 404
STANDARDS	162 (1)		162 (1)	5.9	6.2	KVVA-F (SP) 107.1	APACHE JUNCTN 0.3/1.0/ 12/ 213
RELIG/GOSPEL						KXAM (T) 1310	MESA 0.5/1.1/ 16/ 212
SPORTS	21 (1)		21 (1)	0.8	0.0		
CLASSICAL							
JAZZ		92 (1)	92 (1)	3.4	1.5		
OTHERS/UNKNOWN					0.5		
TOTALS	843 (14)	1903 (18)	2746 (32)				

DUOPOLY REPORT

	12+	25-54	REVENUE
KISO, KOY, KZON-F, KYOT-F (Sundance)	11.0%	9.5%	7.7%
KUKQ, KDKB-F, KUPD-F (Sandusky)	8.6%	9.6%	15.1%
	19.6%	19.1%	22.8%

SCARBOROUGH REPORT
Indexed against \$100,000+ Households

HIGHEST	LOWEST
1. KUPD-F 171	NOT MEANINGFUL
2. KESZ-F 160	
3. KTAR 157	
4. KSLX-F 155	
5. KYOT-F 154	

RADIO STATIONS

AM STATIONS

KCWW, 1580, 50 KW (DA-N), Country, SMN, \$ 35.00 (Katz), Buck Owens
KFYI, 910, 5 KW (DA-N), Talk, WESTWD, CBS, \$ 65.00 (D&R), Broadcast Group
KOOL, 960, 5 KW (DA-N), SEE KOOL-FM
KOY, 550, 5 KW/1 KW, Standards/FS, WESTWD, CNN, \$ 54.00 (MMR), Sundance
KSUN, 1400, 1 KW, Hispanic, \$ 27.00 (Caballero)
KTAR, 620, 5 KW (DA-N), News/Talk, ABC, CBS, \$184.00 (CBS), Pulitzer
KUKQ, 1060, 5 KW/1 KW (DA-2), AOR, \$ 26.00 (Banner), Sandusky
KVVA, 860, 1 KW (DA-N), Hispanic, \$ 25.00 (Lotus)
KISO, 1230, 1 KW, Black, SMN, AP, \$ 24.00 (MMR), Sundance

FM STATIONS

KDKB, 93.3, 100 KW @ 1538, AOR, \$ 92.00 (Torbet), Sandusky
KEDJ, 106.3, 3 KW @ 325, New Rock, WESTWD, \$ 44.00 (---), (SUN CITY)
KESZ, 99.9, 100 KW @ 1670, AC, AP, \$ 77.00 (CBS)
KKFR, 92.3, 100 KW @ 1647, CHR/Urban, \$ 61.00 (D&R), Broadcast Group
KKLT, 98.7, 115 KW @ 1679, Soft AC, \$100.00 (Group W), Pulitzer
KMJK, 106.9, 6 KW @ 305, Black, AURN, \$ NA (---), (BUCKEYE)
KMLE, 107.9, 100 KW @ 1000, Country, \$164.00 (Mc-Guild), Shamrock
KNIX, 102.5, 98 KW @ 1620, Country, \$259.00 (Katz), Buck Owens
KOOL, 94.5, 100 KW @ 1653, Oldies, \$ 87.00 (D&R), Compass
KSLX, 100.7, 100 KW @ 1840, Classic AOR, \$ 97.00 (Eastman), Greater Media
KHTC, 96.9, 100 KW @ 1558, Oldies-70's, \$ 70.00 (CBS), Bonneville
KTWC, 103.5, 62 KW @ 2428, AC/Oldies, \$ 55.00 (CBS)
KUPD, 97.9, 100 KW @ 1620, AOR, \$147.00 (Banner), Sandusky
KVRY, 104.7, 100 KW @ 1548, AC, \$ 81.00 (Mc-Guild), Nationwide
KYOT, 95.5, 96 KW @ 1571, Jazz, \$ 66.00 (MMR), Sundance
KZON, 101.5, 100 KW @ 1738, Prog. AOR, AP, \$ 60.00 (MMR), Sundance
KHOT, 100.3, 90 KW @ 2047, Talk, CBS, SOURCE, \$ 35.00 (Torbet), (GLOBE)

Miscellaneous: KZRX-F changes from AOR to Talk (Mar). . . KZRX-F changes to KHOT-F (March). . . KPSN-F changes to KHTC-F-F and format from Oldies to 70's Oldies (Feb). . . For a short time KHTC-F used the KCHT-F calls. . . KMLE-F sold by Shamrock to Chancellor for \$38,000,000 (E). . .

PITTSBURGH

Arbitron Rank/Pop (12+): 19/2,031,400

Stations: 28/27
Diaries: 2865/709:1/60.1%
Sample Target: 2910
% Below Line: 0.4
% Not Listed: 12.7

1994 Revenue: \$64,400,000
HH Inc.: \$32,122
Retail \$: 19.2 Bil
Pop per Station: 75,237
#1 Biller: KDKA \$11,000,000

MSA Rank/Pop: 19/2,390,000

DMA # 20

Average Person Ratings: 17.2

Market TSL: 22.75 hours

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. KDKA (N/T)	443/12.7	14.3	13.1	13.8	15.4	13.5	497/6344	5510/27.1	28.1	31.3	I	KDKA
2. WDVE-F (AOR)	376/10.8	10.3	11.0	11.7	10.7	11.0	465/5844	4569/22.5	21.4	20.7	I	WDVE-F
3. WBZZ-F (CHR)	240/ 6.9	6.5	6.6	6.9	6.8	6.7	271/5446	4575/22.5	20.4	20.7	G	WBZZ-F
4. WWSW-AF (O)	230/ 6.6	5.1	5.9	6.1	6.6	5.9	277/4348	3553/17.5	17.7	18.9	G	WWSW-AF
5. WDSY-AF (C)	219/ 6.3	7.0	7.0	4.8	6.2	6.3	249/3160	2571/12.7	14.2	12.2	F	WDSY-AF
6. WAMO-F (B)	199/ 5.7	5.4	5.2	4.8	4.4	5.3	209/2535	2314/11.4	9.0	9.0	D	WAMO-F
7. WJAS (ST)	185/ 5.3	3.6	4.4	4.2	3.7	4.4	187/1987	1953/ 9.6	9.3	9.9	B	WJAS
8. WSHH-F (SAC)	138/ 4.0	4.9	4.0	5.2	4.9	4.5	150/2702	2428/12.0	12.6	12.4	F	WSHH-F
9. WTAE (T)	137/ 3.9	4.6	4.5	4.4	3.3	4.4	139/2613	2568/12.6	13.5	11.2	F	WTAE
10. WVTY-F (AC)	133/ 3.8	4.6	4.3	5.6	4.6	4.6	144/2934	2742/13.5	15.2	14.6	G	WVTY-F
11. WZPT-F (0-70's)	121/ 3.5	3.5	2.9	2.4	1.8	3.1	137/2951	2681/13.2	10.2	6.7	C	WZPT-F
12. WLTJ-F (SAC)	101/ 2.9	3.9	3.3	3.8	3.7	3.5	119/2171	1840/ 9.1	11.0	11.2	D	WLTJ-F
13. WRRK-F (CL AOR)	93/ 2.7	2.6	4.2	3.9	3.5	3.4	100/2523	2131/10.5	12.3	12.5	D	WRRK-F
14. WWKS-F (AOR)	79/ 2.3	1.7	1.5	2.2	1.7	1.9	104/1933	1357/ 6.7	5.0	5.6	B	WWKS-F
15. WXR8-F (C)	67/ 1.9	3.3	2.5	2.3	2.8	2.5	95/1720	1268/ 6.2	7.6	6.9	C	WXR8-F
16. KQV (N/T)	52/ 1.5	1.4	1.3	1.2	1.3	1.4	52/942	932/ 4.6	5.3	5.5	8	KOV
17. WORD-F (REL)	42/ 1.2	0.8	1.1	1.4	1.1	1.1	51/965	784/ 3.9	3.3	3.7		WORD-F
18.												
19.												
20.												

12+ FM SHARE (METRO): 68.53% (2086 of 3044) (SPG 94: 68.25%)

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 WDVE-F>	1 KDKA >>	1 KDKA >	1 WDVE-F	1 WDVE-F<	1 KDKA	1 KDKA >>>
2 WAMO-F>	2 WBZZ-F	2 WBZZ-F	2 WWSW-AF	2 WWSW-AF>	2 WWSW-AF<	2 WDVE-F>	2 KDKA >	2 KDKA	2 WAMO-F	2 WDVE-F>
3 WDVE-F	3 WAMO-F	3 WWSW-AF<	3 WBZZ-F<	3 WDSY-AF	3 WJAS	3 WBZZ-F	3 WJAS	3 WBZZ-F	3 WDVE-F	3 WAMO-F
4	4 WZPT-F	4 WAMO-F	4 WDSY-AF	4 KDKA	4 WDSY-AF	4 WWSW-AF	4 WBZZ-F<	4 WWSW-AF	4 WBZZ-F	4 WDSY-F
5	5 WVTY-F	5 WVTY-F<	5 WZPT-F	5 WBZZ-F	5 WDVE-F<	5 WSHH-F	5 WDSY-AF<	5 WDSY-AF	5 WWSW-AF<	5 WWSW-F
6	6 WWKS-F<	6 WDSY-AF	6 WAMO-F	6 WZPT-F	6 WSHH-F	6 WTAE	6 WWSW-AF	6 WAMO-F<	6 WTAE-F	6 WBZZ-F
7	7 WDSY-AF	WZPT-F	7 WVTY-F	7 WAMO-F<	7 WTAE-F	7 WVTY-F	7 WTAE	7 WJAS	7	7 WTAE
8	8	8	8	8 WVTY-F	8	8 WAMO-F	8	8	8	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 WBZZ-F	1 WBZZ-F>	1 WDVE-F	1 WBZZ-F	1 WWSW-AF	1 WDVE-F	1 WDVE-F>>>	1 WDVE-F>>>	1 WDVE-F>>	1 WDVE-F>>
2 WAMO-F	2 WDVE-F	2 WBZZ-F	2 WDVE-F	2 WBZZ-F	2 WWKS-F	2 WWKS-F	2 WZPT-F	2 WWSW-AF	2 WWSW-AF
3 WDVE-F	3 WAMO-F	3 WVTY-F	3 WWSW-AF<	3 WDVE-F	3 WBZZ-F	3 WAMO-F	3 WDSY-AF	3 WAMO-F<	3 WDSY-AF
4 WVTY-F	4 WVTY-F	4 WZPT-F	4 WVTY-F<	4 WVTY-F	4 WAMO-F	4 WBZZ-F	4 WRRK-F	4 WDSY-AF	4 WDSY-AF
5 WZPT-F	5 WZPT-F>	5 WAMO-F	5 WAMO-F	5 WDSY-AF	5 WVTY-F	5	5 WAMO-F	5 WRRK-F	5 WRRK-F
6 WWSW-AF	6	6 WLTJ-F	6 WZPT-F	6 KDKA	6 WRRK-F	6	6 WWKS-F	6 WWSW-AF	6 WZPT-F
7 WDSY-AF	7	7 WDSY-AF	7 WDSY-AF	7 WZPT-F	7	7	7 KDKA	7 WBZZ-F	7
8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9

PITTSBURGH

FORMATS	AM	FM	TOTAL	%	SPG 94	OTHER RATED STATIONS	METRO CUME	TSA	TSA
							SHARE/RTG/AOH/CUME		
AC		152 (2)	152 (2)	5.0	5.7	WASP (FS) 1130	BROWNSVILLE	0.4/0.8/	14/ 193
AOR/CLASSIC/NR		548 (3)	548 (3)	18.0	18.2	WASP-F (C) 94.9	OLIVER	0.7/1.8/	37/ 553
COUNTRY	9 (1)	315 (4)	324 (5)	10.6	13.7	WBVP (T) 1230	BEAVER FALLS	0.5/1.4/	18/ 284
NEWS/TALK	650 (4)		650 (4)	21.4	23.2	WESA-F (AC) 98.3	CHARLEROI	0.5/1.8/	19/ 374
						WGBN (G) 1150	NEW KENSINGTON	0.4/0.9/	15/ 176
CHR		240 (1)	240 (1)	7.9	7.7	WJPA-F (O) 95.3	WASHINGTON	0.7/1.8/	26/ 392
BLACK/URBAN	20 (1)	199 (1)	219 (2)	7.2	5.0	WMBS (FS) 590	UNIONTOWN	1.1/2.2/	41/ 471
SOFT AC/EZ		239 (2)	239 (2)	7.9	9.9	WYJZ (B/O) 860	PITTSBURGH	0.6/1.4/	20/ 275
HISPANIC						WQXK-F (C) 105.1	SALEM, OH	0.4/0.8/	112/1270
OLDIES	26 (1)	351 (3)	377 (4)	12.4	8.5				
FULL SVC/VARIETY	53 (2)		53 (2)	1.7	2.6				
STANDARDS	185 (1)		185 (1)	6.1	4.2				
RELIG/GOSPEL	15 (1)	42 (1)	57 (2)	1.9	1.3				

SPORTS
CLASSICAL
JAZZ
OTHERS/UNKNOWN

TOTALS 958 (11) 2086 (17) 3044 (28)

DUOPOLY REPORT

12+ 25-54 REVENUE

SCARBOROUGH REPORT
Indexed against \$100,000+ Households

DUOPOLY REPORT	12+	25-54	REVENUE	HIGHEST	LOWEST
WDSY A/F, WXR-B-F (Entercom)	8.2%	9.3%	8.2%	1. KQV 275	1. WWS-F 29
WLTJ-F, WRRK-F (Frischling)	5.6%	7.7%	6.7%	2. WTAE 179	2. WJAS 40
WBZZ-F, WZPT-F (EZ)	10.4%	11.6%	9.9%	3. WORO-F 154	3. WDSY-F 41
	24.2%	28.6%	24.8%	4. WLTJ-F 142	4. WVTY-F 67

RADIO STATIONS

AM STATIONS

KDKA, 1020, 50 KW	, News/Talk	WESTWO, CNN, \$182.00	(Group W)	Westinghouse
KQV, 1410, 5 KW (DA-2)	, News	CBS, CNN, \$ 38.00	(O&R)	
WDSY, 1080, 50 KW (DAYS, DA)	, Country	, \$ NA	(Eastman)	Entercom
WJAS, 1320, 5 KW (DA-N)	, Standards	WESTWD, CNN, \$ 27.00	(Eastman)	
WMBS, 590, 1 KW (DA-N)	, Full Service	CBS, \$ 24.00	(Regional)	(UNIONTOWN)
WPIT, 730, 5 KW/24 W	, Religion	, \$ 29.00	(- - -)	Salem
WTAE, 1250, 5 KW (DA-N)	, Talk/News	ABC, WESTWD, \$ 74.00	(Katz)	Hearst
WWSW, 970, 5 KW (DA-2)	, See WWSW-FM			

FM STATIONS

WBZZ, 93.7, 41 KW @ 551	, CHR	, \$101.00	(MMR)	EZ
WDSY, 107.9, 50 KW @ 500	, Country	WESTWD, \$ 90.00	(Eastman)	Entercom
WDVE, 102.5, 55 KW @ 820	, AOR	Source, \$178.00	(Christal)	Secret
WLTJ, 92.9, 47 KW @ 889	, Soft AC	, \$ 61.00	(K & P)	Frischling
WORD, 101.5, 48 KW @ 506	, Religion	, \$ 38.00	(Salem)	Salem
WZPT, 100.7, 17 KW @ 850	, Oldies - 70's	ABC, \$ 45.00	(MMR)	EZ (N. KENSINGTON)
WRRK, 96.9, 45 KW @ 531	, Classic AOR	, \$ 50.00	(MMR)	Frischling (BRADDOCK)
WSHH, 99.7, 11 KW @ 928	, Soft AC	WESTWD, UPI, \$ 83.00	(Torbet)	Renda
WVTY, 96.1, 50 KW @ 500	, AC	, \$ 81.00	(Katz)	Hearst
WWSW, 106.7, 47 KW @ 518	, AOR	WESTWD, \$ 28.00	(Dome)	(BEAVER FALLS)
WWSW, 94.5, 50 KW @ 810	, Oldies	ABC, \$165.00	(Mc-Guild)	Shamrock
WXR-B, 104.7, 50 KW @ 500	, Country	, \$ 43.00	(Eastman)	Entercom
WAMO, 105.9, 72 KW @ 430	, Black	AURN, \$ 54.00	(D&R)	Sheridan

Miscellaneous: WEEP changed calls to WDSY-AM. . . WWSW A/F sold by Shamrock to Chancellor for \$12,000,000 (E). . .

PORTLAND, ME

Arbitron Rank/Pop (12+): 162/205,900

Stations: 21/18
Diaries: 672/306:1/55.3%
Sample Target: 620
% Below Line: 3.3
% Not Listed: 17.3

1994 Revenue: \$12,500,000
HH Inc.: \$38,699
Retail \$: 4.1 Bil
Pop per Station: 11,439
#1 Biller: WPOR-AF \$3,000,000

MSA Rank/Pop: 175/246,000
DMA # 78
Average Person Ratings: 16.0
Market TSL: 21.25 hours

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WPOR-F (C)	53/16.1	14.4	15.4	16.8	14.6	----	112/1219	505/24.5	23.1	27.5	E	WPOR-F
2. WBLM-F (AOR)	42/12.8	10.5	13.0	12.1	17.3	----	114/1700	636/30.9	23.8	28.6	D	WBLM-F
3. WMGX-F (CL AOR)	30/ 9.1	6.0	8.0	8.7	7.7	----	46/777	449/21.8	19.6	19.6	C	WMGX-F
4. WGAN (T/FS)	22/ 6.7	8.1	8.9	9.0	8.3	----	45/596	309/15.0	19.9	19.3	C	WGAN
5. WHOM-F (SAC)	20/ 6.1	6.3	5.0	5.3	3.3	----	83/1257	332/16.1	14.4	13.5	D	WHOM-F
6. WYNZ-F (O)	19/ 5.8	3.3	4.1	1.6	3.0	----	31/479	306/14.9	11.5	12.8		WYNZ-F
7. WCSO-F (AC)	13/ 4.0	4.8	5.9	6.8	7.7	----	29/631	333/16.2	12.1	16.3	C	WCSO-F
8. WTHT-F (C)	10/ 3.0	5.4	0.6	2.2	1.8	----	41/611	209/10.2	13.3	5.0		WTHT-F
9. WHYR-F (CHR)	9/ 2.7	0.6	1.5	2.5	1.8	----	25/348	200/ 9.7	6.2	7.8		WHYR-F
WLAM (ST)	9/ 2.7	5.7	4.7	3.4	2.4	----	37/306	112/ 5.4	9.3	6.6		WLAM
11. WCYY-F (AOR-P)	8/ 2.4	2.1	1.2	---	---	----	27/404	159/ 7.7	6.8	5.4		WCYY-F
12. WKZS-F (AC)	6/ 1.8	3.9	4.1	3.7	4.5	----	26/588	228/11.1	11.8	15.8		WKZS-F
WCLZ-F (AOR-P)	6/ 1.8	3.0	1.5	2.2	2.7	----	29/458	168/ 8.2	6.8	6.8		WCLZ-F
WPKM-F (CL)	6/ 1.8	1.8	1.8	1.9	2.1	----	9/158	135/ 6.6	7.0	6.3		WPKM-F

12+ FM SHARE (METRO): 85.29% (232 of 272) (SPG 94: 78.69%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLM-F	1 WBLM-F>	1 WBLM-F	1 WMGX-F<	1 WPOR-F	1 WPOR-F>	1 WPOR-F>	1 WPOR-F>	1 WPOR-F<	1 WPOR-F<	1 WBZ
2 WHYR-F	2 WMGX-F	2 WMGX-F	2 WBLM-F<	2 WMGX-F<	2 WGAN	2 WBLM-F	2 WBLM-F	2 WBLM-F>	2 WBLM-F>	2 WGAN
3 WHOM-F	3 WPOR-F>>	3 WPOR-F>	3 WPOR-F>	3 WBLM-F>	3	3 WMGX-F	3 WMGX-F	3 WMGX-F	3 WHOM-F	3 WPOR-F
WKZS-F	4	4	4 WYNZ-F	4 WYNZ-F	4	4 WGAN	4 WGAN	4 WYNZ-F	4	4 WTHT-F
5	5	5	5	5 WGAN	5	5 WHOM-F	5	5	5	5 WBLM-F
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 WBLM-F	1 WMGX-F<	1 WPOR-F	1 WMGX-F<	1 WPOR-F>	1 WBLM-F	1 WBLM-F>>	1 WBLM-F	1 WBLM-F>>	1 WBLM-F>
2 WTHT-F	2 WPOR-F	WMGX-F	2 WPOR-F	2 WMGX-F	2 WMGX-F	2 WMGX-F	2 WMGX-F	2 WMGX-F	2 WMGX-F<
3	3 WBLM-F	3 WYNZ-F	3 WYNZ-F	3 WYNZ-F>	WPOR-F	3 WPOR-F	3 WPOR-F	3 WPOR-F	3 WPOR-F
4	4 WYNZ-F	4	4 WBLM-F	4 WCSO-F	WHYR-F	4	4	4	4 WGAN
5	5	5	5	5 WHOM-F	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6

PORTLAND, ME

FORMATS	AM	FM	TOTAL	%	SPG 94	OTHER RATED STATIONS	METRO CUME	TSA	ISA
-----	--	--	-----	-	-	-----	SHARE/RTG/AOH/CUME	-----	-----
AC		19 (2)	19 (2)	7.0	11.7	WLPZ (SPRTS) 1440 WESTBROOK	0.6/3.6/ 3/	94	
AOR/CLASSIC/NR		92 (5)	92 (5)	33.8	28.9	WPOR (C) 1490 PORTLAND	0.3/2.1/ 1/	101	
COUNTRY	1 (1)	63 (2)	64 (3)	23.5	18.6	WZAN (T) 970 PORTLAND	0.9/5.2/ 4/	131	
NEWS/TALK	28 (3)		28 (3)	10.3	15.8	WZPK-F (CHR) 103.7 BERLIN	0.6/7.3/ 23/	507	
CHR		13 (3)	13 (3)	4.8	4.5	WBZ (N) 1030 BOSTON	0.9/4.6/ 10/	263	
BLACK/URBAN						WMME-F (CHR) 92.3 AUGUSTA	0.6/4.2/ 39/	807	
SOFT AC/EZ		20 (1)	20 (1)	7.4	5.8	WTOS-F (CL AOR)105.1 SKOWHEGAN	1.8/5.4/ 61/	711	
HISPANIC									
OLDIES		19 (1)	19 (1)	7.0	4.8				
FULL SVC/VARIETY									
STANDARDS	9 (1)		9 (1)	3.3	5.5				
RELIG/GOSPEL									
SPORTS	2 (1)		2 (1)	0.7	0.0				
CLASSICAL		6 (1)	6 (1)	2.2	2.1				
JAZZ									
OTHERS/UNKNOWN					2.4				
TOTALS	40 (6)	232 (15)	272 (21)						

DUOPOLY REPORT	12+	25-54	REVENUE
-----	-----	-----	-----
WZAN, WGAN, WMGX-F, WYNZ-F (Saga)	22.5%	28.5%	28.5%
WBLM-F, WCYY-F (Fuller-Jeffrey)	15.2%	15.9%	20.8%
WLAM, WZOU, WKZS-F (Local)	4.5%	1.1%	< 4.0%
	42.2%	45.5%	52.1%

RADIO STATIONS

WGAN , 560, 5 KW (DA-1) , Talk/FS	TALKNT, CBS, \$28.00 (Katz)	Saga	
WLAM , 870, 10 KW/1 KW (OA-2), Standards	WESTWD, ABC, \$12.00 (D & R)		(GORHAM)
WPOR , 1490, 1 KW -- SEE WPOR-F			
WZAN , 970, 5 KW , Talk	WESTWD, \$11.00 (Katz)	Saga	
WBLM-F, 102.9, 100 KW @ 1460 , AOR	, \$55.00 (Torbet)	Fuller-Jeffrey	
WCLZ-F, 98.9, 50 KW @ 400 , AOR-P	, \$15.00 (Christal)		
WCSD-F, 97.9, 16 KW @ 889 , AC	, \$21.00 (Mc-Guild)	Barnstable	
WHOM-F, 94.9, 48 KW @ 3759 , Soft AC	, \$44.00 (Christal)	Barnstable	(MT. WASHINGTON)
WHYR-F, 95.9, 3 KW @ 298 , CHR	, \$14.00 (Roslin)		(SACO)
WKZS-F, 99.9, 50 KW @ 493 , AC	, \$21.00 (D & R)	WLAM owner (D)	(AUBURN)
WMGX-F, 93.1, 50 KW @ 443 , Classic AOR	, \$47.00 (Katz)	Saga	(SCARBOROUGH)
WPKM-F, 106.3, 3 KW @ 298 , Classical	, \$17.00 (CMBS)		
WPOR-F, 101.9, 50 KW @ 500 , Country	ABC, \$63.00 (Mc-Guild)		
WTHT-F, 107.5, 40 KW @ 1460 , Country	WESTWD, \$15.00 (Banner)	Beacon	(LEWISTON)
WCYY-F, 93.9, 28 KW @ 640 , AOR-P	, \$12.00 (Torbet)	Fuller-Jeffrey	(LEWISTON)
WYNZ-F, 100.9, 4.5 KW @ 226 , Oldies	WESTWD, \$15.00 (Katz)	Saga	(WESTBROOK)
WZPK-F, 103.7, 23 KW @ 3874 , CHR	ABC, \$11.00 (Mc-Guild)		(BERLIN)

PORTLAND, OR

Arbitron Rank/Pop (12+): 24/1,563,300

Stations: 26/26
Diaries: 2513/622:1/58.4%
Sample Target: 2370
% Below Line: 0.0
% Not Listed: 13.1

1994 Revenue: \$64,400,000
HH Inc.: \$36,168
Retail \$: 16.6 Bil
Pop per Station: 60,126
#1 Biller: KKCW-F \$7,500,000

MSA Rank/Pop: 29/1,700,000
DMA # 27
Average Person Ratings: 14.8
Market TSL: 19.75 hours

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. KWJJ-AF (C)	193/ 8.3	8.4	9.0	9.1	7.9	8.7	225/3202	2730/17.5	21.8	19.5	F	KWJJ-AF
2. KUPL-AF (C)	168/ 7.3	6.6	6.1	8.0	8.3	7.0	187/2796	2423/15.5	16.8	17.2	G	KUPL-AF
3. KXL (N/T)	166/ 7.2	8.1	7.5	7.0	7.0	7.5	187/2758	2421/15.5	17.3	14.9	G	KXL
4. KGON-F (CL AOR)	142/ 6.1	6.0	5.9	6.7	6.1	6.2	156/2631	2329/14.9	15.9	14.7	F	KGON-F
5. KKRZ-F (CHR)	141/ 6.1	6.2	5.3	7.2	7.2	6.2	150/3156	2936/18.8	16.4	21.4	F	KKRZ-F
6. KUFO-F (AOR)	140/ 6.0	5.4	6.4	5.9	7.0	5.9	163/2809	2320/14.8	16.8	17.3	G	KUFO-F
7. KKSJ-F (O)	134/ 5.8	5.2	6.1	6.1	5.9	5.8	145/2935	2646/16.9	17.6	14.9	F	KKSJ-F
8. KKCW-F (AC)	125/ 5.4	5.7	4.3	5.6	6.1	5.3	136/2153	1948/12.5	13.4	14.3	H	KKCW-F
9. KINK-F (AOR-P)	119/ 5.1	5.2	5.1	4.6	4.8	5.0	131/1977	1730/11.1	12.0	11.1	G	KINK-F
10. KEX (FS)	98/ 4.2	6.6	5.8	5.2	5.9	5.5	106/2239	1981/12.7	15.5	15.8	G	KEX
11. KKSJ (ST)	97/ 4.2	2.5	3.8	3.2	4.4	3.4	101/1370	1299/ 8.3	7.5	7.5	C	KKSJ
12. KKJZ-F (J)	91/ 3.9	2.8	4.9	4.3	2.8	4.0	100/1472	1308/ 8.4	9.9	7.0	C	KKJZ-F
13. KNRK-F (AOR-NR)	87/ 3.8	2.0	1.8	1.3	1.5	2.2	92/1700	1599/10.2	3.2	2.4		KNRK-F
14. KXL -F (O-70's)	79/ 3.4	3.7	2.9	2.1	2.7	3.0	91/1855	1657/10.6	9.7	10.0	D	KXL -F
15. KXYQ-F (CHR/AC)	58/ 2.5	1.8	2.0	3.2	3.3	2.4	69/1742	1384/ 8.9	8.4	11.5	D	KXYQ-F
16. KFXX (SPRTS)	48/ 2.1	1.5	2.6	1.1	1.2	1.8	52/880	722/ 4.6	5.6	3.2	C	KFXX
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 74.55% (1503 of 2016) (SPG 94: 72.87%)

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 KWJJ-AF	1 KGON-F	1 KGON-F<	1 KXL >	1 KXL <	1 KXL <	1 KWJJ-AF	1 KWJJ-AF	1 KEX >
2 KNRK-F	2 KWJJ-AF	2 KGON-F	2 KINK-F<	2 KWJJ-AF	2 KKSJ-F<	2 KGON-F	2 KUPL-AF	2 KUPL-AF<	2 KKRZ-F	2 KWJJ-F
3 KUFO-F	3 KKRZ-F	3 KUFO-F	3 KWJJ-AF	3 KINK-F	3 KUPL-AF	3 KUPL-AF	3 KWJJ-AF	3 KKRZ-F<	3 KNRK-F<	3 KKSJ-F<
4	4 KGON-F	4 KUPL-AF<	4 KUFO-F<	4 KUPL-AF<	4 KKSJ <	4 KWJJ-AF	4 KUFO-F<	4 KUFO-F	4 KUFO-F	4 KKCW-F
5	5 KUPL-AF	5 KINK-F	5 KUPL-AF	5 KKCW-F<	5 KWJJ-AF	5 KEX	5 KKCW-F<	5 KKCW-F<	5 KKSJ-F	5 KXL
6	6 KNRK-F	6 KKRZ-F	6 KKCW-F<	6 KKSJ-F<	6 KINK-F	6 KKCW-F	6 KGON-F<	6 KKSJ-F	6 KEX	6 KKSJ
7	7	7 KKCW-F<	7 KKSJ-F	7 KUFO-F	7	7 KINK-F	7 KKSJ-F<	7 KGON-F	7	7 KUFO-F
8	8	8 KKSJ-F	8	8	8	8 KKRZ-F	8 KINK-F	8 KINK-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 KKRZ-F	1 KKRZ-F	1 KKCW-F	1 KWJJ-AF	1 KWJJ-AF<	1 KWJJ-AF	1 KUFO-F>	1 KUFO-F	1 KUFO-F<	1 KGON-F
2 KWJJ-AF	2 KWJJ-AF	2 KWJJ-AF	2 KKCW-F<	2 KKCW-F	2 KUFO-F	2 KGON-F	2 KGON-F	2 KGON-F>	2 KUFO-F
3 KUPL-AF	3 KUPL-AF	3 KKRZ-F	3 KKRZ-F	3 KUPL-AF>	3 KNRK-F	3 KWJJ-AF	3 KNRK-F	3 KWJJ-AF	3 KINK-F
4 KXYQ-F	4 KKCW-F>	KUPL-AF	KUPL-AF	4 KINK-F<	4 KUPL-AF	4 KNRK-F	4 KXL	4 KINK-F	4 KKSJ-F
5 KNRK-F	5	5 KGON-F	5 KINK-F	5 KKSJ-F	5 KKRZ-F	5 KUPL-AF	KXL -F	5 KKSJ-F<	5 KXL
KUFO-F	6	6 KKJZ-F	6 KKSJ-F	6 KKJZ-F	6 KGON-F	6 KKRZ-F	6 KFXX-F	6 KUPL-AF	6 KWJJ-AF
KKCW-F	7	7 KUFO-F	7	7 KKRZ-F	7	7	KUPL-AF	7 KXL	7 KXL -F
8	8	8 KINK-F	8	8	8	8	KWJJ-AF	8	8

PORTLAND, OR

FORMATS	AM	FM	TOTAL	%	SPG 94	OTHER RATED STATIONS	METRO CUME TSA	TSA
-----	--	--	-----	-	%	-----	SHARE/RTG/AQH/CUME	
AC		183 (2)	183 (2)	9.1	6.9	KBBT (AOR) 970 PORTLAND	0.7/4.0/ 17/ 626	
AOR/CLASSIC/NR	17 (1)	488 (4)	505 (5)	25.0	22.4	KBMS (B) 1480 VANCOUVER WA	0.6/1.1/ 13/ 172	
COUNTRY	17 (2)	344 (2)	363 (4)	18.0	18.4	KOBX-F (REL) 107.5 BANKS	0.7/2.0/ 16/ 344	
NEWS/TALK	213 (4)		213 (4)	10.6	9.4	KKEY (T) 1150 PORTLAND	0.3/0.9/ 8/ 168	
CHR		141 (1)	141 (1)	7.0	12.0	KOTK (T) 620 PORTLAND	1.1/3.2/ 26/ 527	
BLACK/URBAN	13 (1)		13 (1)	0.6	0.6	KPOQ (REL) 800 PORTLAND	0.4/1.2/ 11/ 210	
SOFT AC/EZ					4.8	KPDQ-F (REL) 93.7 PORTLAND	1.2/3.9/ 35/ 751	
HISPANIC					0.9	KYKN (T) 1430 KEIZER	0.6/1.4/ 16/ 268	
OLDIES		213 (2)	213 (2)	10.6	6.7			
FULL SVC/VARIETY	98 (1)		98 (1)	4.9	7.2			
STANDARDS	97 (1)		97 (1)	4.8	5.0			
RELIG/GOSPEL	10 (1)	43 (2)	53 (3)	2.6	2.5			
SPORTS	48 (1)		48 (1)	2.4	0.0			
CLASSICAL								
JAZZ		91 (1)	91 (1)	4.5	3.2			
OTHERS/UNKNOWN								
TOTALS	513 (12)	1503 (14)	2016 (26)					

DUOPOLY REPORT	12+	25-54	REVENUE
-----	----	-----	-----
KUPL A/F, KKJZ-F (Baycom)	11.2%	11.9%	12.0%
KKCW-F, KEX, KKRZ-F (Citicasters)	15.7%	14.3%	28.3%
KKSN A/F, KXYO-F (Heritage)	12.5%	10.4%	12.1%
KFXX, KGON-F, KNRK-F (Entercom)	12.0%	14.1%	8.9%
	51.4%	50.7%	61.3%

SCARBOROUGH REPORT
Indexed against \$100,000+ Households

1. KXL	184	1. KFXX	46
2. KINK-F	154	2. KKRZ-F	62
3. KEX	128		62
4. KKS-F	127	4. KBBT	63
5. KKJZ-F	126		

RAIO STATIONS

AM STATIONS

KBBT, 970, 5 KW (DA-1)	, New AOR	, \$ 30.00 (Eastman)	Henry
KEKX, 1190, 50 KW (DA-1)	, Full Service	ABC, \$ 136.00 (Katz)	Citicasters
KFXX, 1520, 50 KW/10 KW (DA-1)	, Sports	USA, CNN, \$ 32.00 (CBS)	Entercom
KOTK, 620, 5 KW (DA-N)	, Talk	ABC, \$ NA (MMR)	Nogales
KKSN, 910, 5 KW (DA-2)	, Standards	WESTWD, \$ 37.00 (Christal)	Heritage
KUPL, 1330, 5 KW (DA-1)	, SEE KUPL-FM		
KWJJ, 1080, 50 KW/10 KW (DA-N)	, SEE KWJJ-FM		
KXL, 750, 50 KW/20 KW (DA-1)	, News/Talk	CBS, \$ 98.00 (Mc-Guild)	Alexander

FM STATIONS

KDBX, 107.5, 4.1 KW @ 397,	Religion	, \$ NA (---)		(BANKS)
KGON, 92.3, 100 KW @ 1266,	Classic AOR	, \$ 81.00 (CBS)	Entercom	
KINK, 101.9, 100 KW @ 1673,	Prog. AOR	, \$ 147.00 (MMR)	Nogales	
KKJZ, 106.7, 100 KW @ 879,	Jazz	, \$ 54.00 (---)	BayCom	(LAKE OSWEGO)
KKCW, 103.3, 95 KW @ 1653,	AC	, \$ 148.00 (D&R)	Trumper	
KKRZ, 100.3, 95 KW @ 1433,	CHR	, \$ 85.00 (Katz)	Citicasters	
KKSN, 97.1, 100 KW @ 1000,	Oldies	WESTWD, \$ 90.00 (Christal)	Heritage	
KNRK, 94.7, 3.7 KW @ 850,	AOR-NR	CBS, \$ 27.00 (---)	Entercom	(CAMAS, WA)
KPOQ, 93.7, 100 KW @ 941,	Religion	, \$ 23.00 (---)	Salem	
KUFO, 101.1, 100 KW @ 1640,	AOR	, \$ 94.00 (Eastman)	Henry	
KUPL, 98.5, 100 KW @ 1105,	Country	AP, \$ 165.00 (Banner)	BayCom	
KWJJ, 99.5, 52 KW @ 1266,	Country	, \$ 70.00 (Banner)	Park	
KXL, 95.5, 100 KW @ 991,	Oldies - 70's	, \$ 65.00 (Mc-Guild)	Alexander	
KXYQ, 105.1, 100 KW @ 1840,	CHR/AC	ABC, \$ 38.00 (Torbet)	Heritage	(SALEM)

Miscellaneous: KMUZ-F changes from EZ/Standards to Modern AOR (Feb). . . KKCW-F sold by Trumper to Citicasters for \$30,000,000 (D) (Star). . . KXYQ-F (Salem) sold by Trumper to Heritage (D) for \$7,000,000. . . KMUZ-F (Camas) sold to Apogee (D) for \$3,500,000 (Star). . . KINK-AM changes to KOTK and format to Talk (Feb). . . KMUZ-F, KFXX, KGON-F sold by Apogee to Entercom (D) for \$24,500,000 (Blackburn). . . KDBX-F (Banks) sold to Salem for \$1,300,000. . . KUPL-AM sold by Baycom to Crawford for \$2,000,000 (LaRue). . . KMUZ-F changes to KNRK-F (April) . . .

STATION TO BE RATED

Arbitron Rank/Pop: 172/33,600
 MA Rank/Pop: 133/33,600
 Boston DMA
 Average Boston Rating: 14.6
 Market Size: 21.75 Hours

Station: WJMN
 Type: FM
 Frequency: 101.7
 Class: HD
 Power: 100W
 Antenna: 100'

Call Letters: WJMN
 Frequency: 101.7
 Class: HD
 Power: 100W
 Antenna: 100'

12+ METRO	1/4/SHARE	FM	AM	FM	AM	FM	AM	FM	AM	FM	AM	FM	AM	FM
1. WJMN-F (C)	77/14.1	12.6	12.4	14.3	12.9	12.9	12.9	12.9	12.9	12.9	12.9	12.9	12.9	12.9
2. WHEB-F (COP)	57/10.6	10.6	10.5	12.7	10.7	10.7	10.7	10.7	10.7	10.7	10.7	10.7	10.7	10.7
3. WERZ-F (CHR)	27/4.6	3.6	3.6	4.7	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3
4. WJMN-F (CHR)	23/4.1	1.7	2.0	2.4	1.8	1.8	1.8	1.8	1.8	1.8	1.8	1.8	1.8	1.8
5. WSSH-F (SAC)	22/3.9	3.6	3.6	3.7	4.3	4.3	4.3	4.3	4.3	4.3	4.3	4.3	4.3	4.3
6. WJMN-F (SI)	19/3.4	3.4	3.3	3.3	2.2	2.2	2.2	2.2	2.2	2.2	2.2	2.2	2.2	2.2
WJMN-F (T)	19/3.4	4.9	2.6	3.9	4.3	4.3	4.3	4.3	4.3	4.3	4.3	4.3	4.3	4.3
8. WJMN-F (C)	18/3.2	1.6	0.7	1.4	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5
WJMN-F (AOP)	18/3.2	2.2	2.1	2.8	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5
10. WJMN-F (R)	17/3.0	2.9	3.7	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3
11. WJMN-F (O)	16/2.9	2.0	3.1	3.3	2.2	2.2	2.2	2.2	2.2	2.2	2.2	2.2	2.2	2.2
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 82.35% (392 of 476) (SPG 94: 63.51%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AM	12+ PM	12+ PM	12+ PM	12+ PM
1 WJMN-F>>>	1 WHEB-F>>>	1 WHEB-F>	1 WHEB-F>	1 WHEB-F>	1 WOKO-F>>>	1 WOKO-F>	1 WHEB-F>	1 WOKO-F>	1 WHEB-F>	1 WJMN-F>
2 WERZ-F	2 WJMN-F>	2 WOKO-F>	2 WOKO-F>	2 WOKO-F>>>	2	2 WHEB-F>	2 WOKO-F>>>	2 WHEB-F>>>	2 WHEB-F>	2 WOKO-F>
3 WHEB-F	3 WERZ-F	3 WERZ-F	3 WERZ-F	3 WERZ-F	3	3 WJMN-F	3 WERZ-F	3 WERZ-F	3 WJMN-F	3 WJMN-F
4	4 WOKO-F	4 WJMN-F	4 WJMN-F	4 WSSH-F	4	4 WERZ-F	4 WHEB-F	4 WOKO-F	4 WJMN-F	4 WERZ-F
5	5	5	5	5 WJMN-F	5	5 WERZ-F	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 WJMN-F	1 WHEB-F	1 WHEB-F	1 WOKO-F	1 WOKO-F>	1 WHEB-F	1 WHEB-F>>>	1 WHEB-F	1 WHEB-F>>>	1 WHEB-F>>>
2 WERZ-F	2 WOKO-F	2 WOKO-F	2 WHEB-F<	2 WHEB-F	2 WJMN-F	2 WJMN-F	2 WJMN-F	2 WOKO-F>	2 WOKO-F>
3	3 WERZ-F	3 WERZ-F	3 WERZ-F>	3 WERZ-F>	3 WERZ-F	3 WJMN-F	3 WJMN-F	3 WERZ-F	3 WERZ-F
4	4 WJMN-F	4 WSSH-F	4	4	4 WJMN-F	4	4 WJMN-F	4 WJMN-F	4 WJMN-F
5	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 94	OTHER RATED STATIONS	METRO EDGE TOA TOA	SHARE/PTG/ACH/COMP
AC		21 (4)	21 (4)	4.4	6.6	WOKO-F (ADP)	92.1	SANFORD ME 0.4/3.0/ 3/ 139
AOR/CLASSIC/NR		116 (9)	116 (9)	24.4	29.9	WZNN (T)	93.0	ROCHESTER NH 0.9/1.9/ 5/ 92
COUNTRY		105 (4)	105 (4)	22.1	17.3	WRGW-F (?)	98.7	SOMEPSWORTH NH 0.7/2.9/ 4/ 98
NEWS/TALK	59 (5)		59 (5)	12.4	13.0	WSRI-F (AD)	98.7	ROCHESTER NH 0.9/5.5/ 6/ 208
CHR		62 (4)	62 (4)	13.0	13.6	WJMN-F (ADP)	102.9	PORTLAND 1.4/6.8/ 35/ 451
BLACK/URBAN						WGIR (N/7)	61.0	MANCHESTER 0.5/2.1/ 3/ 72
SOFT AC/EZ		42 (3)	42 (3)	8.8	10.7	WGIR-F (ADP)	101.1	MANCHESTER 2.0/8.8/ 11/ 313
HISPANIC						WPOB-F (CHR)	106.3	NASHUA 0.5/3.2/ 3/ 108
OLDIES		39 (3)	39 (3)	8.2	5.4	WHOM-F (SAC)	94.9	MT. WASHINGTON 1.6/7.4/ 35/ 562
FULL SVC/VARIETY						WZID-F (SAC)	95.7	MANCHESTER 2.0/6.7/ 11/ 237
STANDARDS	19 (1)		19 (1)	4.0	3.5	SEE BOSTON FOR MORE ABOUT THE FOLLOWING:		
RELIG/GOSPEL						WAAF-F	0.9/ 5.5	WEEI 1.1/ 4.5
SPORTS	6 (1)		6 (1)	1.3	0.0	WEGG-F	0.7/ 2.8	WJMN-F 0.5/ 3.0
CLASSICAL		3 (1)	3 (1)	0.6	0.0	WJMN-F	2.3/ 8.9	WJMN-F 1.8/ 6.0
JAZZ						WJMN-F	0.9/ 4.3	WJMN-F 0.4/ 2.9
OTHERS/UNKNOWN		4 (1)	4 (1)	0.8	0.0	WJMN-F	0.7/ 3.3	WJMN-F 0.7/ 1.8
TOTALS	84 (7)	392 (29)	476 (36)			WJMN-F	0.5/ 2.8	WJMN-F 1.4/ 6.8
						WJMN-F		WJMN-F 1.3/ 4.2

POR TSMOUTH-DOVER-ROCHESTER, NH

DUOPOLY REPORT	12+	25-54	REVENUE
WMYF, WZNV, WERZ-F, WSRI-F (Precision)	9.1%	7.2%	27.9%
WOKQ-F, WXBB-F (Fuller-Jeffrey)	17.3%	15.3%	40.0%
WCQL A/F, WHEB-F (Knight)	13.5%	17.5%	27.7%
	39.9%	40.0%	94.0%

RADIO STATIONS

WMYF, 1540, 5 KW (DAYS), Standards	\$13.00 (Mc-Guild)	Precision	(EXETER)
WZNV, 1270, 5 KW (DA-2), News/Talk	TALKNT ABC, \$20.00	(Roslin)	
WOKQ-F, 92.1, 1.2 KW @ 525, AOR	\$13.00 (---)		(SANFORD, ME)
WCQL-F, 95.3, 6 KW @ 466, Oldies	\$18.00 (Banner)	Znight	(YORK, ME)
WERZ-F, 107.1, 5 KW @ 351, CHR	\$40.00 (Mc-Guild)	Precision	(EXETER)
WHEB-F, 100.3, 50 KW @ 459, AOR	\$42.00 (Banner)	Knight	
WLYT-F, 92.5, 25 KW @ 712, AC	WESTWD, \$ NA (---)		(HAVERHILL, MA)
WOKQ-F, 97.5, 50 KW @ 493, Country	\$66.00 (Mc-Guild)	Fuller-Jeffrey	
WSRI-F, 96.7, 3 KW @ 298, AC	\$16.00 (MMR)	Precision	
WXBB-F, 105.3, 2 KW @ 371, Country	\$12.00 (Mc-Guild)	Fuller-Jeffrey	(KITTERY)

Other ranked stations -- see Boston or Portland

Miscellaneous: WZEA-F (Hampton) sold for \$1,100,000 (Media Services). . . WHEM-F changes to WSRI-F (April). . .

***** 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	

PROVIDENCE

Arbitron Rank/Pop (12+): 31/1,278,800
MSA Rank/Pop: 62/920,000
DMA # 45
Average Person Ratings: 18.3
Market TSL: 24.25 hours

Stations: 42/22
Diaries: 1784/717:1/55.8%
Sample Target: 1760
% Below Line: 17.8%
% Not Listed: 9.4%

1994 Revenue: \$31,600,000
HH Inc.: \$36,077
Retail \$: 7.4 Bil
Pop per Station: 58,127
#1 Biller: WHJY-F \$5,200,000

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WHJY-F (AOR)	211/ 9.0	9.4	9.8	10.6	8.8	9.7	241/3275	2752/21.5	20.5	21.1	G	WHJY-F
2. WWLI-F (SAC)	180/ 7.7	8.3	8.2	8.0	8.5	8.1	188/2472	2274/17.8	18.2	18.1	F	WWLI-F
3. WPRO-F (CHR)	169/ 7.2	7.5	7.7	8.2	7.4	7.7	178/3505	3193/25.0	22.2	23.3	E	WPRO-F
4. WWBB-F (O)	135/ 5.8	6.4	5.7	5.1	4.8	5.8	142/2385	2212/17.3	15.2	14.8	E	WWBB-F
5. WWRX-F (CL AOR)	115/ 4.9	4.6	3.8	4.5	4.7	4.5	162/2882	2128/16.6	15.2	16.3	D	WWRX-F
6. WLKW (ST/E2)	114/ 4.9	5.4	4.8	5.4	4.4	5.1	118/1324	1263/ 9.9	8.7	7.9	B	WLKW
7. WCTK-F (C)	107/ 4.6	3.2	4.1	3.5	5.1	3.9	132/1663	1382/10.8	10.0	10.0		WCTK-F
8. WPRO (T)	105/ 4.5	5.1	3.8	5.3	4.3	4.7	113/1887	1783/13.9	12.0	14.3	D	WPRO
9. WHJJ (N/T)	103/ 4.4	4.5	4.5	4.8	4.3	4.6	103/1388	1375/10.8	10.7	10.4	D	WHJJ
10. WSNE-F (AC)	96/ 4.1	4.4	4.3	6.1	5.3	4.7	102/1996	1861/14.6	14.4	13.8	E	WSNE-F
11. WWKX-F (CHR)	92/ 3.9	3.9	3.9	3.7	4.7	3.9	97/1657	1587/12.4	11.4	13.8		WWKX-F
12. WBRU-F (AOR-NR)	80/ 3.4	3.2	3.8	3.7	3.5	3.5	97/2038	1695/13.3	11.2	10.8		WBRU-F
13. WFHN-F (CHR)	42/ 1.8	1.2	1.4	1.5	1.3	1.5	49/862	682/ 5.3	4.7	4.1		WFHN-F
14.												
15.												

12+ FM SHARE (METRO): 76.34% (1620 of 2122) (SPG 94: 76.95%)

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

PROVIDENCE

FORMATS	AM	FM	TOTAL	%	SPG 94	OTHER RATED STATIONS	METRO CUME TSA
-----	--	--	-----	-	%	-----	SHARE/RTG/AQH/CUME
AC		125 (3)	125 (3)	5.9	8.4	WADK (FS) 1540 NEWPORT	0.3/0.9/ 8/ 116
AOR/CLASSIC/NR		506 (7)	506 (7)	23.8	23.8	WARV (REL) 1590 WARWICK	0.6/1.6/ 14/ 224
COUNTRY	29 (1)	165 (4)	194 (5)	9.1	8.6	WBSM (T) 1420 NEW BEDFORD MA	1.1/2.1/ 27/ 285
NEWS/TALK	315 (8)		315 (8)	14.8	15.2	WERI (T) 1230 WESTERLY	0.4/1.0/ 11/ 158
						WHIM (C) 1110 E. PROVIDENCE	1.2/2.8/ 30/ 357
CHR		355 (5)	355 (5)	16.7	17.6	WJFD-F (E) 97.3 NEW BEDFORD MA	0.5/1.4/ 13/ 207
BLACK/URBAN						WOTB-F (J) 100.3 MIDDLETOWN	1.3/4.1/ 32/ 549
SOFT AC/EZ		208 (3)	208 (3)	9.8	9.8	WRCP (E) 1290 PROVIDENCE	0.3/0.8/ 8/ 99
HISPANIC						WSAR (T) 1480 FALL RIVER MA	0.4/1.2/ 10/ 153
OLDIES		174 (3)	174 (3)	8.2	6.6	WCAV-F (C) 97.7 BROCKTON MA	0.3/0.9/ 16/ 256
FULL SVC/VARIETY	8 (1)		8 (1)	0.4	0.9	WCIB-F (SAC) 101.9 FALMGUTH MA	0.3/1.2/ 24/ 419
STANDARDS	114 (1)		114 (1)	5.4	4.9	WFAN (SPRTS) 660 NEW YORK	0.6/1.4/ 23/ 479
RELIG/GOSPEL	13 (1)		13 (1)	0.6	0.7	WQRC-F (EZ) 99.9 BARNSTABLE MA	0.9/1.9/ 82/ 859
						WVVE-F (O) 102.3 STONINGTON CT	0.7/4.6/ 31/ 496
SPORTS	15 (1)		15 (1)	0.7	0.0		
CLASSICAL		35 (1)	35 (1)	1.6	1.5	SEE BOSTON FOR MORE ABOUT THE FOLLOWING:	
JAZZ		30 (1)	30 (1)	1.4	1.8		
OTHERS/UNKNOWN	8 (1)	12 (1)	20 (2)	0.9	0.3	WAAF-F 1.2/ 5.1	WBZ 1.8/ 6.2
						WBCN-F 0.9/ 3.6	WCRB-F 1.5/ 4.5
TOTALS	502 (14)	1620 (28)	2122 (42)			WBCS-F 1.3/ 3.5	WEEI 0.6/ 1.9
						WBMX-F 0.9/ 3.8	WJMN-F 1.5/ 7.7
						WBOS-F 1.0/ 3.6	WKLB-F 0.9/ 2.2
							WZLX-F 1.2/ 3.4

DUOPOLY REPORT	12+	25-54	REVENUE
-----	----	-----	-----
WLKW, WWLI-F, WPRO A/F (Telemidia)	24.3%	21.4%	32.9%
WHJJ, WHJY-F, WSNE-F (Liberty)	17.5%	19.0%	34.5%
WWBB-F, WWRX-F (Radio Equity)	10.7%	16.1%	16.8%
WICE, WPNW, WWKX-F (Back Bay)	3.9%	1.7%	4.2%
	56.4%	58.2%	88.4%

SCARBOROUGH REPORT
Indexed against \$100,000+ Households

	HIGHEST		LOWEST
1.	WBRU-F 127	1.	WLKW 55
	WPRO 127	2.	WHJJ 83
3.	WHJY-F 119		WWRX-F 83

RADIO STATIONS

WHIM, 1110, 5 KW/250 W (DA-N), Country	CNN, \$ 20.00 (---)	Bear
WHJJ, 920, 5 KW (DA-N), News/Talk	WESTWD, \$ 57.00 (Katz)	Liberty
WLKW, 790, 5 KW (0A-2), EZ/Standards	, \$ 21.00 (Torbet)	Telemidia
WPRO, 630, 5 KW (DA-N), Talk/News	ABC, \$ 51.00 (Mc-Guild)	Telemidia
WBRU-F, 95.5, 20 KW @ 440, New AOR	Source, \$ 38.00 (---)	
WCTK-F, 98.1, 47 KW @ 508, Country	, \$ 43.00 (D & R)	Hall (NEW BEDFORD)
WFHN-F, 107.1, 3 KW @ 374, CHR	, \$ 30.00 (Christal)	H & O (FAIRHAVEN)
WHJY-F, 94.1, 50 KW @ 440, AOR	Source, \$ 87.00 (Group W)	Liberty
WOTB-F, 100.3, 6 KW @ 302, Jazz	AP, ABC, \$ 26.00 (K & P)	(MIDDLETOWN)
WPRO-F, 92.3, 39 KW @ 551, CHR	ABC, \$ 72.00 (Mc-Guild)	Telemidia
WSNE-F, 93.3, 30 KW @ 620, AC	, \$ 83.00 (Eastman)	Liberty (TAUNTON, MA)
WWBB-F, 101.5, 14 KW @ 951, Oldies	, \$ 73.00 (Banner)	Radio Equity
WWKX-F, 106.3, 1.2 KW @ 194, CHR	WESTWD, \$ 32.00 (Christal)	(WOONSOCKET)
WWLI-F, 105.1, 50 KW @ 500, Soft AC	, \$ 79.00 (Torbet)	Telemidia
WWRX-F, 103.7, 50 KW @ 500, Classic AOR	CNN, \$ 40.00 (D & R)	Radio Equity (WESTERLY)

Other Ranked Stations - See Boston or New Bedford

Miscellaneous: WICE sold to Back Bay (D) for \$720,000. . .

PUEBLO

Arbitron Rank/Pop (12+): 232/106,300

Stations: 20/6
 Diaries: 679/157:1/55.3%
 Sample Target: 610
 % Below Line: 36.6
 % Not Listed: 19.5

1994 Revenue: \$ NA
 HH Inc.: \$30,063
 Retail \$: 1.05 Bil
 Pop per Station: 17,717
 #1 Biller: KCCY-F \$1,500,000

MSA Rank/Pop: NA
 OMA # Colorado Springs
 Average Person Ratings: 15.4
 Market TSL: 21.00 hours

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	SPG 93	Revenue Level
1. KCCY-F (C)	35/21.3	----	20.3	----	23.2	----	74/924	377/35.5	30.6	39.2	KCCY-F
2. KKM-F (CHR)	15/ 9.1	----	10.2	----	11.6	----	75/1134	229/21.5	25.9	23.5	KKM-F
3. KILO-F (AOR)	14/ 8.5	----	5.1	----	5.5	----	60/836	179/16.8	17.0	12.3	KILO-F
4. KDZA-F (O)	14/ 8.5	----	7.9	----	5.5	----	18/383	231/21.7	19.2	16.3	KOZA-F
5. KKF-F (AOR/CL)	10/ 6.1	----	5.6	----	3.9	----	81/1079	149/14.0	10.8	10.2	KKF-F
KCSJ (T)	10/ 6.1	----	5.1	----	5.5	----	11/178	137/12.9	14.0	17.7	KCSJ
7. KGHF (FS)	7/ 4.3	----	5.6	----	4.4	----	11/169	98/ 9.2	11.8	12.0	KGHF
8. KRMX (SP)	4/ 2.4	----	5.6	----	4.4	----	5/58	41/ 3.9	7.8	7.0	KRMX
KIKX-F (C)	4/ 2.4	----	-----	----	0.6	----	27/520	59/ 5.6	0.0	3.6	KIKX-F

12+ FM SHARE (METRO): 81.06% (107 of 132) (SPG 94: 75.83%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMO	12+ EVE	OVERNIGHT
1 KILO-F	1 KKM-F<	1 KCCY-F>	1 KCCY-F>>	1 KCCY-F>>	1 KCCY-F>>	1 KCCY-F>>	1 KCCY-F>>	1 KCCY-F>	1 KCCY-F	1 KCCY-F>>
2 KKM-F>>	2 KCCY-F	2 KKM-F	2 KKM-F	2 KDZA-F<	2 KDZA-F	2 KCSJ	2 KDZA-F	2 KDZA-F	2 KKM-F	2
3 KCCY-F	3 KILO-F	3 KILO-F	3 KOZA-F	3 KKF-F	3 KCSJ	3 KKM-F	3 KCSJ	3 KILO-F	3 KILO-F	3
4	4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	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 KKM-F	1 KKM-F>	1 KCCY-F	1 KCCY-F	1 KCCY-F>	1 KILO-F	1 KILO-F	1 KCCY-F	1 KCCY-F>	1 KCCY-F>>
2	2 KCCY-F>	2 KKM-F	2 KKM-F	2 KDZA-F	2	2 KCCY-F	2	2 KKM-F	2 KKM-F>
3	3 KILO-F	3	3 KDZA-F	3 KKM-F	3	3 KKM-F	3	3 KILO-F	3 KDZA-F
4	4	4	4	4	4	4	4	4	KILO-F
5	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		3 (2)	3 (2)	2.3	5.4	KYZX-F (AC) 104.5 PUEBLO	1.2/5.0/ 4/ 88		
AOR/CLASSIC/NR		24 (2)	24 (2)	18.2	12.8				
COUNTRY		41 (3)	41 (3)	31.1	26.2	KBIO-F (REL) 96.1 FOUNTAIN	1.2/1.9/ 15/ 259		
NEWS/TALK	13 (3)		13 (3)	9.8	10.1	KFEL (REL) 970 PUEBLO	0.6/3.5/ 1/ 47		
CHR		15 (1)	15 (1)	11.4	12.1	KKCS-F (C) 101.9 COLORADO SPGS	1.2/4.2/ 88/1056		
BLACK/URBAN						KKLI-F (SAC) 106.3 WIDEFIELD	1.2/7.4/ 35/ 561		
SOFT AC/EZ		4 (2)	4 (2)	3.0	7.4	KNKN-F (REL) 107.1 PUEBLO	1.2/4.9/ 2/ 76		
HISPANIC	4 (1)		4 (1)	3.0	6.7	KOA (T) 850 OENVER	1.2/5.6/ 34/ 598		
OLDIES		16 (2)	16 (2)	12.1	12.1	KRDO-F (SAC) 95.1 COLORADO SPGS	1.2/7.6/ 28/ 580		
FULL SVC/VARIETY	7 (1)		7 (1)	5.3	0.0	KSPZ-F (O) 92.9 COLORADO SPGS	1.2/6.7/ 48/ 764		
STANOROS					6.7	KTWK (T) 740 COLORADO SPGS	0.6/1.6/ 4/ 128		
RELIG/GOSPEL	1 (1)	4 (2)	5 (3)	3.8	0.7	KVUU-F (AC) 99.9 PUEBLO	0.6/9.6/ 37/ 756		
SPORTS									
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN									
TOTALS	25 (6)	107 (14)	132 (20)						

PUEBLO

OUOPOLY REPORT	12+	25-54	REVENUE
KCCY-F, KDZA-F (McCoy)	29.8%	35.3%	N/A%
KGHF, KCSJ (Local)	10.4%	2.2%	N/A%
	40.2%	37.5%	N/A%

RADIO STATIONS

KCSJ , 590, 1 KW (DA-2) , Talk	WESTWD, \$14.00 (Pueblo)	
KGHF , 1350, 5 KW/1 KW (DA-N), Standards	WESTWD AP, \$13.00 (Target)	McCoy
KRMX , 690, 250 W/24 W , Hispanic	, \$13.00 (---)	
KCCY-F, 96.9, 100 KW @ 318 , Country	ABC, \$26.00 (Mc-Guild)	McCoy
KDZA-F, 107.9, 100 KW @ 239 , Oldies	WESTWD, \$16.00 (Eastman)	McCoy
KYZK-F, 104.5, 50 KW @ 344 , AC	, \$10.00 (---)	

Other ranked stations -- See Colorado Springs



RALEIGH

Arbitron Rank/Pop (12+): 52/804,800

Stations: 32/24
Diaries: 1994/404:1/58.2%
Sample Target: 1815
% Below Line: 6.4
% Not Listed: 19.6

1994 Revenue: \$33,600,000
HH Inc.: \$37,694
Retail \$: 9.2 Bil
Pop per Station: 33,533
#1 Biller: WRAL-F \$5,100,000

MSA Rank/Pop: 33/949,000

OMA # 61

Average Person Ratings: 15.1

Market TSL: 20.00 hours

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WDCG-F (CHR)	99/ 8.2	7.7	6.2	7.0	7.1	7.3	170/3183	1864/23.2	19.1	19.7	E	WDCG-F
2. WOOK-F (B)	97/ 8.0	7.7	8.8	7.3	7.6	8.0	149/2022	1301/16.2	15.2	15.4	D	WOOK-F
3. WPTF (FS/T)	86/ 7.1	6.9	7.5	7.8	7.1	7.3	107/1477	1208/15.0	16.0	15.2	E	WPTF
4. WRAL-F (AC)	82/ 6.8	6.7	6.5	7.9	6.9	7.0	134/2587	1502/18.7	17.0	21.4	G	WRAL-F
5. WQDR-F (C)	76/ 6.3	6.8	7.1	6.8	6.7	6.8	170/2642	1318/16.4	17.3	15.8	G	WQDR-F
6. WKIX-F (C)	72/ 5.9	5.2	6.8	7.5	5.1	6.4	118/2089	1167/14.5	16.5	13.2	C	WKIX-F
7. WRDU-F (AOR)	71/ 5.9	5.4	7.3	5.3	6.0	6.0	120/2101	1328/16.5	17.4	14.7	F	WRDU-F
8. WTRG-F (O)	65/ 5.4	4.0	4.5	5.5	6.0	4.9	162/2270	1198/14.9	13.1	14.7	E	WTRG-F
9. WFXC-FF (B)	64/ 5.2	5.0	5.5	5.5	4.3	5.3	114/1586	980/12.2	10.6	10.0	C	WFXC-FF
10. WZZU-F (CL AOR)	46/ 3.8	4.4	4.0	4.8	5.0	4.3	86/1868	1229/15.3	14.3	14.3	C	WZZU-F
11. WNND-F (J)	24/ 2.0	2.7	2.5	2.4	3.1	2.4	28/555	469/ 5.8	6.0	7.5	B	WNND-F
12. WJMH-F (B)	22/ 1.8	1.2	1.1	1.4	1.3	1.4	37/754	429/ 5.3	4.8	5.5	A	WJMH-F
13. WYLT (ST)	21/ 1.7	2.1	1.7	1.7	1.5	1.8	24/438	387/ 4.8	4.1	4.2	A	WYLT
14.												
15.												

12+ FM SHARE (METRO): 81.13% (791 of 975) (SPG 94: 81.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDCG-F	1 WDCG-F<	1 WDCG-F	1 WRAL-F	1 WRAL-F	1 WPTF >	1 WDCG-F	1 WPTF	1 WDCG-F<	1 WOOK-F	1 WPTF
2 WOOK-F>	2 WOOK-F	2 WOOK-F	2 WDCG-F<	2 WQDR-F	2 WTRG-F	2 WPTF	2 WDCG-F<	2 WOOK-F	2 WDCG-F	2 WOOK-F
3 WKIX-F	3 WRDU-F	3 WRAL-F<	3 WOOK-F	WQOK-F	3 WQDR-F<	3 WOOK-F	3 WQDR-F	3 WRAL-F<	3 WFXC-FF	3 WFXC-FF
4	4 WRAL-F	4 WRDU-F	4 WRDU-F	WDCG-F<	4 WRAL-F	4 WRAL-F	4 WRAL-F<	4 WRDU-F	4 WKIX-F	4 WOOR-F
5	5 WZZU-F	5 WQDR-F	WQDR-F<	5 WTRG-F<	5 WKIX-F	5 WOOR-F	5 WOOK-F<	5 WPTF <	5 WROU-F	5 WRAL-F
6	6 WFXC-FF	6 WFXC-FF<	6 WFXC-FF<	6 WKIX-F<	6 WFXC-FF	6 WZZU-F	6 WKIX-F<	6 WQDR-F	6 WRAL-F	6
7	7 WQDR-F	7 WKIX-F	7 WKIX-F	7 WFXC-FF<	7	7 WRDU-F<	7 WRDU-F	7 WKIX-F	7	7
8	8	8	WTRG-F	8 WRDU-F	8	8 WKIX-F	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 WDCG-F	1 WDCG-F>	1 WDCG-F	1 WDCG-F	1 WRAL-F	1 WOOK-F	1 WOOK-F<	1 WRDU-F	1 WOOK-F	1 WRDU-F<
2 WOOK-F	2 WOOK-F	2 WRAL-F	2 WRAL-F	2 WDCG-F	2 WDCG-F	2 WROU-F	2 WOOK-F	WRDU-F	2 WOOK-F
3 WRDU-F	3 WRAL-F	3 WOOK-F	3 WOOK-F<	3 WFXC-FF	3 WRDU-F	3 WDCG-F	3 WZZU-F	3 WOOR-F<	WQDR-F<
4 WRAL-F	4 WFXC-FF	WFXC-FF	4 WFXC-FF	4 WKIX-F	4 WZZU-F	4 WZZU-F	4 WRAL-F	4 WPTF	4 WPTF
5 WFXC-FF	5 WRDU-F	5 WRDU-F	5 WKIX-F	5 WQDR-F	5 WQDR-F	5 WQDR-F	WDCG-F	5 WDCG-F	5 WTRG-F
6	6	6 WKIX-F	6 WQDR-F	WQOK-F	6	6	6	6 WPTF <	6 WRAL-F
7	7	7	7	WTRG-F	7	7	7	7 WTRG-F	7 WKIX-F

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		96 (3)	96 (3)	9.8	8.7	WAUG (B) 750	NEW HOPE 0.4/1.3/ 5/ 101
AOR/CLASSIC/NR		117 (2)	117 (2)	12.0	14.8	WCLY (G) 1550	RALEIGH 0.5/1.7/ 6/ 136
COUNTRY	20 (2)	186 (5)	206 (7)	21.1	20.7	WDNC (T) 620	DURHAM 1.0/4.0/ 12/ 338
NEWS/TALK	12 (1)		12 (1)	1.2	---	WKTC-F (C) 96.9	GOLDSBORO 1.4/4.4/ 56/ 947
CHR		99 (1)	99 (1)	10.2	9.0	WLLC (B) 570	RALEIGH 1.2/2.8/ 14/ 263
BLACK/URBAN	19 (2)	198 (6)	117 (8)	12.0	17.8	WMPM (C) 1270	SMITHFIELD 1.3/1.3/ 19/ 159
SOFT AC/EZ						WRTP (REL) 1530	CHAPEL HILL 0.4/1.3/ 6/ 119
HISPANIC						WSRC (G) 1410	DURHAM 0.7/1.7/ 9/ 158
						WHLQ-AF(C) 102.5	LOUISBURG 0.8/1.5/ 10/ 123
OLOIES		71 (2)	71 (2)	7.3	7.7	WGTM (G) 590	WILSON 0.5/0.6/ 26/ 216
FULL SVC/VARIETY	86 (1)		86 (1)	8.8	9.1	WZFX-F (B) 99.1	WHITEVILLE 0.7/3.3/ 75/1153
STANDARDS	21 (1)		21 (1)	2.2	2.9		
RELIG/GOSPEL	26 (5)		26 (5)	2.7	5.4		SEE GREENSBORO FOR MORE ABOUT THE FOLLOWING:
SPORTS						WFXX-F 0.5/ 1.9	WPCM-F 1.2/ 4.1
CLASSICAL						WKZL-F 0.5/ 1.5	WOMG-F 0.6/ 3.2
JAZZ		24 (1)	24 (1)	2.5	3.9	WMAG-F 0.7/ 1.5	
OTHERS/UNKNOWN							
TOTALS	184 (12)	791 (20)	975 (32)				

RALEIGH

DUOPOLY REPORT	12+	25-54	REVENUE
WZZU-F, WDCG-F (Prism)	12.0%	11.7%	15.5%
WRDU-F, WTRG-F (HMW)	11.3%	13.2%	23.2%
WPTF, WKTC-F, WQDR-F (Curtis, semi-duopoly)	14.8%	13.8%	25.9%
	38.1%	38.7%	64.6%

RADIO STATIONS

WDNC, 620, 5 KW/1 KW (DA-2), Standards	WESTWD, CNN, \$ 19.00 (Torbet)	
WYLT, 850, 10 KW/5 KW (DA-2), EZ/Standards	WESTWD, \$ 15.00 (Torbet)	Alchemy
WLLE, 570, 500 W/55 W, Gospel/Black	AURN, \$ 16.00 (---)	
WPTF, 680, 50 KW (DA-N), Full Service	CBS, \$ 79.00 (Mc-Guild)	Curtis
WDCG-F, 105.1, 100 KW @ 1525, CHR	ABC, \$ 54.00 (Torbet)	Prism
WFXC-F, 107.1, 2.6 KW @ 505, Black	SMN, \$ 30.00 (Eastman)	Pinnacle
WKIX-F, 96.1, 100 KW @ 984, Country	WESTWD, \$ 40.00 (Torbet)	Alchemy
WKTC-F, 96.9, 100 KW @ 607, Country		Curtis (GOLDSBORO)
WNND-F, 103.9, 8 KW @ 577, Jazz		\$ 25.00 (D & R) (FUQUAY)
		\$ 28.00 (Banner)
WQDR-F, 94.7, 99 KW @ 1128, Country	WESTWD, \$ 98.00 (Mc-Guild)	Curtis
WQOK-F, 97.5, 100 KW @ 981, Black	ABC, \$ 65.00 (D & R)	Ragan Henry (S. BOSTON)
WRAL-F, 101.5, 97 KW @ 1886, AC		\$ 100.00 (Katz) Capitol
WRDU-F, 106.1, 100 KW @ 1348, AOR	Source, \$ 103.00 (MMR)	HMW
WTRG-F, 100.7, 100 KW @ 1968, Oldies	ABC, CBS, \$ 72.00 (D & R)	HMW (ROCKY MOUNT)
WZZU-F, 93.9, 100 KW @ 1269, Classic AOR		\$ 37.00 (Torbet) Prism (BURLINGTON)

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

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

RENO

Arbitron Rank/Pop (12+): 136/271,100

Stations: 18/17
Diaries: 730/371:1/53.9%
Sample Target: 690
% Below Line: 0.4
% Not Listed: 13.4

1994 Revenue: \$11,400,000
HH Inc.: \$35,789
Retail \$: 3.4 Bil
Pop per Station: 15,947
#1 Biller: KBUL-F \$2,500,000

MSA Rank/Pop: 163/280,000
DMA # 126
Average Person Ratings: 16.5
Market TSL: 22.50 hours

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. KBUL-F (C)	53/11.9	8.1	12.7	10.8	10.3	----	79/1030	604/22.3	21.0	21.8	D	KBUL-F
2. KKOH (N/T)	38/ 8.5	12.3	8.8	4.6	1.8	----	56/698	436/16.1	19.3	18.5	C	KKOH
3. KOZZ-F (AOR/CL)	36/ 8.1	8.7	8.1	6.7	9.4	----	54/746	496/18.3	17.6	17.6	C	KOZZ-F
4. KRNO-F (AC)	34/ 7.6	8.3	5.4	6.1	9.4	----	39/595	414/15.3	16.0	13.4		KRNO-F
5. KWNZ-F (CHR)	30/ 6.7	8.1	8.1	6.1	8.8	----	42/797	588/21.7	20.9	21.7	C	KWNZ-F
6. KZAK-F (AOR)	27/ 6.0	5.4	3.4	4.1	3.3	----	30/362	272/10.0	9.0	9.0		KZAK-F
7. KHIT-AF (C)	23/ 5.1	3.8	4.3	5.6	3.7	----	39/652	400/14.8	9.1	10.1		KHIT-AF
8. KODS-F (O)	19/ 4.3	4.0	3.6	5.6	5.7	----	26/545	350/12.9	14.5	13.4	C	KODS-F
KRZQ-F (AOR-NR)	19/ 4.3	2.9	5.0	3.9	4.2	----	39/613	390/14.4	13.2	11.4		KRZQ-F
KSRN-F (ST/EZ)	19/ 4.3	3.8	3.4	5.4	---	----	20/242	211/ 7.8	6.6	6.2		KSRN-F
11. KQNV-F (O-70's)	17/ 3.8	1.1	2.3	2.4	0.9	----	18/303	296/10.9	6.8	5.9		KQNV-F
KCBN (ST)	17/ 3.8	5.4	2.9	4.3	4.8	----	17/209	203/ 7.5	7.9	6.5		KCBN
13. KNEV-F (SAC)	16/ 3.6	6.1	4.8	4.6	6.4	----	25/423	306/11.3	13.5	11.6	C	KNEV-F
14. KPLY (SPRTS)	13/ 2.9	0.9	1.8	1.3	1.1	----	15/185	139/ 5.1	3.7	4.7		KPLY
15. KRNV-F (AOR-P)	12/ 2.7	---	6.6	3.7	4.8	----	12/244	222/ 8.2	---	9.1		KRNV-F
KTHX-F (AOR-P)	12/ 2.7	6.1	2.9	2.4	1.3	----	24/272	190/ 7.0	8.5	6.6		KTHX-F
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 81.91% (317 of 387) (SPG 94: 81.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KWNZ-F>>	1 KZAK-F	1 KBUL-F	1 KBUL-F>	1 KBUL-F	1 KBUL-F<	1 KKOH <	1 KKOH <	1 KBUL-F	1 KBUL-F<	1 KKOH
2 KRZQ-F	2 KOZZ-F	2 KOZZ-F	2 KRNO-F<	2 KRNO-F	2 KKOH	2 KBUL-F>	2 KBUL-F	2 KOZZ-F<	2 KKOH <	KBUL-F>>
3 KBUL-F	3 KWNZ-F<	3 KRNO-F	3 KOZZ-F	3 KOZZ-F	3 KRNO-F	3 KOZZ-F<	3 KOZZ-F<	3 KRNO-F	3 KOZZ-F	3
4	4 KBUL-F	KZAK-F	4 KQNV-F	4 KODS-F	4 KSRN-F	4 KRNO-F	4 KRNO-F	4 KWNZ-F	4 KWNZ-F	4
5	5 KRZQ-F	5 KWNZ-F	5 KZAK-F	5 KQNV-F	5 KCBN	5 KWNZ-F	5	5	5 KRZQ-F	5
6	6	6	6	6	6	6	6	6	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 KWNZ-F	1 KWNZ-F	1 KBUL-F	1 KBUL-F	1 KBUL-F	1 KZAK-F	1 KZAK-F	1 KOZZ-F	1 KOZZ-F<	1 KOZZ-F
2 KRZQ-F	2 KBUL-F	2 KRNO-F	2 KRNO-F>	2 KRNO-F>>>	2 KOZZ-F	2 KOZZ-F>>	KZAK-F	2 KZAK-F>	2 KBUL-F
3 KBUL-F	3 KRZQ-F	KWNZ-F	3 KWNZ-F	3 KNEV-F	3 KBUL-F	3 KRZQ-F	3 KPLY-F	3 KBUL-F	KKOH
	KOZZ-F	4 KZAK-F	4 KOZZ-F	KOZZ-F	KRZQ-F	KBUL-F	4	4 KKOH	4 KODS-F
	KZAK-F	KRNO-F	5	KQNV-F	5	KPLY-F	5	5 KQNV-F	5 KZAK-F
6	6	6	6	KWNZ-F	6	KWNZ-F	6	6	6

FORMATS	RENO				SPG %	OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG/AQH/CUME
	AM	FM	TOTAL	%			
AC		34 (1)	34 (1)	8.8	8.8	KBCH-F (?) 107.7 KINGS BCH CA	0.4/3.0/ 2/ 82
AOR/CLASSIC/NR		106 (5)	106 (5)	27.4	29.9		
COUNTRY	2 (1)	74 (2)	76 (3)	19.6	19.5		
NEWS/TALK	38 (1)		38 (1)	9.8	12.2		
CHR		30 (1)	30 (1)	7.8	9.4		
BLACK/URBAN							
SOFT AC/EZ		16 (1)	16 (1)	4.1	5.5		
HISPANIC					1.3		
OLDIES		36 (2)	36 (2)	9.3	6.2		
FULL SVC/VARIETY							
STANDARDS	17 (1)	19 (1)	36 (2)	9.3	7.3		
RELIG/GOSPEL							
SPORTS	13 (1)		13 (1)	3.4	0.0		
CLASSICAL							
JAZZ							
OTHERS/UNKNOWN		2 (1)	2 (1)	0.5	0.0		
TOTALS	70 (4)	317 (14)	387 (18)				

DUOPOLY REPORT	12+	25-54	REVENUE
KOZZ A/F, KHIT A/F, KRCV (Lotus)	13.2%	13.6%	22.8%
KKOH, KBUL-F, KNEV-F (Citadel)	24.0%	22.4%	43.9%
KPLY-F, KZAK-F, KQNV-F (Local)	12.7%	15.0%	6.6%
KCBN, KRNO-F, KWNZ-F (Patterson, pending)	18.1%	17.0%	16.9%
	68.0%	68.0%	90.2%

RADIO STATIONS

KCBN , 1230, 1 KW	Standards	WESTWD, \$13.00 (Torbet)	Patterson
KPLY , 1270, 5 KW (DA-1)	Sports	CBS WESTWD, \$10.00 (Eastman)	KZAK owner (D) (SPARKS)
KQLO , 920, 5 KW/1 KW (DA-N)	Oldies	SMN, \$11.00 (D & R)	
KKOH , 780, 50 KW (DA-1)	News/Talk	ABC, \$33.00 (Mc-Guild)	citadel
KBUL-F, 98.1, 76 KW @ 2273	Country	, \$42.00 (Christal)	Citadel (CARSON CITY)
KHIT-F, 104.5, 25 KW @ 2929	Country	, \$18.00 (D & R)	Lotus
KIZS-F, 94.7, 88 KW @ 2073	Classic AOR/Talk	WESTWD, \$14.00 (Mc-Guild)	Crown (CARSON CITY)
KQNV-F, 100.9, 6 KW @ 203	Oldies-70's	, \$17.00 (Eastman)	KZAK owner (D) (SPARKS)
KNEV-F, 95.5, 60 KW @ 2270	Soft AC	WESTWD, \$20.00 (Mc-Guild)	Citadel
KODS-F, 103.7, 6.3 KW @ 2985	Oldies	, \$28.00 (MMR)	Americom (CARNELIAN)
KOZZ-F, 105.7, 75 KW @ 2178	Classic AOR	Source, \$39.00 (D & R)	Lotus
KRNV-F, 101.7, 1.3 KW @ 426	AOR-P	AP CNN, \$16.00 (Katz)	
KRNO-F, 106.9, 37 KW @ 2988	AC	, \$33.00 (Torbet)	Patterson
KRZO-F, 96.5, 4 KW @ 2965	AOR-NR	, \$16.00 (MMR)	
KSRN-F, 92.1, 4.1 KW @ 390	Standards/EZ	, \$18.00 (---)	(TAHOE CITY)
KTHX-F, 94.7, 88 KW @ 2073	AOR-Progressive	, \$ NA (MMR)	(SPARKS)
KWNZ-F, 97.3, 87 KW @ 2112	CHR	, \$30.00 (D & R)	Patterson (CARSON CITY)
KZAK-F, 100.1, 1.7 KW @ 2955	AOR	, \$15.00 (Eastman)	(INCLINE VILLAGE)

Miscellaneous: KQLO sold by Pacific Telecom for \$325,000. . . KRCV sold to Lotus (D) for \$235,000. . . KCBN, KRNO-F, KWNZ-F (D) sold to Patterson (D) for \$4,100,000 (Mahlman). . . KNDE-F changes to KQNV-F and format to Oldies-70's (April). . .

RICHMOND

Arbitron Rank/Pop (12+): 56/766,100

Stations: 22/21
Diaries: 1772/432:1/52.3%
Sample Target: 1740
% Below Line: 0.6
% Not Listed: 12.8

1994 Revenue: \$34,000,000
HH Inc.: \$37,302
Retail \$: 9.5 Bil
Pop per Station: 36,481
#1 Biller: WKHK-F \$5,000,000

MSA Rank/Pop: 63/924,000

DMA # 56

Average Person Ratings: 16.1

Market TSL: 21.00 hours

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WCDX-F (B)	123/10.0	10.0	11.7	12.3	10.4	11.0	125/1365	1327/17.3	19.1	17.2	F	WCDX-F
2. WKHK-F (C)	116/ 9.4	10.3	11.8	9.6	11.4	10.3	127/1898	1661/21.7	21.0	22.3	G	WKHK-F
3. WTVR-F (SAC)	108/ 8.8	8.3	8.7	5.3	6.8	7.8	116/1588	1413/18.4	16.6	16.6	O	WTVR-F
4. WRVA (FS/T)	97/ 7.9	10.6	8.8	9.9	12.0	9.3	110/1564	1406/18.4	20.2	24.3	F	WRVA
5. WRVQ-F (CHR)	88/ 7.1	7.1	7.0	8.6	6.3	7.5	99/1876	1592/20.8	20.9	21.3	E	WRVQ-F
6. WPLZ-F (B/AC)	85/ 6.9	6.0	6.3	7.5	8.2	6.7	96/1323	1199/15.7	15.8	16.9	C	WPLZ-F
7. WRXL-F (AOR)	71/ 5.8	6.7	6.0	6.1	6.2	6.2	85/1467	1314/17.2	17.3	16.3	E	WRXL-F
8. WMXB-F (AC)	67/ 5.4	5.3	5.7	6.5	6.1	5.7	72/1198	1045/13.6	16.2	16.4	F	WMXB-F
9. WLEE-F (O-70's)	49/ 4.0	2.8	3.0	3.9	3.2	3.4	58/1270	1088/14.2	10.2	11.3		WLEE-F
10. WVGQ-F (AOR-P)	47/ 3.8	4.5	5.0	5.8	4.5	4.8	49/829	767/10.0	11.6	10.6	D	WVGQ-F
11. WSOJ-F (B)	41/ 3.3	2.5	2.1	2.9	2.1	2.7	45/703	640/ 8.4	6.6	4.9		WSOJ-F
12. WXGI (C)	32/ 2.6	1.1	1.1	0.4	1.5	1.3	32/314	307/ 4.0	2.8	3.1		WXGI
13. WKIK-F (C)	31/ 2.5	2.4	2.8	1.8	2.1	2.4	62/987	650/ 8.5	8.4	7.3	C	WKIK-F
14. WTVR (ST)	23/ 1.9	1.7	1.6	1.3	2.2	1.6	23/258	257/ 3.4	3.9	5.3		WTVR
15. WGCV (G/B)	22/ 1.8	0.6	0.9	1.0	1.9	1.1	28/197	171/ 2.2	1.7	2.4		WGCV
16. WREJ (REL)	20/ 1.6	1.9	1.3	1.5	1.5	1.6	21/258	251/ 3.3	3.1	3.1		WREJ
17. WRVH (SPRTS)	13/ 1.1	1.6	1.0	0.8	1.0	1.1	14/325	302/ 3.9	4.7	3.9		WRVH
18.												
19.												
20.												

12+ FM SHARE (METRO): 78.49% (843 of 1074) (SPG 94: 75.29%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMO	12+ EVE	OVERNIGHT
1 WRVQ-F	1 WCDX-F	1 WCDX-F	1 WCDX-F	1 WCOX-F<	1 WRVA	1 WRVA	1 WTVR-F	1 WKHK-F<	1 WCOX-F	1 WRVA >
2 WCOX-F>>	2 WKHK-F<	2 WKHK-F	2 WTVR-F<	2 WKHK-F<	2 WTVR-F	2 WCDX-F	2 WKHK-F	2 WCDX-F	2 WPLZ-F	2 WKHK-F
3 WKHK-F	3 WRXL-F	3 WTVR-F<	3 WKHK-F	3 WTVR-F	3 WKHK-F	3 WKHK-F	3 WCDX-F<	3 WTVR-F	3 WRVQ-F	3 WCDX-F
WPLZ-F	4 WRVQ-F	4 WRXL-F<	4 WPLZ-F<	4 WPLZ-F	4 WCDX-F	4 WRVQ-F<	4 WRVA	4 WRVQ-F	4 WRVA	4 WTVR-F
5	5 WPLZ-F	5 WPLZ-F	5 WMXB-F	5 WMXB-F	5 WPLZ-F	5 WTVR-F	5 WMXB-F	5 WRXL-F<	5 WTVR-F<	5 WRXL-F
6	6 WVGQ-F<	6 WRVQ-F<	6 WRXL-F	6 WRXL-F<	6 WMXB-F	6 WMXB-F	6 WRVQ-F	6 WPLZ-F<	6 WKHK-F	6 WRVQ-F
7	7 WMXB-F	7 WMXB-F	7 WRVQ-F	7 WRVQ-F	7	7 WRXL-F	7	7 WRVA	7	7
8	8	8	8	8	8	8	8	8	8	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 WCDX-F	1 WCOX-F<	1 WRVQ-F	1 WCOX-F	1 WTVR-F	1 WRXL-F	1 WRXL-F	1 WCOX-F	1 WRXL-F	1 WKHK-F<
2 WRVQ-F	2 WRVQ-F	2 WCOX-F	2 WTVR-F<	2 WCDX-F<	2 WKHK-F	2 WCOX-F>	2 WRXL-F	2 WCDX-F	2 WCOX-F<
3 WKHK-F	3 WKHK-F	3 WKHK-F	3 WRVQ-F	3 WKHK-F	WCDX-F	3 WKHK-F	3 WKHK-F	3 WKHK-F	3 WRXL-F
4 WPLZ-F	4 WTVR-F	WTVR-F	4 WKHK-F	4 WRVQ-F	4 WPLZ-F	4 WPLZ-F>	4 WPLZ-F	4 WPLZ-F<	4 WPLZ-F<
5 WRXL-F	5 WVGQ-F	5 WMXB-F	5 WPLZ-F	5 WPLZ-F	WRVQ-F	5 WLEE-F	5 WLEE-F	5 WMXB-F	5 WLEE-F<
WVGQ-F	6 WMXB-F	6 WVGQ-F	6 WMXB-F	6 WMXB-F	6 WMXB-F	WMXB-F	6 WVGQ-F	6 WLEE-F	6 WMXB-F
7	7 WPLZ-F	7	7 WVGQ-F	7 WVGQ-F	7	WVGQ-F	7	7	7 WTVR-F
8	8	8	8	8	8	8	8	8	8

RICHMOND

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG/AQH/CUME
AC		67 (1)	67 (1)	6.2	6.7	WDYL-F (REL) 92.1	CHESTER 0.8/3.3/ 11/ 270
AOR/CLASSIC/NR		125 (3)	125 (3)	11.6	12.2	WFTH (G) 1590	RICHMOND 0.5/1.3/ 6/ 102
COUNTRY	32 (1)	147 (2)	179 (3)	16.7	16.4	WLEE (T) 1320	RICHMOND 0.7/2.6/ 9/ 199
NEWS/TALK	9 (1)		9 (1)	0.8	2.1	WSTK (ST) 1290	COLONIAL HTS 0.7/1.6/ 9/ 136
CHR		88 (1)	88 (1)	8.2	6.9	WAFX-F (CL AOR) 106.9	SUFFOLK 0.6/2.5/ 16/ 329
BLACK/URBAN		249 (3)	249 (3)	23.2	22.7		
SOFT AC/EZ		108 (1)	108 (1)	10.1	7.5		
HISPANIC							
OLDIES		49 (1)	49 (1)	4.6	3.6		
FULL SVC/VARIETY	97 (1)		97 (1)	9.0	13.2		
STANDARDS	32 (2)		32 (2)	3.0	2.8		
RELIG/GOSPEL	48 (3)	10 (1)	58 (4)	5.4	5.9		
SPORTS	13 (1)		13 (1)	1.2	---		
CLASSICAL							
JAZZ							
OTHERS/UNKNOWN							
TOTALS	231 (9)	843 (12)	1074 (23)				

OUOPOLY REPORT	12+	25-54	REVENUE
WRVA, WRVQ-F, WRXL-F (Clear Channel)	21.9%	17.2%	34.7%
WKIK-F, WKHK-F (ABS)	11.9%	11.8%	17.6%
WVGO-F, WLEE-F (ABS)	7.8%	11.0%	11.8%
WGCV, WCDX-F, WPLZ-F (Sinclair)	18.7%	19.1%	17.1%
	60.3%	59.1%	81.2%

RADIO STATIONS

WFTH, 1590, 5 KW (DAYS)	, Gospel	AURN, \$ 15.00 (---)	
WGCV, 1240, 1 KW	, Gospel/Black	WESTWD, \$ 15.00 (Mc-Guild)	Sinclair
WLEE, 1320, 5 KW (DAYS)	, Talk/News	WESTWD, ABC, \$ 17.00 (---)	
WREJ, 1540, 10 KW (DAYS, DA)	, Religion	, \$ 16.00 (---)	
WRVA, 1140, 50 KW (DA-1)	, Full Service	CBS, \$ 89.00 (Mc-Guild)	Clear Channel
WRVH, 910, 5 KW/1.5 KW(DA-N)	, Sports	WESTWD, CBS, \$ 21.00 (Katz)	Clear Channel
WTVR, 1380, 5 KW (DA-2)	, Standards	SMN, ABC, \$ 20.00 (Katz)	Park
WXGI, 950, 5 KW/50 W	, Country	WESTWD, \$ 16.00 (---)	
WCDX-F, 92.7, 2.4 KW @ 367, Black		, \$ 68.00 (MMR)	Sinclair (MECHANICSVILLE)
WLEE-F, 96.5, 50 KW @ 558, Oldies-70's		, \$ 50.00 (Christal)	Benchmark (WILLIAMSBURG)
WDYL-F, 92.1, 3 KW @ 298, Religion		CNN, \$ 24.00 (---)	(CHESTER)
WKHK-F, 95.3, 13 KW @ 449, Country		WESTWD, \$ 135.00 (Banner)	ABS (COLONIAL HTS)
WKIK-F, 104.7, 100 KW @ 980, Country		, \$ 40.00 (---)	ABS (CREWE)
WMXB-F, 103.7, 20 KW @ 840, AC		ABC, AP, \$ 100.00 (Mc-Guild)	Liberty
WPLZ-F, 99.3, 3 KW @ 328, Black/AC		WESTWD, ABC, \$ 40.00 (MMR)	Sinclair
WRVQ-F, 94.5, 200 KW @ 351, CHR		ABC, \$ 70.00 (Katz)	Clear Channel
WRXL-F, 102.1, 20 KW @ 790, AOR		, \$ 67.00 (Katz)	Clear Channel
WSOJ-F, 100.3, 4.7 KW @ 371, Black		, \$ 17.00 (---)	(PETERSBURG)
WTVR-F, 98.1, 50 KW @ 807, EZ/Soft AC		ABC, \$ 47.00 (Katz)	Park
WVGO-F, 106.5, 8 KW @ 1233, Prog. AOR		, \$ 55.00 (Christal)	Benchmark

Miscellaneous: WDCK-F changes to WLEE-F and format from Oldies to Oldies-70's (March). . .

RIVERSIDE-SAN BERNARDINO

Arbitron Rank/Pop (12+): 28/1,347,800
 MSA Rank/Pop: 10/3,020,000
 Los Angeles DMA
 Average Person Ratings: 17.2
 Market TSL: 22.75 hours

Stations: 43/13
 Diaries: 2232/604:1/50.6%
 Sample Target: 2130
 % Below Line: 56.8
 % Not Listed: 11.4

1994 Revenue: \$21,200,000
 HH Inc.: \$37,221
 Retail \$: 19.7 Bil
 Pop per Station: 103,677
 #1 Biller: KFRG-F \$6,500,000

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. KFRG-F (C)	183/ 7.9	9.5	7.0	6.9	7.4	7.8	236/3308	2309/17.1	14.7	16.6	G	KFRG-F
2. KFI (T)	159/ 6.8	7.5	6.6	6.2	7.1	6.8	266/3130	1959/14.5	13.1	15.2		KFI
3. KGGI-F (CHR)	148/ 6.4	6.7	7.0	7.3	6.4	6.9	222/3498	2416/17.9	21.0	19.0	F	KGGI-F
4. KKBT-F (B)	100/ 4.3	3.4	3.7	2.0	1.9	3.4	130/1962	1159/ 8.6	7.9	6.6		KKBT-F
5. KLOS-F (AOR)	89/ 3.8	3.4	3.6	4.0	3.5	3.7	154/2509	1508/11.2	10.7	11.5		KLOS-F
6. KVAR-F (SP)	88/ 3.8	2.1	3.2	3.8	3.3	3.2	96/1086	960/ 7.1	8.7	10.0		KVAR-F
7. KOLA-F (O)	85/ 3.7	3.6	5.3	3.6	4.3	4.1	99/2320	1831/13.6	15.2	13.2	D	KOLA-F
8. KCAL-F (AOR)	83/ 3.6	2.4	4.0	4.5	3.2	3.6	103/1732	1324/ 9.8	9.5	8.2	F	KCAL-F
9. KOST-F (SAC)	78/ 3.4	3.3	3.8	3.5	3.3	3.5	109/2083	1504/11.2	12.0	11.7		KOST-F
10. KCBS-F (O-70's)	76/ 3.3	2.8	3.1	3.6	3.8	3.2	110/1874	1252/ 9.3	9.6	8.5		KCBS-F
11. KIIS-F (CHR)	75/ 3.2	3.0	2.9	2.5	3.9	2.9	134/2538	1445/10.7	11.9	11.6		KIIS-F
12. KROQ-F (AOR-NR)	72/ 3.1	3.4	3.2	3.8	3.8	3.4	108/1714	1133/ 8.4	8.0	9.3		KROQ-F
13. KNX (N)	58/ 2.5	2.9	2.2	2.5	1.7	2.5	85/1719	1173/ 8.7	7.3	6.8		KNX
14. KCXX-F (AOR-P)	56/ 2.4	1.8	1.3	1.5	0.8	1.8	66/1204	968/ 7.2	3.8	2.8		KCXX-F
15. KRTH-F (O)	53/ 2.3	2.5	2.8	2.4	2.5	2.5	82/1916	1184/ 8.8	10.5	9.4		KRTH-F
KOOJ-F (C)	53/ 2.3	1.9	0.7	0.8	0.8	1.4	67/910	710/ 5.3	3.0	3.2		KOOJ-F
17. KWRP-F (SAC)	51/ 2.2	2.1	2.4	2.7	2.6	2.4	51/476	473/ 3.5	3.2	3.2		KWRP-F
18.												
19.												
20.												

12+ FM SHARE (METRO): 79.38% (1632 of 2056) (SPG 94: 76.94%)

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 KFI	1 KFRG-F	1 KGGI-F>	1 KFI
2 KROQ-F<	2 KKBT-F<	2 KGGI-F	2 KFI	2 KFI	2 KFI >	2 KFI	2 KFRG-F>	2 KGGI-F	2 KKBT-F	2 KFRG-F
3 KKBT-F	3 KLOS-F	3 KFI <	3 KLOS-F	3 KGGI-F<	3 KOLA-F	3 KGGI-F	3 KGGI-F	3 KFI	3 KROQ-F	3 KNX
4	4 KCAL-F<	4 KLOS-F	KGGI-F	4 KCBS-F	4 KNX <	KLOS-F>	4 KOLA-F	4 KKBT-F	4 KFRG-F	4 KGGI-F
5	5 KVAR-F	5 KKBT-F<	KCBS-F	KLOS-F	5 KWRP-F	5 KKBT-F	5 KCAL-F	5 KCAL-F	5 KFI	5 KCAL-F
6	6 KFRG-F	6 KCAL-F	6 KCAL-F	6 KCAL-F	6	6	6	6	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 KKBT-F	1 KGGI-F<	1 KFRG-F	1 KFRG-F	1 KFRG-F>	1 KKBT-F	1 KLOS-F	1 KLOS-F	1 KFI <	1 KFI
2 KGGI-F	2 KFRG-F	2 KGGI-F	2 KGGI-F>	2 KGGI-F	2 KCXX-F	2 KCAL-F	2 KCAL-F	2 KLOS-F	2 KFRG-F
KROQ-F	3 KKBT-F<	3 KIIS-F	3 KVAR-F	3 KFI	KGGI-F	3 KKBT-F	3 KCBS-F	3 KCAL-F	3 KLOS-F<
4 KVAR-F	4 KIIS-F	KVAR-F	4 KIIS-F	4 KOLA-F	4 KROQ-F	4 KROQ-F	4 KVAR-F	4 KCBS-F	4 KCBS-F
KIIS-F	KVAR-F	KCAL-F	KKBT-F	KBIG-F	5 KCAL-F	KVAR-F	5 KROQ-F	5 KFRG-F	5 KCAL-F
KCXX-F	6	6 KBIG-F	6 KOLA-F	KOST-F	6	6 KGGI-F	6 KOST-F	6	6
KFRG-F	7	7	KBIG-F	7	7	7	7	7	7

RIVERSIDE-SAN BERNARDINO

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		66 (2)	66 (2)	3.2	8.0	KCAL (SP) 1410 REOLANDS	0.8/2.5/ 19/ 338		
AOR/CLASSIC/NR		338 (6)	338 (6)	16.4	13.4	KDIF (SP) 1440 RIVERSIDE	0.8/2.3/ 18/ 315		
COUNTRY		261 (3)	261 (3)	12.7	10.5	KLFE (REL) 1240 SAN BERNARDINO	0.4/1.1/ 10/ 163		
NEWS/TALK	272 (5)		272 (5)	13.2	13.3	KMEN (?) 1290 SAN BERNARDINO	0.3/2.2/ 7/ 296		
CHR		257 (3)	257 (3)	12.5	13.9	KSZZ (SP) 590 SAN BERNARDINO	0.7/1.7/ 17/ 257		
BLACK/URBAN		100 (1)	100 (1)	4.9	3.1	KXRS-F (SP) 105.7 HEMET	0.4/1.1/ 11/ 164		
SOFT AC/EZ		150 (3)	150 (3)	7.3	4.4	XTRA (SPRTS)690 TIJUANO	0.8/2.3/ 35/ 592		
HISPANIC	53 (3)	157 (4)	210 (7)	10.2	9.5	KWVE-F (REL) 107.9 SAN CLEMENTE	0.6/1.9/ 17/ 322		
OLDIES	10 (1)	214 (3)	224 (4)	10.9	16.1	SEE LOS ANGELES FOR MORE ABOUT THE FOLLOWING:			
FULL SVC/VARIETY									
STANDARDS	54 (3)		54 (3)	2.6	3.1	KABC 1.0/ 3.0 KLAC 1.2/ 3.7	KPWR-F 1.5/ 6.0		
RELIG/GOSPEL	9 (1)	15 (1)	24 (2)	1.2	1.0	KBIG-F 2.5/ 7.5 KLAX-F 0.3/ 1.2	KRLA 0.4/ 1.8		
						KFWB 0.7/ 3.0 KLSX-F 1.3/ 4.4	KSCA-F 0.3/ 1.4		
SPORTS	19 (1)		19 (1)	0.9	---	KOJY-AA 1.1/ 2.6 KLVE-F 2.2/ 5.0	KTWV-F 2.2/ 5.7		
CLASSICAL		23 (1)	23 (1)	1.1	1.3	KKGO-F 1.0/ 3.2 KMPC 0.6/ 2.0	KXEZ-F 0.9/ 3.1		
JAZZ		51 (1)	51 (1)	2.5	1.4		KYSR-F 0.4/ 2.1		
OTHERS/UNKNOWN	7 (1)		7 (1)	0.3	1.0		KZLA-F 1.1/ 3.7		
TOTALS	424 (15)	1632 (28)	2056 (43)						

DUOPOLY REPORT	12+	25-54	REVENUE
KOOJ-F, KFRG-F (Amaturo)	10.2%	12.1%	33.0%
KCAL-F, KOLA-F (Anaheim)	7.3%	8.8%	30.2%
KSZZ, KVAR-F, KCAL (Embarcadero)	5.3%	5.7%	16.5%
KXRS-F, KTOT-F (Local)	0.4%	0.4%	< 2.0%
	23.2%	27.0%	79.7%

RADIO STATIONS

KCAL, 1410, 5 KW/4 KW (OA-N), Hispanic	, \$ 33.00 (Lotus)	Nogales
KDIF, 1440, 1 KW, Hispanic	, \$ 23.00 (Katz Hisp.)	
KSZZ, 590, 1 KW (DA-2), Hispanic	, \$ 25.00 (Lotus)	Embarcadero
KCXX-F, 103.9, 0.2 KW @ 1752, AOR-P	, \$ 27.00 (---)	All Pro
KCAL-F, 96.7, 1.8 KW @ 377, AOR	, \$ 77.00 (Torbet)	Anaheim
KFRG-F, 95.1, 50 KW @ 321, Country	, \$ 160.00 (MMR)	Amaturo
KGGI-F, 99.1, 2.6 KW @ 1843, CHR	ABC, \$ 95.00 (Mc-Guild)	Chancellor
KVAR-F, 97.5, 72 KW @ 1571, Hispanic	, \$ 51.00 (---)	Embarcadero
KOLA-F, 99.9, 31 KW @ 1630, Oldies	ABC, \$ 44.00 (Torbet)	Anaheim
KOOJ-F, 92.7, 3 KW @ 298, Country	ABC, \$ 31.00 (MMR)	Amaturo
KWRP-F, 96.1, 60 W @ 1502, EZ/Soft AC	USA, \$ 25.00 (K & P)	(SAN JACINTO)

Other Ranked Stations -- See Los Angeles

Miscellaneous: KABE-F changed to KCXX-F (Feb). . . KHTX-AM changed to KSZZ and format from Standards to Hispanic (Dec). . . KHTX-F changed to KVAR-F and format from Country to Hispanic (Feb). . . KVAR-F went below-the-line in Riverside-SB and now calls Los Angeles its home market. . .

POANOKE-LYNCHBURG

Arbitron Rank/Pop (12+): 99/374,100

MSA Rank/Pop: 184 - Peanoke
194 - Lynchburg 428,000
DMA # 68

Average Person Ratings: 15.4
Market TSL: 20.50 hours

Stations: 23/20
Diaries: 945/396:1/58.8%
Sample Target: 850
% Below Line: 2.1
% Not Listed: 21.9

1994 Revenue: \$14,100,000
W Inc: \$39,720
Retail \$: 4.5 Bill
Exp Per Station: 16,700
#1 Billing: WYD-F \$3,400,000

12+ METRO	1/4/SHAPE	FAL		SPG		4 Book Avg.	12+ TCA 1/4/CUME	12+ METRO CUME/CUME		FAL		SPG	Revenue Level	
		94	94	93	93			FAL	94	94				
1. WYD-F (C)	80/13.9	13.8	18.8	18.0	18.9	----	106/1381	920/24.6	24.9	28.0			E	WYD-F
2. WROV-F (AOR)	55/ 9.5	7.4	8.5	9.4	12.0	---	100/1364	683/18.3	18.2	15.6			D	WROV-F
3. WXLK-F (CHR)	54/ 9.3	9.4	9.7	11.6	10.5	----	124/2045	895/23.9	26.2	28.5			D	WXLK-F
4. WJJS-FF (B)	52/ 8.1	6.8	6.2	3.9	1.5	----	58/691	574/15.3	15.7	10.3				WJJS-FF
5. WSLO-F (AC)	39/ 6.8	6.6	5.9	8.0	6.5	----	97/1496	647/17.3	14.4	15.8			C	WSLO-F
6. WJLM-F (C)	34/ 5.9	7.2	5.9	6.1	3.5	----	42/587	480/12.8	11.7	12.7				WJLM-F
7. WPVR-F (SAC)	29/ 5.0	8.5	6.9	7.8	10.1	----	71/1193	520/13.9	16.3	15.3			C	WPVR-F
8. WFIR (FS/T)	23/ 4.0	4.3	6.5	4.2	6.0	----	27/491	377/10.1	10.8	12.7				WFIR
9. WSLC (C/FS)	22/ 3.8	3.1	4.2	3.1	2.7	----	27/272	220/ 5.9	5.7	8.7				WSLC
10. WRDU-FF (O)	17/ 3.0	3.2	3.6	4.2	6.0	----	24/540	358/ 9.6	8.2	10.2				WRDU-FF

12+ FM SHARE (METRO): 86.75% (393 of 453) (SPG 94: 82.70%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AM	12+ MID	12+ PM	12+ EVE	OVERNIGHT
1 WXLK-FF<	1 WROV-F<	1 WROV-F	1 WROV-F	1 WYD-F<	1 WYD-F>	1 WYD-F>	1 WYD-F	1 WYD-F	1 WJJS-FF	1 WJJS-FF
2 WJJS-FF>>	2 WJJS-FF<	2 WYD-F<	2 WYD-F	2 WROV-F	2 WSLO-F	2 WXLK-FF<	2 WROV-F	2 WROV-F	2 WYD-F	2 WYD-F
3	3 WXLK-FF	3 WJJS-FF	3 WSLO-F<	3 WSLO-F	3 WROV-F<	3 WROV-F	3 WXLK-FF	3 WXLK-FF	3 WXLK-FF	3 WROV-F
4	4 WYD-F	4 WXLK-FF	4 WXLK-FF	4 WJJS-FF<	4 WPVR-F	4 WJJS-FF<	4 WSLO-F<	4 WJJS-FF	4 WROV-F	4
5	5	5 WSLO-F	5 WJJS-FF	5 WXLK-FF	5 WSLC	5 WSLO-F	5 WJJS-FF	5 WSLO-F	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 WJJS-FF	1 WJJS-FF>	1 WJJS-FF	1 WJJS-FF	1 WYD-F	1 WXLK-FF	1 WROV-F>	1 WRDU-F	1 WROV-F>	1 WROV-F>
2 WXLK-FF	2 WYD-F	2 WXLK-FF	2 WYD-F<	2 WJJS-FF<	2 WROV-F	2 WXLK-FF>	2 WXLK-FF	2 WXLK-FF<	2 WYD-F>
3	3 WXLK-FF	3 WYD-F	3 WXLK-FF<	3 WSLO-F	3 WJJS-FF	3 WJJS-FF	3 WYD-F	3 WYD-F	3 WXLK-FF
4	4 WJLM-F	4	4 WSLO-F>	4 WXLK-FF	4	4 WYD-F	4	4 WJJS-FF	4 WSLO-F
5	5 WPVR-F	5	5	5 WPVR-F	5	5 WJLM-F	5	5 WSLO-F	5
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/PTG/AQH/CUME	TSR	TSR
AC		39 (1)	39 (1)	8.6	7.0	WGOL-F (O) 97.9	LYNCHBURG	1.0/4.2/	7/ 170
AOR/CLASSIC/NR		57 (2)	57 (2)	12.6	10.3	WKDE-F (C) 105.5	ALTAVISTA	0.3/1.3/	3/ 100
COUNTRY	22 (1)	116 (3)	138 (4)	30.5	35.0	WLNI-F (T) 105.9	LYNCHBURG	1.0/3.8/	8/ 160
NEWS/TALK	5 (1)	6 (1)	11 (2)	2.4	9.5	WLQE-AF(ST) 880	MONETA	2.4/2.9/	15/ 127
CHR		54 (2)	54 (2)	11.9	11.7	WLVA (T) 590	LYNCHBURG	0.9/3.4/	5/ 127
BLACK/URBAN	3 (1)	62 (4)	65 (5)	14.3	11.7	WTOY (B) 1480	SALEM	0.5/1.8/	3/ 68
SOFT AC/EZ		29 (1)	29 (1)	6.4	8.2	WJHH-F (B) 102.1	GREENSBORO MKT	0.9/2.9/	20/ 416
HISPANIC						WQCK-F (B) 97.5	GREENSBORO MKT	0.9/2.6/	25/ 410
OLDIES		23 (3)	23 (3)	5.1	5.8	WXRA-F (AOR) 94.5	GREENSBORO MKT	0.3/1.6/	30/ 438
FULL SVC/VARIETY	23 (1)		23 (1)	5.1	0.0				
STANDARDS	7 (1)	7 (1)	14 (2)	3.1	0.8				
RELIG/GOSPEL									
SPORTS									
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN									
TOTALS	60 (5)	393 (18)	453 (23)						

ROANOKE-LYNCHBURG

DUOPOLY REPORT	12+	25-54	REVENUE
WXLK-F, WLYK-F (Coleman, semi-duopoly)	9.3%	8.1%	14.9%
WXYU, WJJX-F, WLDJ-F (Bruce Houston)	11.1%	13.2%	5.5%
WYYD-F, WROV A/F (Benchmark)	23.4%	25.2%	39.7%
	43.8%	46.5%	60.1%

RADIO STATIONS

WFIR, 960, 5 KW (DA-N), Talk/News	CBS, \$ 19.00 (Torbet)	Gibbons	
WLVA, 590, 1 KW, Talk	CBS, \$ 10.00 (Roslin)		(LYNCHBURG)
WSLC, 610, 5 KW/1 KW (DA-2), Country/FS	WESTWD, \$ 15.00 (Katz)	Mel Wheeler	
WGOL-F, 98.3, 0.6 KW @ 1925, Oldies	ABC, \$ 16.00 (Torbet)		(LYNCHBURG)
WJJX-F, 101.7, 3.4 KW @ 289, Black	, \$ 13.00 (K & P)	Houston	(LYNCHBURG)
WJLM-F, 93.5, 6 KW @ 98, Country	WESTWD, \$ 22.00 (Torbet)		(SALEM)
WLDJ-F, 102.7, 22 KW @ 745, Oldies	, \$ 14.00 (---)	Houston	(LYNCHBURG)
WPVR-F, 94.9, 100 KW @ 1981, Soft AC	, \$ 31.00 (Torbet)	Gibbons	
WROV-F, 96.3, 14 KW @ 2076, AOR	ABC, \$ 52.00 (Christal)	Benchmark	(MARTINSVILLE)
WSLQ-F, 99.1, 200 KW @ 1991, AC	, \$ 40.00 (Katz)	Mel Wheeler	
WRDJ-F, 105.3, 3 KW @ 75, Oldies	, \$ 11.00 (---)		
WXLK-F, 92.3, 93 KW @ 2050, CHR	CNN, \$ 50.00 (Mc-Guild)	Coleman	
WYYD-F, 107.9, 21 KW @ 1768, Country	ABC, \$ 72.00 (Mc-Guild)	Benchmark	(AMHERST)

Miscellaneous: WLLL, WGOL-F sold for \$600,000. . . WROV A/F sold by Atlantic to Benchmark (D) for \$5,800,000 (Bergner). . .

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

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

ROCHESTER

Arbitron Rank/Pop (12+): 44/897,500
 MSA Rank/Pop: 48/1,090,000
 OMA # 71
 Average Person Ratings: 16.5
 Market TSL: 21.75 hours

Stations: 24/21
 Diaries: 2130/421:1/60.2%
 Sample Target: 1935
 % Below Line: 1.6
 % Not Listed: 16.5

1994 Revenue: \$28,200,000
 HH Inc.: \$38,240
 Retail \$: 8.8 Bil
 Pop per Station: 42,738
 #1 Biller: WCMF A/F \$5,300,000

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WBEE-F (C)	187/12.7	12.6	11.7	12.7	11.4	12.4	197/2242	2030/22.6	21.7	22.9	F	WBEE-F
2. WCMF-F (AOR)	161/10.9	11.7	10.3	10.8	11.2	10.9	188/2464	2224/24.8	24.9	24.7	G	WCMF-F
3. WPXY-F (CHR)	134/ 9.1	8.3	8.2	9.4	8.5	8.8	142/2528	2300/25.6	25.1	23.7	E	WPXY-F
4. WHAM (FS)	132/ 8.9	11.8	13.5	9.7	10.8	11.0	144/2051	1878/20.9	27.4	24.0	F	WHAM
5. WRMM-F (SAC)	104/ 7.0	7.6	8.4	7.7	7.5	7.7	107/2009	1911/21.3	20.1	19.7	D	WRMM-F
6. WDKX-F (B)	93/ 6.3	5.2	4.6	4.9	4.6	5.3	93/841	841/ 9.4	9.8	8.1	B	WDKX-F
7. WKLX-F (O)	86/ 5.8	5.4	6.0	7.3	6.1	6.1	99/1742	1537/17.1	18.4	18.0	C	WKLX-F
8. WNVE-F (AOR-NR)	74/ 5.0	1.7	1.9	2.5	2.8	2.8	94/1469	1189/13.2	8.1	10.7		WNVE-F
9. WVOR-F (AC)	60/ 4.1	4.9	5.6	4.6	4.9	4.8	65/1465	1316/14.7	18.4	14.7	C	WVOR-F
10. WMAX-F (AOR-P)	48/ 3.2	3.1	3.2	2.7	3.9	3.1	48/818	808/ 9.0	8.6	8.9	C	WMAX-F
11. WBBF (ST)	34/ 2.3	4.4	2.8	3.3	3.6	3.2	34/535	529/ 5.9	6.7	7.6	A	WBBF
12. WJZR-F (J)	23/ 1.6	1.1	1.4	1.3	1.3	1.4	23/480	477/ 5.3	4.8	3.7	B	WJZR-F
13. WHTK (T)	15/ 1.0	0.8	0.7	0.7	0.6	0.8	17/384	362/ 4.0	3.8	3.1		WHTK
14.												
15.												

12+ FM SHARE (METRO): 84.04% (1037 of 1234) (SPG 94: 80.87%)

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 WCMF-F	1 WBEE-F	1 WCMF-F<	1 WBEE-F<	1 WBEE-F	1 WPXY-F<	1 WHAM
2 WNVE-F	2 WPXY-F	2 WBEE-F	2 WBEE-F	2 WBEE-F>	2 WHAM >	2 WBEE-F<	2 WCMF-F>	2 WCMF-F<	2 WKDX-F	2 WRMM-F
3 WOKX-F	3 WNVE-F	3 WPXY-F	3 WRMM-F	3 WRMM-F	3 WRMM-F	3 WHAM >	3 WRMM-F<	3 WPXY-F	3 WBEE-F	3 WBEE-F
4	4 WBEE-F	4 WRMM-F	4 WPXY-F	4 WKLX-F<	4 WKLX-F	4 WPXY-F	4 WHAM	4 WHAM	4 WCMF-F<	4 WCMF-F
5	4 WDKX-F	5 WDKX-F	WKLX-F	5 WPXY-F	5 WCMF-F	5 WRMM-F	5 WPXY-F<	5 WRMM-F	5 WNVE-F	5 WPXY-F
6	6 WRMM-F	6 WKLX-F<	6 WDKX-F	6 WDKX-F	6 WDKX-F	6	6 WKLX-F	6 WOKX-F	6 WKLX-F	6 WDKX-F
7	7	7 WNVE-F	7	7 WHAM	7 WPXY-F	7	7	7 WKLX-F	7	7
8	8	8	8	8	8	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 WPXY-F	1 WPXY-F>	1 WPXY-F	1 WPXY-F<	1 WBEE-F<	1 WCMF-F	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>
2 WBEE-F	2 WDKX-F	2 WCMF-F	2 WBEE-F<	2 WRMM-F	2 WNVE-F	2 WNVE-F>	2 WNVE-F	2 WBEE-F	2 WBEE-F>
WDX-F	3 WCMF-F<	3 WDKX-F	3 WRMM-F	3 WPXY-F	3 WPXY-F	3 WPXY-F	3 WBEE-F	3 WNVE-F	3 WKLX-F
4 WRMM-F	4 WBEE-F	4 WMAX-F	4 WDKX-F	4 WCMF-F	4 WBEE-F	4 WBEE-F	4 WMAX-F	4 WKLX-F<	4 WHAM
5	WRMM-F	WRMM-F	WCMF-F<	WKLX-F	WDX-F	5 WDKX-F	WPXY-F	5 WPXY-F	5 WDKX-F
6	6 WVOR-F	WVOR-F	6 WVOR-F	WVOR-F	6	6	6	6 WDKX-F	6 WRMM-F<
7	7 WMAX-F	7	7 WKLX-F	7 WDKX-F	7	7	7	7	7 WNVE-F

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		75 (3)	75 (3)	6.1	6.3	WBTA (?)	1490 BATAVIA	0.5/1.2/	7/ 105
AOR/CLASSIC/NR		294 (5)	294 (5)	23.8	23.2	WCMF (SPRTS)	990 ROCHESTER	0.2/1.3/	4/ 130
COUNTRY		196 (2)	196 (2)	15.9	15.0	WDCZ-F (REL)	102.7 WEBSTER	0.6/2.2/	9/ 199
NEWS/TALK	15 (1)		15 (1)	1.2	0.7	WHRR-F (?)	93.3 AVON	0.9/3.6/	17/ 336
						WLKA-F (AC)	102.3 CANANDAIGUA	0.4/1.3/	7/ 118
CHR		134 (1)	134 (1)	10.9	11.0	WNNR-F (CL AOR)	103.5 SODUS	0.3/1.8/	5/ 178
BLACK/URBAN		93 (1)	93 (1)	7.5	5.6	WWG (REL)	1460 ROCHESTER	0.4/1.3/	6/ 118
SOFT AC/EZ		104 (1)	104 (1)	8.4	9.9	WZVX-F (REL)	99.7 PALMYRA	0.6/2.1/	11/ 202
HISPANIC						WGRF-F (AOR)	96.9 BUFFALO	0.4/1.0/	10/ 126
OLDIES		86 (1)	86 (1)	7.0	7.4	WMJQ-F (AC)	102.5 BUFFALO	0.6/2.3/	20/ 350
FULL SVC/VARIETY		132 (1)	132 (1)	10.7	13.0	WNUC-F (C)	107.7 WEATHERSFLD	0.6/3.2/	30/ 547
STANDARDS	34 (1)		34 (1)	2.8	4.3				
RELIG/GOSPEL	6 (1)	18 (2)	24 (3)	1.9	1.2				
SPORTS	3 (1)		3 (1)	0.2	0.0				
CLASSICAL									
JAZZ		23 (1)	23 (1)	1.9	1.5				
OTHERS/UNKNOWN	7 (1)	14 (1)	21 (2)	1.7	0.9				
TOTALS	197 (5)	1037 (19)	1234 (24)						

ROCHESTER

DUOPOLY REPORT	12+	25-54	REVENUE
WCMF A/F, WRMM-F (American Radio Systems)	18.1%	22.6%	28.4%
WBBF, WBEE-F, WKLX-F (Heritage)	20.8%	20.1%	23.6%
WHAM, WHTK, WVOR-F, WPXY-F (Lincoln)	23.1%	19.2%	33.3%
	62.0%	61.9%	85.3%

RADIO STATIONS

WBBF, 950, 1 KW (DA-2)	, Standards	CNN , \$ 24.00 (Katz)	Heritage
WHAM, 1180, 50 KW	, Full Service	TALKNT, CBS , \$ 74.00 (Mc-Guild)	Lincoln
WHTK, 1280, 5 KW (DA-N)	, Talk	WESTWD , \$ 12.00 (Mc-Guild)	Lincoln
WBEE-F, 92.5, 50 KW @ 500,	Country	WESTWD , \$ 82.00 (Katz)	Heritage
WCMF-F, 96.5, 50 KW @ 449,	AOR	, \$ 120.00 (Torbet)	Amer. Radio Syst.
WOKX-F, 103.9, 0.8 KW @ 541,	Black	, \$ 28.00 (Williams)	
WJZR-F, 105.9, 3 KW @ 180,	Jazz	AP , \$ 20.00 (---)	
WKLX-F, 98.9, 37 KW @ 564,	Oldies	, \$ 49.00 (Katz)	Heritage
WMAX-F, 106.7, 3.5 KW @ 266,	Prog. AOR	, \$ 21.00 (K&P)	(IRONDUQUOIT)
WPXY-F, 97.9, 50 KW @ 400,	CHR	, \$ 63.00 (Christal)	Lincoln
WRMM-F, 101.3, 27 KW @ 640,	Soft AC	, \$ 60.00 (Torbet)	Amer. Radio Syst.
WNVE-F, 95.1, 50 KW @ 492,	AOR-NR	, \$ 29.00 (D&R)	(S. BRISTOL)
WVOR-F, 100.5, 50 KW @ 479,	AC	, \$ 65.00 (Mc-Guild)	Lincoln

Miscellaneous: WRQI-F changes from Classic Rock to Modern Rock (March). . . WRQI-F changes to WNVE-F (April). . .

ROCKFORD

Arbitron Panel/Pop (12+): 146/244,100
 MSA Panel/Pop: 141/346,000
 DMA # 136
 Average Person Ratings: 15.9
 Market TSL: 21.25 hours

Stations: 22/31
 Brands: 727/334/1/60.72
 Sample Target: 650
 % Below Line: 34.2
 % Not Listed: 19.8

1994 Revenue: \$7,911,000
 Ad Index: \$30,000
 Rate: \$1,290.00
 Spots per Station: 24,417
 P1 Excl: WXPX-F \$1,610,000

12+ METRO	1/4/SHAPE	FAL 94	SPG 94	FAL 93	SPG 93	4-Week Avg.	12+ MSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Rating Level	STATION
1. WXPX-F (AOR)	70/18.0	17.1	16.8	13.5	15.6	---	76/937	719/29.5	27.7	24.6	C	WXPX-F
2. WZOK-F (CHR)	41/10.5	10.3	9.9	9.3	12.8	---	63/1228	650/24.6	29.6	31.4	C	WZOK-F
3. WXXQ-F (C)	33/ 8.5	7.6	5.8	5.6	4.9	---	75/820	352/15.6	15.3	13.8	F	WXXQ-F
4. WRWC-F (AC)	24/ 6.2	6.6	9.1	8.3	7.4	---	31/573	466/16.6	17.9	19.2	E	WRWC-F
5. WROK (FS)	22/ 5.7	7.6	7.4	8.3	10.5	---	22/475	479/19.2	21.4	19.3	C	WROK
6. WKMO-F (O)	21/ 5.4	5.6	6.3	5.1	6.9	---	39/835	508/20.8	18.4	20.5	C	WKMO-F
7. WRRR (ST)	17/ 4.4	3.9	6.3	4.2	3.1	---	17/223	207/ 8.5	9.3	10.3	A	WRRR
8. WNTA (T)	13/ 3.3	3.7	---	2.0	2.1	---	13/147	147/ 6.6	7.5	---	A	WNTA
9. WGN (FS/T)	12/ 3.1	5.1	5.5	5.6	3.8	---	46/619	231/ 9.5	14.9	9.9	---	WGN
10.												

12+ FM SHARE (METRO): 70.83% (221 of 312) (SPG 94: 71.19%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AFD	12+ MID	12+ FMD	12+ EVE	OVERNIGHT
1 WZOK-F>	1 WXPX-F>>	1 WXPX-F>>	1 WXPX-F>>	1 WXPX-F>>	1 WROK	1 WXPX-F>	1 WXPX-F>	1 WXPX-F>>	1 WXPX-F>	1 WROK
2 WXPX-F	2 WZOK-F>	2 WZOK-F>	2 WZOK-F	2 WZOK-F	WXXQ-F	2 WZOK-F	2 WZOK-F>	2 WZOK-F>	2 WZOK-F	2 WZOK-F
3	3 WXXQ-F	3 WXXQ-F<	3 WKMO-F	3 WKMO-F<	3 WRWC-F	3 WROK	3 WRWC-F<	3 WXXQ-F	3 WROK	3 WXXQ-F
4	4	4 WKMO-F<	4 WRWC-F	4 WXXQ-F	4 WXPX-F	4 WXXQ-F	4 WXXQ-F	4 WRWC-F	4 WXXQ-F	4
5	5	5 WRWC-F	5 WXXQ-F	5 WRWC-F	5 WRRR-F	5	5	5 WKMO-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 WZOK-F	1 WXPX-F	1 WXPX-F	1 WZOK-F	1 WZOK-F	1 WXPX-F	1 WXPX-F>>>	1 WXPX-F>>	1 WXPX-F>>>	1 WXPX-F>>>
2 WXPX-F	2 WZOK-F>>	2 WZOK-F	2 WXPX-F>	2 WRWC-F	2 WZOK-F	2 WZOK-F	2 WRWC-F<	2	2
3 WXXQ-F	3 WXXQ-F	3 WXXQ-F	3 WRWC-F<	WKMO-F	3 WXXQ-F	3	3 WZOK-F	3	3
4	4	4 WRWC-F	4 WXXQ-F	WXPX-F	4	4	4 WNTA	4	4
5	5	5	5 WKMO-F	5 WXXQ-F	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHAPE/PTG/AQH/CUME	ISA	ISA
AC		24 (1)	24 (1)	7.7	10.9	WBEL (FS) 1380	0.5/1.6/ 6/ 135		
AOR/CLASSIC/NR		77 (3)	77 (3)	24.7	20.2	WQFL-F (REL) 100.9	1.5/6.1/ 7/ 188		
COUNTRY		40 (2)	40 (2)	12.8	12.3				
NEWS/TALK	28 (4)		28 (4)	9.0	5.6	WJJO-F (AOR) 94.1	0.5/2.7/ 10/ 173		
						WJVL-F (C) 99.9	1.8/8.0/ 55/ 625		
CHR		44 (2)	44 (2)	14.1	12.9	WSJY-F (SAC) 107.3	1.5/4.8/ 19/ 272		
BLACK/URBAN		3 (1)	3 (1)	1.0	1.3	WZEE-F (CHR) 104.1	0.8/7.1/ 29/ 604		
SOFT AC/EZ		6 (1)	6 (1)	1.9	4.3				
HISPANIC						SEE CHICAGO FOR MORE ABOUT THE FOLLOWING:			
OLDIES		21 (1)	21 (1)	6.7	7.6	WAIT 1.3/ 2.0	1.3/ 6.6		
FULL SVC/VARIETY	36 (3)		36 (3)	11.5	15.6	WBBM 1.5/ 6.6	1.3/ 2.6		
STANDARDS	22 (2)		22 (2)	7.1	7.6	WGCI-F 0.8/ 1.5	1.3/ 2.5		
RELIG/GOSPEL		6 (1)	6 (1)	1.9	1.7	WLS 1.0/ 4.2			
SPORTS	5 (1)		5 (1)	1.6	---				
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN									
TOTALS	91 (10)	221 (12)	312 (22)						

ROCKFORD

OUOPOLY REPORT	12+	25-54	REVENUE
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WRRR, WRRX-F, WNTA, WKMQ-F (Airwaves)	31.1%	34.4%	32.9%

RADIO STATIONS

WNTA , 1150, 1 KW/60 KW (DA-1), News/Talk	WESTWD CNN, \$11.00 (Katz)	Airplay	
WROK , 1440, 5 KW/500 W (DA-D), Full Service	TALKNT ABC, \$30.00 (Christal)	Connoisseur	
WRRR , 1330, 1 KW/ 91 W (DA-1), Standards	SMN, \$12.00 (Katz)	Airplay	
WKMQ-F, 95.3, 1.3 KW @ 512 , Oldies	, \$21.00 (Katz)	Airplay	(WINNEBAGO)
WQFL-F, 100.9, 3 KW @ 298 , Religion	UPI, \$11.00 (---)		
WRWC-F, 103.1, 1.2 KW @ 525 , AC	WESTWD, \$32.00 (K & P)	Salter	(ROCKTON)
WRRX-F, 104.9, 4 KW @ 400 , AOR - Classic	Source, \$35.00 (Katz)	Airplay	(BELVIOERE)
WXXQ-F, 98.5, 50 KW @ 400 , Country	, \$16.00 (Eastman)	Connoisseur	(FREEPORT)
WZOK-F, 97.5, 50 KW @ 430 , CHR/AOR	, \$40.00 (Christal)	Connoisseur	

WGN - See Chicago

WSJY, WJVL - See Madison

Miscellaneous: WFRL, WXXQ-F sold to Connoisseur for \$2,300,000 (MVP). . . WROK, WZOK-F sold to Connoisseur (D) for \$5,000,000 (MVP). . .

SACRAMENTO

Arbitron Rank/Pop (12+): 29/1,340,800
 MSA Rank/Pop: 34/1,650,000
 DMA # 17
 Average Person Ratings: 15.7
 Market TSL: 20.75 hours

Stations: 28/23
 Diaries: 2307/581:1/51.1%
 Sample Target: 2220
 % Below Line: 3.7
 % Not Listed: 15.8

1994 Revenue: \$63,200,000
 HH Inc.: \$37,617
 Retail \$: 12.8 Bill
 Pop per Station: 58,296
 #1 Biller: KFBK \$12,100,000

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME PATING	FAL 94	SPG 94	Revenue Level	
1. KFBK (N/T)	205/ 9.7	11.4	13.9	11.6	11.8	11.7	255/3505	2797/20.9	24.2	23.7	I	KFBK
2. KSFM-F (CHR)	152/ 7.2	7.7	5.8	7.4	8.4	7.0	217/3479	2242/16.7	16.2	17.9	G	KSFM-F
3. KNCI-F (C)	142/ 6.8	5.7	5.7	7.1	6.4	6.3	161/2599	1942/14.5	15.1	13.8	G	KNCI-F
4. KHYL-F (O)	129/ 6.1	5.6	5.8	4.4	3.8	5.5	174/3226	2403/17.9	18.0	14.6	F	KHYL-F
5. KGBY-F (AC)	123/ 5.8	5.0	7.3	5.3	5.7	5.9	156/2541	2192/16.3	18.0	15.0	G	KGBY-F
6. KWOD-F (AOR-HR)	106/ 5.0	4.9	3.8	4.5	3.9	4.6	128/2278	1749/13.0	11.2	10.6	C	KWOD-F
7. KRXQ-F (AOR)	96/ 4.6	4.2	3.4	5.5	4.0	4.4	114/1892	1583/11.8	9.5	11.1	E	KRXQ-F
8. KYMX-F (SAC)	89/ 4.2	5.9	4.4	5.1	4.4	4.9	105/2160	1756/13.1	12.8	13.0	E	KYMX-F
9. KSTE (T)	87/ 4.1	4.4	2.8	1.7	1.6	3.3	120/1684	1217/ 9.1	6.5	5.3	C	KSTE
10. KXOA-F (O-70's)	86/ 4.1	3.3	4.5	4.6	4.5	4.1	103/2391	1897/14.1	14.5	13.7	F	KXOA-F
11. KSEG-F (CL AOR)	83/ 3.9	4.5	4.3	5.0	5.0	4.4	98/1958	1547/11.5	13.6	13.7	G	KSEG-F
12. KRAK-F (C)	81/ 3.9	4.0	3.2	3.7	3.9	3.7	108/2089	1584/11.8	11.4	11.6	F	KRAK-F
KCTC (ST)	81/ 3.9	4.0	3.5	3.2	3.9	3.7	87/1252	1050/ 7.8	6.8	7.6	B	KCTC
14. KQPT-F (AOR-P)	51/ 2.4	2.6	1.6	2.9	3.5	2.4	60/1189	1009/ 7.5	6.8	7.5	D	KQPT-F
15. KHTK (T)	42/ 2.0	1.5	2.0	0.9	0.5	1.6	51/1018	798/ 6.0	4.5	1.7	C	KHTK
16. KSSJ-F (REL)	34/ 1.6	1.3	2.2	2.3	1.9	1.9	51/984	676/ 5.0	5.6	5.5		KSSJ-F
17. KQBR-F (J)	25/ 1.2	1.1	1.2	1.1	0.8	1.2	26/470	413/ 3.1	2.9	2.5	B	KQBR-F
18.												
19.												
20.												

12+ FM SHARE (METRO): 71.41% (1264 of 1770) (SPG 94: 70.26%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KSFM-F>>	1 KSFM-F<	1 KNCI-F	1 KNCI-F	1 KFBK	1 KFBK >	1 KFBK >	1 KFBK >>	1 KFBK <	1 KSFM-F>	1 KFBK >
2 KWOD-F>>	2 KNCI-F	2 KSFM-F<	KFBK	2 KHYL-F<	2 KHYL-F	2 KGBY-F<	2 KHYL-F	2 KSFM-F<	2 KWOD-F	2 KSTE
3	3 KSXX-F<	3 KGBY-F	3 KGBY-F<	3 KNCI-F	3 KCTC	3 KNCI-F	3 KNCI-F	3 KHYL-F<	3 KNCI-F	3 KGO
4	4 KRXQ-F	4 KFBK	4 KXOA-F<	4 KGBY-F	4 KSTE	4 KSFM-F	4 KGBY-F	4 KNCI-F	4 KYMX-F	4 KHYL-F
5	5 KGBY-F	5 KHYL-F	5 KHYL-F<	5 KXOA-F	5 KNCI-F	5 KHYL-F	KSTE	5 KGBY-F	5 KRXQ-F	5 KNCI-F
6	6 KSEG-F	6 KXOA-F<	6 KSEG-F	6 KSEG-F	6	6	6 KSFM-F	6 KWOD-F	6 KGBY-F	6 KGBY-F
7	7	7 KRXQ-F	7 KSFM-F	7 KSFM-F	7	7	7	7	7 KSTE	7 KSEG-F
8	8	8	8	8	8	8	8	8	8	8 KSFM-F
9	9	9 KWOD-F	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 KSFM-F	1 KGBY-F<	1 KGBY-F	1 KGBY-F	1 KGBY-F	1 KWOD-F	1 KRXQ-F<	1 KRXQ-F	1 KFBK <	1 KFBK >
2 KGBY-F	2 KSFM-F>	2 KSFM-F	2 KSFM-F	2 KHYL-F	2 KNCI-F	2 KNCI-F<	2 KNCI-F	2 KRXQ-F<	2 KSEG-F
3 KWOD-F	3 KNCI-F	3 KNCI-F	3 KNCI-F	3 KNCI-F	3 KSFM-F	3 KWOD-F	3 KSEG-F	3 KSEG-F<	3 KRXQ-F
4 KRXQ-F	4 KWOD-F	4 KXOA-F	4 KHYL-F	4 KFBK	4 KRXQ-F	4 KSFM-F	4 KFBK	4 KNCI-F	4 KXOA-F
KNCI-F	5 KXOA-F	5 KWOD-F	5 KXOA-F	KSFM-F	5 KYMX-F	5 KSEG-F	5 KSFM-F	5 KWOD-F<	5 KNCI-F<
6 KHYL-F	6 KRXQ-F	6 KRXQ-F	6 KYMX-F	6 KYMX-F	6 KSEG-F	6	6 KWOD-F	6 KXOA-F	6 KHYL-F
KXOA-F	7	7 KSEG-F	7 KWOD-F	7 KXOA-F	7 KGBY-F	7	7 KQPT-F	7 KSFM-F	7 KHTK
8	8	8 KRAK-F	8	8	8 KRAK-F	8	8 KHTK	8	8
		KYMX-F							

SACRAMENTO

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG/AQH/CUME
AC		140 (3)	140 (3)	7.9	7.5	KFIA (REL) 710 CARMICHAEL	0.6/3.0/ 15/ 471
AOR/CLASSIC/NR		336 (4)	336 (4)	19.0	20.4	KIMN (O) 1380 SACRAMENTO	0.6/2.8/ 24/ 482
COUNTRY		238 (3)	238 (3)	13.4	12.2	KRLT-F (AC) 93.9 S. LAKE TAHOE	0.5/0.9/ 14/ 157
NEWS/TALK	356 (4)		356 (4)	20.1	21.3	KSXX-F (SP) 99.9 MARIPVILLE	0.5/1.5/ 20/ 309
CHR		159 (2)	159 (2)	9.0	10.7	KXOA (O) 1470 SACRAMENTO	0.8/2.2/ 17/ 326
BLACK/URBAN						KZSA-F (SP) 92.1 PLACERVILLE	0.8/1.7/ 17/ 226
SOFT AC/EZ		89 (1)	89 (1)	5.0	5.2	KATH-F (CHR) 103.3 MODESTO	0.7/1.7/136/1574
HISPANIC		28 (2)	28 (2)	1.6	1.2	KHOP-F (AC) 104.1 MODESTO	0.3/1.8/ 83/1327
OLDIES	30 (2)	215 (2)	245 (4)	13.8	12.4	KGO (T) 810 SAN FRANCISCO	1.0/3.1/ 67/1223
FULL SVC/VARIETY	26 (1)		26 (1)	1.5	0.0	KMEL-F (CHR) 106.1 SAN FRANCISCO	0.3/2.3/ 41/1026
STANDARDS	81 (1)		81 (1)	4.6	4.6	KNBR (FS) 680 SAN FRANCISCO	1.2/3.7/ 73/1381
RELIG/GOSPEL	13 (1)	34 (1)	47 (2)	2.7	3.5		
SPORTS							
CLASSICAL							
JAZZ		25 (1)	25 (1)	1.4	0.9		
OTHERS/UNKNOWN							
TOTALS	506 (9)	1264 (19)	1770 (28)				

DUOPOLY REPORT	12+	25-54	REVENUE
KXOA A/F, KQPT-F (Brown)	7.3%	10.3%	10.4%
KHTK, KRAK-F, KNCI-F (EZ)	12.7%	14.4%	17.7%
KSEG-F, KRXQ-F (Citicasters)	8.5%	10.4%	15.3%
KFBK, KGBY-F, KHYL-F (Chancellor)	21.6%	22.0%	34.2%
KSXX-F, KRCX, KMYC (Embarcadero)	0.5%	0.2%	< 2.0%
	50.6%	57.3%	78.7%

SCARBOROUGH REPORT
Indexed against \$100,000+ Households

	HIGHEST	LOWEST
1. KXOA-F 198	1. KRXQ-F 54	
2. KYMX-F 170	2. KRAK-F 75	
3. KFBK 163	KQPT-F 75	
4. KSTE 160	4. KSFM-F 85	
5. KCTC 148	5. KSEG-F 89	

RADIO STATIONS

AM STATIONS

KCTC , 1320, 5 KW (DA-2)	EZ/Standards	WESTWD, \$ 30.00	(Mc-Guild)	Henry
KFBK , 1530, 50 KW (DA-2)	News/Talk	ABC, AP, \$206.00	(Group W)	Chancellor
KHTK , 1140, 50 KW (DA-2)	Talk	CBS, \$ NA	(Katz)	EZ
KRCX , 1110, 5 KW/500 W (DA-2)	Hispanic	CNN, \$ 37.00	(Caballero)	Embarcadero
KSQR , 1240, 1 KW	Hispanic	NBC, CBS, \$ 23.00	(K & P)	
KIMN , 1380, 5 KW (DA-2)	Oldies	SBUSA, SP, \$ NA	(MMR)	Secret
KSTE , 650, 25 KW/1 KW (DA-2)	Talk	ABC, WESTWD, \$ 26.00	(Torbet)	Fuller Jeffrey (RANCHO CORDOVA)
KXOA , 1470, 5 KW/1 KW (DA-2)	Oldies	, \$ 21.00	(CBS)	Brown

FM STATIONS

KGBY , 92.5, 50 KW @ 449	AC	\$128.00	(Group W)	Chancellor
KHYL , 101.1, 36 KW @ 567	Oldies	\$ 77.00	(Group W)	Chancellor (AUBURN)
KRAK , 98.5, 50 KW @ 500	Country	\$ 65.00	(Katz)	EZ
KQBR , 104.3, 3 KW @ 462	Jazz	CBS, WESTWD, \$ 30.00	(---)	(DAVIS)
KQPT , 100.5, 115 KW @ 380	Prog. AOR	\$ 51.00	(CBS)	Brown
KNCI , 105.1, 50 KW @ 500	Country	CBS, \$181.00	(Katz)	EZ
KRXQ , 93.7, 25 KW @ 298	AOR	\$ 97.00	(Banner)	Citicasters (ROSEVILLE)
KSEG , 96.9, 50 KW @ 500	Classic AOR	\$124.00	(Christal)	Citicasters
KSFM , 102.5, 50 KW @ 500	CHR	ABC, \$118.00	(MMR)	Secret
KSSJ , 101.9, 25 KW @ 476	Religion	\$ 20.00	(---)	(SHINGLE SPG)
KWOD , 106.5, 50 KW @ 500	New Rock	CBS, ABC, \$ 47.00	(D&R)	
KXOA , 107.9, 50 KW @ 403	Oldies (70's)	\$110.00	(CBS)	Brown
KYMX , 96.1, 50 KW @ 476	Soft AC	\$ 81.00	(Mc-Guild)	Henry
KZSA , 92.1, 1.4 KW @ 472	Hispanic	\$ 24.00	(Caballero)	Z-Spanish (PLACERVILLE)

Miscellaneous: KSMJ changes to KIMN (May). . . KCTC, KYMX-F from Tribune Co. to Henry for KVOD-F in Denver plus \$3.5 million. . .

SAGINAW-BAY CITY-MIOLAND

Arbitron Rank/Pop (12+): 119/329,000

Stations: 22/16
Diaries: 950/346:1/51.7%
Sample Target: 945
% Below Line: 5.1
% Not Listed: 14.9

1994 Revenue: \$12,800,000
HH Inc.: \$33,148
Retail \$: 3.8 Bil
Pop per Station: 20,563
#1 Biller: WKCO-F \$2,800,000

MSA Rank/Pop: 121/403,000
DMA # 59 (w/Flint)
Average Person Ratings: 16.7
Market TSL: 22.00 hours

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WKCO-F (C)	67/12.2	11.2	11.2	12.5	12.6	11.8	182/2266	848/25.8	24.1	27.4	0	WKCO-F
2. WKQZ-F (AOR)	48/ 8.7	9.1	7.6	8.1	8.1	8.4	104/1243	563/17.1	16.5	16.1	C	WKQZ-F
WIOG-F (AC/CHR)	48/ 8.7	6.5	6.7	8.3	8.4	7.6	112/2005	778/23.6	22.3	23.6	C	WIOG-F
4. WSGW (N/T)	47/ 8.6	9.2	9.4	13.4	9.1	10.2	60/838	667/20.3	19.1	20.5	D	WSGW
5. WHNN-F (O)	42/ 7.7	7.9	9.2	9.2	8.2	8.5	113/1987	709/21.6	24.1	22.7	D	WHNN-F
6. WTCF-F (CHR)	34/ 6.2	7.2	4.4	4.8	5.2	5.7	42/836	660/20.1	16.5	18.7	A	WTCF-F
7. WTLZ-F (B)	28/ 5.1	5.6	3.6	4.1	4.7	4.6	35/518	341/10.4	8.7	9.5	B	WTLZ-F
WIXC-F (C)	28/ 5.1	4.0	5.5	5.7	4.7	5.1	47/621	391/11.9	13.8	14.3	B	WIXC-F
WGER-F (SAC)	28/ 5.1	6.6	6.9	7.1	7.1	6.4	30/553	501/15.2	16.9	19.3	C	WGER-F
10. WMJA-FF (CL AOR)	19/ 3.5	1.6	2.1	2.1	2.1	2.3	21/381	292/ 8.9	7.1	7.9		WMJA-FF
11. WSAM (ST)	18/ 3.3	1.6	2.8	2.7	3.9	2.6	18/395	312/ 9.5	9.6	9.3	A	WSAM
12. WCEN-F (C)	17/ 3.1	4.5	4.3	3.0	4.2	3.7	86/989	322/ 9.8	10.5	11.9		WCEN-F
13. WKNX (ST)	10/ 1.8	2.3	3.4	2.5	2.5	2.5	11/246	187/ 5.7	5.9	4.3	A	WKNX

12+ FM SHARE (METRO): 79.23% (370 of 467) (SPG 94: 77.59%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTCF-F>>	1 WKQZ-F>	1 WKQZ-F	1 WIOG-F<	1 WKCO-F<	1 WSGW <	1 WSGW	1 WKCO-F>	1 WKCO-F	1 WKQZ-F	1 WSGW
2 WTLZ-F	2 WIOG-F	2 WIOG-F	2 WKCO-F<	2 WHNN-F	2 WKCO-F	WKCO-F	2 WSGW <	2 WIOG-F	2 WKCO-F	2 WKQZ-F
3	WKCO-F	WKCO-F	3 WHNN-F<	WIOG-F	3 WHNN-F	3 WHNN-F<	3 WIOG-F<	3 WKQZ-F<	3 WTCF-F	3
4	4 WTCF-F	4 WHNN-F>	4 WKQZ-F>	4 WIOG-F	4 WIOG-F	4 WIOG-F<	4 WKQZ-F	4 WSGW	4 WIOG-F	4
5	WTLZ-F	5	5	5 WGER-F	5 WGER-F	5 WKQZ-F	5 WHNN-F	5 WHNN-F<	5 WSGW	5
6	6	6	6	6	6	6	6	6 WTCF-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 WTCF-F	1 WIOG-F<	1 WIOG-F	1 WIOG-F>	1 WIOG-F	1 WKQZ-F	1 WKQZ-F>>	1 WKQZ-F	1 WKQZ-F>	1 WKQZ-F
2 WIOG-F	2 WTLZ-F>	2 WTLZ-F	2 WKCO-F	2 WKCO-F	2 WKCO-F	2 WKCO-F>	2 WKCO-F	2 WKCO-F	2 WHNN-F<
WKQZ-F	3 WKCO-F	3 WKCO-F	3 WGER-F	3 WHNN-F	3 WTCF-F	3 WTCF-F	3 WTCF-F	3 WHNN-F	3 WKCO-F>
WTLZ-F	WTCF-F	4 WIXC-F	4 WHNN-F<	4 WGER-F>	4	4 WIOG-F	4 WMJA-FF	4 WMJA-FF	4 WIOG-F
5	5 WKQZ-F	5	5 WTLZ-F	5 WTLZ-F	5	5 WMJA-FF	WHNN-F	5 WIOG-F	5 WMJA-FF
6	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		50 (2)	50 (2)	10.7	10.5	WMAX (T) 1440 BAY CITY	0.5/4.3/ 3/ 144		
AOR/CLASSIC/NR		67 (3)	67 (3)	14.3	11.7	WMPX (FS) 1490 MIOLAND	0.4/1.6/ 2/ 54		
COUNTRY		112 (3)	112 (3)	24.0	24.5				
NEWS/TALK	50 (2)		50 (2)	10.7	11.3	WCRZ-F (AC) 107.9 FLINT	0.4/2.3/ 86/1143		
CHR		37 (2)	37 (2)	7.9	6.3	WDZZ-F (B) 92.7 FLINT	0.4/2.5/ 63/ 758		
BLACK/URBAN		34 (3)	34 (3)	7.3	7.1	WFDF (ST) 910 FLINT	1.6/3.9/ 53/ 607		
SOFT AC/EZ		28 (1)	28 (1)	6.0	8.0	WJR (FS) 760 DETROIT	1.5/5.3/ 56/ 961		
HISPANIC						WOME-F (B) 98.9 VASSAR	0.7/3.2/ 17/ 294		
						WUPS-F (CHR) 98.5 HOUGHTON LAKE	0.5/2.3/ 21/ 267		
OLOIES		42 (1)	42 (1)	9.0	9.4				
FULL SVC/VARIETY	10 (2)		10 (2)	2.1	1.7				
STANDARDS	37 (3)		37 (3)	7.9	9.4				
RELIG/GOSPEL									
SPORTS									
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN									
TOTALS	97 (7)	370 (15)	467 (22)						

SAGINAW-BAY CITY-MIDLAND

DUOPOLY REPORT	12+	25-54	REVENUE
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WKQZ-F, WMJK-F (Local)	10.0%	11.5%	9.4%

RADIO STATIONS

WKNX, 1210, 10 KW (OAYS)	, Standards	USA, AP, \$ 13.00 (Patt)	Bell
WMAX, 1440, 5 KW/2.5 KW (DA-2)	, News/Talk	1 ON 1, \$ 14.00 (Michigan)	
WSAM, 1400, 1 KW (DA-2)	, Standards	CNN, ABC, \$ 14.00 (---)	MacDonald
WSGW, 790, 5 KW/1 KW (DA-2)	, News/Talk	WESTWD, CBS, \$ 40.00 (Katz)	Fritz
WMJK-F, 100.9, 2.6 KW @ 500, AOR (Simulcast w/WMJA)	, \$ NA (Banner)		WKQZ owner (PINCONNING)
WCEN-F, 94.5, 100 KW @ 9B1, Country	WESTWD, \$ 20.00 (Patt)		(MT. PLEASANT)
WGER-F, 106.3, 2 KW @ 3B0, Soft AC	WESTWD, \$ 29.00 (Katz)		
WHNN-F, 96.1, 100 KW @ 1020, Oldies	WESTWD, \$ 60.00 (Eastman)		Liggett
WIOG-F, 102.5, 8.6 KW @ 800, AC/CHR	ABC, \$ 44.00 (Katz)		Fritz
WIXC-F, 97.3, 3 KW @ 32B, Country	, \$ 21.00 (D & R)		Midwest Family (ESSEXVILLE)
WKCQ-F, 96.1, 50 KW @ 493, Country	ABC, \$ 63.00 (---)		MacDonald
WKQZ-F, 93.3, 38 KW @ 554, AOR	WESTWD, ABC, \$ 28.00 (Banner)		
WTCF-F, 100.5, 3 KW @ 32B, CHR	, \$ 16.00 (K & P)		
WTLZ-F, 107.1, 4.9 KW @ 397, BLACK	AURN, \$ 22.00 (Roslin)		Taylor (CARROLLTON)
WMJA-F, 104.5, 2.9 KW @ 413, AOR/Classic	WESTWD, ABC, \$ 15.00 (Banner)		

Other Ranked Stations - See Flint and Detroit

Miscellaneous: WUVE-F changes to WMJA-F and WBTZ-F changes to WMJK-F (April); Both changed format to Classic AOR. . .

***** FORMAT CODES *****

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

***** 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	

ST. LOUIS

Arbitron Rank/Pop (12+): 17/2,098,500

Stations: 30/30
Diaries: 3117/673:1/57.0%
Sample Target: 2940
% Below Line: 0.0%
% Not Listed: 7.8%

1994 Revenue: \$82,900,000
HH Inc.: \$36,465
Retail \$: 24.1 Bil
Pop per Station: 69,950
#1 Biller: KMOX \$19,500,000

MSA Rank/Pop: 16/2,580,000
OMA # 19
Average Person Ratings: 17.3
Market TSL: 22.50 hours

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. KMOX (T)	480/13.2	13.8	14.9	14.9	14.7	14.2	552/7209	6340/30.2	32.3	31.4	J	KMOX
2. WIL -F (C)	296/ 8.1	8.9	7.2	9.1	8.8	8.3	343/4491	3794/18.1	18.6	18.8	H	WIL -F
3. KEZK-F (SAC)	289/ 8.0	8.3	6.5	6.5	6.9	7.3	318/4400	4037/19.2	17.5	17.9	G	KEZK-F
4. KMJM-F (B)	282/ 7.8	7.4	7.7	7.8	7.6	7.7	286/2652	2585/12.3	12.5	11.5	G	KMJM-F
5. KSHE-F (AOR)	252/ 6.9	5.4	7.9	7.9	6.7	7.0	290/3830	3229/15.4	17.5	16.2	H	KSHE-F
6. KYKY-F (AC)	223/ 6.1	5.7	4.9	5.2	5.3	5.5	236/3533	3290/15.7	15.4	16.4	H	KYKY-F
7. KPNT-F (AOR-NR)	156/ 4.3	4.0	2.9	2.5	2.9	3.4	169/2900	2645/12.6	9.2	8.3	C	KPNT-F
8. KLOU-F (O)	154/ 4.2	3.6	3.4	3.2	3.6	3.6	171/3364	3032/14.4	12.5	12.9	E	KLOU-F
9. WKBO-F (CHR)	153/ 4.2	4.0	3.7	3.4	4.6	3.8	171/3350	3115/14.8	14.5	14.3	E	WKBO-F
10. WKKX-F (C)	130/ 3.6	4.3	2.9	3.6	4.3	3.6	149/2585	2209/10.5	9.3	10.4	O	WKKX-F
11. KIHT-F (O-70's)	116/ 3.2	2.9	4.5	5.6	3.7	4.1	128/2396	2209/10.5	14.2	11.1	O	KIHT-F
12. KSD -F (CL AOR)	99/ 2.7	2.3	2.8	3.6	4.3	2.9	109/2716	2510/12.0	12.8	14.0	G	KSD -F
13. KFUF-F (CL)	98/ 2.7	2.7	3.1	1.9	2.2	2.6	100/1598	1483/ 7.1	7.9	7.0	C	KFUF-F
14. KXOK-F (B/AC)	91/ 2.5	2.3	2.0	2.1	2.0	2.2	92/1557	1498/ 7.1	5.5	5.1	C	KXOK-F
15. WRTH (ST)	70/ 1.9	2.2	2.6	3.2	2.7	2.5	71/1130	1124/ 5.4	6.3	5.8	C	WRTH
16. KSD (ST)	56/ 1.5	1.0	0.9	0.7	0.6	1.0	70/1194	983/ 4.7	5.2	3.9		KSD
17. WVRV-F (AOR-P)	54/ 1.5	2.1	1.9	1.3	1.9	1.7	56/1145	1110/ 5.3	5.6	5.1	C	WVRV-F
18. KATZ (B)	47/ 1.3	1.3	1.4	1.5	1.2	1.4	47/671	671/ 3.2	3.1	3.7	A	KATZ
19. WCBW-F (REL/E)	46/ 1.3	1.4	1.0	1.3	1.2	1.3	46/884	880/ 4.2	3.3	3.7		WCBW-F
20. KNJZ-F (J)	45/ 1.2	1.2	2.1	1.4	1.2	1.5	46/1052	1036/ 4.9	5.0	4.0	B	KNJZ-F

12+ FM SHARE (METRO): 74.08% (2484 of 3353) (SPG 94: 71.10%)

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 KEZK-F	1 KMOX >>	1 KMOX >>	1 KMOX	1 KMOX	1 KMOX <	1 KMOX >>>
2 WKBO-F	2 KMJM-F	2 WMJM-F	2 KEZK-F<	2 KSHE-F<	2 WIL -F<	2 WIL -F	2 KEZK-F	2 WIL -F<	2 KMJM-F>>	2 KMJM-F
3 KPNT-F	3 KPNT-F	3 KEZK-F<	3 KYKY-F	3 WIL -F<	3 KEZK-F>	3 KEZK-F	3 KSHE-F<	3 KEZK-F	3 KEZK-F<	3 WIL -F
4	4 KYKY-F	4 KYKY-F	4 KMJM-F<	4 KYKY-F<	4 KLOU-F	4 KYKY-F	4 WIL -F	4 WIL -F	4 KSHE-F	4 KEZK-F
5	5 KEZK-F<	5 WIL -F	5 WIL -F	5 KMOX	5 KYKY-F	5 KMJM-F	5 KYKY-F	5 KSHE-F<	5 WIL -F	5 KSHE-F
6	6 WKBO-F<	6 KMOX	6 KMOX-F	6 KMJM-F	6	6 KSHE-F	6 KMJM-F	6 KYKY-F	6 KPNT-F	6 WKKX-F
7	7 WIL -F	7 WIL -F	7 KIHT-F	7 KLOU-F	7	7 WKBO-F	7 KLOU-F	7	7	7
8	8	8	8	8	8	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 KMJM-F	1 KMJM-F	1 KYKY-F	1 KEZK-F<	1 KEZK-F	1 KSHE-F	1 KSHE-F>>	1 KSHE-F	1 KSHE-F>>	1 KSHE-F
2 KEZK-F	2 KYKY-F	2 KMJM-F	2 KYKY-F	2 KYKY-F	2 KMJM-F	2 KMJM-F<	2 KMJM-F	2 KMJM-F	2 KMOX
3 KPNT-F	3 KEZK-F	3 KEZK-F	3 KMJM-F	3 WIL -F	3 KPNT-F	3 KPNT-F>	3 KPNT-F	3 WIL -F	3 WIL -F
4 WKBO-F	4 KPNT-F	4 KSHE-F	4 WIL -F>	4 KMJM-F	4 WKBO-F	4 WKBO-F	4 KIHT-F	4 KMOX	4 KMJM-F
5 WIL -F	5 KSHE-F	5 KIHT-F	5 KIHT-F<	5 KMOX	5 WIL -F	5 WIL -F	5 WIL -F	5 KPNT-F	5 KLOU-F
6 KYKY-F	6 KIHT-F	6 KPNT-F	6 KSHE-F	6 KLOU-F	6 KYKY-F	6 KYKY-F	6 KSD -F	6 KSD -F	6 KEZK-F
7 WKKX-F	7 WKBO-F	7 WIL -F	7	7 KIHT-F	7 WKKX-F	7 WKKX-F	7 KYKY-F	7 KYKY-F	7 KSD -F
8 KSHE-F	8 WIL -F	8	8	8	8	8	8 WIL -F	8	8

ST. LOUIS

FORMATS	AM	FM	ST. LOUIS		SPG 94	OTHER RATED STATIONS	METRO CUME TSA TSA	
			TOTAL	%			SHARE/RTG/AQH/CUME	SHARE/RTG/AQH/CUME
AC		223 (1)	223 (1)	6.7	5.8	KFNS (SPRTS)590	WOOD RIVER IL	1.2/3.5/ 44/ 746
AOR/CLASSIC/NR		561 (4)	561 (4)	16.7	17.2	KIRL (G) 1460	ST. CHARLES MO	0.4/1.8/ 14/ 375
COUNTRY		426 (2)	426 (2)	12.7	14.3	KRAM (?) 1380	ST. LOUIS	0.2/0.9/ 7/ 211
NEWS/TALK	540 (3)		540 (3)	16.1	20.0	KSIV (REL) 1320	CLAYTON	0.5/1.8/ 20/ 379
CHR		153 (1)	153 (1)	4.6	5.0	KSTL (REL) 690	ST. LOUIS	0.4/1.1/ 13/ 245
BLACK/URBAN	47 (1)	373 (1)	420 (3)	12.5	11.8	KXEN (REL) 1010	FESTUS	0.4/1.0/ 13/ 208
SOFT AC/EZ		289 (1)	289 (1)	8.6	7.5	WESL (G) 1490	E. ST. LOUIS IL	0.3/1.5/ 12/ 308
HISPANIC						WEW (ST) 770	ST. LOUIS	1.0/2.2/ 40/ 511
OLDIES		270 (2)	270 (2)	8.1	7.9	WGNU (T) 920	GRANITE CTY IL	0.4/1.5/ 16/ 310
FULL SVC/VARIETY						WIBV (T) 1260	BELLEVILLE IL	1.2/4.4/ 46/ 962
STANDARDS	162 (3)		162 (3)	4.8	4.1			
RELIG/GOSPEL	70 (5)	46 (1)	116 (6)	3.5	2.7			
SPORTS	44 (1)		44 (1)	1.3	0.0			
CLASSICAL		98 (1)	98 (1)	2.9	2.4			
JAZZ		45 (1)	45 (1)	1.3	1.3			
OTHERS/UNKNOWN	6 (1)		6 (1)	0.2	0.0			
TOTALS	869 (14)	2484 (16)	3353 (30)					

DUOPOLY REPORT	12+	25-54	REVENUE
WKKX-F, WKBQ-F, KRAM (Zimmer)	8.0%	5.2%	7.0%
KATZ, KNJZ-F, KMJM-F (Noble)	10.3%	9.1%	8.3%
KSD A/F, KYKY-F (EZ)	10.3%	12.8%	18.2%
WRTH, WIL-F, KIHT-F (Heritage)	13.2%	14.3%	10.3%
WVRV-F, KPNT-F (River City)	5.8%	5.1%	3.5%
KXOK, KSTL (Crawford)	0.4%	0.2%	< 1.0%
	48.0%	46.7%	47.5%

SCARBOROUGH REPORT
Indexed against \$100,000+ Households

HIGHEST		LOWEST	
1. WPNT-F	234	1. KMJM-F	15
2. KIHT-F	168	2. KXOK-F	66
3. KEZK-F	157	3. WKKX-F	81
4. KFUF-F	155	4. KSHE-F	81
5. KYKY-F	152	5. WIL -F	88

ST. LOUIS

RADIO STATIONS

AM STATIONS

KATZ, 1600,	5 KW (OA-N)	, Black	ABC, SMN,	\$ 39.00 (Mc-Guild)	Noble
KFNS, 590,	1 KW (OA-2)	, Sports	,	\$ 27.00 (O & R)	Compass
KMOX, 1120,	50 KW	, Talk/Full Service	CBS,	\$ 284.00 (CBS)	CBS
KSO, 550,	5 KW (OA-N)	, Standards	,	\$ NA (Mc-Guild)	EZ
KSIV, 1320,	5 KW/360 W	, Religion	,	\$ 20.00 (---)	Bott
KXOK, 630,	5 KW (OA-2)	, Black	,	\$ 26.00 (MMR)	Crawford
WESL, 1490,	700 W/1 KW (OA-1)	, Gospel	WESTWD, AURN,	\$ 22.00 (---)	Willis
WEW, 770,	1 KW (OAYS)	, Standards	CNN,	\$ 27.00 (Roslin)	
WIBV, 1260,	5 KW (OA-2)	, Talk	TALKNT, WESTWD,	\$ 30.00 (---)	
WRTH, 1430,	5 KW (OA-2)	, Standards	WESTWD, ABC,	\$ 38.00 (Eastman)	Heritage

FM STATIONS

KNJZ, 100.3,	50 KW @ 489,	Jazz	,	\$ 36.00 (Mc-Guild)	Noble
KEZK, 102.5,	100 KW @ 1027,	Soft AC	WESTWD,	\$ 126.00 (O & R)	Compass
KFUO, 99.1,	100 KW @ 1027,	Classical	WESTWD,	\$ 48.00 (CMBS)	Lutheran Synod
KLOU, 103.3,	100 KW @ 918,	Oldies	CBS,	\$ 88.00 (CBS)	CBS
KMJM, 107.7,	100 KW @ 1027,	Black	,	\$ 127.00 (Mc-Guild)	Noble
KPNT, 105.7,	100 KW @ 1374,	New AOR	,	\$ 53.00 (Torbet)	River City (ST. GENEVIEVE)
KIHT, 96.3,	100 KW @ 551,	Oldies (70's)	,	\$ 50.00 (Eastman)	Heritage
KSO, 93.7,	100 KW @ 859,	Classic AOR	,	\$ 135.00 (Katz)	EZ
KSHE, 94.7,	100 KW @ 1027,	AOR	,	\$ 187.00 (O & R)	Emmis
KXOK, 97.1,	100 KW @ 561,	Black/AC	ABC,	\$ 41.00 (K & P)	Frischling
KYKY, 98.1,	90 KW @ 1027,	AC	,	\$ 170.00 (Katz)	EZ
WCBW, 104.9,	8 KW @ 574,	Religion	,	\$ 22.00 (---)	Universal (COLUMBIA)
KVRV, 101.1,	44 KW @ 525,	Prog. AOR	,	\$ 40.00 (Torbet)	River City
WIL, 92.3,	100 KW @ 984,	Country	ABC,	\$ 170.00 (Eastman)	Heritage
WKQB, 104.1,	39 KW @ 551,	CHR	,	\$ 73.00 (MMR)	Zimmer (JERSEYVILLE, IL)
WKXX, 106.5,	90 KW @ 1027,	Country	,	\$ 69.00 (Banner)	Zimmer

Miscellaneous: WESL sold by Willis for \$800,000. . . KMOX, KLOU-F sold by CBS to Westinghouse for \$ _____ (E) . . .

SALINAS-MONTEREY-SANTA CRUZ

Arbitron Rank/Pop (12+): 77/500,400
 MSA Rank/Pop: 127/617,000 (Monterey)
 178/617,000 (Santa Cruz)
 OMA # 105
 Average Person Ratings: 16.1
 Market TSL: 21.25 hours

Stations: 35/23
 Diaries: 1449/345:1/49.9%
 Sample Target: 1455
 % Below Line: 28.1%
 % Not Listed: 15.3%

1994 Revenue: \$13,000,000
 HH Inc.: \$39,392
 Retail \$: 4.7 Bil
 Pop per Station: 21,756
 #1 Biller: KTOM-AF \$2,300,000

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. KGO (T)	55/ 6.8	7.2	7.1	8.8	8.4	7.5	57/712	671/13.4	17.2	16.7		KGO
2. KTOM-AF (C)	46/ 5.7	5.6	7.0	8.0	9.1	6.6	50/715	631/12.6	16.0	18.3	O	KTOM-AF
3. KOON-F (CHR)	45/ 5.6	7.6	5.1	5.5	6.3	6.0	47/894	844/16.9	15.9	19.1	C	KOON-F
4. KWAV-F (AC)	42/ 5.2	6.4	7.3	6.6	6.8	6.4	44/560	546/10.9	14.9	14.1	O	KWAV-F
5. KBOQ-F (CL)	36/ 4.5	3.7	4.7	4.6	3.2	4.4	36/488	481/ 9.6	10.2	7.5	B	KBOQ-F
6. KPIG-F (AOR-P)	35/ 4.3	2.8	3.7	2.3	2.6	3.3	37/369	355/ 7.1	6.8	5.5	B	KPIG-F
7. KYLO-FF (CHR/U)	34/ 4.2	4.7	2.5	3.6	2.2	3.8	36/611	556/11.1	9.9	8.4		KYLO-FF
8. KLOK-F (SP)	33/ 4.1	2.4	---	---	---	---	33/307	307/ 6.1	---	---		KLOK-F
9. KUFX-F (CL AOR)	28/ 3.5	4.5	4.0	4.5	4.6	4.1	29/657	626/12.5	12.9	10.8		KUFX-F
KBAY-F (SAC)	28/ 3.5	3.8	4.7	4.4	4.4	4.1	33/496	428/ 8.6	9.6	9.9		KBAY-F
KRQC-F (0-70's)	28/ 3.5	2.8	2.9	3.8	3.0	3.3	28/540	540/10.8	9.5	9.4	B	KRQC-F
12. K100 (ST)	27/ 3.4	2.2	---	---	---	---	27/318	318/ 6.4	---	---		K100
13. KKLF-AF (SP)	22/ 2.7	1.7	2.4	3.7	2.8	2.6	22/288	288/ 5.8	4.5	6.3		KKLF-AF
14. KOCN-F (SAC)	20/ 2.5	2.7	1.8	3.3	3.1	2.6	20/360	360/ 7.2	6.7	8.3	B	KOCN-F
KSCO (T)	20/ 2.5	2.4	3.0	3.5	1.7	2.9	21/336	325/ 6.5	6.9	5.3	A	KSCO
16. KTGE (SP)	19/ 2.4	3.1	3.8	3.4	3.2	3.2	19/296	296/ 5.9	6.0	6.8	C (w/KLFA)	KTGE
17. KCBS (N)	17/ 2.1	2.9	2.1	2.6	1.5	2.4	18/434	410/ 8.7	8.6	7.6		KCBS
18. KNBR (FS)	16/ 2.0	2.7	2.5	2.4	3.0	2.4	24/334	275/ 5.5	6.9	7.7		KNBR
KRAY-F (SP)	16/ 2.0	2.9	2.9	2.7	2.2	2.6	16/263	263/ 5.3	5.7	6.1	B (w/KCTY)	KRAY-F
20. KXOC-F (J)	15/ 1.9	2.2	2.8	2.0	2.5	2.2	17/237	213/ 4.3	9.5	9.6		KXOC-F

12+ FM SHARE (METRO): 70.09% (478 of 682) (SPG 94: 72.08%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MIO	12+ PMO	12+ EVE	OVERNIGHT
1 KYLO-FF	1 KOON-F	1 KPIG-F<	1 KPIG-F	1 KPIG-F	1 KGO >	1 KGO	1 KGO	1 KGO <	1 KGO	1 KGO >>>
2 KOON-F>	2 KTOM-AF	2 KWAV-F<	2 KTOM-AF	2 KTOM-AF	2 KBOQ-F	2 KWAV-F	2 KWAV-F<	2 KTOM-AF<	2 KYLO-FF	2
3	3 KYLO-FF	3 KTOM-AF	KWAV-F	3 KWAV-F	K100	3 KOON-F<	3 KTOM-AF	3 KOON-F	3 KOON-F	3
4	4 KRQC-F	4 KOON-F	4 KRQC-F	4 KRQC-F	4 KPIG-F	4 KTOM-AF	4 KPIG-F	4 KWAV-F	4 KTOM-AF	4
5	5 KWAV-F	5 KUFX-F	5 KGO	5 KGO	KTOM-AF	5 KLOK-F	5 KOON-F	5 KBOQ-F	5 KBOQ-F	5
6	KUFX-F	KRQC-F	6	6	6	6	6	KPIG-F	KLOK-F	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 KOON-F	1 KOON-F	1 KWAV-F	1 KWAV-F>	1 KWAV-F>	1 KOON-F	1 KTOM-AF	1 KTOM-AF	1 KPIG-F>	1 KPIG-F
KYLO-FF	2 KWAV-F	2 KROM-AF	2 KOON-F	2 KTOM-AF	2 KLOK-F	2 KOON-F	2 KRQC-F	2 KUFX-F	2 KTOM-AF
3 KWAV-F	3 KYLO-FF	KOON-F	3 KTOM-AF	3 KOCN-F	3 KBOQ-F	KLOK-F	KUFX-F	3 KTOM-AF	3 KGO
4 KSJO-F	4 KTOM-AF	KOCN-F	4 KOCN-F	4 KBAY-F	KTOM-AF	KUFX-F	KPIG-F	4 KLOK-F	4 KUFX-F
KKLF-AF	5 KKL-F-AF	5 KRQC-F	5 KRQC-F	5 KOON-F	KOME-F	5 KRQC-F	5 KLOK-F	KRQC-F	5 KRQC-F
6	KOON-F	6 KKL-F-AF	6	6	KUFX-F	6	KYLO-FF	6	6
7	KRQC-F	KBAY-F	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8

SALINAS-MONTEREY-SANTA CRUZ

FORMATS	AM	FM	TOTAL	%	SPG 94	OTHER RATED STATIONS	METRO CUME	TSA	TSA
	--	--	----	-	%	-----	SHARE/RTG/AQH/CUME		
AC		42 (1)	42 (1)	6.2	14.9	KAXT-F (AOR)	101.7	CARMEL	1.0/3.4/ 8/ 170
AOR/CLASSIC/NR		103 (6)	103 (6)	15.1	15.2	KCTY (SP)	980	SALINAS	1.4/3.8/ 11/ 191
COUNTRY	5 (1)	41 (1)	46 (2)	6.7	11.0	KKMC (REL)	880	GONZALES	0.6/2.5/ 5/ 126
NEWS/TALK	102 (5)		102 (5)	15.0	17.6	KMBY (?)	1540	CAPITOLA	0.4/1.3/ 3/ 64
CHR		79 (3)	79 (3)	11.6	7.6	KNRY (T)	1240	MONTEREY	0.7/1.9/ 6/ 97
BLACK/URBAN					2.7	KLFA-F (SP)	93.9	KING CITY	1.7/3.9/ 14/ 194
SOFT AC/EZ		48 (2)	48 (2)	7.0	5.4	KVRG-F (SP)	107.1	SEASIDE	0.6/2.5/ 5/ 123
HISPANIC	46 (4)	86 (5)	132 (9)	19.4	17.9	SEE SAN FRANCISCO FOR MORE ABOUT THE FOLLOWING:			
OLDIES		28 (1)	28 (1)	4.1	0.0	KFOG-F	0.4/ 0.8	KSFO	0.5/ 0.6
FULL SVC/VARIETY	16 (1)		16 (1)	2.3	0.0	KLOK	1.5/ 2.8	KSJO-F	1.9/ 5.2
STANDARDS	27 (1)		27 (1)	4.0	0.0	KOME-F	1.7/ 5.8		
RELIG/GOSPEL	5 (1)		5 (1)	0.7	0.6				
SPORTS									
CLASSICAL		36 (1)		5.3	3.9				
JAZZ		15 (1)	15 (1)	2.2	3.1				
OTHERS/UNKNOWN	3 (1)		3 (1)	0.4	0.0				
TOTALS	204 (14)	478 (21)	682 (35)						

DUOPOLY REPORT	12+	25-54	REVENUE
KOON-F, KRQC-F (Henry)	9.1%	8.1%	14.6%
KXDC, KAXT-F, KPIG-F (Local)	7.2%	11.1%	4.4%
	16.3%	19.2%	19.0%

RADIO STATIONS

KCTY , 980, 1 KW/247W (DA-1),	Hispanic	CBS, \$14.00	(Lotus)
KIDO , 630, 1 KW (OA-1)	Standards	CNN, \$ NA	(O & R)
KIEZ , 540, 10 KW/500 W	Hispanic	SMN, \$13.00	(Lotus)
KSCO , 1080, 10 KW/5 KW (DA-2),	Talk	TALKNT, CNN, \$17.00	(---)
KTGE , 1570, 5 KW/500W (DA-1),	Hispanic		(Caballero)
KTOM , 1380, 5 KW (DA-2)	See KTOM-FM		
KBOQ-F, 95.5, 1.7 KW @ 630	Classical	\$ NA	(---)
KDON-F, 102.5, 19 KW @ 2270	CHR	\$40.00	(Christal) Henry
KKLF-F, 104.3, 6 KW @ 328	Hispanic	\$16.00	(Lotus)
KVRG-F, 107.1, 1.9 KW @ 604	Hispanic	\$28.00	(Banner)
KXDC-F, 93.5, 0.9 KW @ 1519	Jazz	\$16.00	(Eastman) (HOLLISTER)
KOCN-F, 104.9, 1.9 KW @ 600	Soft AC	WESTWD, \$22.00	(Torbet)
KPIG-F, 107.5, 2.9 KW @ 335	Prog. AOR	\$17.00	(Banner) (FREEDOM)
KLFA-F, 93.9, 5.4 KW @ 702	Hispanic	\$15.00	(Caballero) (KING CITY)
KLOK-F, 99.5, 30 KW @ 640	Hispanic	\$ NA	(Caballero) (GREEN FIELD)
KRAY-F, 103.5, 1.2 KW @ 515	Hispanic	\$16.00	(Lotus)
KRQC-F, 92.7, 7 KW @ 620	Oldies-70's	\$18.00	(Christal) Henry
KTOM-F, 100.7, 1.4 KW @ 2421	Country	ABC, \$50.00	(Katz) Magic
KWAV-F, 96.9, 18 KW @ 2450	AC	AP, \$42.00	(D&R) Buckley
KAXT-F, 101.7 0.8 KW @ 590	AOR	\$20.00	(Eastman) KXDC owner (D)

Other Ranked Stations - See San Jose or San Francisco

Miscellaneous: KIDD is now using a Standards format. . . KSUR-F changed to KLOK-F with a Hispanic format (Jan). . . KMXZ-F picks up KXOC-F calls and Jazz (Dec). . . KMBY (Capitola) sold by AT&T Finance for \$425,000 (Jorgenson). . . KPIG-F (Freedom) sold for \$1,000,000 (Kalil). . . KAXT-F, KXOC-F sold to KPIG owner (D) for \$2,500,000 (Kalil). . . KIEZ sold for \$375,000. . .

Arbitron Rank/Pop (12+): 154/223,500

Stations: 30/24
 Diaries: 853/262:1/50.2%
 Sample Target: 835
 % Below Line: 4.7
 % Not Listed: 20.9

1994 Revenue: \$9,700,000
 HH Inc.: \$37,318
 Retail \$: 2.6 Bil
 Pop per Station: 9,313
 #1 Biller: NA

MSA Rank/Pop: NA/264,000
 DMA NA

Average Person Ratings: 17.1
 Market TSL: 22.75 hours

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level
1. WWFG-F (C)	40/10.5	11.3	10.7	8.0	----	----	42/500	453/20.3	23.8	23.2	WWFG-F
2. WZBH-F (AOR)	30/ 7.9	6.4	7.6	6.7	10.1	----	37/506	362/16.2	15.1	16.7	WZBH-F
WQHQ-F (AC)	30/ 7.9	8.7	7.1	9.0	5.9	----	37/490	388/17.4	16.0	17.7	WQHQ-F
4. WOCQ-F (U/CHR)	26/ 6.8	6.1	8.8	8.7	7.9	----	29/503	409/18.3	15.5	18.3	WOCQ-F
5. WGMD-F (SAC)	18/ 4.7	3.8	3.1	3.7	6.2	----	18/180	171/ 7.7	6.8	6.9	WGMD-F
6. WRKE-F (U/CHR)	17/ 4.5	2.6	3.1	2.0	2.8	----	18/303	292/13.1	8.9	9.0	WRKE-F
7. WLWV-F (Q)	14/ 3.6	4.0	1.6	1.5	2.0	----	14/320	279/12.5	9.8	6.4	WLWV-F
8. WICO-F (C)	13/ 3.4	7.8	4.0	6.0	6.8	----	16/244	208/ 9.3	12.8	11.6	WICO-F
9. WICO (T)	12/ 3.1	2.0	1.9	2.7	1.4	----	12/86	86/ 3.8	3.8	4.0	WICO
WLFX-F (AOR/CL)	12/ 3.1	2.6	5.2	-----	-----	----	12/156	156/ 7.0	8.4	11.0	WLFX-F
WOSC-F (CHR)	12/ 3.1	1.7	1.9	3.2	4.2	---	12/253	216/ 9.7	7.5	8.4	WOSC-F
WSSR (ST)	12/ 3.1	1.4	1.7	1.2	2.3	----	12/94	94/ 4.2	3.4	3.8	WSSR

12+ FM SHARE (METRO): 85.09% (257 of 302) (SPG 94: 88.65%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOSC-F	1 WZBH-F>	1 WZBH-F<	1 WZBH-F<	1 WWFG-F<	1 WWFG-F>	1 WWFG-F	1 WWFG-F<	1 WWFG-F	1 WOCQ-F<	1 WQHQ-F
2 WOCQ-F	2 WOCQ-F	2 WWFG-F	2 WWFG-F	2 WZBH-F	2 WGMD-F	2 WQHQ-F	2 WQHQ-F	2 WZBH-F	2 WZBH-F>	2 WZBH-F
WRKE-F	3 WQHQ-F	WQHQ-F	WQHQ-F>	3 WQHQ-F>	WQHQ-F	3 WGMD-F<	3 WZBH-F	3 WOCQ-F	3 WOSC-F	3 WICO-F
4 WWFG-F	WWFG-F	4 WOCQ-F	4 WOCQ-F	4 WOCQ-F	4	4 WZBH-F	4 WOCQ-F	4 WQHQ-F	4	4
5	5	5	5	5 WLFX-F	5	5 WOCQ-F	5	5	WWFG-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 WOCQ-F	1 WOCQ-F	1 WQHQ-F	1 WQHQ-F>	1 WWFG-F	1 WZBH-F	1 WZBH-F>>	1 WZBH-F	1 WZBH-F>	1 WZBH-F
2 WQHQ-F	WQHQ-F	2 WWFG-F	2 WWFG-F	WQHQ-F>	2	2 WOCQ-F	2 WOCQ-F	2 WWFG-F	2 WWFG-F>
3	3 WWFG-F	WZBH-F	3 WOCQ-F	3 WZBH-F>	3	3 WWFG-F	3 WWFG-F	3 WOCQ-F	3 WOCQ-F
4	4 WZBH-F	4	4 WZBH-F	4 WLWV-F	4	4 WLFX-F	4	4 WLFX-F	4 WQHQ-F
5	5	5	5	5 WOCQ-F	5	5	5	5 WQHQ-F	5 WLFX-F

FORMATS	AM	FM	TOTAL	%	SPG 94	OTHER RATED STATIONS	METRO CUME	TSA	TSA
	--	--	----	-	%		SHARE/RTG/AQH/CUME		
AC		33 (2)	33 (2)	10.9	13.2	WAFI-F (AC) 97.7	MILFORD	0.8/3.1/	18/ 340
AOR/CLASSIC/NR		44 (3)	44 (3)	14.6	15.6	WONO-F (REL) 95.3	LAUREL	0.3/2.1/	1/ 72
COUNTRY		71 (5)	71 (5)	23.5	22.4	WPZ-F (G) 101.3	MILFORD	0.8/1.9/	3/ 110
NEWS/TALK	17 (3)		17 (3)	5.6	3.1	WDSD-F (C) 94.7	DQVER	2.1/5.4/	45/ 528
CHR		14 (2)	14 (2)	4.6	6.4	WJDY (G) 1470	SALISBURY	2.1/6.5/	8/ 146
BLACK/URBAN		43 (2)	43 (2)	14.2	11.3	WOLC-F (REL) 102.5	PRINCESS ANNE	1.6/6.8/	9/ 197
SOFT AC/EZ		22 (2)	22 (2)	7.3	4.9	WRXS-F (AOR) 106.9	OCEAN CITY	0.5/3.3/	2/ 74
HISPANIC						WSBY-F (O) 98.9	SALISBURY	1.6/6.0/	8/ 152
OLOIES		20 (4)	20 (4)	6.6	8.9	WTGM (SPRTS) 960	SALISBURY	0.8/2.7/	3/ 61
FULL SVC/VARIETY						WXJN-F (C) 105.9	LEWES DE	0.4/2.1/	9/ 182
STANDARDS	12 (1)		12 (1)	4.0	3.1	WBAL (N/T) 1090	BALTIMORE	0.8/2.0/	6/ 91
RELIG/GOSPEL	13 (2)	10 (3)	23 (5)	7.6	9.2	WBSS-F (CHR) 97.3	MILLVILLE NJ	0.5/2.4/	10/ 237
SPORTS	3 (1)		3 (1)	1.0	0.0	WCAO (G) 600	BALTIMORE	1.3/3.9/	5/ 191
CLASSICAL						WCBM (T) 680	OWINGS MILL	0.5/1.1/	3/ 29
JAZZ						WVES-F (C) 99.3	ACCOMAC VA	0.5/1.6/	16/ 112
OTHERS/UNKNQWN					1.8	WWPL-F (EZ) 107.1	FEORDERLSBURG	1.0/1.4/	4/ 51
TOTALS	59 (9)	257 (21)	302 (30)						

SALISBURY-OC, MD

DUOPOLY REPORT	12+	25-54	REVENUE
WICO A/F, WLFX-F, WXJN-F (Prettyman, duopoly/semi-duop)	11.7%	13.0%	N/A%
WWFG-F, WDSC, WETT, WDSO-F (Benchmark)	12.6%	15.0%	N/A%
WDNO-F, WXPZ-F (Local)	1.1%	1.5%	N/A%
WTGM, WLBW-F, WLVW-F, WQHQ-F (HVS, duopoly/semi-duop)	12.3%	15.5%	N/A%
	37.7%	45.0%	N/A%

RADIO STATIONS

WICO , 1320, 1 KW (DAYS)	Talk	CNN, \$10.00 (---)	Prettyman	
WJDY , 1470, 5 KW/500 W (DA-N)	Black/Gospel	ABC SMN, \$10.00 (---)		
WDSD-F, 94.7, 50 KW @ 361	Country	WESTWD, \$48.00 (Torbet)	Benchmark	(DOVER)
WGMD-F, 92.7, 3 KW @ 298	EZ/Soft AC	AP, \$15.00 (---)		(REHOBOTH)
WICO-F, 94.3, 3 KW @ 298	Country	ABC CNN, \$30.00 (---)	Prettyman	
WKHI-F, 95.9, 6 KW @ 298	CHR	\$24.00 (---)	Benchmark	(BETHANY BCH)
WLVW-F, 105.5, 2 KW @ 384	Oldies	SMN, \$15.00 (Banner)	HVS	
WOCQ-F, 103.9, 3 KW @ 328	Black/CHR	WESTWD ABC, \$22.00 (K & P)		(BERLIN, MD)
WOLC-F, 102.5, 50 KW @ 500	Religion	USA, \$10.00 (---)		(PRINCESS ANNE)
WQHQ-F, 104.7, 33 KW @ 610	AC	WESTWD, \$28.00 (Banner)	HVS	
WRKE-F, 101.7, 3 KW @ 298	CHR/Urban	WESTWD, \$11.00 (---)		(OCEAN VIEW)
WSBY-F, 98.9, 6 KW @ 328	Oldies	CBS, \$21.00 (---)		
WWFG-F, 99.9, 50 KW @ 321	Country	\$30.00 (---)	Benchmark	
WXJN-F, 105.9, 6 KW @ 328	Country	\$13.00 (---)	Prettyman	(LEWES)
WXPZ-F, 101.3, 3 KW @ 328	Religion	\$10.00 (---)		(MILFORD)
WZBH-F, 93.5, 11 KW @ 485	AOR	\$23.00 (Roslin)	Great Scott	(GEORGETOWN)
WLFX-F, 97.1, 2 KW @ 374	AOR	\$14.00 (K & P)		(OCEAN PINES)

SALT LAKE CITY

Arbitron Rank/Pop (12+): 35/1,138,000

MSA Rank/Pop: 45/1,480,000

DMA # 32

Average Person Ratings: 14.3

Market TSL: 18.75 hours

Stations: 28/28
Diaries: 2270/501:1/61.6%
Sample Target: 2070
% Below Line: 0.0%
% Not Listed: 9.1%

1994 Revenue: \$38,600,000
HH Inc.: \$36,509
Retail \$: 9.6 Bil
Pop per Station: 40,643
#1 Biller: KSFI-F \$5,500,000

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. KSFI-F (SAC)	178/10.7	10.8	9.4	8.9	10.5	10.0	181/3333	2986/26.2	24.2	23.9	G	KSFI-F
2. KRSP-F (O-70's)	113/ 6.9	5.4	5.1	5.9	4.7	5.8	122/2165	1937/17.0	14.9	12.1	O	KRSP-F
3. KSOP-AF (C)	105/ 6.7	7.8	7.3	7.7	9.2	7.4	147/2498	1924/16.9	18.1	18.4	D	KSOP-AF
4. KSL (T/FS)	103/ 6.3	5.7	6.6	5.3	5.9	6.0	124/2706	2271/20.0	19.5	18.8	F	KSL
5. KKAT-F (C)	97/ 6.0	6.1	6.7	7.9	8.2	6.7	107/2102	1883/16.5	17.8	17.7	G	KKAT-F
6. KISN-F (CHR/AC)	83/ 5.1	4.8	5.1	3.5	4.7	4.6	103/2139	1861/16.4	14.0	14.6	D	KISN-F
7. KODJ-F (O)	80/ 4.9	3.5	3.6	3.5	3.4	3.9	84/1842	1654/14.5	10.7	9.1	C	KODJ-F
8. KUTQ-F (CHR)	79/ 4.8	4.8	4.7	3.1	4.0	4.4	86/1990	1798/15.8	14.4	14.8	C	KUTQ-F
9. KBER-F (AOR)	73/ 4.5	3.8	3.9	5.0	4.0	4.3	79/1659	1461/12.8	11.3	11.4	C	KBER-F
10. KALL (T/FS)	72/ 4.4	4.3	3.6	4.5	3.3	4.2	74/1110	1078/ 9.5	9.6	7.0	C	KALL
11. KBEE-F (AC)	70/ 4.3	3.5	3.9	4.5	2.1	4.1	77/1764	1624/14.3	13.2	9.6		KBEE-F
12. KDYL (ST)	62/ 3.8	3.5	3.8	3.3	2.6	3.6	65/941	866/ 7.6	7.7	5.2		KDYL
13. KXRK-F (AOR-NR)	60/ 3.7	3.9	4.3	6.3	5.7	4.6	60/1180	1139/10.0	11.8	10.5	C	KXRK-F
14. KBZN-F (J)	46/ 2.8	2.2	2.9	2.3	2.2	2.6	46/908	887/ 7.8	7.1	6.4		KBZN-F
15. KUBL-F (C)	44/ 2.7	3.3	4.2	4.0	4.7	3.6	46/1187	1116/ 9.8	12.4	14.5		KUBL-F
16. KZHT-F (CHR)	32/ 2.0	3.3	3.0	2.7	3.8	2.8	38/959	876/ 7.7	9.9	10.4		KZHT-F
17. KISN (SPRST/T)	31/ 1.9	2.9	1.7	1.1	2.2	1.9	36/1015	955/ 8.4	6.6	9.7		KISN
18. KUMT-F (AOR-P)	27/ 1.7	1.3	1.4	1.4	0.8	1.5	29/522	493/ 4.3	3.2	3.0		KUMT-F
KUTC-F (AOR)	27/ 1.7	2.1	1.8	2.9	1.5	2.1	28/675	642/ 5.6	5.2	3.4		KUTC-F
20. KMXB-F (AC)	22/ 1.4	0.7	1.2	1.9	1.3	1.3	23/472	433/ 3.8	3.9	4.9		KMXB-F

12+ FM SHARE (METRO): 78.38% (1160 of 1480) (SPG 94: 80.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ M10	12+ PMD	12+ EVE	OVERNIGHT
1 KUTO-F>>	1 KRSP-F	1 KSFI-F	1 KSFI-F<	1 KSFI-F	1 KSFI-F	1 KSFI-F	1 KSFI-F>	1 KSFI-F>	1 KUTO-F	1 KSL
2	2 KKAT-F<	2 KRSP-F	2 KRSP-F>	2 KRSP-F>	2 KSL	2 KSL	2 KRSP-F	2 KRSP-F	2 KSFI-F	2 KSOP-F<
3	3 KSFI-F	3 KKAT-F	3 KISN-F<	3 KODJ-F<	3 KDYL	3 KSOP-AF<	3 KSOP-AF	3 KSOP-AF	3 KKAT-F	3 KSFI-F
4	4 KSOP-AF	KSOP-AF	4 KODJ-F	4 KISN-F	KODJ-F	4 KISN-F	4 KALL	4 KKAT-F	4 KXRK-F	4 KRSP-F
5	KBEE-F	5 KISN-F	KSOP-AF	5 KSOP-AF	5 KRSP-F	5 KRSP-F<	5 KKAT-F	5 KSL	5 KRSP-F	5 KUTQ-F
6	6 KXRK-F	6 KBER-F	6 KKAT-F	6 KKAT-F	6 KSOP-AF	6 KALL	6 KISN-F	6 KISN-F	6 KISN	6
7	7 KISN-F	KODJ-F	7	7	7	7	7	7	7	7
8	8	8	8	8	8	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 KSFI-F	1 KSFI-F	1 KSFI-F	1 KSFI-F>	1 KSFI-F>>	1 KKAT-F	1 KRSP-F>	1 KRSP-F	1 KRSP-F>	1 KRSP-F>
2 KSOP-AF	2 KSOP-AF	KSOP-AF	2 KSOP-AF<	2 KISN-F<	2 KBER-F	2 KBER-F	2 KBER-F	2 KKAT-F	2 KSFI-F
3 KBEE-F	3 KISN-F	3 KISN-F	3 KISN-F	3 KSOP-AF	KXRK-F	3 KKAT-F	3 KXRK-F	3 KBER-F	3 KODJ-F
4 KXRK-F	KKAT-F	4 KKAT-F	4 KKAT-F<	4 KRSP-F	4 KUTQ-F	KXRK-F>	4 KKAT-F	4 KSFI-F<	4 KSL
5 KKAT-F	5 KBEE-F	5 KRSP-F	5 KBEE-F	5 KKAT-F	5 KRSP-F	5 KUTQ-F	5 KSFI-F	5 KXRK-F	5 KALL
6 KISN-F	6 KBER-F	6 KBER-F	6 KRSP-F	KODJ-F	6 KSOP-AF	6	6 KISN-F	6	6 KKAT-F
KUTQ-F	KXRK-F	7	7	7	7	7	7	7	7

SALT LAKE CITY

FORMATS	AM	FM	TOTAL	%	SPG 94	OTHER RATED STATIONS	METRO CUME	TSA	TSA
							SHARE/RTG/AQH/CUME		
AC		92 (2)	92 (2)	6.2	3.8	KANN (REL) 1120 ROY	0.4/1.2/ 10/ 162		
AOR/CLASSIC/NR		187 (4)	187 (4)	12.6	17.0	KAPN (N) 860 SALT LAKE	0.7/2.3/ 11/ 279		
COUNTRY	5 (1)	259 (4)	264 (5)	17.8	21.7	KCNR (T) 1320 SALT LAKE	1.0/2.4/ 19/ 285		
NEWS/TALK	131 (3)		131 (3)	8.9	8.3	KFAM (EZ) 700 N. SALT LAKE	0.4/2.1/ 7/ 253		
						KLO (ST) 1430 OGDEN	0.4/1.2/ 8/ 167		
CHR		194 (3)	194 (3)	13.1	13.9	KRGO-F (C) 107.9 ROY	0.9/2.1/ 17/ 314		
BLACK/URBAN						KSOS-F (O) 106.9 BRIGHAM	1.1/4.6/ 21/ 615		
SOFT AC/EZ	6 (1)	175 (1)	181 (2)	12.2	12.6				
HISPANIC									
OLDIES		211 (3)	211 (3)	14.3	10.2				
FULL SVC/VARIETY	72 (1)		72 (1)	4.9	6.6				
STANDARDS	68 (2)		68 (2)	4.6	2.9				
RELIG/GOSPEL	7 (1)		7 (1)	0.5	0.0				
SPORTS	31 (1)		31 (1)	2.1	0.0				
CLASSICAL									
JAZZ		46 (1)	46 (1)	3.1	2.5				
OTHERS/UNKNOWN					0.5				
TOTALS	320 (10)	1160 (18)	1480 (28)						

DUOPOLY REPORT	12+	25-54	REVENUE
KALL, KKAT-F, KODJ-F (Regent)	15.3%	15.9%	20.5%
KDYL, KSFI-F, KRSP-F (Simmons)	21.4%	22.7%	20.2%
KTKK, KUTQ-F, KZHT-F (Local)	6.8%	3.0%	4.7%
KISN A/F, KUMT-F (Trumper)	8.7%	10.6%	7.8%
RADIO STATIONS	52.2%	52.2%	53.2%

SCARBOROUGH REPORT
Indexed against \$100,000+ Households

HIGHEST	LOWEST
1. KBZN-F 238	1. KDYL 21
2. KSFI-F 199	2. KSOP-F 35
3. KALL 166	3. KKAT-F 61
4. KODJ-F 154	4. KRSP-F 63

AM STATIONS

KALL, 910, 5 KW/1KW (OA-N)	Talk/Full Service	WESTWO, \$ 32.00	(Eastman)	Apollo
KDYL, 1280, 5 KW/500W (OA-N)	Standards	CNN, \$ 27.00	(CBS)	Simmons
KFAM, 700, 50 KW/1 KW	EZ	\$ 22.00	(---)	
KISN, 570, 5 KW (DA-1)	Talk/Sports	SBUSA, AP, \$ 23.00	(Mc-Guild)	
KSL, 1160, 50 KW	Full Service	CBS, \$ 88.00	(CBS)	Bonneville
KTKK, 630, 1 KW/500 W (DA-2)	Talk	WESTWO, \$ 21.00	(K & P)	

FM STATIONS

KBER, 101.1, 25 KW @ 3739	AOR	ABC, \$ 42.00	(Torbet)	(OGDEN)
KBZN, 97.9, 26 KW @ 3739	Jazz	\$ 30.00	(Eastman)	(OGDEN)
KISN, 97.1, 30 KW @ 3651	CHR/AC	\$ 55.00	(D&R)	
KKAT, 101.9, 26 KW @ 3739	Country	\$ 120.00	(Katz)	Apollo (OGDEN)
KUBL, 93.3, 26 KW @ 3739	Country	ABC, \$ 67.00	(Christal)	Citadel
KMXB, 107.5, 45 KW @ 2850	AC	\$ 30.00	(Eastman)	Ragan Henry (OREM)
KODJ, 94.1, 40 KW @ 3060	Oldies	SMN, WESTWO, \$ 36.00	(Katz)	Apollo
KUTC, 106.5, 8 KW @ 2709	Simulcast w/KRGO-F	\$ NA	(---)	(SPANISH FORK)
KRGO, 107.9, 67 KW @ 2378	Country	WESTWO, \$ 26.00	(---)	(ROY)
KRSP, 103.5, 28 KW @ 3628	Oldies-70's	\$ 34.00	(CBS)	Simmons
KSFI, 100.3, 26 KW @ 3739	Soft AC/EZ	\$ 74.00	(CBS)	Simmons
KSOP, 104.3, 25 KW @ 3638	Country	\$ 59.00	(HMR)	
KSOS, 106.9, 68 KW @ 2368	Oldies	\$ 22.00	(---)	(BRIGHAM)
KUMT, 105.7, 7 KW @ 3660	Prog. AOR	\$ 29.00	(Eastman)	Ragan Henry (CENTERVILLE)
KUTO, 99.5, 40 KW @ 2952	CHR	WESTWO, Source, \$ 32.00	(K & P)	(BOUNTIFUL)
KBEE, 98.7, 40 KW @ 2929	AC	\$ 35.00	(Christal)	John Price
KXRR, 96.1, 55 KW @ 2631	New AOR	WESTWO, ABC, \$ 31.00	(D & R)	(PROVO)
KZHT, 94.9, 48 KW @ 2798	CHR	\$ 30.00	(Torbet)	KUTQ owner (PROVO)

Miscellaneous: KUJJ-F changes calls to KUTC-F (March). . . KISN A/F sold to Trumper for \$5,250,000 (Chapin). . . KUMT-F (Enterville) sold by Ragan Henry to Trumper (D) for \$1,850,000 (Star). . . KALL, KKAT-F, KODJ-F from Apollo to Regent for \$ (Star). . . KMXB-F (Orem) sold by Ragan Henry to Marriott for \$1,250,000. . . KVRI-F changes to KBEE-F (May). . . KLZX-F changes to KUBL-F (May) and format from Classic AOR to Country. . .

SAN ANTONIO

Arbitron Rank/Pop (12+): 34/1,166,500

Stations: 30/28
Diaries: 2254/518:1/51.7%
Sample Target: 2190
% Below Line: 0.8
% Not Listed: 8.9

1994 Revenue: \$52,000,000
HH Inc.: \$31,018
Retail \$: 12.2 Bil
Pop per Station: 41,661
#1 Biller: KCYY-F \$7,100,000

MSA Rank/Pop: 37/1,460,000

DMA # 36

Average Person Ratings: 18.0

Market TSL: 23.50 hours

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. KXTN-AF (SP)	209/10.0	8.3	9.3	9.8	8.5	9.3	263/2914	2299/19.7	18.4	18.0	H	KXTN-AF
2. KTFM-F (CHR)	192/ 9.2	9.2	7.9	7.5	6.8	8.5	215/3159	2801/24.0	22.1	21.7	F	KTFM-F
3. KISS-F (AOR)	145/ 6.9	7.1	6.4	7.3	6.7	6.9	160/2464	2156/18.5	17.1	16.1	E	KISS-F
4. KAJA-F (C)	143/ 6.8	5.2	5.9	5.9	5.6	6.0	171/2456	1980/17.0	15.7	15.8	F	KAJA-F
5. KCYY-F (C)	140/ 6.7	8.2	6.8	6.6	8.1	7.1	162/2388	2044/17.5	19.0	18.7	H	KCYY-F
6. KQXT-F (SAC)	117/ 5.6	6.5	7.2	6.6	6.2	6.5	121/1900	1782/15.3	17.6	13.9	F	KQXT-F
7. KTSA (T/N)	91/ 4.3	4.1	4.7	4.8	4.2	4.5	120/1535	1175/10.1	10.1	10.8	E	KTSA
8. KONO-AF (O)	90/ 4.3	3.7	3.7	4.4	3.9	4.0	108/1774	1486/12.7	12.9	11.7	C	KONO-AF
9. WOAI (N/T)	89/ 4.2	3.9	4.2	4.0	3.6	4.1	107/2042	1609/13.8	12.9	12.4	G	WOAI
10. KSMG-F (O)	84/ 4.0	4.1	4.4	4.4	4.7	4.2	105/1789	1551/13.3	14.1	13.6	D	KSMG-F
11. KZEP-F (CL AOR)	79/ 3.8	3.7	4.9	4.5	4.9	4.2	91/1519	1341/11.5	14.5	13.0	D	KZEP-F
12. KCJZ-F (J)	76/ 3.6	3.5	2.7	2.4	3.5	3.1	77/1123	1050/ 9.0	8.8	9.2		KCJZ-F
13. KSJL-F (U/CHR)	76/ 3.6	5.1	3.8	5.5	5.3	4.5	81/1098	973/ 8.3	8.1	10.4	B	KSJL-F
14. KLUP (ST)	61/ 2.9	2.7	2.7	2.3	3.3	2.7	68/824	722/ 6.2	5.2	6.1	A	KLUP
15. KKYX (C)	59/ 2.8	2.5	2.3	3.0	2.4	2.7	91/1087	676/ 5.8	5.7	5.2	B	KKYX
KRIO-F (SP)	59/ 2.8	1.4	2.2	2.2	2.0	2.2	61/1147	1014/ 8.7	7.9	7.9	C	KRIO-F
17. KCOR (SP)	46/ 2.2	2.7	2.4	2.1	1.8	2.4	46/463	431/ 3.7	5.0	3.9	B	KCOR
18. KROM-F (SP)	40/ 1.9	3.0	3.0	2.1	1.8	2.5	45/699	649/ 5.6	6.0	6.0	A	KROM-F
19.												
20.												

12+ FM SHARE (METRO): 76.05% (1451 of 1908) (SPG 94: 73.85%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KTFM-F>>	1 KISS-F<	1 KXTN-AF	1 KXTN-AF>	1 KXTN-AF>	1 KXTN-AF>	1 KXTN-AF	1 KXTN-AF	1 KTFM-F<	1 KTFM-F>	1 KXTN-F
2 KISS-F	2 KTFM-F>	2 KISS-F<	2 KAJA-F<	2 KAJA-F	2 KCYY-F<	2 KTFM-F<	2 KTSA	2 KXTN-AF	2 KXTN-AF	2 KONO-F
3	3 KXTN-AF	3 KTFM-F	3 KQXT-F<	3 KCYY-F<	3 KQXT-F	3 KISS-F<	3 KAJA-F	3 KCYY-F<	3 KISS-F	3 KISS-F
4	4 KAJA-F	4 KAJA-F	4 KISS-F<	4 KQXT-F	4 KTSA	4 KCYY-F<	4 KTFM-F	4 KAJA-F	4 KSJL-F	4 KSMG-F
5	5 KCYY-F	KCYY-F	5 KTFM-F<	5 KTFM-F<	WOAI <	5 KAJA-F	5 KCYY-F	5 KISS-F	5 KCYY-F	5 KTFM-F
6	6 KSJL-F<	6 KQXT-F	6 KCYY-F	6 KISS-F	6 KAJA-F	6 KQXT-F	6 KQXT-F<	6 KQXT-F	6 KAJA-F	6 KQXT-F
7	7 KZEP-F<	7	7	7 KONO-AF	7	7 WOAI	7 KISS-F	7 KZEP-F	7	7 KCYY-F
8	8 KQXT-F	8	8	8	8	8	8	8	8	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 KTFM-F	1 KTFM-F>	1 KTFM-F	1 KXTN-AF<	1 KXTN-AF	1 KISS-F	1 KISS-F>>	1 KISS-F	1 KISS-F	1 KXTN-AF
2 KCYY-F	2 KXTN-AF	2 KXTN-AF	2 KTFM-F	2 KQXT-F<	2 KTFM-F	2 KTFM-F	2 KXTN-AF	2 KXTN-AF>	2 KISS-F
KAJA-F	KAJA-F	3 KAJA-F	3 KCYY-F	3 KCYY-F	3 KXTN-AF	3 KXTN-AF	3 KZEP-F	3 KZEP-F<	3 KAJA-F<
KISS-F	4 KCYY-F	4 KCYY-F	KQXT-F	4 KAJA-F<	4 KCYY-F	4 KZEP-F	KAJA-F	4 KTFM-F	4 KZEP-F
5 KXTN-AF	5 KISS-F	KQXT-F	5 KAJA-F	5 KTFM-F	5 KONO-AF	5 KAJA-F	5 KTFM-F	5 KAJA-F	5 KONO-AF
6 KQXT-F	6 KQXT-F	6 KSMG-F	6 KSMG-F	6 KSMG-F	KSJL-F	6 KSJL-F	6 KTSA	6 KONO-AF	6 KCJZ-F
KSJL-F	7	7 KISS-F	7	7 KCJZ-F	7	7	7 KSJL-F	7 KCYY-F	7
8	8	8	8	8	8	8	8	8	8

SAN ANTONIO

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATE STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC					0.3	KDRY (REL)	1100 ALAMO HTS 0.4/1.4/ 8/ 166
AOR/CLASSIC/NR		224 (2)	224 (2)	11.7	12.7	KEDA (SP)	1540 SAN ANTONIO 0.5/1.8/ 12/ 229
COUNTRY	59 (1)	289 (3)	348 (4)	18.2	22.2	KGNB (ST)	1420 NEW BRAUNFELS 0.7/1.5/ 15/ 174
NEWS/TALK	198 (3)		198 (3)	10.4	9.6	KNBT-F (C)	92.1 NEW BRAUNFELS 0.3/0.7/ 6/ 92
CHR		202 (2)	202 (2)	10.6	7.5	KSAH (SP)	720 UNIVERSAL CITY 0.5/1.3/ 19/ 238
BLACK/URBAN		76 (1)	76 (1)	4.0	5.9	KSLR (REL)	630 SAN ANTONIO 0.8/2.4/ 20/ 345
SOFT AC/EZ		124 (2)	124 (2)	6.5	6.8	KTKR (T)	760 SAN ANTONIO 0.9/2.4/ 22/ 351
HISPANIC	78 (5)	306 (3)	384 (8)	20.1	18.3	K20C (SP)	1250 SAN ANTONIO 0.4/1.0/ 8/ 118
OLDIES	21 (1)	153 (2)	174 (3)	9.1	9.4	KEYI-F (SAC)	103.5 SAN MARCOS 0.3/1.2/ 16/ 332
FULL SVC/VARIETY						KPTY-F (CHR/AC)	94.7 LULING 0.5/2.6/ 15/ 449
STANDARDS	76 (2)		76 (2)	4.0	4.1		
RELIG/GOSPEL	25 (2)		25 (2)	1.3	3.3		
SPORTS							
CLASSICAL							
JAZZ		76 (1)	76 (1)	4.0			
OTHERS/UNKNOWN							
TOTALS	457 (14)	1451 (16)	1908 (30)				

DUOPOLY REPORT	12+	25-54	REVENUE
WOAI, KTKR, KAJA-F, KQXT-F (Clear Channel)	17.5%	18.5%	27.7%
KCOR, KROM-F, KXTN A/F (Tichenor)	14.1%	16.0%	15.6%
KLUP, KISS-F, KSMG-F (Rusk)	13.8%	12.0%	13.5%
KONO A/F, KRIO-F (John Barger)	7.1%	8.4%	4.8%
	52.5%	54.9%	61.5%

SCARBOROUGH REPORT
Indexed against \$100,000+ Households

HIGHEST		LOWEST	
1. KSLR	332	1. KTFM-F	25
2. KLUP	243	2. KRIO-F	26
3. KAJA-F	168	3. KSJL-F	26
4. KKYX	168	4. KCOR	37
5. KCYY-F	158	5. KSMG-F	58

RADIO STATIONS

AM STATIONS

KCOR, 1350, 5 KW (DA-N), Hispanic				\$ 43.00 (Katz Hisp.)	Tichenor
KEDA, 1540, 5 KW/1 KW (DA-N), Hispanic				\$ 26.00 (Caballero)	
KENS, 1160, 10 KW/1 KW, Talk/Variety				\$ 21.00 (---)	KENS-TV
KKYX, 680, 50 KW/10 KW(DA-N), Country			ABC	\$ 45.00 (Katz)	NewCity
KLUP, 930, 5 KW/1 KW (DA-N), Standards				\$ 29.00 (CBS)	Rusk
KONO, 860, 5 KW/1 KW (DA-N) -- See KONO-FM					
KSLR, 630, 5 KW, Religion			USA	\$ 20.00 (---)	Salem
KTSA, 550, 5 KW (DA-N), Talk/News			WESTWD, ABC	\$ 54.00 (Banner)	
WOAI, 1200, 50 KW, News/Talk			CBS	\$ 115.00 (Christal)	Clear Channel

FM STATIONS

KAJA, 97.3, 100 KW @ 984, Country				\$ 84.00 (Christal)	Clear Channel
KCYY, 100.3, 100 KW @ 984, Country				\$ 146.00 (Katz)	NewCity
KCJZ, 106.7, 100 KW @ 1017, Jazz				\$ 37.00 (Katz)	
KISS, 99.5, 100 KW @ 1112, AOR				\$ 59.00 (CBS)	Rusk
KONO, 101.1, 100 KW @ 649, Oldies				\$ 41.00 (MMR)	Barger (FREOICKSBURG)
KQXT, 101.9, 100 KW @ 669, Soft AC				\$ 95.00 (Christal)	Clear Channel
KRIO, 94.1, 22 KW @ 695, Hispanic				\$ 33.00 (---)	Barger (FLORESVILLE)
KROM, 92.9, 100 KW @ 1017, Hispanic				\$ 36.00 (Katz Hisp.)	Tichenor
KSJL, 96.1, 100 KW @ 597, Urban			WESTWD, SMN	\$ 34.00 (Eastman)	Inner City
KSMG, 105.3, 100 KW @ 1250, Oldies				\$ 58.00 (CBS)	Rusk
KTFM, 102.7, 100 KW @ 669, CHR				\$ 79.00 (Banner)	
KXTN, 107.5, 100 KW @ 1469, Hispanic				\$ 163.00 (Katz Hisp.)	Tichenor
KZEP, 104.5, 100 KW @ 659, Classic AOR				\$ 73.00 (D&R)	Lotus

Miscellaneous: K0IL-F changes from Country to Jazz (Feb). . . K0IL-F changed to KCJZ-F (Mar). . .

SAN DIEGO

Arbitron Rank/Pop (12+): 15/2,212,500

Stations: 38/31

1994 Revenue: \$94,400,000

MSA Rank/Pop: 14/2,680,000

Diaries: 2853/ 775:1/48.5%

HH Inc.: \$41,672

DMA # 22

Sample Target: 2880

Retail \$: 20.6 Bil

Average Person Ratings: 16.7

% Below Line: 5.7

Pop per Station: 71,371

Market TSL: 22.00 hours

% Not Listed: 11.5

#1 Biller: KSON AF \$10,300,000

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. KYXY (AC)	266/ 7.2	5.4	4.5	4.5	3.8	5.4	THERE IS	3569/16.1	15.4	13.3	G	KYXY
2. KSON-AF (C)	259/ 7.0	6.8	6.3	7.1	7.2	6.5	NO TSA	3446/15.6	14.5	15.3	I	KSON-AF
3. XHTZ-F (CHR)	188/ 5.1	5.2	5.5	4.9	5.6	5.2	FOR THIS	2799/12.7	13.1	13.7	H	XHTZ-F
4. KSDO (N/T)	183/ 4.9	5.3	5.2	5.0	5.5	5.1	MARKET	2590/11.7	11.6	12.0	H	KSDO
5. KKLO-F (CHR/AC)	171/ 4.6	4.5	4.7	4.3	6.0	4.5		3524/15.9	14.7	19.1	H	KKLO-F
6. XTRA-F (AOR-NR)	152/ 4.1	3.6	3.6	4.4	3.8	3.9		3180/14.4	13.2	13.0	H	XTRA-F
7. KIFM-F (J)	148/ 4.0	3.8	3.1	3.7	3.3	3.7		2258/10.2	9.0	9.6	G	KIFM-F
8. KIOZ-F (AOR)	142/ 3.8	3.0	3.1	4.1	3.2	3.5		2093/ 9.5	8.9	7.5	E	KIOZ-F
9. KFMB (FS)	134/ 3.6	3.1	3.0	3.5	3.8	3.3		2293/10.4	9.7	11.5	G	KFMB
10. KBZT-F (O)	131/ 3.5	3.6	4.0	3.7	3.3	3.7		3014/13.6	11.4	10.8		KBZT-F
11. KGB -F (AOR/CL)	124/ 3.4	3.9	3.8	4.0	3.3	3.8		2501/11.3	12.7	11.7	G	KGB -F
12. KFSD-F (CL)	120/ 3.2	3.8	3.3	2.6	3.2	3.2		1796/ 8.1	8.1	7.4	E	KFSD-F
13. KFMB-F (AC)	115/ 3.1	2.5	2.7	1.8	1.9	2.5		2719/12.3	10.4	9.2	E	KFMB-F
14. KKBH-F (O-70's)	108/ 2.9	2.4	2.4	2.2	2.5	2.5		2276/10.3	8.8	8.6	F	KKBH-F
15. XHRM-F (AOR-P)	93/ 2.5	2.3	3.0	3.1	3.0	2.7		2594/11.7	11.3	11.2	D	XHRM-F
16. KOGO (T)	92/ 2.5	2.4	1.4	1.2	0.6	1.9		1314/ 5.9	4.2	2.6		KOGO
KMKX-F (AOR/AC)	92/ 2.5	3.0	4.0	3.3	4.6	3.2		2042/ 9.2	10.3	9.8		KMKX-F
18. KFI (T)	88/ 2.4	2.1	2.7	3.0	3.3	2.6		1362/ 6.2	6.6	7.7		KFI
19. XTRA (SPRTS)	72/ 1.9	3.1	3.8	2.4	1.9	2.8		1331/ 6.0	11.8	5.9	E	XTRA
KPOP (ST)	72/ 1.9	4.1	2.7	3.0	3.1	2.9		1024/ 4.6	5.2	6.0	C	KPOP
21. KCBO-F (O)	70/ 1.9	2.5	3.1	2.7	2.2	2.6		1868/ 8.4	8.4	7.2	E	KCBO-F
22. KOWF-F (C)	66/ 1.8	1.3	1.3	1.0	1.4	1.4		1042/ 4.7	4.2	3.2		KOWF-F

23.
24.
25.

12+ FM SHARE (METRO): 73.21% (2399 of 3277) (SPG 94: 71.33%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 XITZ-F>>	1 XHTZ-F	1 KYXY-F	1 KYXY-F	1 KYXY-F	1 KSDO	1 KKLO-F	1 KYXY-F	1 KYXY-F	1 XHTZ-F	1 KOGO
2 XTRA-F	2 XTRA-F<	2 KSON-AF	2 KSON-AF	2 KSON-AF>	2 KSON-AF	2 KSON-AF	2 KSON-AF<	2 KSON-AF	2 KYXY-F>	2 KYXY-F
3	3 KIOZ-F<	3 KKLO-F	3 KKLO-F	3 KIFM-F	3 KYXY-F>	3 KYXY-F<	3 KSDO >	3 XHTZ-F	3 KSON-AF	3 KSON-F
4	4 KYXY-F<	4 KIOZ-F	4 KIFM-F	4 KKLO-F	4 KFMB	4 KSDO	4 KIOZ-F	4 KIFM-F	4 KFMB-F	4 KIFM-F
5	5 KKLO-F	XHTZ-F	5 KBZT-F	5 KBZT-F	5 KIFM-F	5 XTRA-F	5 KIFM-F	5 XTRA-F	5 KIFM-F	5 KSDO
6	6 KSON-AF	6 XTRA-F	6 KGB -F	6 KGB -F	6 KFSD	6 KFMB	6 XHTZ-F	6 KKLO-F	6 XTRA-F	6 KFMB
7	7 XHRM-F	7 KGB -F	KKBH-F	KKBH-F	7 KBZT-F	7 KIOZ-F	7 KGB -F	KIOZ-F	7	7 XHTZ-F
8	8	8	8 KIOZ-F	8 KIOZ-F	8	8	8 KBZT-F	8 KGB -F	8	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 KKLO-F	1 KKLO-F<	1 KYXY-F	1 KYXY-F	1 KYXY-F	1 XHTZ-F	1 KIOZ-F<	1 KIOZ-F	1 KIOZ-F<	1 KGB -F
2 KYXY-F	2 KYXY-F	2 KKLO-F	2 KSON-AF<	2 KSON-AF>	2 XTRA-F	2 XTRA-F<	2 XTRA-F	2 XTRA-F	2 KIOZ-F<
3 KSON-AF	3 KSON-AF	3 KSON-AF	3 KKLO-F>	3 KKLO-F	3 KIOZ-F	3 XHTZ-F>	3 XHRM-F	3 KGB -F	3 KSON-AF
4 XHRM-F	4 XHRM-F<	4 KKBH-F	4 KFMB-F	4 KIFM-F	4 KYXY-F	4 KGB -F	4 XHTZ-F	4 XHTZ-F	4 KYXY-F
5 XTRA-F	5 KFMB-F	5 KFMB-F	KKBH-F	KBZT-F	5 KFMB-F	5 KYXY-F	5 KGB -F	5 KSON-AF<	5 KIFM-F<
6 XHTZ-F	6 XHTZ-F	6 XHRM-F	6 KIFM-F	6 KKBH-F	KGB -F	6 XHRM-F	6 KYXY-F	6 KYXY-F	6 XTRA-F
7 KFMB-F	7 KKBH-F	XHTZ-F	7 KBZT-F<	7 KFMB-F	7 KKLO-F	7	7 KSON-AF	7 KKLO-F	7 KSDO
KIOZ-F	8	8 KIFM-F	8	8	8 KSON-AF	8	8 KKBH-F	8	8
9	9	9	9	9	9 KBZT-F	9	9 KKLO-F	9	9

CBS STATIONS

STATION	FR	FM	TOTAL	%	SP. 94	SP. 95	CHG	NET	STATION	SP. 94	SP. 95	CHG	NET
ABC		287 (72)	287 (72)	11.4	4.3	4365	0%	1771	CBS STATION	2107 (52)	197 (12)		197 (12)
ABC/ABC/ABC/ABC		626 (7)	626 (7)	19.7	28.9	4035	0%	1100	ABC	2187 (7)	27 (12)		27 (12)
ABC/ABC		275 (7)	275 (7)	9.5	9.7	4035	0%	1225	ABC/ABC	2275 (7)	42 (12)		42 (12)
ABC/ABC	455 (7)		455 (7)	13.9	15.3	4035	0%	959	ABC/ABC	2374 (7)	21 (12)		21 (12)
CBS	4 (7)	359 (7)	363 (7)	11.1	12.9	4035	0%	1215	CBS/ABC	2473 (7)	27 (12)		27 (12)
ABC/ABC					0.6	4035	0%	1000	ABC/ABC	2572 (7)	27 (12)		27 (12)
ABC/ABC					1.7	4035	0%	1000	ABC/ABC	2671 (7)	27 (12)		27 (12)
ABC/ABC	56 (7)	156 (7)	162 (7)	4.9	7.1	4035	0%	885	ABC/ABC	2770 (7)	27 (12)		27 (12)
CBS	19 (7)	359 (7)	378 (7)	11.9	17.1	4035	0%	1000	ABC/ABC	2869 (7)	27 (12)		27 (12)
ABC/ABC/ABC	126 (7)		126 (7)	4.1	4.2	4035	0%	1000	ABC/ABC	2968 (7)	27 (12)		27 (12)
ABC/ABC	106 (7)		106 (7)	3.2	4.3	4035	0%	1000	ABC/ABC	3067 (7)	27 (12)		27 (12)
ABC/ABC	17 (7)	22 (7)	39 (7)	1.2	1.5	4035	0%	1000	ABC/ABC	3166 (7)	27 (12)		27 (12)
CBS		125 (7)	125 (7)	3.7	3.6	4035	0%	1000	ABC/ABC	3265 (7)	27 (12)		27 (12)
ABC/ABC		168 (7)	168 (7)	4.9	2.7	4035	0%	1000	ABC/ABC	3364 (7)	27 (12)		27 (12)
Jazz													
ABC/ABC													
TOTAL	878 (36)	2599 (92)	3477 (38)										

STATION	FR	FM	TOTAL	%	SP. 94	SP. 95	CHG	NET
ABC		287 (72)	287 (72)	11.4	4.3	4365	0%	1771
ABC/ABC		626 (7)	626 (7)	19.7	28.9	4035	0%	1100
ABC/ABC		275 (7)	275 (7)	9.5	9.7	4035	0%	1225
ABC/ABC	455 (7)		455 (7)	13.9	15.3	4035	0%	959
CBS	4 (7)	359 (7)	363 (7)	11.1	12.9	4035	0%	1215
ABC/ABC					0.6	4035	0%	1000
ABC/ABC					1.7	4035	0%	1000
ABC/ABC	56 (7)	156 (7)	162 (7)	4.9	7.1	4035	0%	885
CBS	19 (7)	359 (7)	378 (7)	11.9	17.1	4035	0%	1000
ABC/ABC/ABC	126 (7)		126 (7)	4.1	4.2	4035	0%	1000
ABC/ABC	106 (7)		106 (7)	3.2	4.3	4035	0%	1000
ABC/ABC	17 (7)	22 (7)	39 (7)	1.2	1.5	4035	0%	1000
CBS		125 (7)	125 (7)	3.7	3.6	4035	0%	1000
ABC/ABC		168 (7)	168 (7)	4.9	2.7	4035	0%	1000
Jazz								
ABC/ABC								
TOTAL	878 (36)	2599 (92)	3477 (38)					

ABC STATIONS

STATION	FR	FM	TOTAL	%	SP. 94	SP. 95	CHG	NET
ABC	1170	50 KW/5 KW (DA-2)			SEE ABC-FM			
ABC	1000	2.5 KW/250 W (DA-2)			Business News	WESTWD, \$ 32.00	(---)	
ABC	780	5 KW (DA-R)			Full Service	CBS, \$128.00	(Mc-Guild)	Midwest TV
ABC	600	5 KW (DA-1)			Talk	CNN, \$ 18	(Torbet)	KKLQ owner (D)
ABC	1500	5 KW/1 KW			Standards	WESTWD, \$ 43.00	(CBS)	Brown
ABC	1210	20 KW/5 KW (DA-2)			Religion	\$ 25.00	(---)	Salem (SAN MARCOS)
ABC	1130	10 KW (DA-2)			News/Talk	ABC, \$127.00	(Group W)	Gannett
ABC	1040	250 W/40 W			Hispanic	\$ 30.00	(Lotus)	
ABC	690	50 KW (DA-2)			Sports	WESTWD, ABC, \$ 65.00	(MMR)	Hoble (TIJUANA)

FM STATIONS

STATION	FR	FM	TOTAL	%	SP. 94	SP. 95	CHG	NET
FM	94.9	22 KW @ 702			Oldies	\$ 70.00	(Banner)	Anaheim
FM	105.3	29 KW @ 620			Oldies	\$ 75.00	(Katz)	Compass
FM	102.9	32 KW @ 561			Oldies - 70's	ABC, \$ 60.00	(Group W)	Gannett
FM	100.7	30 KW @ 620			AC/CHR	\$100.00	(Mc-Guild)	Midwest TV
FM	94.1	100 KW @ 640			Classical	\$ 82.00	(MMR)	Lotus
FM	101.5	50 KW @ 500			AOR/Classic	\$142.00	(CBS)	Brown
FM	98.1	28 KW @ 640			Jazz	\$103.00	(CBS)	
FM	102.1	10 KW @ 980			AOR	\$ 55.00	(Torbet)	KKLQ owner (OCEANSIDE)
FM	106.5	50 KW @ 440			CHR/AC	\$161.00	(Torbet)	
FM	103.7	36 KW @ 581			AOR/AC	\$110.00	(D&R)	SFX
FM	92.1	3 KW @ 1020			Country	\$ 18	(---)	Astor (ESCONDIDO)
FM	97.5	50 KW @ 440			Country	\$240.00	(Banner)	Jefferson-Pilot
FM	96.5	41 KW @ 541			AC	\$131.00	(D&R)	SFX
FM	99.3	25 KW @ 328			Hispanic	\$ 38.00	(Katz Hisp.)	(TIJUANA)
FM	92.5	100 KW @ ?			AOR-P	ABC, \$ 48.00	(Eastman)	(TIJUANA)
FM	90.3	100 KW @ 994			CHR	\$ 60.00	(Eastman)	(TIJUANA)
FM	104.5	60 KW @ 994			Hispanic	\$ 40.00	(Katz Hisp.)	(TIJUANA)
FM	91.1	100 KW @ 686			New AOR	\$160.00	(MMR)	Hoble (TIJUANA)

Miscellaneous: KJOY-F from Soft AC to AOR/AC (Feb). . . KJOY-F changes to KMKX-F (Mar). . . XITZ-F (Mar). . . KBZS-F changes to KBZT-F (Dec). . . KECR-F (El Cajon) to Douglas for \$12,000,000. . .

SAN FRANCISCO

Arbitron Rank/Pop (12+): 4/5,330,700
 MSA Rank/Pop: 27-(SF); 21-(OAKLAND):
 5,030,000
 OMA # 5
 Average Person Ratings: 15.8
 Market TSL: 21.00 hours

Stations: 54/51
 Diaries: 6153/ 866:1/50.4%
 Sample Target: 4500
 % Below Line: 1.2
 % Not Listed: 13.7

1994 Revenue: \$187,000,000
 HH Inc.: \$46,241
 Retail \$: 43.0 Billion
 Pop per Station: 104,524
 #1 Biller: KGO \$27,400,000

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. KGO (T)	584/ 6.9	7.5	8.3	7.4	7.8	7.5	712/9457	7852/14.7	19.4	16.8	K	KGO
2. KCBS (NR)	403/ 4.8	5.1	5.0	4.7	5.0	4.9	467/10197	8653/16.2	17.7	16.1	J	KCBS
3. KMEL-F (CHR)	370/ 4.4	4.5	4.4	3.8	4.2	4.3	404/7971	7094/13.3	13.0	12.9	I	KMEL-F
4. KNBR (FS/T)	348/ 4.1	4.2	4.4	4.8	5.4	4.4	447/7668	5988/11.2	11.4	14.3	K	KNBR
5. KYLD-FF (CHR/U)	305/ 3.7	3.2	3.4	2.9	4.1	3.3	351/7957	7011/13.2	12.0	12.7	H	KYLD-FF
6. KOIT-AF (SAC)	302/ 3.6	4.0	4.3	3.9	4.0	4.0	313/6348	6037/11.3	11.5	12.5	I	KOIT-AF
7. KITS-F (AOR-NR)	291/ 3.5	2.9	3.0	3.1	2.6	3.1	301/5653	5406/10.1	9.0	9.3	H	KITS-F
8. KKSF-F (J)	277/ 3.3	3.0	3.7	2.8	2.9	3.2	291/4373	4265/ 8.0	8.0	7.2	H	KKSF-F
9. KIOI-F (AC)	274/ 3.3	3.8	3.6	3.9	3.5	3.7	279/5444	5292/ 9.9	10.6	10.9	I	KIOI-F
10. KDFC-AF (CL)	238/ 3.8	3.1	3.6	3.3	2.0	3.2	250/4352	4213/ 7.9	9.0	6.5	E	KDFC-AF
KFOG-F (AOR-P)	225/ 2.7	2.6	2.2	2.1	2.2	2.4	233/4298	4121/ 7.7	6.8	6.7	H	KFOG-F
KBLX-F (J)	225/ 2.7	2.7	2.7	2.8	3.2	2.7	226/3554	3473/ 6.5	7.6	8.3	H	KBLX-F
13. KABL (ST)	215/ 2.6	2.0	2.5	2.9	3.1	2.5	215/2658	2636/ 4.9	5.5	5.2	D	KABL
14. KPIX-F (NR)	203/ 2.4	2.4	0.3	0.3	2.2	1.4	207/3385	3330/ 6.2	1.7	5.6	I	KPIX-F
15. KSJO-F (AOR)	181/ 2.2	2.0	1.9	2.0	2.2	2.0	198/3481	3108/ 5.8	5.6	5.9	H	KSJO-F
16. KOME-F (AOR)	171/ 2.0	2.1	2.0	1.9	1.2	2.0	192/4228	3826/ 7.2	6.6	4.5		KOME-F
17. KFRC-F (O)	164/ 1.9	2.4	2.6	3.1	2.5	2.5	166/4093	3939/ 7.4	7.9	7.7	H	KFRC-F
18. KBAY-F (SAC)	154/ 1.8	1.6	1.8	1.9	2.3	1.8	187/2862	2276/ 4.3	4.4	4.5		KBAY-F
19. KSAN-F (C)	146/ 1.7	2.1	2.7	2.4	2.4	2.2	148/2891	2770/ 5.2	7.2	7.7	I	KSAN-F
20. KRQR-F (CL AOR)	144/ 1.7	2.1	2.3	2.4	2.4	2.1	151/4056	3804/ 7.1	8.0	8.5	G	KRQR-F
21. KLOK (SP)	136/ 1.6	1.4	1.9	1.9	1.6	1.7	154/1811	1587/ 3.0	2.6	2.8		KLOK
22. KYCY-F (C)	125/ 1.5	1.4	1.7	1.7	1.1	1.6	130/2277	2109/ 4.0	4.3	3.5	D	KYCY-F
23. KBGG-F (O-70's)	120/ 1.4	1.6	1.9	1.8	1.6	1.7	128/3343	3151/ 5.9	5.9	6.3		KBGG-F
24. KSOL-F (U/AC)	118/ 1.4	1.9	1.8	1.5	1.1	1.7	120/3234	3138/ 5.9	6.0	5.3	C	KSOL-F
25. KHQT-F (CHR)	106/ 1.3	1.2	1.2	1.0	1.2	1.2	107/2552	2510/ 4.7	4.4	4.6		KHQT-F
26. KFRC (O)	104/ 1.2	1.2	1.1	1.6	1.4	1.3	116/2690	2371/ 4.4	3.8	5.7	H	KFRC
KSFO (T)	104/ 1.2	1.5	0.7	1.2	1.0	1.1	128/2045	1713/ 3.2	3.4	3.8	C	KSFO
28. KRTY-F (C)	92/ 1.1	0.9	1.0	0.8	1.0	1.0	94/1426	1333/ 2.5	2.9	2.8		KRTY-F
29. KDIA (B)	91/ 1.1	0.7	0.8	0.8	0.8	0.9	91/1116	1108/ 2.1	2.2	2.0		KDIA
30.												

12+ FM SHARE (METRO): 66.23% (480B of 7260) (SPG 94: 65.42%)

TEENS	1B-34	1B-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KYLD-FF	1 KMEL-F<	1 KMEL-F	1 KKSF-F	1 KGO <	1 KGO >	1 KGO	1 KGO	1 KGO	1 KGO >	1 KGO >
2 KMEL-F>	2 KITS-F	2 KITS-F	2 KFOG-F	2 KKSF-F	2 KCBS	2 KCBS >	2 KNBR	2 KMEL-F	2 KMEL-F	2 KCBS >>
3	3 KYLD-FF	3 KIOI-F	3 KOIT-AF	3 KOIT-AF	3 KNBR	3 KNBR	3 KPIX-F	3 KCBS	3 KYLD-FF	3 KBLX-F
4	4 KIOI-F	4 KOIT-AF	4 KGO	4 KFOG-F	4 KKSF-F	4 KMEL-F	4 KOIT-AF	4 KITS-F	4 KIOI-F	4 KNBR
5	5 KSJO-F	5 KFOG-F	5 KITS-F	5 KNBR	5 KABL	5 KIOI-F	5 KKSF-F	5 KYLD-FF	5 KITS-F	5 KOIT-AF
6	6 KOME-F	6 KKSF-F	6 KIOI-F	6 KCBS	6 KDFC-AF	6 KITS-F	6 KMEL-F	6 KNBR	6 KCBS	6 KMEL-F
7	7 KFOG-F	7 KYLD-FF	7 KNBR	7 KIOI-F	7 KOIT-AF	7 KOIT-AF	7 KOIT-AF	7 KNBR	7 KNBR	7
8	8 KOIT-AF	8 KGO	8 KBLX-F	8 KITS-F	8	8 KOME-F	8 KABL	8 KKSF-F	8 KOIT-AF	8
9	9 KBLX-F	9 KNBR	9 KCBS	9 KBLX-F	9	9 KYLD-FF	9 KIOI-F	9 KIOI-F	9 KBLX-F	9
10	10	10 KBLX-F	10 KMEL-F	10 KMEL-F	0	10 KFOG-F	10 KITS-F	10 KPIX-F	10 KKSF-F	10

WOM 1B-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 1B-24	MEN 18-34	MEN 25-34	MEN 1B-49	MEN 25-54
1 KMEL-F	1 KMEL-F	1 KMEL-F	1 KMEL-F<	1 KKSF-F	1 KMEL-F	1 KITS-F	1 KITS-F	1 KITS-F	1 KNBR
2 KITS-F	2 KIOI-F	2 KIOI-F	2 KIOI-F	2 KIOI-F	2 KITS-F	2 KSJO-F	2 KSJO-F	2 KNBR	2 KGO
3 KYLD-FF	3 KYLD-FF	3 KBLX-F	3 KOIT-AF	3 KOIT-AF	3 KYLD-FF	3 KYLD-FF	3 KNBR	3 KSJO-F	3 KCBS
4 KIOI-F	4 KITS-F	4 KYLD-FF	4 KKSF-F	4 KBLX-F	4 KOME-F	4 KMEL-F	4 KFOG-F	4 KFOG-F	4 KITS-F
5 KOIT-AF	5 KOIT-AF	5 KOIT-AF	5 KBLX-F	5 KGO	5 KSJO-F	5 KOME-F	5 KYLD-FF	5 KMEL-F	5 KFOG-F
6 KOME-F	6 KBLX-F	6 KFOG-F	6 KFOG-F	6 KFOG-F	6 KIOI-F	6 KNBR	6 KOME-F	6 KGO	6 KKSF-F
7 KSOL-F	7 KFOG-F	7 KITS-F	7 KITS-F	7 KMEL-F>	7 KHQT-F	7 KIOI-F	7 KRQR-F	7 KYLD-FF	7 KOIT-AF
8 KSAN-F	8 KOME-F	8 KKSF-F	8 KYLD-FF	8 KFRC-F	8 KNBR	8 KFOG-F	8 KCBS	8 KRQR-F	8 KSJO-F
9	9 KKSF-F	9 KSJO-F	9	9 KCBS	9	9	9 KMEL-F	9 KKSF-F	9 KRQR-F
10	10 KSJO-F	10	10	10 KPIX-F	10	10	10 KIOI-F	10 KCBS	10

SAN FRANCISCO

FORMATS	AM	FM	TOTAL	%	SPG 94	OTHER RATED STATIONS	METRO CUME	TSA	TSA
-----	--	--	-----	-	%	-----	SHARE/RTG/AQH/CUME		
AC		459 (5)	459 (5)	6.3	6.8	KARA-F (O) 105.7 SANTA CLARA	0.8/2.7/ 73/1491		
AOR/CLASSIC/NR		112 (7)	112 (7)	1.5	14.2	KBRG-F (SP) 104.9 FREMONT	0.6/1.8/ 56/1025		
COUNTRY	47 (1)	439 (5)	486 (6)	6.7	7.2	KEZR-F(AC/CHR)106.5 SAN JOSE	0.9/3.1/ 78/1705		
NEWS/TALK	1184 (5)	203 (1)	1387 (6)	19.1	21.9	KFAX (REL) 1100 SAN FRANCISCO	0.6/2.0/ 55/1104		
						KIQI (SP) 1010 SAN FRANCISCO	0.8/1.6/ 72/ 874		
CHR		781 (4)	781 (4)	10.8	11.4	KKHI-F (CL) 100.7 SAN RAFAEL	0.4/1.5/ 35/ 827		
BLACK/URBAN	91 (1)	118 (1)	209 (2)	2.9	2.2	KKIO-F (AC) 101.7 LIVERMORE	0.4/1.2/ 43/ 742		
SOFT AC/EZ	17 (1)	439 (2)	456 (3)	6.3	7.1	KKSJ (ST) 1370 SAN JOSE	0.7/1.4/ 59/ 757		
HISPANIC	270 (3)	126 (3)	396 (6)	5.5	4.8	KHGG-F (O) 97.7 MONTE RIO	0.4/1.1/ 42/ 587		
						KNEW (C) 910 OAKLAND	0.6/1.7/ 48/ 937		
OLDIES	104 (1)	391 (4)	495 (5)	6.8	7.1	KOFY (SP) 1050 SAN MATEO	0.8/2.1/ 64/1144		
FULL SVC/VARIETY	348 (1)		348 (1)	4.8	0.0	KPIX (N) 1550 SAN FRANCISCO	0.6/1.6/ 55/ 878		
STANDARDS	273 (1)		273 (2)	3.8	3.5	KRPO-F (C) 104.9 ROHNERT PARK	0.5/1.0/ 40/ 614		
RELIG/GOSPEL	53 (1)		53 (1)	0.7	0.8	KUFX-F(CL AOR)94.5 GILROY	0.8/3.5/105/2617		
						KVTO (E) 1400 BERKELEY	0.4/0.9/ 31/ 493		
SPORTS						KXFX-F (AOR) 101.7 SANTA ROSA	0.4/0.9/ 33/ 527		
CLASSICAL	35 (1)	238 (2)	273 (3)	3.8	5.1	KZSF-FF (SP) 92.7 ALAMEDA	0.9/1.8/ 79/1062		
JAZZ		502 (2)	502 (2)	6.9	8.1	KZST-F (AC) 100.1 SANTA ROSA	0.5/1.6/ 53/ 876		
OTHERS/UNKNOWN	30 (1)		30 (1)	0.4	0.0				
TOTALS	2452 (18)	4808 (36)	7260 (54)			KATH-F (C) 103.3 MODESTO	0.4/1.1/258/3063		
						KHOP-F (AC) 104.1 MODESTO	0.3/1.5/150/2594		
						KSTE (T) 650 RANCHO CORDOVA	0.5/1.2/147/2253		

DUOPOLY REPORT	12+	25-54	REVENUE
-----	----	-----	-----
KNEW, KSAN-F, KBGG-F (Shamrock)	6.3%	5.0%	8.3%
KNEL-F, KIOI-F (Evergreen)	7.7%	6.8%	12.9%
KDFC A/F, KKSF-F (Brown)	6.1%	7.0%	5.8%
KFRC A/F, KYCY-F (Alliance)	4.6%	5.5%	6.1%
KYLD-F, KYLZ-F, KSOL-F (Crescent)	5.1%	5.6%	4.8%
KGO, KSFO (Cap Cities/ABC)	8.1%	6.1%	15.6%
KOFY, KDIA (Local, semi duopoly)	1.9%	1.4%	< 2.0%
	39.8%	37.4%	54.6%

SCARBOROUGH REPORT
Indexed against \$100,000+ Households

HIGHEST		LOWEST	
1.	KSFO 178	1.	KDIA 19
2.	KFAX 162	2.	KIQI 36
3.	KFOG-F 150	3.	KNEW 37
4.	KROR-F 147	4.	KOFY 39
5.	KKSF-F 132	5.	KLOK 49
	KNBR 132		

SAN FRANCISCO

RADIO STATIONS

AM STATIONS

KABL, 960, 5 KW (DA-1)	, Standards	WESTWD, \$ NA (Christal)	Shamrock
KCBS, 740, 50 KW (DA-2)	, News	CBS, \$ 304.00 (CBS)	CBS
KDIA, 1310, 5 KW (OA-1)	, Black	ABC, \$ 35.00 (K & P)	KOFY owner (D)
KEST, 1450, 1 KW	, Ethnic	, \$ 38.00 (---)	Douglas
KFAX, 1100, 50 KW (OA-1)	, Religion	, \$ 41.00 (Eastman)	Salem
KFRC, 610, 5 KW	: SEE KFRC-FM		
KGO, 810, 50 KW	, Talk/News	ABC, \$ 453.00 (Banner)	Cap. Cities/ABC
KIQI, 1010, 10 KW/500W (DA-1)	, Hispanic	, \$ 44.00 (Caballero)	
KNBR, 680, 50 KW	, Talk/Full Service	ABC, \$ 320.00 (Eastman)	Susquehanna
KNEW, 910, 5 KW (DA-N)	, Country	, \$ NA (Mc-Guild)	Shamrock
KOFY, 1050, 50 KW/10 KW (DA-2)	, Hispanic	, \$ 54.00 (Katz Hisp.)	
KSFO, 560, 5 KW (DA-N)	, Talk	CNN, WESTWD, \$ 78.00 (Banner)	Cap Cities/ABC

FM STATIONS

KBG, 98.1, 100 KW @ 941, Oldies-70's		, \$ 95.00 (Mc-Guild)	Shamrock
KBLX, 102.9, 7 KW @ 1289, Jazz/Urban		, \$ 172.00 (D & R)	Inner City
KBRG, 104.9, 3 KW @ 298, Hispanic	CRC,	\$ 68.00 (Caballero)	(FREMONT)
KDFC, 102.1, 33 KW @ 1050, Classical		, \$ 85.00 (CBS)	Brown
KFOG, 104.5, 8 KW @ 1450, Prog. AOR	Source,	\$ 142.00 (Eastman)	Susquehanna
KFRC, 99.7, 40 KW @ 1299, Oldies		, \$ 163.00 (Group W)	Alliance
KIQI, 101.3, 125 KW @ 1161, AC/CHR		, \$ 242.00 (Banner)	Evergreen
KITS, 105.3, 15 KW @ 1200, New AOR		, \$ 171.00 (D & R)	Entercom
KZSF, 92.7, 2 KW @ 400, Hispanic		, \$ 40.00 (Lotus)	Z-Spanish (ALAMEDA)
KPIX, 95.7, 7 KW @ 1289, Talk	CNN, WESTWD,	\$ 83.00 (Group W)	Westinghouse
KKSF, 103.7, 8 KW @ 1469, Jazz		, \$ 180.00 (CBS)	Brown
KMEL, 106.1, 69 KW @ 1289, CHR/Urban		, \$ 248.00 (Christal)	Evergreen
KOIT, 96.5, 33 KW @ 1410, Soft AC		, \$ 201.00 (Katz)	Bonneville
KRQR, 97.3, 82 KW @ 1099, Classic AOR	CBS,	\$ 144.00 (CBS)	CBS
KSAN, 94.9, 30 KW @ 1210, Country		, \$ 269.00 (Mc-Guild)	Shamrock
KYLD, 107.7, 9 KW @ 1161, Urban/CHR	AP,	\$ 132.00 (MMR)	Crescent
KSOL, 98.9, 6 KW @ 1355, AC/Urban		, \$ 73.00 (MMR)	Crescent
KYCY, 93.3, 50 KW @ 494, Country		, \$ 90.00 (Group W)	Alliance

Other Ranked Stations - See San Jose

Miscellaneous: KABL-F changed to KBGG-F (Jan). . . KJAZ-F changed to KZSF-F (Sep) and format from Jazz to Hispanic (Sep). . .
 KABL, KNEW, KBGG-F, KSAN-F sold by Shamrock to Chancellor (D) for \$35,000,000 (0) . . . KSFO, KGO sold by Cap Cities/ABC
 to Disney (0) for \$ _____ (E). . . KCBS, KRQR-F sold by CBS to Westinghouse (D) for \$ _____ (E). . .

SAN JOSE

Arbitron Rank/Pop (12+): 30/1,302,400

Stations: 45/16
 Diaries: 2290/569:1/47.7%
 Sample Target: 2310
 % Below Line: NA
 % Not Listed: NA

1994 Revenue: \$35,900,000
 HH Inc.: \$53,236
 Retail \$: 13.8 Bil
 Pop per Station: 81,400
 #1 Biller: KSJO-F \$6,700,000

MSA Rank/Pop: 31/1,560,000

San Francisco DMA

Average Person Ratings: 15.6

Market TSL: 20.75 hours

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. KOME-F (AOR-P)	106/ 5.2	5.0	4.4	5.3	2.8	5.0	167/3664	2108/16.2	15.4	10.4	E	KOME-F
KBAY-F (SAC)	106/ 5.2	4.9	5.4	5.7	6.3	5.3	171/2586	1517/11.6	11.5	12.6	F	KBAY-F
3. KSJO-F (AOR)	98/ 4.8	4.9	4.9	5.2	5.4	5.0	174/2951	1600/12.3	12.3	13.5	G	KSJO-F
4. KHOT-F (CHR)	94/ 4.6	4.8	4.7	3.9	4.1	4.5	108/2528	1952/15.0	14.3	14.2	E	KHOT-F
5. KLOK (SP)	88/ 4.3	3.7	4.8	4.2	4.9	4.3	142/1580	784/ 6.0	6.3	6.5	G	KLOK
6. KRTY-F (C)	87/ 4.3	3.3	3.6	3.0	3.9	3.6	94/1400	1207/ 9.3	9.9	9.2	E	KRTY-F
7. KEZR-F (AC/CHR)	67/ 3.3	2.5	2.8	2.8	3.3	2.9	76/1635	1325/10.2	10.2	10.2	F	KEZR-F
8. KARA-F (O)	64/ 3.2	2.6	2.7	3.0	2.6	2.9	71/1391	1143/ 8.8	8.6	7.6	D	KARA-F
9. KDFC-AF (CL)	46/ 2.3	2.4	2.8	1.8	1.9	2.3	134/2268	787/ 6.0	6.5	6.3		KDFC-AF
10. KUFY-F (CL AOR)	45/ 2.2	2.9	2.3	2.3	2.4	2.4	89/2259	1182/ 9.1	8.9	10.2	E	KUFY-F
11. KKSJ (ST)	40/ 2.0	1.8	2.9	1.4	0.8	2.0	55/707	493/ 3.8	3.7	1.5	A	KKSJ
12. KLIV (T)	17/ 0.8	1.1	---	0.4	0.6	0.8	22/675	540/ 4.1	---	3.0		KLIV
13. KNTA (SP)	14/ 0.7	0.6	0.5	---	0.8	0.6	14/239	220/ 1.7	1.4	1.7		KNTA
14. KSJX (E)	10/ 0.5	0.4	1.1	0.4	0.7	0.6	10/194	194/ 1.5	1.6	2.2		KSJX
15. KAZA (SP)	7/ 0.3	0.4	0.7	1.5	0.6	0.7	11/212	156/ 2.2	1.0	1.7		KAZA

NOTE: San Jose is a portion of the San Francisco metro. Only stations home to the San Jose metro are included in the rankers.

12+ FM SHARE (METRO): NA

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ M10	12+ PMD	12+ EVE	OVERNIGHT
1 KHOT-F>	1 KSJO-F<	1 KSJO-F	1 KSJO-F	1 KSJO-F	1 KBAY-F>	1 KOME-F	1 KBAY-F	1 KSJO-F<	1 KHOT-F	1 KBAY-F>
2 KOME-F>	2 KOME-F>	2 KOME-F	2 KRTY-F	2 KRTY-F	2 KRTY-F	2 KLOK <	2 KSJO-F	2 KHOT-F	2 KOME-F	2 KARA-F
3 KLOK	3 KHOT-F	3 KRTY-F	3 KEZR-F<	3 KBAY-F	3 KARA-F	3 KBAY-F	3 KRTY-F	3 KRTY-F	3 KSJO-F	3 KLOK
4	4 KEZR-F	4 KHOT-F	4 KLOK	4 KLOK	4 KLOK	4 KSJO-F	4 KEZR-F	4 KOME-F	4 KRTY-F<	4 KSJO-F
5	5 KLOK <	5 KEZR-F	5 KOME-F	5 KARA-F	5 KDFC-F	5 KHOT-F	5 KOME-F	5 KBAY-F	5 KBAY-F	5
6	6 KRTY-F	6	6 KARA-F	6 KEZR-F	KKSJ	KRTY-F	6	6	6	6
7	7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	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 KOME-F	1 KOME-F	1 KEZR-F	1 KEZR-F<	1 KRTY-F<		1 KOME-F	1 KSJO-F>	1 KSJO-F	1 KSJO-F>	1 KSJO-F>
2 KEZR-F	2 KEZR-F	2 KHOT-F	2 KOME-F	2 KBAY-F		2 KHOT-F	2 KOME-F	2 KOME-F	2 KOME-F	2 KLOK
3 KHOT-F	3 KHOT-F	KOME-F	3 KRTY-F	3 KARA-F		KSJO-F	3 KHOT-F>	3 KEZR-F	3 KHOT-F	3 KRTY-F
4 KLOK	4 KSJO-F	KRTY-F	4 KARA-F	4 KEZR-F		4 KLOK	4 KLOK	4 KLOK	KLOK <	4 KOME-F
KSJO-F	5 KRTY-F	5 KSJO-F	5 KHOT-F	5 KHOT-F		5 KRTY-F	5 KEZR-F	5 KHOT-F	5 KRTY-F	5 KUFY-F
6 KRTY-F	6 KLOK	6 KLOK	6	KLOK		6 KEZR-F	6 KSJO-F	6 KRTY-F	6	6

METRO CUME TSA TSA
 SHARE/RTG/AQH/CUME

OTHER RATED STATIONS

KDON-F (CHR)	102.5	SALINAS	0.4/2.1/ 58/ 1332
KTOM-F (C)	100.7	SALINAS	0.3/0.7/ 54/ 804

SEE SAN FRANCISCO FOR MORE INFORMATION ABOUT THE FOLLOWING:

KABL	0.7/ 1.8	KGO	6.9/14.6	KROR-F	0.4/ 3.1
KBGG-F	0.9/ 4.0	KIOI-F	2.5/ 8.4	KSAN-F	1.5/ 4.8
KBLX-F	1.5/ 4.5	KITS-F	2.0/ 7.4	KSFO	1.0/ 3.0
KBRG-F	1.1/ 3.2	KKSF-F	2.3/ 5.4	KSOL-F	0.3/ 2.0
KCBS	3.8/13.2	KMEL-F	2.0/ 8.2	KYCY-F	1.4/ 3.7
KFAX	0.4/ 1.8	KNBR	3.6/ 9.7	KYLD-F	3.5/11.5
KFOG-F	1.3/ 4.2	KOFY	0.5/ 1.2		
KFRC	0.4/ 2.6	KOIT-F	3.0/10.0		
KFRC-F	2.2/ 7.4	KPIX	0.2/ 0.8		
		KPIX-F	1.7/ 3.9		

SAN JOSE

DUOPOLY REPORT	12+	25-54	REVENUE
KLIV, KARA-F, KRTY-F (Kieve)	8.3%	9.2%	18.1%

RADIO STATIONS

KAZA, 1290, 5 KW (DAYS, DA)	Hispanic	\$ 29.00 (Caballero)	
KKSJ, 1370, 5 KW (DA-2)	Standards	UPI, \$ NA (MMR)	
KLIV, 1590, 5 KW	News	CNN, \$ NA (MMR)	Empire
KLOK, 1170, 50 KW/5 KW (DA-2)	Hispanic	CRC, \$ 70.00 (Caballero)	
KNTA, 1430, 1 KW/2.5 KW (DA-2)	Hispanic	\$ 36.00 (Lotus)	
KARA-F, 105.7, 50 KW @ 500	Oldies	\$ 80.00 (MMR)	Empire
KBAY-F, 100.3, 15 KW @ 2578	Soft AC	\$ 85.00 (MMR)	
KEZR-F, 106.5, 50 KW @ 430	AC/CHR	\$ 100.00 (Christal)	
KHQT-F, 97.7, 1.7 KW @ 449	CHR	\$ 68.00 (D&R)	Anaheim (LOS ALTOS)
KOME-F, 98.5, 13 KW @ 879	AOR-NR	\$ 90.00 (Torbet)	Infinity
KRTY-F, 95.3, 0.9 KW @ 859	Country	\$ 62.00 (MMR)	Empire (LOS GATOS)
KSJO-F, 92.3, 50 KW @ 466	AOR	\$ 121.00 (Mc-Guild)	Bay Com
KUFX-F, 94.5, 1.2 KW @ 2535	Classic AOR	\$ 60.00 (D&R)	(GILROY)
KYLZ-F, 99.1, 1.1 KW @ 2611	AC	\$ NA (MMR)	Crescent (SANTA CRUZ)

Miscellaneous: KUFX-F (Gilroy) sold to Baycom (D) for \$9,700,000 . . . KHQT-F sold by Anaheim to Susquehanna for \$8,250,000 . . .

***** FORMAT CODES *****

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

***** 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	

SANTA ROSA

Arbitron Rank/Pop (12+): 115/348,800

Stations: 37/9
Diaries: 649/537:1/51.3%
Sample Target: 660
% Below Line: 47.9
% Not Listed: 15.4

1994 Revenue: \$7,400,000
HH Inc.: \$48,376
Retail \$: 3.5 Bil
Pop per Station: 38,756
#1 Biller: KZST-F \$2,600,000

MSA Rank/Pop: 117/422,000

San Francisco DMA

Average Person Ratings: 16.4

Market TSL: 21.50 hours

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. KZST-F (AC)	45/ 7.9	6.3	7.7	9.0	11.3	----	METRO AND	765/21.9	17.4	19.0	D	KZST-F
2. KGO (H/T)	43/ 7.5	8.5	8.8	8.6	7.2	----		519/14.9	19.8	17.2		KGO
3. KRPO-F (C)	38/ 6.6	8.3	10.8	4.9	9.7	----	TSA ARE	515/14.8	16.1	18.2	C	KRPO-F
4. KMGF-F (O)	37/ 6.5	3.1	2.8	4.3	3.9	----		547/15.7	12.8	10.5	B	KMGF-F
5. KABL (ST)	34/ 5.9	5.4	4.7	5.0	0.2	----	THE SAME	374/10.7	10.5	8.1		KABL
6. KNBR (FS)	29/ 5.1	4.6	7.7	4.7	7.2	----		416/11.9	12.7	17.6		KNBR
7. KMEL-F (CHR)	27/ 4.7	3.8	3.4	3.4	2.3	----		385/11.0	9.4	10.7		KMEL-F
8. KXFX-F (AOR)	25/ 4.4	5.8	4.9	8.1	10.0	----		454/13.0	14.8	16.4	C	KXFX-F
9. KITS-F (AOR-NR)	23/ 4.0	3.7	1.7	1.4	2.5	----		218/ 6.3	7.3	5.5		KITS-F
10. KSRO (H/T)	20/ 3.5	2.5	4.1	4.0	3.5	----		337/ 9.7	10.1	10.0	B	KSRO
11. KRSH-F (AOR-P)	18/ 3.1	2.1	2.6	---	---	----		207/ 5.9	6.7	6.3	A	KRSH-F
12. KCBS (N)	15/ 2.6	4.6	4.7	4.1	4.9	----		479/13.7	17.5	14.1		KCBS
14. KLCQ-F (AOR/CL)	15/ 2.6	4.6	2.4	3.1	3.1	----		352/10.1	12.3	9.5	B	KLCQ-F
15.												

12+ FM SHARE (METRO): 62.19% (301 of 484) (SPG 94: 53.71%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMEL-F>>	1 KXFX-F<	1 KZST-F	1 KZST-F	1 KZST-F	1 KGO	1 KZST-F	1 KZST-F	1 KZST-F	1 KGO >	1 KGO >
2 KITS-F	2 KZST-F<	2 KRPO-F<	2 KMGF-F	2 KMGF-F	2 KABL	2 KGO	2 KABL <	2 KMGF-F	2 KITS-F	2 KSRO-F
3 KYLD-F	3 KITS-F	3 KMGF-F	3 KRPO-F	3 KRPO-F	3 KZST-F<	3 KRPO-F	3 KNBR <	3 KRPO-F	3 KRPO-F	3 KCBS
4	4 KMEL-F	4 KXFX-F	4 KNBR	4 KNBR	4 KMGF-F<	4 KSRO	4 KMGF-F	4 KGO	4 KSRO-F	4
5	5 KRPO-F	5	5	5	5 KRPO-F	5	5	5	5 KMGF-F	5
6	6 KMGF-F	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 KMEL-F	1 KZST-F>	1 KZST-F	1 KZST-F>>	1 KZST-F>	1 KRPO-F	1 KITS-F<	1 KITS-F	1 KRPO-F<	1 KITS-F
2 KZST-F	2 KMEL-F>	2 KRSH-F	2 KMEL-F	2 KMGF-F	2 KXFX-F	2 KXFX-F	2 KMGF-F	2 KITS-F	2 KMGF-F
3	3 KXFX-F	3 KXFX-F	KMGF-F	3 KRPO-F	3 KMEL-F	3 KMGF-F>	3 KXFX-F	KMGF-F	KNBR >
4	4 KRPO-F	KMEL-F	KRPO-F	4 KRSH-F	4	4 KRPO-F	4	KXFX-F	4 KRPO-F
5	KRSH-F	5	5	5	5	5	5	5 KNBR	KXFX-F
6	6	6	6	6	6	6	6	6	KZST-F

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		48 (2)	48 (2)	9.9	9.0	KMXN (SP) 1150	SANTA ROSA 0.7/1.6/ 4/ 56		
AOR/CLASSIC/NR		98 (7)	98 (7)	20.2	11.8	KRRS (SP) 1460	SANTA ROSA 1.4/2.2/ 8/ 76		
COUNTRY	4 (1)	46 (3)	50 (4)	10.3	14.6	SEE SAN FRANCISCO FOR MORE ABOUT THE FOLLOWING:			
NEWS/TALK	93 (6)	4 (1)	97 (7)	20.0	30.3				
CHR		33 (2)	33 (2)	6.8	7.6	KBGF-F 0.9/ 6.4	KKHI-F 0.3/ 1.8	KROR-F 1.4/ 6.3	
BLACK/URBAN		4 (1)	4 (1)	0.8	1.5	KDFC-AF 1.5/ 4.9	KKSF-F 0.9/ 3.1	KSAN-F 1.0/ 4.2	
SOFT AC/EZ		6 (1)	23 (4)	4.8	4.3	KFOG-F 0.7/ 1.6	KNEW 0.7/ 4.5	KSFO 1.4/ 2.2	
HISPANIC		48 (3)	29 (1)	6.0	0.0	KFRC 0.7/ 4.3	KOFY 0.9/ 2.2	KSJO-F 0.9/ 2.1	
OLDSIES	4 (1)	52 (4)	34 (1)	7.0	5.5	KFRC-F 1.0/ 5.2	KOIT-F 0.7/ 4.0	KSTE 1.0/ 2.4	
FULL SVC/VARIETY	29 (1)	5.5	1.1		6.6	KIOI-F 0.5/ 3.1	KPIX 0.2/ 1.6	KYCY-F 0.3/ 2.2	
STANDARDS	34 (1)	0.0	3.9		0.0		KPIX-F 0.7/ 3.1	KYLO-F 1.0/ 5.5	
RELIG/GOSPEL								KZSF-F 1.0/ 1.8	
SPORTS									
CLASSICAL	2 (1)	9 (2)	11 (3)	2.3	1.1				
JAZZ		5 (1)	5 (1)	1.0	2.6				
OTHERS/UNKNOWN					3.9				
TOTALS	183 (12)	301 (25)	484 (37)						

SANTA ROSA

OUOPOLY REPORT	12+	25-54	REVENUE
KSRO, KLCQ-F, KXFX-F (Fuller-Jeffrey)	10.5%	9.8%	38.2%

RADIO STATIONS

KSRO , 1350, 5 KW (OA-2) , News/Talk	WESTWD TALKNT, \$19.00 (Eastman)	Fuller-Jeffrey
KMGG-F, 97.7, 2.1 KW @ 1122 , Oldies	WESTWD, \$22.00 (Katz)	(MONTE RIO)
KRPQ-F, 104.9, 0.3 KW @ 915 , Country	, \$38.00 (Christal)	(ROHNERT)
KLCQ-F, 92.9, 2.3 KW @ 1948 , AOR/Classic	, \$19.00 (Eastman)	Fuller-Jeffrey (HEALOSBURG)
KXFX-F, 101.7, 19 KW @ 384 , AOR	, \$46.00 (Eastman)	Fuller-Jeffrey
KZST-F, 100.1, 6 KW @ 239 , AC	WESTWD, \$60.00 (Mc-Guild)	
KRSH-F, 98.7, 0.3 KW @ 1378 , AOR	, \$16.00 (---)	(MIDDLETOWN)

Other ranked stations -- See San Francisco



SARASOTA-BRADENTON

Arbitron Rank/Pop (12+): 78/461,100
 MSA Rank/Pop: NA
 Tampa DMA
 Average Person Ratings: 14.8
 Market TSL: 20.50 hours

Stations: 25/8
 Diaries: 873/528:1/53.7%
 Sample Target: 880
 % Below Line: 42.7
 % Not Listed: 20.8

1994 Revenue: \$ NA
 HH Inc.: \$39,226
 Retail \$: 5.4 Bil
 Pop per Station: 57,638
 #1 Biller: WDUV-F \$3,900,000

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WOUV-F (EZ/SAC)	115/16.8	15.3	17.6	15.6	18.9	----	126/1352	1229/26.7	25.4	28.9	E	WDUV-F
2. WHPT-F (AOR-P)	52/ 7.6	8.0	9.3	7.7	7.9	----	53/680	581/12.6	14.2	16.4		WHPT-F
3. WYNF-F (AOR/CL)	48/ 7.0	---	---	---	---	----	55/618	554/12.0	---	---		WYNF-F
4. WFLA (N/T)	42/ 6.1	4.5	4.4	4.2	5.2	----	46/584	507/11.0	10.2	9.6		WFLA
5. WWRM-F (SAC)	36/ 5.3	3.4	3.7	3.8	2.8	----	44/655	580/12.6	12.3	10.8		WWRM-F
6. WFLZ-F (CHR)	31/ 4.5	5.8	4.4	4.6	4.1	----	34/674	606/13.1	13.1	13.9		WFLZ-F
7. WCTQ-F (C)	30/ 4.4	4.5	5.0	5.9	5.0	----	31/465	422/ 9.2	9.0	9.8		WCTQ-F
8. WRBQ-F (C)	23/ 3.4	2.5	3.5	5.3	2.3	----	23/307	297/ 6.4	7.4	9.0		WRBQ-F
9. WSRZ-F (O)	20/ 2.9	6.1	4.5	2.1	5.9	----	20/418	414/ 9.0	12.6	11.9		WSRZ-F
10. WXTB-F (AOR)	18/ 2.6	2.2	2.2	4.2	0.9	----	18/279	279/ 6.1	6.3	6.7		WXTB-F
11. WISP-F (SAC)	17/ 2.5	1.8	3.9	3.9	2.8	----	17/342	331/ 7.2	6.1	8.3		WISP-F
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 81.55% (442 of 542) (SPG 94: 81.12%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLZ-F>>	1 WYNF-F>>	1 WYNF-F<	1 WYNF-F	1 WHPT-F<	1 WDUV-F>>>	1 WDUV-F>	1 WDUV-F>>	1 WDUV-F>	1 WDUV-F>	1 WFLA
2 WXTB-F	2 WHPT-F>	2 WHPT-F>>	WHPT-F>>	2 WYNF-F>	2 WFLA	2 WHPT-F	2 WHPT-F	2 WHPT-F<	2 WYNF-F	2 WKXY-F
3 WRBQ-F	3 WFLZ-F	3	3	3 WWRM-F	3 WHPT-F	3 WFLA	3 WFLA <	3 WYNF-F	3 WFLZ-F	3 WCTQ-F
4	4 WXTB-F	4	4	4 WCTQ-F	WWRM-F	4 WWRM-F	4 WYNF-F	4	4 WFLA	4 WDUV-F
5	5	5	5	5 WSRZ-F	5	5 WYNF-F	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 WFLZ-F	1 WHPT-F>	1 WHPT-F	1 WHPT-F	1 WWRM-F	1 WYNF-F	1 WYNF-F>>>	1 WYNF-F	1 WYNF-F>	1 WYNF-F>
WHPT-F	2 WFLZ-F	2 WFLZ-F	2 WWRM-F>	2 WHPT-F>	2 WXTB-F	2	2 WLTQ-F	2 WHPT-F>>	2 WHPT-F>>
3 WMTX-F	3 WYNF-F	WYNF-F	3 WFLZ-F	3 WRBQ-F	3 WHPT-F	3	3 WSRZ-F	3	3
4	4 WRBQ-F	4	4 WYNF-F	WDUV-F	WFLZ-F	4	WHPT-F	4	4
5	5 WWRM-F	5	5 WRBQ-F	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		14 (1)	14 (1)	2.6	4.5	WBRD (T) 1420	BRADENTON 1.2/2.6/ 8/ 120		
AOR/CLASSIC/NR		118 (3)	118 (3)	21.8	14.9	WKXY (T) 930	SARASOTA 1.0/2.6/ 9/ 160		
COUNTRY		65 (4)	65 (4)	12.0	12.8	WWPR (?) 1490	BRADENTON 0.7/2.3/ 5/ 104		
NEWS/TALK	74 (5)		74 (5)	13.7	9.6				
CHR		39 (2)	39 (2)	7.2	5.4	WEEJ-F (O) 100.1	PORT CHARLOTTE 0.6/3.0/ 11/ 248		
BLACK/URBAN					0.6	WIKX-F (C) 92.9	PUNTA GORDA 0.7/2.8/ 39/ 386		
SOFT AC/EZ		168 (3)	168 (3)	31.0	31.2	WINK-F (CHR/AC) 96.9	FORT MYERS 1.2/5.6/ 32/ 552		
HISPANIC						WKII (ST) 1070	PORT CHARLOTTE 1.6/3.3/ 50/ 448		
OLDIES		38 (4)	38 (4)	7.0	12.3	SEE TAMPA-SP FOR MORE ABOUT THE FOLLOWING:			
FULL SVC/VARIETY					6.1	WCOF-F 1.3/ 5.7	WQYK-F 1.0/ 3.4		
STANDARDS	21 (2)		21 (2)	3.3		WGUL 1.5/ 3.3	WRBQ-F 3.4/ 6.4		
RELIG/GOSPEL						WHNZ 0.7/ 3.3	WSUN 1.8/ 3.6		
SPORTS						WMTX-F 2.0/ 5.4	WWRM-F 5.3/12.6		
CLASSICAL					1.3				
JAZZ									
OTHERS/UNKNOWN	5 (1)		5 (1)	0.9	1.3				
TOTALS	100 (8)	442 (17)	542 (25)						

SARASOTA-BRADENTON

DUOPOLY REPORT 12+ 25-54 REVENUE

 WSPB, WSRZ-F, WYNF-F 9.9% 17.0% N/A%
 (New Wave)

RADIO STATIONS

WAMR , 1320, 5 KW/1 KW (DA-2) , Standards	WESTWD NBC, \$13.00 (---) Asterisk	(VENICE)
WBRD , 1420, 2.5 KW/1 KW (DA-2) , Talk	TALKNT ABC, \$14.00 (Christal)	
WSPB , 1450, 1 KW , Classical	, \$15.00 (CMBS) New Wave	
WCTO-F, 92.1, 6 KW @ 285 , Country	WESTWD ABC, \$30.00 (K & P) Asterisk	(VENICE)
WDUV-F, 103.3, 100 KW @ 581 , EZ	WESTWD, \$80.00 (Christal)	
WISP-F, 98.7, 3 KW @ 328 , Soft AC	CNN, \$27.00 (Katz) Entercom	(HOLMES BCH)
WSRZ-F, 106.3, 3.6 KW @ 259 , Oldies	, \$32.00 (Eastman) New Wave	
WYNF-F, 107.9, 46 KW @ 510 , AOR/Classic	, \$ NA (Eastman) New Wave	(CORAL COVE)

WINK-F -- See Fort Myers in "Small Market Edition"

Other ranked stations -- See Tampa



SAVANNAH

Arbitron Rank/Pop (12+): 153/224,600

MSA Rank/Pop: 165/276,000
DMA # 101

Average Person Ratings: 17.7
Market TSI: 23.50 hours

Stations: 17/14
Diaries: 719/312:1/47.60
Sample Target: 646
% Below Line: 4.5
% Not Listed: 10.1

1994 Revenue: \$10,400,100
PR Incl: \$79,997
Format \$: 2.9 Bill
Program Stations: 16,043
#1 Billing: WJCL-F 52,100,000

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Peak Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Rating Level	Station
1. WJCL-F (C)	49/12.3	12.4	10.3	9.3	13.5	----	83/1115	562/25.0	21.7	21.8	C	WJCL-F
2. WEAS-F (B)	44/11.1	11.9	10.3	10.9	11.9	----	68/1022	512/22.8	18.2	19.2	F	WEAS-F
3. WSOK (B)	39/ 9.8	7.5	7.7	6.9	6.4	----	40/318	298/13.3	12.7	12.5	EFF	WSOK-F
4. WCHY-F (C)	38/ 9.5	8.0	11.1	9.0	9.9	----	89/1145	491/21.9	21.5	20.0	D	WCHY-F
5. WLVI-F (B/AC)	35/ 8.8	11.3	12.0	14.1	10.2	----	51/761	457/20.3	20.3	20.8	D	WLVI-F
6. WAEV-F (AC)	28/ 7.0	5.4	6.6	5.3	5.0	----	52/665	435/19.4	15.4	17.2	C	WAEV-F
7. WIXV-F (AOR)	23/ 5.8	2.1	8.0	6.9	8.3	----	52/778	302/17.0	12.6	12.2	C	WIXV-F
8. WGOO-F (O)	17/ 4.3	4.9	4.3	2.4	2.2	----	40/608	278/12.4	13.5	12.0	F	WGOO-F
9. WZAT-F (CHR)	16/ 4.0	3.6	3.4	2.1	3.9	----	50/792	312/13.9	12.7	13.2	F	WZAT-F
WBMQ (T)	16/ 4.0	4.6	4.3	6.1	4.1	----	22/422	249/11.1	9.2	8.9	A	WBMQ
11. WRHO-F (AOR-P)	14/ 3.5	2.6	2.0	1.6	2.2	----	15/255	212/ 9.4	6.7	4.9	A	WRHO-F
12. WLOW-F (ST)	13/ 3.3	1.8	0.6	---	---	----	37/449	195/ 8.7	4.0	1.9	A	WLOW-F
13. WYKZ-F (SAC)	11/ 2.8	1.0	2.3	2.1	0.8	----	28/411	187/ 8.3	6.2	5.9		WYKZ-F
14.												
15.												

12+ FM SHARE (METRO): 83.80% (300 of 358) (SPG 94: 85.67%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WEAS-F>	1 WEAS-F>	1 WEAS-F<	1 WJCL-F<	1 WJCL-F	1 WSOK	1 WJCL-F	1 WEAS-F<	1 WEAS-F<	1 WEAS-F	1 WJCL-F
2 WJCL-F>	2 WJCL-F	2 WJCL-F<	2 WEAS-F<	2 WEAS-F<	2 WJCL-F<	2 WSOK <	2 WCHY-F<	2 WJCL-F<	2 WLVI-F<	2 WSOK
3 WLVI-F	WLVI-F	3 WLVI-F	3 WLVI-F	3 WLVI-F	3 WCHY-F>	3 WLVI-F<	3 WJCL-F	3 WCHY-F	3 WSOK <	3 WLVI-F
4	4 WIXV-F	4 WCHY-F	4 WCHY-F<	4 WCHY-F	4	4 WCHY-F	4 WAEV-F	4 WRHO-F	4 WJCL-F	4 WEAS-F
5	5	5 WAEV-F	5 WAEV-F	5 WAEV-F	5	5	5	5 WAEV-F	5 WCHY-F	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 WEAS-F	1 WEAS-F	1 WLVI-F	1 WJCL-F<	1 WJCL-F<	1 WEAS-F	1 WEAS-F	1 WEAS-F	1 WEAS-F<	1 WEAS-F<
2 WAEV-F	2 WLVI-F<	2 WEAS-F	2 WEAS-F	2 WLVI-F	WIXV-F	2 WIXV-F	2 WIXV-F	2 WJCL-F<	2 WJCL-F
3	3 WJCL-F	3 WJCL-F	WLVI-F	3 WSOK	WLVI-F	3 WJCL-F<	3 WJCL-F	3 WIXV-F<	3 WLVI-F
4	4 WAEV-F>	4 WAEV-F	4 WAEV-F	4 WEAS-F	4 WJCL-F	4 WLVI-F	WZAT-F	4 WLVI-F	4 WIXV-F
5	5	5	5 WCHY-F	5 WAEV-F	5	5	5	5 WCHY-F	5 WCHY-F
6	6	6	6	WCHY-F	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		28 (1)	28 (1)	7.8	7.8	WEAS (SPRIS) 900 SAVANNAH	0.8/4.3/ 4/ 130		
AOR/CLASSIC/NR		42 (3)	42 (3)	11.7	11.8	WFXH-F (AOR/CL) 106.1 HILTON HEAD SC	1.3/6.9/ 10/ 245		
COUNTRY		87 (2)	87 (2)	24.3	24.0				
NEWS/TALK	16 (1)		16 (1)	4.5	5.3	WHJX-F (B) 101.5 BRUNSWICK GA	0.5/4.5/ 24/ 431		
CHR		16 (1)	16 (1)	4.5	3.7	WSKX-F (B) 92.3 HINESVILLE	1.3/7.0/ 20/ 287		
BLACK/URBAN	39 (1)	86 (4)	125 (5)	34.9	34.3				
SOFT AC/EZ		11 (1)	11 (1)	3.1	2.5				
HISPANIC									
OLDIES		17 (1)	17 (1)	4.7	5.3				
FULL SVC/VARIETY									
STANDARDS		13 (1)	13 (1)	3.6	4.7				
RELIG/GOSPEL					0.6				
SPORTS	3 (1)		3 (1)	0.8	0.0				
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN									
TOTALS	58 (3)	300 (14)	358 (17)						

SAVANNAH

DUOPOLY REPORT	12+	25-54	REVENUE
WSOK, WAEV-F, WL VH-F (Southeastern)	25.6%	24.7%	22.1%
WLOW-F, WFXH-F (Adventure)	4.6%	3.1%	< 3.0%
	30.2%	27.8%	24.0%

RADIO STATIONS

WBMQ , 630, 5 KW (DA-N) , Talk	CBS, \$15.00 (Katz)	McCormick
WCHY , 1290, 5 KW (DA-N) , News/Sports	ABC, \$11.00 (Christal)	Patterson
WSOK , 1230, 1 KW , Black	WESTWD AURN, \$17.00 (Banner)	Southeastern
WAEV-F, 97.3, 100 KW @ 991 , AC	WESTWD, \$28.00 (Banner)	Southeastern
WCHY-F, 94.1, 100 KW @ 1319 , Country	ABC, \$47.00 (Christal)	Patterson
WEAS-F, 93.1, 100 KW @ 308 , Black	ABC, \$24.00 (D & R)	
WGCO-F, 98.3, 100 KW @ 981 , Oldies	, \$17.00 (Eastman)	Clark (MIDWAY)
WIXV-F, 95.5, 100 KW @ 856 , AOR	, \$30.00 (Katz)	McCormick
WJCL-F, 96.5, 100 KW @ 1161 , Country	WESTWD HBC, \$34.00 (D & R)	Lewis
WLOW-F, 106.9, 50 KW @ 443 , Standards	WESTWD IBN, \$15.00 (K & P)	Adventure (BLUFFTON, SC)
WL VH-F, 101.1, 50 KW @ 476 , Black/AC	WESTWD, \$23.00 (Banner)	Southeastern (HARDEEVILLE, SC)
WRHQ-F, 105.3, 11 KW @ 485 , AOR-P	, \$12.00 (K & P)	(RICHMOND HILL)
WYKZ-F, 98.7, 100 KW @ 708 , Soft AC	, \$17.00 (Eastman)	DeDominicis (BEAUFORT)
WZAT-F, 102.1, 100 KW @ 1322 , CHR	ABC, \$21.00 (K & P)	
WFXH-F, 106.1, 11 KW @ 794 , AOR/Classic	SOURCE, \$15.00 (---)	Adventure (HILTON HEAD)

Miscellaneous: WLOW-F sold to Adventure (D) for ?? . . WSOK, WAEV-F sold by Opus to Southeastern for \$2,350,000. . .
 WL VH-F sold by Opus to Southeastern (D) for \$2,000,000. . . WCHY A/F resold by Wheeling-Pittsburgh
 to Patterson. . .

SEATTLE-TACOMA

Arbitron Rank/Pop (12+): 13/2,696,500
 MSA Rank/Pop: 22 - Seattle
 80 - Tacoma 3,280,000
 DMA # 13
 Average Person Ratings: 16.1
 Market TSL: 21.25 hours

Stations: 29/29
 Diaries: 3432/ 786:1/54.4%
 Sample Target: 3255
 % Below Line: 0.0
 % Not Listed: 11.4

1994 Revenue: \$110,300,000
 HH Inc.: \$40,721
 Retail \$: 29.8 8il
 Pop per Station: 92,983
 #1 Biller: KIRO \$15,000,000

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. KVI (T)	269/ 6.2	5.4	5.5	6.8	6.4	6.0	277/2909	2770/10.3	10.5	10.2	G	KVI
2. KMPS-AF (C)	257/ 5.9	5.9	6.5	7.9	8.6	6.6	286/4265	3908/14.5	15.8	18.6	I	KMPS-AF
3. KIRO (N)	256/ 5.9	4.9	7.1	6.4	6.1	6.1	272/4991	4663/17.3	20.4	19.4	J	KIRO
4. KUBE-F (CHR)	255/ 5.9	6.1	5.4	5.2	5.5	5.7	266/4735	4509/16.7	15.4	15.4	G	KUBE-F
5. KBSG-AF (O)	246/ 5.5	5.0	5.2	5.2	6.6	5.2	272/4903	4436/16.5	15.0	18.8	I	KBSG-AF
6. KNDD-F (AOR-NR)	221/ 5.1	6.1	5.0	5.2	4.1	5.4	234/3993	3839/14.2	13.6	13.3	G	KNDD-F
7. KIXI (ST)	210/ 4.8	4.6	5.1	3.6	3.9	4.5	223/2514	2277/ 8.4	8.6	8.2	C	KIXI
8. KZOK-F (CL AOR)	184/ 4.2	3.4	3.3	1.6	2.7	3.1	189/3379	3229/12.0	10.5	11.7	G	KZOK-F
9. KING-F (CL)	179/ 4.1	5.5	3.2	4.2	4.2	4.3	204/2812	2518/ 9.3	9.0	9.4	E	KING-F
10. KLSY-F (AC)	163/ 3.7	4.5	3.6	3.5	3.5	3.8	168/3004	2885/10.7	11.0	10.7	G	KLSY-F
11. KRPM-AF (C)	161/ 3.7	3.8	3.7	3.8	4.8	3.8	186/2841	2612/ 9.7	9.9	11.3	G	KRPM-AF
12. KJR -F (O)	158/ 3.6	3.7	3.8	4.1	3.1	3.8	159/3265	3166/11.7	7.0	8.7	E	KJR -F
13. KISW-F (AOR)	154/ 3.5	4.6	3.9	5.3	4.7	4.3	171/2524	2355/ 8.7	9.0	11.1	G	KISW-F
14. KOMO (FS)	143/ 3.3	3.5	5.2	3.2	3.8	3.8	150/3257	3022/11.2	15.5	12.0	F	KOMO
15. KPLZ-F (CHR/AC)	141/ 3.2	3.6	3.8	4.0	4.1	3.7	162/3588	3226/12.0	12.7	13.3	G	KPLZ-F
16. KYCW-F (C)	136/ 3.1	2.8	3.3	1.6	2.7	2.7	143/2028	1884/ 7.0	7.2	9.0	C	KYCW-F
17. KRWM-F (SAC)	120/ 2.8	2.3	2.6	2.0	2.7	2.4	121/1854	1795/ 6.7	6.3	6.5	E	KRWM-F
18. KMTT-F (AOR-P)	118/ 2.7	3.0	3.5	3.0	2.9	3.1	127/2074	1993/ 7.4	8.1	7.4	F	KMTT-F
19. KEZX-F (J)	101/ 2.3	2.3	2.7	2.3	2.2	2.4	101/1472	1448/ 5.4	5.1	4.0	D	KEZX-F
20. KJR (SPRTS)	99/ 2.3	1.9	2.2	2.0	2.2	2.1	105/2209	2122/ 7.9	7.0	8.7	D	KJR
21. KCMS-F (REL)	84/ 1.9	1.4	1.5	1.7	1.4	1.6	92/1493	1289/ 4.8	4.6	4.5		KCMS-F
22. KIRO-F (T)	65/ 1.5	1.3	1.1	0.7	0.9	1.2	75/1574	1391/ 5.2	3.6	4.0		KIRO-F
23. KNWX (N/T)	60/ 1.4	1.3	0.6	1.8	1.2	1.3	63/1469	1318/ 4.9	2.7	4.2		KNWX
24.												
25.												

12+ FM SHARE (METRO): 71.28% (2748 of 3855) (SPG 94: 72.07%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KUBE-F>>	1 KNDD-F	1 KNDD-F	1 KBSG-AF<	1 KBSG-AF	1 KVI <	1 KIRO	1 KVI	1 KBSG-AF	1 KUBE-F	1 KIRO
2 KNDD-F>>	2 KUBE-F	KBSG-AF<	2 KZOK-F	2 KMPS-AF<	2 KIRO	2 KVI	2 KBSG-AF<	KUBE-F<	2 KIRO	2 KOMO
3	3 KISW-F	3 KMPS-AF	3 KMPS-AF	3 KZOK-F	3 KIXI	3 KMPS-AF	3 KIXI-F<	3 KNDD-F	3 KNDD-F	3 KMPS-AF
4	4 KZOK-F<	KZOK-F	4 KJR -F	4 KVI	4 KBSG-AF	4 KBSG-AF	4 KMPS-AF	4 KMPS-AF	4 KVI <	4 KVI
5	5 KMPS-AF	5 KUBE-F	5 KVI <	5 KJR -F	5 KING-F<	5 KUBE-F	5 KUBE-F	5 KVI	5 KLSY-F	5 KBSG-AF
6	6 KPLZ-F<	6 KJR -F<	6 KIRO	6 KIRO	6 KMPS-AF	6 KZOK-F	KNDD-F	6 KIRO	6 KMPS-AF	6 KUBE-F
7	7 KJR -F	7 KISW-F	7 KISW-F	7 KLSY-F	7 KOMO	KOMO	7 KLSY-F	KIXI-F	KOMO	7 KZOK-F
8	8	8	KLSY-F	8	8	8	8	8	8	8 KCMS-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 KUBE-F	1 KUBE-F	1 KBSG-AF	1 KUBE-F	1 KBSG-AF	1 KNDD-F	1 KNDD-F	1 KISW-F	1 KZOK-F<	1 KZOK-F
2 KNDD-F	2 KNDD-F	2 KMPS-AF	2 KBSG-AF<	2 KLSY-F<	2 KISW-F	2 KISW-F	2 KZOK-F	2 KISW-F<	2 KVI
3 KPLZ-F	3 KPLZ-F<	KUBE-F	3 KMPS-AF	3 KMPS-AF	3 KUBE-F	3 KZOK-F	3 KNDD-F	3 KNDD-F	3 KIRO <
4 KMPS-AF	4 KMPS-AF	KPLZ-F	4 KPLZ-F	4 KRWM-F<	4 KMPS-AF	4 KUBE-F	4 KJR	4 KMPS-AF	4 KBSG-AF<
5 KYCW-F	5 KLSY-F	5 KJR -F	5 KLSY-F	5 KUBE-F<	5 KYCW-F	5 KMPS-AF<	5 KJR -F	KVI <	5 KMPS-AF
6 KLSY-F	6 KJR -F<	6 KLSY-F	6 KNDD-F	6 KPLZ-F<	KJR -F	6 KJR -F	KVI	6 KBSG-AF<	6 KISW-F
7 KZOK-F	7 KYCW-F	7 KNDD-F	7 KRWM-F	7 KJR -F	7 KBSG-AF	7	7 KMPS-AF	7 KJR -F	7 KJR -F
8	8	8 KMTT-AF	KJR -F	8	8	8	8 KUBE-F	8	8
9	9	9	9	9	9	9	KIRO-F	9	9

SEATTLE-TACOMA

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		338 (3)	338 (3)	8.8	6.0	KCIS (REL) 630	0.5/1.9/ 25/ 553		
AOR/CLASSIC/NR		677 (4)	677 (4)	17.6	17.9	KGNW (REL) 820	0.4/1.8/ 23/ 570		
COUNTRY	24 (2)	530 (3)	554 (5)	14.4	13.4	KXXO-F (AC) 96.1	0.8/2.2/ 56/ 941		
NEWS/TALK	585 (3)	65 (1)	650 (4)	16.9	19.9	EDMONDS			
CHR		255 (1)	255 (1)	6.6	10.3	BURIEN			
BLACK/URBAN						OLYMPIA			
SOFT AC/EZ		120 (1)	120 (1)	3.1	8.7				
HISPANIC									
OLDIES	5 (1)	399 (2)	404 (3)	10.5	6.6				
FULL SVC/VARIETY	143 (1)		143 (1)	3.7	5.4				
STANDARDS	210 (1)		210 (1)	5.4	4.8				
RELIG/GOSPEL	41 (2)	84 (1)	125 (3)	3.2	3.7				
SPORTS	99 (1)		99 (1)	2.6	---				
CLASSICAL		179 (1)	179 (1)	4.6	3.2				
JAZZ		101 (1)	101 (1)	2.6	---				
OTHERS/UNKNOWN									
TOTALS	1107 (11)	2748 (18)	3855 (29)						

DUOPOLY REPORT	12+	25-54	REVENUE
KBSG A/F, KNDD-F (Viacom)	10.6%	10.9%	14.2%
KOMO, KVI, KPLZ-F (Fisher)	12.7%	11.7%	14.2%
KMPS A/F, KZOK-F (EZ)	10.1%	12.3%	17.6%
KJR A/F, KUBE-F (Local)	11.8%	11.4%	10.2%
KIRO A/F, KNWX (Bonneville)	8.8%	8.0%	14.1%
	54.0%	54.3%	70.3%

SCARBOROUGH REPORT
Indexed against \$100,000+ Households

HIGHEST	LOWEST
1. KJR 239	1. KJR -F 46
2. KIRO-F 205	2. KUBE-F 65
3. KRWM-F 192	3. KIXI 73
4. KMTT-F 172	4. KEZX-F 74
5. KIRO 155	5. KCMS-F 76

RADIO STATIONS

AM STATIONS

KBLE, 1050, 5 KW/543 W	, Religion	, \$ 26.00 (---)	
KCIS, 630, 5 KW/2.7 KW (DA-2)	, Religion	UPI, \$ 36.00 (---)	
KNWX, 1090, 50 KW (DA-2)	, Talk/News	AP, \$ 50.00 (MMR)	Bonneville
KIRO, 710, 50 KW (DA-N)	, News/Talk	AP, CBS, \$ 280.00 (Torbet)	Bonneville
KIXI, 880, 50 KW/10 KW (DA-2)	, Standards	WESTWD, \$ 51.00 (Christal)	Sandusky
KJR, 950, 5 KW (DA-N)	, Sports/Talk	WESTWD, ABC, \$ 50.00 (CBS)	KUBE owner (D)
KOMO, 1000, 50 KW (DA-N)	, Full Service	ABC, \$ 100.00 (Banner)	Fisher
KVI, 570, 5 KW	, Talk	ABC, \$ 84.00 (Banner)	Fisher

FM STATIONS

KBSG, 97.3, 55 KW @ 2890, Oldies		, \$ 175.00 (Torbet)	Viacom
KCMS, 105.3, 115 KW @ 718, Religion		UPI, \$ 43.00 (Radio Spot)	
KEZX, 98.9, 100 KW @ 1109, Soft Jazz		ABC, \$ 50.00 (D & R)	Park
KING, 98.1, 58 KW @ 2342, Classical		, \$ 88.00 (MMR)	
KIRO, 100.7, 100 KW @ 731, Talk		CBS, \$ NA (Torbet)	Bonneville
KISW, 99.9, 100 KW @ 1148, AOR		, \$ 86.00 (Mc-Guild)	Nationwide
KLSY, 92.5, 58 KW @ 2342, AC		AP, ABC, \$ 140.00 (Christal)	Sandusky
KJR, 95.7, 100 KW @ 1181, Oldies - 70's		, \$ 57.00 (MMR)	KUBE owner (D)
KMPS, 94.1, 98 KW @ 1168, Country		AP, \$ 241.00 (Eastman)	EZ
KMTT, 103.7, 58 KW @ 2342, Prog. AOR		, \$ 71.00 (D & R)	Entercom
KNDD, 107.7, 100 KW @ 1194, New AOR		, \$ 118.00 (Torbet)	Viacom
KPLZ, 101.5, 100 KW @ 1200, CHR/AC		, \$ 104.00 (Banner)	Fisher
KRPM, 106.1, 58 KW @ 2342, Country		WESTWD, \$ 91.00 (Christal)	Heritage
KRWM, 106.9, 100 KW @ 820, Soft AC		, \$ 60.00 (CBS)	Brown
KUBE, 93.3, 100 KW @ 1289, CHR		, \$ 150.00 (MMR)	
KYCW, 96.5, 100 KW @ 1220, Country		, \$ 87.00 (Group W)	Alliance
KZOK, 102.5, 100 KW @ 1171, Classic AOR		, \$ 136.00 (Eastman)	EZ

Miscellaneous: KULL changes back to KRPM and now simulcasts with KRPM-F (March). . . KING-AM changes to KINF (Feb). . . KINF changes to KNWX (March). . .

SHREVEPORT

Arbitron Rank/Pop (12+): 127/302,300

Stations: 14/14
Diaries: 904/334:1/46.5%
Sample Target: 935
% Below Line: 0.0
% Not Listed: 8.6

1994 Revenue: \$10,500,000
HH Inc.: \$29,549
Retail \$: 3.2 Bil
Pop per Station: 21,593
#1 Biller: KRMD-AF \$3,000,000

MSA Rank/Pop: 126/376,000
DMA # 72
Average Person Ratings: 15.7
Market TSL: 21.50 hours

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. KMJJ-F (B)	80/16.9	13.7	12.9	15.6	19.5	14.8	117/1258	758/25.1	25.2	26.6	0	KMJJ-F
2. KRMD-F (C)	74/15.6	15.7	16.3	19.2	20.2	16.7	104/1199	801/26.5	26.4	33.3	E	KRMD-F
3. KVKI-F (AC)	58/12.2	11.7	10.7	9.4	9.4	11.0	73/1011	696/23.0	21.6	20.0	0	KVKI-F
4. KDKS-F (B)	38/ 8.0	10.4	12.0	7.6	8.1	9.5	40/643	576/19.1	19.2	16.7	A	KDKS-F
5. KEEL (T)	32/ 6.8	6.3	7.6	5.4	6.6	6.5	44/521	367/12.1	14.2	13.9	B	KEEL
6. KOKA (G)	27/ 5.7	7.2	7.2	3.8	5.5	6.0	27/365	334/11.0	11.5	9.5	A	KOKA
7. KWKH-F (C)	23/ 4.9	5.1	4.6	5.4	4.6	5.0	42/713	373/12.3	10.7	14.2	D	KWKH-F
8. KTUX-F (AOR-NR)	22/ 4.6	3.5	4.4	4.2	3.1	4.2	41/561	331/10.9	9.2	11.1	B	KTUX-F
9. KITT-F (C)	19/ 4.0	4.9	4.8	5.1	5.0	4.7	31/736	367/12.1	12.1	15.1	B	KITT-F
10. KLKL-F (O)	18/ 3.8	3.9	3.3	2.9	2.9	3.5	20/344	309/10.2	10.5	8.0	A	KLKL-F
11. KTAL-F (AOR)	16/ 3.4	4.1	3.1	4.0	2.5	3.7	39/682	327/10.8	8.4	9.2	B	KTAL-F
12. KWKH (C)	14/ 3.0	1.6	1.7	2.0	1.8	2.1	18/267	140/ 4.6	6.0	6.2		KWKH
13.												
14.												
15.												

12+ FM SHARE (METRO): 80.37% (348 of 433) (SPG 94: 83.50%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ M10	12+ PMD	12+ EVE	OVERNIGHT
1 KMJJ-F>>>1	KMJJ-F>	1 KMJJ-F	1 KVKI-F	1 KVKI-F	1 KRMD-F>	1 KRMD-F>	1 KRMD-F	1 KMJJ-F	1 KMJJ-F>>	1 KRMD-F
2 KRMD-F	2 KVKI-F	2 KVKI-F<	2 KMJJ-F	2 KRMD-F<	2 KVKI-F	2 KVKI-F<	2 KVKI-F	2 KRMD-F<	2 KRMD-F<	2 KMJJ-F
3 KOKS-F	3 KRMD-F<	3 KRMD-F>	3 KRMD-F>	3 KMJJ-F>	3 KEEL	3 KMJJ-F>	3 KEEL <	3 KVKI-F>	3 KDKS-F>	3 KDKS-F
4 KTUX-F	4 KDKS-F	4 KDKS-F	4 KDKS-F	4 KDKS-F	4 KOKA	4 KMJJ-F	4 KDKS-F	4 KVKI-F	4 KVKI-F	4 KVKI-F
5	5	5	5	5	5 KMJJ-F	5 KEEL	5	5	5	5
6	6	6	6	6	6	6	6	6	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 KMJJ-F	1 KMJJ-F>>	1 KMJJ-F	1 KMJJ-F	1 KRMD-F	1 KMJJ-F	1 KMJJ-F>	1 KMJJ-F	1 KMJJ-F	1 KVKI-F>
2 KDKS-F	2 KVKI-F	2 KVKI-F	2 KRMD-F	2 KVKI-F	2 KRMD-F	2 KVKI-F	2 KVKI-F	2 KVKI-F	2 KMJJ-F<
KRMD-F	3 KRMD-F>	3 KRMD-F	KVKI-F>	KMJJ-F>	3 KTUX-F	KRMD-F	3 KOKS-F	3 KRMD-F>	3 KRMD-F
KVKI-F	4 KDKS-F	4 KTUX-F	4 KDKS-F	4 KDKS-F	4 KTAL-F	4 KDKS-F	4 KEEL	4 KDKS-F	4 KEEL
5	5	KDKS-F	5	5	5	5	KRMD-F	5	5
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		58 (1)	58 (1)	13.4	11.4	KFLO (REL)	1300	SHREVEPORT	0.8/1.7/ 4/ 52
AOR/CLASSIC/NR		38 (2)	38 (2)	8.8	6.0	KRMD (T?)	1340	SHREVEPORT	1.7/4.1/ 9/ 138
COUNTRY	14 (1)	116 (3)	130 (4)	30.0	37.1				
NEWS/TALK	32 (1)		32 (1)	7.4	0.0				
CHR					5.2				
BLACK/URBAN		118 (2)	118 (2)	27.3	30.8				
SOFT AC/EZ									
HISPANIC									
OLDIES		18 (1)	18 (1)	4.2	2.2				
FULL SVC/VARIETY					6.5				
STANDARDS									
RELIG/GOSPEL	31 (2)		31 (2)	7.2	0.0				
SPORTS									
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN	8 (1)		8 (1)	1.8	0.0				
TOTALS	85 (5)	348 (9)	433 (14)						

SHREVEPORT

DUOPOLY REPORT	12+	25-54	REVENUE
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KEEL, KITT-F, KVKI-F (Local)	23.0%	27.1%	22.7%
KOKA, KFLO, KDKS-F, KLKL-F (Local)	18.3%	19.0%	11.9%
	41.3%	46.1%	34.6%

RADIO STATIONS

KEEL , 710, 50 KW/10 KW(DA-2),	FS/Standards	WESTWD, ABC, \$21.00	(Katz)	
KOKA , 980, 5 KW/80 W (DA-1),	Gospel	WESTWD, AURN, \$19.00	(K & P)	
KWKH , 1130, 50 KW (DA-N)	SEE KWKH-FM			
KDKS-F, 103.7, 6 KW @ 328	Black	SMN, \$19.00	(K & P)	(HAUGHTON)
KITT-F, 93.7, 100 KW @ 1010	AC	CNN, ABC, \$31.00	(Katz)	KVKI owner
KLKL-F, 92.1, 3.3 KW @ 298	Oldies	ABC, \$22.00	(K & P)	KDKS owner (DENTON)
KMJJ-F, 99.7, 50 KW @ 462	Black	WESTWD, \$27.00	(Mc-Guild)	SunGroup
KRMD-F, 101.1, 100 KW @ 1118	Country	, \$60.00	(Eastman)	AmCom
KTAL-F, 98.1, 100 KW @ 1361	AOR	, \$24.00	(Banner)	(TEXARKANA)
KTUX-F, 98.9, 100 KW @ 718	AOR-NR	, \$25.00	(Banner)	(CARTHAGE, TX)
KVKI-F, 96.5, 100 KW @ 797	AC	, \$33.00	(K & P)	
KWKH-F, 94.5, 100 KW @ 321	Country	WESTWD, \$45.00	(Christal)	Great Empire

SIoux FALLS

Arbitron Rank/Pop (12+): 211/130,200

Stations: 16/12
Diaries: 628/207:1/64.0%
Sample Target: 610
% Below Line: 4.9
% Not Listed: 16.7

1994 Revenue: \$7,200,000
HH Inc.: \$37,459
Retail \$: 2.0 Bil
Pop per Station: 10,850
#1 Biller: KTWB-F \$ 1,300,000

MSA Rank/Pop: 236/151,000
DMA # 112 (w/Mitchell)
Average Person Ratings: 15.7
Market TSL: 20.75 hours

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	SPG 93	Revenue Level
1. KRRO-F (AOR)	28/13.7	----	11.4	----	12.0	----	36/421	325/25.0	22.5	22.4	B KRRO-F
2. KELO (FS)	22/10.8	----	8.5	----	9.6	----	27/327	238/18.3	19.3	19.4	C KELO
3. KMXC-F (CHR/AC)	20/ 9.8	----	7.6	----	8.7	----	24/381	278/21.4	14.4	25.6	B KMXC-F
4. KTWB-F (C)	19/ 9.3	----	15.2	----	18.8	----	33/490	240/18.4	26.6	31.0	C KTWB-F
5. KELO-F (SAC)	17/ 8.3	----	11.4	----	8.7	----	32/528	265/20.4	22.7	21.6	B KELO-F
6. KXRB (C)	11/ 5.4	----	3.8	----	5.3	----	21/261	104/ 8.0	7.6	11.9	A KXRB
7. KWSN (T)	9/ 4.4	----	1.9	----	2.9	----	10/114	101/ 7.8	7.5	9.7	A KWSN
KKLS-F (O)	9/ 4.4	----	5.7	----	7.7	----	24/463	256/19.7	17.4	21.4	B KKLS-F
9. K1KN-F (C)	8/ 3.9	----	1.4	----	----	----	44/575	127/ 9.8	6.7	----	A K1KN-F
KSOO (T)	8/ 3.9	----	5.2	----	7.2	----	18/274	155/11.9	13.2	17.6	A KSOO

12+ FM SHARE (METRO): 65.88% (112 of 170) (SPG 94: 79.94%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMXC-F	1 KRRO-F>	1 KRRO-F>	1 KRRO-F>	1 KRRO-F	1 KELO >	1 KELO >	1 KRRO-F<	1 KRRO-F>	1 KRRO-F>	1 KRRO-F
2 KRRO-F	2 KMXC-F>	2 KMXC-F	2 KMXC-F	2 KELO <	2 KXRB	2 KRRO-F	2 KRRO-F<	2 KMXC-F	2 KMXC-F	2 KELO
3 KTWB-F	3 KTWB-F	3 KTWB-F<	KELO-F<	3 KRRO-F	3 KRRO-F	3 KSOO	3 KMXC-F<	KTWB-F<	3 KTWB-F	3 KTWB-F
4	4 KELO-F	4 KELO-F	4 KELO	4 KMXC-F	KWSN	4	4 KELO	4 KELO <	4	WNAX
5	5	5	KTWB-F	KTWB-F	KELO-F	5	5	5 KELO-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 KMXC-F	1 KMXC-F	1 KMXC-F	1 KMXC-F	1 KELO	1 KRRO-F	1 KRRO-F>>	1 KRRO-F	1 KRRO-F>>	1 KRRO-F>
2	2 KRRO-F>	KRRO-F	2 KRRO-F	2 KELO-F	2 KTWB-F	2 KTWB-F	2	2 KTWB-F	2 KTWB-F
3	3 KTWB-F	3	3 KELO-F	KMXC-F	3	3 KMXC-F	3	3 KELO	3 KELO
4	KELO-F	4	4 KELO	4 KRRO-F	4	4	4	KKLS-F	KELO-F
5	5	5	KTWB-F	5	5	5	5	5	KKLS-F

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC									
AOR/CLASSIC/NR		28 (1)	28 (1)	16.5	6.5	KLQL-F (C) 101.1	LUVERNE MN 2.5/7.3/ 29/ 339		
COUNTRY	11 (1)	32 (3)	43 (4)	25.3	37.6	KQAD (ST) 800	LVUERNE MN 2.0/3.2/ 9/ 94		
NEWS/TALK	17 (2)		17 (2)	10.0	8.8	KISD-F (O) 98.7	PIPESTONE MN 0.5/3.0/ 10/ 187		
CHR		24 (2)	24 (2)	14.1	5.3	KKCK-F (CHR) 99.7	MARSHALL MN 2.0/7.0/ 12/ 257		
BLACK/URBAN						WNAX (C/FS)570	YANKTON 2.0/6.6/ 25/ 444		
SOFT AC/EZ		17 (1)	17 (1)	10.0	14.1	WNAX-F (O) 104.1	YANKTON 0.5/2.1/ 10/ 192		
HISPANIC									
OLDIES		11 (3)	11 (3)	6.5	8.8				
FULL SVC/VARIETY	26 (2)		26 (2)	15.3	11.2				
STANDARDS	4 (1)		4 (1)	2.4	0.0				
RELIG/GOSPEL									
SPORTS									
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN									
TOTALS	58 (6)	112 (10)	170 (16)						

DUOPOLY REPORT	12+	25-54	REVENUE
KXRB, KKLS-F, K1KN-F (So. Minnesota)	13.7%	14.5%	22.6%

SIOUX FALLS

RADIO STATIONS

KELO , 1320, 14 KW/5 KW (0A-2) , AC/Full Service	AP, \$26.00 (Banner)	Midcontinent
KSOO , 1140, 10 KW/5 KW (DA-N) , Talk	ABC, \$18.00 (Christal)	T. Ingstad
KWSN , 1230, 1 KW , Talk	WESTWD CBS, \$ 9.00 (Katz)	Ray Lamb
KXRB , 1000, 10 KW (DAYS, DA) , Country	WESTWD CNN, \$14.00 (Mc-Guild)	So. Minn
KELO-F, 92.5, 100 KW @ 1850 , Soft AC	AP, \$21.00 (Banner)	Midcontinent
KKLS-F, 104.7, 100 KW @ 741 , Oldies	WESTWD, \$16.00 (Mc-Guild)	So. Minn
KMXC-F, 97.3, 60 KW @ 220 , AC/CHR	ABC, \$19.00 (Christal)	T. Ingstad
KRRO-F, 103.7, 50 KW @ 187 , AOR	WESTWO, \$20.00 (Katz)	Ray Lamb
KTWB-F, 101.9, 34 KW @ 577 , Country	, \$27.00 (Banner)	
KKCK-F, 99.7, 100 KW @ 958 , CHR	ABC, \$12.00 (Katz)	(MARSHALL, MN)

Miscellaneous: KPAT-F changed to KMXC-F and format to CHR/AC. . .

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

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

SOUTH BEND

Arbitron Rank/Pop (12+): 159/211,500
 MSA Rank/Pop: 170/256,000
 DMA # 85 (w/Elkhart)
 Average Person Ratings: 17.7
 Market TSL: 23.25 hours

Stations: 19/13
 Diaries: 746/284:1/56.8%
 Sample Target: 680
 % Below Line: 13.3
 % Not Listed: 15.8

1994 Revenue: \$10,500,000
 HH Inc.: \$33,220
 Retail \$: 2.4 8il
 Pop per Station: 16,269
 #1 Biller: NA

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level
1. WNSN-F (AC)	45/12.0	9.7	11.2	----	9.1	----	89/1448	540/25.5	28.6	28.8	WNSN-F
2. WAOR-F (AOR)	38/10.2	7.9	8.0	----	12.7	----	57/883	447/21.1	22.4	18.4	WAOR-F
3. WNDU-F (CHR)	34/ 9.1	11.1	12.4	----	11.9	----	83/1596	575/27.2	28.6	28.8	WNDU-F
4. WBYT-F (C)	27/ 7.2	10.0	6.3	----	6.9	----	103/1431	419/19.8	21.5	16.7	WBYT-F
WGTC-F (C)	27/ 7.2	4.1	7.5	----	8.6	----	50/720	324/15.3	12.7	16.3	WGTC-F
6. WSBT (FS)	22/ 5.9	11.1	9.5	----	9.1	----	28/513	337/15.9	25.9	22.4	WSBT
7. WUBU-F (8)	19/ 5.1	1.8	1.7	----	3.3	----	20/206	173/ 8.2	4.5	5.0	WUBU-F
8. WRBR-F (O)	17/ 4.5	5.3	5.2	----	6.6	----	42/640	302/14.3	14.0	15.3	WRBR-F
WZOW-F (AOR)	17/ 4.5	4.1	3.2	----	----	----	45/468	204/ 9.6	10.3	8.7	WZOW-F
10. WHLY (ST)	16/ 4.3	2.9	0.6	----	0.6	----	16/197	169/ 8.0	4.6	3.7	WHLY
11. WSMK-F (8)	13/ 3.5	0.9	1.7	----	1.9	----	21/374	166/ 7.8	5.4	5.2	WSMK-F
12. WFRN-F (REL)	8/ 2.1	2.9	3.2	----	1.4	----	47/844	136/ 6.4	7.8	7.9	WFRN-F
13. WYEZ-F (EZ)	7/ 1.9	1.5	1.4	----	1.9	----	24/299	99/ 4.7	3.8	3.5	WYEZ-F
WLTA-F (SAC)	7/ 1.9	1.8	4.9	----	3.6	----	14/375	186/ 8.8	8.6	13.0	WLTA-F

12+ FM SHARE (METRO): 82.86% (261 of 315) (SPG 94: 82.99%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MID	12+ PMO	12+ EVE	OVERNIGHT
1 WNDU-F>>	1 WAOR-F	1 WNSN-F	1 WNSN-F	1 WNSN-F	1 WNSN-F	1 WNSN-F	1 WNSN-F	1 WNSN-F	1 WAOR-F	1 WAOR-F
2	2 WNSN-F	2 WAOR-F>	2 WAOR-F>	2 WAOR-F	2 WGTC-F	2 WNDU-F	2 WAOR-F	2 WAOR-F>	2 WGTC-F	2 WGN
3	3 WNDU-F	3 WNDU-F>	3 WNDU-F	3 WGTC-F	3 WSBT	3 WSBT <	3 WBYT-F	3 WGTC-F<	3 WNDU-F	3 WNDU-F
4	4 WZOW-F>	4 WZOW-F	WRBR-F	4 WNDU-F	4 WHLY-F	4 WAOR-F	4 WNDU-F	4 WNDU-F	4 WUBU-F	4 WNSN-F
5	5 WBYT-F	5 WRBR-F	5 WGTC-F	5 WRBR-F	WBYT-F	5 WBYT-F	5 WSBT	WBYT-F	5	5
6	6	6	WZOW-F	6 WZOW-F	6	6	6	6	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 WNSN-F	1 WNSN-F>	1 WNSN-F	1 WNSN-F>	1 WNSN-F>	1 WAOR-F	1 WAOR-F	1 WZOW-F	1 WAOR-F>	1 WAOR-F>
2 WAOR-F	2 WNDU-F>	2 WNDU-F	2 WNDU-F>	2 WNDU-F>	2 WNDU-F	2 WZOW-F>>	2 WAOR-F	2 WZOW-F	2 WZOW-F
WNDU-F	3 WAOR-F	3 WAOR-F	3 WAOR-F	3 WGTC-F	3 WUBU-F	3 WNDU-F	3 WNSN-F	WNSN-F>	WNSN-F
4	4 WBYT-F	4 WBYT-F	4 WBYT-F	4 WBYT-F	4 WBYT-F	4 WNSN-F	4	4 WRBR-F	4 WGTC-F
5	5 WSMK-F	5 WGTC-F	5 WGTC-F	5 WAOR-F	5	5	5	5 WNDU-F	5 WRBR-F
6	6 WGTC-F	6	6	6	6	6	6	6 WUBU-F	6

FORMATS	AM	FM	TOTAL	%	SPG 94	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		45 (1)	45 (1)	14.3	13.5	WHME-F (REL) 103.1	SOUTH BEND	0.5/3.2/	4/ 144
AOR/CLASSIC/NR		55 (2)	55 (2)	17.5	9.7	WNDU (O) 1490	SOUTH BEND	0.8/7.3/	5/ 182
COUNTRY		54 (2)	54 (2)	17.1	16.3				
NEWS/TALK	5 (1)		5 (1)	1.6	1.7	WGN (FS) 720	CHICAGO	1.6/4.5/	22/ 309
CHR		34 (1)	34 (1)	10.8	14.9	WLS (T) 890	CHICAGO	1.3/3.8/	18/ 286
BLACK/URBAN		32 (2)	32 (2)	10.2	4.2	WMVP (SPRST) 1000	CHICAGO	0.5/1.9/	4/ 128
SOFT AC/EZ		14 (2)	14 (2)	4.4	9.4				
HISPANIC									
OLDIES	3 (1)	17 (1)	20 (2)	6.3	11.5				
FULL SVC/VARIETY	28 (2)		28 (2)	8.9	13.2				
STANDARDS	16 (1)		16 (1)	5.1	---				
RELIG/GOSPEL		10 (2)	10 (2)	3.2	4.9				
SPORTS	2 (1)		2 (1)	0.6	---				
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN					0.7				
TOTALS	54 (6)	261 (12)	315 (19)						

SOUTH BEND

DUOPOLY REPORT

NONE AS OF JULY 1995.

RADIO STATIONS

WHLY ,	1580,	1 KW/500 W	,	Standards	WESTWD, \$ NA	(---)	
WNDU ,	1490,	1 KW	,	Oldies	ABC, \$12.00	(Mc-Guild)	Notre Dame
WSBT ,	960,	5 KW (DA-N)	,	Full Service	CBS, \$25.00	(Katz)	Schurz
WAOR-F,	95.3,	3 KW @ 298	,	AOR	, \$30.00	(Eastman)	(NILES)
WFRN-F,	104.7,	50 KW @ 459	,	Religion	SRN, \$16.00	(---)	(ELKHART)
WGTC-F,	102.3,	2 KW @ 397	,	Country	ABC, \$28.00	(Banner)	(NEW CARLISLE)
WBYT-F,	100.7,	15 KW @ 909	,	Country	, \$24.00	(Christal)	Federated
WNDU-F,	92.9,	13 KW @ 879	,	CHR	, \$35.00	(Mc-Guild)	Notre Dame
WNSN-F,	101.5,	13 KW @ 971	,	AC	WESTWD, \$42.00	(Katz)	Schurz
WNZE-F,	94.3,	12 KW @ 492	,	Country	WESTWD, \$16.00	(Katz)	(PLYMOUTH)
WRBR-F,	103.9,	3 KW @ 328	,	Oldies	, \$18.00	(Christal)	
WJBU-F,	106.3,	3 KW @ 292	,	Black	SMN, \$12.00	(Banner)	
WZOW-F,	97.7,	3 KW @ 367	,	AOR	SMN, \$11.00	(---)	(GOSHEN)
WSMK-F,	99.1,	3 KW @ 328	,	Black	, \$11.00	(Patt)	(BUCHANAN, MI)

SPOKANE

Arbitron Rank/Pop (12+): 91/391,800

Stations: 17/17
Diaries: 1007/389:1/56.0%
Sample Target: 955
% Below Line: 0.0
% Not Listed: 12.5

1994 Revenue: \$12,700,000
HH Inc.: \$30,814
Retail \$: 4.1 Bil
Pop per Station: 23,047
#1 Biller: KDRK-F \$2,300,000

MSA Rank/Pop: 123/397,000
DMA # 76
Average Person Ratings: 16.8
Market TSL: 22.25 hours

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. KDRK-F (C)	69/10.5	8.4	10.0	11.0	8.9	10.0	93/1239	792/20.2	19.0	20.6	D	KDRK-F
2. KZZU-F (CHR)	65/ 9.9	9.6	6.4	7.2	9.2	8.3	73/1239	1008/25.7	17.4	23.0	C	KZZU-F
3. KKZX-F (AOR/CL)	61/ 9.3	7.4	7.7	9.8	10.8	8.6	73/884	744/19.0	17.3	19.9	C	KKZX-F
4. KEYF-AF (O)	49/ 7.4	5.1	7.4	7.0	8.0	6.7	60/927	726/18.5	17.0	20.8	C	KEYF-AF
5. KISC-F (AC)	44/ 6.7	6.8	7.7	8.0	8.0	7.3	50/821	684/17.5	16.3	19.6	C	KISC-F
6. KXLY-F (SAC)	42/ 6.4	6.1	5.1	5.3	5.1	5.7	59/999	729/18.6	11.0	13.8	B	KXLY-F
7. KAQQ (ST)	40/ 6.1	6.5	6.4	5.7	4.4	6.2	50/574	409/10.4	10.0	8.0	A	KAQQ
8. KEZE-F (AOR)	31/ 4.7	6.3	4.4	6.5	6.2	5.5	44/658	464/11.8	12.4	13.8	C	KEZE-F
9. KCOA-F (C)	29/ 4.4	3.5	4.6	2.7	4.6	3.8	31/363	330/ 8.4	8.2	8.0	A	KCOA-F
10. KGA (C)	28/ 4.3	6.5	4.8	5.5	3.1	5.3	36/479	367/ 9.4	9.9	6.4	B	KGA
12. KXLY-F (N/T)	27/ 4.1	4.6	5.4	6.5	3.4	5.2	29/520	451/11.5	16.5	9.8	B	KXLY
13. KNJY-F (AOR-P)	20/ 3.0	3.3	3.8	2.2	1.5	3.1	23/374	317/ 8.1	8.0	4.2	A	KNJY-F
14. KTSL-F (REL)	18/ 2.7	---	1.0	2.2	1.5	2.0	25/218	170/ 4.3	3.6	4.4	A	KTSL-F
15. KKCH-F (AC)	14/ 2.1	1.8	1.6	2.5	3.1	2.0	15/390	324/ 8.3	9.0	9.1	A	KKCH-F
16. KJRB (T)	11/ 1.7	1.1	0.7	2.8	3.8	1.6	12/303	259/ 6.6	4.4	7.6		KJRB
17.												
18.												
19.												
20.	12+ FM SHARE (METRO):	81.25%	(468 of 576)	(SPG 94: 81.59%)								

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZZU-F>>	1 KKZX-F<	1 KKZX-F<	1 KKZX-F<	1 KDRK-F<	1 KAQQ <	1 KZZU-F<	1 KKZX-F<	1 KORK-F<	1 KZZU-F	1 KXLY
2	2 KDRK-F<	2 KORK-F>	2 KORK-F>	2 KKZX-F>	2 KEYF-AF	2 KKZX-F<	2 KDRK-F	2 KZZU-F	2 KDRK-F<	2 KCOA-F
3	3 KZZU-F	3 KZZU-F	3 KZZU-F	3 KEYF-AF<	3 KDRK-F	3 KORK-F	3 KEZF-AF	3 KKZX-F	3 KISC-F>	3 KKZX-F
4	4 KEZE-F	4 KISC-F	4 KISC-F	4 KISC-F	4 KXLY-F	4 KAQQ	4 KXLY-F	4 KEYF-AF	4 KKZX-F	4 KJRB-F
5	5 KISC-F	5 KEYF-AF<	5 KEYF-AF	KZZU-F	5 KKZX-F	5 KEYF-AF	5 KZZU-F	5 KISC-F	5 KEYF-AF<	5 KISC-F
6	6	6 KEZE-F	6 KXLY-F	6 KXLY-F	6	6	6	6	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 KZZU-F	1 KZZU-F	1 KZZU-F	1 KZZU-F	1 KISC-F	1 KKZX-F	1 KKZX-F	1 KKZX-F	1 KKZX-F	1 KKZX-F<
2 KORK-F	2 KDRK-F	2 KDRK-F	KDRK-F<	KORK-F	2 KDRK-F	2 KDRK-F<	2 KDRK-F	2 KDRK-F>	2 KDRK-F>
3 KISC-F	3 KISC-F	3 KKZX-F	3 KISC-F	3 KXLY-F	KEZE-F	3 KEZE-F	3 KEZE-F	3 KEZE-F	3 KEYF-AF
4	KKZX-F>	4 KISC-F	4 KKZX-F<	KZZU-F	KNJY-F	4 KZZU-F	4 KZZU-F	4 KZZU-F	4 KEZE-F
5	5 KEZE-F	5	5 KXLY-F	5 KKZX-F	5 KZZU-F	5 KNJY-F	5	5 KEYF-AF	5 KGA
6	6	6	6	6 KEYF-AF	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG/AQH/CUME
AC		58 (2)	58 (2)	10.1	9.3	NONE	
AOR/CLASSIC/NR		112 (3)	112 (3)	19.4	19.7		
COUNTRY	28 (1)	126 (3)	154 (4)	26.7	26.9		
NEWS/TALK	38 (2)		38 (2)	6.6	8.9		
CHR		65 (1)	65 (1)	11.3	10.6		
BLACK/URBAN							
SOFT AC/EZ		42 (1)	42 (1)	7.3	7.6		
HISPANIC							
OLDIES	2 (1)	47 (1)	49 (2)	8.5	9.3		
FULL SVC/VARIETY					0.8		
STANDARDS	40 (1)		40 (1)	6.9	5.1		
RELIG/GOSPEL		18 (1)	18 (1)	3.1	1.7		
SPORTS							
CLASSICAL							
JAZZ							
OTHERS/UNKNOWN							
TOTALS	108 (5)	468 (12)	576 (17)				

SPOKANE

DUOPOLY REPORT	12+	25-54	REVENUE
-----	----	----	-----
KGA, KDRK-F, KEZE-F (Citadel)	19.5%	23.0%	40.9%
KEYF A/F, KUDY, KKZX-F (Pourtales)	16.7%	21.2%	25.2%
KAQQ, KHDL, KISC-F, KNFR-F (Silverado)	17.1%	15.8%	15.7%
KXLY A/F, KTRW, KZZU-F (Morgan Murphy)	20.4%	17.7%	16.2%
	73.7%	77.7%	97.9%

RADIO STATIONS

KAQQ , 590, 5 KW	Standards	WESTWD, CNN, \$15.00	(MMR)	Silverado
KGA , 1510, 50 KW (DA-N)	Country	ABC, \$17.00	(Eastman)	Citadel
KJRB , 790, 5 KW (DA-N)	Talk	WESTWD, TALKNT, \$16.00	(Katz)	Citadel
KXLY , 920, 5 KW	News/Talk	CBS, WESTWD, \$24.00	(Torbet)	Morgan Murphy
KCDA-F, 103.1, 2.4 KW @ 1886	Country	SMN, \$16.00	(MMR)	(COEUR D'ALENE)
KDRK-F, 93.7, 56 KW @ 2378	Country	, \$51.00	(Mc-Guild)	Citadel
KEYF-F, 101.1, 100 KW @ 843	Oldies	, \$30.00	(MMR)	Pourtales (CHENEY)
KEZE-F, 105.7, 100 KW @ 1909	AOR	, \$33.00	(Christal)	Citadel
KISC-F, 98.1, 94 KW @ 2030	AC	, \$42.00	(MMR)	Silverado
KKCH-F, 94.5, 100 KW @ 1883	AC	ABC, SMN, \$15.00	(Eastman)	(HAYDON)
KKZX-F, 98.9, 100 KW @ 1614	Classic AOR	, \$26.00	(---)	Pourtales
KNFR-F, 96.1, 56 KW @ 2378	Country	WESTWD, \$22.00	(MMR)	Silverado (OPPORTUNITY)
KNJY-F, 103.9, 5.5 KW @ 298	AOR-P	SMN, ABC, \$15.00	(MMR)	
KTSL-F, 101.9, 12 KW @ 476	Religion	AP, \$14.00	(---)	(MEDICAL LAKE)
KXLY-F, 99.9, 37 KW @ 2998	Soft AC/EZ	, \$25.00	(Torbet)	Morgan Murphy
KZZU-F, 92.9, 85 KW @ 2079	CHR	, \$32.00	(Christal)	

Miscellaneous: KTRW, KZZU-F sold to KXLY A/F owner (D) for \$1,750,000 (Wood). . .

SPRINGFIELD, MA

Arbitron Rank/Pop (12+): 75/508,200

MSA Rank/Pop: 88/609,000
DMA # 103

Average Person Ratings: 16.6
Market TSL: 22.00 hours

Stations: 26/12
Diaries: 1544/329:1/57.6%
Sample Target: 1470
% Below Line: 26.1
% Not Listed: 19.3

1994 Revenue: \$13,000,000
HH Inc.: \$37,104
Retail \$: 4.4 Bil
Pop per Station: 42,350
#1 Biller: WAQY-AF \$3,200,000

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WPKX-F (C)	78/ 9.3	8.0	10.5	12.8	9.7	10.2	80/890	851/16.7	19.7	19.0	D	WPKX-F
2. WHYN-F (AC)	68/ 8.1	9.7	7.6	7.6	9.1	8.3	77/1055	963/18.9	17.6	19.2	D	WHYN-F
3. WAQY-F (CL AOR)	66/ 7.8	6.3	10.0	10.1	10.2	8.6	77/1295	1129/22.2	24.7	24.3	E	WAQY-F
4. WMAS-F (AC)	64/ 7.6	7.1	6.7	9.3	7.8	7.7	66/988	961/18.9	16.8	17.5	D	WMAS-F
5. WHYN (FS)	51/ 6.1	7.3	5.6	6.1	8.7	6.3	51/876	865/17.0	16.7	19.0	C	WHYN
6. WMAS (ST)	45/ 5.3	5.5	5.5	5.3	3.7	5.4	45/447	447/ 8.8	9.1	6.3	B	WMAS
7. WTIC-F (CHR)	40/ 4.8	4.7	6.1	5.7	5.3	5.3	40/949	917/18.0	21.1	20.0		WTIC-F
8. WAAF-F (AOR)	37/ 4.4	3.9	4.8	3.6	5.4	4.2	41/623	574/11.3	10.6	10.8		WAAF-F
9. WRCH-F (SAC)	30/ 3.6	2.2	4.2	2.9	2.9	3.2	30/447	440/ 8.7	8.1	9.0		WRCH-F
10. WNNZ (T)	25/ 3.0	4.1	3.5	3.0	3.7	3.4	25/475	454/ 8.8	9.2	7.9	B	WNNZ
11. WMRO-F (AOR-NR)	23/ 2.7	3.1	0.4	0.4	0.5	1.7	23/473	466/ 9.2	3.0	3.4		WMRO-F
12. WZMX-F (O-70's)	19/ 2.3	2.4	0.9	0.6	---	1.6	19/384	384/ 7.6	3.6	---		WZMX-F
WDRC-F (O)	19/ 2.3	2.6	2.1	2.5	2.2	2.4	23/468	447/ 8.8	8.6	8.2		WDRC-F
14. WHMP-F (CHR)	17/ 2.0	1.7	1.7	1.6	1.6	1.8	21/532	446/ 8.8	9.2	8.3		WHMP-F
15.												

12+ FM SHARE (METRO): 75.44% (513 of 680) (SPG 94: 75.17%)

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 WPKX-F	1 WMAS-F<	1 WHYN-F	1 WPKX-F	1 WAQY-AF	1 WHYN
2 WAAF-F	2 WAAF-F>	2 WHYN-F<	2 WAQY-AF	2 WPKX-F<	2 WHYN-F<	2 WPKX-F<	2 WPKX-F<	2 WAQY-AF	2 WPKX-F	2 WPKX-F
3	3 WTIC-F	3 WMAS-F	WMAS-F<	3 WMAS-F<	3 WMAS	3 WHYN-F	3 WMAS-F	3 WHYN-F	3 WHYN	3 WMAS-F
4	4 WPKX-F<	4 WPKX-F>	4 WPKX-F>	4 WAQY-AF>	WHYN <	4 WHYN	WAQY-AF	4 WMAS-F	4 WMAS-F	4 WAQY-F
5	5 WHYN-F<	5 WAAF-F	5	5	5 WMAS-F	5 WAQY-AF	5 WMAS	5 WTIC-F	5 WTIC-F	5
6	6 WMAS-F	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 WAQY-AF	1 WAQY-AF<	1 WHYN-F	1 WMAS-F<	1 WHYN-F<	1 WAAF-F	1 WAQY-AF	1 WAQY-AF	1 WAQY-AF>	1 WAQY-AF<
2 WMAS-F	2 WHYN-F<	2 WAQY-AF	2 WHYN-F>	2 WMAS-F	2 WAQY-AF	2 WAAF-F>	2 WAAF-F	2 WAAF-F	2 WPKX-F>
3	3 WMAS-F	3 WMAS-F	3 WPKX-F	3 WPKX-F>	3 WMRO-F	3 WMRO-F	3 WPKX-F	3 WPKX-F	3 WHYN-F<
4 WAAF-F	4 WTIC-F	4 WPKX-F	4 WAQY-AF	4	4 WTIC-F	4 WPKX-F	4 WZMX-F	4 WHYN-F	4 WHYN
5 WHYN-F	5 WPKX-F	5 WTIC-F	5 WTIC-F	5	5 WPKX-F	5	5	5 WMAS-F	5 WMAS-F
6 WMRO-F	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		132 (2)	132 (2)	19.4	20.8	WARE (FS) 1250	1.3/2.2/ 11/ 113
AOR/CLASSIC/NR		155 (6)	155 (6)	22.8	25.2	WHMP (FS) 1400	1.3/2.8/ 12/ 154
COUNTRY		84 (3)	84 (3)	12.4	13.0	WRNX-F (AOR) 100.9	1.4/4.7/ 14/ 271
NEWS/TALK	28 (2)		28 (2)	4.1	5.4	WSPR (SP) 1270	1.4/2.2/ 12/ 110
CHR		71 (3)	71 (3)	10.4	10.3	WPVQ-F (C) 93.9	0.4/1.3/ 19/ 186
BLACK/URBAN						WBZ (N) 1030	0.4/2.1/ 6/ 147
SOFT AC/EZ		33 (2)	33 (2)	4.9	3.5	WSRS-F (SAC) 96.1	0.4/3.6/ 5/ 220
HISPANIC	12 (1)		12 (1)	1.8	---		
OLDIES		38 (2)	38 (2)	5.6	2.6		
FULL SVC/VARIETY	82 (4)		82 (4)	12.1	12.8	WCCC-F 1.3/ 7.7	1.1/ 3.6
STANDARDS	45 (1)		45 (1)	6.6	5.0	WHCN-F 0.7/ 4.1	0.4/ 3.6
RELIG/GOSPEL					0.6	WKSS-F 1.7/ 9.5	
SPORTS							
CLASSICAL							
JAZZ							
OTHERS/UNKNOWN					0.7		
TOTALS	167 (8)	513 (18)	680 (26)				

SPRINGFIELD, MA

DUOPOLY REPORT	12+	25-54	REVENUE
WHMP A/F, WPKX-F (Multimarket)	12.6%	13.2%	N/A

RADIO STATIONS

WHMP, 1400, 1 KW	, FS/EZ	WESTWD, TALKNT	, \$ 14.00 (D & R)	Multimarket (NORTHAMPTON)
WHYN, 560, 5 KW/1 KW (OA-2)	, Full Service	ABC	, \$ 35.00 (Mc-Guild)	Radio Equity
WMAS, 1450, 1 KW	, Standards	WESTWD, SMN	, \$ 25.00 (Banner)	Lappin
WNNZ, 640, 50 KW/15 KW (OA-2)	, Talk/News	CBS, ABC	, \$ 19.00 (---)	
WAQY-F, 102.1, 17 KW @ 780	, AOR/Classic		, \$ 70.00 (Katz)	Saga
WHMP-F, 99.3, 3 KW @ 321	, CHR		, \$ 30.00 (D & R)	Multimarket (NORTHAMPTON)
WHYN-F, 93.1, 9 KW @ 1000	, AC		, \$ 54.00 (Mc-Guild)	Radio Equity
WMAS-F, 94.7, 50 KW @ 194	, AC		, \$ 42.00 (Banner)	Lappin
WPKX-F, 97.9, 2.2 KW @ 528	, Country		, \$ 51.00 (D & R)	Multimarket (ENFIELD)
WRNX-F, 100.9, 6 KW @ -105	, Prog. AOR	CNN	, \$ 20.00 (---)	(AMHERST)

Other Ranked Stations -- See Boston or Hartford

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

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

***** R E V E N U E L E V E L C O 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	

SPRINGFIELD, MO

Arbitron Rank/Pop (12+): 148/238,800

MSA Rank/Pop: 159/287,000
DMA # 80

Average Person Ratings: 15.7

Market TSL: 20.75 hours

Stations: 15/15
Diaries: 714/334:1/62.1%
Sample Target: 680
% Below Line: 0.0
% Not Listed: 12.3

1994 Revenue: \$12,000,000
HH Inc.: \$29,747
Retail \$: 3.2 Bil
Pop per Station: 15,920
#1 Biller: KTTS-AF \$4,100,000

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	SPG 93	Revenue Level
1. KTTS-F (C)	71/19.0	----	20.3	----	18.2	----	130/1503	831/34.8	33.5	32.9	KTTS-F
2. KGMY-F (C)	40/10.7	----	12.9	----	6.8	----	64/841	528/22.1	22.6	16.1	KGMY-F
3. KGBX-F (AC)	36/ 9.6	----	7.1	----	4.8	----	60/735	498/20.9	18.5	15.9	KGBX-F
4. KXUS-F (AOR)	24/ 6.4	----	6.9	----	11.1	----	40/559	320/13.4	18.0	19.6	KXUS-F
KTZO-F (AOR-NR)	24/ 6.4	----	1.1	----	3.4	----	33/463	309/12.9	6.5	7.6	KTZO-F
6. KOSP-F (O)	22/ 5.9	----	7.4	----	13.6	----	58/778	414/17.3	18.4	27.3	KOSP-F
7. KTXR-F (SAC)	21/ 5.6	----	7.7	----	7.1	----	46/679	351/14.7	18.2	17.9	KTXR-F
8. KHTO-F (CHR)	18/ 4.8	----	0.6	----	----	----	24/453	330/13.8	3.6	----	KHTO-F
KTTS (C)	18/ 4.8	----	3.1	----	2.8	----	19/226	193/ 8.1	8.5	9.1	KTTS
10. KWTO (T)	15/ 4.0	----	4.9	----	5.7	----	27/423	248/10.4	12.1	14.1	KWTO
KADI-F (REL)	15/ 4.0	----	3.7	----	2.6	----	16/202	185/ 7.7	8.3	9.1	KADI-F
12. KZBE-F (AOR/CL)	10/ 2.7	----	4.3	----	4.3	----	14/329	230/ 9.6	12.1	7.9	KZBE-F
13. KWTO-F (CHR)	7/ 1.9	----	4.3	----	5.1	----	10/319	211/ 8.8	14.8	17.5	KWTO-F
14. KLTQ-F (SAC)	6/ 1.6	----	2.0	----	2.3	----	11/294	151/ 6.3	6.5	7.0	KLTQ-F

12+ FM SHARE (METRO): 89.94% (295 of 328) (SPG 94: 89.84%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHTO-F>	1 KGMY-F	1 KGMY-F<	1 KTTS-F	1 KTTS-F>	1 KTTS-F>>>	1 KTTS-F>>	1 KTTS-F	1 KTTS-F>	1 KTTS-F	1 KTTS-F>>
2 KGMY-F	2 KTOZ-F	2 KTTS-F<	2 KGBX-F<	2 KGBX-F	2 KTXR-F	2 KGMY-F<	2 KGBX-F	2 KGMY-F	2 KGMY-F	2 KTTS
3 KTOZ-F	3 KGBX-F	3 KGBX-F>	3 KGMY-F	3 KGMY-F>	3 KGBX-F	3 KGBX-F	KGMY-F>	3 KGBX-F	3 KHTO-F	3 KGMY-F
4	4 KXUS-F	4	4	4 KXUS-F	4	4	4 KXUS-F	4 KXUS-F	4 KTOZ-F	4
5	5	5	5	5 KOSP-F	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	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 KTOZ-F	1 KGBX-F	1 KGBX-F	1 KGBX-F	1 KTTS-F	1 KTOZ-F	1 KGMY-F>	1 KGMY-F	1 KGMY-F>	1 KTTS-F
2 KHTO-F	KTOZ-F	2 KGMY-F	2 KTTS-F	2 KGBX-F>	2 KGMY-F	2 KTOZ-F	2 KXUS-F	2 KTTS-F	2 KGMY-F>
3	3 KGMY-F	KTTS-F	3 KGMY-F	3 KGMY-F	3 KHTO-F	3 KXUS-F	3 KTTS F	3 KXUS-F	3 KXUS-F
4	4 KXUS-F	4	4 KTOZ-F	4 KOSP-F	4	4 KTTS-F	KGBX-F	4	4 KGBX-F
5	5	5	5	5	5	KGBX-F	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 94	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		36 (1)	36 (1)	11.0	20.8	KZPO-F (ST) 104.1 ASH GROVE	0.5/1.7/ 5/ 114
AOR/CLASSIC/NR		58 (3)	58 (3)	17.7	25.2		
COUNTRY	18 (1)	111 (2)	129 (3)	39.3	13.0		
NEWS/TALK	15 (1)		15 (1)	4.6	5.4		
CHR		25 (2)	25 (2)	7.6	10.3		
BLACK/URBAN							
SOFT AC/EZ		27 (2)	27 (2)	8.2	3.5		
HISPANIC							
OLDIES		22 (1)	22 (1)	6.7	2.6		
FULL SVC/VARIETY					12.8		
STANDARDS		2 (1)	2 (1)	0.6	5.0		
RELIG/GOSPEL		15 (1)	15 (1)	4.6	0.6		
SPORTS							
CLASSICAL							
JAZZ							
OTHERS/UNKNOWN					0.7		
TOTALS	33 (2)	295 (12)	328 (15)				

SPRINGFIELD, MO

DUOPOLY REPORT	12+	25-54	REVENUE
KWTO A/F, KTXR-F (Meyer)	11.5%	8.4%	12.5%
KGMV A/F, KGBX-F (Sunburst)	20.3%	25.7%	20.8%
	31.8%	34.1%	33.3%

RADIO STATIONS

KTTS , 1260, 5 KW (DA-N) , Country	ABC, \$ NA (Torbet)	Great Empire	
KWTO , 560, 5 KW (DA-N) , Talk	WESTWD ABC, \$15.00 (Mc-Guild)	Meyer	
KADI-F, 99.5, 6 KW @ 328 , Religion	USA, \$11.00 (---)		(REPUBLIC)
KGBX-F, 105.9, 38 KW @ 558 , AC	, \$25.00 (Katz)	Sunburst	(NIXA)
KGMV-F, 100.5, 33 KW @ 600 , Country	, \$24.00 (Katz)	Sunburst	(AURORA)
KHTO-F, 106.7, 25 KW @ 328 , CHR	, \$ NA (---)		(MT. VERNON)
KLTQ-F, 96.5, 50 KW @ 493 , Soft AC	, \$12.00 (---)		(SPARTA)
KOSP-F, 105.1, 39 KW @ 493 , Oldies	, \$21.00 (---)	Midwest Family	(WILLARD)
KTOZ-F, 104.7, 35 KW @ 581 , AOR-NR	, \$10.00 (---)		(MARSHFIELD)
KTTS-F, 94.7, 100 KW @ 1102 , Country	ABC, \$70.00 (Torbet)	Great Empire	
KTXR-F, 101.3, 100 KW @ 1151 , EZ/Soft AC	WESTWD, \$22.00 (Mc-Guild)	Meyer	
KWTO-F, 98.7, 100 KW @ 551 , AC	ABC, \$17.00 (Mc-Guild)	Meyer	
KXUS-F, 97.3, 100 KW @ 581 , AOR	, \$25.00 (Roslin)		
KZBE-F, 95.5, 50 KW @ 493 , Classic AOR	, \$16.00 (---)		(PLEASANT HOPE)

Miscellaneous: KLTQ-F changed from Country to Soft AC. . .

STOCKTON

Arbitron Rank/Pop (12+): 84/415,200

Stations: 38/8
Diaries: 903/460:1/53.2%
Sample Target: 860
% Below Line: 57.4
% Not Listed: 17.2

1994 Revenue: \$7,800,000
HH Inc.: \$32,460
Retail \$: 3.6 Bil
Pop per Station: 46,133
#1 Biller: KWIN-F

MSA Rank/Pop: 96/526,000
SACRAMENTO DMA
Average Person Ratings: 15.3
Market TSL: 20.75

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level
1. KATM-F (C)	83/13.1	11.6	9.6	11.9	9.0	----	89/899	808/19.5	21.6	20.9	
2. KQOD-F (O)	58/ 9.1	4.4	3.1	3.8	5.2	----	67/748	686/16.5	10.5	7.8	KATM-F KQOD-F
3. KHOP-F (AOR)	44/ 6.9	8.8	6.6	6.3	5.2	----	60/711	333/16.0	19.6	18.2	KHOP-F
4. KWIN-F (CHR)	38/ 6.0	7.5	9.2	7.1	8.5	----	38/738	738/17.8	19.0	19.2	B KWIN-F
5. KNBR (FS)	25/ 3.9	4.9	5.7	4.7	6.7	----	25/360	360/ 8.7	9.3	11.9	KNBR
6. KCVR (SP)	22/ 3.5	5.2	3.6	2.5	4.5	----	22/229	229/ 2.5	7.1	6.7	B KCVR
7. KDJK-F (AOR)	20/ 3.2	0.9	1.0	2.5	1.0	----	23/447	370/ 8.9	5.1	4.3	KDJK-F
KOSO-F (AC)	20/ 3.2	3.6	4.5	4.4	4.3	----	20/401	395/ 9.5	11.8	12.8	KOSO-F
9. KVFX-F (AOR/CL)	18/ 2.8	1.3	1.6	1.6	2.2	----	18/262	262/ 6.3	5.3	5.4	KVFX-F
10. KSTN-F (SP)	16/ 2.5	2.4	1.8	1.7	2.7	----	16/248	248/ 6.0	6.5	5.6	KSTN-F
KCBS (N/T)	16/ 2.5	2.4	2.9	3.1	4.3	----	16/393	376/ 9.1	7.5	8.9	KCBS

12+ FM SHARE (METRO): 70.86% (372 of 525) (SPG 94: 67.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KWIN-F>>	1 KATM-F<	1 KATM-F>	1 KATM-F>	1 KATM-F	1 KQOD-F	1 KATM-F	1 KATM-F	1 KATM-F>	1 KATM-F>	1 KQOD-F
2 KDJK-F	2 KHOP-F>>	2 KHOP-F	2 KQOD-F	2 KQOD-F	2 KATM-F>>	2 KQOD-F>	2 KQOD-F>	2 KQOD-F	2 KWIN-F	2 KHOP-F
3 KMEL-F	3 KWIN-F>	3 KQOD-F>	3 KHOP-F>	3 KHOP-F	3	3 KWIN-F	3 KHOP-F	3 KHOP-F<	3 KHOP-F>	3 KNBR
4	4 KCVR	4 KWIN-F	4	4 KNBR	4	4 KNBR	4 KNBR	4 KWIN-F	4 KQOD-F	4 KWIN-F
5	5	5	5	5 KWIN-F	5	5 KWIN-F	5	5	5	5 KATM-F
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 KCVR	1 KATM-F>>	1 KATM-F	1 KATM-F>>	1 KATM-F>	1 KHOP-F	1 KHOP-F>>	1 KHOP-F	1 KHOP-F	1 KQOD-F
KATM-F	2 KCVR	2 KHOP-F	2 KQOD-F>	2 KQOD-F>	2 KATM-F	2 KATM-F>	2 KATM-F	2 KATM-F	2 KHOP-F
3	3 KHOP-F	3 KCVR	3 KOSO-F	3 KOSO-F	3 KVFX-F	3 KWIN-F	3 KWIN-F	3 KQOD-F	3 KATM-F<
4	4	4	4 KCVR	4	4 KWIN-F	4	4 KQOD-F	4 KNBR	4 KNBR
5	5	5	5	5	5	5	5	5 KWIN-F	5
6	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		28 (2)	28 (2)	5.3	7.0	KJAX (T) 1280 STOCKTON	0.5/2.0/ 3/ 83
AOR/CLASSIC/NR		98 (6)	98 (6)	18.7	15.0	KJOV-F (SAC) 99.3 STOCKTON	1.3/4.7/ 8/ 197
COUNTRY		90 (3)	90 (3)	17.1	18.4	KSTN (B/CHR) 1420 STOCKTON	0.6/2.8/ 4/ 116
NEWS/TALK	63 (8)		63 (8)	12.0	17.8	KWG (O) 1230 STOCKTON	1.9/3.9/ 12/ 160
CHR		64 (4)	64 (4)	12.2	20.1	KKIQ-F (AC) 101.7 LIVERMORE	1.3/2.1/ 8/ 86
BLACK/URBAN	4 (1)		4 (1)	0.8	0.0		
SOFT AC/EZ	1 (1)	10 (2)	11 (3)	2.1	3.0	SEE SACRAMENTO OR MODESTO FOR MORE ABOUT THE FOLLOWING:	
HISPANIC	25 (2)	16 (1)	41 (3)	7.8	8.9		
OLDIES	16 (2)	61 (2)	77 (4)	14.7	5.3	KBEE 2.4/ 4.9 KHYL-F 0.5/ 2.5 KSSJ-F 0.8/ 2.7	
FULL SVC/VARIETY	25 (1)		25 (1)	4.8	0.0	KCBC 0.6/ 2.8 KNCI-F 0.6/ 2.8 KSTE 0.9/ 2.8	
STANDARDS	15 (1)		15 (1)	2.9	3.6	KFBK 1.6/ 3.1 KQPT-F 0.6/ 1.7 KTRB 0.5/ 2.0	
RELIG/GOSPEL	4 (1)		4 (1)	0.8	0.8	KFIV 0.5/ 1.3 KRAK-F 0.5/ 2.5 KWOD-F 1.4/ 4.3	
SPORTS						KHTK 0.9/ 2.7 KSFM-F 1.1/ 4.8	
CLASSICAL						SEE SAN FRANCISCO FOR MORE ABOUT THE FOLLOWING:	
JAZZ		5 (1)	5 (1)	1.0	0.0	KFRC 0.6/ 2.1 KOME-F 0.5/ 1.5	
OTHERS/UNKNOWN						KGO 1.9/ 4.7 KSFO 1.1/ 2.1	
TOTALS	153 (17)	372 (21)	525 (38)			KMEL-F 2.2/ 8.0 KYLO-F 0.8/ 3.6	
						KOIT-AF 0.5/ 1.3	

STOCKTON

DUOPOLY REPORT	12+	25-54	REVENUE
KCVR, KWG, KMIX-F, KWIN-F (Silverado)	11.4%	8.1%	44.9%

RADIO STATIONS

KCVR , 1570,	5 KW/500 W (DA-2) ,	Hispanic	, \$16.00 (Lotus)	Silverado (L001)
KJAX , 1280,	1 KW (DA-N)	, News/Talk	TALKNT WESTWD, \$ 9.00 (Christal)	
KSTN , 1420,	5 KW/1 KW (DA-N)	, CHR/Urban	ABC, \$10.00 (---)	
KWG , 1230,	1 KW	, Oldies	WESTWD, \$13.00 (Katz)	Silverado
KQOD-F, 100.1,	6 KW @ 285	, Oldies	, \$26.00 (Eastman)	
KJOY-F, 99.3,	3 KW @ 331	, Soft AC	, \$19.00 (Christal)	
KSTN-F, 107.3,	8 KW @ 1610	, Hispanic	ABC, \$16.00 (---)	
KMIX-F, 100.9,	6 KW @ 328	, Country	WESTWD, \$30.00 (Katz)	Silverado (TRACY)
KWIN-F, 97.7,	3 KW @ 298	, CHR	, \$21.00 (MMR)	Silverado (L001)

Other ranked stations -- See Sacramento, Modesto or San Francisco

Miscellaneous: KEXX-F changes calls to KMIX-F and format to Country (March) . . .

SYRACUSE

Arbitron Rank/Pop (12+): 68/555,200

Stations: 29/19
 Diaries: 1526/364:1/56.4%
 Sample Target: 1530
 % Below Line: 6.7
 % Not Listed: 17.7

1994 Revenue: \$19,300,000
 HH Inc.: \$35,682
 Retail \$: 5.8 Bil
 Pop per Station: 29,221
 #1 Biller: WYYY-F \$4,700,000

MSA Rank/Pop: 71/758,000
 OMA # 66
 Average Person Ratings: 16.2
 Market TSL: 21.25 hours

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level
1. WYYY-F (AC)	93/10.4	9.2	11.1	11.7	10.0	10.6	105/1527	1326/23.9	24.6	27.9	F WYYY-F
2. WSYR (FS)	84/ 9.4	10.8	13.2	11.2	12.6	11.2	91/1393	1288/23.2	24.3	26.2	E WSYR
WNTQ-F (CHR)	84/ 9.4	9.5	10.0	10.6	11.4	9.9	125/1966	1446/26.0	27.0	28.6	E WNTQ-F
4. WAQX-F (AOR)	72/ 8.0	8.3	8.4	9.8	11.0	8.6	89/1507	1262/22.7	21.8	27.4	E WAQX-F
5. WBBS-F (C)	67/ 7.5	8.5	6.0	6.5	6.1	7.1	88/1193	881/15.9	16.5	15.2	C WBBS-F
6. WSEN-F (O)	59/ 6.6	6.9	6.2	6.8	5.0	6.6	69/1070	892/16.1	18.1	16.0	C WSEN-F
7. WKRL-F (AOR)	45/ 5.0	4.9	3.0	3.6	4.0	4.1	46/648	611/11.0	9.4	10.2	A WKRL-F
8. WHEN-F (C)	32/ 3.6	4.0	4.0	3.3	3.2	3.7	39/626	477/ 8.6	9.9	9.0	B WHEN-F
WFBL (ST)	32/ 3.6	3.1	5.3	4.8	7.2	4.2	33/439	589/10.6	9.1	10.4	A WFBL
10. WTKW-F (CL AOR)	29/ 3.2	3.1	1.9	2.7	1.6	2.7	30/523	487/ 6.8	7.7	8.3	A WTKW-F
11. WHEN (FS/T)	28/ 3.1	2.4	3.2	2.5	2.8	2.8	33/678	589/10.6	11.3	10.0	WHEN
12. WTLA (ST)	15/ 1.7	1.4	---	---	---	---	15/265	241/ 4.3	0.6	0.3	WTLA
13.											
14.											
15.											

12+ FM SHARE (METRO): 74.93% (553 of 738) (SPG 94: 71.34%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MIO	12+ PMO	12+ EVE	OVERNIGHT
1 WNTQ-F>>>1 WYYY-F	1 WYYY-F	1 WYYY-F	1 WYYY-F	1 WYYY-F	1 WSYR	1 WSYR	1 WYYY-F	1 WYYY-F	1 WNTQ-F	1 WSYR
2 2 WAQX-F<	2 WAQX-F	2 WAQX-F	2 WAQX-F	2 WAQX-F	2 WSEN-F	2 WYYY-F	2 WAQX-F<	2 WNTQ-F	2 WSYR	2 WBBS-F
3 3 WNTQ-F<	3 WNTQ-F	3 WBBS-F	3 WBBS-F	3 WBBS-F	3 WBBS-F	3 WNTQ-F	3 WNTQ-F	3 WAQX-F	3 WYYY-F	3 WYYY-F
4 4 WKRL-F	4 WBBS-F	4 WNTQ-F	4 WSEN-F	4 WSEN-F	4 WYYY-F	4 WAQX-F<	4 WSYR <	4 WBBS-F<	4 WAQX-F	4 WAQX-F
5 5 WBBS-F	5 WSEN-F	5 WSEN-F	5 WNTQ-F	5 WFBL	5 WBBS-F	5 WBBS-F	5 WBBS-F	5 WSYR	5 WKRL-F	5
6 6	6 WKRL-F	6 WTKW-F	6 WSYR	6	6 WSEN-F	6 WSEN-F	6 WSEN-F	6 WSEN-F	6 WBBS-F	6
7 7	7	7	7 WTKW-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 WNTQ-F	1 WYYY-F	1 WYYY-F	1 WYYY-F	1 WYYY-F	1 WKRL-F	1 WAQX-F	1 WAQX-F	1 WAQX-F	1 WAQX-F
2 WYYY-F	2 WNTQ-F>>	2 WNTQ-F	2 WNTQ-F	2 WNTQ-F	2 WAQX-F	2 WKRL-F>>	2 WKRL-F	2 WKRL-F	2 WSEN-F
3 WAQX-F	3 WAQX-F	3 WBBS-F	3 WBBS-F	3 WBBS-F	3 WNTQ-F	3 WBBS-F	3 WYYY-F	3 WYYY-F	3 WYYY-F
4 WKRL-F	4 WBBS-F	4 WAQX-F	4 WAQX-F	4 WSEN-F	4 WSEN-F	4 WYYY-F	4 WBBS-F	4 WSEN-F	4 WBBS-F
5 WBBS-F	5 WKRL-F	5 WHEN-F	5 WSEN-F	5 WAQX-F	5 WBBS-F	5 WSEN-F	5 WTKW-F	5 WBBS-F	5 WSYR
6 6	6	6	6	6	6	6	6	6 WTKW-F	6 WTKW-F
7 7	7	7	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 94	OTHER RATED STATIONS	METRO CUME TSA
							SHARE/RTG/AOH/CUME
AC		96 (2)	96 (2)	13.0	13.1	WNOR (C) 1260 SYRACUSE	1.0/3.1/ 9/ 182
AOR/CLASSIC/NR		160 (5)	160 (5)	21.7	22.3	WOLF (B) 1490 SYRACUSE	1.1/2.4/ 10/ 135
COUNTRY	9 (1)	133 (7)	142 (8)	19.2	15.4	WPCX-F (C) 106.9 AUBURN	0.4/2.1/ 28/ 422
NEWS/TALK						WROS-F (?) 102.1 PHOENIX	0.3/0.8/ 3/ 46
CHR		87 (2)	87 (2)	11.8	14.3	WSCP-F (C) 101.7 PULASKI	0.7/1.2/ 7/ 84
BLACK/URBAN	10 (1)		10 (1)	1.4	0.4	WSGO (ST) 144.0 OSWEGO	0.3/0.7/ 3/ 49
SOFT AC/EZ		4 (1)	4 (1)	0.5	0.6	WGES-F (AC) 105.5 OSWEGO	0.3/2.5/ 3/ 138
HISPANIC						WBEE-F (C) 92.5 ROCHESTER	0.3/0.8/ 34/ 391
OLDSIES	4 (1)	66 (2)	70 (3)	9.5	6.4	WFRG-F (C) 104.3 UTICA	1.4/4.4/ 53/ 573
FULL SVC/VARIETY	112 (2)		112 (2)	15.2	18.8	WIII-F (?) 99.9 CORTLAND	0.4/1.8/ 8/ 248
STANARDS	50 (3)		50 (3)	6.8	8.6	WKDY-F (C) 102.5 ROME	0.9/3.1/ 19/ 328
RELIG/GOSPEL						WLZW-F (SAC) 98.7 UTICA	0.4/3.6/ 19/ 400
SPORTS						WNVE-F (AOR-NR) 95.1 S. BRISTOL	0.4/2.7/ 29/ 434
CLASSICAL						WOZZ-F (O) 96.1 ROME	0.8/1.6/ 12/ 185
JAZZ						WOUR-F (AOR) 96.9 UTICA	1.1/4.2/ 22/ 387
OTHERS/UNKNOWN		7 (2)	7 (2)	0.9		WRCK-F (CHR) 107.3 UTICA	0.3/1.4/ 9/ 180
TOTALS	185 (8)	553 (21)	738 (29)			WTLB (O) 1310 UTICA	0.4/0.8/ 7/ 84

SYRACUSE

DUOPOLY REPORT	12+	25-54	REVENUE
WSYR, WYYY-F, WBBS-F (NewCity)	27.3%	29.1%	50.3%
WTKW-F, WTLA, WKRL-F (Radio Corp.)	9.9%	9.1%	3.2%
	37.2%	38.2%	53.5%

RADIO STATIONS

WFBL, 1050, 2.5 KW/19 W	, Standards	WESTWD, CNH , \$ NA (D&R)	Crawford
WHEN, 620, 5 KW/1 KW (DA-N)	, Full Service	ABC , \$ 20.00 (MMR)	Park
WNDR, 1260, 5 KW (DA-N)	, Country	ABC, WESTWD , \$ 16.00 (Mc-Guild)	Osborn
WOLF, 1490, 1 KW	, Black	AURN , \$ 15.00 (Williams)	
WSYR, 570, 5 KW (DA-2)	, Full Service	WESTWD , \$ 70.00 (Katz)	NewCity
WTLA, 1200, 1 KW (DA-2)	, Standards	ABC , \$ NA (Torbet)	Radio Corp.
WAQX-F, 95.7, 25 KW @ 298, AOR		ABC , \$ 71.00 (Banner)	Pilot (MANLIUS)
WBBS-F, 104.7, 50 KW @ 493, Country		, \$ 47.00 (Katz)	NewCity (FULTON)
WHEN-F, 107.9, 50 KW @ 500, Country		ABC , \$ 28.00 (Eastman)	Park
WKRL-F, 100.9, 6 KW @ 164, AOR		ABC , \$ 23.00 (Eastman)	Radio Corporation
WMHR-F, 102.9, 20 KW @ 781, Religion		, \$ NA (---)	
WNTQ-F, 93.1, 97 KW @ 659, CHR		, \$ 65.00 (Mc-Guild)	Osborn
WPCX-F, 106.9, 14 KW @ 469, Country		, \$ 19.00 (Market 4)	Great Scott (AUBURN)
WSCP-F, 101.7, 2.5 KW @ 364, Country (?)		UNISTR , \$ 17.00 (---)	(PULASKI)
WSEN-F, 92.1, 25 KW @ 298, Oldies		CBS, WESTWD , \$ 34.00 (D & R)	Buckley (BALDWINS.)
WTKW-F, 99.5, 2.9 KW @ 338, Classic AOR		AP , \$ 21.00 (---)	Radio Corp. (BRIDGEPORT)
WYYY-F, 94.5, 100 KW @ 649, AC		, \$ 92.00 (Katz)	NewCity

Miscellaneous: WKRL-AM changed to WTLA (Jan). . .

TALLAHASSEE

Arbitron Rank/Pop (12+): 169/191,200

HSA Rank/Pop: 172/256,000

Average Person Ratings: 15.4

Market TSL: 20.50 hours

Stations: 14/14
Diaries: 658/291:1/51.2%
Sample Target: 610
% Below Line: 0.0
% Not Listed: 25.4

1994 Revenue: \$8,300,000
HH Inc.: \$30,505
Retail \$: 2.6 Bil
Pop per Station: 13,657
#1 Biller: WTNT-F \$2,200,000

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	SPG 93	Revenue Level	
1. WHBX-F (B)	43/14.6	----	13.3	----	13.5	----	53/552	420/22.0	20.6	20.1	B	WHBX-F
2. WTNT-F (C)	28/ 9.5	----	15.0	----	11.8	----	66/1008	415/21.7	26.4	25.6	D	WTNT-F
3. WBZE-F (AC)	23/ 7.8	----	6.3	----	4.2	----	31/590	408/21.3	19.6	16.2	B	WBZE-F
WAIB-F (C)	23/ 7.8	----	3.8	----	4.5	----	29/541	343/17.9	18.7	19.4	B	WAIB-F
5. WXS-R-F (CHR)	20/ 6.8	----	3.5	----	6.3	----	24/520	414/21.7	14.5	23.4	A	WXS-R-F
6. WMLO-F (SAC)	15/ 5.1	----	4.5	----	3.8	----	22/327	222/11.6	10.6	10.2	A	WMLO-F
7. WWFO-F (AOR/CL)	14/ 4.7	----	4.2	----	5.9	----	18/460	335/17.5	14.2	15.1	A	WWFO-F
8. WRZK-F (AOR)	12/ 4.1	----	6.3	----	8.7	----	12/252	247/12.9	14.5	15.0	B	WRZK-F
WGLF-F (AOR)	12/ 4.1	----	9.1	----	6.9	----	26/591	257/13.4	20.3	19.7	B	WGLF-F
10. WSNI-F (O)	11/ 3.7	----	9.1	----	9.4	----	18/453	286/15.0	22.2	18.4	C	WSNI-F
11. WTAL (T)	10/ 3.4	----	1.4	----	0.7	----	10/165	133/ 7.0	4.1	4.7	A	WTAL
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 91.36% (201 of 220) (SPG 94: 97.30%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAIB-F	1 WHBX-F>	1 WHBX-F>	1 WHBX-F>	1 WHBX-F>	1 WHBX-F<	1 WHBX-F>	1 WHBX-F>	1 WHBX-F>	1 WHBX-F>	1 WHBX-F
WXS-R-F	2 WXS-R-F<	2 WBZE-F<	2 WTNT-F	2 WTNT-F	2 WTNT-F<	2 WTNT-F	2 WTNT-F<	2 WTNT-F	2 WXS-R-F<	2 WTNT-F
3 WHBX-F>	3 WAIB-F<	3 WBZE-F	3 WBZE-F	3 WWFO-F	3 WMLO-F>	3 WBZE-F	3 WBZE-F	3 WBZE-F	3 WAIB-F	WAIB-F
4 WBZE-F	4 WBZE-F	4 WAIB-F	4 WAIB-F	4 WAIB-F	4	4 WAIB-F	4 WAIB-F	4 WXS-R-F<	4 WTNT-F	WBZE-F
5	5	5	WWFO-F	5	5	5	5	5 WAIB-F	WWFO-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 WHBX-F	1 WHBX-F<	1 WAIB-F	1 WHBX-F>	1 WHBX-F>	1 WHBX-F	1 WHBX-F>	1 WHBX-F	1 WHBX-F>	1 WHBX-F>>
2	2 WAIB-F	2 WHBX-F	2 WAIB-F<	2 WTNT-F	WXS-R-F	2 WXS-R-F	2 WWFO-F	2 WTNT-F	2 WTNT-F
3	3 WXS-R-F	3 WXS-R-F	3 WBZE-F	WAIB-F	3 WBZE-F	3 WBZE-F	3	3 WBZE-F	WWFO-F
4	4 WBZE-F	4 WBZE-F	WTNT-F	4 WBZE-F	4	4 WGLF-F	4	4 WGLF-F	4 WGLF-F
5	5	5	5	5 WSNI-F	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		23 (1)	23 (1)	10.5	13.5	WANM (T) 1070 TALLAHASSEE	1.4/4.6/ 4/ B8
AOR/CLASSIC/NR		38 (3)	38 (3)	17.3	19.7	WCVC (REL) 1330 TALLAHASSEE	0.3/2.4/ 2/ 55
COUNTRY		51 (2)	51 (2)	23.2	24.7	WNLS (T) 1270 TALLAHASSEE	1.4/6.3/ 12/ 154
NEWS/TALK	18 (3)		18 (3)	8.2	2.7		
CHR		20 (1)	20 (1)	9.1	4.5		
BLACK/URBAN		43 (1)	43 (1)	19.5	17.0		
SOFT AC/EZ		15 (1)	15 (1)	6.8	5.8		
HISPANIC							
OLDIES		11 (1)	11 (1)	5.0	11.7		
FULL SVC/VARIETY							
STANDARDS							
RELIG/GOSPEL	1 (1)		1 (1)	0.5	0.0		
SPORTS							
CLASSICAL							
JAZZ							
OTHERS/UNKNOWN					0.4		
TOTALS	19 (4)	201 (10)	220 (14)				

TALLAHASSEE

DUOPOLY REPORT	12+	25-54	REVENUE
WHBT, WBZE-F, WHBX-F (HVS)	22.4%	23.8%	21.6%
WSNI-F, WXHR-F (Southern)	10.5%	10.2%	21.0%
WAIB-F, WWFO-F (Local)	12.5%	13.6%	8.3%
WMLO-F, WMFL, WJPH (Partech)	5.1%	4.2%	5.0%
	50.5%	51.8%	55.9%

RADIO STATIONS

WBZE-F, 98.9, 100 KW @ 390 , AC	WESTWD, \$19.00 (Katz)	HVS
WGLF-F, 104.1, 100 KW @ 440 , AOR	, \$27.00 (Banner)	Tim
WHBX-F, 96.1, 37 KW @ 479 , Black	WESTWD SMN, \$21.00 (Katz)	HVS
WWFO-F, 99.9, 50 KW @ 493 , Classic AOR	UNISTR, \$16.00 (---)	(LAFAYETTE)
WMLO-F, 104.9, 47 KW @ 505 , Soft AC	, \$15.00 (Eastman)	Partech (HAVANA)
WRZK-F, 106.1, 3 KW @ 328 , AOR	, \$14.00 (---)	
WSNI-F, 107.1, 61 KW @ 823 , Oldies	, \$24.00 (---)	Southern (THOMASVILLE, GA)
WTNT-F, 94.9, 100 KW @ 840 , Country	ABC, \$42.00 (Christal)	Tomlin-Knapp
WAIB-F, 103.1, 50 KW @ 295 , Country	, \$18.00 (MMR)	WWFO owner (D)
WXHR-F, 101.5, 50 KW @ 200 , CHR	SOURCE, WESTWD, \$13.00 (Mc-Guild)	Southern (QUINCY)

Miscellaneous: WNLS, WTNT-F sold by Park to Tomlin-Knapp for \$2,900,000 (E) . . . WUMX-F changed to WAIB-F and format from AC to Country (March). . . WHKX-F changed to WWFO-F and format to AOR/Classic (March). . .

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

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

TAMPA-ST. PETERSBURG

Arbitron Rank/Pop (12+): 21/1,864,200

Stations: 26/24
Diaries: 2899/643:1/52.7%
Sample Target: 2715
% Below Line: 5.1
% Not Listed: 15.8

1994 Revenue: \$73,000,000
HH Inc.: \$28,944
Retail \$: 21.8 Bil
Pop per Station: 77,675
#1 Biller: WQYK-AF \$13,200,000

MSA Rank/Pop: 23/2,190,000
DMA # 16
Average Person Ratings: 16.7
Market TSL: 22.50 hours

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WQYK-F (C)	244/ 7.8	7.7	9.8	9.0	9.3	8.6	262/3676	3168/17.0	21.0	18.6	I	WQYK-F
2. WWRM-F (SAC)	210/ 6.7	5.3	6.6	6.2	5.9	6.2	288/4087	2876/15.4	16.9	16.5	G	WWRM-F
3. WFLA (N/T)	197/ 6.3	6.6	7.1	7.2	6.4	6.8	248/2966	2301/12.3	12.9	13.7	G	WFLA
4. WXTB-F (AOR)	196/ 6.3	6.3	7.8	6.9	7.5	6.8	222/3007	2539/13.6	15.1	14.0	G	WXTB-F
WFLZ-F (CHR)	196/ 6.3	6.0	6.2	5.5	6.3	6.0	277/5033	3482/18.7	17.0	17.5	F	WFLZ-F
6. WMTX-F (AC)	184/ 5.9	6.0	6.6	5.4	5.8	6.0	206/3302	2909/15.6	16.3	15.1	H	WMTX-F
7. WUSA-AF (AC)	171/ 5.5	4.9	4.4	5.2	4.2	5.0	176/2308	2113/11.3	11.6	12.0	G	WUSA-AF
8. WRBQ-F (C)	166/ 5.3	6.4	5.5	6.4	6.1	5.9	207/3272	2600/13.9	15.4	13.8	F	WRBQ-F
9. WDUV-F (EZ)	150/ 4.8	5.1	5.0	4.8	4.7	4.9	281/3146	1699/ 9.1	9.7	8.8	E	WDUV-F
10. WGUL-AF (ST)	134/ 4.3	6.9	7.2	6.0	5.7	6.1	144/1511	1345/ 7.2	10.2	9.6	C	WGUL-AF
11. WYUU-F (O)	132/ 4.2	3.6	4.2	3.2	3.9	3.8	148/2730	2412/12.9	12.2	11.4	E	WYUU-F
12. WCOF-F (O-70's)	120/ 3.9	3.4	4.0	4.4	5.3	3.9	144/2483	2015/10.8	12.2	14.2	E	WCOF-F
13. WHPT-F (AOR-P)	113/ 3.6	4.1	4.1	4.3	4.9	4.0	193/3006	1915/10.3	11.3	11.3	G	WHPT-F
14. WSUN (T)	79/ 2.5	2.9	2.1	3.2	2.9	2.7	108/1302	980/ 5.3	5.4	6.2	C	WSUN
15. WLWU-F (ST)	54/ 1.7	1.8	1.0	1.4	1.2	1.5	54/567	564/ 3.0	2.6	2.9	A	WLWU-F
16. WTMP (8)	53/ 1.7	1.6	1.1	1.7	1.6	1.5	54/634	593/ 3.2	2.4	3.0	8	WTMP
17. WRBQ (8)	49/ 1.6	2.3	1.5	2.1	1.7	1.9	54/761	693/ 3.7	3.0	3.4	8	WRBQ
18. WTBT-F (CL AOR)	44/ 1.4	---	---	---	---	---	44/594	589/ 3.2	---	---	---	WTBT-F
19. WHNZ (T)	37/ 1.2	1.1	0.5	0.5	0.9	0.8	43/1082	916/ 4.9	3.5	3.3	---	WHNZ
20.												

12+ FM SHARE (METRO): 77.34% (2028 of 2622) (SPG 94: 79.67%)

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 WXTB-F	1 WMTX-F	1 WMTX-F<	1 WQYK-F<	1 WFLA	1 WQYK-F<	1 WQYK-F<	1 WFLZ-F>	1 WFLA >
2 WXTB-F	2 WFLZ-F>	2 WMTX-F	2 WQYK-F	2 WQYK-F	2 WFLA	2 WQYK-F	2 WWRM-F<	2 WXTB-F	2 WQYK-F	2 WQYK-F
3 WRBQ-F	3 WMTX-F	3 WFLZ-F<	3 WCOF-F<	3 WWRM-F<	3 WOUV-F	3 WWRM-F<	3 WXTB-F	3 WMTX-F	3 WMTX-F	3 WMTX-F
4	4 WCOF-F<	4 WQYK-F	4 WXTB-F<	4 WUSA-AF	4 WWRM-F	4 WUSA-F<	4 WUSA-AF	4 WFLZ-F<	4 WRBQ-F	4 WFLZ-F
5	5 WRBQ-F	5 WWRM-F	5 WUSA-AF<	5 WCOF-F<	5 WGUL-AF<	5 WMTX-F	5 WXTB-F	5 WMTX-F	5 WQYK-F	5 WRBQ-F
6	6 WWRM-F	6 WCOF-F	6 WHPT-F	6 WXTB-F	6 WUSA-AF	6 WRBQ-F	6 WMTX-F<	6 WRBQ-F	6	6 WHPT-F
7	7	7 WRBQ-F	7 WWRM-F	7 WRBQ-F	7	7 WXTB-F	7 WDUV-F<	7 WFLA <	7	7 WXTB-F
8	8	8 WHPT-F	8	8 WHPT-F	8	8	8 WRBQ-F	8 WUSA-AF	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 WFLZ-F	1 WFLZ-F	1 WFLZ-F	1 WMTX-F	1 WMTX-F	1 WXTB-F	1 WXTB-F>	1 WXTB-F	1 WXTB-F>	1 WXTB-F<
2 WXTB-F	2 WMTX-F<	2 WMTX-F	2 WWRM-F	2 WWRM-F	2 WFLZ-F	2 WFLZ-F	2 WCOF-F	2 WQYK-F<	2 WQYK-F
3 WWRM-F	3 WWRM-F	3 WWRM-F	3 WFLZ-F<	3 WUSA-AF	3 WMTX-F	3 WCOF-F	3 WSUN	3 WCOF-F	3 WCOF-F
4 WMTX-F	4 WXTB-F	4 WCOF-F	4 WUSA-AF	4 WQYK-F<	4 WSUN	4 WSUN	4 WFLZ-F	4 WFLZ-F	4 WHPT-F
5 WRBQ-F	5 WRBQ-F	5 WRBQ-F	5 WQYK-F<	5 WRBQ-F	5 WQYK-F	5 WMTX-F	5 WRBQ-F	5 WHPT-F	5 WMTX-F
6 WQYK-F	6 WQYK-F	6 WQYK-F	6 WRBQ-F	6 WFLZ-F<	6 WRBQ-F	6 WRBQ-F	6 WHPT-F	6 WMTX-F	6 WYUU-F
7 WUSA-AF	7 WCOF-F	7 WHPT-F	7 WXTB-F	7 WYUU-F<	7 WWRM-F	7	7 WMTX-F	7 WSUN	7 WUSA-AF
8	8	8 WXTB-F	8	8 WCOF-F	8	8	8	8	8 WFLA
9	9	9	9	9	9	9	9	9	9

TAMPA-ST. PETERSBURG

FORMATS	AM	FM	TOTAL	%	SPG 94	OTHER RATED STATIONS	METRO CUME TSA	
							SHARE/RTG/AQH/CUME	SHARE/RTG/AQH/CUME
AC	2 (1)	353 (2)	353 (3)	13.5	11.5	WFNS (SPRTS)910	PLANT CITY	0.7/2.9/ 30/ 649
AOR/CLASSIC/NR		353 (3)	353 (3)	13.5	14.2	WQYK (T) 1010	SEFFNER	0.9/2.8/ 34/ 618
COUNTRY		410 (2)	410 (2)	15.6	18.6	WRXB (B) 1590	ST. PETE BCH	0.8/1.5/ 28/ 331
NEWS/TALK	340 (4)		340 (4)	13.0	12.8	WTIS (REL) 1110	TAMPA	0.3/0.5/ 12/ 147
CHR		195 (1)	195 (1)	7.4	7.2	WEZY-F (J) 94.1	LAKELAND	0.3/1.4/ 43/ 839
BLACK/URBAN	126 (3)		126 (3)	4.8	4.4			
SOFT AC/EZ		370 (3)	370 (3)	14.1	12.8			
HISPANIC								
OLDIES		252 (2)	252 (2)	9.6	10.5			
FULL SVC/VARIETY								
STANDARDS	93 (1)	95 (2)	188 (3)	7.2	8.0			
RELIG/GOSPEL	10 (1)		10 (1)	0.4	---			
SPORTS	23 (1)		23 (1)	0.9	---			
CLASSICAL								
JAZZ								
OTHERS/UNKNOWN								
TOTALS	594 (11)	2028 (15)	2622 (26)					

DUOPOLY REPORT	12+	25-54	REVENUE
WSUN, WWRM-F, WCOF-F (Cox)	13.1%	16.7%	13.6%
WRBQ A/F, WMTX A/F (Clear Channel)	12.8%	17.1%	17.8%
WNZE, WHNZ, WHPT-F, WEZY-F (Paxson)	5.1%	7.1%	9.3%
WYUU-F, WISP-F (Entercom)	4.2%	5.8%	5.2%
WXTB-F, WTBT-F (Great American)	7.7%	8.6%	9.6%
WFLA, WFLZ-F, WDUV-F (Jacor, pending)	17.4%	9.7%	18.7%
	60.3%	65.0%	74.2%

SCARBOROUGH REPORT
Indexed against \$100,000+ Households

HIGHEST		LOWEST	
1. WCOF-F	175	1. WDUV-F	18
2. WFLA	168	2. WGUL-AF	39
3. WRBQ-F	145	3. WRBQ	44
4. WHPT-F	135	4. WXTB-F	56

TAMPA-ST. PETERSBURG

RADIO STATIONS

AM STATIONS

WDAE, 1250,	5 KW (DA-2)	, Country Oldies	ABC, \$	NA (Mc-Guild)	Gannett
WFLA, 970,	5 KW (DA-2)	, Talk	ABC, \$	92.00 (Eastman)	Jacor
WFNS, 910,	5 KW (DA-2)	, Sports	WESTWD, CBS, \$	33.00 (---)	
WGUL, 860,	2 KW/1.5KW (DA-2),	??	WESTWD, CNN, \$	NA (K & P)	
WHNZ, 570,	5 KW (DA-2)	, Talk	CBS, CNN, \$	38.00 (Banner)	Paxson
WMTX, 1040,	5 KW (DAYS)	, SEE WMTX-F			
WQYK, 1010,	50 KW/5 KW (DA-2)	, SEE WQYK-F			
WRBO, 1380,	5 KW (DA-2)	, Black	ABC, SMN, \$	NA (Mc-Guild)	Clear Channel
WSUN, 620,	10 KW (DA-N)	, Talk		\$ 35.00 (Christal)	Cox
WTSP, 1150,	5 KW/2.5 KW(DA-2),	Black	AURN, WESTWD, \$	32.00 (Roslin)	

FM STATIONS

WCOF, 107.3,	100 KW @ 620,	Oldies (70's)		\$ 74.00 (Christal)	Cox
WFLZ, 93.3,	100 KW @ 1358,	CHR	ABC, \$	84.00 (Eastman)	Jacor
WGUL, 96.1,	4 KW @ 394,	Standards		\$ 55.00 (K & P)	
WTBT, 105.5,	6 KW @ 285,	Classic AOR	CNN, WESTWD, \$	40.00 (K & P)	Citicasters (DADE CITY)
WLVU, 106.3,	3.3 KW @ 298,	Standards	AP, \$	30.00 (---)	(NEW PORT RICHEY)
WMTY, 95.7,	100 KW @ 607,	AC		\$ 168.00 (MMR)	Clear Channel (HOLIOAY)
WQYK, 99.5,	100 KW @ 551,	Country		\$ 243.00 (Katz)	Infinity
WRBO, 104.7,	100 KW @ 561,	Country	ABC, \$	77.00 (Christal)	Clear Channel
WUSA, 100.7,	100 KW @ 600,	AC		\$ 157.00 (Mc-Guild)	Gannett
WSPW, 94.9,	100 KW @ 1289,	Soft AC		\$ 161.00 (Christal)	Cox
WFTB, 97.9,	100 KW @ 600,	AOR	ABC, \$	100.00 (Banner)	Citicasters
WUCJ, 92.5,	50 KW @ 400,	Oldies		\$ 81.00 (CBS)	Entercom
WRPT, 102.5,	100 KW @ 1666,	Prog. AOR		\$ 94.00 (Banner)	Paxson (SARASOTA)
WDBF, 103.3,	100 KW @ 581,	EZ	WESTWD, \$	80.00 (Christal)	(BRADENTON)

Miscellaneous: WGUL-F sold to Citicasters (D) for \$5,500,000 . . . WGUL-F changes to WTBT-F and format from Standards to Classic AOR (feb). . . The old WGUL-F (Standards) moved to 96.1 out of Dade City. . . WRBO, WQYK-F (Sarasota) sold to Jacor (D) for \$14,000,000. . . WEZY-F in Lakeland has changed to a Jazz format and will aim itself toward the Tampa market . . .

TERRE HAUTE

Arbitron Rank/Pop (12+): 181/170,700

Stations: 15/12
Diaries: 704/242:1/64.9%
Sample Target: 610
% Below Line: 2.0
% Not Listed: 16.4

1994 Revenue: \$ 4,500,000
HH Inc.: \$26,993
Retail \$: 2.5 Bil
Pop per Station: 14,225
#1 Biller: WTHI-F \$ NA

MSA Rank/Pop: 235/150,000

DMA # 144

Average Person Ratings: 14.6

Market TSL: 19.75

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	SPG 93	Revenue Level
1. WTHI-F (C)	69/27.6	----	31.6	----	31.4	----	113/1300	766/44.9	50.0	49.8	WTHI-F
2. WMGI-F (AC)	46/18.4	----	9.0	----	14.0	----	66/873	520/13.5	25.8	28.2	WMGI-F
3. WZZQ-F (AOR)	24/ 9.6	----	13.3	----	11.4	----	40/554	313/18.3	24.0	26.2	WZZQ-F
4. WSDM-F (O)	13/ 5.2	----	3.5	----	6.1	----	18/272	223/13.1	7.8	9.9	WSDM-F
5. WLEZ-F (EZ)	12/ 4.8	----	4.3	----	0.8	----	18/289	146/ 8.6	10.5	2.6	WLEZ-F
6. WPRS (ST)	9/ 3.6	----	2.0	----	1.5	----	11/107	80/ 4.7	3.9	5.2	WPRS
7. WBOW (T)	8/ 3.2	----	3.5	----	3.8	----	8/162	134/ 7.9	9.6	11.3	WBOW
8. WCBH-F (CHR)	7/ 2.8	----	2.0	----	1.5	----	17/353	138/ 8.1	6.6	7.7	WCBH-F
9. WACF-F (C)	6/ 2.4	----	3.5	----	3.8	----	12/250	145/ 8.5	10.1	10.7	WACF-F
10. WAXI-F (ST)	4/ 1.6	----	2.3	----	2.3	----	7/98	66/ 3.9	5.8	5.9	WAXI-F

12+ FM SHARE (METRO): 90.43% (189 of 209) (SPG 94: 91.41%)

TEENS 18-34 18-49 25-49 25-54 35+ 12+ AMD 12+ MID 12+ PMD 12+ EVE OVERNIGHT

1 WMGI-F>>>1 WTHI-F<	1 WTHI-F	1 WTHI-F	1 WTHI-F	1 WTHI-F>	1 WTHI-F>>>1 WTHI-F>>	1 WTHI-F>	1 WTHI-F	1 WTHI-F	1 WTHI-F	1 WTHI-F>>	1 WTHI-F>>
2	2 WMGI-F>>	2 WMGI-F>	2 WMGI-F	2 WMGI-F	2	2 WMGI-F>	2 WMGI-F>>	2 WMGI-F>>	2 WMGI-F>>	2 WMGI-F>>	2 WMGI-F
3	3 WZZQ-F	3 WZZQ-F	3 WZZQ-F	3 WZZQ-F	3	3 WZZQ-F	3 WZZQ-F	3 WZZQ-F	3 WZZQ-F	3	3
4	4	4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	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 WMGI-F	1 WTHI-F	1 WTHI-F	1 WTHI-F<	1 WTHI-F>>	1 WTHI-F	1 WZZQ-F	1 WZZQ-F	1 WZZQ-F	1 WZZQ-F	1 WTHI-F
2 WTHI-F	WMGI-F>>	2 WMGI-F	2 WMGI-F>>	2 WMGI-F>>	2 WMGI-F	2 WMGI-F	WTHI-F<	2 WTHI-F	WTHI-F	WZZQ-F>
3	3	3	3	3	3	3 WZZQ-F	3 WMGI-F	WMGI-F	3 WMGI-F	3 WMGI-F
4	4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		46 (1)	46 (1)	22.0	14.1	WNDI-F (C) 95.3 SULLIVAN	0.8/1.2/ 2/	23	
AOR/CLASSIC/NR		24 (1)	24 (1)	11.5	17.7	WTHI (T) 1480 TERRE HAUTE	1.2/5.4/ 3/	93	
COUNTRY		77 (3)	77 (3)	36.8	45.5	WWVR-F (REL) 105.5 W. TERRE HAUTE	0.4/2.3/ 1/	44	
NEWS/TALK	11 (2)		11 (2)	5.3	1.0				
CHR		8 (2)	8 (2)	3.8	1.0	WITZ-F (CHR) 104.7 JASPER	0.4/1.5/ 1/	64	
BLACK/URBAN						WQTY-F (ST) 93.3 LINTON	1.6/2.2/ 7/	103	
SOFT AC/EZ		12 (1)	12 (1)	5.7	5.6				
HISPANIC									
OLDIES		13 (1)	13 (1)	6.2	4.5				
FULL SVC/VARIETY									
STANDARDS	9 (1)	8 (2)	17 (3)	8.1	3.5				
RELIG/GOSPEL		1 (1)	1 (1)	0.5	0.0				
SPORTS									
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN					2.5				
TOTALS	20 (3)	189 (12)	209 (15)						

DUOPOLY REPORT

NO MAJOR DUOPOLIES AS OF AUGUST 1995. . .

TERRE HAUTE

RADIO STATIONS

WBOW , 640 , 250 W , Full Service

WACF-F, 98.5, 50 KW @ 500 , Country
 WAXI-F, 104.9, 1.2 KW @ 440 , Standards
 WLEZ-F, 102.7, 50 KW @ 500 , EZ

WYGI-F, 100.7, 50 KW @ 500 , AC
 WSDM-F, 97.7, 6 KW @ 298 , Oldies
 WTHI-F, 99.9, 50 KW @ 490 , Country
 WZZQ-F, 107.5, 28 KW @ 669 , AOR

WESTWD ABC, \$ NA (Christal) Contemp. Media
 WESTWD, \$ NA (---) (PARIS)
 WESTWD SMN, \$ NA (Regional) (ROCKVILLE)
 CNN, \$ NA (K & P) Bomar
 , \$ NA (Eastman)
 SMN, \$ NA (Regional) (BRAZIL)
 WESTWD, \$ NA (Katz)
 WESTWD ABC, \$ NA (Christal) Contemp. Media

TOLEOO

Arbitron Rank/Pop (12+): 74/511,300

Stations: 26/18
Diaries: 1693/302:1/53.3%
Sample Target: 1680
% Below Line: 11.3
% Not Listed: 12.7

1994 Revenue: \$17,800,000
HH Inc.: \$32,847
Retail \$: 5.8 Bil
Pop per Station: 28,405
#1 Biller: WKKO-AF \$3,800,000

MSA Rank/Pop: 82/624,000
OMA # 63
Average Person Ratings: 16.3
Market TSL: 21.25 hours

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WKKO-F (C)	85/10.2	13.4	12.8	12.2	11.5	12.2	135/1911	1131/22.1	22.6	23.1	E	WKKO-F
2. WVKS-F (CHR)	77/ 9.2	7.6	8.2	10.8	11.1	9.0	111/2130	1360/26.6	24.0	28.8	O	WVKS-F
3. WWM-F (AC)	71/ 8.5	7.4	6.6	5.9	7.0	7.1	80/1088	933/18.2	18.7	15.2	O	WWM-F
4. WIOT-F (AOR)	61/ 7.3	5.2	6.8	9.9	8.0	7.3	92/1607	965/18.9	17.9	20.6	O	WIOT-F
5. WLQR-F (SAC)	58/ 7.0	7.0	6.8	6.9	7.6	6.9	78/1037	735/14.4	17.4	16.9	C	WLQR-F
6. WSPO (FS)	54/ 6.5	8.5	6.6	7.6	7.0	7.3	72/972	779/15.2	15.5	15.0	C	WSPO
7. WRON-F (O)	45/ 5.4	4.5	4.2	4.5	4.1	4.7	63/1012	752/14.7	13.8	12.4	C	WRON-F
8. WKKR-F (CL AOR)	44/ 5.3	4.9	5.1	5.4	6.0	5.2	67/1061	685/13.4	13.1	15.5	C	WKKR-F
9. WBUZ-F (AOR)	39/ 4.7	2.9	3.8	---	---	3.8	46/702	552/10.8	8.2	---	A	WBUZ-F
10. WJR (FS)	35/ 4.2	3.8	3.8	4.0	4.5	4.0	92/1428	610/11.9	10.4	11.9		WJR
11. WCWA (ST)	29/ 3.5	3.0	2.6	2.9	2.1	3.0	31/399	344/ 6.7	5.8	6.4	A	WCWA
12. WJLB-F (B)	18/ 2.2	2.0	2.2	0.6	1.5	1.8	21/368	279/ 5.5	5.1	3.9		WJLB-F
13. WWM (T)	13/ 1.6	3.2	3.3	2.2	2.9	2.6	14/228	215/ 4.2	6.8	5.7	A	WWM
14. WYHK-F (C)	13/ 1.6	2.0	1.6	1.8	1.7	1.8	24/484	293/ 5.7	5.7	6.2		WYHK-F
15.												

12+ FM SHARE (METRO): 78.27% (569 of 727) (SPG 94: 76.97%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MIO	12+ PMO	12+ EVE	OVERNIGHT
1 WVKS-F>>	1 WIOT-F<	1 WWM-F	1 WKKO-F<	1 WKKO-F<	1 WKKO-F<	1 WKKO-F	1 WWM-F	1 WKKO-F<	1 WVKS-F<	1 WSPO >
2 WBUZ-F	2 WVKS-F	2 WIOT-F<	2 WWM-F	2 WWM-F	2 WSPO	2 WVKS-F	2 WLQR-F	2 WVKS-F<	2 WIOT-F	2 WJR
3	3 WBUZ-F	3 WKKO-F<	3 WVKS-F	3 WVKS-F<	3 WWM-F<	3 WSPO <	3 WKKO-F	3 WWM-F<	3 WBUZ-F	3 WKKO-F
4	4 WWM-F	4 WVKS-F	4 WKKR-F	4 WKKR-F<	4 WLQR-F	4 WWM-F	4 WWM-F	4 WIOT-F	4 WKKO-F	4
5	5 WKKO-F<	5 WKKR-F	5 WIOT-F	5 WLQR-F	5 WRON-F	5 WIOT-F	5 WVKS-F	5 WKKR-F	5 WWM-F	5
6	6 WKKR-F	6	6	6	6	6	6	6	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 WVKS-F	1 WVKS-F<	1 WVKS-F	1 WWM-F	1 WKKO-F<	1 WIOT-F	1 WIOT-F	1 WIOT-F	1 WIOT-F>	1 WKKR-F<
2 WWM-F	2 WWM-F	2 WWM-F	2 WKKO-F	2 WWM-F	2 WBUZ-F	2 WBUZ-F>	2 WBUZ-F	2 WBUZ-F	2 WIOT-F
3 WLQR-F	3 WKKO-F	3 WKKO-F	3 WVKS-F	3 WVKS-F	3 WVKS-F	3 WKKR-F	3 WKKR-F	3 WKKR-F	3 WKKO-F
4 WKKO-F	4 WLQR-F	4 WLQR-F	4 WLQR-F	4 WRON-F	4 WJLB-F	4 WVKS-F	4 WVKS-F	4 WKKO-F	4 WWM-F
5 WIOT-F	5 WKKR-F	5 WKKR-F	5 WIOT-F	5 WLQR-F	5 WKKO-F	5 WKKO-F	5 WKKO-F	5 WWM-F	5 WLQR-F
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATEO STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		85 (3)	85 (3)	11.7	9.7	WHMQ-F (C) 107.7	N. BALTIMORE 0.4/1.3/ 36/ 418
AOR/CLASSIC/NR		169 (7)	169 (7)	23.2	19.9	WJZE-F (J) 97.3	OAK HARBOR 1.2/3.2/ 11/ 177
COUNTRY	7 (1)	101 (3)	108 (4)	14.9	17.2	WMTR-F (O) 96.1	ARCHBOLO 0.7/2.6/ 8/ 178
NEWS/TALK	13 (1)		31 (1)	1.8	3.4	WTOO (C) 1560	TOLEOO 0.8/2.9/ 9/ 219
CHR		77 (1)	77 (1)	10.6	13.0	WTWR-F (AC) 98.3	MONROE, MI 1.1/7.7/ 20/ 648
BLACK/URBAN	9 (1)	18 (1)	27 (2)	3.7	3.1	WVOI (B) 1520	TOLEOO 1.1/3.0/ 9/ 154
SOFT AC/EZ		58 (1)	58 (1)	8.0	8.9	WOFM-F (AC) 98.1	OEFIANCE 0.6/1.1/ 16/ 308
HISPANIC						WIQB-F (AOR) 102.9	ANN ARBOR 0.4/2.9/ 11/ 283
OLOIES		51 (2)	51 (2)	7.0	5.9	WLZZ-F (AOR) 104.5	MONTPELIER, OH 0.5/1.8/ 14/ 270
FULL SVC/VARIETY	89 (2)		89 (2)	12.2	13.4	WRIF-F (AOR) 101.1	OETROIT 0.7/3.5/ 20/ 366
STANQAROS	40 (2)		40 (2)	5.5	3.4	CIMX-F (AOR) 88.7	WINOSOR, ONT 1.4/5.4/ 21/ 424
RELIG/GOSPEL						CKWW (ST) 580	WINOSOT, ONT 1.3/2.5/ 18/ 221
SPORTS							
CLASSICAL							
JAZZ		10 (1)	10 (1)	1.4	2.0		
OTHERS/UNKNOWN							
TOTALS	158 (7)	569 (19)	727 (26)				

DUOPOLY REPORT	12+	25-54	REVENUE
-----	-----	-----	-----
WTOO, WKKO-F, WRQN-F (Fritz)	16.4%	19.4%	27.5%
WVKS-F, WSPD, WLQR-F (Noble)	22.7%	21.0%	34.3%
	39.1%	40.4%	61.8%

RADIO STATIONS

WCHA , 1230, 1 KW	Standards	WESTWD, CBS, \$13.00	(Eastman)	Enterprise
WSPD , 1370, 5 KW (DA-N)	Full Service	CBS, \$36.00	(Christal)	Noble
WTOO , 1560, 5 KW (DAYS, OA)	Country	ABC, \$ NA	(Katz)	Fritz
WVOI , 1520, 1 KW (DA-2)	Black	WESTWD, AURN, \$17.00	(Regional)	
WWMH , 1470, 1 KW (DA-2)	News	SMN, \$14.00	(D&R)	Midwestern
WBUZ-F, 106.5, 3 KW @ 328	AOR	, \$ NA	(Torbet)	
WHMQ-F, 107.7, 3 KW @ 328	Country	, \$15.00	(---)	(DELTA)
WIOT-F, 104.7, 50 KW @ 541	AOR	Source, \$63.00	(Eastman)	Enterprise
WJZE-F, 97.3, 1.2 KW @ 531	Jazz	ABC, \$ NA	(K & P)	(OAK HARBOR)
WLQR-F, 101.5, 19 KW @ 810	Soft AC	, \$40.00	(Christal)	Noble
WKKO-F, 99.9, 50 KW @ 500	Country	ABC, \$67.00	(Katz)	Fritz
WRQN-F, 93.5, 4.1 KW @ 397	Oldies	WESTWD, \$32.00	(Katz)	Fritz (BOWLING GREEN)
WTWR-F, 98.3, 1.4 KW @ 466	AC	AP, \$16.00	(Patt)	(MONROE, MI)
WVKS-F, 92.5, 50 KW @ 479	CHR	, \$54.00	(Mc-Guild)	Noble
WWMH-F, 105.5, 2.7 KW @ 344	AC	, \$51.00	(D&R)	Midwestern
WXKR-F, 94.5, 30 KW @ 630	Classic AOR	ABC, \$20.00	(MMR)	(SYLVANIA)
WYHK-F, 95.7, 1.8 KW @ 433	Country	, \$17.00	(Katz)	(PORT CLINTON)
				(GIBSONBURG)

Other Ranked Stations - See Detroit

Miscellaneous: WSPD, WLQR-F sold to Noble (D) for \$6,600,000 . . . The previous sale of these properties to Ellis was canceled. . .

TOPEKA

Arbitron Rank/Pop (12+): 179/177,500

Stations: 21/12

1994 Revenue: \$6,200,000

MSA Rank/Pop: 215/168,000

Diaries: 665/267:1/63.1%

HH Inc.: \$35,021

DMA # 139

Sample Target: 610

Retail \$: 1.9 Bil

Average Person Ratings: 16.8

% Below Line: 16.1

Pop per Station: 14,792

Market TSL: 22.75 hours

% Not Listed: 20.8

#1 Biller: KMAJ-F \$1,500,000

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	SPG 93	Revenue Level	
1. WIBW-F (C)	40/13.4	----	14.4	----	10.1	----	79/1063	506/28.5	25.9	23.2	C	WIBW-F
2. KMAJ-F (AC)	38/12.8	----	15.1	----	19.1	----	58/830	506/28.5	27.9	30.6	C	KMAJ-F
3. KTPK-F (C)	36/12.1	----	11.5	----	14.8	----	47/799	470/26.5	23.9	26.1	C	KTPK-F
4. WIBW (FS/T)	18/ 6.0	----	6.8	----	7.7	----	29/397	237/13.4	16.1	15.9	C	WIBW
5. KQTP-F (O)	16/ 5.4	----	-----	----	-----	----	16/287	258/14.5	0.0	0.0	A	KQTP-F
6. KDVV-F (AOR/CL)	12/ 4.0	----	6.5	----	5.4	----	26/433	229/12.9	15.5	14.3	B	KDVV-F
7. KQRC-F (AOR)	11/ 3.7	----	2.9	----	4.7	----	19/242	149/ 8.4	7.6	8.4		KQRC-F
8. KMXV-F (CHR)	10/ 3.4	----	1.4	----	-----	----	18/343	185/10.4	5.9	0.0		KMXV-F
WDAF (C/FS)	10/ 3.4	----	2.5	----	5.0	----	30/309	119/ 6.7	7.4	11.3		WDAF
10. KMAJ (T)	9/ 3.0	----	2.2	----	4.4	----	9/161	140/ 7.9	9.2	10.6	A	KMAJ

12+ FM SHARE (METRO): 79.24% (187 of 236) (SPG 94: 82.33%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMXV-F	1 WIBW-F	1 KMAJ-F	1 KMAJ-F<	1 KMAJ-F<	1 KTPK-F	1 KMAJ-F	1 KMAJ-F<	1 KMAJ-F	1 WIBW	1 WIBW-F
WIBW-F	2 KMAJ-F>	2 WIBW-F>	2 WIBW-F>	2 WIBW-F	2 KMAJ-F	2 WIBW-F<	2 WIBW-F<	2 WIBW-F<	2 WIBW-F	2 KTPK-F
3 KMAJ-F	3 KTPK-F	3 KTPK-F	3 KQTP-F	3 KTPK-F	3 WIBW-F	3 KTPK-F>	3 KTPK-F>	3 KTPK-F	3 KMXV-F	KMAJ-F
4	4 KQRC-F	4 KQTP-F	KTPK-F	4 KQTP-F	WIBW	4 WIBW	4	4	4	4
5	5	5	5	5	5 KQTP-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 KMAJ-F	1 KMAJ-F	1 WIBW-F	1 KMAJ-F>	1 KMAJ-F<	1 WIBW-F	1 KQRC-F	1 KQRC-F	1 WIBW-F	1 KTPK-F
2 KMXV-F	2 KMAJ-F>	2 KMAJ-F	2 WIBW-F>	2 WIBW-F>	2	WIBW-F>	2 WIBW-F	2 KQRC-F	2 KMAJ-F
KTPK-F	3 KTPK-F	3 KQTP-F	3 KTPK-F	3 KQTP-F	3	3 KTPK-F	3 KDVV-F	3 KDVV-F	WIBW-F
4	4 KMXV-F	4	4 KQTP-F	KTPK-F	4	KDVV-F	KTPK-F	KMAJ-F	KQRC-F
5	5	5	5	5	5	5	5	KTPK-F	5 KDVV-F

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA
AC		38 (1)	38 (1)	16.1	18.5	KLZR-F (AOR)	105.9	LAWRENCE 1.3/5.4/ 10/ 227
AOR/CLASSIC/NR		35 (6)	35 (6)	14.8	18.1	KMKF-F (AOR)	101.5	MANHATTAN 1.0/4.1/ 11/ 272
COUNTRY	10 (1)	78 (3)	88 (4)	37.3	36.2	KTOP (ST)	1490	TOPEKA 2.0/6.0/ 6/ 109
NEWS/TALK	12 (2)	3 (1)	15 (3)	6.4	3.4	KWIC-F (T)	99.3	TOPEKA 1.0/5.2/ 3/ 161
CHR		10 (1)	10 (1)	4.2	2.6	WREN (REL)	1250	TOPEKA 1.0/2.3/ 3/ 40
BLACK/URBAN		5 (1)	5 (1)	2.1	3.9	SEE KANSAS CITY FOR MORE ABOUT THE FOLLOWING:		
SOFT AC/EZ					1.7	KBEQ-F	0.7/ 3.5	KPRS-F 1.7/ 5.6
HISPANIC						KCFX-F	0.7/ 4.7	KYYS-F 1.0/ 5.2
OLDIES		18 (2)	18 (2)	7.6	2.2	KCMO	1.0/ 3.9	
FULL SVC/VARIETY	18 (1)		18 (1)	7.6	8.2	KCMO-F	0.7/ 5.4	
STANDARDS	6 (1)		6 (1)	2.5	2.6			
RELIG/GOSPEL	3 (1)		3 (1)	1.3	0.4			
SPORTS								
CLASSICAL								
JAZZ								
OTHERS/UNKNOWN					2.2			
TOTALS	49 (6)	187 (15)	236 (21)					

TOPEKA

DUOPOLY REPORT	12+	25-54	REVENUE
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KMAJ A/F, KDVV-F, KTOP (Local)	21.8%	22.6%	40.5%
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RADIO STATIONS

KMAJ , 1440, 5 KW/1 KW (OA-2) , Talk	WESTWD TALKNT, \$14.00 (Torbet)	
KTOP , 1490, 1 KW , Standards	WESTWD, \$11.00 (Banner)	KMAJ owner (D)
WIBW , 580, 5 KW , Full Service/Talk	CBS PRN, \$23.00 (Katz)	Stauffer.
KDVV-F, 100.3, 100 KW @ 259 , Classic AOR	WESTWD, \$22.00 (Banner)	KMAJ owner (D)
KMAJ-F, 107.7, 100 KW @ 1214 , AC	WESTWD, \$34.00 (Torbet)	
KQTP-F, 102.9, 50 KW @ 321 , Oldies	WESTWD, CNN, \$ NA (---)	(ST. MARY'S)
KTPK-F, 106.9, 100 KW @ 1210 , Country	ABC, \$31.00 (Torbet)	
WIBW-F, 97.3, 100 KW @ 1220 , Country	SMN, \$25.00 (Katz)	Stauffer
KWIC-F, 99.3, 6 KW @ 291 , Talk	SMN, ABC, \$10.00 (---)	

Other ranked stations -- see Kansas City

Miscellaneous: KTOP, KDVV-F sold to KMAJ-F owner (D) for \$750,000. . . KWIC-F sold for \$444,000. . .

TUCSON

Arbitron Rank/Pop (12+): 62/608,100

Stations: 25/24
Diaries: 1217/500:1/55.7%
Sample Target: 1185
% Below Line: 1.5
% Not Listed: 15.1

1994 Revenue: \$24,500,000
HH Inc.: \$27,229
Retail \$: 6.6 Bil
Pop per Station: 25,338
#1 Biller: KCUB/KIIM-F \$6,000,000

MSA Rank/Pop: 74/739,000

OMA # 81

Average Person Ratings: 15.7

Market TSL: 21.00 hours

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. KIIM-F (C)	118/12.4	13.5	14.0	13.4	14.4	13.3	122/1646	1500/24.7	25.9	24.8	F	KIIM-F
2. KKLD-F (AC)	82/ 8.6	8.3	9.9	10.3	10.7	9.3	95/1488	1359/22.3	19.9	20.8	E	KKLD-F
3. KLPX-F (AOR)	74/ 7.8	9.7	8.6	9.2	10.5	8.8	87/1341	1116/18.4	17.7	19.6	D	KLPX-F
4. KROO-F (CHR)	69/ 7.2	6.4	5.7	7.7	7.8	6.8	82/1567	1330/21.9	18.9	23.0	D	KROO-F
5. KKHG-F (AOR)	61/ 6.4	5.9	5.3	5.6	2.8	5.8	61/953	910/15.0	14.4	7.2		KKHG-F
KNST (N/T)	61/ 6.4	7.3	6.1	6.9	6.2	6.7	63/734	701/11.5	14.5	14.4	D	KNST
7. KWFM-F (O)	54/ 5.7	4.0	5.0	5.3	5.8	5.0	73/1473	1106/18.2	17.2	20.0	D	KWFM-F
8. KCEE (ST)	31/ 3.2	3.6	3.0	4.4	2.3	3.6	32/456	441/ 7.3	6.0	5.2		KCEE
KOHT-F (SP)	31/ 3.2	2.2	2.9	3.6	2.2	3.0	31/527	503/ 8.3	8.6	4.7		KOHT-F
10. KGVY (ST)	27/ 2.8	3.4	3.1	2.7	3.3	3.0	27/250	239/ 3.9	3.9	4.3		KGVY
11. KTUC (T)	25/ 2.6	2.8	0.9	0.9	1.3	1.8	25/436	433/ 7.1	4.6	5.0		KTUC
12. KMXZ (CHR)	24/ 2.5	2.3	3.8	2.8	2.5	2.9	24/430	430/ 7.1	8.0	7.3		KMXZ
13. KEKO-F (AOR-P)	22/ 2.3	1.5	1.4	1.2	1.4	1.6	24/486	450/ 7.4	6.1	5.5		KEKO-F
14. KCUB-AF (C)	20/ 2.1	2.2	3.1	3.3	2.2	2.7	22/469	432/ 7.1	8.0	5.4	C	KCUB-AF
15. KVOI (REL/SP)	19/ 2.0	1.8	---	1.1	0.3	1.6	19/83	83/ 1.4	---	1.5		KVOI

12+ FM SHARE (METRO): 66.42% (538 of 810) (SPG 94: 71.43%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KROO-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 KKLD-F<	1 KIIM-F>
2 KMXZ >>	2 KLPX-F	2 KLPX-F<	2 KKHG-F<	2 KKLD-F<	2 KNST	2 KKLD-F	2 KKLD-F	2 KKLD-F	2 KIIM-F>	2 KNST
3 KOHT-F	3 KROO-F	3 KKLD-F<	3 KKLD-F	3 KKHG-F	3 KKLD-F	3 KLPX-F	3 KLPX-F	3 KLPX-F	3 KLPX-F	3 KKLD-F
4	4 KKLD-F	4 KKHG-F	4 KLPX-F	4 KLPX-F	4 KWFM-F	4 KROO-F<	4 KKLD-F<	4 KROO-F<	4 KROO-F	4 KLPX-F
5	5 KKHG-F	5 KROO-F	5 KWFM-F<	5 KWFM-F	5 KKHG-F	5 KNST	5 KKHG-F	5 KKHG-F	5 KMXZ	5
6	6	6 KWFM-F	6 KROO-F	6 KROO-F	6 KCEE	6 KKHG-F	6 KROO-F	6 KNST <	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 KIIM-F	1 KIIM-F>	1 KIIM-F	1 KIIM-F>	1 KIIM-F>	1 KLPX-F	1 KLPX-F>	1 KKHG-F	1 KKHG-F<	1 KKHG-F
2 KKLD-F	2 KKLD-F<	2 KLPX-F	2 KKLD-F	2 KKLD-F>	2 KROO-F	2 KKHG-F<	2 KLPX-F	2 KLPX-F	2 KIIM-F
3 KROO-F	3 KROO-F>	3 KROO-F	3 KLPX-F<	3 KLPX-F	3 KKHG-F	3 KROO-F	3 KIIM-F	3 KIIM-F	3 KKLD-F
4 KLPX-F	4 KLPX-F	4 KKLD-F	4 KROO-F>	4 KROO-F	4 KKLD-F	4 KKLD-F<	4 KKLD-F	4 KKLD-F	4 KNST
5	5	5 KKHG-F	5 KWFM-F	5 KWFM-F	5	5 KIIM-F	5 KROO-F	5 KROO-F	5 KWFM-F
6	6	6	6	6	6	6	6	6	6 KLPX-F

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AOH/CUME	TSA	TSA
AC		82 (1)	82 (1)	10.1	12.7	KCDI-F (C)	97.5	ORO VALLEY	0.6/3.3/ 6/ 210
AOR/CLASSIC/NR		157 (3)	157 (3)	19.4	18.0	KEVT (SP)	1030	COTARO	1.7/1.6/ 16/ 96
COUNTRY	18 (1)	123 (3)	144 (4)	17.8	20.1	KGMS-F (REL)	97.1	GREEN VALLEY	0.5/2.1/ 5/ 128
NEWS/TALK	93 (3)		93 (3)	11.5	10.3	KOTL (SP)	1210	SAHUARITA	0.4/2.2/ 5/ 155
CHR	24 (1)	69 (2)	93 (3)	11.5	12.2	KSZA (ST)	580	MARANA	1.5/3.6/ 16/ 249
BLACK/URBAN						KTKT (T)	990	TUCSON	0.7/5.4/ 7/ 343
SOFT AC/EZ						KTZR (SP)	1450	TUCSON	1.8/3.4/ 17/ 208
HISPANIC	46 (4)	45 (2)	91 (6)	11.2	11.9	KXEW (SP)	1600	TUCSON	0.9/2.7/ 10/ 179
OLDIES		54 (1)	54 (1)	6.7	6.8	KZLZ-F (SP)	105.3	KEARNY	1.5/3.2/ 14/ 196
FULL SVC/VARIETY									
STANDARDS	72 (3)		72 (3)	8.9	6.6				
RELIG/GOSPEL	19 (1)	5 (1)	24 (2)	3.0	0.4				
SPORTS									
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN					1.0				
TOTALS	272 (13)	538 (12)	810 (25)						

TUCSON

DUOPOLY REPORT	12+	25-54	REVENUE
KTKT, KLPX-F, KEKO-F (Lotus)	10.8%	12.0%	12.7%
KCUB A/F, KIIM-F (Local)	14.5%	16.4%	24.4%
KNST, KCEE, KRQQ-F, KWFM-F (Prism)	22.5%	20.9%	31.4%
KMXZ, KKLD-F, KKHG-F (Apogee)	17.5%	20.6%	17.1%
	65.3%	69.9%	85.6%

RADIO STATIONS

AM STATIONS

KCEE, 940, 5 KW/1 KW (OA-2), Standards	WESTWD, \$ 15.00 (---)	Prism	
KCUB, 1290, 1 KW, Country	, \$ NA (Katz)		
KGYY, 1080, 1 KW (DAYS), Standards	AP, \$ 20.00 (K & P)		(GREEN VALLEY)
KMXZ, 1490, 1 KW (DA-1), CHR	, \$ 15.00 (MMR)	Apogee	
KNST, 790, 5 KW/500 W (DA-2), News/Talk	ABC, IBN, \$ 42.00 (Banner)	Prism	
KQTL, 1210, 10 KW/1 KW (OA-2), Hispanic	, \$ 17.00 (Caballero)		(SAHURRITO)
KTKT, 990, 10 KW/1 KW (OA-N), Sports/Talk	CNN, \$ 14.00 (Christal)	Lotus	
KTUC, 1400, 1 KW, Talk	WESTWD, CNN, \$ 19.00 (Roslin)		
KTZR, 1450, 1 KW, Hispanic	, \$ 14.00 (Caballero)		
KXEW, 1600, 1 KW (DA-2), Hispanic	CRC, \$ 16.00 (Lotus)		

FM STATIONS

KCRZ, 107.5, 15 KW @ 3500, Country	, \$ NA (Katz)	KIIM owner (D)	
KEKO, 92.1, 50 KW @ 493, Prog. ADR	, \$ 16.00 (Christal)	Lotus	(GREEN VALLEY)
KIIM, 99.5, 93 KW @ 2037, Country	, \$ 97.00 (Katz)		
KKHG, 104.1, 3 KW @ 24, ADR/Classic	, \$ 16.00 (MMR)		
KKLD, 94.9, 100 KW @ 1952, AC	ABC, \$ 47.00 (MMR)	Apogee	
KLPX, 96.1, 100 KW @ 1952, ADR	, \$ 53.00 (Christal)	Lotus	
KOHT, 98.3, 3 KW @ 203, Hispanic	CRC, CBS, \$ 17.00 (Lotus)		(MARANA)
KCDI, 97.5, 3 KW @ -115, Classic ADR	, \$ 16.00 (---)		(ORO VALLEY)
KRQQ, 93.7, 91 KW @ 2030, CHR	, \$ 52.00 (Banner)	Prism	
KWFM, 92.9, 90 KW @ 2037, Oldies	CBS, \$ 57.00 (Banner)	Prism	
KZLZ, 105.3, 50 KW @ 492, Hispanic	, \$ NA (Katz Hisp)		(KEARNY)

Miscellaneous: KKHG-F sold to Apogee (0) for \$1,000,000 . . . KJYK changed to KMXZ (April) . . .

TULSA

Arbitron Rank/Pop (12+): 60/641,700

Stations: 22/21
Diaries: 1310/490:1/54.1%
Sample Target: 1290
% Below Line: 0.6
% Not Listed: 11.3

1994 Revenue: \$27,000,000
HH Inc.: \$29,218
Retail \$: 5.8 Bil
Pop per Station: 30,557
#1 Biller: KWEN-F \$5,200,000

MSA Rank/Pop: 72/750,000

DMA # 60

Average Person Ratings: 16.0

Market TSL: 21.50 hours

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. KWEN-F (C)	122/11.9	12.4	12.8	12.1	13.4	12.3	178/2297	1468/22.9	26.9	26.3	G	KWEN-F
2. KBEZ-F (SAC)	81/ 7.9	7.3	9.0	7.1	8.0	7.8	99/1604	1127/17.6	17.5	17.0	D	KBEZ-F
3. KRMG (FS)	80/ 7.8	9.2	11.3	9.3	11.5	9.4	95/1414	1155/18.0	23.4	23.4	E	KRMG
4. KMOD-F (AOR)	70/ 6.8	6.8	8.5	7.8	7.8	7.5	92/1309	932/14.5	16.2	15.1	E	KMOD-F
5. KJSR-F (0-70's)	64/ 6.2	6.3	2.2	1.8	1.9	4.1	93/1692	1087/16.9	8.1	7.4		KJSR-F
6. KMYZ-F (CHR)	63/ 6.1	4.3	4.3	5.5	5.3	5.1	88/1416	972/15.1	12.2	17.1	C	KMYZ-F
7. KHTT-F (CHR)	60/ 5.8	5.3	5.7	5.7	7.1	5.6	82/1453	993/15.5	16.6	18.4	C	KHTT-F
8. KVOO (C/FS)	55/ 5.4	4.4	5.4	6.0	4.0	5.3	81/959	627/ 9.8	10.4	7.5	E	KVOO
9. KVOO-F (C)	53/ 5.2	6.4	4.5	4.6	5.4	5.2	74/1123	786/12.2	10.8	11.1	SEE	KVOO-F
10. KRAV-F (AC)	49/ 4.8	4.3	3.9	4.1	5.5	4.3	59/1045	741/11.5	11.8	13.5	C	KRAV-F
11. KOLL-F (O)	42/ 4.1	4.5	5.2	5.7	3.5	4.9	68/1296	761/11.9	13.5	13.2	C	KOLL-F
12. KCKI-F (C)	35/ 3.4	3.3	3.1	4.5	3.7	3.6	45/929	642/10.0	8.9	8.5	B	KCKI-F
13. KJMM-F (B)	28/ 2.7	2.9	---	---	---	---	46/502	362/ 5.6	---	---		KJMM-F
KXOJ-F (REL)	28/ 2.7	3.8	2.4	2.5	1.1	2.9	31/533	474/ 7.4	6.6	5.3		KXOJ-F
15. KGTO (ST)	23/ 2.2	3.3	2.5	1.8	1.9	2.5	23/228	208/ 3.2	3.3	4.2	A	KGTO
16. KTOW-F (B)	13/ 1.3	1.0	3.1	3.4	1.9	2.2	14/346	305/ 4.8	4.8	4.5	A	KTOW-F
17. KTHK-F (CL AOR)	12/ 1.2	1.8	2.9	2.2	2.0	2.0	16/588	415/ 6.5	8.1	7.8	B	KTHK-F
KCMA-F (CL)	12/ 1.2	2.0	2.4	2.6	2.1	2.1	14/381	316/ 4.9	6.5	6.1	B	KCMA-F
19.												
20.	12+ FM SHARE (METRO):	81.58%	(744 of 912)	(SPG 94: 78.37%)								

TEENS 18-34 18-49 25-49 25-54 35+ 12+ AMD 12+ MID 12+ PMD 12+ EVE OVERNIGHT

1 KHTT-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 KMYZ-F	2 KMOD-F	2 KBEZ-F	2 KBEZ-F	2 KWEN-F	2 KRMG	2 KBEZ-F	2 KBEZ-F	2 KMYZ-F	2 KWEN-F
3 KWEN-F	3 KJSR-F	3 KBEZ-F	3 KMOD-F	3 KMOD-F	3 KVOO	3 KMOD-F	3 KRMG	3 KJSR-F	3 KHTT-F	3 KCKI-F
4	4 KMOD-F	4 KJSR-F	4 KJSR-F	4 KJSR-F	4 KBEZ-F	4 KBEZ-F	4 KJSR-F	4 KMYZ-F	4 KBEZ-F	4 KOLL-F
5	5 KBEZ-F	5 KMYZ-F	5 KRAV-F	5 KRAV-F	5 KOLL-F	5 KVOO-F	5 KMOD-F	5 KJMM-F	5 KMOD-F	5 KBEZ-F
6	6 KCKI-F	6 KRAV-F	6 KOLL-F	6 KOLL-F	6 KMOD-F	6 KJSR-F	6 KVOO-F	6 KHTT-F	6 KRMG	6
7	7 KHTT-F	7	7 KVOO-F	7 KRMG	7 KVOO-F	7	7	7 KRMG	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 KWEN-F	1 KWEN-F	1 KBEZ-F	1 KWEN-F	1 KBEZ-F	1 KMYZ-F	1 KMYZ-F	1 KMOD-F	1 KMOD-F	1 KMOD-F
2 KCKI-F	2 KCKI-F	2 KWEN-F	2 KBEZ-F	2 KWEN-F	2 KWEN-F	2 KMOD-F	2 KMYZ-F	2 KWEN-F	2 KWEN-F
3 KJMM-F	3 KBEZ-F	3 KJSR-F	3 KRAV-F	3 KRAV-F	3 KJSR-F	3 KWEN-F	3 KBEZ-F	3 KMYZ-F	3 KJSR-F
4 KMYZ-F	4 KJSR-F	4 KRAV-F	4 KHTT-F	4 KHTT-F	4 KMOD-F	4 KJSR-F	4 KJSR-F	4 KJSR-F	4 KBEZ-F
5	5 KRAV-F	5 KHTT-F	5 KJSR-F	5 KJSR-F	5 KHTT-F	5 KJSR-F	5 KWEN-F	5	5 KRMG
6	6 KHTT-F	6	6 KCKI-F	6 KOLL-F	6	6	6	6	6 KVOO-F
7	7	7	7 KOLL-F	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 94	%	OTHER RATED STATIONS	METRO CUME	TSA	TSA
								SHARE/RTG/AQH/CUME		
AC		49 (1)	49 (1)	5.4	7.2		KAKC (T) 1300 TULSA	0.5/2.3/	5/	145
AOR/CLASSIC/NR		82 (2)	82 (2)	9.0	11.0		KHJM-F (REL) 100.3 TAFT	0.6/2.2/	10/	217
COUNTRY	55 (1)	216 (4)	271 (5)	29.7	32.0		KOLL (SPRTS) 1430 TULSA	0.5/2.0/	5/	137
NEWS/TALK	5 (1)		5 (1)	0.5	0.6		KITO-F (C) 96.1 VINITA	0.6/1.5/	17/	235
CHR		123 (2)	123 (2)	13.5	14.0					
BLACK/URBAN		41 (2)	41 (2)	4.5	2.1					
SOFT AC/EZ		81 (1)	81 (1)	8.9	9.1					
HISPANIC										
OLDIES		106 (2)	106 (2)	11.6	4.8					
FULL SVC/VARIETY	80 (1)		80 (1)	8.8	12.9					
STANDARDS	23 (1)		23 (1)	2.5	2.1					
RELIG/GOSPEL		34 (2)	34 (2)	3.7	2.0					
SPORTS	5 (1)		5 (1)	0.5	---					
CLASSICAL		12 (1)	12 (1)	1.3	2.3					
JAZZ										
OTHERS/UNKNOWN										
TOTALS	168 (5)	744 (17)	912 (22)							

TULSA

SCARBOROUGH REPORT
MEDIAN HOUSEHOLD INDEX

DUOPOLY REPORT	12+	25-54	REVENUE
KBEZ-F, KHTT-F (Renda)	13.7%	15.6%	13.1%
KVOO A/F, KCKI-F (Great Empire)	14.0%	10.7%	16.7%
KRMG, KWEN-F, KJSR-F (NewCity)	25.9%	24.9%	34.8%
	53.6%	51.2%	64.6%

HIGHEST		LOWEST	
1. KRMG	208	1. KGTO	0
2. KQLL-F	181	2. KVOO	19
3. KBEZ-F	139	3. KWEN-F	49
KHTT-F	139	4. KMYZ-F	69

RADIO STATIONS

KCFO, 970, 2.5 KW/1 KW (DA-2), Religion		, \$ 13.00 (---)	Salem	
KGTO, 1050, 1 KW (DAYS), Standards	CNN	, \$ 16.00 (Torbet)		
KRMG, 740, 50 KW/25 KW (DA-2), FS	TALKNT, ABC	, \$ 61.00 (Katz)	NewCity	
KVOO, 1170, 50 KW (DA-N), Country	ABC	, \$ NA (D & R)	Great Empire	
KBEZ-F, 92.9, 100 KW @ 1319, Soft AC/EZ		, \$ 44.00 (Eastman)	Renda	
KCKI-F, 99.5, 100 KW @ 981, Country		, \$ 20.00 (---)	Great Empire	(HENRYETTA)
KCMA-F, 92.1, 27 KW @ 656, Classical		, \$ 21.00 (CHBS)		(BROKEN ARROW)
KHTT-F, 106.9, 100 KW @ 1010, CHR		, \$ 31.00 (Eastman)	Renda	
KJMM-F, 105.3, 3.4 KW @ 879, Black	AURN, ABC	, \$ 16.00 (K & P)		(BIXBY)
KMOD-F, 97.5, 96 KW @ 1328, AOR		, \$ 65.00 (Christal)	Clear Channel	
KMYZ-F, 104.5, 70 KW @ 1128, CHR/HR	ABC	, \$ 52.00 (Banner)	Shamrock-Lynette	(PRYOR)
KQLL-F, 106.1, 100 KW @ 1322, Oldies		, \$ 32.00 (Banner)	Federated	(OWASSO)
KRAV-F, 96.5, 100 KW @ 1328, AC	WESTWD	, \$ 36.00 (Torbet)		
KJSR-F, 103.3, 100 KW @ 1279, Oldies-70's		, \$ 23.00 (---)	NewCity	
KTHK-F, 94.1, 18 KW @ 817, Classic AOR		, \$ 21.00 (Banner)		(OKMULGEE)
KTOW-F, 102.3, 1.7 KW @ 436, Black		, \$ 18.00 (---)		(SAND SPRINGS)
KVOO-F, 98.5, 100 KW @ 1227, Country	ABC	, \$ 76.00 (D & R)	Great Empire	
KWEN-F, 95.5, 96 KW @ 1328, Country		, \$ 97.00 (Katz)	NewCity	
KXOJ-F, 100.9, 2 KW @ 361, Religion		, \$ 14.00 (Keystone)		(SAPULPA)

Miscellaneous: KMYZ-F changes to Modern AOR (Feb). . . 87.5% of KJMM-F sold for \$875,000. . . KTFX-F changes from Country to Oldies - 70's (after book) and changes calls to KJSR-F. . .

UTICA-ROME

Arbitron Rank/Pop (12+): 141/263,500
 MSA Rank/Pop: 148/316,000
 DMA # 165
 Average Person Ratings: 17.3
 Market TSL: 23.50 hours

Stations: 25/17
 Diaries: 783/337:1/63.7%
 Sample Target: 730
 % Below Line: 8.1
 % Not Listed: 12.3

1994 Revenue: \$7,900,000
 HH Inc.: \$29,389
 Retail \$: 2.2 Bil
 Pop per Station: 15,500
 #1 Biller: WLZW-F \$1,400,000

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WFRG-F (C)	91/20.0	17.8	15.9	14.5	12.9	----	114/1035	695/26.4	28.8	26.6	C	WFRG-F
2. WLZW-F (AC)	67/14.7	14.6	15.7	14.7	14.0	----	72/839	701/26.6	28.8	31.9	C	WLZW-F
3. WOUR-F (AOR)	36/ 7.9	6.1	12.9	9.9	8.2	----	52/733	525/19.9	17.8	24.8	C	WOUR-F
4. WKDY-F (CHR)	32/ 7.0	4.5	3.4	6.0	4.9	----	41/649	500/19.0	13.8	13.0	A	WKDY-F
5. WIBX (N/T)	27/ 5.9	7.2	6.7	9.2	8.4	----	31/460	422/16.0	18.5	17.7	B	WIBX
6. WKLL-F (AOR)	21/ 4.6	4.5	6.7	4.4	7.8	----	30/460	364/13.8	15.7	18.0	A	WKLL-F
7. WODZ-F (O)	17/ 3.7	2.9	1.9	0.9	---	----	27/387	280/10.6	9.0	7.1	A	WODZ-F
8. WRCK-F (CHR)	15/ 3.3	4.5	7.3	7.4	9.1	----	21/435	349/13.2	15.3	24.2	B	WRCK-F
9. WUUU-F (EZ/J)	12/ 2.6	2.0	1.3	1.1	2.7	----	12/135	132/ 5.0	5.8	3.2	A	WUUU-F
10. WTLB (O)	10/ 2.2	1.3	1.5	0.9	1.6	----	14/205	166/ 6.3	5.7	6.2		WTLB
12. WLFH (C)	10/ 2.2	1.3	1.5	1.8	1.8	----	10/116	116/ 4.4	3.8	3.2		WLFH
WUTO (ST)	8/ 1.8	6.5	3.9	4.4	2.2	----	9/103	83/ 3.1	5.9	4.5	A	WUTO
WOWB-F (AC)	8/ 1.8	1.6	1.1	0.5	0.7	----	9/218	195/ 7.4	5.2	4.7		WOWB-F

12+ FM SHARE (METRO): 83.50% (334 of 400) (SPG 94: 81.33%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKDY-F>>	1 WFRG-F>	1 WFRG-F<	1 WFRG-F<	1 WFRG-F<	1 WFRG-F	1 WFRG-F>	1 WFRG-F<	1 WFRG-F	1 WKDY-F<	1 WFRG-F>>
2 WKLL-F	2 WOUR-F<	2 WLZW-F>	2 WLZW-F>	2 WLZW-F>	2 WLZW-F>	2 WLZW-F>	2 WLZW-F>>	2 WLZW-F>	2 WFRG-F	2 WLZW-F
3 WFRG-F	3 WLZW-F	3 WOUR-F>	3 WOUR-F>	3 WOUR-F>	3 WIBX >	3 WIBX	3 WOUR-F<	3 WOUR-F	3 WLZW-F>	3
4 WLZW-F	4 WKDY-F	4 WKDY-F	4	4	4	4 WOUR-F	4 WIBX	4 WKDY-F	4 WKLL-F	4
5	5	5	5	5	5	5	5	5	5 WOUR-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 WKDY-F	1 WLZW-F>	1 WLZW-F	1 WLZW-F>>	1 WLZW-F>>	1 WKLL-F	1 WFRG-F>>	1 WFRG-F	1 WFRG-F>>	1 WFRG-F>>
2 WKDY-F	2 WOUR-F	2 WOUR-F	2 WFRG-F	2 WFRG-F>	2 WFRG-F	2 WOUR-F	2 WOUR-F	2 WOUR-F>	2 WOUR-F
3	3 WOUR-F	3 WKDY-F	3 WKDY-F	3 WOUR-F	3 WOUR-F	3 WKLL-F>	3 WKLL-F	3 WLZW-F<	3 WLZW-F
4	4 WFRG-F	4	4 WOUR-F	4 WKDY-F	4	4 WKDY-F	WLZW-F	4 WKLL-F	4 WRCK-F
5	5	5	5	5	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 94	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		86 (5)	86 (5)	21.5	3.7	WRNY (FS) 1350	ROME 0.4/1.3/ 3/ 24		
AOR/CLASSIC/NR		75 (4)	75 (4)	18.8	22.4	WRUN (T) 1150	UTICA 0.7/5.4/ 3/ 155		
COUNTRY	10 (1)	98 (2)	108 (3)	27.0	25.1	WVVC-F (REL) 100.7	UTICA 0.9/3.3/ 4/ 92		
NEWS/TALK	30 (2)		30 (2)	7.5	7.6				
CHR		40 (2)	40 (2)	10.0	10.8	WJIV-F (REL) 101.9	CHERRY VALLEY 0.4/1.6/ 2/ 59		
BLACK/URBAN						WMCR-F (AC) 106.3	ONEIDA 1.3/2.5/ 12/ 173		
SOFT AC/EZ		12 (1)	12 (1)	3.0	17.9	SEE ALBANY OR SYRACUSE FOR MORE ABOUT THE FOLLOWING:			
HISPANIC						WAQX-F 0.7/ 1.9	WNTQ-F 1.8/ 6.0		
OLDIES	10 (1)	17 (1)	27 (2)	6.8	5.4	WBUG-F 1.5/ 2.8	WSYR 0.7/ 4.1		
FULL SVC/VARIETY	8 (3)		8 (3)	2.0	2.7	WGY 0.7/ 2.8	WYYY-F 1.1/ 2.2		
STANDARDS	8 (1)		8 (1)	2.0	4.4				
RELIG/GOSPEL		6 (2)	6 (2)	1.5	0.0				
SPORTS									
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN									
TOTALS	66 (8)	334 (17)	400 (25)						

UTICA-ROME

DUOPOLY REPORT	12+	25-54	REVENUE
WUUU-F, WKDY-F, WADR, WRNY (Local)	10.0%	6.5%	7.0%
WFRG-F, WODZ A/F (Logan)	23.7%	26.4%	16.4%
WUTQ, WOUR-F, WTLB, WRCK-F (Radio Corp.)	15.2%	17.8%	25.3%
	48.9%	50.7%	48.7%

RADIO STATIONS

WIBX , 950, 5 KW (DA-1)	, Talk/News	WESTWD CBS, \$21.00 (Mc-Guild)	Black River
WLFH , 1230, 1 KW	, Country	SMN, \$10.00 (K & P)	(LITTLE FALLS)
WTLB , 1310, 5 KW/500 W (DA-2)	, Oldies	SMN ABC, \$10.00 (D & R)	Radio Corporation
WUTQ , 1550, 1 KW/3 W	, Standards	WESTWD CNN, \$14.00 (---)	
WFRG-F, 104.3, 100 KW @ 497	, Country	, \$31.00 (Katz)	O'Leary
WKDY-F, 102.5, 27 KW @ 649	, CHR	CNN, \$19.00 (Eastman)	WUUU owner (D)
WKLL-F, 94.9, 50 KW @ 276	, AOR	, \$15.00 (D & R)	(FRANKFORT)
WLZW-F, 98.7, 25 KW @ 659	, AC	WESTWD CBS, \$24.00 (Torbet)	Black River
WOUR-F, 96.9, 19 KW @ 790	, AOR	, \$28.00 (---)	
WRCK-F, 107.3, 50 KW @ 500	, AOR/Classic	ABC, \$22.00 (Christal)	Radio Corporation
WUUU-F, 93.5, 6 KW @ 239	, Jazz	ABC, \$13.00 (Eastman)	(REMSEN)

Miscellaneous: WUTQ, WOUR-F sold by Bendat for \$1,350,000 (Kozacko). . .

VISALIA-TULARE-HANFORD, CA

Arbitron Rank/Pop (12+): 110/357,700

Stations: 34/9
 Oiaries: 1167/307:1/51.8%
 Sample Target: 1080
 % Below Line: 61.3
 % Not Listed: 20.0

1994 Revenue: \$ NA
 HH Inc.: \$33,955
 Retail \$: 2.3 Bil
 Pop per Station: 39,744
 #1 Biller: NA

MSA Rank/Pop: NA
 Fresno OMA
 Average Person Ratings: 16.6
 Market TSL: 22.00 hours

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level
1. KBOS-F (CHR)	61/10.3	11.5	10.1	----	----	----	THERE IS	823/23.0	27.4	23.0	KBOS-F
2. KMJ (N/T)	49/ 8.2	8.1	8.6	----	----	----		438/12.2	13.3	13.9	KMJ
3. KJOI-F (SAC)	44/ 7.4	7.1	5.0	----	----	----	NO TSA	485/13.6	13.3	12.3	KJOI-F
4. KJUG-F (C)	42/ 7.1	8.2	9.1	----	----	----		461/12.9	15.5	16.8	KJUG-F
5. KFSO-F (O)	30/ 5.1	4.9	6.1	----	----	----		550/15.4	16.6	16.9	KFSO-F
6. KFRR-F (AOR)	22/ 3.7	0.8	1.2	----	----	----		326/ 9.1	6.3	3.6	KFRR-F
KRZR-F (AOR)	22/ 3.7	3.8	3.9	----	----	----		310/ 8.7	8.3	6.7	KRZR-F
8. KMPH-F (N/T)	21/ 3.5	1.6	1.5	----	----	----		310/ 8.7	7.9	4.9	KMPH-F
9. KOQO-F (SP)	20/ 3.4	1.6	1.0	----	----	----		278/ 7.8	4.8	4.5	KOQO-F
KSEQ-F (AC)	20/ 3.4	3.1	5.7	----	----	----		293/ 8.2	9.8	14.6	KSEQ-F
11. KSKS-F (C)	18/ 3.0	3.9	4.5	----	----	----		358/10.0	12.4	11.9	KSKS-F
12. K100-F (AOR)	17/ 2.9	4.8	3.9	----	----	----		235/ 6.6	10.2	8.3	K100-F
13. KOJJ-F (SP)	16/ 2.7	3.5	2.0	----	----	----		249/ 7.0	4.9	5.9	KOJJ-F
14.											
15.											

THE TSA AND METRO ARE THE SAME.

12+ FM SHARE (METRO): 80.21% (381 of 475) (SPG 94: 78.89%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ M10	12+ PMO	12+ EVE	OVERNIGHT
1 KBOS-F>>	1 KBOS-F>	1 KBOS-F	1 KJUG-F>	1 KJUG-F	1 KMJ >	1 KMJ <	1 KMJ >	1 KBOS-F>	1 KBOS-F>>	1 KJUG-F
2	2 KJUG-F	2 KJUG-F	2 KBOS-F	2 KMJ	2 KJOI-F	2 KBOS-F>	2 KJUG-F<	2 KJOI-F	2 KJOI-F>	2 KMJ
3	3 KFRR-F	3 KJOI-F	3 KMJ	3 KBOS-F<	3 KFSO-F	3 KJUG-F	3 KBOS-F	3 KMJ	3 KFSO-F	3 KBOS-F
4	4 KRZR-F	4	4	4 KFSO-F	4 KJUG-F	4 KJOI-F	4	4 KJUG-F	4 KJUG-F	4 KMPH-F
5	5 KOQO-F	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 KBOS-F	1 KBOS-F>	1 KJUG-F	1 KJOI-F	1 KJOI-F<	1 KBOS-F	1 KBOS-F>	1 KJUG-F	1 KBOS-F	1 KMJ <
2 KJOI-F	2 KJOI-F	2 KBOS-F	2 KBOS-F	2 KJUG-F>	2 KFRR-F	2 KJUG-F	2 KBOS-F	2 KJUG-F	2 KJUG-F
3 KFRR-F	3 KJUG-F	3 KFRR-F	3 KJUG-F>	3 KBOS-F	3 KOQO-F	3 KRZR-F	3 KRZR-F	3 KRZR-F	3 KBOS-F
4	4 KFRR-F	4	4	4 KFSO-F	4 KRZR-F	4 KOQO-F	4	4 KMJ	4 KRZR-F
5	5	5	5	5	5	5 KFRR-F	5	5 K100-F	5 K100-F

FORMATS	AM	FM	TOTAL	%	SPG 94	%	OTHER RATEO STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME			
AC		20 (1)	20 (1)	4.2	13.2	KGST (SP)	1370 TULARE	0.3/1.2/ 2/ 44			
AOR/CLASSIC/NR		68 (4)	68 (4)	14.3	8.4	KJOP (SP)	1240 LEMOORE	0.3/1.1/ 2/ 40			
COUNTRY	12 (2)	73 (5)	85 (7)	17.9	26.9	KJUG (C)	1270 TULARE	0.2/2.6/ 1/ 93			
NEWS/TALK	49 (1)	21 (1)	70 (2)	14.7	13.2	KSLK-F (?)	96.1 VISALIA	1.5/2.3/ 9/ 82			
CHR		67 (2)	67 (2)	14.1	13.7	KTIP (FS)	1450 PORTERVILLE	0.3/2.3/ 2/ 84			
BLACK/URBAN					2.6	KIGS (SP)	620 HANFORD	0.7/1.0/ 4/ 36			
SOFT AC/EZ		44 (1)	44 (1)	9.3	7.3	KKGO (CL)	1050 FRAZIER PARK	0.3/0.3/ 2/ 33			
HISPANIC	21 (5)	38 (3)	59 (8)	12.4	4.4	KNBR (FS)	680 SAN FRANCISCO	0.5/1.5/ 3/ 53			
OLOIES		34 (2)	34 (2)	7.2	7.9	SEE FRESNO OR BAKERSFIELDO FOR MORE ABOUT THE FOLLOWING:					
FULL SVC/VARIETY	5 (2)		5 (2)	1.1	0.7	KCHJ	1.5/ 3.9	KGST-F	0.3/ 1.2	KRBT-F	0.8/ 2.9
STANDAROS						KONO-F	1.2/ 2.7	KJFX-F	1.2/ 4.8	KROU	0.5/ 2.5
RELIG/GOSPEL	5 (2)	7 (1)	12 (3)	2.5	0.0	KERI	0.3/ 1.8	KKOJ-F	0.7/ 3.5	KTHT-F	1.0/ 4.0
SPORTS	2 (1)		2 (1)	0.4	1.5	KFRE	1.9/ 3.8	KOQO	0.7/ 1.0	KUZZ-F	0.5/ 3.2
CLASSICAL						KNAX-F	0.8/ 3.7				
JAZZ											
OTHERS/UNKNOWN		9 (1)	9 (1)	1.9	0.0						
TOTALS	94 (13)	381 (21)	475 (34)								

VISALIA-TULARE-HANFORD, CA

DUOPOLY REPORT	12+	25-54	REVENUE
KSEQ-F, K100-F (Buckley)	6.3%	8.4%	N/A%

RADIO STATIONS

K100-F, 99.7, 24 KW @ 689	, AOR	WESTWD, \$ NA	(D & R)	(PORTERVILLE)
KJUG-F, 106.7, 1.2 KW @ 2552	, Country	, \$ NA	(Western)	(TULARE)
KOJJ-F, 100.5, 3.1 KW @ 466	, Hispanic	WESTWD, \$ NA	(---)	(N. PORTER)
KSEQ-F, 97.1, 24 KW @ 777	, AC	, \$24.00	(D & R)	Buckley (VISALIA)

Other Ranked Stations -- See Fresno

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

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

WASHINGTON

Arbitron Rank/Pop (12+): 8/3,493,700

Stations: 33/30
 Diaries: 3912/ 893:1/51.1%
 Sample Target: 3555
 % Below Line: 2.0
 % Not Listed: 15.4

1994 Revenue: \$182,200,000

MSA Rank/Pop: 5/4,560,000

HH Inc.: \$51,936

DMA # 7

Retail \$: 42.1 Bil

Average Person Ratings: 17.3

Pop per Station: 116,457

Market TSL: 22.75 hours

#1 Biller: WPGC-F \$19,000,000

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WPGC-F (B/CHR)	506/ 8.4	8.8	9.0	8.8	9.8	8.8	561/7680	6610/18.9	18.9	20.5	I	WPGC-F
2. WMZQ-F (C)	357/ 5.9	6.0	6.3	5.7	5.1	6.0	448/6136	4784/13.7	14.1	13.1	J	WMZQ-F
3. WHFS-F (AOR-P)	267/ 4.4	3.7	3.7	4.1	3.3	4.0	345/5654	4329/12.4	11.5	10.9	H	WHFS-F
4. WMAL (FS/T)	262/ 4.3	4.2	4.6	4.1	4.6	4.3	290/4489	4038/11.6	11.8	11.8	I	WMAL
5. WHUR-F (B/AC)	259/ 4.3	3.6	3.7	4.7	4.5	4.1	277/5277	4798/13.7	12.2	12.6	G	WHUR-F
6. WASH-F (AC)	256/ 4.2	3.8	4.2	4.4	3.4	4.2	280/4868	4333/12.4	13.3	10.4	I	WASH-F
7. WROX-F (AC/CHR)	225/ 4.2	4.8	4.6	5.2	5.1	4.7	297/5939	5037/14.4	12.8	14.5	I	WROX-F
8. WMMJ-F (B/AC)	231/ 3.8	3.5	4.1	4.6	4.9	4.6	235/3186	3105/ 8.9	8.2	8.8	H	WMMJ-F
WBIG-F (O)	231/ 3.8	3.3	3.4	3.5	3.6	3.5	273/5197	4431/12.7	11.0	11.2	H	WBIG-F
10. WDOC-F (AOR)	221/ 3.7	3.6	2.9	3.8	3.5	3.5	297/6518	5034/14.4	12.4	12.8	H	WDOC-F
11. WJZW-F (J)	215/ 3.6	4.1	3.3	1.7	1.6	3.2	229/3443	3152/ 9.0	7.8	9.0	G	WJZW-F
12. WJFK-F (T/CL AOR)	208/ 3.5	3.2	4.2	4.3	4.6	3.8	242/3872	3330/ 9.5	9.9	10.7	H	WJFK-F
WKYS-F (B)	208/ 3.5	3.8	3.3	4.0	4.1	3.7	237/4712	4258/12.2	11.0	13.2	I	WKYS-F
14. WGAY-F (SAC)	207/ 3.4	3.8	4.0	3.7	3.8	3.7	221/3968	3554/10.2	10.8	11.2	G	WGAY-F
15. WGMS-F (CL)	193/ 3.2	3.6	3.4	3.5	3.1	3.4	203/3244	3002/ 8.6	9.1	8.8	G	WGMS-F
16. WTOP (N)	190/ 3.2	3.4	3.0	3.0	3.7	3.2	220/5900	5042/14.4	13.3	14.8	I	WTOP
17. WARW-F (O-70's)	158/ 2.6	2.6	2.5	2.2	2.5	2.5	192/3942	3261/ 9.3	9.1	8.6	G	WARW-F
18. WOL (B/T)	124/ 2.1	1.6	1.1	1.1	1.9	1.5	126/1039	1019/ 2.9	2.2	2.7	C	WOL
19. WWRG (T)	105/ 1.7	1.7	1.6	1.9	1.2	1.7	113/2104	1880/ 5.4	4.7	4.3	O	WWRG
20. WXTR-F (O)	92/ 1.5	1.1	1.5	1.5	1.3	1.4	112/2747	2203/ 6.3	7.5	7.1	G	WXTR-F
21. WYCB (G)	79/ 1.3	1.7	1.1	1.4	1.2	1.4	80/962	954/ 2.7	2.7	2.6		WYCB
22.												
23.												
24.												
25.												

12+ FM SHARE (METRO): 81.07% (4134 of 5099) (SPG 94: 81.34%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MIO	12+ PMO	12+ EVE	OVERNIGHT
1 WPGC-F>>	1 WPGC-F>	1 WPGC-F>	1 WPGC-F	1 WMZQ-F	1 WMZQ-F<	1 WPGC-F	1 WPGC-F	1 WPGC-F>	1 WPGC-F>	1 WMMJ-F
2	2 WHFS-F	2 WMZQ-F<	2 WMZQ-F	2 WPGC-F	2 WMAL	2 WMAL	2 WMZQ-F	2 WMZQ-F	2 WHUR-F	2 WHUR-F
3	3 WDOC-F<	3 WHFS-F<	3 WROX-F	3 WROX-F	3 WBIG-F	3 WMZQ-F	3 WASH-F	3 WJFK-F	3 WASH-F	3 WMAL
4	4 WROX-F	4 WROX-F	4 WHFS-F	4 WHUR-F	4 WMMJ-F	4 WJFK-F<	4 WMAL	4 WHFS-F	4 WHFS-F	4 WPGC-F
5	5 WHUR-F	5 WASH-F<	5 WHUR-F<	5 WJZW-F	5 WGMS-F	5 WTOP <	5 WBIG-F<	5 WROX-F<	5 WMZQ-F	5 WMZQ-F
6	6 WJFK-F	6 WHUR-F	6 WJZW-F<	6 WASH-F<	6 WTOP	6 WROX-F	6 WHFS-F	6 WDOC-F	6 WMMJ-F	6 WTOP
7	7 WASH-F	7 WDOC-F<	7 WASH-F	7 WBIG-F	7 WJZW-F	7 WASH-F	7 WASH-F	7 WROX-F<	7 WBIG-F	7 WASH-F
8	8 WKYS-F<	8 WJFK-F	8	8 WMMJ-F	8	8 WKYS-F	8 WGAY-F	8 WMAL	8 WDOC-F	8
9	9	9	9	9 WHFS-F	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 WPGC-F	1 WPGC-F>	1 WPGC-F	1 WPGC-F>	1 WMZQ-F<	1 WPGC-F	1 WPGC-F>	1 WJFK-F	1 WPGC-F	1 WJFK-F
2 WASH-F	2 WROX-F	2 WROX-F	2 WROX-F<	2 WPGC-F<	2 WDOC-F	2 WJFK-F<	2 WHFS-F	2 WJFK-F	2 WJZW-F
3 WHFS-F	3 WHFS-F<	3 WHFS-F	3 WMZQ-F<	3 WROX-F	3 WHFS-F	3 WHFS-F	3 WPGC-F	3 WHFS-F	3 WHFS-F
4 WMZQ-F	4 WASH-F	4 WHUR-F	4 WASH-F	4 WASH-F	4 WJFK-F	4 WDOC-F>	4 WDOC-F	4 WDOC-F	4 WMZQ-F
5 WROX-F	5 WHUR-F	5 WASH-F	5 WHUR-F	5 WHUR-F	5 WKYS-F	5 WHUR-F	5 WHUR-F	5 WJZW-F	5 WDOC-F
6 WDOC-F	6 WMZQ-F	6 WMZQ-F	6 WHFS-F	6 WMMJ-F<	6 WHUR-F	6 WKYS-F	6 WJZW-F	6 WMZQ-F	6 WPGC-F
7 WKYS-F	7 WKYS-F	7 WKYS-F	7 WMMJ-F	7 WBIG-F	7 WROX-F	7 WROX-F	7 WARW-F	7 WHUR-F	7 WBIG-F
8 WHUR-F	8	8 WGAY-F	8 WKYS-F	8	8 WASH-F	8	8 WKYS-F	8	8 WARW-F
9 WARW-F	9	9 WDOC-F	9 WBIG-F	9	9 WMZQ-F	9	9 WROX-F	9	9 WHUR-F
10	10	10	10	10	10	10	10 WMZQ-F	10	10

WASHINGTON

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
-----	--	--	----	-	-	-----	-----	-----	-----
AC		282 (2)	282 (2)	5.5	10.4	WAVA-F (REL) 105.1 ARLINGTON VA	0.9/3.5/ 74/1477		
AOR/CLASSIC/NR		542 (3)	542 (3)	10.6	16.4	WFRE-F (C) 99.9 FREDERICK MD	1.0/2.1/103/1442		
COUNTRY	6 (1)	493 (4)	499 (5)	9.8	8.3	WILC (SP) 900 LAUREL MD	0.7/1.8/ 43/ 647		
NEWS/TALK	295 (1)	208 (1)	503 (3)	9.9	6.8	WMDO (SP) 1540 WHEATON MD	0.4/1.2/ 28/ 443		
CHR		255 (1)	255 (1)	5.0	11.5	WMZO (C) 1390 ARLINGTON	0.1/0.7/ 6/ 228		
BLACK/URBAN	162 (2)	1204 (4)	1366 (6)	26.8	18.1	WPGC (B) 1580 MORNINGSIDE	0.6/2.7/ 38/ 938		
SOFT AC/EZ		207 (1)	207 (1)	4.1	4.8	WRCY-F (C) 107.7 WARRENTOWN VA	0.5/2.3/ 60/1287		
HISPANIC	69 (2)		69 (2)	1.4	1.5	WTEM (SPRTS)570 BETHESDA	0.7/3.7/ 46/1410		
						WMDC (ST) 1260 WASHINGTON	0.8/2.3/ 51/ 847		
OLDIES		481 (3)	481 (3)	9.4	9.1	WBQB-F (O/AC) 101.5 FREDRICKSBURG	0.4/1.2/ 35/ 650		
FULL SVC/VARIETY	262 (1)		262 (1)	5.1	5.7	WFLS-F (C) 93.3 FREDRICKSBURG	0.7/1.9/103/1282		
STANDARDS	50 (1)		50 (1)	1.0	1.3				
RELIG/GOSPEL	79 (1)	54 (1)	133 (2)	2.6	2.7	WIYY-F (AOR) 97.9 BALTIMORE	0.9/4.3/ 96/2630		
SPORTS	42 (1)		42 (1)	0.8	0.0				
CLASSICAL		193 (1)	193 (1)	3.8	3.6				
JAZZ		215 (1)	215 (1)	4.2	0.0				
OTHERS/UNKNOWN									
TOTALS	1015 (11)	4134 (22)	5099 (33)						

DUOPOLY REPORT	12+	25-54	REVENUE
-----	----	----	-----
WTEM, WGMS-F, WBIG-F (Colfax)	7.7%	8.2%	12.1%
WPGC A/F, WJFK A/F (Infinity)	12.5%	10.2%	17.8%
WHFS-F, WXTR-F (Liberty)	5.9%	6.4%	7.8%
WCPT, WJZW-F, WMZO A/F (Viacom)	9.6%	10.8%	11.9%
WOL, WMMJ-F, WKYS-F (Radio One)	9.4%	9.9%	9.1%
	45.1%	45.5%	58.8%

SCARBOROUGH REPORT
Indexed against \$100,000+ Households

HIGHEST		LOWEST	
1. WTEM	162	1. WMMJ-F	49
2. WTOP	158	2. WPGC-F	50
3. WGMS-F	152	3. WHUR-F	63
4. WJFK-F	150	4. WKYS-F	77
5. WGAY-F	147	5. WASH-F	79

WASHINGTON

RADIO STATIONS

AM STATIONS

WCPT, 730, 5 KW/20W (DA-1)	, Business News	, \$ 38.00	(Group W)	Viacom
WFAX, 1220, 5 KW/500 W	, Religion	, \$ 25.00	(---)	
WMAL, 630, 5 KW (DA-2)	, Full Service/Talk	ABC, \$160.00	(Katz)	Cap Cities/ABC
WMDO, 1540, 5 KW (DAYS)	, Hispanic	CRC, \$ 36.00	(Katz Hisp.)	
WOL, 1450, 1 KW	, Black Talk	ABC, AURN, \$ 64.00	(Mc-Guild)	Radio One
WTEM, 570, 5 KW/1 KW (DA-2)	, Sports	CBS, \$ 80.00	(Eastman)	Colfax
WTOP, 1500, 50 KW (DA-2)	, News	CBS, AP, \$175.00	(Group W)	Evergreen
WWDC, 1260, 5 KW (DA-2)	, Standards	WESTWD, \$ 50.00	(Christal)	
WWRC, 980, 5 KW (DA-N)	, Talk	WESTWD, \$ 50.00	(MMR)	Greater Media
WYCB, 1340, 1 KW	, Gospel	AURN, \$ 40.00	(---)	

FM STATIONS

WARW, 94.7, 23 KW @ 741	, Oldies (70's)	, \$138.00	(CBS)	CBS
WASH, 97.1, 26 KW @ 686	, AC	, \$175.00	(Group W)	Evergreen
WAVA, 105.1, 50 KW @ 500	, Religion	WESTWD, \$ 70.00	(Salem)	Salem
WBIG, 100.3, 36 KW @ 574	, Oldies	ABC, \$140.00	(Eastman)	Colfax
WCXR, 105.9, 28 KW @ 649	, Classic AOR	, \$168.00	(Group W)	Viacom
WGAY, 99.5, 21 KW @ 771	, Soft AC	, \$173.00	(MMR)	Greater Media
WGMS, 103.5, 46 KW @ 508	, Classical	WESTWD, \$165.00	(Eastman)	Colfax
WHFS, 99.1, 50 KW @ 459	, Prog. AOR	AP, \$ 94.00	(Banner)	Liberty (ANNAPOLIS)
WHUR, 96.3, 24 KW @ 669	, Black/AC	, \$105.00	(D&R)	Howard Univ.
WJFK, 106.7, 22 KW @ 745	, CL. AOR/Talk	ABC, \$215.00	(Torbet)	Infinity
WKYS, 93.9, 24 KW @ 705	, Black	, \$210.00	(D&R)	Radio One
WMMJ, 102.3, 3 KW @ 479	, Black AC	ABC, WESTWD, \$145.00	(Mc-Guild)	Radio One
WMZQ, 98.7, 50 KW @ 489	, Country	, \$305.00	(Christal)	Viacom
WPGC, 95.5, 50 KW @ 500	, CHR/Urban	, \$280.00	(Banner)	Infinity
WRQX, 107.3, 36 KW @ 590	, AC/CHR	ABC, \$203.00	(Katz)	Cap Cities/ABC
WWDC, 101.1, 23 KW @ 761	, AOR	, \$174.00	(Christal)	
WXTR, 104.1, 22 KW @ 764	, Oldies	, \$163.00	(Mc-Guild)	Liberty (WALDORF)

Miscellaneous: WARW-F sold by CBS to Westinghouse for \$ _____ (E). . . WMAL, WRQX-F sold by Cap Cities/ABC to Disney for \$ _____ (E). . .

WATERLOO-CEGAR FALLS

Arbitron Rank/Pop (12+): 217/122,000

Stations: 16/9
Diaries: 645/189:1/65.0%
Sample Target: 610
% Below Line: 11.6
% Not Listed: 17.5

1994 Revenue: \$4,900,000
HH Inc.: \$29,531
Retail \$: 1.32 Bil
Pop per Station: 13,556
#1 Biller: KOEL-F \$1,400,000

MSA Rank/Pop: 267/125,000
DMA # 87 (w/Cedar Rapids & Dubuque)
Average Person Ratings: 15.5
Market TSL: 20.25 hours

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	SPG 93	Revenue Level
1. KOEL-F (C)	36/19.0	----	14.8	----	23.0	----	87/870	369/30.2	27.6	36.6	C
2. KCCV-F (C)	27/14.3	----	15.3	----	----	----	40/504	361/29.6	22.5	---	B
3. KFMW-F (AOR)	20/10.6	----	12.6	----	11.2	----	49/673	285/23.4	25.8	27.2	C
4. KWLO (FS)	19/10.1	----	8.2	----	5.9	----	20/238	223/18.3	18.9	15.7	A
5. KOKZ-F (CHR)	14/ 7.4	----	10.9	----	9.6	----	33/623	292/23.9	28.4	25.2	B
6. KXEL (ST)	7/ 3.7	----	1.6	----	2.7	----	19/233	125/10.2	6.6	8.1	A
7. WHO (FS)	6/ 3.2	----	2.7	----	4.3	----	22/334	97/ 8.0	8.8	10.0	WHO
8. KCRR-F (AOR/CL)	5/ 2.6	----	1.1	----	----	----	9/227	154/12.6	3.0	----	A
WMT (FS)	5/ 2.6	----	3.3	----	4.8	----	39/481	121/ 9.9	9.8	11.6	WMT
KWAY-F (AC)	5/ 2.6	----	2.7	----	5.3	----	6/114	95/ 7.8	11.5	12.7	A

12+ FM SHARE (METRO): 74.36% (116 of 156) (SPG 94: 77.62%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AM	12+ MID	12+ PM	12+ EVE	OVERNIGHT
1 KOKZ-F>>	1 KFMW-F	1 KOEL-F<	1 KOEL-F>	1 KOEL-F>	1 KOEL-F>	1 KOEL-F>	1 KOEL-F	1 KOEL-F	1 KFMW-F<	1 KFMW-F
2 KCCV-F	2 KCCV-F	2 KCCV-F	2 KFMW-F	2 KCCV-F<	2 KWLO	2 KCCV-F	2 KCCV-F>	2 KCCV-F	2 KWLO <	2 KWAY-F
3 KFMW-F	3 KOEL-F	KFMW-F>	KCCV-F	3 KWLO <	3 KCCV-F	3 KFMW-F	3 KFMW-F<	3 KFMW-F>	3 KOKZ-F<	3 KWLO
KOCR-F	4 KOKZ-F	4	4 KWLO	4 KFMW-F	4	4 KWLO	4 KWLO	4	4 KCCV-F	4
5	5	5	5	5	5	5	5	5	5 KOEL-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 KCCV-F	1 KCCV-F	1 KOEL-F	1 KCCV-F	1 KOEL-F>	1 KFMW-F	1 KFMW-F>>	1 KFMW-F	1 KFMW-F	1 KOEL-F>
2 KOKZ-F	2 KFMW-F	2 KFMW-F	2 KOEL-F	2 KCCV-F>	2	2 KCCV-F	2 KCCV-F	2 KOEL-F>	2 KFMW-F
3	3 KOKZ-F	3	3 KFMW-F	3 KWLO	3	3 KOEL-F	3 KOEL-F	3 KCCV-F	3 KWLO
4	4 KOEL-F	4	4 KWLO	4 KFMW-F	4	4	4	4	4 KCCV-F
5	5	5	5 KOKZ-F	5	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG/AQH/CUME
AC		8 (2)	8 (2)	5.1	6.3	KQMG-F (O)	95.3 INDEPENDENCE 0.5/1.7/ 1/ 41
AOR/CLASSIC/NR		26 (3)	26 (3)	16.7	16.1	KDAT-F (AC)	104.5 CEDAR RAPIDS 1.6/ 5.7/ 7/ 184
COUNTRY	1 (1)	63 (2)	64 (3)	41.0	41.3	KOEL (FS)	950 OELWEIN 1.1/ 4.2/ 23/ 326
NEWS/TALK						KOCR-F (CHR)	102.9 CEDAR RAPIDS 2.1/12.3/ 9/ 274
CHR		18 (2)	18 (2)	11.5	16.1	KRNA-F (AOR)	94.1 IOWA CITY 0.5/ 4.7/ 7/ 208
BLACK/URBAN						KWMT (C)	540 FORT DODGE 0.5/ 1.3/ 8/ 76
SOFT AC/EZ							
HISPANIC							
OLDIES		1 (1)	1 (1)	0.6	0.7		
FULL SVC/VARIETY	32 (4)		32 (4)	20.5	19.6		
STANDARDS	7 (1)		7 (1)	4.5	---		
RELIG/GOSPEL							
SPORTS							
CLASSICAL							
JAZZ							
OTHERS/UNKNOWN							
TOTALS	40 (6)	116 (10)	156 (16)				

DUOPOLY REPORT

NO MAJOR DUOPOLIES AS OF AUGUST 1995. . .

WATERLOO-CEDAR FALLS

RADIO STATIONS

KWLO , 1330, 5 KW (DA-2) , FS/Oldies	TALKNT WW1, \$15.00 (Katz)	Tomlin-Knapp
KXEL , 1540, 50 KW (DA-N) , Standards	SMN ABC, \$ 8.00 (Eastman)	Bahakel
KCRR-F, 97.7, 16 KW @ 407 , Classic AOR	, \$ NA (Banner)	(GRUNDY CENTER)
KFMW-F, 107.9, 100 KW @ 1804 , AOR	WW1, \$28.00 (Katz)	Tomlin-Knapp
KKCV-F, 98.5, 25 KW @ 328 , Country	, \$16.00 (---)	(CEDAR FALLS)
KOEL-F, 92.3, 100 KW @ 371 , Country	, \$34.00 (Banner)	Independence (OELWEIN)
KOKZ-F, 105.7, 100 KW @ 1322 , CHR	, \$17.00 (Eastman)	Bahakel
KWAY-F, 99.3, 3 KW @ 180 , AC/Oldies	CNN, \$12.00 (Pates)	(WAVERLY)

WHO -- See Des Moines

WMT -- See Cedar Rapids

Miscellaneous: KCFI and 96.1 CP sold for \$100,000. . . KWLO, KFMW-F sold by Park to Tomlin-Knapp for \$3,000,000 (E). . .



WEST PALM BEACH

Arbitron Rank/Pop (12+): 49/829,100

MSA Rank/Pop: 59/955,000

Average Person Ratings: 17.4
Market TSL: 22.75 hours

Stations: 37/17
Diaries: 2088/397:1/55.8%
Sample Target: 1875
% Below Line: 27.3
% Not Listed: 10.1

1994 Revenue: \$32,100,000
HH Inc.: \$35,681
Retail \$: 11.0 Bill
Pop per Station: 48,771
#1 Biller: WRMF-F \$8,300,000

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WIRK-F (C)	122/ 8.5	8.1	7.4	9.0	7.3	8.3	145/1669	1270/15.3	15.4	13.4	G	WIRK-F
2. WEAT-F (SAC)	118/ 8.2	4.6	7.6	8.9	6.7	7.3	164/2250	1496/18.0	18.3	17.3	F	WEAT-F
3. WRMF-F (AC)	102/ 7.1	7.9	8.9	9.1	8.5	8.3	139/2038	1271/15.3	18.4	19.6	H	WRMF-F
4. WRLX-F (EZ)	99/ 6.9	8.3	7.1	8.1	7.5	7.6	105/1280	1129/13.6	14.7	13.6	O	WRLX-F
5. WJNO (N/T)	96/ 6.7	7.0	5.5	5.5	5.0	6.2	130/1811	1210/14.6	12.4	12.0	E	WJNO
6. WKGR-F (CL AOR)	56/ 3.9	3.4	5.4	4.2	4.7	4.2	91/1536	899/10.8	12.7	13.7	E	WKGR-F
7. WPBZ-F (AOR)	48/ 3.3	2.2	3.5	0.7	---	2.4	66/975	712/ 8.6	7.3	---		WPBZ-F
8. WEOR-F (B)	47/ 3.3	2.9	3.0	2.5	3.4	2.9	135/1965	690/ 8.3	7.6	7.2		WEOR-F
9. WJBW-F (ST)	43/ 3.0	2.4	1.3	0.4	---	1.8	84/817	506/ 6.1	2.7	---		WJBW-F
10. WOVV-F (CHR)	42/ 2.9	3.2	3.1	3.4	4.0	3.2	74/1503	958/11.6	11.7	14.2	E	WOVV-F
11. WOLF (ST)	38/ 2.6	2.1	1.5	1.9	2.5	2.0	38/414	393/ 4.7	4.5	5.3		WOLF
12. WBZT (T)	32/ 2.2	3.3	2.4	2.3	2.0	2.6	43/612	494/ 6.0	6.1	4.6	B	WBZT
13. WOLL-F (O)	31/ 2.2	2.3	1.8	3.4	3.4	2.4	37/794	665/ 8.0	6.9	9.8	O	WOLL-F
14.												
15.												

12+ FM SHARE (METRO): 78.13% (1011 of 1294) (SPG 94: 79.21%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MIO	12+ PMO	12+ EVE	OVERNIGHT
1 WOVV-F	1 WRMF-F<	1 WRMF-F<	1 WRMF-F	1 WRMF-F	1 WRLX-F	1 WIRK-F	1 WEAT-F<	1 WIRK-F	1 WIRK-F	1 WJNO
2 WEOR-F	2 WIRK-F	2 WIRK-F	2 WIRK-F	2 WEAT-F	2 WEAT-F	WRMF-F<	2 WRLX-F	2 WEAT-F	2 WEAT-F	2 WRLX-F
3 WIRK-F	3 WPBZ-F	3 WEAT-F	3 WEAT-F	3 WEAT-F	WJNO	3 WEAT-F<	3 WRMF-F<	3 WJNO <	3 WRLX-F	3 WIRK-F
4	4 WKGR-F	4 WKGR-F	4 WKGR-F>	4 WKGR-F	4 WIRK-F	4 WJNO	4 WIRK-F	4 WRMF-F	4 WPBZ-F	4 WEAT-F
5	5 WEAT-F	5 WPBZ-F	5	5	5 WRMF-F	5 WRLX-F	5 WJNO	5 WRLX-F	5 WEOR-F	5 WBZT-F
6	6	6	6	6	6	6	6	6	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 WIRK-F	1 WRMF-F>	1 WRMF-F>	1 WRMF-F>	1 WRMF-F	1 WPBZ-F	1 WPBZ-F	1 WIRK-F	1 WIRK-F	1 WIRK-F
2 WPBZ-F	2 WIRK-F	2 WEAT-F	2 WEAT-F	2 WEAT-F	2 WIRK-F	2 WIRK-F	WKGR-F	2 WKGR-F	2 WEAT-F
3 WRMF-F	3 WEAT-F>	3 WIRK-F	3 WIRK-F>	3 WIRK-F>>	3 WZZR-F	3 WKGR-F>	WPBZ-F	3 WPBZ-F	3 WKGR-F
4 WEAT-F	4 WKGR-F	4 WOVV-F	4 WKGR-F	4	4 WKGR-F	4 WEOR-F	4 WRMF-F	4 WRMF-F	4 WRMF-F>
5 WKGR-F	WPBZ-F	WEOR-F	WOVV-F	5	5 WKGR-F	5 WRMF-F	WEAT-F	5 WEAT-F	5 WJNO
6	6 WOVV-F	6 WKGR-F	6	6	6	6	6	6	6 WPBZ-F
7	7	7	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATEO STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		111 (2)	111 (2)	8.6	11.3	WEAT (EZ) 850	WEST PALM BCH 1.1/4.2/ 17/ 440
AOR/CLASSIC/NR		159 (5)	159 (5)	12.3	13.0	WPOM (G) 1600	RIVIERA BEACH 1.3/2.8/ 18/ 233
COUNTRY		149 (2)	149 (2)	11.5	10.2	WSBR (BUS.N) 740	BOCA RATON 0.6/7.1/ 13/ 375
NEWS/TALK	165 (5)		165 (5)	12.8	14.4	WSWN (G) 900	BELLE GLADE 1.3/2.2/ 22/ 293
CHR		78 (3)	78 (3)	6.0	7.4	WYFX (B) 1040	BOYNTON BCH 1.0/3.5/ 20/ 521
BLACK/URBAN	14 (1)	76 (2)	90 (3)	7.0	7.0	WZZR-F (AOR) 92.7	STUART 1.6/4.6/ 56/ 788
SOFT AC/EZ	16 (1)	231 (3)	247 (4)	19.1	19.8		
HISPANIC		31 (2)	31 (2)	2.4	1.2	SEE MIAMI FOR MORE ABOUT THE FOLLOWING:	
OLOIES		79 (3)	79 (3)	6.1	6.9	WBGG-F 2.0/ 5.9	WIOD 1.6/ 4.0 WPOW-F 1.3/ 7.6
FULL SVC/VARIETY						WFLC-F 0.6/ 4.4	WKIS-F 1.9/ 7.1 WQAM 0.5/ 2.7
STANAOAROS	38 (1)	43 (1)	81 (2)	6.3	2.9	WHQT-F 2.0/ 6.0	WLVE-F 2.0/ 5.1 WQBA-F 1.0/ 2.0
RELIG/GOSPEL	43 (3)		43 (3)	3.3	2.2	WHYI-F 1.2/ 6.1	WLYF-F 1.0/ 4.1 WRBO 0.5/ 1.3
SPORTS	7 (1)		7 (1)	0.5		WINZ 0.4/ 2.9	WMXJ-F 1.3/ 5.1 WRMA-F 1.2/ 2.1
CLASSICAL		25 (1)	25 (1)	1.9	2.2		WSHE-F 1.4/ 7.0
JAZZ		29 (1)	29 (1)	2.2	1.4		WTMI-F 1.7/ 4.7
OTHERS/UNKNOWN							WZTA-F 0.8/ 5.8
TOTALS	283 (12)	1011 (25)	1294 (37)				

WEST PALM BEACH

DUOPOLY REPORT	12+	25-54	REVENUE
WJNO, WRMF-F, WRLX-F (Fairbanks)	20.7%	16.5%	40.6%
WBZT, WIRK-F, WKGR-F (American Radio Systems)	14.6%	17.5%	32.7%
WEAT A/F, WOLL-F (OmniAmerica)	11.5%	12.8%	19.3%
	46.8%	46.8%	92.6%

SCARBOROUGH REPORT
Indexed against \$100,000+ Households

HIGHEST		LOWEST	
1. WJNO	153	1. WDBF	26
2. WBZT	140	2. WIRK-F	47
3. WEAT-F	125	3. WPOM	65

RADIO STATIONS

WBZT, 1290, 5 KW (DA-N), Talk	ABC, CBS, \$ 20.00 (Katz)	Amer. Radio Systems
WDBF, 1420, 5 KW/500 W (OA-2), Standards	CBS, \$ 16.00 (---)	
WEAT, 850, 5 KW/1 KW (DA-2), EZ	AP, \$ 18.00 (MMR)	OmniAmerica
WJNO, 1230, 1 KW, News/Talk	CNN, AP, \$ 72.00 (---)	Fairbanks
WPOM, 1600, 5 KW/2.5 W (OA-2), Gospel	, \$ 17.00 (Roslin)	
WYFX, 1040, 25 KW/1 KW (DA-2), Black/Oldies	AURN, \$ 21.00 (---)	
WEAT-F, 104.3, 100 KW @ 1273, AC	, \$ 85.00 (MMR)	OmniAmerica
WIRK-F, 107.9, 100 KW @ 341, Country	ABC, \$ 103.00 (Katz)	Amer. Radio Systems
WJBW-F, 99.5, 3 KW @ 328, Standards	, \$ NA (K & P)	(JUPITER)
WKGR-F, 98.7, 100 KW @ 1381, Classic AOR	UPI, \$ 74.00 (Christal)	Amer. Radio Systems (FORT PIERCE)
WOLL-F, 94.3, 6 KW @ 328, Oldies	, \$ 40.00 (Katz)	OmniAmerica
WQVW-F, 95.5, 100 KW @ 981, CHR	Source, \$ 62.00 (Mc-Guild)	Ardman (FORT PIERCE)
WPBZ-F, 103.1, 50 KW @ 482, AOR	SMN, \$ NA (Christal)	Amaturo (INDIANTOWN)
WRLX-F, 92.1, 7 KW @ 500, EZ	, \$ 35.00 (Banner)	Fairbanks
WRMF-F, 97.9, 100 KW @ 1348, AC	, \$ 176.00 (Blair)	Fairbanks

Other Ranked Stations - See Miami

Miscellaneous: WQOL-F (Nero Beach) sold to CRB (D) for \$3,080,000 (D) (MVP). . .

WHEELING

Arbitron Rank/Pop (12+): 209/132,800

Stations: 16/11
Diaries: 676/196:1/64.5%
Sample Target: 640
% Below Line: 3.2
% Not Listed: 15.7

1994 Revenue: \$5,800,000
HH Inc.: \$24,650
Retail \$: 1.3 Bil
Pop per Station: 12,073
#1 Biller: WOJK-F \$1,700,000

MSA Rank/Pop: 225/156,000
DMA # 141 (w/Steubenville)
Average Person Ratings: 16.3
Market TSL: 22.25 hours

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	SPG 93	Revenue Level
1. WOJK-F (C)	63/29.0	----	21.8	----	20.6	----	81/828	596/44.9	21.8	20.6	WOJK-F
2. WKWK-F (AC)	25/11.5	----	13.6	----	12.9	----	30/400	262/19.7	23.8	26.3	WKWK-F
3. WOMP-F (CHR)	20/ 9.2	----	9.1	----	10.5	----	37/639	356/26.8	24.7	29.0	WOMP-F
4. WJVA (C/FS)	17/ 7.8	----	10.0	----	12.0	----	29/422	225/16.9	20.1	23.0	WJVA
5. WEGW-F (AOR/CL)	15/ 6.9	----	5.9	----	7.2	----	33/524	256/19.3	17.0	16.4	WEGW-F
6. WHLX-F (EZ/SAC)	10/ 4.6	----	4.1	----	5.3	----	18/214	131/ 9.9	10.7	11.5	WHLX-F
7. WBBD (ST)	9/ 4.1	----	5.5	----	4.3	----	12/140	92/ 6.9	9.8	6.7	WBBD
8. WEEL-F (O)	8/ 3.7	----	5.5	----	4.3	----	9/187	140/10.5	13.6	11.2	WEEL-F
9. WOMP (T)	7/ 3.2	----	6.8	----	5.3	----	8/151	133/10.0	13.1	14.2	WOMP

12+ FM SHARE (METRO): 81.42% (149 of 183) (SPG 94: 72.68%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOMP-F>	1 WOJK-F>>	1 WOJK-F>>>	1 WOJK-F>>	1 WOJK-F>>	1 WOJK-F>>	1 WOJK-F>>	1 WOJK-F>>	1 WOJK-F>>	1 WOJK-F>>	1 WOJK-F>>>
2 WOJK-F	2 WEGW-F	2 WKWK-F	2 WKWK-F>	2 WKWK-F>>	2 WJVA <	2 WJVA <	2 WKWK-F	2 WKWK-F	2 WKWK-F	2 WEGW-F
3 WEGW-F	WKWK-F	3 WOMP-F	3 WOMP-F	3 WOMP-F	3 WKWK-F	3 WKWK-F	3 WJVA	3 WOMP-F	3 WOMP-F	3 WKWK-F
4	4 WOMP-F	4	4	4 WEEL-F	4	4 WOMP-F	4	4	4 WEGW-F	4
5	5	5	5	5	5	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 WOJK-F	1 WOJK-F>	1 WOJK-F	1 WOJK-F	1 WOJK-F<	1 WOJK-F	1 WOJK-F>>	1 WOJK-F	1 WOJK-F>>	1 WOJK-F>>>
2	2 WKWK-F>>	2 WKWK-F	2 WKWK-F>	2 WKWK-F>>	2 WEGW-F	2 WEGW-F>>	2 WEGW-F	2 WEGW-F	2 WKWK-F
3	3 WOMP-F	3	3 WOMP-F>	3 WOMP-F	3	3 WOMP-F	3	3 WOMP-F	3 WEEL-F
4	4 WEGW-F	4	4	4	4	4	4	4 WKWK-F	4 WEGW-F
5	5	5	5	5	5	5	5	5	5 WJVA WOMP-F

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
AC		25 (1)	25 (1)	13.7	15.5	WBNV-F (O) 93.5	BARNESVILLE OH 0.5/2.7/ 5/ 89
AOR/CLASSIC/HR		17 (2)	17 (2)	9.3	7.7	WRKP-F (REL) 96.5	MOUNDSVILLE 0.5/2.2/ 1/ 33
COUNTRY	17 (1)	65 (2)	82 (3)	44.8	36.1		
NEWS/TALK	B (2)		8 (2)	4.4	9.8	KDKA (N/T) 1020	PITTSBURGH 0.5/1.5/ 9/ 168
CHR		21 (2)	21 (2)	11.5	10.8	WCDK-F (C) 106.3	CADIZ, OH 0.9/7.6/ 21/ 319
BLACK/URBAN						WDVE-F (AOR) 102.5	PITTSBURGH 0.9/5.3/ 12/ 237
SOFT AC/EZ		10 (1)	10 (1)	5.5	4.6	WILE-F (ST) 97.7	BYESVILLE OH 0.5/1.0/ 3/ 110
HISPANIC						WRKY-F (CHR) 103.5	STEBUNVILLE OH 0.5/4.9/ 25/ 490
OLDIES		9 (2)	9 (2)	4.9	6.7		
FULL SVC/VARIETY					2.1		
STANDARDS	9 (1)	1 (1)	10 (2)	5.5	6.2		
RELIG/GOSPEL		1 (1)	1 (1)	0.5	0.5		
SPORTS							
CLASSICAL							
JAZZ							
OTHERS/UNKNOWN							
TOTALS	34 (4)	149 (12)	183 (16)				

DUOPOLY REPORT

NO MAJOR DUOPOLIES AS OF AUGUST 1995. . .

WHEELING

RADIO STATIONS

WBBD , 1600, 5 KW/33 W	, Standards	WESTWD, \$11.00 (Christal)	Burbach
WOMP , 1290, 1 KW/33 W	, News/Talk	CBS, \$16.00 (Regional)	Associated
WWVA , 1170, 50 KW (DA-N)	, Country/FS	WESTWD, \$22.00 (Mc-Guild)	Osborn
WEEL-F, 95.7, 1.7 KW @ 626	, Oldies	SMN, \$11.00 (---)	(SHADYSIDE)
WEGW-F, 107.5, 16 KW @ 879	, AOR/Classic	, \$17.00 (Christal)	Burbach
WHLX-F, 105.5, 6 KW @ 312	, EZ/Soft AC	WESTWD, \$11.00 (---)	(BETHLEHEM)
WKWK-F, 97.3, 50 KW @ 420	, AC	ABC WESTWD, \$23.00 (Christal)	Comm. Service
WOMP-F, 100.5, 48 KW @ 500	, CHR	, \$25.00 (Regional)	Associated (BELLAIRE)
WQVK-F, 98.7, 50 KW @ 390	, Country	, \$33.00 (Mc-Guild)	Osborn



WICHITA

Arbitron Rank/Pop (12+): 87/412,900
 MSA Rank/Pop: 101/481,000
 DMA # 64
 Average Person Ratings: 15.7
 Market TSL: 20.75 hours

Stations: 20/20
 Diaries: 1113/371:1/59.3%
 Sample Target: 1005
 % Below Line: 0.0
 % Not Listed: 12.2

1994 Revenue: \$18,200,000
 HH Inc.: \$36,304
 Retail \$: 4.9 Bil
 Pop per Station: 20,645
 #1 Biller: KFDI-AF \$4,900,000

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. KFDI-F (C)	75/11.6	12.1	11.0	8.6	10.2	10.8	95/1226	980/23.7	21.7	19.9	F	KFDI-F
2. KZSN-F (C)	60/ 9.3	9.0	10.0	10.7	12.0	9.8	77/1246	918/22.2	22.2	22.3	D	KZSN-F
3. KKRO-F (CHR)	53/ 8.2	9.3	10.3	10.0	9.4	9.5	78/1197	882/21.4	23.4	26.5	C	KKRD-F
4. KYQQ-F (C)	38/ 5.9	4.2	3.3	3.6	3.0	4.3	65/898	586/14.2	9.4	10.9	A	KYQQ-F
KICT-F (AOR)	38/ 5.9	5.6	4.7	6.6	7.3	5.7	55/810	549/13.3	13.9	14.0	B	KICT-F
6. KFDI (C/FS)	35/ 5.4	6.3	5.4	5.6	5.5	5.7	51/572	436/10.6	8.0	10.5		KFDI
KDLE-F (B)	35/ 5.4	3.9	4.4	5.1	0.9	4.7	38/340	324/ 7.8	7.0	3.7	A	KDLE-F
8. KRZZ-F (CL AOR)	34/ 5.3	5.7	6.7	6.1	7.6	6.0	50/769	585/14.2	15.9	13.0	C	KRZZ-F
KRBB-F (AC)	34/ 5.3	4.3	6.2	6.9	6.6	5.7	36/576	491/11.9	13.7	14.4	C	KRBB-F
10. KEYN-F (C)	31/ 4.8	6.3	7.5	5.1	7.0	5.9	40/766	618/15.0	14.7	15.5	B	KEYN-F
11. KNSS (N/T)	25/ 3.9	3.6	5.9	4.0	4.3	4.4	27/494	460/11.1	12.9	11.5	C	KNSS
12. KOEZ-F (SAC)	23/ 3.6	3.1	4.2	4.3	5.5	3.8	34/491	353/ 8.5	10.1	10.7	B	KOEZ-F
13. KXLK-F (AC)	22/ 3.4	4.5	4.0	3.6	4.9	3.9	29/583	437/10.3	11.6	11.1	B	KXLK-F
14. KTLI-F (REL)	21/ 3.2	1.9	2.5	4.1	2.1	2.9	24/393	337/ 8.2	6.1	4.3	A	KTLI-F
15. KLLS-F (AC)	18/ 2.8	3.9	---	---	0.6	---	18/390	338/ 8.2	---	2.5		KLLS-F
16. KFH (T)	9/ 1.4	2.3	2.0	1.3	1.6	1.8	14/351	255/ 6.2	6.1	6.1	A	KFH
17. KOAM (?)	7/ 1.1	2.3	1.2	1.0	0.7	1.4	7/142	128/ 3.1	5.4	3.1		KOAM
18.												
19.												
20.												

12+ FM SHARE (METRO): 84.86% (482 of 568) (SPG 94: 84.87%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKRD-F	1 KICT-F<	1 KZSN-F	1 KZSN-F	1 KZSN-F	1 KFDI-F>	1 KFDI-F<	1 KFDI-F>	1 KFDI-F	1 KFDI-F<	1 KFDI-F>>
2 KDLE-F>>	2 KYQQ-F	2 KKRD-F	2 KFDI-F	2 KFDI-F	2 KFDI	2 KZSN-F>	2 KZSN-F	2 KZSN-F	2 KKRD-F<	2 KNSS
3 KYQQ-F	KZSN-F<	3 KICT-F	3 KRBB-F<	3 KRBB-F	3 KZSN-F	3 KKRD-F	3 KRBB-F	3 KKRO-F	3 KZSN-F	3 KYQQ-F
4 KZSN-F	4 KKRD-F<	4 KFDI-F<	4 KKRD-F	4 KEYN-F	4 KEYN-F	4 KFDI	4 KKRD-F<	4 KICT-F	4 KDLE-F	4 KZSN-F
5	5 KRZZ-F	5 KYQQ-F	KRZZ-F	5 KKRD-F	5	5 KICT-F	5 KICT-F	5 KRZZ-F	KYQQ-F	5
6	6	KRZZ-F<	6	KRZZ-F	6	6	6	6	6	6
7	7	7 KRBB-F	7	7	7	7	7	7	7	7
8	8	8	8	8	8	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 KZSN-F	1 KZSN-F<	1 KRBB-F	1 KZSN-F	1 KRBB-F<	1 KICT-F	1 KICT-F	1 KRZZ-F	1 KICT-F	1 KZSN-F<
KKRD-F	2 KKRD-F>	KTLI-F	2 KKRD-F	2 KZSN-F	2 KYQQ-F	2 KYQQ-F<	2 KICT-F	2 KRZZ-F	2 KRZZ-F<
3 KYQQ-F	3 KRBB-F	3 KZSN-F	KRBB-F	3 KFDI-F	3 KKRD-F	3 KRZZ-F>	3 KZSN-F	3 KYQQ-F<	3 KFDI-F
4 KRZZ-F	4 KTLI-F	4 KKRD-F	4 KFDI-F	4 KKRD-F	4	4 KZSN-F	4 KYQQ-F	4 KZSN-F<	4 KICT-F
5	KYQQ-F	5	5 KTLI-F	5 KTLI-F	5	5 KKRD-F	5	5 KKRD-F	5 KEYN-F
6	6 KRZZ-F	6	KYQQ-F	6 KXLK-F	6	6	6	6 KFDI-F	6
7	7	7	7	KEYN-F	7	7	7	7	7

WICHITA

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		74 (3)	74 (3)	13.0	12.7	KJRG (REL) 950 NEWTON	0.6/1.6/ 19/ 144		
AOR/CLASSIC/NR		72 (2)	72 (2)	12.7	16.4	KSGL (REL) 900 WICHITA	0.6/2.7/ 4/ 125		
COUNTRY	37 (2)	173 (3)	210 (5)	37.0	35.2	KZSN (C) 1480 WICHITA	0.3/2.0/ 2/ 82		
NEWS/TALK	34 (2)		34 (2)	6.0	6.6				
CHR		53 (1)	53 (1)	9.3	10.4				
BLACK/URBAN		35 (1)	35 (1)	6.2	0.0				
SOFT AC/EZ		23 (1)	23 (1)	4.0	6.1				
HISPANIC									
OLDIES		31 (1)	31 (1)	5.5	7.7				
FULL SVC/VARIETY									
STANDARDS					0.8				
RELIG/GOSPEL	8 (2)	21 (1)	29 (3)	5.1	3.1				
SPORTS									
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN	7 (1)		7 (1)	1.2	1.0				
TOTALS	86 (7)	482 (13)	568 (20)						

DUOPOLY REPORT	12+	25-54	REVENUE
KFDI A/F, KICT-F (Great Empire)	22.9%	17.3%	31.9%
KNSS, KKR-D-F, KRZZ-F (Prism)	17.4%	17.0%	22.0%
KFH, KXLK-F, KQAM, KEYN-F (Triathalon)	10.7%	13.7%	11.3%
	51.0%	48.0%	65.2%

RADIO STATIONS

KFDI, 1070, 10 KW/1 KW (DA-N), Country/FS ABC, \$ 55.00 (Torbet) Great Empire
 KFHD, 1330, 5 KW (DA-N), Talk CBS, AP, \$ 16.00 (Eastman) Triathalon
 KNSS, 1240, 1 KW, News/Talk WESTWD, CNN, \$ 31.00 (D & R) Prism
 KQAM, 1410, 5 KW/1 KW (DA-2), (??) SBUSA, CBS, \$ 14.00 (Eastman) Triathalon
 KZSN, 1480, 5 KW/1 KW (DA-2), SEE KZSN-FM

KDLE-F, 93.9, 25 KW @ 328, Black, \$ NA (---) (ANDOVER)
 KEYN-F, 103.7, 100 KW @ 859, Oldies, \$ 24.00 (Eastman) Pourtales
 KFDI-F, 101.3, 100 KW @ 1138, Country, ABC, \$ 85.00 (Torbet) Great Empire
 KICT-F, 95.1, 100 KW @ 898, AOR, ABC, \$ 27.00 (Mc-Guild) Great Empire
 KKR-D-F, 107.3, 100 KW @ 859, CHR, \$ 39.00 (D & R) Prism
 KLLS-F, 104.5, 46 KW @ 512, AC, WESTWD, \$ 17.00 (---) (AUGUSTA)
 KOEZ-F, 92.3, 100 KW @ 640, EZ/Soft AC, WESTWD, \$ 23.00 (---) (NEWTON)

KRBB-F, 97.9, 100 KW @ 987, AC, \$ 42.00 (Christal) Triathalon
 KRZZ-F, 96.3, 50 KW @ 493, Classic AOR, \$ 37.00 (D & R) Prism (DERBY)
 KTLI-F, 99.1, 100 KW @ 617, Religion, USA, \$ 16.00 (Salem) (EL DORARDO)
 KXLK-F, 105.3, 100 KW @ 987, AC, AP, \$ 28.00 (Eastman) Triathalon (HAYSVILLE)
 KYQQ-F, 106.5, 100 KW @ 1115, Country, ABC, \$ 15.00 (---) (ARKANSAS CITY)
 KZSN-F, 102.1, 100 KW @ 1033, Country, \$ 65.00 (Katz) So. Skies (HUTCHINSON)

Miscellaneous: KRBB-F sold to Triathalon for \$3,300,000 (Star). . . KQAM, KFHD, KXLK-F sold by Pourtales to Triathalon (D) for \$3,500,000 (E) (Star). . .

WILKES BARRE-SCRANTON

Arbitron Rank/Pop (12+): 61/636,600

Stations: 36/29

1994 Revenue: \$19,600,000

MSA Rank/Pop: 81/640,000
OMA # 48

Diaries: 1265/503:1/56.8%

HH Inc.: \$30,724

Average Person Ratings: 17.7
Market TSL: 23.50 Hours

Sample Target: 1265

Retail \$: 5.6 Bil

% Below Line: 5.7

Pop per Station: 21,952

% Not Listed: 13.4

#1 Biller: WKRZ-F \$5,500,000

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WKRZ-F (CHR)	135/12.0	10.2	12.1	12.4	11.9	11.7	148/2384	2012/31.6	30.8	32.6	G	WKRZ-F
2. WMGS-F (AC)	110/ 9.8	9.1	9.3	8.1	9.5	9.1	115/1205	1091/17.1	18.5	19.5	D	WMGS-F
3. WGGY-F (C)	101/ 9.0	7.3	8.5	8.8	10.0	8.4	131/1602	1244/19.5	19.8	20.0	D	WGGY-F
4. WEZX-F (AOR)	59/ 5.2	4.5	4.7	6.8	6.3	5.3	65/824	760/11.9	13.1	13.6	D	WEZX-F
5. WARM (FS)	54/ 4.8	4.4	3.7	4.7	4.9	4.4	57/798	717/11.3	12.6	11.5	C	WARM
6. WZMT-F (AOR)	50/ 4.4	2.5	4.7	6.5	4.6	4.5	69/972	703/11.0	9.0	9.8	B	WZMT-F
7. WBHT-F (CHR)	44/ 3.9	3.5	3.8	2.8	3.0	3.5	48/869	786/12.3	11.0	11.4	B	WBHT-F
8. WNAK (ST/FS)	40/ 3.6	7.5	4.5	3.4	2.7	4.8	47/431	395/ 6.2	6.0	4.8	B	WNAK
9. WILK-AA (T)	35/ 3.1	5.0	3.9	4.1	4.0	4.0	35/599	568/ 8.9	9.8	10.9	B	WILK-AA
10. WEJL-AA (ST)	34/ 3.0	4.8	3.1	3.2	3.3	3.5	35/605	786/12.3	7.9	7.3	B	WEJL-AA
11. WDLS-F (C)	27/ 2.4	1.6	3.3	2.7	2.8	2.5	28/396	372/ 5.9	7.7	6.4	B	WDLS-F
WWSH-F (SAC)	27/ 2.4	2.1	1.9	1.7	1.5	2.0	33/527	492/ 7.7	8.7	8.8		WWSH-F
13. WSGO-F (O)	26/ 2.3	2.0	2.2	1.6	2.1	2.0	37/577	352/ 5.5	7.1	5.3		WSGO-F
14. WTZR-F (O)	25/ 2.2	2.6	2.1	1.1	0.9	2.0	25/466	421/ 6.6	5.8	4.0		WTZR-F
15. WMXH (ST)	17/ 1.5	1.0	---	0.4	0.8	1.0	17/123	123/ 1.9	---	1.1		WMXH

12+ FM SHARE (METRO): 76.39% (744 of 974) (SPG 94: 77.86%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ M10	12+ PMD	12+ EVE	OVERNIGHT
1 WKRZ-F	1 WKRZ-F>	1 WKRZ-F>	1 WKRZ-F	1 WMGS-F<	1 WGGY-F<	1 WKRZ-F	1 WMGS-F<	1 WKRZ-F	1 WKRZ-F>	1 WARM
2 WBHT-F>	2 WZMT-F	2 WMGS-F	2 WMGS-F	2 WKRZ-F	2 WMGS-F	2 WKRZ-F	2 WMGS-F	2 WKRZ-F	2 WMGS-F<	2 WKRZ-F>
3 WMGS-F	WEZX-F<	3 WGGY-F<	3 WGGY-F<	3 WGGY-F	3 WKRZ-F	3 WGGY-F<	3 WGGY-F>	3 WGGY-F>	3 WGGY-F	3 WMGS-F
4	4 WMGS-F	4 WEZX-F	4 WEZX-F	4 WEZX-F	4 WARM	4 WARM	4 WEJL-AA<	4 WEZX-F	4 WARM <	4 WEZX-F
5	5 WBHT-F	5 WZMT-F	5 WZMT-F	5 WZMT-F	5 WNAK-F	5 WEZX-F	5 WEZX-F	5 WZMT-F	5 WBHT-F	5
6	WGGY-F	6	6	6	6	6	6	6	6 WEZX-F	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 WKRZ-F	1 WKRZ-F>	1 WKRZ-F	1 WKRZ-F	1 WMGS-F<	1 WBHT-F	1 WEZX-F<	1 WEZX-F	1 WEZX-F<	1 WEZX-F<
2 WBHT-F	2 WMGS-F	2 WMGS-F	2 WMGS-F>	2 WKRZ-F>	WKRZ-F	2 WKRZ-F	2 WZMT-F	2 WKRZ-F	2 WGGY-F
3 WGGY-F	3 WGGY-F>	3 WGGY-F	3 WGGY-F>	3 WGGY-F>	3 WEZX-F	3 WZMT-F	3 WKRZ-F	3 WGGY-F	3 WKRZ-F<
4 WMGS-F	4 WZMT-F	4 WZMT-F	4	4 WWSH-F	4 WMGS-F	4 WBHT-F<	4 WTZR-F	4 WZMT-F	4 WMGS-F
5	5 WBHT-F	5 WEZX-F	5	5 WZMT-F	5 WZMT-F	5 WTZR-F	5 WGGY-F	5 WMGS-F	5 WZMT-F
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		124 (3)	124 (3)	12.7	16.1	WARD (T) 1550	0.6/2.7/ 7/ 170		
AOR/CLASSIC/NR		123 (3)	123 (3)	12.6	15.9	WCOL (ST) 1440	0.6/1.8/ 7/ 116		
COUNTRY	7 (1)	155 (6)	162 (7)	16.6	17.9	WCNR (C) 930	0.6/1.2/ 7/ 77		
NEWS/TALK	46 (4)		46 (4)	4.7	6.0	WHCY-F (C) 106.3	0.4/1.7/ 8/ 172		
CHR		209 (4)	209 (4)	21.5	21.0	WHLM-F (CHR) 106.5	1.3/3.7/ 18/ 318		
BLACK/URBAN						WICK (EZ) 1400	1.2/2.2/ 15/ 154		
SOFT AC/EZ	14 (1)	56 (3)	70 (4)	7.2	3.3	WKAB-F (AC) 103.5	0.8/1.7/ 10/ 119		
HISPANIC						WKXP-F (C) 95.9	0.7/1.6/ 8/ 106		
OLDIES		77 (4)	77 (4)	7.9	4.7	WQEQ-F (O) 103.1	1.3/3.0/ 21/ 253		
FULL SVC/VARIETY	65 (2)		65 (2)	6.7	7.4	WSBG-F (CHR) 93.5	1.3/4.2/ 17/ 291		
STANDARDS	98 (5)		98 (5)	10.1	6.9	WVPO (FS) 840	1.0/1.8/ 11/ 123		
RELIG/GOSPEL						WWOL-F (SAC) 104.9	1.2/3.1/ 13/ 203		
SPORTS						WILQ-F (C) 105.1	0.9/1.5/ 33/ 281		
CLASSICAL						WKSJ-F (AC) 102.7	0.4/1.1/ 34/ 385		
JAZZ						WABC (T) 770	0.4/1.3/ 6/ 135		
OTHERS/UNKNOWN					0.6	WFMZ-F (SAC) 100.7	1.4/2.0/ 29/ 338		
TOTALS	230 (13)	744 (23)	974 (36)			WODE-F (O) 99.9	1.0/3.8/ 32/ 549		
						WRNJ-F (C) 107.1	0.4/1.5/ 4/ 110		
						WZZO-F (AOR) 95.1	1.2/3.0/ 25/ 403		

WILKES BARRE-SCRANTON

DUOPOLY REPORT	12+	25-54	REVENUE
-----	----	----	-----
WAZL, WZMT-F, WKAB-F (Local)	5.2%	7.7%	4.7%
WILK, WBBI, WKRZ-F, WGGY-F (River City)	24.1%	25.0%	43.8%
WICK, WYCK, WVDL-F (Local)	2.4%	2.3%	< 2.0%
WEJL, WEZX-F, WBAX, WTZR-F (Shamrock)	10.4%	11.2%	17.6%
	42.1%	46.2%	68.5%

RADIO STATIONS

WARM , 590, 5 KW (DA-2)	, Full Service	WESTWD, \$ 34.00	(Eastman)	Susquehanna
WBAX , 1240, 1 KW	, Standards	SMN, \$ 14.00	(Christal)	
WEJL , 630, 500 W/32 W	, Standards/FS	WESTWD, ABC, \$ 20.00	(Christal)	Shamrock-Lynett
WILK , 980, 5 KW/1 KW (DA-2)	, Talk/News	CBS, ABC, \$ 22.00	(Katz)	River City
WICK , 1400, 1 KW	, EZ	ABC, \$ 13.00	(Roslin)	
WNAK , 730, 1 KW (DAYS)	, Standards/FS	WESTWD, \$ 23.00	(K & P)	
WBHT-F, 97.1, 0.25 KW @ 1102	, CHR	, \$ 22.00	(Eastman)	(MOUNTAIN TOP)
WDLS-F, 93.7, 0.75 KW @ 679	, Country	CBS, \$ 21.00	(D&R)	(DALLAS)
WEZX-F, 106.9, 0.8 KW @ 1266	, AOR/Classic	ABC, \$ 47.00	(Christal)	Shamrock-Lynett
WGGY-F, 101.3, 7 KW @ 1109	, Country	, \$ 25.00	(Katz)	River City
WHLM-F, 106.5, 36 KW @ 577	, AC	WESTWD, \$ 17.00	(Banner)	(BLOOMSBURG)
WKRZ-F, 98.5, 8.7 KW @ 1171	, CHR	, \$100.00	(---)	River City
WMGS-F, 92.9, 5.3 KW @ 1384	, AC	, \$ 42.00	(Eastman)	Susquehanna
WQEQ-F, 103.1, 1.5 KW @ 679	, AC	USA, \$ 15.00	(---)	(FREELAND)
WSBG-F, 93.5, 3 KW @ 781	, CHR	AP, \$ 14.00	(Market 4)	(STROUDSBERG)
WSCO-F, 94.3, 1.1 KW @ 771	, Oldies	, \$ 20.00	(Eastman)	(CARBONDALE)
WWSH-F, 102.3, 3 KW @ 72	, Soft AC	, \$ 13.00	(---)	(PITTSTON)
WVDL-F, 104.9, 0.27 KW @ 1092	, Soft AC	ABC, \$ 12.00	(Roslin)	
WZMT-F, 97.9, 20 KW @ 728	, AOR	WESTWD, \$ 17.00	(K & P)	(HAZLETON)
WTZR-F, 92.1, 0.28 KW @ 1056	, Oldies	, \$ 18.00	(Christal)	Shamrock-Lynett (NANTICOKE)

Miscellaneous: WILK, WBBI, WKRZ-F, WGGY-F sold by Keymarket to River City (D) for \$25,000,000 (E) (Star). . .

WILMINGTON, DE

Arbitron Rank/Pop (12+): 76/506,700
 MSA Rank/Pop: 93/544,000
 Philadelphia DMA
 Average Person Ratings: 16.2
 Market ISL: 21.00 hours

Stations: 35/6
 Clearance: 1263/461:1/49.7%
 Sample Target: 1235
 % Below Line: 76.9
 % Not Listed: 13.2

1994 Revenue: \$11,670,000
 HH Inc.: \$41,832
 Retail \$: 5.3 Bill
 Pop per Station: 84,450
 #1 Biller: WSTW-F \$4,000,000

12+ METRO	1/4/SHARE	FAL		SPG		4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING		FAL	SPG	Revenue Level
		94	94	93	93			94	94			
1. WSTW-F (AC/CHR)	80/ 9.8	10.7	10.3	11.9	9.8	----	82/1389	1333/26.3	24.0	27.1		F WSTW-F
2. WJBR-F (AC)	75/ 9.2	9.9	9.8	11.4	8.9	----	78/1207	1112/21.9	18.9	21.2		E WJBR-F
3. WPLY-F (CHR)	46/ 5.6	4.0	4.3	0.9	1.5	----	49/958	928/18.3	14.5	14.7		F WPLY-F
4. WUSL-F (B)	42/ 5.1	4.1	4.0	3.6	4.5	----	44/669	655/11.9	10.4	11.5		F WUSL-F
5. WMMR-F (ADR)	36/ 4.4	3.8	4.3	6.0	5.1	----	38/752	692/13.7	13.7	13.7		F WMMR-F
6. WDAS-F (B/AC)	35/ 4.3	3.8	2.8	2.3	2.3	----	36/465	453/ 8.9	7.1	7.6		F WDAS-F
7. WILM (M/T)	30/ 3.7	4.7	5.0	4.2	5.8	----	30/561	561/11.1	11.6	13.7		D WILM
8. WDSD-F (C)	29/ 3.5	2.7	3.2	3.4	3.7	----	55/800	479/ 9.5	9.1	9.5		F WDSD-F
9. WDEL (FS)	27/ 3.3	3.5	3.6	4.2	4.0	----	27/510	503/ 9.9	11.6	12.3		D WDEL
10. WXTU-F (C)	26/ 3.2	2.6	4.1	2.8	4.3	----	26/414	402/ 7.9	6.9	9.6		F WXTU-F
11. WYSP-F (CL ADR)	25/ 3.1	4.8	5.0	4.5	5.8	----	28/738	701/13.8	16.5	17.7		F WYSP-F
12. WJBR-F (T)	23/ 2.8	2.9	2.5	3.2	3.3	----	24/350	317/ 6.3	7.2	6.1		F WJBR-F
13. WJBR (ST)	20/ 2.4	1.6	0.2	0.1	0.3	----	21/258	237/ 4.7	3.5	2.2		F WJBR

12+ FM SHARE (METRO): 82.42% (586 of 711) (SPG 94: 83.60%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WUSL-F	1 WSTW-F	1 WSTW-F>	1 WSTW-F	1 WJBR-F<	1 WJBR-F>	1 WJBR-F<	1 WSTW-F<	1 WSTW-F>	1 WJBR-F	1 WSTW-F
WPLY-F	2 WPLY-F	2 WJBR-F	2 WJBR-F>	2 WSTW-F>	2 WSTW-F	2 WSTW-F	2 WJBR-F>>	2 WJBR-F	2 WSTW-F	2 WUSL-F
3 WIOQ-F	3 WUSL-F<	3 WPLY-F	3 WMMR-F	3 WMMR-F	3 WILM	3 WYSP-F	3 WPLY-F	3 WPLY-F	3 WPLY-F	3 WJBR-F
4 WSTW-F	4 WMMR-F	4 WMMR-F	4 WDAS-F	4 WDAS-F	4 WDEL	4 WILM	4 WMMR-F	4 WDAS-F	4 WDAS-F	4 WILM-F
5	5 WJBR-F	5	5	5	5	5 WDEL	5	5	5 WJBR-F	5 WJBR-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 WSTW-F	1 WSTW-F>	1 WSTW-F	1 WSTW-F>	1 WJBR-F	1 WPLY-F	1 WSTW-F<	1 WMMR-F	1 WSTW-F>	1 WSTW-F<
2 WUSL-F	2 WPLY-F	2 WPLY-F	2 WJBR-F>	2 WSTW-F>>	2 WSTW-F	2 WPLY-F	2 WSTW-F	2 WMMR-F<	2 WJBR-F
3 WPLY-F	WUSL-F	WJBR-F	3 WUSL-F	3 WDAS-F	3 WUSL-F	3 WMMR-F	3 WPLY-F	3 WPLY-F	3 WMMR-F
4	4	4	4 WPLY-F	4 WUSL-F	4	4 WYSP-F	4 WYSP-F	4 WYSP-F	4 WYSP-F
5	5	5	5	5	5	5	5	5 WJBR-F	5
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/ADH/CUME	TSA	TSA		
AC		96 (3)	96 (3)	13.5	13.3	USER (FS)	1550 ELKTON MD	0.4/0.8/	3/ 41		
ADR/CLASSIC/NR		78 (4)	78 (4)	11.0	19.2						
COUNTRY		75 (3)	75 (3)	10.5	8.4	WRDR-F (ST)	104.9 EGG HARBOR, NJ	0.4/1.0/	3/ 52		
NEWS/TALK	46 (3)	23 (1)	69 (4)	9.7	12.5	WSNJ-F (?)	107.7 BRIDGETON, NJ	0.4/1.6/	3/ 101		
CHR		145 (3)	145 (3)	20.4	20.9	WXCY-F (C)	103.7 HAVRE DE GRACE	2.4/5.6/	20/ 286		
BLACK/URBAN		80 (3)	80 (3)	11.3	8.0	SEE PHILADELPHIA OR BALITMORE FOR MORE ABOUT THE FOLLOWING:					
SOFT AC/EZ					2.8	KYW	1.6/ 5.5	WIOQ-F	2.3/11.7	WOCT-F	0.5/ 2.1
HISPANIC						WBAL	0.4/ 0.9	WIP	1.7/ 5.5	WGL-F	2.4/ 8.8
OLDIES		48 (4)	48 (4)	6.8	3.8	WBEB-F	1.6/ 6.5	WIYY-F	1.7/ 6.5	WPEN	1.1/ 3.0
FULL SVC/VARIETY	30 (2)		30 (2)	4.2	4.5	WERO-F	0.4/ 1.2	WJZ-F	2.1/ 8.2	WOSR-F	0.5/ 2.4
STANDARDS	29 (2)	3 (1)	32 (3)	4.5	2.0	WFLN-F	2.2/ 6.3	WMGK-F	2.4/ 6.4	WYXR-F	1.0/ 6.9
RELIG/GOSPEL					0.4	WGMP	0.4/ 1.8	WNAP	0.4/ 0.7		
SPORTS	17 (2)		17 (2)	2.4	0.0	WIBF-F	0.4/ 2.1				
CLASSICAL		18 (1)	18 (1)	2.5	1.8						
JAZZ		17 (1)	17 (1)	2.4	2.4						
OTHERS/UNKNOWN	3 (1)	3 (1)	6 (2)	0.8	0.0						
TOTALS	125 (10)	586 (25)	711 (35)								

DUOPOLY REPORT

NONE AS OF AUGUST 1995. . .

RADIO STATIONS

WDFL	,	1150,	5 KW (DA-2)	,	Full Service/Talk	AP CNH,	\$35.00 (Eastman)
WLLM	,	1450,	1 KW	,	News/talk	WESTWD,	\$37.00 (Savalli)
WJBR-F	,	99.5,	50 KW @ 500	,	AC	WESTWD,	\$87.00 (Katz) Commodore
WESTW-F	,	93.7,	50 KW @ 491	,	AC/CHR	,	\$80.00 (Eastman)

Other ranked stations -- see Philadelphia or Baltimore

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

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

WILMINGTON, NC

Arbitron Rank/Pop (12+): 188/162,500
 MSA Rank/Pop: 202/195,000
 OMA # 142
 Average Person Ratings: 13.4
 Market TSL: 18.50 hours

Stations: 20/12
 Diaries: 611/266:1/51.9%
 Sample Target: 610
 % Below Line: 15.1
 % Not Listed: 20.6

1994 Revenue: \$5,500,000
 HH Inc.: \$29,308
 Retail \$: 2.0 Bil
 Pop per Station: 13,542
 #1 Biller: WWOQ-F \$1,500,000

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 94	SPG 93	Revenue Level	
1. WMNX-F (B)	28/12.8	----	15.1	----	14.8	----	35/461	303/18.6	19.8	23.9	B	WMNX-F
2. WWOQ-F (C)	26/11.9	----	12.9	----	18.6	----	27/364	349/21.5	24.0	30.1	C	WWOQ-F
3. WGNI-F (AC)	25/11.5	----	12.1	----	10.2	----	38/492	383/23.6	23.4	23.1	C	WGNI-F
4. WSFM-F (AOR)	23/10.6	----	8.2	----	7.6	----	23/296	266/16.4	19.5	17.5	B	WSFM-F
5. WKXB-F (C)	13/ 6.0	----	7.8	----	5.1	----	20/339	238/14.6	15.5	16.0	A	WKXB-F
6. WKOQ-F (O)	12/ 5.5	----	6.5	----	5.9	----	15/250	217/13.4	13.4	14.1	B	WKOQ-F
7. WAAV-AF (T)	9/ 4.2	----	5.6	----	5.5	----	11/249	207/12.7	11.6	12.1	A	WAAV-AF
8. WUOY-F (O)	7/ 3.2	----	2.2	----	-----	----	7/184	160/ 9.8	6.7	-----	A	WUOY-F
9.												
10.												

12+ FM SHARE (METRO): 94.22% (163 of 173) (SPG 94: 89.90%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MIO	12+ PMO	12+ EVE	OVERNIGHT
1 WMNX-F>	1 WSFM-F	1 WMNX-F	1 WGNI-F<	1 WGNI-F	1 WWOQ-F>	1 WGNI-F	1 WGNI-F	1 WSFM-F	1 WMNX-F>	1 WMNX-F>
2 WGNI-F	2 WMNX-F>	WSFM-F	2 WSFM-F<	2 WMNX-F	2 WGNI-F>	2 WMNX-F<	WWOQ-F<	WMNX-F<	2 WSFM-F	2 WWOQ-F
WSFM-F	3 WGNI-F	3 WGNI-F	3 WMNX-F	WSFM-F	3 WMNX-F	3 WWOQ-F<	3 WSFM-F<	3 WGNI-F	WWOQ-F	WLTT-F
4	4	4	4	4 WWOQ-F	4	4 WSFM-F	4 WMNX-F	4 WWOQ-F	4	4
5	5	5	5	5	5	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 WMNX-F	1 WMNX-F>>	1 WMNX-F	1 WMNX-F<	1 WGNI-F	1 WSFM-F	1 WSFM-F>>	1 WSFM-F	1 WSFM-F>>	1 WSFM-F>
2	2 WGNI-F>	2 WGNI-F	2 WGNI-F>>	2 WMNX-F>>	2 WMNX-F	2 WMNX-F	2	2 WMNX-F	2 WUOY-F
3	3 WSFM-F	3	3	3 WWOQ-F	3	3	3	3 WUOY-F	3 WGNI-F
4	4	4	4	4 WKOQ-F	4	4	4	4	4 WWOQ-F
5	5	5	5	5	5	5	5	5	5 WKOQ-F
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		25 (1)	25 (1)	14.5	14.1	WCCA-F (O) 106.3	0.9/ 3.4/ 2/ 55	2/	55
AOR/CLASSIC/NR		26 (4)	26 (4)	15.0	9.6	WLTT-F (SAC) 103.7	1.4/ 5.6/ 3/ 99	3/	99
COUNTRY		40 (3)	40 (3)	23.1	26.3	WWIL (REL) 1490	0.9/ 3.4/ 3/ 64	3/	64
NEWS/TALK	8 (1)	1 (1)	9 (2)	5.2	6.6	WXQR-F (AOR) 105.5	0.5/ 1.7/ 1/ 28	1/	28
CHR		1 (1)	1 (1)	0.6	1.0	WEGX-F (C) 92.9	0.5/ 1.4/ 4/ 116	4/	116
BLACK/URBAN		34 (2)	34 (2)	19.7	21.2	WJYR-F (EZ) 92.1	2.3/ 2.4/ 7/ 51	7/	51
SOFT AC/EZ		8 (2)	8 (2)	4.2	2.0	WKZO-F (AOR) 101.7	0.5/ 1.5/ 2/ 55	2/	55
HISPANIC						WRHT-F (CHR) 96.3	0.5/ 1.8/ 1/ 29	1/	29
						WYAV-F(AOR/CL)104.1	0.5/ 3.1/ 3/ 106	3/	106
OLDSIES		21 (3)	21 (3)	12.1	10.6	WZFX-F (B) 99.1	2.8/12.2/ 21/ 389	21/	389
FULL SVC/VARIETY						WZXS-F (ST) 103.9	2.8/ 4.9/ 6/ 87	6/	87
STANAOARS		6 (1)	6 (1)	3.5	3.0				
RELIG/GOSPEL	2 (1)		2 (1)	1.2	3.0				
SPORTS									
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN					2.5				
TOTALS	10 (2)	163 (18)	173 (20)						

WILMINGTON, NC

DUOPOLY REPORT	12+	25-54	REVENUE
WGNI-F, WMNX-F (Cape Fear)	24.3%	25.9%	37.3%
WKXB-F, WFSM-F (Local)	16.6%	18.4%	22.9%
	40.9%	44.3%	60.2%

RAIO STATIONS

WAAV , 980, 5 KW (OA-N) , Talk	WESTWD, \$15.00 (Katz)	WENC owner (D)	(LELAND)
WWIL , 1490, 1 KW , Religion	USA, \$10.00 (---)		
WCCA-F, 106.3, 6 KW @ 305 , Oldies	, \$10.00 (---)		(SHALOTTE)
WGNI-F, 102.7, 100 KW @ 981 , AC	, \$31.00 (Katz)	Cape Fear	
WKXB-F, 99.9, 100 KW @ 518 , Country	WESTWD, \$15.00 (Christal)	WFSM owner (O)	(BURGAU)
WLTT-F, 103.7, 25 KW @ 328 , Country	, \$12.00 (---)		(SHALOTTE)
WMNX-F, 97.3, 100 KW @ 561 , Black	, \$19.00 (Banner)	Cape Fear	
WFSM-F, 107.5, 50 KW @ 485 , AOR	, \$22.00 (Mc-Guild)	WKXB owner (D)	(SOUTHPORT)
WUOY-F, 104.5, 4.5 KW @ 377 , ??	, \$10.00 (---)		
WWOQ-F, 101.3, 40 KW @ 544 , Country	ABC, \$27.00 (---)	HVS	

WKCO-F -- See Greenville, NC

WZFX-F -- See Fayetteville

WJYR-F -- See Myrtle Beach

WORCESTER

Arbitron Rank/Pop (12+): 101/369,700

Stations: 29/7
Diaries: 812/455:1/51.8%
Sample Target: 820
% Below Line: 53.3
% Not Listed: 12.1

1994 Revenue: \$11,300,000
HH Inc.: \$41,705
Retail \$: 4.6 Bil
Pop per Station: 52,814
#1 Biller: WSRF-F \$3,200,000

MSA Rank/Pop: 73/425,000 (W/FITCHBURG)
Boston OMA
Average Person Ratings: 16.6
Market TSL: 21.75 hours

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WSRF-F (SAC)	80/13.1	13.4	11.8	12.2	11.5	----	90/1297	1077/29.1	28.1	25.7	E	WSRF-F
2. WXLO-F (AC)	61/10.0	9.0	9.9	8.7	12.2	----	92/1344	789/21.3	22.4	21.7	E	WXLO-F
3. WAAF-F (AOR-NR)	55/ 9.0	9.3	9.7	6.9	7.0	----	95/1482	802/21.7	21.5	20.5	F	WAAF-F
4. WTAG (FS)	49/ 8.0	8.5	9.6	9.0	9.9	----	74/910	737/19.9	20.0	23.3	0	WTAG
5. WODS-F (O)	27/ 4.4	2.8	3.4	4.0	3.3	----	50/789	506/13.7	10.8	9.3		WODS-F
WJMN-F (CHR)	27/ 4.4	3.6	3.4	5.0	5.2	----	32/770	511/13.8	12.9	12.5		WJMN-F
7. WZLX-F (CL AOR)	25/ 4.1	4.7	4.0	3.8	3.1	----	35/666	466/12.6	13.9	10.6		WZLX-F
8. WBCS-F (C)	23/ 3.8	5.6	4.2	3.8	1.2	----	37/565	353/ 9.5	10.8	11.1		WBCS-F
9. WBZ (N)	22/ 3.6	4.6	2.1	3.2	2.6	----	54/956	411/11.1	13.6	10.5		WBZ
10. WCRB-F (CL)	21/ 3.4	1.8	2.5	3.0	2.3	----	34/565	294/ 8.0	6.8	7.0		WCRB-F

12+ FM SHARE (METRO): 81.60% (439 of 538) (SPG 94: 79.80%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJMN-F	1 WAAF-F>	1 WSRF-F<	1 WSRF-F<	1 WSRF-F<	1 WSRF-F	1 WSRF-F<	1 WSRF-F	1 WAAF-F	1 WAAF-F>	1 WBZ
2 WAAF-F	2 WSRF-F	2 WXLO-F<	2 WXLO-F>	2 WXLO-F>>	2 WTAG	2 WTAG	2 WXLO-F>	2 WSRF-F<	2 WSRF-F	2 WXLO-F
3	3 WXLO-F<	3 WAAF-F>	3 WAAF-F>	3 WAAF-F	3 WXLO-F>	3 WXLO-F	3 WAAF-F<	3 WXLO-F	3 WTAG	3 WSRF-F
4	4 WZLX-F	4 WZLX-F	4 WODS-F	4 WODS-F	4 WBZ	4 WAAF-F	4 WTAG	4	4 WBCN-F	4 WAAF-F
5	5	5	5	5	5 WCRB-F	5	5	5	5 WXLO-F	5 WTAG
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 WSRF-F	1 WSRF-F>	1 WSRF-F	1 WSRF-F	1 WSRF-F	1 WAAF-F	1 WAAF-F>>	1 WAAF-F	1 WAAF-F>	1 WXLO-F<
WAAF-F	2 WXLO-F>	2 WXLO-F	2 WXLO-F>>	2 WXLO-F>>	2 WZLX-F	2 WZLX-F>	2 WSRF-F	2 WXLO-F	2 WAAF-F
WJMN-F	3 WAAF-F>	3 WXXS-F	3	3 WODS-F	3 WXLO-F	3 WSRF-F	WZLX-F	3 WZLX-F	3 WSRF-F>
4 WXLO-F	4 WJMN-F	4	4	4	4 WBCN-F	4 WXLO-F	4 WXLO-F	4 WSRF-F	4 WZLX-F
5	5	5	5	5	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME TSA	TSA
							SHARE/RTG/AQH/CUME	
AC		81 (3)	81 (3)	15.1	15.8	WORC (ST) 1310	WORCESTER 1.0/3.1/ 6/ 126	
AOR/CLASSIC/NR		122 (8)	122 (8)	22.7	22.9	WQVR-F (C) 100.1	SOUTHBRIDGE 1.5/2.8/ 15/ 242	
COUNTRY		50 (3)	50 (3)	9.3	12.5	WWTM (T) 1440	WORCESTER 0.3/2.3/ 2/ 86	
NEWS/TALK	36 (3)		36 (3)	6.7	6.9	WXXW-F (O) 98.9	WEBSTER 0.8/1.4/ 17/ 157	
CHR		41 (2)	41 (2)	7.6	7.1	WAQY-F (CL AOR) 102.1	SPRINGFIELD 0.3/2.5/ 5/ 157	
BLACK/URBAN						WESO (FS) 970	SOUTHBRIDGE 0.7/1.5/ 18/ 127	
SOFT AC/EZ		83 (2)	83 (2)	15.4	14.8	WGIR-F (AOR) 101.1	MANCHESTER NH 0.7/2.4/ 9/ 124	
HISPANIC								
OLDIES		41 (3)	41 (3)	7.6	3.9	SEE BOSTON OR PROVIDENCE FOR MORE ABOUT THE FOLLOWING:		
FULL SVC/VARIETY	53 (2)		53 (2)	10.0	10.9	WBCN-F 2.5/ 8.4	WEGO-F 1.5/ 6.2	
STANDARDS	6 (1)		6 (1)	1.1	1.5	WBMX-F 2.0/ 7.8	WHJY-F 0.3/ 2.5	
RELIG/GOSPEL					0.9	WBOS-F 2.5/ 7.6	WKLB-F 2.9/ 6.6	
SPORTS	4 (1)		4 (1)	0.7	0.0	WBRU-F 0.7/ 1.9	WMJX-F 1.3/ 5.2	
CLASSICAL		21 (1)	21 (1)	3.9	2.9	WEEI 0.7/ 3.4	WRKO 2.0/ 3.8	
JAZZ							WSSH-F 0.5/ 4.9	
OTHERS/UNKNOWN							WXXS-F 2.3/ 1.0	
TOTALS	99 (7)	439 (22)	538 (29)					

DUOPOLY REPORT

NONE AS OF AUGUST 1995. . .

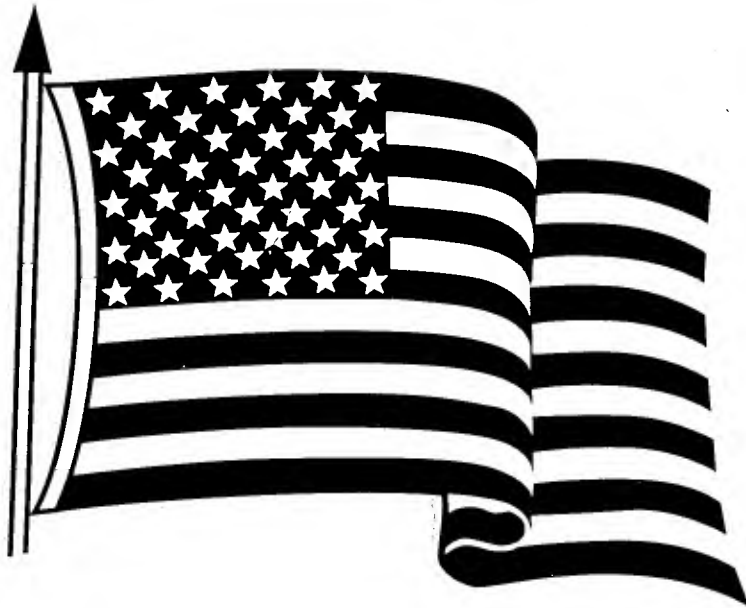
WORCESTER

RADIO STATIONS

WORC	, 1310,	5 KW/1 KW (DA-2)	, Standards	CNN, \$15.00 (D & R)	
WTAG	, 580,	5 KW (DA-2)	, Talk/Full Svc	TALKNT CBS, \$47.00 (Banner)	Knight
WOVR-F,	100.1,	3 KW @ 295	, Country	WESTWD, \$32.00 (Torbet)	(SOUTHBRIDGE)
WSRS-F,	96.1,	17 KW @ 863	, Soft AC	, \$80.00 (Banner)	Knight
WXLO-F,	104.5,	37 KW @ 564	, AC	AP, \$85.00 (Mc-Guild)	Deer River (FITCHBURG)

Other ranked stations -- see Boston

Miscellaneous: WVEI changes to WWTM. . .



YORK

Arbitron Rank/Pop (12+): 100/370,000
 MSA Rank/Pop: 134/439,000
 OMA #43 (w/Harrisburg & Lancaster)
 Average Person Ratings: 17.4
 Market TSL: 23.00 hours

Stations: 32/10
 Diaries: 1213/305:1/66.9%
 Sample Target: 1215
 % Below Line: 46.9
 % Not Listed: 11.5

1994 Revenue: \$13,400,000
 HH Inc.: \$38,736
 Retail \$: 3.7 Bill
 Pop per Station: 37,000
 #1 Biller: WARM-F \$4,400,000

12+ METRO	1/4/SHARE	WIN 95	FAL 94	SUM 94	SPG 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WARM-F (AC)	69/10.7	11.0	9.9	9.8	11.6	10.4	118/1569	780/21.1	18.7	27.7	F	WARM-F
2. WGTY-F (C)	65/10.1	11.0	10.7	11.0	11.6	10.7	74/874	712/19.2	20.6	18.8	0	WGTY-F
3. WRKZ-F (C)	54/ 8.4	6.5	6.1	6.4	6.3	6.9	160/1954	649/17.5	15.2	14.1		WRKZ-F
4. WROZ-F (SAC)	45/ 7.0	5.2	6.3	5.2	4.8	5.9	130/1987	646/17.5	16.7	14.5		WROZ-F
5. WYCR-F (CHR)	37/ 5.7	4.9	5.4	6.4	6.9	5.6	48/1315	816/22.1	19.0	21.7	C	WYCR-F
6. WSBA (FS)	32/ 5.0	6.2	5.1	5.1	5.0	5.4	39/615	478/12.9	14.9	15.2	D	WSBA
7. WGRX-F (AOR)	26/ 4.0	2.6	2.1	2.6	3.2	2.8	28/510	392/10.6	7.7	8.9		WGRX-F
8. WWKL-F (O)	22/ 3.4	3.1	2.8	2.6	2.9	3.0	101/1566	337/ 9.1	8.9	9.0		WWKL-F
WRVV-F (AOR/AC)	22/ 3.4	2.3	3.3	3.9	3.9	3.2	147/1939	411/11.1	9.5	9.0		WRVV-F
10. WHTF-F (AOR)	21/ 3.3	4.4	5.1	4.8	4.5	4.4	62/1219	428/11.6	12.1	10.7	C	WHTF-F
11. WWMD-F (EZ)	20/ 3.1	2.8	2.8	2.0	2.1	2.7	25/360	264/ 7.1	6.5	5.2		WWMD-F
12. WQXA-F (AC)	19/ 3.0	3.7	3.1	3.0	1.4	3.2	49/1099	404/10.9	10.2	7.2	B	WQXA-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 85.44% (487 of 570) (SPG 94: 84.05%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ M10	12+ PMD	12+ EVE	OVERNIGHT
1 WYCR-F>>>1	WRKZ-F	1 WARM-F	1 WARM-F	1 WARM-F	1 WARM-F	1 WARM-F	1 WARM-F	1 WGTY-F	1 WGTY-F<	1 WRKZ-F>
2	2 WYCR-F	2 WGTY-F	2 WGTY-F	2 WGTY-F	2 WGTY-F>	WGTY-F	2 WGTY-F<	2 WARM-F	2 WARM-F<	2 WGTY-F
3	3 WGTY-F	3 WRKZ-F<	3 WRKZ-F	3 WRKZ-F	3 WRKZ-F	3 WRKZ-F	3 WRKZ-F<	3 WRKZ-F	3 WYCR-F	3 WARM-F
4	WGRX-F	4 WROZ-F	4 WROZ-F	4 WROZ-F	4 WROZ-F<	4 WSBA	4 WROZ-F	4 WROZ-F	4 WRKZ-F	4 WHTF-F
5	5 WHTF-F	5 WGRX-F	5 WRVV-F	5 WRVV-F	5 WSBA	5 WROZ-F	5 WSBA	5 WYCR-F	5 WROZ-F	5
6	6 WROZ-F	6 WYCR-F	6	6	6	6	6	6	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 WYCR-F	1 WROZ-F	1 WGTY-F	1 WARM-F>	1 WARM-F>	1 WHTF-F	1 WRKZ-F<	1 WRKZ-F	1 WGTY-F	1 WARM-F
WROZ-F	2 WARM-F	2 WARM-F	2 WROZ-F<	2 WGTY-F	2 WYCR-F	2 WHTF-F	2 WHTF-F	2 WRKZ-F	2 WGTY-F<
3 WARM-F	WYCR-F	WROZ-F	3 WGTY-F>	3 WROZ-F	WRKZ-F	3 WTPA-F	3 WRVV-F	3 WARM-F	3 WRKZ-F
WGRX-F	4 WGTY-F	WRKZ-F	4 WYCR-F	4 WRKZ-F>	WTPA-F	4 WGRX-F	WTPA-F	4 WHTF-F	4 WRVV-F
5 WQXA-F	5 WRKZ-F	5 WYCR-F	5 WRKZ-F	5	5 WGRX-F	5 WYCR-F	WGRX-F	5 WRVV-F	5 WGRX-F
6	WGRX-F	WNNK-F	6 WGRX-F	6	WGTY-F	WGTY-F	6 WGTY-F	6 WGRX-F	6 WHTF-F
7	7	WGRX-F	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		114 (4)	114 (4)	20.0	20.1	WGET (FS) 1320	GETTYSBURG 0.5/2.8/ 3/ 106		
AOR/CLASSIC/NR		68 (4)	68 (4)	11.9	15.2	WHVR (ST) 1280	HANOVER 1.4/4.1/ 9/ 152		
COUNTRY	10 (1)	142 (6)	152 (7)	26.7	24.0	WOYK (C) 1350	YORK 1.6/4.4/ 11/ 179		
NEWS/TALK	6 (1)		6 (1)	1.1	1.9	WQXA (ST) 1250	YORK 0.5/2.0/ 3/ 83		
CHR		50 (3)	50 (3)	8.8	11.1	SEE HARRISBURG OR LANCASTER FOR MORE ABOUT THE FOLLOWING:			
BLACK/URBAN						WYMJ-F 0.6/ 3.8	WLAN-F 0.5/ 4.9		
SOFT AC/EZ		74 (3)	74 (3)	13.0	9.6	WCTX-F 0.9/ 2.2	WNNK-F 1.6/ 5.8		
HISPANIC						WDAC-F 2.0/ 5.2	WTPA-F 2.5/ 9.3		
OLDSIES		26 (3)	26 (3)	4.6	3.8	WHYL 1.1/ 2.3			
FULL SVC/VARIETY	48 (3)		48 (3)	8.4	9.4	WIOV-F 0.8/ 3.9			
STANDARDS	19 (3)		19 (3)	3.3	2.8				
RELIG/GOSPEL		13 (1)	13 (1)	2.3	2.3	SEE BALTIMORE FOR MORE ABOUT THE FOLLOWING:			
SPORTS						WBAL 0.9/ 2.6	WPQC-F 0.6/ 3.6		
CLASSICAL						WFRE-F 1.2/ 2.8	WQSR-F 0.3/ 1.0		
JAZZ						WIYY-F 0.8/ 2.6			
OTHERS/UNKNOWN						WOCT-F 0.3/ 1.4			
TOTALS	83 (8)	487 (24)	570 (32)						

YORK

DUOPOLY REPORT	12+	25-54	REVENUE
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WQXA A/F, WRKZ-F (Telemidia)	11.9%	11.6%	N/A%

RADIO STATIONS

WGET, 1320, 1 KW/500 W (DA-2), Full Service	WESTWO, CBS	, \$ 15.00 (Banner)	(GETTYSBURG)
WHVR, 1280, 5 KW/500 W (DA-2), Standards	WESTWD	, \$ 13.00 (D & R)	
WOYK, 1350, 5 KW/1 KW (DA-1), Country Oldies	WESTWD	, \$ 12.00 (Mc-Guild)	
WSBA, 910, 5 KW/1 KW (DA-2), Full Service		, \$ 49.00 (Eastman)	Susquehanna
WARM-F, 103.3, 6.4 KW @ 1305, AC		, \$ 90.00 (Eastman)	Susquehanna
WGTY-F, 107.7, 16 KW @ 850, Country	WESTWD	, \$ 54.00 (Banner)	(GETTYSBURG)
WHTF-F, 92.7, 1.4 KW @ 699, AOR	ABC, Source	, \$ 30.00 (Mc-Guild)	(STARVIEW)
WQXA-F, 105.7, 25 KW @ 705, AC/CHR		, \$ 22.00 (O & R)	
WYCR-F, 98.5, 11 KW @ 928, CHR		, \$ 32.00 (D & R)	

Other Ranked Stations -- See Harrisburg, Lancaster, Baltimore and Hagerstown

Miscellaneous: WQXA A/F sold to Telemidia (D) for \$5,000,000 (Holt). . .

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

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

YOUNGSTOWN

Arbitron Rank/Pop (12+): 86/413,900

MSA Rank/Pop: 89/491,000

DMA # 96

Average Person Ratings: 17.4

Market TSL: 22.75 hours

Stations: 27/19
Diaries: 949/436:1/56.4%
Sample Target: 940
% Below Line: 6.1
% Not Listed: 12.5

1994 Revenue: \$13,600,000
HH Inc.: \$29,653
Retail \$: 4.3 Bil
Pop per Station: 21,784
#1 Biller: WQXK-F \$3,500,000

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	SPG 94	Revenue Level	
1. WKBN (N/T)	96/13.4	12.2	12.1	12.6	13.0	---	110/1059	848/20.5	19.8	18.9	D	WKBN
2. WQXK-F (C)	90/12.5	13.4	13.8	12.9	14.8	---	186/2016	985/23.8	24.5	24.8	E	WQXK-F
3. WHOT-F (CHR)	79/11.0	9.1	9.8	11.4	10.8	---	123/1842	1222/29.5	25.4	28.8	D	WHOT-F
4. WBBG-F (O)	66/ 9.2	7.3	8.1	7.9	8.0	---	87/1246	856/20.7	16.9	18.6	C	WBBG-F
5. WKBN-F (SAC)	49/ 6.8	7.9	8.5	7.5	9.0	---	65/1166	785/19.0	20.5	19.3	C	WKBN-F
6. WNCD-F (AOR)	48/ 6.7	5.5	8.1	6.4	6.6	---	57/969	784/18.9	16.7	18.4	C	WNCD-F
7. WRBP-F (B)	31/ 4.3	8.3	4.8	4.4	---	---	33/418	349/ 8.4	11.3	8.8	A	WRBP-F
8. WYFM-F (AC)	28/ 3.9	5.1	4.4	3.8	4.3	---	50/936	523/12.9	15.8	13.5	C	WYFM-F
9. WSOM (ST)	25/ 3.5	1.7	2.7	2.5	3.2	---	38/431	287/ 6.9	5.6	6.1	A	WSOM
10. WNIO (ST)	20/ 2.8	0.1	0.1	---	1.7	---	20/185	185/ 4.5	1.1	3.0		WNIO
11. WRKU-F (AOR/CL)	11/ 1.5	1.3	0.9	2.9	1.1	---	24/467	193/ 4.7	---	---		WRKU-F
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 71.38% (449 of 629) (SPG 94: 75.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHOT-F>>	1 WHOT-F<	1 WQXK-F<	1 WQXK-F<	1 WBBG-F<	1 WKBN >	1 WKBN	1 WKBN >	1 WQXK-F<	1 WQXK-F	1 WKBN <
2	2 WNCD-F<	2 WHOT-F	2 WBBG-F	2 WQXK-F	2 WQXK-F<	2 WHOT-F<	2 WBBG-F<	2 WKBN <	2 WHOT-F	2 WQXK-F>
3	3 WQXK-F>	3 WNCD-F	3 WHOT-F	3 WHOT-F	3 WBBG-F	3 WQXK-F>	3 WQXK-F	3 WHOT-F>	3 WKBN	3 WBBG-F
4	4 WKBN-F	4 WBBG-F>	4 WNCD-F>	4 WNCD-F	4	4 WBBG-F	4 WHOT-F	4 WBBG-F	4 WBBG-F	4 WYFM-F
5	5 WYFM-F	5 WKBN-F	5 WKBN-F	5 WKBN-F	5	5 WNCD-F<	5 WKBN-F	5 WKBN-F	5	5 WKBN-F
6	6	6	6	6	6	6 WKBN-F	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 WHOT-F	1 WHOT-F>>	1 WHOT-F	1 WHOT-F	1 WQXK-F<	1 WHOT-F	1 WNCD-F	1 WNCD-F	1 WNCD-F	1 WNCD-F<
2 WQXK-F	2 WQXK-F<	2 WKBN-F	2 WQXK-F>	2 WBBG-F<	2 WQXK-F	2 WQXK-F>>	2 WQXK-F	2 WQXK-F<	2 WBBG-F
3 WNCD-F	3 WKBN-F	3 WQXK-F	3 WHOT-F	3 WHOT-F	3 WNCD-F	3 WHOT-F	3 WYFM-F	3 WBBG-F	3 WQXK-F>
4 WRBP-F	4 WNCD-F	4	4 WKBN-F	4 WKBN-F>	4	4 WYFM-F	4	4 WHOT-F	4 WHOT-F
5	5 WRBP-F	5	5 WRBP-F	5 WRBP-F	5	5 WBBG-F	5	5	5 WKBN
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 94 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		28 (1)	28 (1)	4.5	6.4	WBBW (T) 1240 YOUNGSTOWN	0.7/2.7/ 5/ 113		
AOR/CLASSIC/NR		81 (6)	81 (6)	12.9	12.3	WGFT (REL) 1500 YOUNGSTOWN	0.6/2.2/ 4/ 89		
COUNTRY		99 (2)	99 (2)	15.7	16.5	WICT-F (C) 95.1 GROVE CITY PA	1.3/4.8/ 24/ 460		
NEWS/TALK	113 (4)		113 (4)	18.0	16.7	WKTJ (?) 830 CORTLAND	0.7/1.4/ 7/ 66		
CHR		88 (2)	88 (2)	14.0	13.6	WLLF-F (EZ) 96.7 MERCER PA	0.4/1.3/ 4/ 101		
BLACK/URBAN		31 (1)	31 (1)	4.9	5.6	WPIC (FS) 790 SHARON PA	0.4/3.2/ 23/ 353		
SOFT AC/EZ		52 (2)	52 (2)	8.3	9.8	WRRD (O) 1440 WARREN	1.0/3.3/ 8/ 154		
HISPANIC						WRTK (T) 1390 YOUNGSTOWN	0.8/3.8/ 6/ 173		
OLDIES	7 (1)	66 (1)	73 (2)	11.6	10.1	SEE CLEVELAND, AKRON, CANTON OR PITTSBURGH FOR MORE ABOUT THE FOLLOWING:			
FULL SVC/VARIETY	3 (1)		3 (1)	0.5	0.5	WENZ-F 1.3/ 5.9	WONE-F 0.7/ 2.2		
STANDARDS	45 (2)		45 (2)	7.2	7.3	WKNR 0.4/ 2.4	WTOF-F 0.6/ 7.1		
RELIG/GOSPEL	4 (1)	4 (1)	8 (2)	1.3	1.2	WMS-F 0.6/ 2.5	WWS-F 1.1/ 4.7		
SPORTS	3 (1)		3 (1)	0.5	0.0	WNXC-F 0.7/ 2.5	WWWE-F 0.8/ 3.0		
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN	5 (1)		5 (1)	0.8	0.2				
TOTALS	180 (11)	449 (16)	629 (27)						

YOUNGSTOWN

DUOPOLY REPORT	12+	25-54	REVENUE
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WBBW, WBBG-F, WRTK, WHOT-F (Connoisseur)	21.7%	31.0%	35.3%
WRKU-F, WICT-F (Zapis)	2.8%	4.3%	< 3.0%
	24.5%	35.3%	37.2%

RADIO STATIONS

WBBW , 1240, 1 KW (DA-1) , Talk , \$17.00 (Christal) Connoisseur
WGFT , 1500, 500 W (DAYS) , Religion , \$11.00 (---)
WRTK , 1390, 5 KW (DA-2) , Talk WESTWD CNN, \$13.00 (Christal) Connoisseur
WKBN , 570, 5 KW (DA-N) , Talk/News ABC CBS, \$45.00 (Katz)
WSOM , 600, 1 KW/45 <u>W</u> , Standards , \$14.00 (Banner) Lincoln (SALEM)
WBBG-F, 93.3, 50 KW @ 279 , Oldies , \$49.00 (Christal) Connoisseur
WHOT-F, 101.1, 25 KW @ 695 , CHR , \$46.00 (Christal) Connoisseur
WKBN-F, 98.9, 4.5 KW @ 1371 , Soft AC CBS ABC, \$38.00 (Katz)
WNCD-F, 106.1, 3 KW @ 328 , AOR , \$25.00 (Torbet) (NILES)
WQXK-F, 105.1, 88 KW @ 430 , Country WESTWD, \$76.00 (Banner) Lincoln (SALEM)
WRBP-F, 101.9, 3 KW @ 328 , Black ABC SMN, \$16.00 (Eastman) (HUBBARD)
WRKU-F, 95.9, 3 KW @ 328 , Classic AOR WESTWD, \$ NA (---) (SHARPESVILLE)
WICT-F, 95.1, 19 KW @ 804 , Country WESTWD, \$15.00 (---) Zapis (GROVE CITY)
WYFM-F, 102.9, 26 KW @ 459 , AC ABC, \$22.00 (Eastman) Regional (SHARON)

Other Ranked Stations - See Cleveland

Miscellaneous: WRQQ (1470; Farrell, PA) sold to Zapis (D) for \$64,000. . . WGFT for \$250,000. . . WHOT-AM changes to WRTK and format to Talk . . .